CONCENTRATE your selling efforts on New England NOW! This territory is NOW giving OUR clients a splendid return on their sales campaigns over our station.

WTIC, the only powerful radio station in the entire rich New England territory, retains a responsive audience, year in and year out, because of reliable, high-class station performance.

Write for booklet

THE TRAVELERS BROADCASTING SERVICE CORPORATION
MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS
HARTFORD » CONNECTICUT « » ASSOCIATE N » B » C
An Open Letter to Advertisers

From Five to Fifty Kilowatts

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

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

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

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

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

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

Northwestern Broadcasting, Inc.
Minneapolis, Minnesota

We have the TALENT . . . and the WATTAGE to do an outstanding Advertising Job for You

WLW
“the Nation’s Station”

Radio entertainment suitable to your product and your market is available in our extensive staff of outstandingly brilliant radio artists. “Blues Singers,” red-hot orchestras, comedians—any and every type of radio amusement is provided at WLW. Announcers, specially picked for their delightfully pleasing voices, tell your story interestingly and convincingly “from near the center of population” to Mr. and Mrs. Purchaser. Learn more about our popular 50,000-watt station from our 72-page portfolio, sent free on request.

The inimitable wit and humor of Sydney Ten Eyck, WLW Master of Ceremonies, have won him a vast radio following.

Near the center of the dial.

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, JR., President

CINCINNATI

July 15, 1932 • BROADCASTING
Using Radio Correctly

This station is vitally interested in the success of its advertisers. If we can’t make our station pay we can’t get contract renewals, and those renewals must necessarily mean our continued success.

Consider These “4” Points

1. Correct program idea
2. Correct merchandising idea
3. Correct selection of time
4. Correct selection of station

Our representatives, all trained radio advertising men, are well qualified to assist you in the correct solution of your radio problems.

The Air Theatre

Western Key Station of the Columbia Broadcasting System

WBBM 2500 Watts
CHICAGO 770 Kilocycles Clear Channel
The Only Advertising Medium Which Gives Adequate Coverage of the Country's Technical and Engineering Interest in Radio

QST is published by the American Radio Relay League, Inc., West Hartford, Connecticut. It is the oldest radio magazine in America. Its circulation is several times that of any other technical radio periodical. It is the world's foremost authority on radio work in the higher frequencies. If you are a manufacturer of radio equipment or a producer of materials used by radio manufacturers, QST can be of value to you. We solicit an opportunity to present our case.
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 advertiser such as Coca Cola, Genera Mills, Drug Inc., etc.
Radio "Scoops" World at Chicago Stadium

By Martin Codel

The News Coverage and Technical Work at Conventions rotted Lively Sponsored Campaigns on the Air

Radio "RADIO ERA" in American politics, heralded in 1928 and gaining impetus in the intervening years as broadcasting proved itself as a medium for arousing interest and getting out the vote, now fully under way. From now until the November elections, politi-
cians will hold sway on the air, vying to broadcasting an addi-
tional and much-needed source of reporting revenue.

The tremendous investments of time and money by networks and stations in the handling of the re-
ently concluded Republican and Democratic national conventions at Chicago Stadium may soon be com-
pared— to some extent at least— by the budgets which the na-

dional and local parties and their candidates will apply to the pur-

pose of broadcast hours.

Expenditures Undecided

XACTLY how much the politicians will spend on radio, and how
id where they will spend it, re-

tains to be decided. At this writing, every major clearing away the

members of their respective political parties and organizing for the

November elections, politicians have not yet decided— to some extent at least— by the budgets which the na-

dional and local parties and their candidates will apply to the pur-

pose of broadcast hours.

These specialists remain to be roused, but it is practically certain that Paul Gascoigne, an official of

the Chesapeake and Potomac Telephone Co. in Washington, who

headed the Republican convention broadcast arrangements and the republican radio campaign in 1928,

will again take the helm for the Republican National Committee. The Republicans, incidentally, have

tabbed Chairman Everett Sands in the Palmer House, Chicago, which will be the campaign head-
quart, with branch offices in New York and Washington.

Democrats have moved their ashington headquarters to 331

adison Ave., New York, though they will also have offices in other

cities, including Washington. Chairman James A. Farley of the Demo-
natic National Committee has yet selected his radio chief.

CONTROL and announcing booths overlooking Chicago Stadium from

which broadcasts of the national political conventions were carried to

the listening world.

Networks and individual stations will be used in the national cam-
paigning, and it is likely that transcriptions for the spot place-

ment of particular speeches and programs will also be contracted for. Locally, the political accounts

will as a general rule be handled as between the candidates' own

headquarters and the stations they want to use.

Public Lauds Coverage

IF ANY further proof of the efficacy and interest-arousing capacity of radio in politics is needed than the way the networks and stations handled the recent conventions, this observer, who attended the sessions of the Democratic convention, misses his guess. NBC and

CBS and the four independent stations that carried the conventions were on the air nearly 60 hours each, covering the two big events. The public reaction, evidenced in comment heard on all sides and in the telegrams to the broad-
casters, furnishes ample evidence of the high place radio has already

achieved in the handling of polit-

ics.

Not another country in the world, whether radio is a govern-

mental monopoly or a private en-
terprise, has ever had the advan-
tage of such remarkable handling of a news event so that citizens in every nook and cranny in the land and people at the far corners of the earth could follow the momentous happenings in variest detail. Hardy a murmur in the proceed-
ings escaped the microphones and amplifiers. The convention broad-
casts, especially those from the Democratic convention, were un-
doubtedly the greatest single piece of news reporting in the little more than a decade since broadcasting came into being as an all-embrac-

ing medium of mass communica-

tion.

"Scoops" no less exciting than those recorded in the annals of journalism were scored by the rival networks and stations—all to the delectation of listeners everywhere. President Hoover was enabled to follow the proceedings of the con-

vention that nominated him by means of radio in the White House. Governor Roosevelt followed the Democratic convention— even staying up during the all-night session when the radio did not cease its

vigil for an instant—by the same

measures. It is fair to assume that each listened to the convention that nominated the other.

Technically, the convention broadcasts brought forth the greatest advances yet recorded in the short history of remote broadcasts. Lapel microphones carried about the convention floors, parabolic microphones towering above the speakers' stand, studio and control booths in full view of the entire convention hall, improved studios in hotel rooms— all were used to bring the proceedings in every detail to the listening world.

Some Criticisms

MECHANICALLY, the convention broadcasts represented a job amaz-

ingly well done. Fairly well done, too, were the descriptive and analy-
tical features, though they lacked something. The criticism this observer would venture—and his views are strengthened by his

competent listener-critics whom he has consulted—is that the longer periods of the conventions, and occasional some of the short periods on the air, were filled with too much "pap"— sheer time-wasting attempts at idle descriptions by announcers who plainly knew little or nothing about politics, about the political figures passing in review or about the political significance of what was transpiring before their eyes and back of the scenes.

In a word, there were not enough interpolations of the William Hard-

er-Mr. Hill type of intuitive, keen, penetrating, brilliant analyses in the running commentaries. There was too much time devoted to the right kind of descriptive—show business, if you please— by glib-

tongued professional announcers whose background and knowledge of politics was all too obviously lacking. Happily, these profes-

sional announcers gave way—but not often enough—to the profes-

sional political experts whom the networks and stations were fore-
sighted enough to have on their staff.

New Announcers Seen

THAT A new school of announcers—men who know their subject thoroughly and at the same time have the descriptive eye and authen-
tic news sense—must develop for this kind of broadcasting, is evident. Who proved at the Chi-

cago conventions, just as it was proved not long ago when an ex-

perienced ex-prizemelder, now a first-rate raconteur, literally "stole the show" from the professional announcer during the Sharkey-

Schmeling fight.

NBC, which introduced the two
five-foot parabolic microphones specially built for the occasion, had 88 stations, some like WOR not regularly members of the network, hooked up at times. CBS hooked up 96, and scored perhaps the finest technical achievement of the whole production when it introduced the eight lapel microphones, carried about among the delegates by uniformed page boys, at the Democratic convention. Broadcasting the conventions independently were WGN, the CHICAGO TRIBUNE; WLS, of the PRAIRIE FARMER magazine; WCFL, of the Chicago Federation of Labor, and WJJD, affiliated with the Loyal Order of Moose and Hearst’s CHICAGO AMERICAN.

All of these rival broadcasters agreed to exchange facilities, and the big events, like the speeches, demonstrations and balloting from the floor, were fed from the same pickups. It was a fine example of cooperative effort, yet there still remained opportunity for “scopes” and specialties that gave each distinction.

Outstanding “Scopes” NBC, FOR EXAMPLE, scored a distinct beat when Wallace Butterworth, announcer, was right on hand with five microphones to grace Governor Roosevelt as he alighted from the plane that bore him from Atlantic City to Chicago. The situations actually took this remote control feature from NBC and allowed due credit to go out on the air. The broadcast held the real interest of the entire convention for perhaps 20 minutes while it was really the public address system from the scene. NBC quietly prepared for this broadcast for four days; the idea is credited to Ben Pratt, former news director of the NBC Chicago staff, and to Frank Mason, NBC public relations vice-president.

The lapel microphone idea originated with Herbert Glover, director of news broadcasts of CBS. Officials calculated that it saved at least a day of the convention’s time, for whereas voices from the floor were possible during the Republican convention balloting they were clearly and distinctly heard through the Democratic convention. The “mikes,” each about the size of a half dollar, were hurried to the scenes where balloting or delegate talking at an instant’s notice. They were suspended from the rafters about 75 feet above, the wires leading from the main control from all who wanted the pickup.

WGN’s big “scope,” which two or three of the other independent broadcasters shared, scored the evening the platform was first read, with its all-important material. Probably both NBC and CBS were off the air during the early part of the evening session to main control for some revenue-bearing commercials. They did not anticipate the reading of the platform before 9 p.m., and it actually started just before that hour. WGN carried it directly from the rostrum, then was switched to their own speakers on shortly after 9 o’clock to read the platform.

Commercials Cancelled WCFL SCORED a beat—and had it to itself—when Go. ernor Roosevelt, en route to the hall from the airport, stopped at Grant Park for a public reception. WCFL had a short wave portable on hand, which relayed the nominee’s talk to its transmitter, M.S. Specialworth, president of NBC, attended the Democratic convention along with David Sarnoff, president of RCA. CBS reports that 69 hours and 55 minutes were consumed by politics during the three weeks from July 12 to July 2, but these included, of course, studio talks. The Republican convention broadcasts actually occupied 16 hours and 14 minutes; the Democratic, 52 hours and 25 minutes. More than a dozen commercials had to be cancelled, and CBS estimates the total cost to it of handling the event amounted to about $100,000 for wires, overtime, personnel and the cancellation of commercials.

Lawrence W. Lowen, microphone operations vice-president of CBS, was in charge, with Herbert Glover as his sidekick. Paul White came from New York to handle publicity and newspaper speakers, and he was assisted by John G. M. (Steve) Trambull, Chicago Public relations man. Ted Husing was the chief announcer, assisted by Max Brand. H. W. Fuller, of his staff, assisted by Martha Crane, WLS Home editor, presented the women viewpoint.

Carl J. Meyers, WGN chief engineer, was assisted by Robert P. Bold and Clyde White of his staff; Frank Schreiber, WGN public relations man and aide to Jack Mathews, director of remote control for NBC. LOWER—Artist Boris Zografos’ conception of the lapel microphone reproduced from the Chicago Herald & Examiner.

ABOVE—How the lapel microphone was used at Democratic Nation Convention: left to right, Herbert Glover, director of news broadcasts for CBS who originated the idea; one of eight page boys who carry the suspended microphones about the huge convention hall, and Governor W. W. Brandon, head of Alabama delegation, casting his vocal ballot in the “mike.” LEFT—One of two five-foot NBC parabolic microphones rigid above the speakers’ stand, with George McElrath (right) operating earphones, and Varick, director of remote control broadcasts of NBC. LOWER—Artist Boris Zografos’ conception of the lapel microphone reproduced from the Chicago Herald & Examiner.

Opportunity Overlooked EDWARD N. NOCKELS directs the activities of WCFL, which won the air all told about 45 hours but was unable to postpone the 35 commercials, according to Howard Keggen program director. Mr. Nockels was assisted by Frank Lundquist, commercial manager, the broadcasting staff consists of Mike Flynn, chief announcer; Robert Reynolds and Holmes, assistant announcers; Maynard M. Marquardt, chief engineer, was assisted by R. B. Pasco of his staff.

William J. Clark, radio editor and director of broadcasting of the CHICAGO AMERICAN, handled 11 broadcasts from WJJD, which won the air 20 hours from the Republican (Continued on page 90)
Stars vs. Sponsors and Advertising Return

By Wm. J. MILLER

Wm. J. Miller Advertising Co., St. Louis

Featured Entertainers Often Gain Benefits of Publicity While Identity of Advertiser is Subordinated

SOME TIME

When you are saving a party at your house and you are at a loss or a way to entertain them try borrowing the names of ten radio stars and ask how many people can tell what product they are advertising. Let's take names like Kate Smith, Bing Crosby, Alexander Gray, James Delton, Eddie Cantor, Walter Winchell, Bill Hay, Lawrence Tibbett, Ed Wynne, and Rudy Vallee. Hand each person a list containing these names and ask them to note behind each the particular product they hear or the advertiser who is sponsoring them. You will be amazed how few can tell you just who or what is being advertised (though in almost every case the name of the star is familiar to him)

This sounds like a huge joke, and it is, but unfortunately the joke is in the company paying the bills. Senator Dill, whose name has been linked with radio legislation since its inception, recently was quoted as saying that in his opinion the artists were being emphasized to the exclusion of the products the were supposedly boosting. He stated that Bill Hay is overshadowing Pepsiudent and that many other personalities are being capitalized out of proportion to their actual merit. All this to keep the product of the radio line out of the face of the consumer.

Not Done in Press

SNT' it peculiar that a big company, ably managed, will tolerate abuses in its radio campaigns that it will not allow in any other phase of its sales activity. For instance, you do not see big tire advertisers playing up in any national medium their so-called star salesmen. They realize that they would be making their parties to build up following for "Bill Gogetter," who at any time might transfer his affiliations to some competitor. You do not see the motor car manufacturers running pictorial stories about their sales managers, nor do you see financial institutions featuring their brokers or other members of the rank and file. Why is it? Simply because they realize that it is a poor policy to let an individual represent the company in the public's mind. They want the public to be sold on their: entire organization so that in case changes are made in their policy, to the time they will not be faced with the problem of reselling the public on another individual.

Yet these same companies that

are so conservative in their sales and advertising policies in every other respect are letting radio personalities completely eclipse the advertiser and the advertised product. This is a sorry picture industry is suffering today because of this shortsighted policy of allowing featured players to monopolize the public's attention with little or no recognition of the producing company. They are paying tremendous salaries to keep some other producer from stealing a star whom they have built up.

Radio advertisers are treasuring the same path, and as a consequence stars are able to shift from one program to another because foolish advertisers have spent their own good money to exploit these headliners. "Clarence Crooner" can be singing on a tire program one week and a cereal program the next week, and the public is none the wiser, apparently.

The listeners are impressed with the power of the aren't entertaining, but they are a little hazy as to the identity of the advertiser or his product. In their Capel program the R. J. Reynolds Tobacco Company features Morton Downey, Tony Wons, and Jacques Renard. This is great for these three artists; thousands of dollars are being spent to advertise them without any drain on their pocketbooks. This same R. J. Reynolds Company pursues a much more sound policy in advertising their Prince Albert tobacco only because they know the star is not as big as the product.

The singer called "Alice Joy" and the fictitious character called "Old Humpty" have their parts towards furthering the interests of Prince Albert. "Alice Joy" might die tomorrow and another "Alice Joy" could be substituted without much difficulty. Any artist with a similar voice could take the place of "Old Hunty." In any event the R. J. Reynolds Company has control of this program. "Singing Sam, the Barbasol Man" and Pillsbury Doughboy are other examples of how the advertisers are wisely subordinating the personality of the artist to their own interests.

To further aggravate the situation many of the metropolitan dailies have adopted or are considering term defensive measures against the growing competition of radio. In their news columns they refuse to identify radio programs by trade names; they merely mention the names of the artists only, which results in a further minimizing of the advertisers' importance. What is more, the editors report that they have received no complaints from readers since they adopted this new policy, which is further proof that the artist means more than product or sponsor.

The Sponsor's Recourse

WITH THE TEST of advertising more strict and rigid than it has been of late years, and with every medium fighting for its existence, it behooves those leaders who direct the destinies of radio broadcasting to point out to potential radio advertisers the pitfalls that await those who succumb to the lure of radio. It means paying exorbitant prices for programs and if the cost of such advertising is charged against the actual sales created it can't possibly be justified in the great majority of cases. No doubt, the mortality of many radio advertisers, can be traced to the fact that their method of using radio was wrong rather than that the medium itself was at fault.

We hear complaints today against the preponderance of advertising in radio programs. Public resentment is said to be growing to such an extent that eventually the Federal Radio Commission will step in. In my opinion much of the trouble lies in the fact that the star of the program is so dominant that the poor sponsor is laboring under an inferiority complex. Realizing the handicap imposed, the advertising manager (whom of course) is told to bear down with all possible emphasis. There is another way: his time is tall—just strong arm stuff delivered straight from the shoulder.

Yes! It's a battle between the star and the sponsor for public recognition. The star is smarter, he sugarcoats his appeal under the form of entertainment, but there is nothing for the advertiser to do but to use plain unvarnished talk delivered under high pressure. We are being called to task and we will listen to a lullaby; music has charms, etc. No! If the sponsors were not so prominent, they could get their own sales message across much more delicately and in shorter time. How much more effectively against radio advertising would be apered. Costs would come down; effectiveness of the medium would be increased; and net profits would be greater. Everybody would be satisfied—except perhaps the stars.

24 Stations Form Coughlin Network

TWENTY-FOUR stations have banded together to carry the addresses of the Rev. Charles E. Coughlin, militant Catholic priest, for a period of six months beginning Oct. 16 and continuing until April 16, 1933. Full rates for the special network to the A. & T. & T. and to all other stations, program, which will include music and be known as "The Golden Hour," is being handled by Grace & Hollis, Detroit agency. Stations on the special network are:

- WJR, Detroit; WCAU, Philadelphia,
- WGB, Cleveland; KSTP, St. Paul; WJAS, Pittsburgh;
- WMT, Waterloo, Ia.; KXW, Chicago;
- WPBL, Syracuse; WOR, Newark; WGB, Buffalo; WLW, Cincinnati; WJAS, Albany; WHS, Kansas City; KMMO, St. Louis; WJS, Washington.

Yankee network, WNAC, Boston;

Cuts Dividends Rather Than Slash Advertising

A CONSISTENTLY large advertiser on the radio as well in newspapers and other media, the Colgate-Palmolive-Per Co., Chicago, has decided to reduce dividend payments on common stock rather than curtail its national advertising expenditures. The reason, according to Charles S. Dewey, vice-president, is that the management expects the return of prosperity and convinced that the public will continue to purchase goods with established reputations. The dividends are designed to keep the position of the company and its reputation before the minds of the public. According to Colgate, a total of 25 cents paid was 25 cents a share as against former payments of 621/2 cents.

July 15, 1932 • Broadcasting
Progress Reported in Parleys On Proposed Copyright Fees

Details of NAB Negotiations Not Disclosed; LaGuardia Would Fix Advertising Rates

By SOL TAISHOFF

WHILE A MUTUALLY satisfactory agreement has not yet been reached as the result of conferences held in the negotiations between the NAB special copyright committee in New York and the American Society of Composers, Authors and Publishers on the drafting of a new scale of musical copyright fees applicable to broadcasting stations, a preliminary report of the last meeting said to be the final conference was held in one conference was held with E. C. Mills, general manager of ASCAP, and another was scheduled to be held July 12.

The two groups by agreement are working more or less secretly until such time as a concrete plan can be drafted. The NAB committee, headed by Paul W. Morency, WFTC, Hartford, and comprising A. A. Aden, vice-president and general attorney of NBC, and Edward Klauber, executive vice-president of CBS, has steadily refused to accept the demand for an upward revision of copyright rates on the 5-per-cent-of-gross figure paid for许可证. This would mean an increase of from 300 to 500 per cent over the figure currently paid by the networks amounting to approximately $1,000,000 annually.

Time Limit Nears

The Moratorium now in force on the broadcasting stations' current increase expires Sept. 1, though Mr. Mills has insisted that the Society is not obligated to wait until that date and that unless definite progress is shown in the negotiations it may decide to invoke the new schedule before then. From the start, the NAB has reserved the right not to agree to payment of increased rates. Just what the trend is in the current negotiations is not divulged.

A special meeting of the NAB negotiating committee, the NAB president, Mr. Morency, and other key figures was held in New York July 6 to discuss progress thus far made. Additional to the negotiating committee members, those participating were M. H. Aylesworth and George F. McClelland, president and vice-president-general manager, respectively, of NBC; William S. Paley, president of CBS; Frank M. Russell, NBC the stations; Harry C. Butcher, CBS Washington director, who are members of the planning committee of which A. J. Coosker, WBZ Columbus, is chairman; Oswald F. Schuette, director of copyright activities for the Society, and members of the ASCAP copyright group, and Philip G. Lucks, NAB managing director. Mr. Morency is unable to attend because of illness.

On the legislative side in Washington, broadcasters still present the same formidable front and are in agreement with the proposal that the Sony copyright bill remains at the head of the House calendar, and Rep. Chisholm, (R.) of Illinois, stands ready to offer his amendment designed to check ASCAP demands. Representatives of the broadcasters, led by Mr. Schuette, L. D. Aylsworth, member of Congress, and the members of Congress, for the first time aware of the plight of the broadcasters, came ready to respond to the call for the remedial action that the Chisholm amendment would bring.

John S. White, (D.) of New York, chairman of the House Patent Committee in charge of the copyright legislation, is still confidant in his home pending theJackson by serious illness. Consideration of the bill voluntarily was deferred last month because of Dr. White's illness. Even should Congress remain in session indefinitely, it is doubtful whether the legislation will be pressed until the returns from the floor to steer the progress of the measure.

LaGuardia Enters Fight

A VEILED but obvious attempt to turn tables on the broadcasters in the copyright fight was launched by Rep. LaGuardia (R.) of New York with the introduction of two bills on June 28, one to fix the advertising rates of broadcasting stations, the other to amaze with fees for patented radio equipment.

Beyond the statement that the bills were designed to "carry to its logical conclusion the philosophy of the Chisholm amendment," Mr. LaGuardia would not comment on the measures. The broadcast advertising bill (H. R. 12345), believed to be the work of Nathan Burkan, general counsel of ASCAP, reads as follows:

"That if any owner or operator of two or more radio broadcasting stations, not in a single under license (Continued on page 22)

Status of Radio Legislation

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

SENATE
S. 4—Fess bill for educational bill, pending Committee on Interstate Commerce.
S. 21—King copyright bill, pending Committee on Patents.
S. 22—King bill licenses for unused patents, pending Committee on Patents.
S. 176—Hebert copyright bill, pending Committee on Patents.
S. 481—White omnibus radio bill, pending Committee on Interstate Commerce.
S. 780—McNary bill to prohibit broadcasting of phonograph records, pending Committee on Interstate Commerce.
S. 1035—Ydings copyright bill, pending Committee on Patents.
S. 1007—Dill bill transferring radio Division to Commission, passed by Senate and pending before House Committee Merchant Marine, Radio & Fisheries.
S. 1866—Dill patent bill, pending Committee on Patents.
S. 233—Bill to allocate the City of Savannah, Ga., naval radio station being abandoned, pending Committee on Interstate Commerce.
S. 3046—Dill bill on clear channels, pending Committee on Interstate Commerce.
S. 3047—Hatfield bill for labor clear channels which would be in Committee of the House, Bradford and Butley.
S. 362—Keith bill to change allocation, pending Committee on Interstate Commerce.
S. 353—Dill copyright bill, pending Committee on Patents.
S. 353—Dill bill in the radio amendment has become law.
S. 4399—Metcalf bill appropriating money for Radio Commission to cooperate with states for radio educational work, pending Committee on Interstate Commerce.
S. Res. 28—Howell bill for investigating possibility of broadcasting 24 hours a week, pending Senate Committee on Rules.
S. Res. 22—Bill to investigate RKO, pending Committee on Audit and Control.
S. Res. 71—Bill providing for broadcasting from Senate chamber, pending Committee on Rules.
S. Res. 75—Bill for advertising investigation by Radio Commission, passed by Senate; report submitted June 9.
S. Res. 146—Blaine resolution calling for public investigation of radio station in the city of Chicago.
S. Res. 299—Interstate Commerce, pending Committee on Interstate Commerce.
S. Res. 628—Dill resolution calling upon the State Department to broadcast a National American broadcast network, pending Committee on Interstate Commerce.

HOUSE
H. R. 19—Vestal copyright bill, pending Committee on Patents.
H. R. 266—Christophersen bill prohibiting radio lotteries, pending Committee on Interstate Commerce.
H. R. 421—Hoch bill to amend L. C. C. Act to define radio as "education," pending Committee on Interstate Commerce.
H. Res. 1809—Sirovich bill to transfer Radio Commission to Department of Labor, pending Committee on Merchant Marine, Radio & Fisheries.
H. Res. 1911—Resolution calling for nationalization of radio by State, pending Committee on Interstate Commerce.
H. Res. 1808—Sirovich bill to prohibit advertising bill on radio, pending Committee on Interstate Commerce.
H. Res. 1876—Davis bill on clear channels, pending Committee on Interstate Commerce.
H. Res. 1877—Davis omnibus bill on clear channels, pending Committee on Interstate Commerce.
H. Res. 1905—Davis bill to allocation of two or more radio broadcasting stations, not in a single under license.
H. Res. 1906—Davis bill to allocate the City of Savannah, Ga., naval radio station being abandoned, pending Committee on Interstate Commerce.
H. Res. 1970—Lea bill on ocean vessel's radio equipment in Canal Zone.
H. Res. 1972—Davis radio omnibus bill on clear channels, pending Senate Interstate Commerce Committee.
H. Res. 11155—Davis radio amendment to the低价ly.
H. Res. 12804—LaGuardia bill escalating fees for patented radio equipment, pending Committee on Patents.
H. Res. 12835—LaGuardia bill escalating fees for patented radio equipment, pending Committee on Merchant Marine, Radio & Fisheries.
H. Res. 1307—Davis bill to allocate the City of Savannah, Ga., naval radio station being abandoned, pending Senate Interstate Commerce Committee.
H. Res. 1317—Bill to prohibit advertising bill on radio, pending Committee on Interstate Commerce.

Radio Commission and State Would Promote Programs

A BILL which would require a broadcasting station to set aside not less than 5 per cent of their broadcast time for "educational radio" would be prescribed by qualified authorities and which would appropriate $10,000 annually for four years to the Federal-State promotion of education by radio or "wired radio" was introduced June 28 by Senator Metcalf of Rhode Island. Failure of station to adhere to the 5 per cent provision would be punishable by revocation of operating license.

Senator Metcalf introduced the measure (S. 4933) by request. While no further explanation was forthcoming, it was indicated that the bill would be sponsored by educational interests as a possible substitute for the Fess bill (S. 233) which would allocate to educational institutions 15 per cent of their available wave lengths.

Fund of $10,000

THE $10,000 ANNUAL fund would be expended by the Radio Commission Act of 1922 in the development and promotion of "education by radio broadcasting and/or wide radio." Ever since that bill was introduced a designated one of its educational officials to cooperate with the Commission in connection with its work and could not carry with its license application an agreement to set aside not less than 5 per cent of their authorize hours of "educational radio" to programs "under regulations prescribed by the designated instrumentality of the state in which such station is located." The bill was approved by the Federal Radio Commission.

In preparation of the Congress until next December, expected at any day for the last month, I still very much in doubt as to the issue given in the House Radio bill despite the "technical and legislative" along with the "buy-back" movement, has blocked adjudgment. Even should the measure continue for the next few weeks, there is little likelihood of action on radio measures, other than the Sirovich copyright bill sponsored by the Chibliom provision for compulsory licensing.

One miscellaneous radio measure of the last fortnight—having to do with regulation of radio equipment of operators in the Canal Zone. The bill already has passed the House.

Recommendation that the Radiocommission's report on the Cowen-Dill resolution be printed [see BROADCASTING of May 1 for further details on the recent Senate Printing Committee. Chairman shiped, (Farmer-Labor Minnesota). This was approved by the Senate July 11.

HOLLYWOOD Sound and Radio Casting Bureau has been formed in that city. Among the announced feature of the group will be to furnish continuity, cast announcers for sponsored programs.
Listening Habits With Relation to Incomes

By Dr. Robert Riegel
University of Buffalo

Most Popular Hour of Four Economic Groups 7 to 8 p.m.; Large Following for Afternoon Periods Shown

INDUBTEDLY one of the most significant developments of the radio broadcast industry is the recent demand for a more accurate measurement of the effects of radio programs. Just as the time eventually came when newspapers and magazines were called upon to justify their existence to their readers by precise data, so the period approaches in radio, too, when stations must determine with some definiteness their coverage, the relative popularity of programs, the average time spent listening, and the relative value of radio time. Much has already been done along these lines but considerably more remains to be accomplished.

This article explains an effort made to establish the relative quantitative value of radio listening hours and to indicate the possibility of obtaining some qualitative indices as well.

Before setting forth the results it might be well to point out that studies already made have demonstrated that the habits of the radio audience can be ascertained from the investigation of judiciously selected samples of the population. On the accompanying diagram (Chart I) I have plotted the results of (a) an investigation of 2,500 cases in Philadelphia and vicinity; (b) 3,100 cases in Philadelphia and vicinity in the summer; and (c) the investigation of 1,016 cases in Buffalo. These three investigations were made by almost identical methods. For economic space I have combined the weekday, Saturday and Sunday results in each case into a single curve.

WHAT DIFFERENCES are there between the listening habits of those with incomes below $2,000 a year and those with incomes of $5,000 or more? Dr. Riegel asks this question and then answers it on the basis of a personal interview survey made in Buffalo by WBEN. Some interesting results are found, and some further challenging inquiries are suggested.

Listeners and Salaries

CONSIDERING geographical and population differences of the two cities, there is a marked similarity in the general results obtained, which seems to indicate that fairly stable results may be secured from comparatively small samples of the population. It will be noted that with the exception of summer listeners in Philadelphia in the morning the relative values of morning, afternoon and evening time are approximately the same in each of the three studies.

The difference in morning listeners above referred to, however, suggests that important differences in the habits of radio listeners may be discovered by more intensive study, and that these differences may well be as important as the general similarities which have been discovered by previous studies. For example, what differences are there between the listening habits of those with incomes below $2,000 a year and those with incomes of $5,000 a year or more?

In January, 1932, a study was made by WBEN, Buffalo, N. Y., of 1,016 persons, including males and females, by personal interviews. The study was intended primarily to determine the proportion of radio listeners who used the radio at various hours of the day, although other questions were asked on types of programs preferred, extent of listening and economic status. It might be stated that the investigation did not take up station preference, and neither orally nor in writing was the name of any station mentioned unless, as happened two or three times, the person interviewed made inquiry as to the origin of the investigation. In each of 72 tracts of the city, whose boundaries were used for the Federal population census of 1930, a number of persons were interviewed proportionate to the population of the tract. Precautions were taken to obtain representative replies.

Nature of Questions

THESE persons were interviewed with respect to (1) the hours of the day at which they listened to the radio; (2) their approximate annual income, and (3) monthly rent paid, or rental value of the home. The latter question was intended as a check upon incomes. Other questions were asked concerning types of programs, usual listening days, age and occupation of listeners, but space does not permit discussion here of other than the listening hours of income groups. The listening habits for weekdays, Saturdays and Sundays were obtained separately and the returns were analyzed for four income groups of "under $2,000," "$2,000 - $2,999," "$3,000 - $4,999" and "$5,000 and over."

For purpose of illustration the "weekday listening curve" is reproduced here (Chart II). Unfortunately space does not permit a discussion of the differences between weekday, Saturday and Sunday curves.

The highest proportion of listeners is found from 7 to 8 o'clock in the evening, and this is true for all four economic groups. It will also be noticed that the four listening curves are of similar shape and tendencies, which is a further vindication of the belief that even small samples yield substantially reliable results, for the numbers of persons involved in the four groups are respectively (from lowest to highest income group) 555, 293, 122 and 44. There are, however, some minor but significant differences.
Ban on Broadcasts of Football And Fighting Start Furore

Eastern Colleges Claim Losses in Gridiron Profits; Nets to Resist Censorship of N. Y. Body

WIDESPREAD controversy has been provoked both in broadcasting and sporting circles by a decision made by the smugdling of the Eastern Intercollegiate Athletic Association to prohibit the broadcasting of football games in New York City and vicinity in the future. It was followed by a ruling of the New York State Athletic Commission which disallowed the taking of photographs or making movies of boxing and wrestling bouts to sports writers, referees or judges, rather than to the sports enthusiasts affected by the networks or stations.

Both actions brought strong protest from football fanatics. Little apparent can be done about the football fans by broadcasters, but it is freely predicted that the public demand, and a diminished interest in collegiate football, will force the institutions to request radio coverage later.

NBC Balks at Rule

THE PRIZEFIGHT restriction has a different aspect. Both networks have decided that they will not submit to the ruling, which grew out of the recent handling of the Schmeling-Sharkey championship bout by NBC. If the network broadcasts fights at all, it will be with announcers of their own selection, and no applying of the俗话说 that is rejected or approved by the Athletic Commission in a direct attempt to enforce the radio rule.

It was on the ground that radio cuts into attendance that the Intercollegiate Athletic Association, at a meeting in New York, June 29, decided to prohibit the broadcasting of football games of the dozen leading eastern colleges under its jurisdiction. The schools are Yale, Harvard, Princeton, Army, Navy, Pennsylvania, Pittsburg, Penn State, Dartmouth, Columbia and Syracuse.

It was indicated, too, by Maj. John France, acting President of the Eastern Conference Athletic Commission, that the Big Ten group also is in favor of banning football broadcasts for the same reason. The question is scheduled for consideration at the National Collegiate Athletic Association meeting in Pasadena, Cal., July 28-29.

Notre Dame Opposes Ban

ONE OF the middle western football leaders—Notre Dame—is opposed to the plan. In behalf of the Notre Dame athletic department, Michael Mulcaire, vice-president, said he felt that the thousands from coast to coast who have supported Notre Dame in other years when they could afford to do so should not be deprived of the pleasure of following the campus team when it is proved that they are victims of the depression.

"I have never felt that gate receipts would be materially increased by the admission of those who listened to the games over the radio when tickets for admission are not available," he asserted. "I am indicated that Notre Dame games would be broadcast when played on home grounds.

In explaining the Eastern Association's ruling, Maj. P. D. Flem- ing, graduate manager of athletics at Washington and Lee University, said he did not think the organization, said colleges must take advantage of every opportunity to increase financial receipts of football games.

"It has been definitely established that radio cuts into attendance," he said. "It was with considerable reluctance we decided to forbid any broadcasting of games which we control, but since football is the only sport producing the money necessary to support our athletic programs, we must take steps to derive all the financial benefits possible."

Schmeling Bout Blamed

RADIO CENSORSHIP on prizefighting in New York was established July 3, by the Athletic Commission's disagreement with the descriptions of the Schmeling-Sharkey championship bout by Charles Francis (Socker) Coe and Graham McMame. The radio descriptions clearly showed Schmeling to be the aggressor throughout apparently all the winner. In this view virtually all the sports writers concurred, but the heavy-weight championship went to Sharkey by majority decision of one judge and the referee.

Censorship followed every one but an "expert" from broadcasting a fight in New York. The Commission described an expert as "a sports writer, a judge or a referee."

"Following the Commission's statement, John F. Royal, NBC vice-president in charge of programs, declared, "NBC has and will continue to employ its own announcers for fight broadcasts." Characterizing the action as censorship, he asserted his company would not be

Radio Arts Open New Local

A NEW LOCAL station, at Hagertown, Md., was authorized July 8 by the Radio Commission in sustaining the recommendation of Chief Examiner Yost on the application of A. V. Tidmore. The station will operate on 1210 kc. with 100 watts, daytime only.

Lapel Mike "On Location"

CBS to Offer Radio Drama in Which Actors Move About Hotel as They Enact Their Roles

Radio Arts Open Studios in Chicago

Serves Stations and Agencies As An Intermediary

ORGANIZED to fill the gap between broadcasting stations and agencies, Radio Arts Production has opened offices and studios at 201 North Wells St. in Chicago for the benefit of its clients numerous stations and agencies. Besides building programs and holding auditions for actors, the company will begin producing transcriptions for spot broadcasting, using programs already recorded and produced under a new system developed by Ted L. Morris, president and chief engineer, who for nearly 15 years controlled engineer for WMAQ and NBC.

Vice-president and general manager of the concern is Irving D. Auzspitz, formerly with the Home McGee agency and until recent, president of Auspitz-Lee Harvey company, Gall Bandell formerly with KYW, is studio director and production supervisor; H. Spielberger, treasurer; Irving S. Gold, production manager; and Lawrence Cook, production manager.

Radio Arts Productions was organized, Mr. Auzspitz informs Broadcasting, for the convenience and benefit of advertising agencies in serving radio advertisers and television producers with adequately equipped studio facilities for purposes of auditioning, recording and remote control. Some $50,000 worth of musical equipment, as well as recording and remote control, have been installed in the studios, when the companies may stage, rehearse, hold an audition or record programs, built either by themselves or in cooperation with the staff of Radio Arts Productions.

No charge is made to agencies for auditions or rehearsals. The pay commissions only on talent under contract with Radio Arts Pro- ductions for transcriptions or program production aid. Stations also may use the studios for auditions, relaying on the staff of Radio Arts Production directors, acting as adviser. Auditions have already been opened to the public, and an average of 200 per session heard daily. The studios were opened in June. Mr. Auzspitz said his concern has booked three 15-minute period on WGN, KYW, Chicago, and has already discovered some extraordinary talent.

Heads Four A's Radio

CHARLES F. GANNON, radio ac- count executive of Erwin, Wase & Co., New York, has been named chairman of the radio broadcast committee of the American Association of Advertising Agencies succeeding Howard Angus, of Bat- ten, Barton, Durstine & Osborn New York.

WHEN the Reich government on June 13 decided to go on the air each day to inform the public of its current aims, it simply ordered the German Broadcasting Service, which除去 aside the 6:30 to 7 p.m. period for broadcasts by government officials.
Technical Station Improvement Seen
Commission to Insist on Higher Engineering Standards
But Plans No New Rules Until After World Parley

By Dr. C. B. Jolliffe
Chief Engineer, Radio Commission

NOW THAT THE 50-cycle tolerance regulation is in effect, and practically all stations have satisfied the Commission's requirements to assist in maintaining their exact frequencies, the question often comes to us as to what the Radio Commission will do next in its private broadcast engineering and operating standards.

During the past two years most broadcast stations have completely modernized their equipment and if operating in accordance with Commission regulations broadcast stations are operating in accordance with "best engineering principles." They give good service to the public. But in many places the engineering division of the Commission does not have in mind any specific regulations requiring the installation of new apparatus by all stations. It will, however, continue to make effective a special program for improvement of broadcast transmission and equipment by enforcing engineering rules and regulations which have already been adopted. It also will do its utmost to "clean up" installations of equipment to conform to the regulations and consequently with modern engineering practice.

Madrid Parley Awaited

MANY INTERESTING developments are going forward respecting the establishment of a laboratory and in prospective international allocations. Tests being conducted with the directional antenna system are proving most interesting, while it is too early to say just what effect, if any, these radiating systems will have. The Commission will hold close watch of international regulations and allocations affecting stations, they will bear close watching.

The engineering division of the Commission is disposed to await the outcome of the International Radiotelegraph Conference to be held at Madrid, Spain, this fall, before embarking on any widespread or important deviation from the existing American broadcast system. Broadcasters are conversant with the proposals for enlargement of the broadcast band submitted to the world conference. Thus, it hardly can be expected that there will be any change in commission policy on allocations until next year.

While the vast majority of stations adhering to Commission engineering regulations, the official records show that perhaps one-third of the stations in one way or another. The engineering division will check carefully all of the data it has before it and which it finds usually are in line with the situation. It is necessary to ascertain just how regulations are being violated. While the Commission will be reasonable, it will brook no trifling, and those stations, which, after proper notice, continue to give unsatisfactory jam-free service, will have to be made to conform.

IN ANSWER to numerous inquiries regarding plans of the Radio Commission in the engineering field, Dr. Jolliffe has written this forecast for BROADCASTING. Because of the uncertainty of proposals before the Madrid conference, he explains, the Commission intends to make no radical changes at this time in technical requirements. However, it does propose to inaugurate a general modernization program with the aim of effecting a more rigid conformance to existing regulations.

Plans Station Aids

IN ITS "CLEAN-UP" program, the engineering division simply desires to help stations help themselves by giving practical help in the installation of new apparatus by all stations. Stations will be required to get rid of equipment that is not properly operated.

The human element also enters into the operation of broadcast stations. Modern transmitters are nearly automatic but they require a certain amount of intelligent supervision by a competent operator. The best transmitter in the world cannot be properly operated and the station not be operated in accordance with engineering regulations, if the operators are not responsible. Owners of stations should be sure that all operators are thoroughly conversant with the technical rules and regulations and frequently check to see that these are being observed. A competent, well-informed operator is the proper operation of a station in accordance with best engineering principles.

KYW Hearing July 18

REQUESTS for continuance until next fall of the hearing involving the 1020 kc. clear channel occupied by KYW, Chicago, were denied July 11 by the Radio Commission by a 3 to 2 vote. With about 60 stations affected, the hearing will be held beginning July 18, as scheduled. Simultaneously, the Commission decided that an examiner rather than the full Commission should take testimony. KYW, owned by Westinghouse, has applied for authority to move to Philadelphia, and the other stations are directly and indirectly involved through related applications. Commissioners La Font and Starbuck voted for a continuance.

Varying Power

INEFFICIENT equipment, moreover, is responsible operation with more or less than the licensed power. The Commission, on this score, intends to invoke the strictest requirements that stations operate with authorized power—no more and no less. For instance, when only one antenna, results thus far attained by one station appear promising. Not until tests have been conducted under winter time conditions can it be finally declared that such transmitters are effective in curtailing signals, and thereby reducing heterodyne interference, in given directions. Should the experiences finally and successfully, the Commission will be in position to reduce interference on mutually used channels.

WOR Stumped

J. B. Poppele, chief engineer of WOR, Newark, and his staff are stumped by the discovery of considerable fluctuations in the current applied to microphones from atop the station's new 1000-foot tower. They are working on the theory that the variation is caused by the decrease in atmospheric pressure.

BBC Explains Position On Future Expansion; Looks to Madrid Parley

CONTRADICTING "misleading statements" regarding contemplated changes in its station allocations, the British Broadcasting Corporation has issued the following statement: "Although the system of high power stations is to receive general satisfaction to the great majority of license holders, extensions of the present scheme are naturally contemplated and when permitted by development, technical and otherwise. This applies particularly to districts where existing areas of the high power stations. Any scheme for improvement based on the construction of additions should not be undertaken until there is a guarantee that the stations can be kept in operation for a reasonable period. "Wave length channels now in use in this country cannot be eliminated until they are either confirmed or modified by an international broadcasting conference. Accordingly, we shall follow the World Conference on all wireless matters at Madrid this autumn. Accordingly, it is pertinent to make public now any schemes of expansion of the present service which may become possible in the future. "It is deplored that publicity has been given in Scotland to a statement concerning an international conference for the purpose of determining an international distribution of wave lengths, which serves only to damage the cause which it was presumably meant to strengthen."

Calwell Goes to Madrid Parley

BROADCASTING interests will be represented at the International Radiotelegraph Conference to be held at Madrid, Spain, this fall, by Miss G. Caldwell, former general counsel of the Radio Commission and chairman of the NAB committee for international allocations. Leading the movement in the country for enlargement of the broadcast band to embrace certain frequencies in the 10 and 550 kc. band, Mr. Caldwell officially will represent the NAB.

The special committee considering the use of frequencies between 10 and 550 kc. in the United States, to ascertain their availability for broadcasting, will hold a final meeting to complete its report to the full preparatory committee for the Madrid conference. Each of the various interests in this country identified with the use of channels is represented on the special committee, Mr. Caldwell being the only representative of the NAB. Dr. C. B. Jolliffe, Commission chief engineer, is chairman of the preparatory committee for the Madrid conference.

The American delegation to the conference will be named by President Hoover shortly. Some difficulty has been experienced in reaching an agreement for the per diem appropriations for delegates and advisors in the legislative jam in Congress.
NAB Fighting Tax On Electricity Use

Brief to Hold Broadcasters Are in Industrial Class

THE TENTATIVE conclusion reached by the Bureau of Internal Revenue that broadcasting stations are not exempt from the 3 per cent impost under the new Revenue Act on all domestic or commercial consumers of electrical energy is expected to prompt NAB, which now is negotiating with the Bureau through its committee in Washington, to make a move.

A basis for setting forth reasons why broadcasters are industrial rather than commercial consumers will be by the counsel of the Western house radio stations, chairman of the committee.

The Bureau has agreed to hold the matter in abeyance until the NAB has filed its brief. Based on Section 616 of the Revenue Act of 1932, the Bureau’s regulation exempts radio companies from the tax as industrial users but holds that broadcasting stations do not fall in the same category as point-to-point stations.

An Industrial Use

The NAB, in behalf of the industry, will argue that the electrical energy used by stations is transformed into ether waves and “manufactured” in such a way as to make it an industrial rather than commercial one.

The average estimated power bill of a 1 kw. station is $1,550 a year, which, if the 3 per cent impost tax were applied, would mean an average annual tax of $46.50 a year, payable monthly. The average annual power bill of 50 kw. stations is estimated at $30,000, which would mean a $900 annual tax.

Notwithstanding the fact that the revenue act of 1932 specifically exempts broadcasting line charges from the 5 per cent tax, NAB headquarters has been informed that the company in some areas is assessing the levy, according to Philip G. Lucks, managing director. The NAB.

Mr. Lucks declared, “fought successfully for this exemption and stations billed for the tax are urging the company to Section 701 (b) of the Revenue Act of 1932 and the Treasury regulation promulgated thereunder.”

Uses the Radio

IN SPITE of his well known opposition to radio as a medium of advertising, Elsey Roberts, publisher of the St. Louis Star, is using broadcasting along with posters, car cards and other media in an advertising campaign in the public of the recent consolidation of the Star and the Times of that city. Mr. Roberts recently withdrew from the radio committee of the American Newspaper Publishers Association because his station, KJJO, did not coincide with those of the average members, who refused to act against radio at their recent convention in New York.

Martin Campbell Heads WFAA, Staff Enlarged

VARIOUS additions have been made to the staff of WFAA, Dallas, which now under the general management of Roy C. Henderson of Atlanta, formerly assistant director of WHAS, Louisville.

Roy C. Henderson, formerly with the World Broadcasting System, has joined the WFAA sales staff. Mr. Henderson, seven years with the firm, opened the Dallas office of Scott Howe Bowen, Inc., coming to that company from Ruthrauff and Ryan, New York agency.

Also added to the sales staff are F. C. Gardner, formerly assistant sales manager for RCA Victor in Dallas and before that manager of the Criterion Theater in New York, and Mrs. Gertrude Green, who besides being a native of Dallas was in charge of sales and women’s programs at KGKO, Wichita Falls, Tex. Alyne Sholes, WFAA dramatic director, has assumed charge of programming programs, continuing her Tuesday night mystery thriller, “The Malevolent Maniac,” with a cast from the Oak Cliff Little Theater.

Cool Announcers

ANNOUNCERS and political consultants for NBC and CBS kept cool while broadcasting reports of the Republican and Democratic national conventions in Chicago despite their activity and the heat which prevailed there. In operation, Dayton, O., equipped the improvised studios with absolutely silent air conditioning devices to demonstrate that such operation would not affect the most sensitive microphones.

Mention of Radio Taboo

In New Orleans Press

MEMBERS of the New Orleans Newspaper Publishers Association have issued orders to their news staff that the word “radio” is to be barred, still another kind of decision to continue the carrying of radio programs as news, after which the Maison Blanche, department store, will discontinue the programs in its display advertising.

Ford Nebe, chief engineer of WSBM, of which Maison Blanche is said to be part owner, recently moved the transmitter of WSBM back to the roof of the store.

Miracle of Radio Drama

New Type of Acting Developing With Greater Emphasis on Voice, Says KJJO Production Manager

By CHITTENDEN TURNER

THAT radio acting has succeeded beyond all expectation is proved by the continued success of numerous plays and dramatic dialogues. Paving the way for the phenomenon are the growing enthusiasm of the audience and the many new techniques involved in the programs.

Intricacies of this still new youthful art are set forth by Lindsay MacHarrie, production manager and actor at KHJ, key station of the Don Lee network on the Pacific Coast, at Los Angeles. At this station with its 3,500 different sound effects—the largest collection of the kind anywhere—such dramas as “Chandu the Magician,” “Black and Blue,” and the episodes of “Radio Detective* Marge,” are broadcast over the KJJO chain, are widely popular. About 15,000 letters a week testify to their success.

There are problems of voice, mood and flexibility that are purely characteristic of radio,” says Mr. MacHarrie. Unhelped by gestures and scenery the actor must depend on an infinitely greater degree than the actor on stage or screen to sell his role alone. This entails the close guardianship of moods, which in turn involve flexibility—the ability to enter a new scene on the mere sound of a gong or other signal.

“The voice must express or suggest more comprehensively, because it is unaided by anything visible, and dialogue, therefore, must be written with a special clarity both as to sound and meaning. Once the attention of the audience is lost it is hard to re-engage. Yet, radio acting is a form of drama that has the significance of the unities, as applied to carrying forward the action line of the play, being applicable.

“Whatever the literary shortcomings of some of the successful plays now being broadcast, the fact remains that a new skill is being developed.

“Because there is no perspective other than that made possible by modulations of voice or changing one’s position with respect to the microphone, all the responsibility rests upon the voice, and here occur questions of timing important to the mental picture.

“Owing to the fact that the memorizing of lines is usually unnecessary, rehearsal time is much reduced. Writing in different programs given during eighteen hours continuous broadcasting, staff entertainers are required for diversified duties. Hence a more vivid and responsive imagination is needed on the part of the actor than of other actors where illusion is sustained by costumes, makeup and scenery. He must throw himself into a characterization more quickly, or double on another part in a different voice—otherwise it is not unusual for a radio impersonator to sustain three roles at a time.”

Department Store Offer New Field

Afternoon Time May be Sold

J. T. Lyons, WCAO, Says

A BELIEF that department store can be induced to buy afternoon period of radio time and operate a lucrative field of advertising revenue to broadcasters is held by J. T. Lyons, executive vice-president of WCAO, Baltimore, whose company has handled various accounts of local department stores.

“Department advertising accounts in most large cities are department stores,” he said. “We radio apparently have never been able to get the advertising department stores in a big way for big money. We have more circulation than newspapers but we have nowhere near the circulation they have.”

“As any newspaper man will tell you that the housewife will buy newspaper or department store advertising. It is consequently safe to assume that the housewife would deliberately turn off the radio program and she would stay tuned in if the program from the standpoint of music and merchandise was interesting.”

Mr. Lyons explained that, “planned, when business conditions are down, it is very hard to sell a station to a department store for three 30-minute afternoon period a week to one store. The period would be used for beauty product, style gossip, store chats and the like, with outstanding local personalities doing the talking. While it would be a commercial program, it would be jammed full of human interest to such an extent that it would be attractive to housewives for the audience for it all the time,” he explained. “I would prohibit comparative prices, as well as bar all ads of any kind in connection, and would try to sell the idea that it pays to buy better things rather than cheap things.”

“This is where a considerable afternoon time; in fact, you would not be able to handle more than one store accommodating in one week, and it would result in the store building up an audience in proportion to the popularity of it program.”

NBC Orders Pay Cut

EFFECTIVE JULY 1, a salary cut of 10 per cent was ordered for all officials and regular employees of NBC. This follows a similar cut in the parent company, the RCA, and a policy of retrenchment that led NBC to curtail its staff in May CBS previously ordered a 15 per cent pay cut, also reducing its staff.

WHEU to WMAS

THE CALL letters of Albert S. Moffat’s new station at Springfield, Mass., is characterized by its call letters, WHEU to WMAS by permission of the radio division of the Department of Commerce. It will operate with 100 watts power.

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Broadcasters of Oklahoma and Kansas Organize to Iron Out Mutual Problems

Southwestern Association is Ultimate Goal of Stations; Program Exchange Bureau Will Be Established

BROADCASTERS of Oklahoma and Kansas moved a step nearer the ironing out of many problems confronting radio stations, particularly those of the smaller stations, when the Oklahoma State Broadcasters Association was organized at a meeting in Shawnee, Okla., June 27.

Mr. Porter, manager of KGFF, Shawnee, who called the organization meeting and acted as host, was elected president of the group.

C. Thompson of KFXR, Oklahoma City, was named vice-president, and L. R. Duff of KVTO, Tulsa, was named secretary-treasurer.

The meeting voiced its hearty disapproval of the growing menace to profitable broadcasting in the form of publicity transcriptions and the "per inquiry" or commission advertising schemes. It also announced all attempts to lower radio advertising rates, pointing out that telephone, power and physician rates have not been lowered.

Plan Southwest Unit

The OKLAHOMA association decided to sponsor the organization of new associations in Texas and Arkansas as the next step in perfecting a Southwestern Broadcasters Association. Robert Elliston, an officer of the Oklahoma City Enter
taining Broadcasting Co., with headquarters at KAT, Ft. Worth, Tex., and Mr. Porter, Leslie Fox, manager of KGFF, Wichita, Kan., have been directed to organize their respective units.

The agreement to abide by the code of ethics of the NAB, establishment of a bureau for the exchange of program ideas and regular conferences of the executive board to study problems of the members, were all provided for in the by-laws adopted by the association.

The program exchange bureau is a revolutionary move for broadcasting industry. If a member station produces an outstanding program, either commercial or sustaining, and another member station carries it, there is no reason why both stations should be handicapped.

Mr. Porter said that the program exchange bureau, when fully organized, would function in a way that would be of great benefit to the entire radio industry.

He furnished the following program exchange bureau in the form of a sheet:

**Program Exchange Bureau**

**Purpose:** To exchange programs between member stations.

**Method:** Members will pay a membership fee of $6.00 annually.

**Programs:** All programs, commercial and sustaining, are eligible for exchange.

**Benefit:** Non-commercial programs will benefit most from this bureau.

35 Stations Subscribe To NBC's Monthly Plan For Sustaining Features

MORE THAN 35 stations of the several groups that endorsed NBC's offer to provide unlimited sustaining programs at a flat fee of $1,500 per month have already subscribed to George F. McClelland, vice-president and general manager of the network. The offer is adapted to member stations, to be effective July 1,

Mr. McClelland said that the new plan will enable member stations to increase their programs up to 300 per month. Stations not caring to enter into the new plan may continue to obtain sustaining at $25 an hour for network and $15 an hour for day programs.

It was explained by Mr. Payne that the arrangement, which is expected to become permanent ultimately, was conceived as an aid to stations during the depression, enabling them to maintain high program standards by securing high class sustaining material with reduced costs. The plan, which up to $50 a day, is considerably under what some stations have been paying under the old scale, represents a real economy for them.

Since the wire lines are already committed to the new plan, the choice of sustaining programs is merely a switchboard matter for station managers who can take or reject whatever programs they desire.

Mrs. Smith resigns as License Unit Chief; Succeeded by Massing

George S. Smith resigns as License Unit Chief; Succeeded by Massing

Mr. Smith in the practice of radio law. Mr. Segal is former assistant
general counsel of the Commission and has been practicing for three years and a half.

Mr. Smith was succeeded as chief of the license division by William P. Masse, chief of the broadcast

Mr. Masse is the former attorney for the South Atlantic group.

Quarter Hour Rates Cut

QUARTER hour rates on stations of the South Atlantic group will be reduced from $35 to $28 for evening time and from $28 to $14 for day time, this being made possible by the increased revenue coming from the programs handled by stations of this group, Mr. Boice also announced.

For individual stations of the group, rates will be as follows: WQAM, Miami, from $125 to $75; WDAE, Tampa, from $125 to $75; WYFS, Atlanta, from $125 to $75; WOR, Newark, from $125 to $75; WOR, New York, from $125 to $75; WOR, New York, from $125 to $75; WOR, New York, from $125 to $75; WOR, New York, from $125 to $75.

These changes in our rate structure, it is believed, may be the only possible means of securing a complete national coverage of the radio audience at a lower cost, instead of the programs carried by stations of this group, Mr. Boice also announced.

Radio's Work at Chicago Lauded by Marlen Pew

DISCUSING the way the press covered the recent national political conventions, Marlen Pew, executive editor of The Press, took occasion to praise the radio as well as the newspaper reporting of the conventions.

Mr. Pew pointed out that the radio stations were able to cover the conventions more completely than the newspapers and that the radio stations were able to cover the conventions more completely than the newspapers.

He went on to say that the radio stations were able to cover the conventions more completely than the newspapers.

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"Airing" the News

IN THE FACE of the asknace with which our esteemed contemporary, EDITOR & PUBLISHER, views broadcasting as a "bona fide spot news medium," we say unreservedly that the radio coverage of the recent political conventions proved with finality that radio has really "arrived" as a news reporting medium. Perhaps the broadcasters still have some time to learn to give adequate covering details of big events like these, but of radio's acceptance by the vast American public as a purveyor of momentous news as it happens there can absolutely be no doubt. No less than that, there were no tedious hours as on occasions like the convention to follow, there is to serve the public. The public is the best judge of its services.

The handling of the conventions on the radio was a magnificent feat, especially technically. Millions of listeners everywhere, including the candidates themselves in White House and Governor's Mansion, tuned in from time to time during the 60 hours or so the conventions were on the air. Scarcely a detail missed the microphone. Members of the press corps frequently appeared before the microphones, and several newspapers were actually engaged to assist the network and station announcers and political commentators, the latter themselves active newspaper men.

Our contemporary never lets slip by an opportunity to slap radio—a rather sour attitude, we would say, in view of its own success. He flushes away more newspaper space to enter into or cooperate with the ripe and profitable field of "audible journalism." On the one hand, EDITOR & PUBLISHER decries the fact that the chains happened to be off the air in favor of revenue-bearing commercials at one point in the proceedings of the Democratic convention. On the other hand, it questions "after several hours of close attention to the broadcast of a convention debate whether clarity of political thinking is fostered by the presence of the microphones." It deplores the fact that "the process of making policies and selecting standard-bearers is tedious and its tedium has been multiplied a hundred times by the free access to the thirteen-year-old mind afforded by the loud speaker."

Those arguments, plainly specious, are easily answered. Consider first the alacrity with which the political notables seize the opportunity to have their arguments heard via the microphone. Then, too, wasn't EDITOR & PUBLISHER's editorial writer himself among those minds? He must have been an eager listener certainly, for if the convention broadcasts were wanted instead of reduced attendance, why decry the fact that the chains happened to skip a mere two hours of the proceedings?

What Price Sports?

IT IS NOT SURPRISING to see the "prizefight" industry, which at best is falling lower and lower in public esteem, attempt to muzzle broadcasting by dictating who may and who may not cover championship matches for the radio. But it comes as a real shock that amateur collegiate football—which presumably is played for the game's sake—turn an about-face on football broadcasting.

The Eastern Intercollegiate Association's decision to bar the microphone from games played by the twelve big universities comprising its membership clearly reveals that the amateur spirit no longer governs college football. Gate receipts count most. What the great American sports-loving public wants and what their own alumni want does not matter.

Does the broadcasting of major football games cut into attendance? We believe not. In the first place, the local and nearby audience that follows the major games by radio is relatively small. The broadcasts are heard largely by fans hundreds and thousands of miles away, who could not attend the games anyhow. In the second place, we are convinced that radio actually stimulates attendance at later games by listeners enabled to follow the games they cannot attend for one reason or another. Radio stimulates amateur football (free of charge, too) no less than it promotes the sale of goods for paid advertisers.

That the prevailing depression and the high cost of admission to football games may have something to do with reduced attendance, the athletic officials of these institutions seem to have overlooked. We predict a further falling off in attendance this autumn that will immediately be traceable to the loss of radio publicity. What a sorry spectacle these officials, having deprived distant alumni and housewives and shut-ins of the pleasure of following the games, will then present!

The New York Athletic Commission's action on boxing is almost too ridiculous to warrant comment. Proposing to bar all but "experts" from broadcasting fights in New York, it calls an expert a "sports writer, a judge or a referee." The networks did well to inform Chairman Mulligan that he could keep these fights to himself under such conditions. Broadcasting cannot yield to censorship by the ears of pugilism any more than it can yield to censorship by others. The censoring of radio from the outside, incidentally, is specifically prohibited in the federal radio. The proposal of the New York Commission obviously is a lark for the criticism heaped upon the judges of the recent Sharkey-Schmeling fight for their decision—a decision that drew even more vehement criticism from the "experts" of the press than from the radio commentators. It is the proper task of the broadcasters to soon let the colleges and the cauliflower industry know their disfavor. Radio, offering generously its valuable time to the description of sports events, which usually mean dead-panned stories, their echoes, will not bow to dictation or censorship any more than have the newspapers.

Tending Their Knitting

FORMATION of a state association by the broadcasters of Oklahoma, to protect their own interests and to cooperate in the elevation of broadcasting standards, is a move in the right direction. It should be emulated in other states and sections.

State and regional radio problems more than often differ from the national questions that confront the industry as a whole. The Oklahoma group pledged support to the NAB and radio's fight against unethical practices. Activities are not conceived to be in conflict with those of the NAB.

Among its first actions the association resolved against publicity transcriptions and "per inquiry" or commission advertising schemes. It also disapproved any move toward lower advertising rates for broadcasting, particularly in view of the fact that over-cost to the broadcasters have not decreased. Proposals to go to 30- to 30- to be some, and proper. Interesting to was the proposal to form a bureau for the exchange of program ideas. When a member station produces a new program which it believes adaptable to other member stations, it will be filed with the bureau to be made available to all members.

The RADIO BOOK SHELF

AN ARTICLE of interest to all radio station managers and engineers and manufacturers of broadcasting equipment appeared in the June issue of RADIO ENGINEERING under the title, "Parasitic Oscillations in Broadcast Transmitters," by A. D. Ring, broadcast engineer of the Mutual Broadcasting System.

The article describes in detail the seven distinctive frequencies or bands of frequencies wherein parasitic oscillations may develop varying in frequency from a fraction of a cycle per second to 1,000 megacycles. Heretofore, there have been little published data on the cause, test, and remedy for parasitic oscillations, yet they have been the cause of more failures in vacuum tubes, unsatisfactory operation of transmitters, and general distortion of quality of radio transmission. The book should please his horde of listeners.

SOME SENTIMENTAL sketches that have constituted popular broadcast fare have been compiled by Pat Barnes, noted Chicago announcer and production man, in "Sketches of Life" (Reilly & Lee; $1). The little volume is dedicated to "the greatest audience in the world—to you, dear friends of the radio." The book should please his hordes of listeners.

BROADCASTING • July 15, 1932
We Pay Our Respects to--

EARLE C. ANTHONY

ONE OF THE PROUDEST claims to distinction as a pioneer American broadcaster is that KFI, Los Angeles, which he has owned and operated since its inception, is manned by practically the same staff that nursed it from 50 to 50,000 watts. In this its eleventh year as a broadcaster, Mr. Anthony doubts whether any other stations can boast the same record of continuous ownership and management, with so many department heads, engineers and staff members remaining on the job from the start.

Station KFI only recently passed its tenth milestone. It is the only 50,000 watt station at present operating on the Pacific Coast. It is a station whose public service credo can best be expressed in Mr. Anthony's own words:

"It has been my desire," he wrote recently, "to bring the people of Southern California the best that radio has to offer. KFI is determined to maintain a high standard in its public service for education, civic cooperation and cultural promotion. Our daily schedules are so balanced that education will get no less than its rightful share of time and attention, and that great music, public service and human comedy shall not be overlooked for any other purposes."

In the ten years since KFI launched as a 50-watt station, no other broadcaster has won a finer reputation in western radio circles than Earle Anthony. It was not by mere chance that Mr. Anthony, who has spent most of his adult years in Los Angeles and who has long been a Californian broadcaster for the Packard Motor Co., ventured into the radio field. Even in the early days of crystal receivers, he had a vision of what radio could be as an entertainment and promotional medium.

There were no commercial stations in 1922, when KFI was launched as a 50-watt. By the time advertising won its place on the air, KFI went to 600 watts. Soon, in December 1924, it went into the 50,000 watt class. Last year it went to 50,000 on its clear channel. In the years of its growth, its popularity was consistently high. From the start, Mr. Anthony brought to the station the first microphones the finest talent available.

In fact, on April 16, 1926, the inaugural night of KFI, a program of symphonic music was presented Eugene and Willis Howard as headliners. Before the year was out, KFI had an audience of 100,000, and the station had appeared before its microphones despite the prejudices then prevailing in musical circles against the infant radio.

Among the "first events" of KFI was a broadcast it originated to 2LO, London, via KGO and WGY on short waves back in 1924, one of the earliest scheduled relays to foreign countries. That same year Mr. Anthony created the first Western network by linking KFI with KPO, San Francisco, and this operated until 1928, when the station joined the national network.

It was KFI that brought the first transcontinental program into Los Angeles in the form of the Coolidge inaugural address in 1924, and in 1927 KFI originated the first commercial transcontinental network program as key station for the Rose Bowl football game at Pasadena.

Earle Anthony was born in Washington, Ill., Dec. 18, 1880. He was trained as an electrical engineer at Cornell. Having always shown a keen interest in mechanics, in 1894 he actually built an electric automobile powered by a motor of his own construction. The motor still reposes in his office.

After college he followed Horace Greeley's advice and went west. In California he originated the gasoline service station idea and operated a chain of them throughout the state. These he later sold to a large oil company. He became the Packard agent for the state, later including also the Hudson- Essex agency. He is credited with writing the first time payment lease on an automobile. At one time he held various radio patents and built and sold radio receiving sets.

Always nursing KFI, first as a hobby, then as a growing business, Mr. Anthony two years ago seized the opportunity to purchase KPLA, a 50,000 watt station in Los Angeles, and continued to operate it as a joint-venture with KFI. That station's present transmitter is on the Packard building and it is now known as the KFI transmitter. The KFI transmitter is about 15 miles from the city.

"KFI in the air was sufficient to prompt him to accept the presidency of the NAB in its inceptive years, and he has held that post for the past two years as president. His family and radio have been his primary hobbies, but he has always expressed keen interest in color photography, motion pictures and amateur theatricals. His club affiliations include the Mid-Wilshire Tennis Club, Los Angeles Athletic Club, California Club and Writers' Club, the Bohemian Country Club of San Francisco.

The Visitors'-book of Fred Weber, Chicago NBC traffic manager, for the month of June included B. J. Faider, Central Broadcasting Co.; Stanley Hubbard, manager of KSTP, St. Paul; Walter Damm, manager of WTJN, Milwaukee; manager of KTHS, Hot Springs; Orson Welles, WOR, New York; and Edgar Bel, secretary-treasurer of the Oklahoma Publishing Company which operates KVOO, Tulsa; James Carpenter, manager of WKBW, Indianapolis, and Mr. Hertel, manager of WHBL, Sheboygan.

THAD H. BROWN, second zone radio consultant, has been on the "Federal Regulation of Radio" before the Ohio State Bar Association, at Columbus, and has presented a general review of current radio legislation and judicial results in the state.

C. E. PHELPS, night manager of Chicago NBC, was host to L. Field, of National Radio Advertising, Chicago, and Miss M. Compton, vice president and general manager of Grigsby-Grunow, at the studies recently.

MRS. MAJORIE LEE, for the past two years secretary to Harry C. Butler, Washington director of CBS, has resigned to join her husband, Dr. John Lee, who begins the practice of medicine on August 1. A wedding party to Mrs. Lee was given by Mr. and Mrs. Butcher J. Lee, former president of the NBC, and Mrs. Mary Mulford.

MRS. LITA WOOTTON, chief of the Correspondence Section, Radio Commission, resigned July 1. She was in charge of the new local station, WMAS, now being constructed at Springfield, Mass., licensed to Albert S. Moffett.

M. W. BRADBURY, formerly of the sales staff of WMAQ, Chicago, has joined the organization of WAAF, Chicago.

ROBERT SIDMAN, New York radio consultant, has been added to the sales staff of Columbia Pictures Corp., New York.

B. HARRISON CASSEL, New York national advertising manager of Radio Station WOR, has joined the national advertising staff of the New York Evening Post.

J. W. LAUGHLIN, former manager of KFAC, who recently took over by NBC, has left for a trip to South America, after which he will join the personnel of the Hale Bros. department store, former part owner of the station.

LEWIS ALLEN WEISS, Southern representative of the CBS Don Lee System, was in Chicago during the week of July 4 on a business trip.

RALPH BRUNSON, manager of CBS, San Francisco, is spending most of July in the Northwest on a combined business and vacation trip.

CURT ISLIEF, jr., president Western Radio, Inc., owners and operators of KNX, Hollywood, returned recently from a trip to San Francisco. There he had to do with placing new "Frank Watanabe and Hon. Arch." transmitters in Santa Barbara.

HARRY SHAW, owner and manager of WMT, Waterloo, IA., and president of the NAB, flew to New York June 25. On the return flight, John M. Littlepage, of KRON, San Francisco, accompanied Mr. Shaw as far as Chicago, where he attended the convention, to which Paul D. Spearman, his associate, was also alternate.

RUSH HUGHES, manager of KORE, Eugene, Ore., spent a two weeks vacation in July at San Francisco.

PAUL KEaton, director of sales for WJES, CBS, has been visiting his parents in San Diego, Cal.

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New England has money to spend

Get your share through the YANKEE NETWORK

NEW ENGLAND leads the country in per capita purchasing power. It has 8.0% of the country's total wealth. It earns 8.4% of the total income.

New England consumes nearly 10% of all food sold in the United States. According to the New England Council, it is spending more per capita for new cars, gasoline, department store merchandise, life insurance and building materials than any other section of the country.

Concentrate your sales effort on this rich market.

The voice of the Yankee Network reaches every densely populated New England trading area... 3-station coverage that assures the largest possible listener audience.

YANKEE NETWORK

BROADCASTING * July 15, 1932
IN THE CONTROL ROOM

JACK DeWITT, chief engineer of WSM, Nashville, has been conducting tests of the new transmitter which WSM expects to have in operation by July 15.

HAROLD PERRY, chief engineer for Don and his station, KKBC, San Francisco, returned to Los Angeles headquarters after ten days in San Diego.

CURTIS MASON, for several years chief engineer for KFI, Los Angeles, is to marry Miss Margaret Burnham Taylor, of Pasadena, on July 2.

KENNETH L. CURTIS, formerly with WMAK, Chicago, joined the operating staff of WGN, Chicago.

S. L. BAILEY, of the engineering consulting firm of Janzky and Bailey, Washington, returned July 1. From a two-week vacation at his home in Minnesota, Mr. Bailey recently completed the installation of the new 5 kw. Western Electric unit for CKOK, at Oklahoma City.

Among the visitors entertained at the Chicago NBC studios during the month of June by Howard C. Lutgens, Chicago representative of the National Broadcasting Corp., were: Morris Grossman, chief CBS engineer in New York; Yoji Osaki, radio engineer to the government of the Formosa government; Thomas E. Rummel, director of communication of A. T. and T.; and W. M. Robertson, sound technician for Paramount News, upon his return from a fourweek sojourn in London.

HAROLD JACKSON, NBC engineer, was married July 9 to Edna Cunningham of the Chicagoettes, girl radio trio. Miss Cunningham is a graduate of the University of Illinois. Jackson was born in London, England, and was graduated from the University of London.

FRANK HICKS, Chicago NBC field engineer married Evelyn Groot of Lake Forest, IL, on June 21, spending their honeymoon at Hicks’ home in Springfield, Mo.

DR. ARTHUR EDWIN KENNELLY, of Kennelly-Heaviside layer fame and professor emeritus of electrical engineering at Harvard, on July 6 was elected vice-president of the International Electrical Congress meeting in London this summer. Dr. Kennelly was a member of the delegation recently named by President Hoover. Paul Janet, of the Institut de France, was named to succeed him.

NICOILA TESLA, eminent inventor of the Tesla coil and various other radio and power transmission inventions, obtained a divorce in New York July 18, with an announcement to the press that he is working on a new and startling invention, the nature of which he would not disclose.

JAMES LAWRENCE McQUARRIE, of Camden, N.J., general engineer and general technical director of the International Telephone and Telegraph Co., and its parent company, the Western Electric Corp., upon completing 50 years service in the communication industry, was presented a testimonial dinner July 28. An address was delivered by the Signal Service, his employer. Mr. McQuarrie has published more than 100 papers on electrical subjects.

ED ZIMMERMAN, of KPRC, Houston, participated in the celebration of the tenth anniversary of WFAA, Dallas, Texas, June 25, by broadcasting the dedication program.

KENNETH G. ORMISTON, technical supervisor of WJAR, Providence, recently returned from a tour of inspection in the east, west and southwest, during which he added numerous 25 and 50 kw. transmitters. The trip was made in connection with routine service, and the company purchased for its 25 kw. transmitter recently authorized by the Radio Commission.

CONTACTS with Herbert Hoover, Jr., who operates amateur station W2ZH, Pasadena, Cal., have been established by radio, with more or less regularity in the “ham” bands. Mr. Hoover, a former engineer of WGN, who operates W2JD, George Lang, operating W2JL, and H. B. Blakemore, operating W9BBD, conduct the three-way radio tests as a pastime and have been known as “hams” in all parts of the world.

LIEUT. COMDR. Joseph R. Redman, also an engineer of the Navy, was married July 2 to Mrs. Marion Smith Hazard in Washington. Redman is one of the initiaves in the preparatory conferences for the Madrid Conference in September.

BORN, to M. W. Rife, Chicago NBC engineer, and Mrs. Rife a baby boy early in June.

ANNOUNCEMENT has been made of the marriage of K. F. Hicks, of the Chicago NBC engineering staff, on June 18.

Death Takes Noted U.S. Radio Experts

RADIO lost two of its outstanding scientists during the last fortnight. On June 28, Prof. K. Burgess and Dr. Louis W. Austin, both of the Bureau of Standards, in Washington.

Dr. Austin was as director of the Bureau for the past nine years, was in administrative charge of the National Bureau of Standards, and had contributed radio navigational aids to aviation. He died July 2 following a cerebral hemorrhage at the age of 67.

Dr. Austin was a foremost authority on wave propagation, having written extensively on his work, even before the time Marconi successfully transmitted the first message in 1891. Since 1910, he had his laboratory at the Bureau, devoting practically all of his time to wave propagation and interference problems, notably the reduction of static and fading.

From 1908 to 1923 Dr. Austin was head of the Naval Research Laboratory, under D. C. H. He was co-author with Dr. Louis Cohen, of the U. S. Army radio regulation. He reduces to a new formula, making possible measurement of field intensities. He was president of the International Scientific Radio Union. Dr. Austin and his wife have been in California for several years.

Dr. Austin died June 28 after an operation.

Reber to West Point

LIEUT. MILES REBER, U. S. A., transmitter and receiver expert, and the Army engineering school at Fort Humphreys, Va., has been ordered to West Point Aug. 25 as a student. Lieut. Reber is a son of Col. Samuel Reber, U. S. A. retired, now foreign representative of RCA. Lieut. Charles Reber, his brother, who is also a White House aide and who is the son of Maj. Gen. Charles Reber of the Army Radio Commission, was made recently the new commanding officer of the Engineers the West Point cadets.

Paul W. White succeeds Jesse Butler at CBS

A NEW STATION to operate on 600 kw., with 250 watts daytime was authorized by the Radio Commission July 1, upon application of The First Baptist Church, Indianapolis, Ind. In granting the application the Commission recommended its action of June 21 designating it for hearing.

SYNCHRONIZED sight and sound broadcast will be presented by W2XAB, experimental television station, beginning with its first anniversary program on July 21, according to William A. Schutt, Jr., director of CBS television activities.

The station went off the air July 4 to permit alterations in equipment for the synchronized "talkies". The anniversary program will be broadcast over the entire network, through WABC. Thereafter W2XAB will transmit sight and sound programs daily except Saturday and Sunday, 8 to 10 p. m., EDT.

Experimental work for this double transmission has been under the guidance of William B. Lodge, CBS development engineer, and the well-known Massachusetts family of Lodges.

"Double modulation," Mr. Lodge said in explaining the new method, "is the term which best describes the principle upon which the system depends."

The first step in the new system is to modulate a carrier of 45 kilocycles with the signal picked up by a microphone in the television studio.

This produces a complex wave, from which the original sound signal is obtained by a receiver tuned to 45 kilocycles. Actually, the signal is not radiated at 45 kilocycles.

"The television signal such as will be emitted by Columbia's W2XAB transmitter consists of frequencies up to 40 kilocycles. In the operation of the sound and picture broadcast, the television signal, up to 35 kilocycles, is transmitted via the 45 kilocycles carrier and both are transmitted over the one station.

"At the receiving station the set is tuned to the frequency of the transmitting station, and then detects and reproduces the audio signal. Frequencies up to 40 kilocycles are applied to the terminals of a neon tube and reproduces the television picture, and then reconstructed by the 45 kilocycles. Frequencies up to 45 kilocycles, previously transmitted the 45 kilocycles modulated carrier wave contains the sound signal, and a receiver tuned to that frequency can be used to obtain the original sound.

"In the television receiver, therefore, it is necessary to insert a simple filter at the terminals of the neon tube to prevent the 45 kilocycles voice carrier from interfering with the picture, and to add a second detector with a circuit tuned to 45 kilocycles to obtain the sound signal."

"It may be interesting to note that the sound program may also be picked up by a selective receiver tuned to a frequency 45 kilocycles either higher or lower than that of the transmitting station's carrier, or in the case of W2XAB either 2755 or 2845 kc."

“Street Singer” Loses

ARTHUR TRACY, "the Street Singer" on CBS, lost a suit in the New York Supreme Court July 1 when a referee and receiver were appointed to secure payment of one-half of the sum awarded to Edward Wolfe, theatrical manager, under a three-year contract made on June 25, 1931. Wolfe was also awarded rights to the use of the "Street Singer" title.

Won’t Pay Olympics

WHETHER the Olympic games at Los Angeles will be broadcast over the entire network remains in doubt as Broadcasting went to press. Efforts of the Olympic committee to obtain a $100,000 fee from the right to carry the games have been flatly rejected.
The Business of Broadcasting

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

STATION ACCOUNTS

NEW ACCOUNTS on WFAA, Dallas, include: beehive air conditioning company; Norge electric refrigerators; Piggly Wiggly (local stores); Westinghouse and General Electric and its dealers' Kitchen Hand Lotion; Lone Star Gas Co.; Katy Railroad, placed by Bart Brothers; Los Angeles, Bill Sharpeles Breakfast Co., (foam); New York, The New York Times, Advertising Agency; Los Angeles National Astrogical Association, seven weekly; National Broadcasting Co., Los Angeles Union Oil Co. of California, keyed from KNX and released to Los Angeles, for a week, Tuesday through Thursday, to WDRB, Louisville, for a week, Tuesday through Thursday, through T. A. Sears & Son, Chicago; Mayman Oil Co., Los Angeles (removes); Ted Brown, through Paul R. Winans, Los Angeles.

HANAK, KLEIN & LEAHY agency of San Francisco has contracted with KPL, Los Angeles, for a Tuesday and Thursday and Saturday programs with Roy Jeffingwell, "The Musical Philosophies"" and "Fresno Ant Paste is the advertiser.

WMZ, Macon, Ga., reports real results for Metro Studio, local photographer, which has taken three daily and two Sunday newspapers. A new special offering. Another successful local account, has generated something new, raising a new interest, making a new ice cream, which thousands asked for by name among the sales staff from mid-July to mid-August, the program, handled three times weekly at 8:30 a.m. by Roy Jeffingwell.

NEW NATIONAL accounts on WTMJ, Milwaukee, include Wisconsin National Fireworks, Inc., Milwaukee, (fireworks) carrying announcements on special schedule, along the Chicago Promise, St. Paul & Pacific Railway Co., announcing excursions to Yellow and Red National accounts on WTMJ.

E. GRIFFITHS HUGHES, Inc., Rochester, N. Y. (Kruschen Saals), on July 28, starts "Josef S. Monnau's" WABC, New York, daily except Sun, 8:30-8:45 a.m., and "Bud Colley's" WABC. A new addition, a new program, to Harold D. Freaze & Co., New York, handles the account.

NATIONAL accounts reported by WJZ, New York, includes: Canapa Italian Balloons, Inc., Dways Perfume Co., Northwestern Yeast Co., Balmain Co., (Marmola), and United Drug Co.

KLX, Oakland, Calif., reports an account for the Trump Co. (funeral home), in the 9-11 minute program. In the morning. The local branch of the Nehi Bottling Co. is placing transcriptions on KLX twice weekly.

RENEWALS on WOR, Newark, include the Governor Clinton Hotel and the Glory Company accounts.

SEARS ROEBUCK & Co. increased its program, with the NBC network, New York, from 45 minutes to one hour, effective July 10. Program consists of a summary of the morning's semi-classical music, and is presented in the home of all the branch stores, Account placed direct.

KMBC, Kansas City, this month is observing the third anniversary of its popular symposium with Boby Hollow, which carries a variety of commercial accounts by mentioning products in the continuity.

WIP-WFAN, Philadelphia, reports the following new accounts: California Animal Products Co., Oakland, Calif. (dog food), weekly, musical program, titled "Windy Days," has been taken by Babbit and Perley Packing Co. (renewal); Radlalum Co., Detroit, (Marmo); and annual placement through sales. WIP-WFAN, New York, handles the account.

THE VALLEY FORGE Co. has been carrying advertisements in Philadelphia newspapers calling attention to the Beer-o-graph contest which is being conducted over WIP-WFAN, Philadelphia.

NETWORK ACCOUNTS

WHEATEN Co., Rhawby, N. J., on Sept. 26, will begin a new series entitled "Wheatsville," a dramatic sketch written by Raymond Knight, over the NBC-WJZ network, daily except Sunday, 6:30-7 p.m. P. S. McKee & Albright, Philadelphia, handles the account.

PACIFIC COAST BORAX Co., New York on Oct. 2, will begin a series over the NBC-WJZ network entitled "Death Valley Days," and over Clark-Hall, Chemical Co.'s series of pioneer life in Death Valley, Calif., with incidental music under direction of Mr. Frazee. It will be heard five days a week, Tuesdays from 8:30-10 p.m., EDT. McCraney & Co., New York, handles the account.

U.S. INDUSTRIAL ALCOHOL CO., New York (alcoholic pyro), on Oct. 2, will begin a program over the NBC-WJZ network the nature of which remains to be decided. It will be handled, through McCraney & Co., New York, handles the account.


WASHINGTON, D.C., Columbia (fours), placed by the Magazine of the Air, Washington, D.C., has placed by WGL.

T. B. BABBITT, Inc., New York, (eye, ear, nose, and throat), makes up its lists during August, using broadcast advertising. This account is handled by the Newells-Emmet Co., Inc., 40 East 45th Street, New York.

NEW MIDDLE WEST and Pacific coast markets will be sought by the Yakima Valley Peach Bureau, newly incorporated. The Bureau, under a national advertising campaign to be handled by The Zizzad Co., Seattle.

WISCONSIN & MICHIGAN Transportation Co., Milwaukee, operating steamers across Lake Michigan, has appointed Northwestern Advertising Co., 744 Fourth St., Milwaukee, to direct its advertising, using all media, newspapers and outdoor advertising.

AGENCIES AND REPRESENTATIVES


NEWELL-EMMET Co., Inc., 40 East 45th St., New York, handles the accounts of: Loose-Wiles Biscuit Co. and Liggett Myers Tobacco Co.


PROCTOR & COLLIER, Inc., McMillan St. at Reading Rd., Cincinnati, places radio advertising of; Caldwell & Taylor Corp.; Craddock-Ferry Corp.; Leen's Frozen Custard Co.; George W. J. and is in charge of radio department.

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E. GRIFFITHS-HUGHES, Inc., Rochester, N. Y. (Kruschen Saals) starts on July 8, 9:00 a.m. over the NBC-WJZ network. The account is placed by the Harold D. Freaze Agency through Scott Howe, Boston, New York.

GENERAL PAINT Co., San Francisco, on July 8 starts "Fay Frasier's Studio Party" over an NBC-WJZ network, Saturday nights, 9:00 to 10:00 p.m., PST. A. A. Akey & Son, San Francisco, handles the account.

PROSPECTS

BOTH RADIO and newspaper advertising...will be used in this summer by the University of Iowa to stimulate attendance at its games. Weston-Barrett, Inc., Chicago agency is appointed to handle the account. The use of radio by a university for paid advertising is a new departure, and it is not believed that the anticipated action of the Big Ten, barring the broadcasting of football games, will affect the decision of "U" to place its copy on selected radio stations.

LOOSE-WILES BISCUIT Co., Long Island, N. Y., manufacturers of crackers, cookies, etc., will make up its lists during August, using broadcast advertising. This advertising is placed by Newells-Emmet Co., Inc., 40 East 45th Street, New York.


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www.americanradiohistory.com
RESULTS, Unlimited, is the firm name of a new agency that has been established at 47 Portland St., Boston, by Edwin H. Kasper and Aaron S. Bloom, who are collaborating in the writing and producing of a new feature called "Snoop and Scoop, the Legendemaniacs of Mystery," which had its premiere over WBZ-WBZA July 3 and will continue on Tuesday and Thursday nights at 8:45.


SIMPERS Co., Lewis Tower, Philadelphia, places radio advertising of Individual Drinking Cup Co., Inc. J. E. McGehee is in charge of radio department.


DOW & PETERSON, Inc., 94 Church St., Burlington, Vt., handles radio accounts of: Champlain Transportation Co.; Kimball Brothers; Green Mt. Power Corp.; Burlington Drug Co.; Chittenden Trust Co.; Wizard Oil Burner Co.


ALBERT FRANK & Co., New York, has been appointed to place the radio advertising of Austin, Nichols & Co., manufacturers, importers, exporters and distributors of food products.


CONNER ADVERTISING AGENCY, Inc., 1523 Welton St., Denver, places radio advertising of: Barksdale Co. of Colorado; Colorado Potato Flake & Mfg. Co.; Daly Company: Denver Park & Amusement Co.; Foster Auto Supply Co.; J. D. Lee; Robar Corporation; Rocky Mountain Fuel Co.; E. A. Stephens Pur Co.; University of Denver; Ideal Laundry. William E. Bryan is in charge of radio department.


Carpenter Advertising Co., 309 Citizens Bldg., Cleveland, handles radio accounts for: Columbia Refting Co.; Fixal Chemical Co.; F. F. Lamerell is in charge of radio department.


CHAPPELOW ADVERTISING Co., 3615 Olive St., St. Louis, handles radio advertising of Earley & Daniel Co.; Cincinnati. B. E. Chapelow is in charge of radio department.

FAXON, Inc., Chicago advertising agency, has filed a voluntary petition in bankruptcy. Samuel Howard, Chicago, has been appointed receiver. W. E. Faxon is president.

www.americanradiohistory.com
EDMUND B. RUFFNER, formerly of the radio department of Erwin, Wasey & Co., New York, has joined the department of Benton & Bowles, of the same city, as assistant to the advertising and promoting department, of the announcing staff of NBC. Edward H. Gardner, formerly with the Chicago Daily News, and Walter Thompson Company, has also joined the staff of Benton & Bowles.

ACCOUNTS being handled by First National Broadcasting Co., New York, have secured 25,000 local and regional radio stations of the Red Book magazine; Richard Huddnut, New York. Donald Peterson is in charge of radio department.

STATION NOTES

GENERAL OFFICES and production department of WIBO, Chicago, have been transferred from the north town suburb of Evanston to a building in the Loop district. The morning broadcast program has been moved from the studios at 6300 Broadway, and the afternoon and evening productions will continue to operate from the Chicago theater studios in the Loop.

CFJC, Kamloops, B.C., has been taken over by the KAMLOOPS Sentinel, which is building a new studio. CFJC began as a local and will be used to provide complete British Columbia coverage.

WKY, Oklahoma City, is a new uptown studio. R. G. Harness is station manager and Garrard J. Quinnney is technician.

C. R. CUMMINS, owner of WRAK, Wake Forest, N. C., has bought the mechanical equipment of the SCRANTON SUN for use in the WILLIAMSPORT TIMES, which he will soon take over.

KYW, Philadelphia, has signed a dozen new radio stars, including Drs. Watson, Shearer, and has remodeled its studios.

OHIO STATE University, Columbus, O., has just issued a pamphlet titled "Questions and Answers: WEAO Radio Audience" in the interest of the station which it operates. The survey was made with the cooperation of the station, the listening habits of its audience, popularity of programs, etc.

WBEN, Buffalo, utilized two short wave channels in broadcasting the Republican convention this July 9 and 10. One of these features was the national outward motor boat which was authorized by the Radio Commission, was constructed by WBEN engineers.

THE TRANSMITTER of WBN has been purchased from J. W. Lawrence, Kansas, to Togonoxie, 13 miles closer to Kansas City. WBN began operations from the new station.

WFAA, Dallas, celebrates its tenth year on the air this month.

THE NEW 10 kw. RCA Victor transmitter on Mound 84 for the WEAF station will be on the air before the end of the summer, reports Father Wallace Burke, diocesan chancellor. WEAF is owned and operated by Loyola University.

KRE, Berkeley, Cal., has opened an automated choral department to downtown Oakland. The studio, from which a large part of KRE's programs will originate, is open to the public.

CBS will reopen WJSV, Alexandria, Va., recently closed, on or about Oct. 1, according to Harry Butler, Washington director, who will manage the station. A site for the new transmitter has been selected on the George Washington Memorial Highway over the Potomac and near the Potomac River Bank. Colonial architecture will be used in erecting the studio, which falls within the terms of the National Planning Commission.

A NEW TYPE of pickup is being used by the WGN Symphony Orchestra heard over WGN, Chicago. The system, which has been in use for acoustic distillation, was designed by Jack Pierce of the WGN recording staff.

WIS, Columbus, S. C., has begun operation of its new Western Electric 304-A grid modulated transmitter, together with an Electro Spire speech input and dynamic microphones in the studios.

WSCC, Charleston, S. C., has started work on its new transmitter on the salt marshes adjacent to the Ashley River. Western Electric equipment is being used.

WKB, Kansas City, has opened its new studio on top of the Scarritt Bldg.

KFPI formally opened its new studios at Abilene, Kan., July 14 and has signed a new staff. WMAL, owns and operated by the Farmers and Bankers Life Insurance Co., Inc., has completed its new studios.

WISR, Milwaukee, dedicated its new studios with a midnight broadcast July 15 over the CBS network.

CANADA'S first television station was built in the $450,000 addition made to the CBC studios this month as an adjunct of CKAC, Montreal, operated by La Presse. Using 40 kw. power, the station is to operate on 2,100-2,200 kc., over a synchronized soundtrack of 568 tracks.

PROGRAMS of WBX and WMSG, New York, are being transmitted temporarily over the transmitter of WCDA at Cliffside Park, N. J.

PROGRAM NOTES

FREDERICK STARK, of KHJ, Los Angeles, recently staged a veritable sound effect man's jamboree under the program title of "Chanteyman in Action." Some of the sound effects produced were: Noise of planet Mars; "Eo for eldorado" of New York; the clatter of the subways; the ferries in New York harbor; the famous "night news" on Broadway; the hubbub of Harlem, the Ghetto, Bronx and other sections of New York; sponorship of the Grounds; and Coney Island Ballyho and atmosphere.

UNEMPLOYED musicians of Los Angeles are being utilized in the "Square" symphony orchestra broadcast over KFWB, Hollywood, Los Angeles, by remote control from a city park. Musicians' Union, City Park, handles the personnel and KNX splitt expenses to aid players.

JOSEPH I. ARNOLD, professor of sociology and economics, State Teachers College, Lebanon, Pa., has accepted the post of director of the Institute of Social Research at the University of Illinois.

KFWB, Hollywood, has inaugurated a new sustaining feature called "The Antique Shop." The tunes will be strung together with word pictures describing odd sights and tories in a musky book stall.

WWNC, Asheville, N. C., and becry of the world, has inaugurated a sustaining feature that operates, in sponsoring a contest for summer food cookers. Three winners are to be announced in a special tabloid section of the newspaper featuring food accounts to appear July 20.

A STOCK company consisting of talent from the departments of the NBC New York Station, will transmit a series of broadcasts over that network. All stations of the program department, sent invitations to all talented NBC employees to participate.

DUKE MEYERS, "radio globe trotter" of KFRC, San Francisco, has inaugurated a "news parade" once a week in a condensed summary of the week's news.

"PATSY LEE, Your Girl Friend," is a new syndicated feature under the Yankee Network, will be a "point of interest" advertising into continuance.

"SLIM AND SPUD," comic strip of THE PRAIRIE FARMER, has been adapted for radio presentation and is broadcast Monday, Wednesday and Friday at 2 p.m., CST, over public radio stations.

Malcolm L. Smith writes the script.

JOHN SHEPARD, 3rd, president of the Yankee Network, was interviewed during the inaugural program of "Yankee Network Personalities," Monday night, on the Yankee Network and the Yankee Network. Bob Donahoe, of the network press department, undertook the task.

WSB, Atlanta, again this month in cooperation with the Georgia State Fair Association, and the U. S. Department of Agriculture started a broadcast of up-to-the-minute information concerning the peach market is carried daily except Sunday at 2:45 p.m. The program was made to prove of inestimable value to Georgia peach growers.

BUILDING with WHK over Cleveland, the markets of Lorain, O., and the Lorain Journal this month have been conducting a radio audition contest in a local theater to develop new talent. Regular eliminations are held for the "old timers" and singers or musicians between 15 and 25. After the finals July 24, the winner will be given a spot on the WHK program schedule.

EQUIPMENT

NEW VISUAL FUND monitor orders placed with Douglas, Bohn & Fink, Inc., Chicago, suplemented by the broadcasting department's order, in June is an issue: WHF, WKB, WCLS, WGBU, WIBX, KBFX, WEDC, WESC, WGTN, WJPA, WRK, KGFW, WWA, WHBD.

RCA VICTOR Co., Camden, N. J., has assigned R. V. C. Bebekehrer to Buenos Aires, Argentina, as manager of the RCA Victor Argentina, Inc. A University of Michigan engineering graduate and veteran of the RCA broadcasting forces, Mr. Bebekehrer will have charge of all Argentine activities including those of broadcast equipment.

WESTERN ELECTRIC Co. is supplying equipment for the transmitting station of WEWB, owned by the Federal Radio Commission, in Central America and the Bahamas for the new A. T. & T. radiotelephone service being set up in the Carolinas, Fla., near Miami, to Panama, Honduras, Nicaragua, Costa Rica, Colombia, Venezuela.

THE FEDERAL TELEGRAPH Co., has been awarded a contract to furnish some 6,000 units to the Division, Department of Commerce.

THE FOTO-VOICE Co., Norfolk, Va., has installed a new 33 1/3 r.p.m. turntable in WPHE, Philadelphia.

Beer Advertising

IF BEER returns, the advertising business will boom, Eugene Templeton, writing in the July 7 issue of Printer's Ink. And, it is presumed, radio will get its share. An estimate is made that radio advertisers would spend at least $13,000,000 in advertising the first month alone in what is called an "entirely" liberalized." One brewery alone would spend $300,000.

Progress on Copyrights

(Continued from page 10)

from the Federal Radio Commission, shall refuse to register the legitimate advertiser or sponsor of radio programs the use of such stations for the broadcasting of his advertisements or sponsored programs at a reasonable price for the privilege therefor, such advertising shall become subject to the jurisdiction of the Federal Radio Commission to fix such reasonable price or fee, and upon tender of such fee the Commission will fix such reasonable price or fee and, upon tender of same he shall be entitled to the broadcast of his programs on the said station or stations for the broadcasting of his advertisements or programs.

The reasonable fee so fixed shall be limited to an amount which will justly compensate the owner or operator of the station for the use made thereof and shall not in any event exceed the amount of a reasonable fee or price which the owner or operator of the station would have been charged by the owner or operator of the radio broadcasting station for the use of the station, in view of the amount of such just compensation or of such reasonable fee or price the price which is currently paid for similar broadcasting service, under like circumstances shall be considered. Upon payment of a reasonable fee, as found by the Federal Radio Commission, the advertiser or sponsor of programs may, in the discretion of the Commission, be entitled to continue the use of the station at the same rate of payment for such reasonable period as the Commission may deem just.

Dead for This Session

THE BILL was referred to the Committee on Merchant Marine, Radio, and Fisheries, where it is destined to reposes, at least until the middle of December. It is doubted whether the measure was intended seriously, since it is inconceivable that it would, if adopted, place all stations in the class of public utility common carriers.
GREAT audiences have been created only by those stations which have truly served the public interest.

THE management of WMAQ has always placed a strict interpretation upon that phrase of the radio law requiring the operation of stations "in the public interest, convenience and necessity."

EACH program sponsor is required to make a contribution to the entertainment of the radio audience for the privilege of bringing his sales message into the homes of the radio listeners.

THIS policy has created a steadfast and loyal following for all programs on WMAQ. Each new advertiser, therefore, enjoys a heritage of ten years of good will built up by this pioneer station.

WMAQ is a foremost medium in one of the nation's greatest markets.

It Pays to Advertise on WMAQ

WMAQ Merchandise Mart • Chicago
670 Kilocycles • Cleared Channel

A NATIONAL BROADCASTING COMPANY NETWORK STATION
July 15, 1932 • BROADCASTING
A MODERN TRANSMITTER IS NO GUARANTEE OF A DISTORTION-FREE SIGNAL

- Even well designed modern transmitters are capable of serious modulation distortion if some simple maladjustment—wrong value of grid bias, for instance—occurs. Modulation distortion becomes a particularly flagrant difficulty as the percentage of modulation is pushed closer and closer toward 100%. Asymmetry of the carrier modulation (i.e., unequal percentage modulation on positive and negative peaks) is only one of these troubles.

- Protection against modulation troubles is best secured through a daily routine check on the transmitter with a General Radio modulation meter. This instrument not only measures percentage modulation on both positive and negative peaks, but it can show shifts of the average amplitude of the carrier during modulation and non-linearity of the modulation system. It operates from power picked up in the antenna circuit and its indications are, therefore, independent of conditions within the transmitter.

- A useful auxiliary, the distortion-factor meter, makes it possible to measure the amount of distortion occurring in the entire transmitter from speech circuit to antenna.

Write for more data on our method of checking transmitter distortion.

Furore Over Football-Boxing Edict
(Continued from page 18)

directed to as to how it shall furnish sporting events to the public. NBC has a contract with the Madison Square Garden Corporation for the broadcasting of championship bouts, but it was intimated that it would submit to any arrangement rather than adhere to the censorship.

CBS in a formal statement termed the ruling "a serious blow at the freedom of broadcasting," adding: "This arbitrary ruling undoubtedly will serve to handicap the broadcasters' service to the public.

Radio Likened to Press

"IT IS NO more logical for the Commission to choose or to approve broadcasters of fights than to approve those who cover fights for the press. Radio companies are fully qualified to select their own spokesmen, just as editors are qualified to select their own reporters. In the event that an announcer might prove unsatisfactory the expressions of public dissatisfaction would bring about his elimination.

"The ruling of the Commission that only broadcasters it approves may use the microphone, is a distinctly muzzling regulation calculated to keep the listening public from enjoying the full flavor of fights. We believe that radio audiences will greatly resent losing the privilege of hearing from the press' privileged correspondents, and others who have interesting things to say. Boxing might be better served by full and free publicity."

Much editorial opinion in the sports press has been aroused by both restrictions on radio. Westbrook Pegler, noted syndicate writer of the CHICAGO TRIBUNE, declared in an article July 5 that no such attempts would be made to bar newspapers from covering football games or prizefights, any manner they please, since such rulings would only revive the old mischievous daring and resourcefulness of the craft in going to any end to get the story.

Radio Started Wrong

"BUT, OF course, the broadcasters cannot do anything of the kind," Mr. Pegler wrote. "There are too many practical difficulties, and anyway, radio, as a news agency, for the public, started out wrong. Radio began by asking people's very kind permission to cover this or that event of interest and in many cases, paying heavily for the privilege.

"Consequently, radio has been notoriously sweet to everybody, and it has no adjective but 'lovely' and its variants. Mr. Ted Husing used another word in describing a Harvard football game last fall, and you will remember what happened to Mr. Husing for that."

"The newspapers have established that it is not their privilege but their right to cover football games and certain other events with freedom to record them as their reporters see and interpret them. It is not expected to establish this principle and that is why today the New York prizefight commission is able to impose an iron censorship on the broadcasts of big prizefights and certain colleges are able to bar the radio and get away with it."

Intent in Censorship

"I CANNOT imagine any newspaper submitting to the humiliating conditions that its news accounts of a large New York prize fight must be edited to the complete satisfaction of old Mr. Muldoon of the prizefight commission. But stealthily, and more boldly of late, the Commission has asserted a right to pass on the qualifications of broadcasters assigned to cover those fights on the air. The chief qualification for the assignment is the broadcaster's satisfaction to the commission.

"It is a chief quality necessary to satisfy the commissioners is perfectly obvious. The broadcasts cannot deliver satisfaction to the commissioners if he utters remarks tending to reflect discredit on the grand old game and, plainly, if his remarks do not frequently reveal that he is not of the grand old game they cannot be any good from the standpoint of fidelity and accuracy."

If Mr. Muldoon is able to rule a man off the air for such reasons, it follows that he can surp the radio distinction of facts and conditions which, in the newspapers, will receive the most emphatic telling about.

That is the difference between radio and the newspapers and yet may be that no prizefight editor would either have the guts or the inclination to undertake to tell the newspapers that they may send to the ringside only those reporters whom he approves.

Couldn't Stand Expose

"IF ANY commissioner were to do that, the newspapers naturally would suspect that he had some thing pretty bad that he was trying to cover up. And by the time they got through working on him in print and in the courts, there would be no further use for a prizefight commission. The prizefight racket could not live through an expose conducted by press ener gized by an attack on freedom.

"But, of course, Mr. Muldoon is a great hand to pick his spots when he goes censoring and domineering. He realizes that radio is not newspaper. Up to this time radio, although it purports to serve as a source of news, has never developed a noted editor not in fact any editors at all, but only newsies who do not fight for their rights but rather plead for privileges. In fact, I would not say that radio has any such rights as the newspapers have because it has never assumed the responsibility for any opinions or principles. You surrender your rights as a news agency when you submit your broadcast to any rule than the rule of the news."

New Business Branch

A NEW BUSINESS department has been established as a separate branch of the Chicago NBC sales division, with Kenneth Carpenter assigned to originate new accounts and "buildups." Don Bernard of the program department has been appointed program advisor of the new department.

BROADCASTING • July 15, 1932
# Population of Metropolitan District of New York

(This is the area as defined by the Merchant's Association of New York)

<table>
<thead>
<tr>
<th>New York City:</th>
<th></th>
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<tbody>
<tr>
<td>Bronx</td>
<td>1,265,258</td>
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<tr>
<td>Brooklyn</td>
<td>2,560,401</td>
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<tr>
<td>Manhattan</td>
<td>1,867,312</td>
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<tr>
<td>Queens</td>
<td>1,079,129</td>
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<tr>
<td>Richmond</td>
<td>158,346</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>6,930,446</strong></td>
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<th>New Jersey Section:</th>
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<tr>
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<td>364,977</td>
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<tr>
<td>Essex</td>
<td>833,513</td>
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<tr>
<td>Hudson</td>
<td>690,730</td>
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<tr>
<td>Middlesex</td>
<td>212,208</td>
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<tr>
<td>Monmouth</td>
<td>147,209</td>
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<tr>
<td>Morris</td>
<td>110,445</td>
</tr>
<tr>
<td>Somerset</td>
<td>65,132</td>
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<tr>
<td>Union</td>
<td>305,209</td>
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<tr>
<td>Passaic</td>
<td>302,129</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>3,031,552</strong></td>
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<th>New York State (exclusive of New York City):</th>
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<td>520,947</td>
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<td>Nassau County</td>
<td>303,053</td>
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<td>Rockland County</td>
<td>59,599</td>
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<td>Suffolk County (part of):</td>
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<tr>
<td>Babylon town</td>
<td>19,291</td>
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<tr>
<td>Huntington</td>
<td>25,582</td>
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<td><strong>Total</strong></td>
<td><strong>928,472</strong></td>
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<table>
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<th>Connecticut Section:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Fairfield County (part of):</td>
<td></td>
</tr>
<tr>
<td>Darien town</td>
<td>6,951</td>
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<tr>
<td>Greenwich town</td>
<td>33,112</td>
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<tr>
<td>New Canaan town</td>
<td>5,456</td>
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<tr>
<td>Norwalk city</td>
<td>36,019</td>
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<tr>
<td>Stamford town</td>
<td>56,765</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>138,303</strong></td>
</tr>
</tbody>
</table>

**Metropolitan District Total**: **11,028,773**

**WOR offers concentrated coverage of this area and should be seriously considered in the formulation of any advertising budget.**

*Leads in percentage of radio sets to homes.*

**Second highest percentage of radio sets to homes.**
RESULTS

THE FINAL STANDARD
for measuring the effectiveness of any Advertising

On March 30th, 1932, a nursery account, using WLS advertising for the first time, went on the air with spot announcements. Results from their original two-week contract were so overwhelming that they continued an additional four weeks. Thirty-seven one-minute announcements and 28 quarter hour programs during the six weeks’ period secured 37,600 orders for nursery stock.

A breakfast cereal manufacturer, using 15 minutes on WLS daily except Sunday since Sept. 15, 1930, has received a total of 184,218 box tops from the product; 37,194 in 1930, 82,493 in 1931, and 64,531 in the first five months of 1932. Unassisted by any other form of advertising WLS has increased the distribution in the Chicago area from but TWO to 5,000 dealers.

Let WLS help increase your sales. Whether your problem is distribution or retail sales, our competent program department will make a careful study of your market and build you programs which bring RESULTS.

Listening Habits and Income

(Continued from page 11)

...differences in certain sections of the listening curve.

In general there is a tendency for the higher incomes to show smaller proportions of listeners at all hours of the day except between 6 and 9 p.m. This is especially noticeable in the morning and afternoon hours. The proportion of listeners in the group under $2,000, for example, in the afternoon is probably larger than is popularly supposed, the number between 3 p.m. and 5 p.m. being about 32 per cent of the most popular hours in the evening.

Incidentally, it might be remarked that the female audience contributes substantially to this result. The same can not be said for the other income groups, however, and the difference between the lowest and the highest income groups is particularly marked. On the other hand, the hour of 4 to 5 o’clock in the afternoon was found unusually popular in the highest income group.

This raises the question of the effect of the program upon the proportion of listeners, a question which is of considerable importance. Is it not possible that the relative popularity of hours, within certain limits, might be considerably modified by the types of program presented? This offers a field for further investigation to determine the extent, within which “hour popularity” may be modified by “program popularity” or, in other words, the relative effect of the time of day as compared with the kind of entertainment.

Variations Noticeable

IT WILL ALSO be noticed that the proportion of listeners in the higher income groups tends to fall off more rapidly in the later hours of the evening. The hour from 9 to 10 o’clock appears to be almost as popular in the two lower income groups as the most popular hour, 7 to 8, but the diminution in attractiveness for the higher income groups of the later evening hours is quite evident, although not extreme. It would also be evident in the “Saturday listening curve” if space were available to reproduce it. Thus it is apparent that there are noticeable variations in listening habits among different economic groups.

This investigation has revealed, not only considerable information of practical value to broadcasting stations and advertisers, but also has suggested numerous profitable avenues for further investigation. For example, as might be expected, marked differences are shown in the listening habits of males and females. The results also raise a presumption that there are important variations in the habits of whites and negroes, but unfortunately the number of the latter included in the sample was so small that the variations may be merely chance fluctuations.

Saturday Afternoon Peak

ON SATURDAY afternoon the highest income group reaches a higher peak than other income groups. On Sundays, even in the morning and afternoon, there is a close correspondence between the listening times for males and females, in contrast with the important differences found to exist on weekdays. I refrain from mentioning well-known differences in program preferences among different economic groups.

In brief it would seem that the investigation of the habits of radio listeners is a field which may be cultivated with considerable profit by the broadcaster and the advertiser. As is the case with new industries, radio broadcasting was at first compelled to rely upon popular suppositions, a priori hypotheses and crude estimates. Recent studies have contributed, however, to a more exact knowledge of the preferences of listeners for types of programs, extent of listening, preferred hours and station coverage. Much more remains to be done in ascertaining nature of coverage, effect of programs upon listening habits, racial and sex differences in listening habits and the analysis of listeners’ economic status.

4 A report of the results of this study will shortly be published by Burton W. RCA under the title “The Buffalo Radio Audience.”

AN INCREASE in power from 50 to 100 watts, and authority to make changes in equipment has been granted KRSC, Seattle, by the Radio Commission.

RCA

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.

BROADCASTING • July 15, 1932
A publication is judged by its advertisers. The accompanying list of 77 FIRMS that have appeared in the advertising columns of Broadcasting, since this magazine’s inception only nine months ago, definitely qualify this publication as the leader in its field.

The confidence expressed by these advertisers is a glowing tribute to the editorial honesty and integrity of Broadcasting as well as its inclusive scope and coverage.

Most of this advertising was placed by leading advertising agencies—which is further proof that Broadcasting covers its field more completely and with less waste than any other publication.

If the name of your firm is not in the column at the left—you are missing business which you can readily gain through advertising in Broadcasting. Your advertising will be in good company and in a publication of recognized merit— all of which lends to the sincerity of your message.
Applications

July 1

WHEB, Portsmouth, N. H.—Modification of CP for a new transmitter, 170 kw., 500 kw., 1 kw. LS, facilities of WWFM, New Orleans.—Modification of license to increase power from 500 kw. to 1 kw., facilities of WWFM.

KRMN, Shreveport, La.—CP to move transmitter locally.

KDFK, Vancouver, Wash.—Amendment to CP to move transmitter.

WWL, New Orleans.—License to cover CP granted 2:43-32 to move transmitter from Lawrence, Kan., to South of Topeka, Kan.

July 6

WCAH, Columbus, O.—Determine license power of station by direct measurement of antenna.

WTTF, Athens, Ga.—Voluntary assignment of license to Liberty Broadcasting Co.

KRMN, Shreveport, La.—CP to move transmitter locally.

NEW, Groenewald, S. C.—je E. Richards for CP on 590 kc.; amended to omit request for facilities of KOCW.

KPQ, Yakima, Wash.—Denied to WTAF, Seattle, Ga.—Modification of license to increase power from 500 kw. to 1 kw., facilities of WWFM.

KFSD, San Diego, Cal.—Modification of license to increase power from 500 kw. to 1 kw., 1 kw. LS, to 1 kw. and night.

Applications returned: WLBX, Long Island City, N. Y.—CP for 1500 kw. 100,000, simultaneous day, and license covering day and night.

KUAM, Juneau, Alaska.—Modification of license to increase power to 100 kw. and day.

July 7

WTIC, Hartford, Conn.—Install automatic frequency control.

WBBB, Buffalo, N. Y.—CP for auxiliary transmitter amended as to equipment: auxiliary to operate with power of 100 kw.

WHQ, Memphis.—License to CP to move transmitter locally.

NEW, Lewiston, Idaho.—Grief & Ericson for CP to use 1210 kc. 100 kw., unlimited time.

KRSC, Seattle.—License to cover CP granted 6-17-32 to increase power to 100 kw., and make changes in equipment.

KUMA, Yuma, Ariz.—License to cover CP granted 4-29-32 to move transmitter to Tempe, Ariz., to Yuma, Ariz.

K-RF, Chicago.—Amended to move transmitter to Whitemarsh Township, Pa., instead of near Elington, Tinicum Township, Pa.

July 9

WDEW, Waterbury, Vt.—CP to change from 1420 kc. 50 kw., specified hours, to 550 kc. 500 kw., D. and make changes in equipment.

WML, Brooklyn.—Modification of license for increase in hours of operation (1/2 at WLBX’s facilities: WLBX, Long Island City, N. Y., was deleted 6-25-32).

NEW, Erie, Pa.— Erie Broadcasting Corp., for CP to use 800 kc. 2 1/2 kw., D. till sunset at Dallas, Tex.

WAPI, Birmingham.—Voluntary assignment of CP for 45 days to WAPI Broadcasting Corp.; also voluntary assignment of license to WAPI Broadcasting Corp.

July 13

WBCM, Bay City, Mich.—Modification of license to increase power from 500 kw. to 500 kw., 1 kw. LS.

WPP, Philadelphia.—Voluntary assignment of license to Pennsylvania Broadcasting Co., Inc.

WMIG, Richmond, Va.—CP to make changes in auxiliary transmitter and increase operating power of same from 100 kw. to 150 kw.

WIS, Columbus, S. C.—Determine operating power of station by direct measurement of antenna power.

KFFW, Fort Smith, Ark.—License to cover CP granted 4-29-32 for 1210 kc. 100 kw., unlimited time, and changes in equipment.

WGST, Atlanta, Ga.—License to cover CP granted 4-29-32.

NEW, Athens, Ga.—A. H. Yeoman for CP to use 1150 kc. 600 kw. unlimited time, facilities of WTAF, Athens, Ga.

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

WIOP-WMBF, Miami, Fla.—License to cover CP granted 4-29-32 for changes in equipment (new transmitter).

WWL, New Orleans.—Modification of CP to extend completion date to 9-13-32.

Decisions

July

WJAG, Grove City, Pa.—Granted CP to move transmitter to new site of 700 kw., 250 kw., 1 kw. LS, facilities of WWL.

WHOM, Jersey City, N. J.—Granted license covering local recommendation that license to cover CP be reinstated.

WDEW, Waterbury, Vt.—Amended to move transmitter to new site of 90 kw., 1 kw., 1 kw. LS, facilities of WWL.

WBHM-WBIC, Chicago.—Granted license covering installation of new transmitter and to use present transmitter as auxiliary: 170 kc., 25 kw., simultaneous day, share time with license covering CP to move to new site.

WCAO, Baltimore, Md.—Granted authority to install automatic frequency control for auxiliary transmitter.

WCLA, Hillside, N. J.—Amended to move transmitter to new site of 100 kw., 1 kw., 1 kw. LS, facilities of WWL.

WFOA, Atlanta, Ga.—Determine power necessary to operate CP to move transmitter.

WWED, Shelton, Conn.—Amended to change license covering CP to move transmitter.

WMCR, Cleveland.—Amended to move transmitter to new site of 50 kw., 1 kw., unlimited time.

WMPS, New Orleans.—License to cover CP amended to move transmitter to New Orleans.

July 5

WMAA, Norfolk, Va.—Granted authority to move equipped license to new site of 140 kw., 1 kw., unlimited time.

WNBX, Springfield, Va.—Granted CP to install new equipment and change frequency from 1200 kc. 100 kw., unlimited time, to new site of 100 kw., 1 kw., unlimited time.

WKIY, Knoxville, Tenn.—Modification of CP to extend completion date to August 17, 1932.

WNEK, Warren, Pa.—License granted to install auxiliary transmitter.

WQDM, St. Albans, W. Va.—Granted consent to volunteer assistance of E. A. Richards for WWDM, St. Albans.

July 8

WDFW, Anniston, Ala.—Granted authority to remain silent until August 1.

WVEJ, Lansing, Mich.—Granted consent to voluntary surrender of license to Liberty Broadcasting Co.

KLCW, Kansas City, Mo.—Granted authority to remain silent until Sept. 22, or until necessary apparatus is approved frequency monitor is installed to permit operation.

WNBO, Silver Haven, Pa.—Denied request for rejon side to change hours of operation to 1000 to 1100, and to move transmitter to Elrama, Pa., change time to unlimited, increase power to 100 kw., and to make changes in equipment.

Applications for granted CP: WMCA, New York, N. Y.—CP to use 1500 kc., 100 kw., unlimited time, and make changes in equipment.

July 10

WNBX, Salt Lake City, Utah.—Granted CP to use 1500 kc., unlimited time, and to make changes in equipment.

WBBB, Buffalo, N. Y.—Request for permit to operate CP covering new site of 1000 kw., 100 kw., unlimited time, and to make changes in equipment.

NEW, New Orleans.—Amended to move transmitter to new site of 1500 kc., unlimited time, and to make changes in equipment.

KREG, El Centro, Calif.—Denied consent to assignment of license to E. M. Woody, not having made all necessary investigations.

NEW, Thirty-Fifth St, Baptist Church, Indianapolis.—Auction of the Commission of June 21, designating this application for facilities of license to operate a new station to operate on 600 kc., 250 kw., D.

July 14

WGBK, Superior, Wis.—Granted CP to make changes in equipment and move transmitter locally; also to US auxiliary transmitter.

WQDM, St. Albans, W. Va.—Granted consent to volunteer assistance of E. A. Richards for WWDM, St. Albans.

BROADCASTING • July 15, 1932
Lord & Thomas Installs Radio Program Recording

TO RECORD and preserve the Lucky Strike programs exactly as they are broadcast, Lord & Thomas, leading agency in the placing of radio advertising, has purchased special phonograph disk recording and reproducing apparatus from RCA Victor Co. Other agencies are expected to follow its example in order to have their radio presentations available for "future reference."

The recording apparatus consists of two turntables, an amplifier and volume control, a two-button studio microphone and a loud speaker. The records may be made by simply placing the microphone before the loud speaker of an ordinary radio set. The recordings are 33 1/3 r.p.m. on 12-inch records, permitting 15 minutes of playing.

Washington Visitors


Washington Visitors


Field Intensity Tests

RADIO FIELD INTENSITY measurements form an accurate basis for estimates of the effectiveness of broadcasting stations, since this is known to be directly proportional to the power of the used. However, the relations between effectiveness, frequency, and distance are much more complicated and may only be determined in practice by means of measurements of field intensity.

Thousands of measurements of daytime field intensities have been made by the Bureau of Standards at various distances from broadcasting stations in the eastern part of the United States. These measurements form the basis for estimates of the effectiveness at various distances of stations broadcasting on various frequencies; it was found that halving the frequency increases the effectiveness about five times for the same power and at the same distance.

The measurements were found to be in good agreement with a theory given by Sommerfeld as early as 1909. With the aid of this theory, it was possible to estimate the daytime effectiveness of any broadcasting station at any distance of Chicago and at any distance from the station, and this has now been prepared in the form of a graph. The complete report on this work will be published in the April JOURNAL OF RESEARCH of the Bureau of Standards.

"RADIO—The Assistant Teacher" is the title of a pamphlet just published on the history and development of educational broadcasting. It was written by B. H. Darrow, founder and director of the Ohio School of the Air.

13 Increases in Power Are Made Permanent

THIRTEEN regional and local stations holding experimental or temporary licenses for increased powers were granted regular licenses for the extra powers in actions taken July 12 by the Radio Commission on motion of Vice Chairman Sykes. The stations are: WIBB, Toppenish, Kan.; WJAR, Providence, R. I.; WKBZ, Davenport, Me.; WLBQ, Oil City, Pa.; WSAS, Huntington, W. Va.; WKBC, Birmingham; WIOD, Miami Beach, Fla.; WJTS, Jackson, Tenn.; WOI, Ames, la.; WGES, Chicago, and KFTR, Bismarck, N. D.

Some of the rulings as explained, may reverse previous actions of a similar nature. The step was decided upon in view of the fact that experimental grants of this character are charged to state quotas under the rules and regulations of the stations, the parties interested in the stations, WJAR—are on Canadian shared channels presumably relinguished under the recent U. S.-Canadian allocations agreement.

With the exception of three of the stations, both the Commission engineering and legal divisions had recommended that the experimental clause in the licenses be eliminated. In the cases of KFEL, WIBW, and KFXF, the Commission apparently disregarded objections made by the engineering division, which decided to make additional studies before deciding whether or not the experimental power increases should be made permanent, in view of indefinite information regarding possible interference by other stations on the same or adjacent channels.

It is understood that other cases of experimental power grants and other such assignments will be considered on their individual merits. It is expected that hereafter, instead of granting an experimental clause in the regular station license, separate experimental licenses will be assigned for such portions of a station's facilities as are experimental.

The stations awarded the regular power increases, and their present assignments follow:

WJAR—500 watts daytime made permanent on Canadian shared channel of 720 kc.

WLBZ—500 watts on 620 kc. made permanent.

WLBW—1 kw. night power on 1260 kc. made permanent.

WSAZ—500 watts day on 580 kc. made permanent.

WKBC—100 watts on 1310 kc. made permanent.

WIOD—1 kw. night on 1300 kc. made permanent.

WTJS—250 watts day on 1310 kc. made permanent.

WOL—5 kw. on 640 kc. made permanent.

WGES—1 kw. from local sunrise to local sunset on 1360 kc. on Sundays only made permanent.

KFYR—2 1/4 kw. day on 550 kc. made permanent.

KFXF—500 watts day and night on 920 kc. made permanent.

KFEL—500 watts day and night on 970 kc. made permanent.

WIBW—1 kw. night and day on Canadian shared 580 kc. made permanent.

AMONG the novel features of the new studios of WCAU at 1622 Chestnut Street, Philadelphia, is wall which provides "live" and "dead" sides. The half of the walls where the microphones will be placed will be lined with sound absorbing material, whereas the section in which the program is in progress will be lined with a hard finish which will reflect the sounds. The larger studios will utilize a zigzag effect to prevent reverberations.
Drops Comedians
BECAUSE Clarence Kolb was absent during one program, the Gilmore Oil Co., sponsor, cancelled its contract with Kolb and Dill, comedians, and thus terminated "The Dinglebenders" on NBC's Pacific coast network after four months. The "Gilmore Circus" replaced the comedians.

CLASSIFIED ADVERTISEMENTS
Classified advertisements in Broadcasting cost 7¢ per word for each insertion. Cash must accompany order. Forms close 28th and 13th of month preceding issue.

Help Wanted
Two Radio Announcers qualified as musicians, and one combination production manager and musical director who can play piano and pipe organ. State experiences, three references and salary desired. Box 37, c/o Broadcasting.

Microphone Service

Situations Wanted
Former Assistant Secretary Federal Radio Commission desires position with a broadcasting station. Since resignation from Commission, I have been engaged in radio broadcasting activities, including sales promotion, program production and general station management. Can furnish references of highest order and can receive orders in any part of the country immediately. Address Box 34, Broadcasting.

Report on KTAB Raps Astrologers
RECOMMENDATION that the license of KTAB, Oakland, Calif., operated by the Associated Broadcasters, Inc., be renewed despite findings that certain programs presented by two astrologers were not in the public interest, and that the station had violated the regulation regarding announcements of mechanical productions, was made to the Radio Commission July 2 by Chief Examiner Ellis A. Yost. Thomas E. Morgan, manager of KTAB, testified at the hearing that the broadcasts by Kabar and Zoro, astrologers, were concluded prior to May 2, when the controlling interests were transferred to him. Only one complaint was made against Dr. J. Douglas Thompson, a chiropractor, who conducts a health chat series over the station, during the last two years, the report stated.

Correspondence introduced showed that the Kabar and Zoro programs were discontinued when the Radio Commission indicated its disapproval of such broadcasts.

Many naval aviation planes flying from San Diego to Los Angeles plot their course directly by the carrier waves of KFI's new 50,000-watt transmitter at Buena Park according to the station's technical force. On taking off from the San Diego field the pilots pick up the carrier waves on their receiving sets, which are equipped with directional antennae, and for the rest of the journey make use of this radio "beacon."

Radio Dressmaker
WDAE, Tampa, Florida, has a new feature. It is a radio dressmaker, Madame La Vitt each Thursday morning gives a minute description of an original model, tells listeners just how to make the costume and, for a small fee, offers to cut an individual pattern. The new feature has had enthusiastic response.

WMAQ School Provides Textbooks for Listeners
THE WMAQ Summer School of the Air inaugurated in Chicago on June 20 provides paper-bound textbooks at a nominal cost to all pupils enrolled. It also furnishes a guide for the leader of the assembled classes.

The radio school makes no pretense of supplanting summer school class instruction but provides a supplementary instruction that is lauded by educators. It offers a primary grade curriculum that is lacking in most summer schools.

University Offers A. B. Degree in Broadcasting
OGLETORPE, University, Atlanta, has announced what is said to be the first course in the world leading to a Bachelor of Arts degree in radio broadcasting. The course will offer a liberal education and will provide training in the technical and administrative branches of station operation. WJTL, which is operated by the university, will be the as time as does any commercial station.

Northwestern University some time ago announced a course in radio continuity writing but offered no degree for the work.

“Liberal” Mouthpiece
ABOUT $250,000 has been raised for the new equipment and operation of WEVD. The Puck Building memorial station in New York, according to New York reports. The station intends to operate at the mouthpiece of "liberalism," with regular discussions by such men as Oswald Garrison Villard, Raymond Broun, Norman Thomas and B. C. Vladeck.

New York Broadcasters Sued by Watch Company
CHARGING breach of contract, the Waltham Watch Co., Waltham, Mass., filed suit in the Superior Court of New York City and recovered $25,000 from the Federal Broadcasting Corp. and the Century Indemnity Co. The watch company complained that last September it entered into an agreement with the broadcasting company under which the latter undertook to conserve stations WMSG and WCD8, part-time New York stations, and to carry its advertising announcements for a year in return for $25,000.

The Waltham concern alleged that the obligation was only partially carried out and that the announcements have been going on since last December over two of the stations. The indemnity company is named because it signed the bond of the broadcasting company as security for performance of the contract.

KGM Order Deleted
DELETION of KGM, Elk City, Okla., was ordered by the Rad Commission July 1, reversing a prior order. Simultaneously the Commission granted the application of E. B. Woody, Elke City, for a new station KGU, at a site on 1210 kc., with 1 kw. sustaining, the Chief Examiner.

Radio "Scoops" Worth
(Continued from page 4)
A publicist convention and 30% from the entire company. He was assisted in the order and was conducted by P. J. Morrison of the American staff, Frank Haben Clark and William J. Clark, Jr., the latter former with NBC in Chicago. The chief engineer was E. A. Beane, a veteran of the Page and Len Cas." was Among others, there was a "significant job magnified by the radio parties involved. The telephone by the Democratic Convention paying tribute to the radio handled it for all the national and "Devout Josephus Daniels, Secretary of the Navy in the Wilson administration was too well respected. They believe that, if they do not do so, both networks and stations missed a great opportunity to recreate the dramatic moment of the conventions in later years by having recording equipment hand to transcribe all or part of their broadcasts. This is done regularly by the British Broadcasting Corporation, which records a device known as a Blattetphone speech and "rummages" of news events and announcees on a magnetic tape that can be wound up at any time and stored away for reproduction. TI BBC has built an entire "library" of Blattenephone tape recording.


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Broadcasting • July 15, 193

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

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

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

WBRC, WNAC, WREX, WODD, KVY, WJPS, WBBM, WMAQ, WENR, NBC (Chicago and New York), WHK, WCF, WHBC, WCHI, KMBC, WHB, WWV, WTAG, WCAO.

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please telephone W. G. Weis, USG Gypsum Company, Dept. B-7, 300 W. Adams St., Chicago.

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

result largely from a shrewd selection of appropriate talent. ... A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE.

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

*   *   *   *   *   *

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY
GEORGE ENGLES ... MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

July 15, 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.