NBC ARTISTS SERVICE
GEORGE ENGLES · MANAGING DIRECTOR

An organization whose extensive facilities permit it to offer a more brilliant array of representative artists than any other agency of its kind. These are available, not only to Broadcast Advertisers in particular, but for every form of public entertainment including lectures, concerts, recitals, conventions, dances, banquets, stage productions, motion pictures and phonograph recording. Inquiries receive immediate attention.

NEW YORK BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES
Just Around The Corner

- Every period of depression has been followed by a period of prosperity. Business leaders are preparing NOW for the good times which are on the way. Do not be caught napping. Pound home your message now through a proven medium.

- The Greater New York and New Jersey Metropolitan Area is the richest market in the world and is thoroughly covered by WOR, America's leading independent station.

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

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City

BROADCASTING • July 1, 19
YOU'RE IN GOOD COMPANY . . .

Advertisers, like lesser individuals, are "judged by the company they keep".

For the past year WKRC has adhered to its announced policy of presenting a minimum of 70% Columbia Network programs (voted the most popular in every poll!) between 6:00 and 10:30 P.M. Leading LOCAL advertisers are convinced of the advantage of having their programs associated with these chain features. At the present time two fifteen minute evening periods are available to non-network advertisers on WKRC . . . the first that have been available since January 4, 1932.

If you want to reach the "million market" in and around Cincinnati join this imposing list of advertisers shown below. You'll find it pays to be in good company.

REPRESENTATIVE WKRC ADVERTISERS

COLUMBIA NETWORK

Ever Ready Safety Razors
Barbasol
Chrysler Automobiles
Eastman-Kodaks and Films
Maxwell House Coffee
Greyhound Bus Company
Heinz Rice Flakes
Lavoris
Chesterfield Cigarettes
Pennzoil Motor Oil
Blue Ribbon Malt
Ivory Soap
Crisco
Oxo
Eno Effervescent Salts
Danderine
Phillips Dental Magnesia

LOCAL

H. & S. Pogue Co.—Department Store
Caldwell and Taylor—Gasoline
Phillip Carey Co.—Roofing Material
Chevrolet Motor Car Co.
Cincinnati Paint, Oil & Varnish Club
Goede & Tyree—Stock Brokers
Coney Island Company
R. P. Gust—Household Articles
Herman Lange—Jeweler
Loring Andrews—Silversmiths
Model Laundry Company
Powell & Clement—Sporting Goods
Red Top Malt Company
Rohde and Company—Cigars
Rookwood Pottery

WKRC

CINCINNATI

FINEST C. B. S. PROGRAMS
FULL 19 HOUR SCHEDULE
100% MODULATION
1000 WATTS POWER
LATEST WESTERN ELECTRIC EQUIPMENT

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

July 1, 1932 • BROADCASTING
To executives who have to make every dollar spent in advertising deliver 100 cents value:

Today, radio, the important new sales producing force, enters a new phase. This modern method makes it possible to select your radio media just as you select your media in other fields of advertising. Moreover you can broadcast in each territory at the hours when you have the biggest audience — regardless of variations in local time.

This is the World Broadcasting System's answer to that pressing question: "How can I reduce distribution costs?" We offer you a choice of over 250 leading radio stations from coast to coast. Half of these are equipped to broadcast by the new Western Electric Noiseless Recording.* This latest method of broadcasting is a development of the Bell Telephone Laboratories, bringing hitherto unrealized quality and distinction to a radio performance. Write for further information.

World Broadcasting System, Inc.
50 West 57th Street, New York City

* Used by national advertisers such as Coca Cola, General Mills, Drug Inc., etc.
Deft Advertising Seen As Radio's Goal
By MARTIN CODEL

Mutual Problems Recognized at Radio Session of A. F. A.;
Optimism Over Fall and Winter Prospects Prevails

NEW YORK CITY.—Advertis-
eras, agency executives and station
managers, gathered together for
plain talk about the problems of
broadcasting advertising, keen
consciousness of the fact that
their present and future stake in
broadcasting is a mutual one, at
the NAB, leparian, at the 28th annual
convention of the Advertising Federa-
tion of America in New York, the
most of holding the attention of
listeners during commercial
announcements came in for much
discussion. All generally agreed that
the prime function of
broadcasting is entertainment and
that sponsors
should bear this in mind even
while publicizing their
products over the air. Topics discussed at the
session brought out advertiser, agency and station
viewpoints.

THE EFFECTIVENESS of radio as an advertising
medium went unchallenged at the NAB depart-
mental session of the Advertising Federation of
America in New York, but the most
question of
holding the attention of listeners during
commercial announcements came in for much
discussion. All generally agreed that
the prime function of
broadcasting is entertainment and that sponsors
should bear this in mind even while publicizing their
products over the air. Topics discussed at the
session brought out advertiser, agency and station
viewpoints.

who declared that "it has proved
its effectiveness for too many kinds of
advertisers and in too many dif-
ferent ways to leave any doubt of
that. Radio being fundamentally
a vehicle of communication, it does
not differ "essentially" from
other advertising media, Mr. Smith said.

Secret of Radio's Success

"THE PRIME function of radio," he
commented, "is entertainment.
That probably is why it is such an
effective medium for promoting
good will for the broadcast sponsor
and his products. It gives people
pleasure and thereby wins their
gratitude and their favor. At the
same time, however, the fact that
radio is an entertainment feature
means that the advertiser who
will make his radio contract in the
show business. And he immediate-
ly comes face to face with the
toughest problem of the show
business—namely, trying to build a
show that will please large enough
numbers of people to be profitable.

"The radio advertiser—either
local or national—must get a clear
picture in his mind of the kind of
people who are his real prospects.
Then, with the expert aid of the
radio station personnel and of his
advertising agency, he must try to
build up a program that is calcu-
lated to please as large a part of
his prospective audience as possi-
able. Above all he must recognize
clearly that he can never hope to
please all of the radio listeners, nor
please many of them all of the
time."

The importance of merchandising
radio programs—by window dis-
plays, billboards, newspaper adver-
tising, etc.—was stressed by
Howard Angus.

"Everyone of you here," said
Mr. Angus, "has turned over the
pages of a magazine, glancing
casually at some advertisements
with a certain degree of curiosity.
Your attention is so directed by
your seeing them that you read
them all. Radio is the only
medium that can provide the
market with a similar situation.
You can't do that when listening
to a radio program. Your ear
bumps right into the commercial
announcements."

The Sponsor's Problem

"THE ADVERTISER hasn't the
problem at all of getting your
attention, as in a magazine. He either
has your attention—or he hasn't it
at all. His problem is to hold
your interest. This means that the
basic merchandising problem of
the advertiser in broadcasting is
not how to make his entertainment
more commercial but how to make
his commercial more entertaining."

"That means he has to bring
showmanship into his commercials.
At the present time we are having
all kinds of experiments along that
line. For instance, right now
many commercials are being dram-
alyzed. Commercial characters are
being created. I know of no ac-
tivity or no development that calls
for more serious consideration than
this experiment with commercial
announcements.

"Undoubtedly as we develop the
technique of making our com-
mercials interesting through drama or
characters, we are going to find
the way to merchandise these com-
nmercials—not our entertainment—
try, and window displays and all
other forms of tie-in adver-
tising. It will open up a whole
new field of fertile sales pro-
motion."

Mr. Angus added that it will also
obviate the criticism being heaped
upon commercialism on the air and
the desire to have the advertising
by the public rather than Congress
exercise their "most effective cen-
sorship."

Mr. Angus quoted from THE
FORECAST, a St. Louis publication,
recording awards for excel-
cence in commercial broadcasts
corresponding to the annual Pulitzer
prizes. This publication nominated
for first prize the Philco presenta-
tions of Leopold Stokowski and the
Philadelphia Orchestra, along with
General Electric Co. for its Sun-
day night "Home Circle" concerts.

Art of Lost Causes

HARRY HOWLETT, of WHK, de-
ivered a dramatically convincing
talk on various phases of the radio
situation, touching upon commer-
cial practices, the opponents of the
American system and comparisons
with European radio.

"Radio," he said, "has proved it-
self as a selling medium. Yet it
is all too often the art of a lost
case—it draws too much despair
advertising when other media fail.
It is being subjected to every stunt,
quirk and whatnot to produce hur-
ried results. Class A stations are
carrying at least 50 per cent of
cultural programs, even though we
realize that the American public
really wants entertainment, es-
special entertainment."

"There is no denying that pro-
tecting scheme is not perfect, but
it is also true that we are steadily
and surely getting somewhere. We
of the stations are traveling along
the same lines as the public, and
we will become more and more
refined."

Referring to education by radio
and the demand for more of the
heavier type of program, Mr. How-
leltt declared that the broadcasters
would be more than willing to of-
fer more education and more lec-
tures and more classical music to
convince the public wanted them.

"Some of the public think there is

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Travers, a Santa Claus," he said, "but when it comes to paying the radio bill, it is the bulk and majority that does it. They have every right to get what they want."

Urges Local Viewpoint LINUS TRAVERS, production di-
rector of the Yankee Network, stresses the need for the regional network to advertisers. The underlying principle of localized and regionalized broadcast offerings should not be abandoned, he believes, in order to preserve the characteristics of that region in the building of a more responsive audience. The regional network contains all of the advantages which the local station can offer, except the disadvantage that the ter-
ry should not be going to the same.

Dangerous Trend Cited SPEAKING on "Radio Advertising for the Retailer," Mr. Lyons of WIAO declared that "any radio station doing business is hurting its own cause. It is not conscious of the worst of the wonderland they have and do not put a sufficient value upon it. A station should be cutting rates to get business and letting the adver-
s Garner dictate policy and terms. This has been the condition that will lead those stations to ruin. He added: "If we are convinced that any station which does not see the handwriting on the wall and clean up house to the point where their rates will be the same to every-
body, that there will be no trade deals, that they will understand when the agency tries to tear down ethics which help to sell the product, they had better not deal with that particular account. Furthermore, the amount of business that can be handled by a radio station is, necessarily, limited. For that reason a station should deal only with those agencies that conduct their business in the right way, and it is well worth while to cultivate a clientele of this kind and weasel is done in a sincere manner you generally get what you deserve.

I do not like to speak of a de-
pressed market, but it has been through one. We are work-
ing out of it, however and pros-
perity will return to us in exact propor-
tion to the prosperity of the retail merchants of America.

SENATORIAL TUNERS-IN—It took a Democrat, Senator Dill of Washington, co-author of the radio act and leader in radio legislation, to arrange for his Republican colleagues to hear the proceedings of the Republican national convention. Senator Dill arranged to have the radio set installed in an anteroom of the Senate Chamber; a similar suggestion to the House was courteously rejected by the Democratic majority leaders. The photo shows (standing, left to right) Senators Metcalf, Rhode Island; Dill; Capper, Kansas; Harbur, New Jersey, and Patter-
son, Missouri; (seated) Vice President Curtis and Senator Austin, Vermont.

"Intelligent radio management and enterprise retail selling could be in a short while improve the sit-
uation in America almost beyond belief. If you men will look around at the old established stores in your own cities, you will find that those who have been selling price for the past ten or fifteen years are either out of business or nearly out of business.

"The point I want to emphasize with you here today is that radio could step in now and render sin-
cere constructive help to the re-
tailers. I do not believe in strong-
arm salesmanship. I do believe in
intelligence solicitation, and the
only way that we can develop our business is to make the people who deal with us more prosperous be-
cause of our relationship. For this reason every radio station should have on its staff at least one man who knows something about retailing and merchandising."

An entertaining and enlighten-
ting talk on what goes on backstage in broadcasting, with exceedingly interesting explanations of the technical phases of broadcast trans-
missions, was given by Ed-
in K. Cohan, CBS technical chief. Even a summary of Mr. Cohan's talk here would be inadequate to carry the brilliant similes and parallelisms he drew; it is one of those discussions, essentially intended to enlighten the layman about radio, that the national broadcasters would do well to offer more fre-
quently to the entire radio audi-
cia via their own facilities in or-
der to bring about a better under-
standing between broadcasters and listeners.

Raps Stereotyped Programs ROY WITMER, sales chief of NBC, made the point that the ad-
counter is a better and mutually more profitable radio technique is relatively simple. All advertisers

KYW Channel Hearing Involves 60 Stations

WITH THE FILING of additional applications for the Radio Commission for the 1920 kc. clear channel now occupied by KYW, Chi-

cago, the number of direct and indi-
cut renewals for improved fa-

cilities involved in the hearing

time scheduled for July 18 has increased

52, while the aggregate of stations notified of

the hearing is about 60.

The hearing was precipitated by several applications for the use of the clear channel which are to be refused. The hearing is being called to determine the data and that action brought forth a deluge of additional applications to frustrate the move. A number of the direct applicants are to ap-

The hearing is expected to be the most far-
sen by the current general power-clear channel controversy which consumed five weeks in the fall of 1930.

Nine Essentials

NINE "MOST essential require-
ments," as set down by Mr. Witmer who urged that all commercial credits be checked by these:

1. If straight commercial an-
nouncements are aired, do

2. Do they tell the story in a pleasant manner?

3. Are they positive, or do

4. Do they ring absolutely true?

5. Do they have a tendency to belittle a competitor's story?

6. Are they sufficiently un-
technical, so that the layman un-
derstands and is interested?

7. Is the program in good taste? Human nature does not like to hear or discuss disagreeable things un-

8. Why is the commercial part of the program designed to harmonize in spirit and tone with the rest of the pro-

9. Is the result of the foregoing


9. next time you are in a good taste? Human nature does not like to hear or discuss disagreeable things un-

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IT HAS always seemed to me that one of the great reasons for the success of radio as an advertising medium has been the fact that the broadcasters have been able to sell their clients on the idea of continuous effort," an important executive from a rival medium remarked recently to the writer.

The program, and the advertising message with it, are broadcast at least once a week, and often daily, for months on end. During the time it is on the air a large part of the public can't help but hear it. Also, if the program is a success in the editorial sense and the commercial announcements are not too bad, there will be built up a loyal audience which will tune in regularly during the period, and with regard to whom the repetitive value of the advertising message will reach its maximum effectiveness.

There are more reasons than merely the repetitive aspects at the root of the phenomenal growth of radio advertising in recent years. However, repetition has played its part, a part which is very much more important in radio than in probably any other medium. It is true that the station can furnish the advertiser with a potential audience whose loyalty it has won through the station personality that it has succeeded in building up during its years of broadcasting.

Sponsor's Responsibility

HOWEVER, it is up to the advertiser to hold the public's attention and to increase it if possible. If his program is poor, the potential audience will move to another station. If it is outstanding, listeners will forsake old favorites for the new attraction. Thus the furnishing of the highest possible standard of commerical advertising, which is what the radio advertiser does, becomes at once a source of danger and a prospect of tremendous return.

However, the maximum number of listeners to a program is not secured on the first broadcast. Depending upon a host of conditions, it may be several weeks or even more before a program reaches its greatest advertising effectiveness. Continuity of effort is necessary to build one's audience and also to hold it. Once the program is off the air, even for a comparatively short period, a new favorite will take its place, and at least part of the battle will be fought over again when broadcasting is resumed.

With the approach of the summer period, this question of continuity of effort becomes of especial importance. Many broadcast advertisers undoubtedly are asking themselves whether they should continue during the summer months or sign off until September or October.

Based on Misconceptions

PART OF this perplexity undoubtedly is still due to the memories of summer broadcasting of several years ago, prior to the great improvements which have been made recently in radio transmission and reception. Part of it also may result from the misconception of consumer habits during the summer months. Congested roads lead one to believe that all of the world has taken to wheels, and that no one possibly could be home. Friends going on vacations blind one to the fact of the many jobs in which there are no vacations. Probably we are more conscious at present of the fact that many people can not afford to go on vacations; usually that too is overlooked. Consequently, while these two factors are combined, a distorted picture of summer listening is certain to be the result. Much of this picture is based on the light of statistical research and mere common sense.

The question of whether there is a summer radio audience is undoubtedly the most perplexing one; and it was in answer to this problem that last summer this writer made an intensive field survey of listening habits of people in the Philadelphia retail trading area.* During the course of the survey 3100 families were interviewed. These were apportioned to various districts of the city, with an attempt to approximate the density of population and were further scattered widely throughout each district so as to ensure an accurate cross-section of the population.

The study was conducted during the latter part of June and the first week in July. This period was selected since it was believed that by that time vacation plans would be fairly complete and that the people would still be at home to answer questions. The correctness of this conclusion was borne out by the fact that very few people gave indefinite answers to the vacation questions, and the number of individuals not at home was not greater than that encountered by investigators in previous winter surveys.

Week-end Listeners

THE RESULTS of the survey were most interesting. The first selected was not regarding vacations proper, but concerning week-ends. Here it was found that on the average there were 94 per cent as many listeners on Saturday as on any other week day and that even on Sunday the average audience was still 90 per cent as great as during the other days of the week.

This was true with respect to Philadelphia, its suburbs, and the small outlying towns in the trading area, little variations of any importance being found between communities. It also was found that approximately 80 per cent of the radio listeners in the area listened some time every day.

While discussing regular summer habits it may be interesting to note that when people listened to their radios as far as hours of the day were concerned, and to compare summer and winter in this respect. Again there was little variation. For the most part people listened during their vacation hours. There was a slight tendency toward a larger morning audience in the summer than in the winter. The summer listening group at 6 o'clock at night also outnumbered the winter audience at this hour, embracing 75 per cent of the total radio families in the former as against 72 per cent in the winter.** Other than this the proportion of listeners tuned at different hours in the day is approximately the same for summer and winter. In both cases the peak hours were from 7 to 9 o'clock with almost a 50 per cent of the radios turned on.

Though no data exists whereby a comparison can be made between winter and summer, it is interesting to note that as far as summer is concerned, the Saturday evening audience is approximately 10 per cent less than that of other week days and about 18 per cent less on Sunday night. This may or may not represent a difference from winter. Sunday morning, however, finds in the neighborhood of 59 per cent of the potential listeners tuned between the hours of 10 and 12 o'clock; while the afternoon peak, between 3 and 4 o'clock, reaches 38 per cent.

Program Desires Vary Little

NOT ONLY is the audience about the same size at the two different times of the year, but its program preferences vary almost imperceptibly from winter to summer. The only difference is a slight preference for lighter forms of entertainment, and, of course, a great enthusiasm for sports broadcasts.

Thus it becomes evident that as far as the daily listeners are concerned, and with respect to the week-end listeners, there is very little difference between summer and winter.

What about vacations? This is all after the crux of the question. Briefly, about 35 per cent of the Philadelphia families go out on vacations, 30.3 per cent of the residents of the suburbs leave town, and 23.9 per cent of the radio families in the trading area outlying towns of the trading area enjoy their vacations elsewhere than their home. The high income group which does the most vacationing, 66.7 per cent of these going away during part of the vacation period, is the one to which the large percentage group of the figure is 38.1 per cent going away at some time during the summer, and in the low income group, 21.1 per cent.

Vacation Times Vary

THE VAST majority of vacations are two weeks or under in duration, these comprising 64.4 per cent of the total. Only 12.5 per cent of the summer vacations last more than a month. It should also be remembered


(Correspondent on page 20)

July 1, 1932 • BROADCASTING
Nebraska Ruling on Radio Libel

FACES U.S. Supreme Court Test

NAB Plans Appeal From Adverse State Opinion; Broadcasters Perplexed as Campaigns Open

U.S. SUPREME COURT test of the Nebraska Supreme Court decision that radio broadcasting stations accountable for libelous acts was compromised over their facilities will be sought in behalf of the industry to determine finally the liability of broadcasters. The test case is expected to be carried forward under the auspices of the NAB.

Because of the importance of the ruling to the industry and because of the apparent confusion resulting from the decision of the political section of the Radio Act of 1927, the NAB executive committee has definitely concluded that the case should be finally adjudicated. The decision complicates current operations of broadcasters in view of political campaigning and radio advertising.

It creates considerable confusion as to just where the broadcaster stands in his rights to discuss speeches in order to avoid libelous statements.

Whether KFAB, Lincoln, the station involved in the appeal to the Supreme Court is not definitely known, although that course is thought likely. Should such action be taken, the NAB hopes to intervene to defend the industry and to fight the lower court ruling with the available legal experts on libel.

Lower Court Reversed

THE NEBRASKA court’s decision reversed a previous ruling of the trial court which absolved the station of libel and declared the station guilty of libel. The case grew out of the $100,000 libel suit of Attorney General John Shepard, Lincoln, against Sorensen and KFAB and Richard F. Wood, a Lincoln attorney, for alleged libelous statements made by the latter during the primary campaign of 1930. Sorensen obtained $1,000 by a jury against Wood as the jury freed the station, but he immediately appealed to the State Supreme Court.

The case was rendered June 10 by C.A. Goss, Chief Justice. It goes into a learned discussion of commercial broadcasting, using the newspaper analogy throughout. The competitive status of the spoken and the printed word is emphasized, and it is indicated that the broadcasting station is nothing more nor less than a newspaper at the air. It is on that basis that the Nebraska Supreme Court declared that a station should be held to the same strict liability for libel as a newspaper or periodical. It was pointed out that a newspaper is held responsible for the libelous statements published by it even though written by a contributor having no connection with the periodical.

New Trial Ordered

THE COURT held that the lower court’s ruling was grossly in error and that the station had not been given proper instructions to the jury of a “contradictory and confusing nature.” The case was rendered a new trial, but with instructions that virtually order a decision adverse to the station.

The station was rendered, it became known that one station, and possibly others, has received threats of libel actions growing out of the political campaign speeches.

While the case of KFAB is at issue, the Supreme Court denies that the political speeches made by candidates for office.

Henry A. Bellow, chairman of the NAB legislative committee, vice president of CBS, and director of WCCO, Minneapolis, has already gone deeply into the issue. He points out that Section 18 has been interpreted to mean that a station cannot censor the address of a candidate for office, but it has been advanced by the court’s interpretation that the station is held liable for statements by candidates for office.

History of Case

REJECTING the issues, the court said the petition of Sorensen charged that on the evening before the Nebraska primary election, Aug. 11, 1930, certain false and libelous statements concerning Sorensen, in a speech composed and broadcast by Wood on the station, was written, published and circulated to a large radio audience by means of machinery and equipment supplied by defendant company. It was said also that a copy of Wood’s address was available for use of the company without its obligation over the radio, that a representative of the company who introduced and vouched for Wood was present and had himself read the speeches, thereby adopted and published said statements; that in the course of reading and publishing said article and, with the intention of injuring plaintiff in his profession and reputation, and for the purpose of making his election to the office of attorney general more difficult, defamed plaintiff.

(Continued on page 18)

AFA Lives, Dies

THE SHORTEST-LIVED broadcasting station known is AFA, which was utilized by the Postmaster General for the New York convention of the Advertising Federation of America. It was brought to the air by boat. Using a special short wave permit, NBC installed a transmitters on board, which cleared the call letters AFA. The station broadcast at intervals from 5:30 to 8 p.m. before the religious work of the station was received from advertising men in New York and nearby cities who had tuned in on the broadcasts.

WLBL Campaigns

For Clear Channel

Church Society Puts Pressure On Radio Commission

AN INTENSIVE campaign to obtain a clear channel has been started by the Religious Society of St. Paul the Apostle, licensee of WLBL, New York. The station now is licensed to operate two channels, one of 970 kc. and one of 18 kc., both assigned to WLBL. The station, now operating on the 970 kc. channel, will be allowed to take over the station, but to permit it to enter the commercial field on a more extensive scale in the already congested New York area.

Secret Radio Survey

A NATION-WIDE survey of the efficacy of radio broadcasting in selling goods as well as the extent to which radio constitutes a powerful tool for industry guiding was conducted by the Scripps-Howard newspapers in collaboration with the Gannett chain. The results, however, are being kept confidential, apparently because they did not produce the answers hoped for.

Scott Howe Bowen, Inc.

New York Studios Completed

For the Shepard Group

Mr. Shepard

Yankee Network and its ten affiliated stations exclusively in the national field for two years, effective June 1.

Coincident with this announcement, it is known to Scott Howe Bowen that he has just completed the installation of modern recording and program origination studios in the flagship of 1780 Broadway, formerly the executive offices of the Goodyear Tire Co., from which programs can be "piped" to the Yankee Network and to any other stations.

Mr. Bowen told BROADCASTING that he does not present plans exclusive representation of stations generally but regards the scope and coverage of the Yankee system as being so inclusive and important that he is undertaking this arrangement as an exception to his rule.

He added that he has just added to his staff Jack Field, for the last five years in the national advertising department of U. S. TIME, to handle the representation of the Yankee Network in New York and surrounding territory, and to manage the Yankee Network stations in Chicago, according to other branches will handle the representation elsewhere.

Mr. Bowen does not expect to move his headquarters from the Chrysler building to the new studio quarters on Broadway. These studios have been installed under the direction of C. Gordon Jones, until recently with Electric Research Products, Inc., who is associated with the Yankee Network. The most modern Erpi dynamic acoustic equipment has been installed, together with the latest pipe over the air. It will be possible, said Mr. Bowen, to include New York stations with the Yankee groups for programs originating from the studio.

Pape Heads WAPI

MANAGEMENT OF WAPI, Birmingham, state-owned station until recently operated by the University of Alabama, educational institutions, will be taken over by W. O. Pape July 1. The station is now operating under Mr. Pape, well known in Southern radio circle., was formerly manager of WODX, Mobile.

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www.americanradiohistory.com
Secrets of a Successful Radio Program

By MARTIN L. DAVEY
President, The Davey Tree Expert Co., Kent, O.

Tastes and Sensibilities of Listeners Always Respected; Sponsor's Salesmen Find Welcome, Easier Orders

WE HAVE abundant reason for the belief that our radio programs have had a powerful influence in maintaining our business through this period.

Probably the most important evidence comes from our salesmen. They tell me that a substantial majority of the people on whom they call speak to them favorably about the Davey radio programs. They tell me that they encounter a much more pronounced friendliness, that almost everyone whom they contact knows about the Davey Company in a favorable way in contrast with a much more limited knowledge of the company previously, that radio has served to personalize our business and bring it much closer to the people, that they find a much greater and more general confidence in the Davey Company and respect for the institution, and that orders are actually easier to secure.

We began broadcasting the first Sunday in January, 1930, a short time after the stock market crashed and we continued for six months. During the first five months of 1930 our volume ran 20 per cent ahead of the same period in 1929. The business in June, 1930, was equal to that for June, 1929. During the last six months of 1930 we encountered a moderate decline in volume, but the total amount for the year was a little over $3,000,000, or almost the same amount that we did in the boom year of 1929.

Thanks for Advertising

DURING the year 1931 we experienced a moderate decline in volume, although we served as many clients as we did in the preceding year. It is implied that the average order was somewhat smaller than in 1930. Even in this bad year of 1932 we are serving almost as many clients as we did last year, although the average size of the orders is again somewhat smaller.

There is no doubt that our radio programs have had a powerful effect in maintaining a very fair volume of business during this period. I do not know of anything that could have produced the same results in creating the obvious friendliness, in selling a name and an idea so broadly, and in making it easier for our salesmen to secure orders. I never before thought that people would take the trouble to tell us the truth for any kind of an advertisement, but we have had tens of thousands of letters from all over the country thanking us for our radio programs, a very considerable per cent of them on private stationary.

The Davey Tree program, with which this article deals, was one of several radio features named by Senator C. C. Dill, of Washington, in an address before the A. A. A. A. recently as being a "natural" program. The commercial announcement, he said, is effective and inoffensive despite its length. The author of this article is a former member of Congress and at one time was a candidate for the governorship of Ohio. His views on the effectiveness of radio advertising and the rights of the listeners are interesting and convincing.

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old familiar melodies. We believed that the public had been more or less satiated with jazz. I believe that the average person enjoys a reasonable amount of jazz, but that too much of it is like an excessive amount of salt and pepper and vinegar.

On the other hand, we believed that a very small per cent of the people really understand and appreciate classical music of the most difficult sort. It is true that there are some melodious classics that are popular—not because they are classics but because they are melodic. Therefore, we decided to use the old familiar songs which combine both melody and harmony. These songs remain popular not only because they sound good to the ear, but also because they are familiar to the people. My observation has been that the average person greatly prefers music that is familiar to him.

Program Suits Memories

THEN AGAIN it is doubtful if there are very many of these old familiar songs that do not arouse very precious memories in the minds of many people. Each song has its own special following and has within itself a variety of reasons why it stirs memories. In my judgment there will always be a piece of current music, however good it may be, that has any pull comparable to the memories that the old songs arouse.

Of course, we were very careful not to use any one particular type of song; we wanted a variety. We made use of a few of the melodious classics, quite a few light opera selections, a considerable number of the relatively modern melodious pieces, many folk songs and others of good racial origin, and a still larger number of the old standard popular songs.

We considered it of very great importance that there should be no gap or break in every conceivable way. We built each program with a constant succession of type as above indicated.

Music That Soothes

Mr. Davey

We made sure that every other piece was fast and every other piece was slow. We made an effort to have a variety of songs of racial origin, including English, Scotch, Irish, Welsh, German, Italian, etc., as well as many of the old American songs and those with a distinctly southern flavor. We were careful to have a constant variety of rendition, mixing up ensemble work with male quartet and mixed-duet and solos and instrumental numbers. I believe that the average listener feels the effect of this constant changing variety, and in most cases does not realize the cause of it. He may be equally unconscious of a lack of variety and find a program monotonous without knowing just why. It is the task of the program builder to provide ample variety, but he should be careful to guard against any violently conflicting types close together.

We carefully avoided everything that is vulgar and everything that would be objectionable to people of refined taste. I believe that the majority of American people, who are not highly educated, are naturally refined, and they like the kind of entertainment that does not shock or disturb their sensibility. It would be an entirely different proposition if you were putting on a show where you were dealing in the vivid and violent, but with radio entertainment you are going right into the home and should respect the feelings and taste of the better class of citizens. We tried to make our programs just as entertaining and as interesting as possible, but also refined. We attempted to maintain an atmosphere of respect and dignity without being highbrow. The response of the public has amply justified our hopes.

ANOTHER RESULT which we sought to achieve was restfulness. The constant jar and rasping of instruments sounds at times that music has a tendency to put the nerves on edge. If one turns his radio on for a whole evening and hears nothing but straining jazz, his nervous system is likely to be in rebellion. It seems to me that one of the most desirable qualities of a radio program is restfulness, which causes one to lean back in his chair and be comfortable listening to the medium. A little stimulant is all right, but modern people need a larger proportion of the soothing qualities of entertainment.

The radio is a national form of entertainment. The only fair way to build a program is to base it on the tastes and conditions of the average homes. Those average homes are neither lowbrow nor highbrow, but they have the elements of culture, either in the matter of education or else in their interests. We satisfied the majority by the program that we finally built it on the tastes and conditions of the average homes. We tried to make our programs just as interesting as possible, but also refined. We attempted to maintain an atmosphere of respect and dignity without being highbrow. The response of the public has amply justified our hopes.

Among the tens of thousands of letters we receive regarding programs, we have received a very large number of letters written on cheap paper and in poor English. Yet all of them come from intelligent people, even though they are not well educated. All of the letters that we have received have expressed profound pleasure. Most of them are grateful that we use no jazz; many of them are delighted with the old familiar songs. Their letters breathe the spirit of respect and genuine pleasure. There are certain programs that have enjoyed an extraordinary degree of success, but there is abundant evidence that our programs have been an outstanding success.
Copyright Bill Heads Calendar Of House But Action Is Delayed

Members Arise to the Defense of Broadcasters; Schuette Calls Demonstration Significant

By SOL TAISHOFF

COPYRIGHT legislation, including the Chindblom amendment designed to restrain activities of copyright publishers, such as the Authors and Publishers Association of Composers, Authors & Publishers, remains at the head of the calendar of the House, despite fact that the measure was June 22 as scheduled. Sudden and serious illness of Chairman Sirovich, (D.) of New York, of the Post Committee, and author of the bill, necessitated voluntary postponement of the “Calendar Wednesday” for that day, but the postponement was agreed to only after a significant demonstration by members of the House revealed a widespread desire to cooperate with broadcasters and after the broadcasters had agreed to the postponement.

With Congress preparing to adjourn until December, there is a possibility that the calendar will not be called for consideration again until the winter session. Even if the measure should pass the House, however, there is no hope for its ratification by the Senate until the next session. The fact that Congress for the first time has been aware of the impact of the legislation to the broadcast industry is considered most encouraging and brightens the prospects for opposition action at the forthcoming session.

Stand Not Weakened

IN A BULLETIN to all broadcasters June 22, Oswald F. Schuette, director of copyright activities for the industry and head of the NAB copyright group, reviewed the current situation concerning the legislative status of the copyright bill. He declared that the position of the broadcasters is not weakened in any way by the postponement and that the measure still heads the calendar.

“This, he continued, “is particularly important in view of the superb demonstration of eagerness to cooperate with the broadcasters which has been given in the past fortnight by most of the members of the House. Never before have the broadcasters displayed such unity, and never has there been shown such an understanding of our problems.

This interest was dramatically displayed on the floor of the House when the proposal to postpone Calendar Wednesday brought a score of Congressmen to their feet in protest. Only after Congress man Chindblom, (R.) of Illinois, had assured them that the delay was acceptable to the House and had explained his amendment were these objections withdrawn.

The situation is particularly one of getting an amended copyright bill through the Senate at this session, the greatest immediate serious threat to the industry and most universal support in the House. This support has been mainly built up by the fine work done by the broadcasters them selves in convincing members of Congress of the obvious fairness of our position.

Fight Just Begun

“THE REAL FIGHT for the freedom of the broadcasting industry has only just begun. So far, despite serious handicaps, it has made splendid progress. We will notify you promptly concerning the next step. Meanwhile, your cooperation has accomplished much, and we are counting on you to keep it up.

Rep. Chindblom explained on June 21 in the House, that he had received numerous inquiries about his proposed amendment to restrict and regulate copyright pools.

“As many members of the House know,” he added, “a great deal of interest has been manifested in an amendment to the copyright bill which has been placed in my hands. I think, perhaps, the members will be interested in knowing that the persons and parties who are interested in this amendment are willing that this order shall be made at this time, because they realize the copyright bill could not properly be considered without the presence of the chairman of the committee Dr. Sirovich.”

Rep. Chindblom then read the amendment, which provides that in case of infringement proceedings, a demonstration of any combination which exercises a substantial control over performing or broadcasting rights, the court shall be empowered to fix a reasonable license fee instead of damages and order the issuance license on those terms. He explained also that the amendment might be broadened so as to include mechanical reproductions.

Following this explanation, Rep. Patterson, (D.) of Gadsden, Ala., who had interposed objection to the post amend, withdrew his objection, but explained that he did so solely because it was the position of the committee chairman.

“This is very important legislation, and I would otherwise object,” he asserted.

On the New York copyright front, conditions have been quiescent during the past fortnight. The NAB negotiating committee, of which Paul W. Morency, WTCI, Hartford, is chairman, has been conferring intermittently, as has the Plenary Committee, comprising A. J. McCoosker, WOR, Newark, chairman; F. M. Russell, NBC Washington, vice president, and H. Butcher, CBS Washington, director.

The former committee still is awaiting a call from E. C. Mills, general manager of ASCAP, in connection with joint deliberations on the proposal of ASCAP for an increase in musical copyright fees from the existing rate yielding nearly $1,000,000 a year to a 5 per cent of gross of all stations plus a flat rate which would mean a 300 to 500 per cent increase.

Society Starts Publicity

IN AN EFFORT to counteract the activities of broadcasters and other copyright users protesting the operations of ASCAP, it is reported that that organization has retained a firm of “public relations counsellors” in Chicago, to attempt to present its cause to Congress and to the public.

One trade news report, with the earmarks of having been inspired, states the ASCAP has been attacked from all sides as a “music trust” and that the major broadcasters, the NAB and various film and theatre organizations have gone on record opposing the enactment of so-called tribute for use of copyrighted music.

WHOPPERS—Freeman Gosden (center) showing the big ones he caught to Charles Correll (right) during rest period at Catcotic Furnace Camp, Md., owned by Lawrence Richey, secretary to President Hoover, where they spent part of their June vacation. At left, Tom Shurr, owner of Atwater Kent Audition note, is trying to tell “Amos 'n Andy” about the big one he nearly had. Upper left is Frank M. Russell, Washington vice president of NAB, and upper right is Andrew D. Ring, Radio Commission senior broadcast engineer.
Courage, Not Program Ideas, Held Lacking

BY PETER DIXON

Advertisers Charged With Shying Sophistication and Sex And With Denying Original Scripts

NEW IDEAS for radio programs, if one is to believe the solemn statements of the great minds of the advertising, are both in demand at the present time. In fact, this search for new ideas has been stressed in speeches, publicity releases and magazine articles for at least a year. Discover a new idea, the creator of radio programs is told, and name your own price...

This, in the opinion of a person who spends a lot of time behind scenes in radio, is so much hooey! The broadcasting stations and the advertising agencies are offered new ideas by the score. There are enough original ideas in the files of the top radio programs to last the advertising agencies through the overnight showbills of both networks. It is true that some of these ideas are obviously good. Others have genuine merit, but the great majority are untested. The persons responsible for the programs don't know whether they are good or not.

Sponsor's Responsibility

ADVERTISERS happen to be responsible for virtually all worthwhile programs on the air today. Only the advertisers will spend the money to produce elaborate programs and to engage talented personnel. But advertisers seem very reluctant to spend their money on ideas that aren't sure fire. So, though it is an old joke, they engage orchestras and quartets and let it go at that. At the same time, your average radio department executive of any big advertising agency will tell you in all sincerity what that he needs is some good ideas.

The outstanding example of executive blindness to a good idea—and it may still be considered a novel idea—is the famous show now defunct, March of Time. While it was on the air it was constantly talked about. Listeners stayed at home just to hear it. It attracted thousands of unsolicited letters. The critics praised it without qualification. It was one of the finest programs ever broadcast.

Time magazine found out that its treasury couldn't stand the expense of the series but offered the program to any other national advertiser willing to pay the bills. What happened? The same advertising industry that expressed mild interest in the program, has a few auditions and then has a synthetic program, following the March of Time pattern, has since appeared on the air but no one has guessed it equality with the original.

Among the Departed

MARCH OF TIME is still available. There is an audience waiting for it. Its prestige is undiminished, though it has been off the air for months. But we'll bet not less than five new programs, featuring orchestras, quartets and crooners, make impressive radio debuts before March of Time is heard again. Five. Well, make it twenty-five!

[Editor's Note—Since this article was written, CBS has announced that March of Time will return Sept. 9 as a sustaining feature and will be sponsored by Time magazine after Nov. 4.]

Glance back through your radio programs of the last three or four years. Remember the Eveready series? Few listeners have forgotten that series and its presentations are talked about. Yet the departure from the program listings there has been no similar advertiser's series has been so much of a talent that made it a great show can be hired today just as inexpenisively as three years ago.

The Limbo of New Ideas

LET'S TALK about the new ideas. They are submitted daily to the networks and to the advertising agencies. What happens? Let's see:

Aloysius Jones, who has had lots of experience in writing for the air submits a comedy script. Mr. Jones, knowing his radio, has written his script to be read aloud and not as a piece of magazine material. The so-called experts look it over and because they don't roar with laughter at the written word decide it isn't funny. No effort is made to test the script in audition and that is the end of a new idea in comedy.

A. B. Lincoln Smith, whose name has been associated with a number of successful radio presentations, comes in with a new idea. He has script which will feature a society editor of a metropolitan newspaper and each week there will be ten or twelve minutes of chatter about the people of Park Avenue. The advertising agency isn't interested yet the same advertising agency will instantly submit for position on the society page of the Tulsa World in Tulsa, Oklahoma. And the editor of the editor of the Tulsa World has for years used a column of New York society news.

True Incidents

JESSICA JESSEL, who has taken the trouble to analyze the likes and dislikes of radio listeners, develops an idea in which a young couple are featured. The idea is radical in that the young couple use their own names and dramatize their own day-by-day experiences instead of appearing as actors in fictitious situations. The advertisers aren't at all interested. Though they are radio experts they haven't realized that the folks on the radio are considered the friends of the listeners and the element of reality will more than offset the lack of melodrama.

The foregoing incidents are true ones. The ideas have been submitted by persons known to this writer and have been turned down by advertising agencies or broadcasting stations. The ideas were submitted by persons who knew radio. They did not involve expensive orchestras or more expensive names from the Broadway stage. All had novelty yet all were planned so that the appeal would not wear out after the first two or three weeks.

This writer had some interesting experiences several years ago when "Raising Junior" was just a script in search of a sponsor. One agency man heard three auditions of the series and then turned down his thumbs because, he said, there wasn't enough of interest in the program. "It's not the right life of a young boy to make a radio series," "Raising Junior," by the way, was broadcast six times a week, (except for a few months during the summer of 1931) for 19 months. Another advertiser liked the programs but declared no cost to keep up the pace set in the first few programs. As it happened, the scripts were much more amusing and much more important than the second season than the first. Favorable Excuses

MANY and varied are the reasons given for not trying out certain radio programs. A favorite reason is that these new ideas are infantile. The advertising mentality of the radio listener is that of a twelve-year-old child—or perhaps it is less. Yet both the better sections of the magazines with the greatest national circulation—SATURDAY EVENING POST, COLONEL'S RED BUMS and that group—can hardly be said to appeal to children exclusively. These magazines are not ultra-sophisticated. Neither are radio programs.

Sponsors turn down programs because they don't want to risk having the ideas styled. If there are not paid magazines, and we believe that it is easier to keep sophisticated lines and situations alive by changing the medium of an 11 p.m. broadcast than by telling them they "won't understand" that certain story in a certain magazine.

This aversion to any hint of nature's second great law on the part of the network executives and advertising agencies is one of the most amusing inconsistencies of radio.

Give American advertising for some years has reached a high of good, old-fashioned sex appeal. Legs, curves, frilly lingerie, come-hither eyes, and straight nude studies are used to advertise everything from chewing gum to cosmetics. Yet submit a radio idea which is based on an elemental appeal, and which is obviously not for infants, and the advertiser will turn his hands in heartfelt despair. It seems to be a belief in the salons of sales-talk that all American children are awake before 11 o'clock in the morning. Actually the little darlings are in bed—with a copy of Play Boy Stories hidden under the mattress.

Ideas Aplenty

THERE ARE plenty of good radio program ideas available which may be classed as sophisticated, and more would be developed if there was a chance of getting them on the air. But, unless conditions change, there won't be even a slim chance.

Ideas are there in plenty. There is no excuse for monotony on the air. There is no excuse for much of the so-called dialogue and situation and there is no excuse for the emasculation of some of the good programs. Yet so long as the public is to get by the self-appointed guardians of the purity of the air, the most necessary idea is one that some day may occur to the sponsor himself. He may get the idea that the Radio program experts don't know an idea when they see one.
International Union Talks of Campaign To Obtain Long Waves for Broadcasting

Observer-Delegates Named to Attend Madrid Conference; Technical, Judicial and Program Plans are Studied

PLANS FOR a campaign in favor of extension of the broadcast band into the long waves at the forthcoming International Radio Conference at Madrid were discussed by the International Broadcasting Union and representatives of the broadcasting organization, at its summer meeting in Montreux June 11. Delegates were named to act as observers at Madrid.

The union, in proposals already circulated among all nations, advocates far-reaching revision of the long waves for broadcasting purposes as well as the reservation of specific bands in the high frequencies for both broadcasting and television. In this country, the NAB is urging support of the U. S. proposal in so far as it may be compatible with other delegations.

A special subcommittee of the Madrid preparatory committee now has the task of determining a precise mechanism below 550 kc. which may be available for broadcasting without distributing safety of life services.

Broad Representation

ATTENDING the Montreux meeting were representatives of 16 European broadcasting organizations, 10 European postal administrations, the European directors of the two main American networks, two representatives of the R branch, Dr. Raber, director of the International Bureau of the Telegraphic Union at Berne, and M. van Dissel of the Section of Communications and Transit of the League of Nations.

It was disclosed that the number of radio set licensees in Europe alone had increased by more than two million between March 31, 1931, and the close date of this year. The net total figure, however, was not given.

On the technical side, the union discussed a report respecting over-modulation of a transmitter, which, it was agreed, may give rise to serious interference when other stations working on neighboring wave lengths. The union decided to install in the observatory-station at Brussels, in addition to existing frequency checking equipment, a new recording apparatus which will register any temporary variation of a given wave. Research will be continued into a number of technical problems, including investigation of the effect of the time, temperature, the indirect ray of broadcasting transmitters and certain seasonal phenomena.

Musical Libraries Studied

THE UNION studied among other questions that of the possibility of assembling in each country a collection of musical scores typical of other countries, and which might ultimately be of advantage to European listeners.

Judicial problems, such as the use of broadcasting for commercial ends and the distribution of programs by telephone circuits, were studied, and it was recommended to assemble in each country a more complete documentation than is at present available.

The next meeting of the union will be held in Geneva as soon as possible after the Madrid conference. It is expected that with delay the submission to the European administrations such proposals as will be capable of deriving the greatest possible advantage for European listeners from the new conditions resulting from the world conference.

Two Are Silent

WJBY, Gadsden, Ala., June 22 was authorized by the Radio Commit- tee of the American Legion to make a 30-day request to install permission of new equipment making possible operation within the new 50-cycle tolerance. WJBY, in the same time was authorized to remain silent for a similar period to effect removal of its studies.

Radio Stars in Film

GUY LOMBARDO and his Royal Canadians were scheduled to appear in a Paramount production, "The Big Broadcast," a film story of radio, as the musical stars of the Todd-AO production. Others in the cast include Bing Crosby, the Mills Brothers, Burns and Allen, the Boswell Sisters, Jack Oakie, Jack Carson, Martha Raye, Arthur Tracy, Stuart Erwin and Lyda Roberti. Frank Tuttle is directing.

BBC May Go Commercial

Government's Plan to Divert License Fee Fund Places British Network in a Financial Dilemma

INTRODUCTION of commercial broadcasting in Great Britain is being seriously considered because of the empire's economic plight, which prompted the plan of the government to withdraw all funds now collected in license fees from listeners for the benefit of the broadcasting service. The government is embarking on a campaign to sell "time on the air" to advertisers. The second is to double the cost of the British wireless fee.

"I think listeners would speedily help the BBC to make up its mind on such a question. A twenty shilling tax would add 250,000 to the income of four or five million individuals."

"Meanwhile we can but hope that the Treasury will not be forced to take the step indicated. In the BBC's annual report, published last Wednesday, it is again reminded that the BBC is already relinquishing out of its license income £150,000 for the fiscal year 1932-33. For the present year it is estimated that, taking income tax into account, the Corporation will receive rather less than £5. out of each license issued."

"It is gratifying to see that, after struggling with annual dole-tan expenditure (£497,570), the sum of £253,018 still remained available for future capital development, which it is hoped, the construction of the new high-power stations at Droitwich, the short wave high power station at Dover, and the completion of the Regional scheme.

"How intriguing all this sounds until the spectre of sponsored programs looms up! Could a trade-supported organization fulfill all these dreams?"

Hails Announcer

JACK FOSTER, radio editor of the New York World Telegram and an outstanding critic of radio, last week gave a colorful description of the advent of Charles Francis (Socker) Coe as NBC prestige announcer, describing him as one of the finds of radio. An ex-Navy boxing champion himself, Coe came into the radio limelight last winter with his series of NBC broadcasts about gangland. He is well known as a dramatic fiction writer. Foster's enthusiasm over his appearance on the radio scene grows out of his current gloating of the Sharkey-Schmelling fight, which NBC carried under sponsorship of Lucky Strike.

Congress to Quit Without Passing On Radio Measures

Transfer of Radio Division Part of Economy Bill

BY LYNEE M. LAMM

ON THE eve of the expected adjournment of the First Session of the Seventy-Seventh Congress and the further radio legislation will be enacted into law, according to those who have been in closest touch with the situation.

This bears out the statement made at the beginning of the session that it seemed that no major radio legislation would become law unless the transfer of the Radio Division from the Department of Commerce to the Radio Commission can be called major legislation. This has been pending for two years and becomes a fact with the enactment of the economy bill which includes a provision for the transfer, and becomes effective only after an executive order is issued by the President, and it is regarded as a foregone conclusion that such an order will be issued.

Bills Don't Die

DURING the course of this session, 15 or six major resolutions were introduced in the Senate bearing directly on radio and in the House 10 radio bills are three resolutions were introduced.

All of these bills and resolutions will remain just where they are pending further action to be introduced at the second session of this Congress and which convenes next Dec. 6.

Of many bills which have been left on the calendars of the two houses and which are still pending in committees, perhaps the most important is H. R. 7716, which passed the House and which was favorably reported out by the Communications Committee only to be recommitted at the request of its chairman, Sena- tor W. L. Hays, of New York.

This legislation contains the proposed lottery provisions and also a section dealing with fees for station licenses of various classes.

Fight on Lottery

IT WAS reported that the American Newspaper Publishers Association was bringing a great deal of pressure to bear to have something done with the lottery section of the bill, but on the other hand there was determined opposition to the license fees which kept the bill from being acted on by the Senate.

Of all the bills one of which final action was taken was a section of the economy bill providing for the transfer of the Radio Division, a measure which was passed by the Radio Commission to make a report on advertising on radio, which was made, and was the Attorney General for information in connection with the government's anti-trust suit against the Radio Corporation of America. Two minor bills also became law providing for the use of radio on ships operating in the Panama Canal Waters and for the licensing of American citizens only as radio operators.
A Directional Antenna of Importance

Tests by WFLA-WSUN Forecast Time When Coverage May Be Both Directed and Predicted by Stations

THE DAY when broadcasting stations will be enabled to predetermine their coverage and actually steer the course of their signals in given directions is envisioned by this eminent engineer as a result of the novel tests conducted by WFLA-WSUN, Clearwater, Fla. Interference troubles, through use of this new directional radiating system, he holds, can be sharply curtailed, and at the same time make possible substantial increases in coverage in given directions, by putting the punch in the signals covering desired markets and by cutting off propagation over useless areas.

By T. A. M. CRAVEN

A SUBSTANTIAL and practical engineering accomplishment of paramount importance recently has been developed in broadcasting in the form of a directional antenna. This new device is of particular importance to the radio broadcasting industry because of the significance of its application of radio broadcasting of the future, not only in the United States but in foreign countries.

This directional antenna is the application of scientific principles which have been accepted for centuries in the laws of physics relating to heat, light and sound. These principles also have been known for several years in special forms of radio service, but only recently have engineers been able to overcome the practical difficulties in applying these well known scientific principles to the service of broadcasting.

The principle used in obtaining directivity is known as the “wave interference principle” of light, heat and sound. It is a known fact that in wave motion, the wave apparently travels in a sinusoidal fashion; that is, there is alternately a crest and a trough of the wave. For example, in sound, if two notes of the same tone or frequency and of the same intensity, emanate from different sources, the waves arrive at a distant point so that the crests and troughs are together, or in phase, the sound will be louder than that produced by the same note from a single source. If, on the other hand, the crest of one arrives at a distant point at the same intensity as the trough of the second, or in other words, the wave crests are not at one, there will be no sound heard.

Applied to Radio

SIMILARLY in radio, if we can control the spacing between two sources of emission—a very simple matter—the amount of energy or intensity in each source, and the phase relations between each, we can add or cancel the signal at a distant point at will.

Recently this has been done in a simple, practical and relatively inexpensive manner at a radio broadcasting station, where the signal actually has been increased in one direction and eliminated in the opposite direction.

Not only can this type of directivity be accomplished, but also it is possible and practicable to obtain other results, depending upon the problem to be solved.

One of the difficulties in radio is the action of the so-called Heaviside layer, which refracts or reflects the signal sent in a skyward direction from an antenna. This also has been overcome in a practical manner by a simple control at the source of emission. In other words, this recent development has been designed to secure control at the source in both the horizontal and vertical planes—that is, on the ground and in the direction of the sky.

The directional antenna is useful in problems of interference because, if interference is removed, the coverage of the station interfered with is automatically increased. For example, if there exists mutual interference between two stations, and each employs a directional antenna so as to eliminate this mutual interference, there is a double gain, particularly if the population residing between the two stations is relatively small as compared to the population living on the other side of the stations. This double gain is the increase in coverage area due first to the elimination of interference; and second, to the increase in area resulting from the gain in signal strength in the desired direction.

An Illustration

This can be illustrated aptly by means of diagrams in Figures 1 and 2. There are other methods of arranging equipment to suit other conditions. Figures 1 and 2 relate to one condition only.

In Figure 1, it is assumed that two 1 kw. stations, A and B, operating on the same frequency, are so situated that they interfere with each other. If one station should cease transmission, the other could render a service to a radius of 80 miles and vice versa. This would represent what is usually found in practice for daylight operation.

But when both stations operate simultaneously, service can be rendered by each station to a distance of only 25 miles. This represents what one usually meets in practice for night time operation when interference prevails as a serious factor.

In this particular case, it is assumed that the dense population resides to the east of A and to the west of B.

Now if both A and B should cooperate in utilizing a directional antenna system, they could accomplish a result indicated in Figure 2.

In Figure 2 the dotted lines represent the old restricted coverage area due to the limitations of interference as shown in Figure 1. The heavy lines represent the new coverage. It is obvious that the gain is a distinct advantage in this case, because not only is the area greater, but also the population. It can be seen that the “circulation,” which is of interest to the advertiser, is increased remarkably. The night coverage has been increased from 25 miles to 60 and 84 miles depending upon the direction.

In the event that the population distribution is such that it is desired to secure the advantages of daylight conditions, the directive antenna can be so constructed that, by a simple throw of a switch, it will give all around coverage to the original distance of 80 miles, as in the original daylight radius shown in Figure 1.

Practical Application

IN THE EVENT that the location of stations A and B, shown in Figure 1, with respect to their population is such that it would be too much of a sacrifice to reduce service to the eastward in the case of station A and to the westward in the case of station B, the two stations could be moved closer to one another. Thus, most of the population formerly receiving service when the directional antennas were used, and there would be the double gain of greater coverage.

In the practical application of the directional antenna system to broadcasting, a problem existed at Radio Station WFLA, in Florida, which was in urgent need of results along the lines indicated in the system described herein. Such a system was installed.

The actual results, giving due consideration to the variations in ground conditions over the transmission path, show a remarkable coincidence with the results predicted.

With respect to the interference northward, there was a marked reduction noticed, and in Chicago the signal strength was reduced to an unmeasurable quantity, where before there was a source of objectionable interference. The reduction in interference again showed a remarkable coincidence with the predicted results.

However, within a small angle directly to the rear, that is, to the

(Continued on page 26)

Fig. 1 shows reduction of service from 60 to 25 mile radius due to mutual interference between two 1 kw. stations. Fig. 2 shows how directional antennas will eliminate interference experienced at 25 mile radius and increase service area from the 25 miles to 84 miles. Fig. 3 shows field strength contours of WFLA with old system and with new antenna.
Radio Rate Issue Now Before I. C. C.

Oral Arguments Completed; Decision Seen by Fall

THE QUESTION of Interstate Commerce Commission jurisdiction over broadcasting rates is based on the theory that stations are public utility common carriers within the meaning of the Interstate Commerce Act, was squarely placed before the I. C. C. with the presentation of oral arguments before the Commission sitting en banc June 15. Growing out of the complaint of the Sta-Shine Products Co., New York, for an alleged violation of the Radio Act, NBC and WGBB, Freeport, N. Y., the case for the first time raises this issue, considered of fundamental importance of the industry.

Following the hearing, the Commission referred the entire case to Commissioner Hugh M. Tate, who was instructed to bring forward a report for Commission action. Because of a heavy pending docket, chairman of the I. C. C. said, Friday, April 8, the next September or October are considered remote. Only the jurisdictional question is being considered. Commissioner Tate has been forming broadcast, and because of the novelty and importance of this question, has been given most careful consideration.

Has Examiner's Report

BESIDES the complaint of Sta-Shine, the Commission has also before it the report submitted by Examiner W. M. Chesaldine April 6 following his hearing in New York, in which he recommends dismissal of the case. The examiner held that broadcasting stations are not common carriers for hire within the meaning of the law, and that the I. C. C. is without power or authority to regulate or otherwise control their rates, charges, rules, regulations and practices.

The opinion prevails here that because of the importance of the case, extra efforts will be made to keep pace on it during the July conferences of the Commission, and provisions in the Interstate Commerce Act and the Railroad rate cases and other litigation having prior position on the docket, however, first must be disposed of.

Commissioner Tate explained that should the Commission conclude that it has no jurisdiction over broadcasting rates, as recommended by Examiner Chesaldine, the case will be dismissed, and the issue disposed of. He is now appealed to the Federal courts. Should it hold, on the other hand, that the I. C. C. does have jurisdiction, the case will be held before an examiner on the merits of the specific complaint of Sta-Shine, in which it alleged both NBC and WGBB charged exorbitant rates, and that the air, and discriminated in their practices.

I. C. C. Control Opposed

IN THE ORAL arguments June 15, which were presented "before the full Commission rather than a division as is the usual practice, Frederick H. Wood, of New York, counsel for both NBC and WGBB, contended that broadcasting stations are not subject to Commission rate jurisdiction. "NBC does observe the underwriting contract," he said, and "it is engaged in no point-to-point transmission. It is therefore not a common carrier and not subject to the Interstate Commerce Commission as to regulation of rates.

"Pointing out that broadcasters are subject to Radio Commission regulation and that licenses from the Commission specifically exclude broadcasting long-distance, point-to-point communication, Mr. Wood said it is inconceivable that the I. C. C. is being invited to extend the jurisdiction of the commission to the regulation of radio frequency transmission or to foreign to its existing jurisdiction as the furnishing of entertainment or of advertising."

For Sta-Shine, a company incorporating the name of a prominent Chicago newspaper, the complaint was filed last fall, Ernie Adamson, its counsel, argued that the I. C. C. had jurisdiction over the transmission of intelligence in interstate commerce, and that broadcasting was such transmission. "There were no regulations to control it."

He said this was his personal opinion, but that since then the I. C. C. has in its reason for the complaint which was carried to its logical conclusion, the Commission could not be permitted to final judgment on this question.

Gift for the Greeks

DAILY WEATHER reports in the Greek language for the especial benefit of sponge divers in the Gulf of Corinth is the newest service offered by WRUF, Gainesville, Florida, in local-own- tion. The service is the out- growth of a meeting held by Greek residents of Tarpon Springs, Florida, on the sponge fleet to provide sponge divers with advance information to their conditions. Demetrios Dakos, native Greek, was engaged by Maj. Garland Powell, director of the station, to make the announcements at noon.

Network Incomes Again Gain Over Last Year

THE FIRST five months of 1932 found network incomes from the sale of time considerably ahead of the same period last year. Together, the two network organizations grossed $3,632,442 during May of this year as compared with $3,035,623 during the same period last year.

During May, NBC grossed $2,305,448 on its various networks and stations, which compares with $2,387,113 in May of last year. CBS grossed $1,226,994 as against $934,998 during the same month last year. Together, the two network organizations grossed $3,562,442 during May of this year as compared with $3,035,623 during the same period last year.

Don Lee Shifts to KHJ All His Net Productions; Bay Setup is Changed

By HAROLD HOCK

SAN FRANCISCO, Cal.—The fort- night just concluded was marked by more wholesale changes than perhaps any other that occurred in San Francisco radio. Four leading stations were involved in great shake-ups.

KFCR, operated by the Don Lee System, loses all its sustaining programs, with KHJ, Los Angeles, picking up the slack. Only five sponsored periods will go out from KFCR. They are the Happy Go Lucky Hour, Ed and Zeke Show, That's Goodness, Eri Movie Club and Feminine Fancies. The Golden State Milk Co. ceases a remote tip-off of the broadcasted on Monday Jamboree on July 4 and it is doubtful that this two-hour coast- wide period will continue.

Several people leave KFCR, including Meredith Willson, who goes to NBC as a musical conductor. With the KJNO job is taken by Walter Kelsey. Others to leave are Edna Fischer, Caltana Christoph, Robert Olsen, Bill Good- man, Steve Cornetti, Clark Sisters and Earl Towner.

KFCR's schedule, for the time being, will include live programs, transcriptions and local sponsored features.

With KPO transferring to NBC under a recently granted by the Radio Commission, NBC is shifting many artists and policies in reorganization of the former Hale Broadcasting and Chronicle system. Some 25 of the staff may be retained. J. W. Laughlin, returns to an ex- empt position at the Radio Depart- ment store where he came, and Jean Campbell Crowe moves from her program directorship at KHJ to a job on the NBC production staff.

Mahlon Merrick is out at KGO as a producer, and Charlie Bulott joins NBC to sing on a General Paint Co. program. Betty King joins KGO.

Other changes being made are at KYA, which is owned by NBC but operated independently. The station is in the process of a complete changeover. "On With the Show," an informal night period, is off the air for the summer months and replacing it is "True to Faith," a national Sunday night religious program. "The Dodger" and band from the Hotel St. Francis. Several of the staff have been shifted and all others are working on a spot basis.

Goebel Station Favoried

GRANTING of the application of Peter Goebel, son of the New York banker, for a 50-watt station on 1210 kHz, to be located on the family property estate at Chester Township, N. Y., was recommended by the Radio Commission June 17 by C. C. Tate. Concisely, Mr. Yost recommended that WMJ, Jamaica, N. Y., now licensed for the same frequency, be deleted for violation of regulations, despite the fact that the Goebel application, coming as it did during WMJ's time on Saturdays and Sundays. Goebel hopes to make his station a "model" unit, to be built "without regret," at ultimate cost and to devote only 10 per cent of its time to commercials.

Quot the Sucker League!

Station Head Opens Drive on Free Advertising Schemes, Asking Support of All Broadcasters
NAB Credit Unit Urged by Stations
Resolution Adopted at Radio Session of AFA Meeting

TO SAFEGUARD radio stations from "an unprotected credit position," the broadcasters attending the NAB departmental session of the American Federation of Radio America at the Waldorf-Astoria, New York, June 20, endorsed a resolution calling upon the NAB executive committee to form an advertising agency recognition and credit structure along the lines of those already established by the American Newspaper Publishers Association and the Periodical Publishers Association.

Although this proposition has been proposed repeatedly for the last few years, it has never been acted upon by the NAB. The broadcasters, exchange officials have at an informal meeting that followed the regular session, were strongly in favor of immediate action because of "abnormal economic conditions." Many instances were cited of failures of broadcasters to collect amounts due them by agencies and time brokers, whose accounts were accepted without scrutiny into their financial responsibility.

It is expected the resolution will be brought before the NAB convention in St. Louis next November.

14 Agencies Organize Exchange Service Unit, Plan Expansion to 50

FOURTEEN small but substantial advertising agencies have organized a cooperative network under the name of Allied Service Agencies and aim to expand to a membership of 50 or more with a branch in each principal city.

Better service for clients is promised through the exchange from first hand market data among members, cooperation on dealer activities, and follow-up of inquiries where no dealer is established and the like. This service will be handled on an hourly rate fixed by each member and recorded with all other members.

There will also be a mutual interchange, with client consent, of material which has proved successful in local or sectional advertising campaigns. Members of the group are Chicago R. W. Sayre Co.; Akron O., Brown Advertising Agency; Baltimore, H. Lesseraux & Co., Inc.; Buffalo, Japha Advertising Agency; Cincinnati, Frederick W. Ziv, Inc.; Cleveland, Humphrey & Prentke, Inc.; Dayton, Hugo Wagensell Advertising Company; East Orange, New Jersey, D. S. Young Company; Lewiston, Me., Ray Mills Advertising Agency, Inc.; Los Angeles, Schols Advertising Service; Oshkosh, Wis., Dean W. Geer Company; St. Louis, Oakleigh R. French Advertising Service; San Francisco, Young-Infinity-San Andreas; Seattle, Segall Advertising Agency; and Troy, O., Ralph W. Dalton Advertising Agency.

Baker Planning 150kw. Station at Nuevo Laredo

MEXICO appeared in the radio news again during June, with reports that Norman T. Baker, former operator of KTNT, Musecatine, la., is planning a 150 kw. station at Nuevo Laredo, opposite Laredo, Texas, and that a syndicate of Los Angeles men has secured authorization from the Mexican government to erect a 75 kw. station at Ensenada, Lower California.

The Baker station, it was said, will be known as XENT and will be used by Baker in his campaign for the governorship of Iowa, for which he is an independent candidate. The Ensenada station, reports state, will have a directional antenna designed to direct its signal toward the United States. Ensenada is a resort town reached by steamship from Pacific ports.

Drawings of WCAU Transmitter Building

THE ULTRA-MODERN transmitter building being erected by WCAU, Philadelphia, to house its 50 kw. transmitter is scheduled for completion July 1 and operation the latter part of the month. The structure is located in Delaware county. RCA Victor Company is installing the new equipment.

A 500-foot vertical boom shaped radiator of structural steel will serve as the antenna system. This huge mast is supported on a cast-iron ball only eighteen inches in circumference supported by four guide wires. Radiating from this mast will be almost ten miles of wire forming the ground network.

The project covers 20 acres with an extensive network of ground wires and auxiliary equipment in addition to the transmitter building. The total expenditure will be $800,000, the main building alone costing $60,000.

The building exterior is of a dark rose colored brick and stai-ness. The interior has the rotating machinery, cooling unit and the power transformers.

Store Lists Programs

WHEN all newspapers of New-leans recently decided to eliminate radio program schedules entirely, the Maison Blanche, leading local department store, immediately began carrying the listings in full as part of its regular display advertising. It is expected that other stores will follow suit, giving listeners even more complete program data of local and distant stations than they formerly had in the newspaper columns. The newspapers claimed that lack of space forced their new policy, but they have been protesting against radio competition.

LICENSED amateur radio stations increased from 22,739 a year ago to 31,859 as of June 15, 1932, according to William D. Terrill, radio chief of the Department of Commerce.

Radio Continuity Used

In Press Advertisement

AN UNUSUAL instance of a newspaper-radio advertising tieup was reported by the Gimbel Brothers store, owner of WIP-WFAN, Philadelphi, recently in an advertisement placed in the Public Ledger. The advertisement was devoted almost entirely to a word for word copy of the continuity used by Jean Dale, the Gimbel Shopper, in discussing the item advertised over the air.

Introducing the published advertisement, Gimbel Brothers stated: "The Gimbel Shopper, Philadelphia, makes skillful use of both newspaper advertising and radio to sell hats."
Liability in Libel

BROADCASTERS are in more of a dilemma than ever as to their liability for libelous statements made through their microphones. Notwithstanding the clear-cut language of the Supreme Court in the Radio Act specifically prohibiting stations from censoring speeches of political candidates there now comes an opinion by the Nebraska Supreme Court holding that stations are equally as liable as newspapers. The consensus among radio lawyers in Washington is that the opinion misconstrues the Federal law. Moreover, the court is obviously incorrect in the conclusion that newspapers and radio stations are absolutely analogous in their "publishing" operations and should be held accountable for libel exactly in the same way.

Because the opinion is the first ever rendered on the issue of libel in the field of fundamental importance. The determination of the NAB to see it through the Supreme Court of the United States is essential.

The decision reversed the trial court ruling, which absolved the stations—KFAB of Lincoln—of all blame for the evil. The evidence and held that the station had exercised "due care" and had complied with the Federal law in permitting the speaker to deliver his address without censorship. That opinion is, of course, plausible, because it was based on circumstances peculiar to the case. The appellate court, however, wanders off into a theoretical discussion of what broadcasting is and attempts to lay down a rigid rule of libel in plain conflict with the Federal law, and says in effect in conflict with certain of the conclusions it reaches in its own opinion.

The case involved the suit of one Sorensen, attorney general of Nebraska, against one Wood, an attorney of Lincoln, and KFAB, for statements made by the former over the station. The court remanded the case after concluding that the station owner is no different than the newspaper owner and is equally liable for the libel. KFAB may appeal. If it does, the NAB will intervene and provide the best available legal talent to uphold the rights of the industry. If not, other means will be resorted to, under NAB auspices, to have the same issue tested by the highest tribunal.

The Nebraska court interpreted Section 18, the political section of the Radio Act, to mean that the prohibition of censorship of material broadcast merely prevents the station from censoring the speech of anyone. It might be that the political and partisan trend, but does not give the station any privilege to join and assist in the "publication" of a libel, nor grant the station immunity. In one breath, the court admits that stations cannot censor. In the second, it says a station must censor libelous statements to protect itself.

Section 18 has been interpreted officially as meaning that stations may not censor the addresses of candidates, but that addresses made by others in behalf of candidates are subject to censorship. The latter provision may apply to the speech of Wood. But the circumstances were peculiar in that Wood spoke on time purchased by a candidate. Whether or not Section 18 does apply, however, seems to be a matter of judicial determination on the particular set of facts. The case did not warrant an opinion of the sweeping, all-inclusive character written by the court.

The court used the hackneyed and attractive newspaper analogy, carrying it to an almost fantastic conclusion. It is grossly unfair and far-fetched to apply the same rigid principles of libel that govern the printed word to the spoken word, even if Congress had not seen fit to provide for it in the law. A newspaper editor has ample opportunity to blue-pencil every line of copy he prints. A station owner, under the law, cannot even demand a copy of a speech of a political candidate for censorship purposes, and he has no way of erasing the words that a speaker may utter contemporaneously before the microphone.

Moreover, the court forgets that a station, operating under license, is, if the Federal government, is amenable to very strict regulation. Newspapers, enjoying subsidies running into millions of dollars annually under second-class mailing privileges, are not regulated by the Federal government in any way. The Nebraska opinion is reasonable on certain collateral conclusions and questions incident to the main issue of libel. It seems correct in holding that radio stations are not public utilities, are not a private or commercial business, or that the Federal government, is amenable to very strict regulation.

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The court, however, is incorrect in its conclusion that radio is powerful and influential in moulding public opinion and that it sells goods with the best of the printed periodicals. But the conclusions on libel to us seem to be weak and unconvincing. It is well that they will be given a Supreme Court review.

Sex Stuff on the Radio

ALTHOUGH Peter Dixon makes some pertinent observations about the slowness, if not the unwillingness, of radio and agency folk to accept new program ideas, we find ourselves constrained to disagree with him on at least one of the points he raises. Since radio programs can seldom be repeated and are soon lost to the limbo of the wave lengths, he is perhaps right in asserting that those offering new ideas be given a more willing ear. But we think he is altogether wrong in his insistence that radio advertisers might well take a cue from periodical advertising and carry more of the "elemental" appeal of sex and sophistication.

Metropolitan America is not America, as Peter Dixon himself should know as an Oklahoma lad who migrated to the big city not so long ago and made good in journalism and radio. The tastes of our big cities are not always the tastes of our rural communities. The charge has all too frequently been heard that New York rules the ether waves, that fashions in radio programs are dictated by the metropolitan mind. Offsetting this of late has been the increasing trend of metropolitan programs emanating from other cities; more and more, it is to be expected, will emanate from still more cities. The "elemental" appeal perhaps will be played up to some portion of the metropolitan audience. But the great bulk of the national audience is in small towns and on farms. Without going into the merits of their prejudices and predilections, we believe that the "elemental" appeal will be more charming, more attractive, more agreeable, on the radio—especially even those who stayed up to listen to late evening programs, which Mr. Dixon would make more spicy.

We believe the broadcasters, especially the network program builders, are doing well to avoid offending this tremendous portion of the body politic. Call them denizens of the Bible Belt or what you will, they are an integral part of the national audience and they are important partners of radio. We need not look to Mr. Al Jolson's type of racy humor, great stuff for the paid attendance at big city theaters, was a flop on the radio because of the unfavorable reaction of rural America. Ed Wynn, on the other hand, never tells an off-color joke on the radio, and he is a huge success everywhere.

Radio should not—and we do not believe it does—appeal only to the level of the 12-year-old. But its appeal should be made at universally appealing. The "elemental" appeal, say what critics will, is not sophisticated. Sex stuff on the radio, while it might please a handful of metropolitan sophisticates, would displease so many more city and rural dwellers that broadcasting would face critical. More it can ill afford to attempt to withstand. More than that, we seriously doubt whether sophisticated programs of that sort could gain sales or good will for any kind of product.
LEO J. FITZPATRICK

REMEMBER the "Merry Old Chief" and his Kansas City Nighthawks over WDFA! Well, he's still very active in broadcasting. His cheery voice isn't heard over the wave lengths quite so often, in a less ostentatious way, his influence has been felt and is still being felt in the development of broadcasting in the United States. An ex-newspaperman who combines showmanship with a good business sense—that's Leo J. Fitzpatrick, general manager and part owner with "Dick" Richards of WJR, Detroit. How well he can function behind an executive desk has amply been demonstrated by the fact that WJR, left out on a limb financially a few years ago, is now one of the best developed broadcasting properties in the country.

"Fitz" has taken an active part in radio movements, both local and national, for many years. In 1924, he represented all newspapers interested in radio at the Hoover conference out of which developed the Federal Radio Commission. At that time he was the "Merry Old Chief" and therefore the chief factotum of WDFA, of the Kansas City Star.

It was from the early Hoover conferences that he grasped the vision of radio as a new industry of tremendous public service possibilities as well as a medium of pure entertainment. His success at WDFA led "Dick" Richards to bring him to Detroit to take the helm at WJR, which he soon developed into real community leadership. His interest in the problems of radio as a whole has led him to take a continuously active part in all activities of the NAB, of which he is a director.

"Fitz" is remembered as the genial host of the NAB at its annual convention held in Detroit last October. During the most successful convention ever held from a business as well as entertainment standpoint, "Fitz" seemed to be everywhere at the same time. A formal resolution expressing to WJR and its guiding genius the appreciation of the delegates was unanimously endorsed.

Leo Fitzpatrick was born in Wichita, Kansas, in 1895. Before taking over the radio department of the KANSAS CITY STAR, directing WDFA, he tried out such diversified pursuits as a college course in engineering, newspaper reporting, the Navy and the Chautauqua platform.

From the University of Kansas, he went to a newspaper job in Butte, Mont., later joining the KANSAS CITY STAR as a feature writer, covering such important assignments for that newspaper as the American tour of Marshal Foch and President Harding's ill-fated western trip. He could sing and talk and because he had a lively mind for originating new ideas he was chosen to handle WDFA when that station was started. One of his first ideas was the creation of Nighthawks.

It is typical of the kind of loyalty that "Fitz" engenders that the small group of associates working with him to build WJR now form the nucleus of his present large staff. His volatile spirit, perhaps a throwback to Irish ancestry, and his energetic eagerness to do each day's task, soon stamped itself on his entire organization. The Fitzpatrick brand is now not only on WJR but on WGAH, Cleveland, operated by his early assistant at Kansas City, John F. Patt. Ralph Patt, brother of John F., is now a leading announcer on WJR.

Only occasionally does "Fitz" take the microphone himself these days, that usually when WJR becomes the official voice of the people it serves in matters of public moment. "Fitz" refuses to acknowledge any particular hobbies other than his radio station, but he is vitally interested in a number of things. These include several Detroit clubs and philanthropic organizations, golf, card tricks and the theater. Of the many souvenirs he has of his varied career in radio and newspaper work, he values most a walking stick presented him and initialed by a group of the earliest announcers in the radio game, namely, Lambdin Kay, Bill Hay, George Hay, Gene ROuse, Harold Hough and John Schilling.
Radio Libel Case to Supreme Court

(Continued from page 8)

The court then quoted certain of the statements, one of which was: "His promises to man for entertainment, as a broad- cast, that Wood's speech was "libelous per se" and that it would be sufficient to prove the "broadcast" of it to establish Wood's liability. One instruction, it said, advised the jury that certain parts of Wood's speech were "libelous per se" and that the matter broadcast was libelous, they were to consider the entire speech, applying the law to the speech as a whole and that it therefore could not censor Wood's address.

The court answered the suit separately. Among other things, KFAB contended that Wood was presented by Stubbins to speak on his behalf, and that it had no knowledge in advance of the context of the Wood address, except that it was gifted by Stubbins to opposite and Norris. KFAB declared that its first knowledge of any objection by Sorensen was the following day, when the station announced to its listeners four times in 20 minutes that KFAB was de- scribing the affair and advising its listeners that it was not in sympathy with and did not in any way support their suit.

Among other things, Sorensen charged KFAB with negligence, in that, when the speech was broadcast, the station negligently failed to use the level provided to prevent the publication of false and defamatory statements, and negligently failed to stop said broadcast but maliciously assisted and abetted in the broadcast of false, libelous and defamatory statements.

Court's Interpretation

This CONTESTION, however, was discarded by the court. "We do not think," it said, "this phase of the reply amounted to a plea in abatement." The basis of the suit was grounded on the theory of negligence. The underlying basis for liability is libel, not negligent conduct.

Concerning the plea that Wood's speech was privileged, under the Radio Act itself, the court said: "We do not think Congress intended by this language in the Radio Act to authorize or sanction the publication of libel and thus to raise an issue with the Federal constitutional provisions prohibiting such an issue. Indeed, all the said provisions are due process or without payment of just compensation as "that so far as we can discover, no court has had the plenary power to adopt orstrate and order. We reject the theory.

In the purpose of this case we adopt an interpretation that seems in accord with the intent of Congress and of the Radio Commission. We are of the same view that the prohibition of censorship of material broadcast over the radio is to be applied to those having wares to advertise and those who are potential users of the power and influence of the radio, one of the most powerful agencies in promoting the principles of re- ligion and of politics. It competes with the press and other publications of every nature. The fundamental principles of the law involved in publication by a newspaper or by a radio station seem to be alike. There is no legal reason why one should be favored over another for why a broadcasting station should be granted special favors as against one who may be a victim of a libelous publication.

Not a Common Carrier

"THE DEFENDANT company alleges a misjoinder of parties de- fendant. The publication of a libelous statement, even though it requires the participation of both the speaker and the owner of the broadcasting station. The publica- tion of such a statement by a broadcasting company is not the equivalent of publication by a newspaper, nor can there be said to be a mis- joinder when they are sued to- gether for damages resulting from their acts.

"The company also alleged that it was a common carrier of intelli- gence wire and wireless within the meaning of the Interstate Com- mercial Act, which it has never been decided by any court. We know that licenses of broadcasting sta- tions, under the Federal constitution and by the usual course of eminent counsel have taken the op- posite view; and that in 1929 the American Bar Association adopted a resolution expressing the commission on radio law to oppose the enactment of any legislation de- claring radio transmission to be a common carrier, or as subject to a common carrier obligation with respect to the transmission of speech and music." The court offered its opinion that the defense of the company that it is a common car- rier is a meritless one.

Besides the Sorensen suit, two other $100,000 libel actions were filed against both Wood and KFAB. KFAB has never been tried in the Sorensen case, however, is the only one that has been tried.
The Business of Broadcasting

CURRENT NEWS ABOUT ACCOUNTS, PENDING SCHEDULES, TRANSCRIPTIONS, REPRESENTATIVES AND APPARATUS; NOTES FROM THE STATIONS

STATION ACCOUNTS

HOUSEHOLD FINANCE Corp., Chicago (loans) has contracted for local radio stations in nine cities: WBBM, Chicago; KYW, Philadelphia; KELO, following its network program. Charles Daniel Frey Co., Chicago, handles the account.


ACCOUNTS reported by KFRC, Houston, include William Tabitet Co., Chicago (underwear); Sanborn's, New York; Bell Telephone Co.; Curtis Candy Co., Chicago (men's suits); and Osipoff's, Chicago (men's work shirts).

JUNE ACCOUNTS of WSPD, Toledo: Berry Brothers, Detroit (paints); Greyhound Bus Lines, Cleveland; Davis Baking Powder Co., New York; Proctor & Gamble Co., New York; Krock, New York (Kroger Co.), Chicago; E. N. (Krusche) Co., Los Angeles; Roebuck & Co., local branch; Reliance Furniture Co., Chicago (men's work shirts).

AIR-FLUE GAS FURNACE Co., Fort Worth, Ore., on June 2 started its "Keep It Cool, Air-Flue, Over KPO, San Francisco, daily for 15 minutes. Account is handled directly by F.R. Co., Ltd., London, E. N. (Eno Fruit Salts) recently inaugurated the Pacific Coast edition of the Eno Crime Club over KPRC, San Francisco, and the CBS coast network. A special dramatic staff was organized and directed by Joseph Disphany and Eugene Eubanks. Program runs Monday and Thursday, 8:30 to 9:30, PST.

THOUGH 5-minute speaking programs do not always click, KHZ, Los Angeles, is continuing its promotion of its salt for its "Blue Ridge Colonel" in three 5-minute talks each week for 13 weeks. Accounts: S. M. Gordon, Inc., Southern California subsidiaries. The "Colonel," whose identity remains unknown, takes the five minutes to tell a joke with south of the Mason-Dixon line as the punch line.

THE PRODUCER REPORTER Co., New York, has signed for a daily except Sunday 5-minute program on WOR, New York. Renewals on the same station include Littman, Inc., and Jacoby, Inc.

NEW ACCOUNTS on KKL, Los Angeles: General Mills, Minneapolis, (Bisquick) program, hand music on University of Utah's last six days a week, handled by World Broadcasting Co., New York; Goodwill Worsted Co., New York; through Lawrence C. Gumbiner, New York, once weekly program for Palm Beach suite.

JUNE ACCOUNTS on KLB, Los Angeles: General Mills, Minneapolis, (Bisquick) program, hand music on University of Utah's last six days a week, handled by World Broadcasting Co., New York; Goodwill Worsted Co., New York; through Lawrence C. Gumbiner, New York, once weekly program for Palm Beach suite.

ROYAL BAKING & MUNIC Co., Monroe, Ind. (fruit jars), on June 21 started quartet in familiar songs on NBC-WJZ network, Monday, Wednesday, 10:30 to 11 p.m., EDT. Ruthrauff & Ryan, Inc., New York, handles the account.

MIRACLE WAX Co., St. Louis, Mo., (wax), on Sept. 3 started "The Flying Family," a dramatic sketch, on NBC-WJZ network, Monday, Wednesday, 10:30 to 11 p.m., EDT. Stack Geibel Advertising Agency, Chicago, handles the account.

M. J. B. Company, San Francisco, (coffee and tea), on June 20 renews its program on WOR, New York. Account is handled at KGO network, Monday, 6:30 to 7 p.m., PST. Lord & Thomas, Chicago, handles the account of this account.

MARYLAND PHARMACEUTICAL Co., Baltimore, Md., on Sept. 25 will start a program to be determined over WOR, New York, 4 to 4:30 p.m., EDT. Joseph Katz Co., Baltimore, handles the account.

AGENCIES AND REPRESENTATIVES


LORD & THOMAS & LOGAN, Inc., New York, is handling the following radio accounts: American Tobacco Co., Little Cigars; and Landers-Piggery Co., Horlick's Malted Milk Corp, Milk Foundation of Chicago, Republic of Cooper, Pan Am, and Quaker Oats Co. Henry Selinger is head of the radio department.

HANFF-METZGER, Inc., Paramount of Washington, D.C., is handling the accounts of The Times Company and The American Broadcasting Co. in charge of this department.


HAYS MACFARLAND & Co., 333 N. Michigan Ave., Chicago, is handling the radio accounts of Western Yeast Co., O-Cedar Co., and Penzolt Co. Miss Madge Child is in charge of radio.

THE BUCHEN, 400 W. Madison St., Chicago, is handling the advertising of the Olver Farm Equipment Co., and the Chicago Sun-Times. Howard W. Rose is in charge of this department.

EDMUND RUFFNER, formerly radio production manager for Eric Wasey & Co., New York, has taken charge of the radio department of Benton & Batten & O'Shea, Chicago, and the broadcast department of the Northwest Associated Press, formerly with Judson Radio Program Corp., is assisting him. They are under the supervision of Mr. R. J. B. Smith, on the General Foods Corp. account.

AFFILIATED Broadcasters' Association, 60 E. 42nd St., New York, stations in New York City to Federal Broadcasters "due to a similarity of names," according to the new director. The organization represents non-competing stations, following the guidelines of other representatives. Mr. Stuart said.

FRED IBETT, who has been associated with the British Broadcasting Corp., London, now is in charge of the radio production department of McCann-Erickson, Inc., of Chicago.

FRED A. PALMER, formerly manager of the radio department of the Northwestern Newspaper Co., is now head of the newly established radio department of the Lutheran-Joyce Co., Inc., advertising agency of Columbus, Ohio.

PROSPECTS

CHICAGO Associated Coal Yard, 35 E. Wacker Drive, is reported to be considering a cooperative newspaper-radio campaign, formerly with the National Confectioners Association, was recently appointed executive director.
**Why Advertise In the Summer?**

(Continued from page 7)

that not all of these people are away at one time. In this respect the following table, indicating the percentage of listeners in the Philadelphia area away in any one week during the summer of 1931, will be of interest:

<table>
<thead>
<tr>
<th>Week</th>
<th>Radio families</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 1</td>
<td>4%</td>
</tr>
<tr>
<td>June 2</td>
<td>3%</td>
</tr>
<tr>
<td>June 3</td>
<td>1.5%</td>
</tr>
<tr>
<td>June 4</td>
<td>1.9%</td>
</tr>
<tr>
<td>July 1</td>
<td>8%</td>
</tr>
<tr>
<td>July 2</td>
<td>11.9%</td>
</tr>
<tr>
<td>July 3</td>
<td>13.5%</td>
</tr>
<tr>
<td>July 4</td>
<td>7.3%</td>
</tr>
<tr>
<td>July 5</td>
<td>13.5%</td>
</tr>
<tr>
<td>July 6</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

From the foregoing table it becomes evident that at no time does the radio audience fall below 50%. In 55 per cent of the winter total due to people being away on vacation in the summer. July is approximately 90 per cent of the regular winter audience, and that of August about 87 per cent of the winter figure.

**Audience Always Substantial**

ASSUMING the worst possible time, namely the week-end just having closed, it still maintains a potential audience of no less than three-quarters of the winter load. Even considering the average summer-weekend, and subtracting both the week-enders and the vacationists, never less than an audience at least 60 per cent as great as that during the winter remains to be entertained. Certainly an audience of this size is an ample stage for any radio advertising program. Moreover, excluding the week-ends, the size of the summer audience for commercial purposes can be considered. Frankly, it is almost impossible to say. Most metropolitan centers are fairly similar to the extent of a belief that one might be taken as at least moderately typical of the group. Again, there are other districts where obviously the number of vacationers will be much fewer than in the Philadelphia retail trading area.

This then dispenses with the small audience. There is no criticism of broadcasting. The question might be raised however, as to how typical the Philadelphia audience can be considered. Frankly, it is almost impossible to say. Most metropolitan centers are fairly similar to the extent of a belief that one might be taken as at least moderately typical of the group. Again, there are other districts where obviously the number of vacationers will be much fewer than in the Philadelphia retail trading area.

**A Correction**

IN THE APRIL 1 issue an item was published to the effect that Radio Transcription Co. of America, Ltd., of England, had authorized Mr. Pyle, who had been reported to have sold out and closed his serial to Freeman Lang and that activities thereafter would be carried on under the name of Freeman Lang in Los Angeles. This was denied by Mr. Pyle, general manager of company headquarters in New York. The impression has been created, he said, that he has retired, which he declares is entirely erroneous. We regret the error on the part of our correspondent.

**Improved Reception**

THE QUESTION may now be raised as to whether the audience can be reached in a satisfactory manner. Memories of bad summer reception of several years ago recur. As a matter of fact, technical improvements in the industry during the past two years have been of such a nature as to ensure marked improvement in summer radio reception. A tendency toward greater power on the part of the broadcasting stations, all other things being equal, should mean marked assistance in bringing about improved reception. Better modulation, with many stations approximating the range of 50 to 60, has reduced the nuisance area on the one hand and to improve the quality of the broadcast on the other. Greatly improved frequency control, with the Commission ruling of a minimum of 5 cycles deviation from the normal wave length going into effect on June 22, also should be of great assistance in reducing the nuisance and increasing the station range. Finally one should not forget that the allocation of 40 kilocycles to radio Co. WJSV, Washington, over the last five years has reduced the number of stations operating simultaneously throughout the nation. The net result of all this is the creation, to 379 at the present time.

On the set side, factors such as the superheterodyne circuits have had a similar effect, even if they have lagged behind the improvement in frequency control. With improved transmission and reception a great many of the difficulties of summer reception have been removed.

**Question of Policy**

O.N.E can therefore conclude that, with the audience there to be reached and the facilities existing whereby the entertainment can be carried to it, the problem becomes one of continuity of service and increasing the entertainment offered to be desired? In general the answer is, yes. With some goods sold almost exclusively in the winter, being not in the summer, let it be in the winter; with other goods, whose sales reach the peak in the summer, the answer is, no. The question is, how aggressive can they be? However, it is the writer's belief that for the vast majority of articles lying between the two extremes, the answer is still one of affirmation.

Certain types of goods, in fact, are of a nature which call for a continuity of advertising especially important to them. One of the chief categories of goods of this type are convenience goods—groceries and foodstuffs as a whole, cigarettes, drug and pharmaceuticals. In the case of these it is the unit purchase and with respect to which the consumer loyalty is not high. Here there is an unmistakable great degree of consumer insistence without the backing of a good deal of advertising. In the case of others, sales for the past month continue briskly through the year. The monthly volume of business in these grocers was reported for July and August, 1930—before the depression added new complications to the situation—to be $2 per week on the average for the six months previous. With goods of this type, therefore, the problem is one of keeping the advertising pressure at all times.
Warning on Copyrights

(Continued from page 10)

fully protected by a license from that organization. Whenever copyright claims are made by new organizations, Mr. Mills said, steps are taken to procure the list of copyright owners so that broadcasters and others may be correctly informed. In the case of Associated Music Publishers, he explained, he had asked for such a list but that the publishers "have intimated that they would prefer to have me wait until the fall before they furnish the list for me to thus distribute."

In the circular (No. 1561) sent to all ASCAP-licensed stations, May 19, relating to the Jewish Society, Mr. Mills said a great many inquiries had been received from stations about the organization. Request was made of the society for a list of its members and a catalogue of the compositions in which it claims copyright. The membership list was given, but the catalogue was only promised. The complete membership list, as of May 17, was given as Leo Low, Zavel Zilbert, Arnold Perlmuter, Harry Lubin, Pinchus Jasnowsky, Joseph Brody, Joseph Rumshinsky, Samuel Secunda, Alexander Olshanetsky and Isidor Lillian.

Re European Society

"AS AND WHEN the list of the titles of compositions copyrighted by them is received, I will forward it to you," Mr. Mills informed broadcasters. "In the meantime, may I say that, assuming the works of these composers to be duly copyrighted, the same may not be lawfully performed publicly for purposes of profit except by license of the copyright owner, which license is to be secured from the above society." He added that none of the parties listed are members of ASCAP.

Regarding the Society of European Stage Authors and Composers Mr. Mills, in a circular letter (1980) dated June 7 explained similar difficulties and pointed out the correct plan which had been received from stations about its copyright claims. He said that so far as ASCAP knows, this society does represent the exclusive right to license performance of compositions copyrighted in this country by certain foreign firms. As to some of the 60 firms listed, however, Mr. Mills declared it is believed that the representation of the European group is not inclusive of the entire catalogue but only of portions of it and certain of the works.

"I think you should know that the license of ASCAP is not inclusive of compositions copyrighted by these firms and that the ASCAP list, and, assuming their copyrights to be valid, it is only fair to say that under the Copyright Law each of those copyright owners, either directly or through his agent, has just exactly the same protection under the law as is granted to a member of this society," he stated in the letter.

In the issue of June 15, Broadcasting carried the only comprehensive and thorough analysis of the Federal Radio Commission's report to Congress on commercial broadcasting. This report, 385 pages in length, has not been made available for general distribution by the government. It is replete with statistics and pertinent conclusions derived from station, network and agency replies to the Commission's questionnaires all of which are clearly summarized in the columns of Broadcasting.

This story in Broadcasting contains fundamental data about radio advertising, costs, structure, etc., that should be in the reference files of every station, agency and advertiser.

So highly did Senator Dill of Washington, co-author of the Radio Act of 1927, regard the Character and Stability of Broadcasting that he included in the June 16th issue of the Congressional Record a real tribute to the thorough analysis Broadcasting gave this all important document.

**CHARACTER**

The Character of any publication is measured by the honesty and integrity of those who edit it—and Character is the only assurance of editorial STABILITY

Character and Stability both demand service to the subscriber—Broadcasting's handling of a recent story illustrates our point.

**KMBC**

**KANSAS CITY**

**ANNOUNCES!**

100% NEW MOST EFFICIENT WESTERN ELECTRIC EQUIPMENT

With this installation of the finest products of the great Bell Telephone Laboratories and Western Electric plants; and with the most complete technical, programming and merchandising personnel, KMBC stands out in the forefront of America's leading broadcasting stations.

**New 200 Kw. Station Is Started in Europe As Commercial Outlet**

The American plan of broadcasting will be introduced to Europe during July when a new 200 kw. station, operating on the 240-kilocycle channel (1250 meters), goes into regular operation at Junglinster, in Luxembourg, an independent Grand Duchy bounded by France, Belgium and Belgium. Although efforts were made to attract American capital toward the support of the station, which will derive its revenue entirely from advertising, it is backed wholly by French, German and Belgian capital. It has the complete sanction of the Luxembourg government.

Operating on its long wave, the station is expected to have a wide area of coverage in continental Europe and possibly will also cover the British Isles. It has been equipped to go to 400 kw. if necessary. Since many European set owners have dual coils for tuning both the intermediate and long broadcasting waves, it is expected the station will command a tremendous audience.

Both of the leading American networks, however, have been contacted for the purpose of sending sponsored programs via short waves to be relayed by Junglinster. To date, no definite arrangements have been made, although the possibility is seen here of attracting American radio sponsors who distribute their commodities in Europe.

July 1, 1932 • BROADCASTING
A TRANSMITTER
of the finest design
made from the best
materials by skillful
workmen

IS NO BETTER THAN
its performance, and
poor service results if
ITS ADJUSTMENT
is not correctly made
and checked at fre-
quent intervals.

Are you effectively radiat-
ing every watt to which
you are entitled?
Is maximum fidelity in re-
production obtained?

Coverage, audience and
profits are built up by engi-
neering as well as by pro-
grams.

Radio Research Engineers
and Instruments can assure
maximum performance at
low cost either by test at
definite periods or by an
occasional survey.

Radio Research
Company, Inc.
1204 Irving Street N. E.
Washington, D. C.

Treasury Explains
Tax on Radio Sets

REGULATIONS interpreting the
5 per cent tax on the manufac-
turer's sale of radio receiving sets
and accessories and phonograph
records, which became effective
June 20, are set forth in a pam-
phlet relating to the excise taxes
provided by the revenue act and
issued by the Treasury Depart-
ment. (Chapter VII, Regulations
46.)

The tax is imposed on the wholesale
price of sets and accessories,
but, as the RMA recently ex-
plained, it will be absorbed by
the consumer in an increased retail
price. No fee is placed on the sale
of assembled articles providing a
tax has been paid on the separate
parts.

"Automatic devices for playing
or repeating records, phonograph
pick-ups, home-recording appar-
ratus and similar devices are sub-
ject to tax if sold on or in con-
nection with or with the sale of radio
receiving sets or combination radio
and phonograph sets," the regula-
tions state.

The regulations further define
the terms "chassis," "cabinets,"
"tubes," "reproducing units,"
"power packs" and "phonograph
mechanisms," which were used
in Section 807 of the revenue act.
All of the definitions are compre-
enhensive. "Power packs" includes
devices "suitable for use in con-
nection with or as a part of a radio
receiving set or a combination
radio and phonograph set in con-
verting voltages into electric cur-
rent for operation of the set.

Advertising in Summer

A second class of goods which
can benefit greatly from sum-
mer broadcasting are those whose
consumption actually increases in
summer. Ice cream, soft drinks,
electric fans, sunburn lotion and
other summer pharmaceuticals,
sporting goods, resorts, hotels and
transportation companies are among
the varied products in this
field. Strangely, these industries
thus far have displayed relatively
little enterprise as far as availing
themselves of the potentialities of
broadcast advertising, despite the
fact that most of them are well
adapted for it.

A third category to whom sum-
mer broadcasting may be of im-
portance because of the aspect of
continuity of advertising effort are
goods whose sale involves a long
process of sentimentalizing the
public and whose purchase is con-
summated over a period of time, as
it were. In this class fall the
higher priced specialty goods, such
as automobiles, refrigerators,
radios and similar articles, and the
patronage of institutions.

It is well known that, for the ma-
jority of goods, the retail sales
peak falls during the late fall and
early winter months, culminating
in the Christmas period. Seasonal
variations, such as the August
and February furniture sales, the
new model periods in the automobile
field and similar factors, tend to
offset this trend in part, but they
do not destroy its general validity.
Many of the articles, in turn, are
not bought on the spur of the mo-
mont. Numerous deliberations en-
ter into the purchase of the new
vehicle before it finally finds its way
into the family garage. Weeks
and even months may be consumed.
During that period, the advertising
and sales promotion of a number of
companies offers the opportunity
to play upon the potential pur-
chasers. In the pre-sale period ad-
vertising must build up the favora-
able opinion of which the salesman
finally can close the sale. Conse-
quently advertising must precede
the purchasing period by some
time. This is especially true of
radio advertising, first, because of
the necessity of building up the
audience, second, because its
semi-institutional nature, which all
programs possess, makes it an ideal
medium for this preliminary
work.

The same thing is true with re-
gard to industries such as de-
partment stores and theaters. The
sentiment must be built up prior
to the main purchasing period.
Continuity of advertising effort there-
fore again becomes important.

Builds Loyal Audience

IN ALL THESE cases, therefore,
summer broadcasting not only will
build up a consciousness of the
product prior to the period of max-
imum sales, but in addition it will
lay the groundwork for a large
and loyal listener audience when it
is desired to turn on the pressure,
namely, in the fall. Consequently
current practice in this field seems
out of keeping with the true econo-
 mies of the situation.

In conclusion it should be ad-
mitted that the argument for continu-
ous advertising has considerable
weight with respect to all media,
thought pertaining especially to
radio. Nor does the writer believe
for a moment that advertisers will
immediately rush to chain and sta-
tion headquarters to book station
time. However, the shrewd and
enterprising concern should be able
to reap considerable profit from
blazing the trail, all the more be-
cause the commercial competition
as yet remains relatively small.

Radio City on Air
THE FIRST broadcast from Rocke-
feller Center, New York, will be
carried over a coast-to-coast NBC
network July 2 with the laying of
the cornerstone of the British Em-
pire building on Fifth avenue. The
program, which begins at 11 a.m.,
EDST, will be relayed to the Brit-
ish Broadcasting Corporation.

"Voice of the Alleghenies"

WFBG Altoona,
Pennsylvania
WM. F. GABLE CO.
Near the Famous
Horse Shoe Curve

COVERS CENTRAL
PENNSYLVANIA
with population area of
300,000.
IN THE HEART
of rich coal fields, railroad and
mining section.
LOCAL STATION
that gives only reliable ser-
vice available in a forty mile
radius.
Equipped with 33 1/3 and 78
r.p.m. turntables.

Page 22

THE IDEAL SPOT FOR A TEST CAMPAIGN
KFH, Wichita, of-
ers the most ideal
spot for a test cam-
paign for the fol-
lowing reasons:

1. Population is 90.6 native born American
   with, financially able to purchase what
   it needs and wants.
2. A complete merchandising department
   that insures dealer and jobber coopera-
   tion.
3. Monthly surveys and reports show you
   exactly the effect of your broadcast on
   your sales as your campaign progresses.
4. To the above, add an audience prefer-
   ence of 71% among the set owners in
   the rich Wichita area.

Results? - - Sure!

KFH Proves the Medium
Write for Complete Data

Wichita, Kansas

BROADCASTING • July 1, 1932

www.americanradiohistory.com
KMOX

ST. LOUIS

50,000 watts

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

KMOX

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

KMOX

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

KMOX

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

KMOX

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

THE VOICE OF ST. LOUIS, INC.

OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

"Additional Coverage"

EDWARD M. POWER COMPANY, INC.

ADVERTISING

Oliver Building, Pittsburgh, PA.

Radio Station KMOX

Mart Bldg., St. Louis, Mo.

CLARK'S TEABERRY GUM

Gentlemen:

This will acknowledge receipt of the bundle of letters which you received during the past few weeks from KMOX listeners, asking for one of the programs of the World's Championship Baseball Games held in St. Louis last year, which we offered on some of the Clark's Chewing Gum broadcasts.

We note with much interest that in addition to the City of St. Louis, and the neighboring states of Missouri and Illinois, the requests have come from thirty other states. From Massachusetts on the East, to Montana and Colorado on the West—from North Dakota, Minnesota, Wisconsin and Michigan on the North to Florida, Mississippi, Alabama and Texas on the South.

Our primary reason for using your station was to reach the St. Louis trading territory, but it is very gratifying to find that we are getting the benefit of much additional coverage.

Yours very truly,

EDWARD M. POWER CO., INC.
(Signed) Edward M. Power, Jr., President.

July 1, 1932 • BROADCASTING

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www.americanradiohistory.com
Mobile Mikes

AN INGENIOUS arrangement of wires and lapel microphones was installed by CBS at the Democratic national convention hall in Chicago so that every delegate chairman could be heard from his seat as clearly as though he were on the speaker’s platform. Page boys were placed at six well-spaced points in the convention arena and were equipped with lapel microphones. When a delegate arose to speak, a page rushed to his side with a lapel mike. The plan was worked out under the direction of Herbert B. Glover, CBS director of control.

Plans Radio Advertising

PLEASURE BUREAU, Inc., which recently began operation in Los Angeles, plans to use eight broadcasting stations this summer to advertise its service and may extend its activities to other coast cities later.

The bureau operates switchboard service 24 hours a day to provide information on current motion picture attractions, resorts, sports events, fishing, hunting, etc. KTM on June 10 started the campaign.

WBIG, Greensboro, N. C., was authorized by the Radio Commission June 17 to increase its daytime power from 500 watts to 1 kw., retaining its 300 watts at night.

Receivers Are Named For DeForest Radio Co.

THE DeFOREST Radio Co., Passaic, N. J., announces that on June 21 the Federal court at Newark appointed a receiver in equity to manage its affairs and to preserve its assets after an application had been filed by Sarlat Brothers, a creditor. The DeForest company consented to the appointment as being in the best interest of all concerned.

Leslie S. Gordon, president of the DeForest Company, and Ralph E. Lumm, of Tamblyn & Colyer, general counsel for the Firemen’s Insurance Co., were named receivers.

WMCA Chicago Offices

DONALD FLAMM, president of WMCA, New York, announced June 27 the appointment of Free and Steining, Inc., Chicago, as representatives. Agents and advertisers in the Midwest will be covered, and an intensive campaign is planned to contact all potential spot broadcasting clients in this territory. Free and Steining, Inc., also will represent WJR, Detroit; WHD-WOC, Davenport, Des Moines; WKBW and WGR, Buffalo; WGAR, Cleveland, and WPCH, sister station of WMCA at Hoboken.

LORD & THOMAS and Logan, revert to the name Lord & Thomas, effective July 1, it is announced by Albert D. Lasker, chairman of the board of the agency. Lord & Thomas is the name under which the organization operated for 54 years.

NOW AVAILABLE

THE FIRST SURVEY OF ITS KIND IN THE HISTORY OF RADIO

WCLO’s southern Wisconsin-northern Illinois Market Survey

ENDORSED BY EDGAR H. FELIX—SEE PAGE 14 OF JUNE 9 ADVERTISING AND SELLING

Now...a new authentic way to buy advertising...proven coverage with radio’s conclusive proving grounds...the listener. Write for your free copy. See how well WCLO covers the active southern Wisconsin-northern Illinois market with attracting listener preference. Thirteen WCLO programs vie for honors with the first six highly popular programs listened to in this area. This honest survey tells the whole story and tells it honestly. Write for your copy.

HAVE YOU INVESTIGATED THE NAPG?

NATIONAL ADVERTISER’S PROVING GROUND

WCLO is affiliated with the Janesville Daily Gazette and has facilities to offer complete merchandising service and counsel. Assistance will be gladly given for thorough merchandising of your product or service.

WCLO RADIO CORPORATION

100 Watts

Janesville, Wisconsin

1200 Kilo.

LATEST WESTERN ELECTRIC TRANSMITTER

Page 24 BROADCASTING • July 1, 1932

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables

All America Cables

Mackay Radio

www.americanradiohistory.com
COURAGE

He held a 3500-volt cable in his hand to keep the preacher from sputtering.

A new transmitter had been rushed to completion in time for a special program. Next morning during the church service a sputtering developed. Hurried examination showed a faulty splice in a 3500-volt plate cable which was burning itself apart. The Westinghouse Engineer in charge pulled on a pair of insulating gloves and held the two high voltage wires together in his hand for three quarters of an hour until the program ended.

Any operator might have found the fault but it takes a man with courage—and plenty of it—to grip a sputtering, 3500-volt cable in his hand.

Westinghouse engineers have been trained to “Keep the stations on the air.” Emergencies such as this, not only prove the resourcefulness and courage of the operators but are a true test of the station’s reliability.

Radio broadcasting was born in the minds of Westinghouse engineers and today the four Westinghouse-owned stations, KDKA, KYW, WBZ and WBZA are still leaders in their respective territories.
WHEN YOU MEASURE COVERAGE . . . don’t forget percentage modulation

Field-intensity data are basic in determining coverage, but they aren’t the whole story by any means. Percentage modulation is just as important a factor in pumping more power through your listeners’ loud-speakers.

Consider that an increase in percentage modulation from 50% to 100% will increase the loudspeaker power by four times. Yet the field intensity of the carrier remains the same. That is why the Federal Radio Commission demands that you modulate at high percentage.

But remember that unless you exercise extreme care your high-percentage modulation will be accompanied by serious distortion. Even in properly designed transmitters a wrong value of grid bias, for example, may cause trouble.

You can check on the performance of your transmitter at high-percentage modulation by means of a General Radio modulation meter. It not only measures accurately your percentage modulation, but it shows up distortion due to a symmetrical modulation of the carrier. The General Radio modulation meter is coupled to the transmitter output circuit, its operation is in no way influenced by transmitter changes.

Let us tell you more about the General Radio modulation meter. Write us for literature.

OTHER INSTRUMENTS
By General Radio
Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

A Directional Antenna
(Continued from page 13)

northward of the station, there remains a small distorted signal which, in view of the intention to cut out service in that direction at night, has only a psychological disadvantage, since service in that same direction was already subject to ruinous interference at night. This disadvantage can be overcome, to some extent, by making the antenna non-directive for daytime operation, which, as pointed out before, is a very simple matter.

This slight objection can be entirely overcome if the interference conditions at a great distance do not require the total elimination of the signal. In most cases, a total elimination is not essential. In other installations it is planned to eliminate the distorted signal within the small angle to the rear whenever the interference problem warrants, and this will result in most cases to the reduction of any existing interference to a negligible value.

A glance at the results in Florida, as reported officially by the Department of Commerce, will disclose the practical performance being actually accomplished in everyday operation.

Wilmotte Credited
THE DOTTED line in Figure 3 represents the old coverage out to the 1000 microvolt signal strength, which is more than an acceptable signal for rural coverage. The solid line in Figure 3 represents the new coverage, employing the directive antenna for the same signal strength of 1000 microvolts. The limit was placed at 1000 microvolts for the reasons already given in printed publication.

From a study of Figure 3 it is obvious that, taking into consideration the differences in the paths of transmission, there is a very close resemblance to the ideal situation shown in Figure 2.

The engineering genius responsible for this remarkable accomplishment in practice of predicted results is Raymond M. Wilmotte, who has spent most of his useful life in the study and design of antenna systems. In my opinion, his recent work is a substantial and meritorious contribution to practical science, and he has earned the worthy consideration of the engineering profession as well as of the entire broadcasting industry.

Two Stations Deleted Under Deviation Order

TWO BROADCASTING stations were ordered silenced by the Federal Radio Commission June 22 for failure to install equipment capable of maintaining frequency within 50 cycles under the new regulations which became effective this day reducing the deviation from 500 cycles.

The stations were WPSC, Pennsylvania State College, State College, Pa., and WLCI, Ithaca, N. Y., Lutheran Association. The former, licensed for 500 watts, day light on 1230 kc., has failed to install apparatus capable of maintaining the new tolerance requirement. And its renewal application was designated for hearing. WLCI, assigned to 1290 kc. with 50 watts and specified hours of operation, failed to file a renewal application and was notified that it had no license to continue operation. It also failed to comply with the 50-cycle regulation.

Scores of replies to the form calling for a supplemental statement of facts regarding equipment, with particular reference to the 50-cycle monitor order, have been received by the Commission and cleared through its engineering Division. Those stations which have not yet installed approved monitors or the Florida station will receive approval in the individual merits of each such explanation for extensions under Rule 145.

WF LA Power Boosted

SPECIAL AUTHORITY to operate with 1 kw. night and 2½ kw. day until Sept. 1, to make tests of 500 kw. its directional antenna as means of curbing interference with WFLJ, Milwaukee, was granted WFLA-W SUN, Clearwater, Fla., by the Radio Commission June 17. Both stations operate on 620 kc., and the Florida station installed the special apparatus in an endeavor to comply with the Commission order for measurable results. The area of the Milwaukee station, which alleged interference as a result of power increases and assignment changes about three years ago. For the past few months WFLA-W SUN has been operating with curtailed power, using the directional antenna to suppress its signal in the general direction of Milwaukee and to bank its signal in other directions.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET
NEW YORK, N. Y.

Page 26
Western Electric
9A Speech Input Equipment . . .

Single panel assembly... Moving Coil Microphones ... all A.C. operation ... low operating cost

The Western Electric 9A is a complete, efficient, high quality speech input equipment designed primarily for use with the new series of Western Electric radio transmitting equipments (100 to 1000 watts). It may be used also with other transmitters and is admirably adapted for remote points requiring flexible pick-up facilities.

Outstanding features of this Speech Input Equipment are: (1) The new Western Electric Moving Coil Microphone, recognized for superior "pick-up" qualities—(2) all A.C. operation, without filament rectifiers—(3) single panel assembly, entirely factory wired—(4) complete monitoring facilities, including volume indicator—(5) master gain control—(6) four channel microphone mixing and switching.

The 9A Speech Input Equipment typifies the progress made in the design of broadcasting equipment. Its simple, practical design makes possible compact and convenient installations at studios, stations and remote locations.

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT
Distributed by GRAYBAR Electric Company

July 1, 1932 • BROADCASTING
Applications

JUNE 16

WBRC, Brooklyn—Modification of license to increase power from 500 W to 1,000 W, class B, for station to move transmitting and receiving equipment to a new location in accordance with the terms of an earlier request for a license to move transmitter.

WMCA, New York—Modification of CP granted 3-11-32, for extension of completion date from 9-13-31 to 10-13-32, to make station's frequency of 1,000 kc.

WBAB, Milwaukee—Modification of license to increase power from 1,200 W to 1,370 W, limited time, 9 a.m. to 9 p.m., from Febr. 1 to May 1, 1932, to make station's frequency of 1,370 kc.

WCAC, Washington, D.C.—Modification of license to increase power from 1,000 W to 1,370 W, limited time, 9 a.m. to 9 p.m., from May 1 to July 1, 1932, to make station's frequency of 1,370 kc.

WBAL, Baltimore—Modification of CP granted 4-6-32, for station to move transmitting and receiving equipment from 1,000 W to 1,370 W, limited time, 9 a.m. to 9 p.m., from May 1 to July 1, 1932, to make station's frequency of 1,370 kc.

KICA, Glens, N. Y.—License to cover CP granted 1-26-32 for a new station on 1,370 kc.

JUNE 25

NEW, Dracut, Mass.—F, N. Blake Realty Co., for additional time for building a new transmitter and extending license power from 100 W to 100 W, unlimited time.

WEAO, Columbus, O.—Modification of license to use old main transmitter as auxiliary transmitter.

WGO, Grand Rapids, Mich.—Modification of license to increase power of transmitter to 250 W, unlimited time.

WHA, Madison, Wis.—Modification of CP for new station to begin construction on Sunday, Oct. 20, 1935, for a new station on 1,370 kc.

JUNE 17

WIXE, Philadelphia—License covering CP for 2140-2050, 4850-5830, 6000-8000, 4200-6600 kc., 1595 w., experimental visual broadcasting.

JUNE 18

WNBH, New Bedford, Mass.—License to cover CP granted 4-27-32, for change in equipment, and increase power from 100 W to 100 W, unlimited time.

WJZ, New York—Granted permission to move transmitter locality, install new transmitter, change frequency from 1370 to 1370 kc., unlimited time.

WKY, Kansas City—Modification of license to increase power from 100 W to 500 W, unlimited time, to make station's frequency of 1,370 kc.

WEFL, Philadelphia—Modification of license to cover CP granted 4-26-32, for station to move transmitting and receiving equipment.

JUNE 22

WEAN, Providence, R. I.—Modification of license amended to request 1 kw. power on experimental basis instead of 500 W on 1700 kc.

WGNS, Greensboro, N. C.—Modification of license to increase power of transmitter from 500 W to 1000 W, limited time.

KGMB, Minneapolis—Modification of license to increase power of transmitter from 600 kw. to 100 kw., unlimited time, to make station's frequency of 1370 kc.

WJUG, Jacksonville, Fla.—Modification of license to increase power of transmitter from 100 kw. to 250 kw., unlimited time.

KFGI, Boise, Idaho—Modification of license to change frequency from 1370 to 1370 kc., unlimited time.

KICA, Glens, N. Y.—Modification of license to cover CP granted 1-26-32 for a new station on 1,370 kc.

JUNE 28

WBRC, Canton, O.—License to cover CP granted 4-26-32 for a new station with equipment.

WNBQ, Brooklyn, N. Y.—Modification of license to cover CP granted 4-26-32 for auxiliary transmitter.

Decisions

JUNE 17

KARC, Seattle—Granted CP to make changes in equipment and increase operating power from 50 kw. to 100 kw. WABC-WBOQ, New York—Modification of license to increase power of transmitting equipment by 100 kw. unlimited time, and 250 kw. unlimited time.

JUNE 29

WBGR, Asheville, N. C.—Granted CP to cover CP granted 5-24-32 for local station move.

WBUE-AM, Wheeling, W. Va.—License to cover CP granted 11-22-31 to make changes in equipment.

JUNE 30

WLW, Cincinnati, Ohio—License to cover CP granted 4-26-32 for auxiliary transmitter.

Decisions

JUNE 17

KBSC, Seattle—Granted CP to make changes in equipment and increase operating power from 50 kw. to 100 kw. WABC-WBOQ, New York—Modification of license to increase power of transmitting equipment by 100 kw. unlimited time, and 250 kw. unlimited time.

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Washington Visitors

Glen Snyder, WLS, Chicago
Edwin N. Spence, WPG, Atlantic City
J. C. Clark, WQAM, Kennebunkport, Maine
Dr. F. P. Karten, WJAB, Boston
Joseph, WSBX, Mineola, N. Y.
American News

Barbara Kellogg, KSL, Salt Lake City
Bud Geddes, KMA, Chicago
Henry A. Bellows, WCCD, Minneapolis
John Hough, WAB, New York
Gardiner Cowles, Jr., Des Moines, Ia.
Timothy T. Page, WOR, New York
Loren L. Watson and Hamilton Dallison, WSN, Atlantic City

New England Visitors

L. V. Chamberlain, WLC, Cincinnati
Col. Colby Blackwell, Lawrence, Mass.
Robert F. Kennedy, WJR, Michigan City
Capt. William Sparks, Sparks-Withington Co., Chicago
C. W. Howard and E. S. Sprague, NBC, New York

Robert Harlow, C. J. Jones and Paul Grumman, Yankee Network

Dee Mar, WYCD, Boston

W. G. Farmers, WPTF, Richmond, Va.

J. J. E. Bartlett, WPTF, Washington, D.C.

Joseph S. Gattert, WJAR, Providence
Jack Light and J. L. Grether, WOR, New York
Paul Oury, WRPO, Providence
K. G. Ormiston, KNX, Los Angeles

* A registrar of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters, and the Broad- casters, June 16 to June 29.

** WJAR seeks increase in on-Canadian wave

The first case to arise out of the new United States-Canada wavelength agreement involving application for increase in power on a former Canadian-shared frequency presumably relinquished by the Dominion, was presented before Examiner Pratt June 27. WJAR, Providence, applied for modification of license to increase its power from 250 watts night and 500 is. to 1,900, on the 890 kc. channel—the former Canadian-shared wave.

The WJAR application was heard simultaneously with that of WTAIR, Providence, primarily on quota grounds, the latter station seeking a similar power increase on 780 kc, a present Canadian-shared wave. WGY, Schenectady, WJZ, New York, and WTM, Norfolk, were among the respondents on the WJAR case.

Paul M. Segal, counsel for WJAR, argued that the examiner must rule on the application in the light on the Canadian agreement and that the rules on National emissions are superseded by the international allocations. His contention was opposed by George O. Sutton, counsel for the Yankee network, of which WEAN is a part, who said the examiner would be going beyond his authority since the agreement is not now in effect, and that the case should be decided under the rules and regulations. Examiner Pratt overruled the objection, indicating that he would take judicial notice of the Canadian agreement.
declared in a recent address at the University of Missouri. The speaker said he knew of two businesses "which have made phenomenal success by directly selling merchandise over the air."

Some pertinent paragraphs from his address follow:

"Some use radio for what they term good will advertising. I have yet to determine what is meant by good will advertising. I can see advertising only in one light, that is, sales promotion. If advertising copy, whether it be radio or printer's ink, sells merchandise profitably, it must be good. If it doesn't necessarily is bad.

"I have had greater success with programs designed to sell an idea, than programs of entertainment into which was introduced regular commercial copy.

"I think that the mere mention of the fact that radio business is increasing at the rate of about 30 per cent per season, in face of declines, is positive proof of its productiveness.

"There has been much talk about legislation to curb radio advertising. Now, after all, if a certain type of entertainment is objectionable to the public, will the public listen to it? If the public doesn't listen well, will the program produce any results? Isn't that an accurate barometer of the public's tastes and appreciations and desires? I do not believe the radio ever will supplant the newspaper, any more than outdoor advertising has supplanted it. I believe it is another medium, presenting a new way through which we may stimulate commerce and industry."

MUSI CANS REFUSE TO RESTRICT RADIO

THE AMERICAN Federation of Musicians voted down several proposals at its annual convention this month in Los Angeles. One such proposal was to place all network and hook-up broadcasting under the supervision of the international office, which would fix all price lists.

Vol. James C. Petrillo, of Chicago, was elected to the executive committee, replacing Fred Birnbach, of New York, who remains as assistant to Joseph N. Weber, re-elected president for the thirty-third term. Other officers remain the same.

Offer Music by Wire

WIRED MUSIC, Inc., 351 W. 42nd St., New York, is selling various hotel dining rooms and restaurants in the metropolitan area with limited commercial coverage surveys, via telephone lines. The company was formed by Mr. Weber in his annual report.

Price lists on phonograph records were expanded to include similar scales for electrical transcriptions.

DECISION of WOR, Newark, to eliminate radio announcers' names, as reported in the June 15 issue of Broadcasting, brings the statement from C. T. Ludeman, manager of WRAK, Richmond, Va., that the station has been doing it for the last two years.

NATURE COMPENSATES

IN THE MIDDLE NORTHWEST.

- Last year drought and grasshoppers devastated the middle northwest. Crops were very short and in many places, entirely wiped out.
- This year Nature comes into her own, and with plenty of moisture, sunshine, and a good soil, combined with the best farmers in the world, crops are coming along beautifully. The prospects are for a bumper crop.
- This should be interesting to advertisers because when crops are good, farmers are cheerful. When farmers are cheerful, they buy the things they need for their living as well as for their comfort.
- Advertise in the middle west this year and reap a harvest of orders, as the farmer reaps his harvest of produce. To reach these farmers, the logical medium is —

WNAX

YANKTON, SOUTH DAKOTA

1000 Watts
570 Kc.
526 Meters
Western Electric Equipment Throughout
99.987% Mechanically Perfect

- You'll never "Get to Town" in a broken-down vehicle.
- Listeners will not be held by a station which fluctuates in frequency nor a station which habitually goes dead in the midst of a broadcast.
- That is why mechanical perfection is an essential to successful broadcasting.

- WMAQ, listed for years by the Department of Commerce as a "Standard Frequency Station", has an unsurpassed engineering record.

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THE 1932 RECORD
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<table>
<thead>
<tr>
<th>FREQUENCY DEVIATION (50 cycles allowable by F.R.C.)</th>
<th>PERCENTAGE OF SCHEDULE COVERED</th>
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<tbody>
<tr>
<td>January 4.40 cycles</td>
<td>100.000</td>
</tr>
<tr>
<td>February 4.33 cycles</td>
<td>99.993</td>
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<tr>
<td>March 5.29 cycles</td>
<td>99.934</td>
</tr>
<tr>
<td>April 6.00 cycles</td>
<td>99.998</td>
</tr>
<tr>
<td>May 8.33 cycles</td>
<td>99.972</td>
</tr>
<tr>
<td>5 Months Average 5.67 cycles</td>
<td>99.987</td>
</tr>
</tbody>
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A NATIONAL BROADCASTING COMPANY NETWORK STATION

CLEARED CHANNEL 670 KILOCYCLES 100% MODULATION

MERCHANDISE MART
CHICAGO, ILLINOIS
Phone Superior 8300

July 1, 1932 • BROADCASTING
WSM at Nashville, owned and operated by the National Life and Accident Insurance Company has had an enviable record as one of the pioneer broadcast stations. On a cleared-channel and centrally located, it has a nation-wide audience. The owners of WSM have an equally far-flung business. Realizing the value of the prestige attached to a "national station" they have striven to maintain for WSM that reputation. At the present time work on the installation of a new fifty kilowatt transmitter is nearing completion. It will provide WSM's audience with maximum dependability. To go with this new transmitter an RCA Victor Type R-2 Speech Equipment has been ordered. This equipment will insure that WSM's new signal in addition—will have increased tonal range and quality—will be free from extraneous noises, blasting, and distortion—will, in short, be capable of almost perfect reproduction fidelity.