The Yankee Network Popularity

Confirmed by

12,404 Telephone Interviews
in Metropolitan Boston

BOSTON STATION POPULARITY PERCENTAGES BROKEN DOWN INTO ONE AND TWO HOUR PERIODS

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WNAC</th>
<th>WAAB</th>
<th>WEEI</th>
<th>WBZ</th>
<th><strong>ALL OTHERS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>9-11 A.M.</td>
<td>34.7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-1 P.M.</td>
<td>33.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-3 P.M.</td>
<td>36.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-5 P.M.</td>
<td>19.8%</td>
<td>48.1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-7 P.M.</td>
<td>25.4%</td>
<td>31.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-9 P.M.</td>
<td>19.2%</td>
<td>9.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9-11 P.M.</td>
<td>28.4%</td>
<td>12.6%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All day average 27.2% 22.6% 25.3% 20.6% 4.3%

Tables computed and authenticated by Walter Mann & Staff.

*Programs originated by the Yankee Network.

**WLOE, WHDH, WBSO and WLEY, all Metropolitan Boston Stations.

Similar survey conducted in Providence, R. I., showed WEAN (Yankee Network Station) substantially leading in popularity.

We now have on the press a comprehensive book on New England and the Yankee Network. Write for a copy on your business letterhead.

SHEPARD BROADCASTING SERVICE, Inc., BOSTON
Business Office—One Winter Place
Exclusive National Sales Representatives: SCOTT HOWE BOWEN, Inc.
New York-Chicago-Detroit-Kansas City-San Francisco-Omaha

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO
WLW's New Field Merchandise Service Removes Guesswork from Radio Advertising

To educate the wholesaler and retailer in the use of broadcasting to sell goods; to arrange effective tie-ins with the advertiser's radio program; to install timely display material, are only a few of the functions performed by the Field Merchandise Service pioneered by the great 50,000-watt Radio Station WLW.

From the individual reports of every call made, the advertiser can tell from week to week just what his advertising is accomplishing.

This department is supervised by a radio merchandising expert of national prominence. The results have been phenomenal. A request from advertising and sales executives will bring the entire plan and our splendid 72-page portfolio. Write us today.

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., President
The Fall Selling Campaign
Commands Your Immediate Attention

- There is unmistakable evidence of an upturn in business. Inventories are low and buying will be going strong in another thirty days.

- Retailers will be guided in their selections of merchandise by the support given through well planned advertising schedules.

- The vast middle-western market served by Station WMAQ includes 6,000,000 radio listeners representing a huge buying power.

- An advertising schedule on WMAQ will produce results. Let us help you make your fall campaign a success.

70 Kilocycles .. Full Time
Nationally Cleared Channel
100% Modulation

WMAQ
MERCANDISE MART
.. Chicago, Illinois ..
Phone .. Superior 8300

A NATIONAL BROADCASTING COMPANY NETWORK STATION
WHAS—Voice of the Louisville Courier Journal and The Louisville Times, Kentucky's largest and most successful newspapers.

WHAS—Virtually in the middle of the dial, 820 kc.; 80-odd miles from the center of the nation's population; midway between the Gulf and the Lakes, NOW—25,000 watts.

WHAS—Whose enormous audience response to its high ideals of public service is legendary.

WHAS—Affiliated with Columbia Broadcasting System, this old pioneer dominates a rich and most attractive area.
Society to Reopen Negotiations With NAB

Compromise on Flat Rate Basis Believed in Prospect; Meeting Tentatively Set For Aug. 23 in New York

IN A FINAL attempt to reach a compromise on the assessment of license fees for the performance of copyrighted music prior to Sept. 1, the American Society of Composers, Authors and Publishers and the NAB negotiating committee, representing the broadcasting industry, will reopen negotiations within the next 10 days. As BROADCASTING went to press, Tuesday, Aug. 23, was tentatively set as the date of the next meeting.

The agreement to reopen the deliberations, which have been in progress since April, came after a deadlock apparently had been reached and on the heels of an announcement by the ASCAP general manager, that he would deal with stations individually, rather than through the NAB, on a percentage-gross basis, plus a readjusted sustaining license.

Position of NAB

BOTH SIDES are hopeful that an amicable settlement will be made. The negotiating committee, headed by P. W. Morency, WTIC, Hartford, is anxious to arrive at a temporary agreement on a flat rate basis, along the lines of which it is expected for an increase of 25 per cent over the present $650,000 in fees paid annually by broadcasters to ASCAP. The larger stations and the networks would bear the brunt of the boost.

Such a proposition had been accepted by ASCAP for one year from Jan. 1, conditioned upon a legislative truce in Congress. But the NAB board of directors naturally refused to accede to the legislatively proposed solution when it was suggested that the $1,250,000 flat rate be agreed to for two years, during which time the groups would attempt to work out a new yardstick. That plan was rejected by ASCAP July 26 in a letter to the broadcasting committee in which Mr. Mills broke off the negotiations.

In the background of the negotiations always has been the legislative threat in Congress that ASCAP has tried to dispel through commitments from the negotiating committee. That is why it was willing to accept a one-year increase of 25 per cent, provided it would be a legislative truce.

The NAB, on the other hand, through its board, refused to consider such a demand because it cannot call off legislation if Congress has in mind and probably will pass during the December session. To use the language of sponsors of the Sirovich bill and Chindblom amendment, the legislation would end the "copyright racket" and the "extortionate tactics" of ASCAP and lesser copyright cliques.

Society Alters Proposal

ASCAP, on the other hand, in a letter to the negotiating committee, states, Aug. 3, that while the Society was willing to reopen the negotiations it "had in mind," a variation of its original percentage-gross proposal, plus a sustaining license, downwardly readjusted, but now based entirely on station power. Such a plan would increase tribute paid by broadcasters between 300 and 500 per cent.

The willingness of ASCAP to reopen conferences after Mr. Mills had bluntly broken off the negotiations is construed as indicative of a compromise on a flat rate basis. Whether the 25 per cent increase proposal will prevail is conjectural, but since such an increase was agreed to by both ASCAP and the NAB in ASCAP a fortnight ago with certain reservations which neither group then would accept, it is logical to expect that the two parties can reconcile their differences with the increase to $1,250,000 as the basis.

In a long distance telephone interview with the writer, Mr. Mills said Aug. 3, that the ASCAP action of July 26, which had been construed as indicative of a compromise on a flat rate basis, would be made public a few days later. ASCAP has issued a statement that it is "tentatively irrevocably" favorable to the proposal, but Mobilze no basis for the permanent solution, perhaps after the whole matter can be considered before Congress.

Stations Not Revealed

MILLS would not disclose the identity of these stations on the ground that they would be embarrassed in the eyes of other broadcasters and the networks if it became known that they went over the head of the NAB negotiating committee. He did say, however, that "hundreds of broadcasters" are in the group. Mr. Mills said that he had been delegated by ASCAP to deal with the stations. He emphasized that the increase was agreed to by both ASCAP and the NAB, and that the letter was not made public.

Mills Answers NAB

IN HIS LETTER of Aug. 3, Mr. Mills essayed to answer, paragraph by paragraph, the contents of the NAB committee letter that revealed the unannounced arguments of the broadcasters.

"In the first, third and eighth paragraphs of your letter," Mr. Mills wrote, "you refer to an acceptance by the NAB of a proposition made by us for a 25 per cent increase in the license fees of broadcasters. Just so that the record may be kept absolutely straight, I beg to remind you that the proposition of the 25 per cent increase was made by our committee to us and it was accepted; but when your committee returned to your board of directors it refused to ratify your action in making the offer. Your board of directors then authorized you to offer us the 25 per cent increase provided the term during which it should be effective was extended to two years instead of one, which was the period provided in the proposal which we accepted. We rejected this latter proposal.

Urges Income as Basis

"THE TRIAL period of establishing license fees to which the second paragraph of your letter refers has now extended for a term of approximately the 25 per cent period in which we have had the experience, and it is clear that the rate charged for the use of copyrighted music should bear some relation to the amount of income which governs the fixing of rates is unscientific and it should be changed."

"Our carefully studied opinion is that the rate charged for the use of copyrighted music should bear some relation to the amount of income which is unscientific and it should be changed."

Saltzman Successor Awaited

UP TO THE time this issue of BROADCASTING went to press, President Hoover had not yet announced his appointment of a fourth zone commissioner to succeed Maj. Gen. Charles McK. Saltzman, Radio Commission chairman, who resigned July 19. It was expected, however, that the appointment would be made public momentarily—most likely early in the week of Aug. 15.

Most prominently mentioned for the post at this writing are Robert D. Heinl of Indiana, Washington newspaper correspondent specializing in radio, endorsed by Everett Sanders, former secretary to President Coolidge and now campaign manager for Hoover; William S. Hedges, manager of WMAQ, Chicago, endorsed by Senator Glenn, Col. Frank Knox, publisher of the Chicago Daily News; and various newspaper-radio interests; Carl Ferguson of Shenandoah, Ia., endorsed by Senator Dickinson and Henry Field, Republican nominee for the Senate from Iowa; and James W. Baldwin, of Indiana, secretary of the Radio Commission, understood to bear the endorsement of Senator Watson.

Robert D. Heinl, of Indiana, Washington newspaper correspondent specializing in radio, endorsed by Everett Sanders, former secretary to President Coolidge and now campaign manager for Hoover; William S. Hedges, manager of WMAQ, Chicago, endorsed by Senator Glenn, Col. Frank Knox, publisher of the Chicago Daily News; and various newspaper-radio interests; Carl Ferguson of Shenandoah, Ia., endorsed by Senator Dickinson and Henry Field, Republican nominee for the Senate from Iowa; and James W. Baldwin, of Indiana, secretary of the Radio Commission, understood to bear the endorsement of Senator Watson.
Reduction of Radio Districts To Five Under Consideration

15 Employees Dropped in Washington, Field Force Faces Cut; Commission Moves Cautiously

REALIGNMENT of the radio field force with a view to reducing the number of radio districts from nine to possibly five—one in each radio zone—was under consideration by the Radio Commission as the next step in the general reorganization plan prompted by its recent acquisition of the radio field force of the Department of Commerce and the sharply reduced appropriations for radio regulation. About a score of field force positions will be eliminated and the savings will be released to slash approximately $40,000 from the annual payroll.

The Commission's reorganization program was launched July 20, immediately after it was instructed by President Hoover's executive order to work out the reorganization of the Radio Division. It immediately created the Division of Field Operations from the radio field force of the Radio Division, and placed William D. Terrell, director of the old division, in charge. William E. Dowling, former assistant director of the division, became assistant chief on Aug. 2, when the Commission announced the separation of the functions of reorganization. Commissioner Brown, delegated supervisory authority over the division, is working out the reorganization subject to Commission approval.

Forced to reduce salary expenditures in Washington to $65,000 a year, aside from the $40,000 reorganization necessary in the field, the Commission Aug. 2 released 15 employees and abolished its Investigation Division. Wilfred G. Clearman, chief investigator, whose salary was $5,600, and G. Lyle Hughes, attorney, whose salary was $3,600, were released, as an economy measure, and the functions of the division were transferred mainly to the Division of Field Operations. Ralph L. Walker, examiner, was transferred to the second assistant attorney, senior attorney. Other employees dismissed were stenographers and clerks, five of whom were in the Washington office.

In redistricting the field force, the Commission is moving cautiously. The most necessary function of the field force is the inspection of radio apparatus on outgoing vessels as a safety of life factor. That removal, most of the district headquarters are at large seaports, with about a score of subofices at other seaports. Boarding and inspection frequencies from the district offices by means of secondary frequency monitoring equipment has been transferred to the primary frequency monitor at Grand Island, Neb. In addition, the "Black Marias" of radio—the field force—will be reduced about for additional inspections.

Districts Inspected

PREPARATORY to its final considerations of consolidations and relocations of district headquarters are several commission officials made inspections in the field. Commissioner Brown visited the Boston and New York district headquarters, accompanied by Dr. C. B. Joliffe, chief engineer, and James W. Badeen, secretary or the Commission. Meanwhile V. Ford Greaves, assistant chief engineer in charge of the broadcast section, inspected the Grand Island station and joined on Aug. 8 by Mr. Baldwin in Chicago, where they inspected that district headquarters and the Chicago station.

PRELIMINARY plans are under- stood to provide for consolidation of any or special assignments. Local newspaper columns will be affected, as well as those of KQV to specialize on full coverage of local news exclusively for its listeners.

ORGANIZATION of its own news reporting staff, to develop and cover local news for the radio audience in the same manner that newspapers handle such articles, is planned by KQV, Pittsburgh. Alexander L. Sherwood, general manager of the station and formerly of the Westinghouse stations, disclosed his plans at a hearing before Chief Examiner Yost of the Commission on Aug. 2 in connection with the KQV application for full time. Mr. Sherwood said a staff of two or three reporters would be formed and assigned “beats” as well as special assignments. Local newspaper columns will be read upon news “leaks,” he said. He added that other stations present only brief digests of national, international and local news, whereas it is the purpose of KQV to specialize on full coverage of local news exclusively for its listeners.

$100,000 Demand Bars

Broadcast of Olympics

LISTENERS not only in the Los Angeles area but in the country at large were deprived of broadcast reports of the Olympic Games due to the refusal of the Commission to order the demand of the Olympiad committee for $100,000 for the radio rights. Stations and networks had recourse to special reports and summaries obtained through their newspaper affiliations or from their own special correspondents.

NBC has carried nightly summaries by Grantland Rice from KFI, Los Angeles, and CBS carried summaries obtained by wire from its own correspondent and made the basis of nightly comments by Ted Hus- sing. In Los Angeles the failure to obtain a cooperative arrangement with the Olympic committee caused the announcers to cut back during the course of their broadcast reviews.

Ewin Davis Loses Reelection Contest

Bland May Head House Radio Committee After March 4


The victor, also co-author of the Radio Act of 1927 and an outspoken opponent of commercial broadcasting, high power and clear channel broadcasting, was defeated by Ridley Mitchell, on the basis of unof- ficial returns. The fourth Tennessee district, represented by Mit- chell, and the fifth district, which Davis has represented since 1919, were combined under the redistricting required by reapportionment. Rep. Mitchell's unofficial majority was 1500 votes.

Possible Successors

DIRECTLY in line for the chairmanship of the important Merchant Marine and Radio Committee is Rep. Schuyler Otis Bland, of Virginia, who is Davis' predecessor. He is the logical successor should the Democrats retain control of the House. Should Rep. Bland decline the post, Rep. Clyde S. Briggs, of Texas, would be next in line. In the event the Republicans retain control, Rep. Edward R. Lohbich, of New Jersey, would receive the chairmanship.

With the legislative passing of Rep. Bland or the party planning for March 4, if Rep. Mitchell's lead is sustained, the House will have no member outstanding in general radio knowledge. However, Rep. Davis, according to Tennessee reports, is contesting the election return.

In the present Congressional campaigns over the country a num- ber of radio figures are in the running. Henry Field, operator of KFNF, Shenandoah, Ia., is the Re- publican nominee to succeed Some. In the Los Angeles primary, the favorite in the election battle against his Democratic opponent in November. In California the Rev. Ben Schreiber, deposed pastor-broad- caster, whose station, KGEF, Los Angeles, was deleted by the Commission a year ago, is running for the seat now occupied by Senator Shortridge, and has registered for both the Republican and Demo- cratic primaries. Dr. Frank E. Eliott, former manager of WHO, Des Moines-Davenport, is the Democratic nominee from this district, and his chance of election is considered good.

Brinkley's Hat in Ring

IN KANSAS Dr. John R. Brinkley, former operator of KFKB, Milford and Topeka, is the Democratic nominee from Villa Acuna, Mexico, is running for an independent ticket for the governorship. Two years ago he received 361 votes when his name had to be written on the bal- lot. He conducted his entire campaign over the air. He operate KFKB was revoked in 1930 by the Commission.

Move to Salt Lake

REMOVAL of KLO from Ogden to Salt Lake City, Utah, was au- thorized Aug. 9 by the Radio Com- mission. It is understood that KDYL will protest.
Radio as an Advertising Medium for Banks

By PETER MICHELS On
Advertising Manager, Bank of America National Trust and Savings Association

How the Bank of America Brought Return of Confidence; Fears of Undignified Publicity Are Held Foolish

IN THE years that I have been identified with banking, I have been trying to discover wherein bankers differ from the ordinary run of men.

Some human reactions are about the same as Tom, Jim, or Jack. We suffer from the same ills; our sympathies are stirred in the same way in theirs; the same causes arouse our resentments; we enjoy the same amusements together. What would happen to the golf courses of America if bankers maintained the same character at play that some do in office hours?

Why, then, are we apart from the rest of the business world? I mean this seriously. As advertising manager for one of the country’s great banks, it is my job to tell Tom, Jim or Jack about my bank in language that Tom, Jim or Jack can understand—our own language. If you please, the language of the golf course, of the office, of the shop. And this, any advertising man will tell you, is the hardest thing we have to do.

Question of Dignity

YOU MAY ask what all this has to do with my subject, which is Radio as a Medium for Financial Institutions. It has everything to do with it.

I have never discussed radio advertising with a bank group that someone did not raise the question: Is it dignified for a bank to go on the radio?

These same men would not hesitate to adopt a new posting machine that would increase efficiency and add to safety. The explanation is that bankers understand the posting machine, but they have not yet familiarized themselves with the modern approaches to public opinion, or rather, they have not yet learned how to help the bank become acquainted with bankers.

Bankers, if we are to assert the idea of the people we expect of us must be, we will have to get down and mix with the crowd.

The Part of Radio

EXISTING barriers are to be overcome, all the recognized and even forces of modern publicity must be put to work. The job is big enough for all; all are needed.

Radio, which has been described as the new dimension of advertising, is part of it. Radio, in its particular part, too, in a program of the scope and character of this one. Radio, we are told, is a medium with a future. Either I nor the institution I represent, believes that radio could be a whole or even the major part of the advertising job. In fact, I would go even further by saying that we consider our newspaper advertising, with its constant appeal through repetition, as the backbone of the campaign.

We need not concern ourselves with the question of dignity. Dignity—I would give my radio listeners “A Hot Time In The Old Town” if that would convey something better than the aria from Aida. Good taste and common sense are the prime considerations in presenting a bank program to the family group. We need only conduct ourselves as we would if we were guests in that home. The unwelcome guest can be effectually ushered out through the simple operation of the radio dial.

A Pattern for Others

WITH THIS brief introduction, perhaps, it will be helpful to you if I briefly sketch the Bank of America's radio program, giving its whys and wherefores.

When A. P. Giannini returned to the Bank of America as chairman of its board of directors, he called the advertising staff together and told them that he wanted Bank of America to do something constructive, something in a big way that would be helpful to California, its native state. He said that he felt fear, more than any other influence, was holding back recovery from the depression and if people could be made to forget their fears and return to normal habits of living, which meant saving with the banks—all of the banks—and buying those things they needed, the battle would be more than half won.

Money returned to banks would enable banks to release credit, which, in turn, would revitalize industry and increase employment.

He said that we need not worry if other banks profited as a result of our advertising effort; we would derive just our share, anyway, and even if we did not the prosperity of other banks and the state, generally, could not help but bring better times to our own institution.

Mr. Michelson

Origin of a Name

Mr. GIANNINI said that a movement such as this, started here in California, which has suffered less than other states, might spread beyond our own borders and California could easily lead the nation to a sound prosperity.

"We'll call it, 'Back to Good Times,'" said A. P. in his quick, incisive manner.

And that was how the "Back to Good Times" movement, which has since been officially adopted by the state of California and carried forward by civic groups and thousands of business houses, received its inception.

As a part of this state-wide movement, it was believed that a radio program, combining fine music with speakers, representing various industries and organizations throughout the state, would act as a powerful spearhead.

We held that while, of course, the program itself would influence some deposits, its primary purpose would be to give inspiration and leadership to the people of the state, the personnel and stockholders of the bank.

Along with this primary purpose, a radio program would also help to develop momentum for the movement by securing the endorsement of prominent leaders and dedicated people of interest and favorable comment.

This plan led naturally to the selection of prominent citizens to sponsor this movement by speaking over the air on our program. In selecting speakers, it was felt that:

1. They should represent a wide range of interest and standing throughout the state as possible.

2. They should be equally divided between the northern and southern parts of the state.

3. They should be proven speakers who could deliver an important message in an interesting and convincing way.

Music Carefully Chosen

In ADDITION to the speakers, we decided that the finest music obtainable should be used and that the musical numbers selected should be sympathetically related to a confidence building program. With this end in mind, a group of outstanding artists, under the direction of Emil J. Polak, a nationally famous conductor, was organized and the programs supplemented by a group of talented soloists and ensemble singers.

Each musical number is carefully selected to maintain the standard of the programs, to develop the right emotional feeling, and at the same time appeal to the widest group of listeners.

The program announcer, Mr. Kile, carefully selected from among seven announcers, as best suited to represent the bank in speaking to the public. The bank's financial organizer, Mr. Kilgore, are carefully written and tested by reading out loud to express and reiterate in varying forms, how California can lead the nation to sound prosperity.

Following proven advertising procedure—the key messages are being repeated each week—variation being obtained by changes in the method of presentation and in the musical programs. As an additional variety feature, special guest artists have been added from time to time.

Other Media Used

THE OTHER forms of advertising used in this "Back to Good Times" movement were posters, billboards, lobby and store displays, and direct mail. Since the campaign was launched on October 4, 1926, the advertising theme was carried into 321 California newspapers in weekly advertisements.

The same general message, briefed of course to fit the particular

(Continued on page 22)
Father Coughlin Will Add More Stations To "Golden Hour" Network at Card Rates

Popular Catholic Priest Praises Effectiveness of Radio, Cleanliness of Programs and Lack of Politics

ANNOUNCING the addition of two stations to the roster of 24 programs identified to carry the "Golden Hour" program beginning Oct. 16 over an independent network, the Rev. Charles E. Coughlin, Catho-lic priest of Detroit, whose ad- dresses feature the program, declared in Washington Aug. 8 that the two stations in addition to 24 already in operation are the Desert station KABE, Phoenix, Ariz., and WFCO, Des Moines, Iowa.

Father Coughlin said that the selection of additional stations is in the hands of a 21-man radio advisory council for the Detroit station.

"The Pacific coast has been omitted, said, because of the time differences.

Secret of Success

IN AN INTERVIEW with Broadcast- ing, Father Coughlin dis- cussed radio as to its economic, cultural, and political aspects. The placing of "religion in modern dress," he said, is respon- sible for the phenomenal success of the radio program of the Little Flower program. He believes that religion must be taught in an un- denominational way and must appeal to all creeds and beliefs if it is ef- fective. That his theory meets popular response, is reflected in re- quests which he has received over 27 weeks of the last year for 2,500,000 copies of his talks and 615,000 books comprising his commentary.

The story of Father Coughlin's radio success reads almost like fic- tion. As a church, the Shrine of the Little Flower, located 12 miles from Detroit and has a seating ca- pacity of only 520. So heavy was his fan mail that requests for his CBS broadcasts, that 115 stenographers were required to keep up with it. Now, even though his speeches have been broadcast since last spring, 63 stenographers are kept busy. Requests for copies of his books and other literature be- came so great that the church had to purchase an interest in a large printing plant to meet the demand. Now, every week a new issue of the "Golden Hour" is being published.

Father Coughlin preaches six or seven sermons, with hun- dreds of people turned away be- cause of lack of seating space. One December night last year brought 50,000 children to the church.

Lauds Radio Results

THESE are but a few of the rea- sons that make Father Coughlin a strong booster for radio. He said the medium is the most productive of results for the advertising dollar spent in the field.

"Radio advertising, to my mind," he declared, "is the only means of maintaining the operation of the automobile to the one-horse shay.

Discussing religious broadcasts, Father Coughlin said he has adopted the philosophy of refusal donations of time, and the theory that the church should not be ham- pered by obligations that neces- sarily burden the operation of the station.

Full card rates should be paid by churches, he declared.

Father Coughlin commended broadcasters, by large, for the cleanliness of programs and their disregard of factional politics. Broadcasting, he declared, is one of the few utilities that are not prostituted itself. He said that nationalization of broadcasting in this country would be "impossible," and predicted that the Canadian scheme for nationalization is doomed to failure, because most Canadians now prefer to hear the typical American commercial programs broadcast from American stations or over Dominion stations that subscribe to the United States networks.

WAIU Changes Hands

WAIU, Columbus, O., has been ac- quired by the CLEVELAND PLAIN- DEALER and the Howlett brothers, operating a number of radio sta- tions in southeastern Ohio. The Columbus station, operating limited time on the 640 kc. clear channel with 500 watts, is controlled by the Associated Radio- casting Corporation, a subsidiary of the American Insurance Union that claims that the operators of WIK have pur- chased the stock of the insurance company. The figure was not di- vulged.

Republican Radio Fund is $300,000

Free Air Time is Concluded With Hoover Notification

A TENTATIVE budget of $300,000—two-thirds of it to be allocated to network broadcasting and one- third to be distributed among independent stations—has been set aside by the Republicans for the radio phases of their campaign. BROADCASTING learned Aug. 10 from authentic sources that Democrats have not yet fixed their radio policy, but are con- sidering radio plans they have ap- pointed H. L. Pettey, a native of Kansas City, who has been with the RCA Victor Co., in its radio phone division for the last three years and who is on leave of absence from that company for the campaign.

That the Democrats will allot a substantial sum to radio is defi- nitely established, but the plans are already being made for carrying Governor Roosevelt's speeches over 20 Western stations, Columbus, Aug. 20; Sea Girt, N. J., Aug. 27, and Bridgeport, Conn. Sept. 3. These will be handled as sponsored features.

Free Periods End

FOLLOWING the Hoover notifica- tion address, carried by several hundred WGC and CBS affiliated stations on a sustaining basis Aug. 11, the networks are charging regul- ar card rates for time allotted for pur- chase of spots for speeches to Candidates Hoover and Roos- evelt or their spokesmen. Until then, the networks gave time to the parties free of cost.

A feature of the Hoover notifica- tion address of interest to broad- casting is the fact that a complete transcription of it has been made by World Broadcasting System, which will be made available to stations desiring to repeat it. Transcription companies expect to get some of the national political business, but are experimenting with spotting transcriptions of the principal addresses in areas not cov- ered by other stations or on stations whose territories demand more intensive campaign efforts.

Bureaus List Speakers

RADIO HEADQUARTERS of the Republicans will probably be in Washing- ton, with a speaker's bureau ar- ranged through the speakers bu- reaus in New York, in charge of Rep. George W. Johnson, of Con- necticut, with headquarters at the Waldorf-Astoria and in Chicago, in charge of Rep. John Brook- sey, of Iowa, with headquarters in the Palmer House.

Democrats will center their radio activities at New York, with a speaker's bureau having offices in national headquar- ters at 331 Madison Ave. Robert Jackson, of New Hampshire, will be appointed head of the Democratic speakers bureau, which will have headquarters at the Hotel Commodore, of Missouri, is vice chair- man of the bureau.

Not only will the speakers bureau selected to speak at the con- vention, but his words, in will be heard from the stumps and on the radio during the campaign.

Page 8

BROADCASTING * August 15, 1932
Disadvantages of Widening Broadcast Band
By PAUL M. SEGAL

Return to Pre-Commission Days Would Result in the U. S.; Europe's Demands Laid to Lack of Quota System

THE INTERNATIONAL Radio-telegraph Convention of Washington, D. C., makes provision for broadcasting use, in European areas, of frequencies outside the band 550-1500 kc. It so provides in Article 4, Section 1, of the General Regulations, the band 160-191 kc. in regions where broadcasting stations were previously in operation below 300 kc. In the band 184-294 kc. broadcasting is permitted in Europe, while in other regions these frequencies are assignable to mobile services (except commercial ship stations), or to fixed air services exclusively, or to fixed services not open to public correspondence.

In providing these additional frequencies for broadcasting in Europe, the Convention recognized that the radio needs and circumstances of different areas may be such that in certain frequency ranges where inter-continental interference is not probable there should very properly be regional arrangements designed to take care of such requirements. This accords with the provision contained in Article 14 of the Convention, providing special arrangements on matters which would not interest the government of a single country, a provision which the United States and Canada now propose to broaden so as to give specific encouragement to regional arrangements.

Proposals by Union

THE INTERNATIONAL Broadcasting Union, a semi-official organization of European broadcasting administrations, has proposed that the assignment of broadcasting frequencies among European countries, pursuant to their regional needs, be widened at Madrid this fall. In substance, the Union proposes that the bands 150-285 and 370-460 be assigned to broadcasting and that the bands 460-485 and 515-540 be designated as bands in which radio broadcasting has a right of use on condition of not interfering with the mobile service now authorized thereon.

As to this last proposal, it is significant that there are now 23 European broadcasting stations operating outside the bands allotted to radio broadcasting by the Washington Convention. The authorization of such operation on condition of non-interference is quite within the privilege of any nation desiring to extend the provisions of Article 5, Section 1, of the Regulations, wherein the administrations reserve the right to assign any frequency to any station upon the sole condition that no interference with services of other countries will result.

A significant feature is that the proposal of the Union, by its very terms, is limited to Europe. The enlargement of the broadcast band is not proposed as a matter of general international policy. The Union merely specifies that the term Europe be enlarged to include territories bordering on the Mediterranean and Black Seas as well as the Atlantic coast of North Africa. The Union recognizes that because of history and methods of operation, and the character of receiving and transmitting apparatus, it is necessary that local circumstances be taken into account and local problems be recognized by regional agreement.

Because of a resolution of the board of directors of the National Association of Broadcasters, there is lately a considerable discussion as to the possibility of anticipating difficulties with North American broadcasting by extending the provisions of the European regional agreement to this continent and by enlarging the broadcast band in North America to the degree proposed by the International Broadcasting Union for Europe.

Arguments Pro and Con

IN SUPPORT of this suggestion two considerations are urged: (1) that additional frequencies are required on the North American continent to accommodate the broadcasting needs of Mexico and Cuba, and (2) that the additional frequencies proposed are more suitable for broadcasting than the band 550-1500 kc., because of the unsatisfactory behavior of waves at frequencies higher than 1000 kc. as to absorption, fading, slipstability, etc., a view supported by investigations of many experts.

In opposition, it has been said that the additional utilization of existing services in the proposed bands is unduly difficult and expensive. This opposition is met by the International Broadcasting Union with the statement that among those services are some that might be concede, and even to their advantage, could be maintained on waves outside these bands, or better yet, by means of mechanical methods. For our purposes it may well be assumed that this suggestion of the Union is less than the variety of services could be satisfactorily taken care of elsewhere should the broadcast band be enlarged.

It appears, however, that some consideration must be given to the welfare and prosperity of American broadcasting as they may be affected.

Conditions on Continent

A BRIEF reference may be made to the conditions prevailing on the European continent, which renders widening of the band desirable there, and this may serve to indicate the fundamental differences in situation.

It is an apt analogy to say that the European continent finds itself today in a very similar situation as did the United States prior to the enactment of the Davis Amendment; that from the European view the enlargement of the broadcast band is as inevitable as that amendment was here, and it is due primarily to the general condition of the radio-technical standpoint, the European continent, with its various nations, is comparable to the condition of all of the constituent states. Europe has suffered from several "reallocations of 1927," such as in the United States, with the resulting tests from areas described as "under-served."

For example, extracts from corresponding material from the British government and the International Broadcasting Union, are available, which, it is certain, could (Continued on page 29)

MADRID DELEGATION NAMED

Sykes, Jolliffe and Lichtenstein Will Represent U. S.; Several Refused Honor Because of Economy

PINCHED by the economy wave, President Hoover has appointed a small delegation to represent the United States at the International Radio Conference which opens at Madrid Sept. 3, and at which the battle for securing long waves for broadcasting will be fought. Acting Chairman E. O. Sykes of the Radio Commission was named chairman of the delegation, and Dr. C. B. Jolliffe, Commission chief engineer, and Walter Lichtenstein, executive secretary of the First National Bank of Chicago, were appointed as delegates.

The State Department on Aug. 4 announced the appointment of the delegation, which includes telegraph as well as radio representatives. Only eight technical advisors were named, as against 26 at the last international conference in Washington in 1927. There were 17 delegates representing the United States at that conference, under the chairmanship of Mr. Hoover himself, then Secretary of Commerce.

It is known that appointments as delegates to the Madrid sessions, expected to last for three months, had been proffered at least a dozen persons prominent in radio, legislative or administrative capacities. The sharp reduction in the appropriation for the conference, together with the cut in per diem allowance from $12 to $6 per day, however, was responsible for rejections. Senator Wallace White, Jr., of Maine, for example, had accepted an appointment prior to enactment (Continued on page 24)
Velocity Microphone Makes Its Bow
Radically New Device Discards Diaphragm, Possesses Marked Directionalism and Increased Fidelity

By J. P. TAYLOR
Transmitter Sales Engineer
RCA Victor Co., Inc.

FROM the early days of broadcasting the studio microphone has presented the hardest problem to engineers. The microphone had to meet its constant efforts to improve the possible signal-to-noise ratio. Early carbon types were unreliable and of poor quality; they were improved upon, but they were never entirely satisfactory because of their high background noise and susceptibility to blasting. Meanwhile, input and transmitting capacity of reproducing faithfully the range of frequencies from 80 to 10,000 cycles had been developed. A microphone of equal range was imperative. The condenser microphone was the answer. Transmitting with fair fidelity the entire range, it presented a real advance and soon became an accepted standard. Recently other types of microphones have been introduced. These have had about the same characteristics as the best condenser microphone but have had an advantage (under certain circumstances) in that they did not require a closely linked amplifier.

Despite the 80 to 10,000 cycle range of the condenser microphone and other recent types of microphones, they did not satisfy the more discriminating engineers. The frequency curves by which they were judged were fairly flat—but they were made by the actuator method. In that method of calculation the pressure of the sound wave is simulated by a vibrating rod exerting a mechanical pressure on the diaphragm of the microphone. Engineers were openly doubtful of the veracity of this method; they thought the actuator could not reproduce full frequency spread. They decided to check it by the Rayleigh disk method. A pure sound wave of known frequency and amplitude is generated by the Rayleigh disk. Since this is essentially a sound wave in free space, it makes possible very accurate measurements of microphone response. As these engineers expected, these measurements showed all microphones to have various peaks and dips. Having proved this, they had no difficulty in determining the reason.

Faults of Present Mikes

ALL OF the microphones used up to this time employed a diaphragm which offered a relatively large area in direct contact to the passage of the sound waves. These waves were reflected by this surface and hence the pressure on the diaphragm was more complex than the direct sound pressure simulated by the actuator. Moreover, it is sufficiently rugged that it may be knocked over or dropped without impairing its operation.

The principle upon which the operation of the Velocity Microphone depends is relatively simple. The ribbon element is caused to vibrate by the air particles of a sound wave. Since this vibration occurs in a strong magnetic field there is induced in the ribbon a signal voltage corresponding to the undulations of the impressed sound wave. This signal voltage is given by the expression:

\[ E = blx \]

where \( b \) is flux density, \( l \) is length of ribbon, and \( x \) is velocity of ribbon.

In this expression \( b \) and \( l \) are of necessity constant. The velocity \( x \) of \( c \) can be shown to be independent of frequency as follows: The velocity in a mechanical system is the ratio of its pressure gradient to the acoustic impedance. Both of the latter are proportional to frequency; hence their ratio, the velocity \( x \), is independent of frequency. This being so, the signal voltage \( E \) will be independent of frequency, and the response of the microphone uniform at all frequencies in the working range. The frequency response of the Velocity Microphone (Fig. 1) shows this to be true to a close degree of approximation.

Natural Reproduction

THE FREQUENCY range of the Velocity Microphone as measured by the Rayleigh disk method is shown in Fig. 1. Examination of this curve shows that it is nearly flat from the lowest audible tones to beyond 14,000 cycles. The slight fall-off at the higher frequencies represents a difference which would not be detected by the ear. Moreover, the curve is a smooth curve and, if desired, may be compensated for in the following amplifier. For comparison curves made on other types of microphones under identical conditions are also shown in Fig. 1. The peaks and dips which engineers and sound users trace back to the crystals and lips marring many broadcasts are plainly evident. (It should be noted that the general slope of all condenser microphone response is almost compensated for in the associated amplifier—which does not, however, remove the sharp peak of the peak.) These peaks are traceable to diaphragm resonance, cavity resonance and pressure-doubling. All three result because of the use in all previous types of microphones of a pressure-actuated diaphragm.

(Continued on page 25)

---

**FIGURE 1.** Frequency response of Velocity Microphone compared with that of two types of microphones commonly used in broadcast studios. Free wave calls for speech only in the microphone. (The curves for the condenser and dynamic types of microphones are from published data.)

**FIGURE 2.** The Velocity Microphone mounted on a standard program for general studio use. Table and suspension mounting are also available.
Local Programs for the Retail Merchant

By RALPH R. BRUNTON*
Manager of KJBS, San Francisco

Price Quoting, Newspaper and Mail Tie-ins Recommended; Cooperative Letter Advertising With Sponsors Proposed

IT IS MY opinion that the local broadcasting station has its definite place in the radio setup-up from a local advertiser's standpoint and ties in with chain programs just as much as the local newspaper has a definite tie-in with national magazine advertising.

Referring to the newspaper as compared with the local radio station today, I believe we are in the same position that newspapers were some 15 or 20 years ago. In the first place local stations have been unable to get together as to rates, cooperation, etc., just as newspapers were unsuccessful in the respect 20 years ago.

In the early days of newspapers merchants were buying advertising on a strict, price-cutting rate; everything was kept as low as possible by the buyer the advertising manager happened to be. For example, two department stores, located across the street from one another would be buying space side by side in a newspaper at a time when it was customary to cut prices to win sales from any rival store. This was finally rectified and definite rates were established in accordance with the paper's circulation, etc.

Raps Price Cutting

OF COURSE, radio will never know what its "circulation" is, therefore, the method of determining the cost of time over a station will have to be worked out more or less by the buyer. I firmly believe that as soon as price-cutting on radio stations is eliminated, the entire industry will be far more healthy than it has been in the past. I also firmly believe that stations should put their rates at a price that they believe the time can be sold for and that is of value to the advertiser, and then keep that rate.

Price cutting is not healthy as it destroys the confidence of the buyer, not only in the station which cuts the price but in all the other stations, due to the fact that if one station or two cut their rates the advertiser naturally assumes all other stations do. This makes a tougher selling job for the stations that are sticking to their rate cards.

Re Price Quoting

I THOROUGHLY believe that the quoting of prices on retail merchandise for a retail merchant is absolutely essential, because the

*Excerpts from an address delivered at the 1932 Convention of the Pacific Advertising Clubs Association at Vancouver, B. C.

The SMALL retail merchant can be sold on radio advertising just as surely as the large national producer, according to Mr. Brunton, but the sales method must be different. KJBS has been particularly successful in obtaining local accounts, as this article will disclose. This success has been achieved without resort to price-cutting and in the face of strict taboos against certain types of advertising. The article contains ideas for all broadcasters, especially the local station managers.

Local retail merchant has been accustomed to buying that type of advertising from newspapers and it may be four or five years to educate him to the idea of institutional advertising over the radio.

I further believe that the local radio station must practically become an agency for the smaller merchants. That type of merchant is not financially able to employ an advertising manager, or the services of an agency; therefore, it has been our experience that we have been called upon to help plan newspaper and direct mail campaigns, and put them together.

We recommend agencies whenever we feel an account is large enough to warrant their services.

We have had numerous very successful local campaigns, as well as some that did not appear so successful.

Certain Accounts Taboo

BEFORE going into the successful campaigns I wish to say that I have definitely decided that there are certain types of campaigns that will not get results over the radio any more than they will in newspapers, by direct mail, or otherwise. In the particular case of KJBS, we have had a policy, which has been in effect for about two years, that we do not advertise for dentists, chiropractors, gold mine stock or oil well deals. We have found that this policy, while no doubt reducing our revenue, has strengthened our position in the advertiser's mind, justly so, due to the fact that our advertising is dependable.

Among some of the successful campaigns handled is the Associated Food Stores, comprising 125 grocery stores. They carry considerable newspaper advertising and direct mail advertising, which ties them to their broadcast advertising over KJBS. Each store displays placards calling attention to the radio programs.

Selix, men's clothier, advertises his KJBS program in newspapers as well as by means of stickers on each package sent out of the store.

Variety of Local Sponsors

MILLBRAE Highlands, a real estate subdivision, ties in all newspaper advertising copy to its KJBS program. H. Liebes & Co., well known for its Petham Division, has advertised practically every newspaper advertisement, calls attention to its skit on KJBS, known as "Julie and Jim," and on all invoices.

The Alhambra Water Co. and Mountain Springs Water Co., distributors of bottled spring water, both use stickies on their bottles advertising their KJBS programs, also tie-in their broadcast pluck, with any newspaper displays.

The Universal Safety Co., a brake-lining, tire-repairing and general maintenance company, uses a direct mail tie-in, directly advertising its KJBS program, as well as with its other advertising.

Taco Popular Cleaners advertises its time signal service over KJBS on 25,000 tags issued monthly to customers.

Julius Brunton & Sons Co., owner of KJBS, is also distributor for Willard storage batteries and Philco transistor radio sets. We mail out approximately 5,000 pieces of mail a week to new car buyers and used car buyers, and we use stickies calling attention to KJBS with this mail, as well as with our letters and_

New Harmony “Find”

WORTHY RIVALS to the Mills Brothers, the CBS "find" of last season, are believed to have been discovered in the new Negro quartet known as "The Free Keys," a negro trio discovered in an obscure basement "black and tan" cafe, Pa. It is claimed they bring a new note in harmonizing to radio, with voice, piano and guitar. Known as Bon Bird and the "Free Keys" made their debut over an NBC-WJZ network Aug. 12 and are to be heard four nights weekly in a sustaining program. They play every Friday and Saturday at 10:30 p. m. and Sunday at 10:45 p. m.

Local Service Stressed

I BELIEVE that if we can get enough advertisers to use this system that within a comparatively few months we can work it to where we have approximately 100,000 letters advertising KJBS.

In closing let me state that the local merchant has an entirely different view of radio advertising than the national sponsor. He must have direct results. Furthermore, a truly local station must have local features. We, for example, are the only station in the city that will do a city news fill in an advertising campaign in which inserts on KJBS will be put in all the advertisers' letters, bills, etc., being mailed out.

August 15, 1932 • BROADCASTING
Big Grocery Firm Gains in Good Will, Trade With Radio

Store Officials do Announcing For Sponsors on WILM

By H. P. BRIDGE, Jr.

RADIO advertising of a unique sort has helped Hearn Brothers, well-known independent grocers of Wilmington, Del., kill two birds with one stone.

In the first place, the programs have put the company in part in the general merchandising campaign which has helped them forge steadily ahead, depression or no depression. And secondly, has interested the various department managers do the announcing, it has given them a personal interest in the business. And, incidentally, the latter feature has lent an unusual slant to the broadcast as well as increased the number of regular listeners by the addition of friends and relatives of these various merchants, and ways eager to hear what the latter say and how they say it when their "on the air" rolls around.

Newsy Chats

BETWEEN vocal and instrumental numbers of a popular nature, for instance, the head butcher gave a bit of information on his occupation with the business, putting emphasis on the quality of meats selected and the sanitary methods used in the wholesale end of the house. Other members of the store force, which consists of forty-five men and women, were similarly used and the close connection between these and the housewife's work of managing her home economically and efficiently.

Announcements were kept short and to the point, each one being carried over the air by management in collaboration with the employee who was to deliver it. Broadcasts are carried weekly over the NBC network. They are of 15 minutes duration.

Business Spurts

THIRTEEN years ago when Stanley and his brother, Luther Hearn, started their grocery store, business for the first year totalled $50,000. Today, the average monthly volume almost reaches this figure-about $40,000 to be more exact-and this despite the fact that, for the past several years a battle has been going on on one side of the store unit has been fighting for business just two doors away. But, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p.m. to 12 midnight) have been withdrawn, and all daytime rates are now on the same basis, Roy C. Hearn, presidente...
Russian Radio Experiencing Growing Pains

BY ALBERT COATES

Good Music Predominates on Programs, Jazz is Banned; Reception Inferior to American Despite High Power

THE AUTHOR of this article is the distinguished Anglo-Russian conductor now in this country to direct the New York Philharmonic Orchestra in the Lewisohn Stadium concerts which are broadcast twice weekly over the CBS network. He is one of the leading figures in the Russian musical world, having been recently appointed general musical director of the Soviet government, and devotes a large portion of his time to broadcasting. While finding much to laud in Russian radio, he praises our sponsored programs highly, has no criticism of advertising talk and concludes that the American system is better for a capitalist country.

RUSSIAN radio is still in what I should term the embryonic stage. For one thing, it has been undergoing constant changes, and this revision and gradual improvement will undoubtedly continue for some time to come. At the present time it is extremely difficult for me to speak authoritatively about broadcasting in Russia, for great changes are taking place now which will probably alter the whole complexion of radio in the Soviet. Perhaps the best criti-

Contrary to common belief, very little time is spent in disseminating political propaganda. The talks are both educational and industrial. Many hours are devoted to radio instruction in foreign lan-

guages and religious subjects. But even now the greater portion of daytime broadcasting is taken up with economic and industrial programs. Unfortunately a large part of these talks consists of criticism of other industrial workers. Contrary to the prevailing opinion in industrial processes present spokesmen who do not only explain their own work, but go into detailed descriptions of the shortcomings of their fellow workers.

Late in the afternoon, programs devoted to the study of sectional music and folk lore are presented. There are about a thousand stations in the Soviet, and each section has its own distinctive folk music. The Soviet system—and it is this station that I speak of primarily throughout this article—offers two hours daily of this educational music, presenting on successive days the traditional music of Svetotia, Abhazia, and the Georgian section, etc. Similarly, compositions of the most modern and radical schools are played. Around dinner time the Russian stations go off the air completely for about two hours, and at other times there are occasionally breaks in the commercial and industrial sections.

In recent months music has been playing an increasingly important part in Russian Radio. About four hours a day are now devoted to symphonic music. This period on the Moscow station is from 8 p. m. to about midnight, when the sta-

tion goes back to the evening news. A great deal of modern jazz prevents any performance of popular melodies or the so-called “hot” music which is heard so often in this country. The quality of the musical programs in the Soviet is undoubtedly equal to that in Ameri-

Mr. Coates

ica. The finest musicians of the leading symphony orchestras are heard in frequent performances, and no pains are spared to produce an outstandingly perfect worthy of any concert stage. Particularly this is true of Moscow stations, for Moscow is considered the Mother City of the Soviet, and its productions must be of the finest.

Full Operas Broadcast

A SPECIAL feature of the Moscow radio broadcasts is the production of complete grand operas. The station has its own opera house, a small auditorium seating only about 300 people, which is crowded for every performance. From two to three full operas, presented by leading Russian vocalists, are broadcast weekly.

It is quite impossible to compare the government controlled radio of Russia with the commercial radio in the United States with a view toward ascertaining how commercial radio would affect Russian broadcasting. The Soviet system, excluding as it does any sort of commercialism in industry would automatically exclude commercial radio.

Yet for countries which work on a capitalistic economy, I should deem commercial radio an excellent thing. Broadcasting is a lib-

eral educator from every angle; almost every phase of human activity is properly the province of radio, and I see no reason why commercial products should not make use of it. If the product is good, people should know about it, and radio is certainly one of the most effective methods of introduc-

ing anything to the public. I have heard much criticism of the advertising talk which the

sponsorship of programs makes inevitable in American radio. Frankly, I cannot join that chorus of criticism. The American system brings the best in many fields of entertainment, education and news into our homes. For example, at any time the commercial talk becomes offensive, all one has to do is turn the dial of his set until it is over. The radio listener can change the program for the music or whatever in it interests him. If the talk is well presented and the product worthwhile, the listener can sit back and listen to a service by acquainting him with it. Were it possible, I should favor such a system in Russia.

News of Other Years

Proves Popular Newly

As Feature Over WGN

SUGGESTIONS from listeners for more "Headlines Of Other Days" continue to pour into WGN, Chicago, which offers the feature at 9:25 o'clock nightly. Some of the programs, especially the Death, of Queen Victoria, the Galveston Flood, General Custer's last stand, the Wall Street bombing and many heavyweight championship fights.

Quin Ryan, manager and chief announcer at WGN, is in charge of the feature. Each day's issue of the CHICAGO TRIBUNE is reviewed. Theatrical productions, sports and advertisements are recalled. Here is a sample:

"Miscellaneous ads... Hall trees of carved oak, nearly 7 feet high, with large beveled mirror, $12... Stoves, oil stoves—the celebrated General is a perfect burner and cooker, guaranteed not to smoke, $11.98... Parquet floors and weather strips, see J. Dunfee and Company, 106 Franklin street. Croquet sets, elegantly painted in bright colors, 45 cents... Rope portiers—for five or six foot opening—heavy tassels and ruffles, tinsel wound, any color, $1.98... Imported ice cream sets, very elegant, $5 value, at $1.98... Ladies' black silk mitts, 25 cents... Ladies' bicycle suits, complete cycling costumes of 4 pieces... skirt, blazer jacket, fedora hat, and knickerbockers... made of strictly all wool blue and gray mixtures, $8.50... Women's new Twentieth Century bicycle boots, 15 inches high, ten buttons... A genuine swell perfect fit for $3.00."

BBC License Fees

MORE THAN two and a quarter million pounds ($8,100,000) was paid the British Post Office, BBC, during the year ending March 31. Of this 10 per cent was retained by the British Post Office, whereas 90 per cent was paid to the British Broadcast-

August 15, 1932 • BROADCASTING
ULTRA-MODERNISM prevails in the design of the recently occupied new home of the British Broadcasting Corporation in London. This is a bank of turntables for recordings, which are used extensively over BBC stations and networks.

COMMERCIAL PROGRAMS IN IRELAND WELL LIKED, SAYS LONDON MANAGER

By SAMUEL KAUFMAN

CHARLES O. STANLEY, prominent London advertising man who is now managing the presentation of commercially sponsored features in the Irish Free State, arrived in New York, July 28, aboard the S. Majestic and proceeded the following day to the British Empire Conference at Ottawa.

Mr. Stanley told the writer that the commercial programs in Ireland are so much in demand that the original allotment of 14 hours each week for sponsored programs had been extended to 44 hours. The sponsored periods are open to English and American manufacturers, he said, and English announcements must be utilized. No foreign manufacturer deal in merchandise competitive with Irish and British goods is allowed the use of the air channels.

"The purpose of this regulation," he asserted, "is to protect home industry. Also, the broadcasting of commercially sponsored programs in the Irish Free State will urge British manufacturers to advertise over the Irish stations rather than the French stations many of them have been using in the past."

Mr. Stanley said that the commercial programs come under the supervision of the Ministry of Posts and Telegraphs. The presentation of sponsored features, he added, in no way alters the license fee arrangement for listeners. He said he was not prepared as yet to issue a table of rates for time on the Irish stations.

Also on board the "Majestic" were Capt. E. W. Barber and R. Milward Ellis, vice presidents of the British Radio Manufacturers Association. They, too, were proceeding to the British Empire Conference at Ottawa.

NEW STATION URGED

A NEW station at Eureka, Calif., to operate daytime only on 1210 kc. with 100 watts power, was recommended by the Federal Radio Commission Aug. 2 by Examiner Pratt (Report No. 400). The applicant is H. H. Hanseth.

Station Held Agent Of Insurance Firm

WEST VA. RULES ON WMMN IN UNION MUTUAL LIFE CASE

ATTORNEY General Howard B. Lee, of West Virginia, has ruled that the Holt-Rowe Broadcasting Co., of Fairmont, W. Va., is authorized in the insurance business because it accepted a per-inquiry proposal from the Union Mutual Life Company of Des Moines, Iowa. The account is one of the type classified as advertising on a one-commission basis in the Aug. 1 issue of Broadcasting. A question similar to that ruled on in West Virginia was raised in New York, where the Holt-Rowe appeared as a defendant in a test case. The International Broadcasting Corp. and its general manager, John Traic, were charged with violation of New York insurance laws, in that no certificate of authorization was obtained from the state superintendent of insurance. The Union Mutual Life Company was the sponsor in this case. An order sought against the Holt-Rowe's West Virginia court, however, was dismissed.

Text of Opinion

FOLLOWING is the full text of the order, by Attorney General Lee of West Virginia:

"We have before us your letter of the 15th instant with the correspondence, and the Holt-Rowe Broadcasting Company of Fairmont, W. Va., regarding the advertisement of the Union Mutual Life Company of Des Moines, Iowa. You are concerned as to whether or not said Union Mutual Life Company is doing business in the State of West Virginia, and whether or not the Holt-Rowe Broadcasting Company of Fairmont, W. Va., is acting in the capacity of an agent of said insurance company.

"We are advised that the business done by said Union Mutual Life Company is interstate commerce and that the radio communication requires a uniform system of control throughout the Nation which is exclusively vested in Congress and not to be regulated by it. No doubt this is true if the communication was broadcast from the home of your client in Iowa, but the method used in broadcasting these advertisements is wholly of an intrastate character.

"Clearly an Agent"

THE Holt-Rowe Broadcasting Company is a West Virginia corporation and does its broadcasting for the Union Mutual Life Company from Fairmont in the State of West Virginia. It uses records and programming set up by the Union Mutual Life Company of Des Moines, Iowa, and requests that communications be addressed to the Union Mutual Life Company of Fairmont, W. Va., which communications are sent to the Union Mutual Life Company of Des Moines, Iowa, and a compensation paid for each communication to the Holt-Rowe Broadcasting Company.

"The system thus used clearly makes the Holt-Rowe Broadcasting Company the agent of the Union Mutual Life Company and the method of the latter constitutes intrastate business as contrasted with interstate business. Business thus carried on cannot hide behind the phrase 'interstate time,' and carry on an intrastate business and escape the consequences of the latter.

"This opinion is in keeping and not contrary to the holding and rules of the Federal Radio Commission and the case of Whitehurst v. Grimes, 21 F. 2d 787, and United States v. American Bond & Mortgage Company et al., 31 F. (2nd) 448, as the questions there involved the power to license which is under the control of Congress. The method of doing business described the question of whether it is inter or intrastate.

"We hold therefore that Holt-Rowe Broadcasting Company is an agent of the Union Mutual Life Company of Des Moines, Iowa, and that the business done by and through the former is intrastate.

Hubbard Reorganizes Sales Division of KSTP

REORGANIZATION of the sales department of KSTP, St. Paul, is announced by Stanley Hubbard, general manager, as a measure of "keying the organization to the new feeling of buying confidence in the northwest engendered by the best crop and live stock conditions of many years." Ford Billings, formerly of WLW and connected with various national accounts and purchaser during his radio career of more than $15,000, has been appointed sales manager, effective Aug. 1. Edward P. Shurick has been promoted to Minneapolis division manager, and M. E. Brent has been appointed eastern representative, with offices at 420 Lexington Ave., New York City.

BBC to Produce Disks As Service to Stations In Dominions, Colonies

THE BRITISH Broadcasting Corporation within the next few months will begin production and distribution of recorded radio programs for use by broadcasting stations in the Dominions and Crown colonies.

The BBC has decided to start the service "in response to an increasing demand from overseas. The present service is inadequate for the demand," its statement said. "Programmes containing much that is national in character will be provided so that the Dominions and Colonial listeners may have an insight into the home life of the mother country.

"Programs of general entertainment value will also be included in the scheme, but, in any case, will be such as are not likely to cause unemployment among local artists and musicians."

All the available artistic resources of BBC will be used in making the programs, which will be circulated among stations subscribing to the service. The disks will be available to the general public.

It was pointed out that local talent is limited in the Dominions. The most serious problem is to offer considerable obstacles. The disks will be of a half hour or an hour's duration and may be used at any convenience of the listener.

The service "will be supplementary to, and in no way take the place of, the programmes to be broadcast from the Liverpool studio to the auxiliary wave transmitter to various parts of the Empire," the BBC organ adds.

Organ Feature Sponsor Keeps Her Name Secret

RADIO'S oldest sponsored program, Irma Glen's Lovable Music, which is the only client product name is product, will be renewed when Irma Glen, NBC and WENR originate from her vacation Aug. 17. The program will continue to be broadcast over WENR, Chicago, each Wednesday at night.

At the sponsor's own request no mention is made other than that the program is presented by a lover of good music. It is understood the show is a small gift from a woman living in Arkansas who enjoys hearing Miss Glen play enough to foot the cost of the feature at regular card rates.

Miss Neff Passes

MARIE K. NEFF, one of the pioneer women in radio, was stricken with cerebral hemorrhage while at work at her desk in the Chicago press department of the NBC, and died July 25. Miss Neff founded the National Radio Club to establish the first NBC office in Chicago. Previously she had conducted a club for women in New York. Miss Neff, KDKA, Pittsburgh, in 1924, later being transferred by Westinghouse to KFXI, then located at Hastings, Neb. Her home was in Pittsburgh.
Radio Education That Has Succeeded

Key to WTAR School Held Cooperation With Educators;
Courses Selected to Please Majority of Listeners

By RICHARD O. LEWIS
General Manager, KTAR,
Phoenix, Ariz.

TWO YEARS' experience with the KTAR School of the Air, Phoenix, has proved that radio, properly utilized, can be an effective and powerful influence in education. Results of this have shown it to be one of the most beneficial of the programs presented over KTAR.

Two factors are held largely responsible, and it is felt they must have full consideration in any similar endeavor. These are: (1) Subjects must be carefully selected to be of greatest interest to listeners and (2) all radio educational programs should be conducted by recognized educators and professionals.

The KTAR School of the Air for two years has effectively combined the station's "distribution" power with the splendid educational facilities of the Phoenix Union High School of which E. W. Montgomery, superintendent, is an integral part. Arizona's second industry, is generally conducted under irrigation systems and therefore requires highly localized instruction.

Material was prepared and lessons presented by teachers from the Phoenix Adult School, who now conduct the final instruction. In radio instruction is superior in many respects to night school class work.

These students this year were scattered in 61 Arizona cities and towns and in California, New Mexico, and several other adjacent areas in the southwest.

Among these students were many of the 900 disabled World War veterans quartered in the veterans' hospitals at Prescott and Tucson. Others were housewives and veterans who might have been unable to attend school.

Programs are presented daily from 4:15 to 4:45 p.m., with an additional period for special topics compiled from suggestions, reports, and recommendations submitted by listeners. This is an especially vital program because Arizona's second industry, radio broadcasting, is generally conducted under irrigation systems and therefore requires highly localized instruction.

Enrollment in this class exceeded expectations. In music appreciation the registration exceeded the night school enrollment by 300 per cent. The latter class, incidentally, is conducted by a leading piano teacher and is one of the most successful of the KTAR School of the Air.

Results of the School of the Air have evolved these conclusions:

1. Students who voluntarily enroll for courses are willing, hard workers; instruction entirely by ear is entirely practicable and conducive to making better to assign an exclusive program time is essential for the success of radio school; and home study, which is the aid radio is superior in many respects to class work.

Inquiries and comments received by the station regarding the program show that a number of the School of the Air, particularly in such courses as music appreciation, English, and English, are accepted by four listeners for every one enrolled.

New Technique in Commercial Credits Urged as Benefit to Radio Advertising

Walter J. Neff Calls Present Announcements Unnatural;
Suggests an Exclusive Speaker for Each Account

A NEW TECHNIQUE and, perhaps, new blood, in commercial announcing is needed, in the opinion of Walter J. Neff, assistant director of sales of WOR, Newark, if radio advertising is to overcome its unnaturalness.

In the past, advertising agencies, and broadcasters have been so busy with the development of new and varied uses of radio that little real thought has been given to the absolute function of a radio broadcaster," he said.

Plainly, radio broadcasting is the living, visiting ambassador of the concern which sponsors the program. Except for the fact that a physical presence is lacking in the home where a radio set is located, everything else remains exactly the same as if that advertiser's representative actually entered the home and discussed what he had to sell with the prospective purchaser. Because of the lack of a physical presence, entertainment is used to attract the listener.

"Commercial ads have become the master of the medium. Being so single-mindedly imitated, their importance what is said on the program. It might be well at this time for the radio industry to recognize and think of what the announcer said and how he said it. The chances are 10 to 1 that the word was not heard in your own home, with possibly your wife and a child listening too, not so many years ago that they would have been said had the announcer been there in person.

The whole speech was unnatural. It is not the American way of speaking. The spoken words of our past day programs seem rather ridiculous.

"In order to do what I suggest, it would be necessary perhaps to revise our present announcers' technique or, perhaps, get new blood in the field. It might be even better to assign an exclusive announcer to each commercial program, so that that particular announcer would be the true representative of one advertiser alone. Western Radio Advertising, of course, will take care of the advertising on a commercial basis.

"Let us go back several years in broadcasting. You will recall that popular announcers were at that time Program Directors not tuned to a specific program. They tuned to their favorite announcer, irrespective of the program.

"That was the days when an announcer could in his individual way interpret his own personality on a program. He was not stilted by the continuity written for him by someone else. The popularity of the announcer disappeared almost as fast as his personality was hampered by continuity, that were written by another party. With the disappearance of the announcer's personality, tunes to programs and the announcer became merely a reader of commercial copy to the public.

"What I am suggesting is not entirely new; the present trend toward the usage of a 'master of cere- monies' or program director shows a groping in that direction. This is what I suggest revolutionary.

Our present program standards could easily be improved on only if the trend would be that the announcer would speak as though he were present in the home of every listener.

To think in that way, the spoken words of our past day programs seem rather ridiculous.

"What is the future? I believe great progress would be made in the field of commercial broadcasting."

Publisher Scores E.A. Radio Plan

H. E. Bucholz Exposes Lobby Work, Criticizes Morgan

A SCATHING exposition of the lobbying and propaganda activities of the National Education Association, including its plans for "annihilation of radio," is in an article entitled "The Pedagogues Leap Upon Us," in the July American School Board Journal, by H. E. Bucholz, head of the educational publishing house of Warwick & York and publisher of Education News. Bucholz, chairman of the National Committee on Radio Education by the American Educational Publishing Association and the National Education Association, in his article, criticizes the National Education Association's Plan of Consolidation.

Bucholz contends, "The results of this plan, from the organization's point of view, is that it has developed from an organization of faculty to one whose chief concern is "raids upon the public treasury."" Bucholz states that the plan is "a plot to control the radio by the united efforts of the nation's educational leaders".

Bucholz continues, "Not content with their hold over the children of the nation today, he writes, "they plan for extending that hold in the actual classroom, the pedagogues begin to dream of annexing the radio. At present, the 600,000 American radio listeners are in the hands of the National Education Association, which has been described as an "education organization on a par with the Masonic Lodges."" The National Education Association is responsible for having radio broadcasting in the schools, where it is used for propaganda and propaganda activities. Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public, and
2. Using the radio to support the schools, and
3. Using the radio to support the nation.

Bucholz contends that the National Education Association is responsible for having radio broadcasting in the schools, where it is used for propaganda and propaganda activities. Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public, and
2. Using the radio to support the schools, and
3. Using the radio to support the nation.

Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public,
2. Using the radio to support the schools,
3. Using the radio to support the nation.

Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public,
2. Using the radio to support the schools,
3. Using the radio to support the nation.

Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public,
2. Using the radio to support the schools,
3. Using the radio to support the nation.

Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public,
2. Using the radio to support the schools,
3. Using the radio to support the nation.

Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public,
2. Using the radio to support the schools,
3. Using the radio to support the nation.

Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public,
2. Using the radio to support the schools,
3. Using the radio to support the nation.

Bucholz states that the National Education Association is responsible for the following activities:

1. Exposing the radio to the public,
2. Using the radio to support the schools,
3. Using the radio to support the nation.
Back to Good Times

GET THE BANKS in your community on the air! It means money in the bank for the banks and money in the bank for the broadcasters. It means more than that, hastening the day when good times will be with us again.

For what better medium has ever been devised to build up confidence in a service, as well as in commodities, than radio advertising? Banks are "natural" for broadcasting.

This is the time for bank advertising on the air. So little has been being done in scattered communities, with good results reported. In the last year, several runs on banks, resulting from unfounded rumors, have been halted when banking officials and others went on the air to allay depositors' fears.

One notable instance of effective use of radio advertising by a great banking institution is ably reported in this issue in the address by Mr. Michelson, of the gigantic Bank of America. What he says gives a valuable point of view to the banking radio advertisers. His remarks should stimulate many a broadcaster and agency to develop this wide new field of business.

More than any other element, the bankers know that it is up to them to take the leadership in bringing about a return to normalcy. Mr. Michelson shows how publicity of the character that instills confidence influences banking deposits. In California, the Bank of America has been making the most of its radio in its radio campaign. Now all California is resounding to the slogan, first heard on the air.

Mr. Michelson brushes aside any question about the "dignity" of banks being radio sponsors. He says he would give his radio listeners "A Hot Time In the Old Town" if that would convey his message better than an aria from Aida. He prescribes "good taste and common sense" as the principal considerations in presenting a bank program to the family.

Banks have definite services, as well as intangible good will and institutional messages, to "sell" to the radio audience. Broadcasters have perhaps the finest medium extant for purveying these messages, tastefully, unobtrusively and effectively.

Mr. Michelson tells you how he did it in his inspiring article which broadcasting deems it a privilege to publish.

TIME MAGAZINE, which returns to the air over CBS Sept. 8, is calling attention to its programs in its mail circulation solicitations in a manner that might well be adapted by other advertisers. Across the bottom of all its circulation letters, it carries a prominent: "Others that the "March of Time" program is returning."

Its Own Niche

ONE OF THE FACTS all too frequently overlooked by broadcasters—and one that ought to be impressed more and more upon the consciousness of the public—is that broadcasting now occupies a distinct economic niche of its own. It has definitely graduated from the stage of a few years ago when its devotees were precocious kids and adult nuts who liked the new electric thing. It has passed beyond that stage where it was merely regarded as a publicity avenue for some department store or seed house or newspaper or whatnot kind of business. Today it is serving a definite need of society, furnishing an avenue for reaching a multitude of people to reputable concerns who will pay the price as well as to public service purposes without cost.

In other words, broadcasting is now on its own in an economic niche of its own. It certainly is no longer an electric toy, and it is far from being a publicity sideline of some other business.

But 99 out of a hundred of the public do not realize that. They think of broadcasting as the "voice of this or that company," not as the voice of any community project or of the variety of business sponsors to whom it gives voice. Too many broadcasters are submerging their real mission, and incidentally losing an opportunity for some vitally important good-will publicity for themselves, by failing to let their own audiences know what they really mean to their communities.

Some think of broadcasting as a purely entertainment medium, another as only educational and informing. "Why, broadcasting is like the theater, it entertains," one layman will remark. Another will say, "Oh, it's all advertising." All are wrong of course. Broadcasting is a "Standard Broadcasting Service" and has the bases full!

McNamee's chapter is one of the poorest in the book simply because of the manner of writing but because of its content. It is extremely brief—only about 1,000 words—an extraordinary portion is devoted to the telling of McNamee's greatest thrill as an announcer. It was covering the political conventions of 1928, the Lindbergh arrival or any other big event of history—it was a world series game won in the ninth inning by a home run with the bases full!

If that sort of thing adequately tells Europe the scope and place of radio in American life, let me give you a few more remarkable things such as the British employ. We read the chapter with mixed feelings of despair and disgust. With the conclusion of Stanley Walker, reviewer in the NEW YORK HERALD-TRIBUNE Book Section, as follows:

"No matter what one's tastes may be, the radio would seem to require a competent chapter. It is mentioned in passing by several of the authors, but the only chapter devoted to radio is building and newscaster entitled "Radio Thrills," from which the great man culls a few bouquets thrown from his garden of memories. It tells nothing about radio, which, it seems to even such an amateur social philosopher as this reviewer, is among the most significant and appalling things in American life. Certainly it is worth a workmanlike discussion.

WRITING FROM what he daltiness as "No Visitors, N.Y.," King Lardner has been churning out "The Time in the Walls" to THE NEW YORKER, weekly magazine of sophistication. His comments and criticisms on programs and performer are in the best King Lardner vein and have already attracted considerable interest. The series is predicted to continue indefinitely in alternate issues of the periodical.


THE THIRD edition of the international list of radio stations in order of frequencies is now available at the International Bureau of the Radio is owned by the Berne, Switzerland. The price, including postage and supplements to the end of the year, is 26.76 (35 Swiss gold francs). Remittances should be made direct to the Berne Bureau by international money order.
JOHN SHEPARD, III

THOSE ROMAN numerals that always append John Shepard’s signature represent a just pride he takes in carrying on the tradition of a distinguished family of Yankee merchants prominent in New England since the Civil War. When John Shepard, the elder, in 1865 founded the mercantile dynasty over which his son and grandson were to reign after him, it little imagined the turn its expansion would take. Radio was undreamed of; in fact, it was merely as a hobby that John Shepard, III, embarked upon his broadcasting activities just ten years ago last month.

It was on July 31, 1922, that John Shepard, III, inaugurated WNAC, Boston, to serve as a public service adjunct of the Shepard Store in Boston, the department store operated by his father and of which he was vice president. A few weeks earlier, Shepard, fils, had been fired with enthusiasm by the response elicited from the stores he had managed, Hawai, WEN, Providence, where there also was a Shepard Store. Shepard, Jr., knowing well his son’s business ability, raised no objection to his radio enterprises, which at that time held out little or no promise of direct commercial returns.

The story of the Shepard radio endeavors, leading to the establishment of the well known Yankee Network, is now New England history. A few months after his Boston and Providence stations went on the air, Shepard conceived the idea of linking New England communities together by radio. A regional network was in the back of his mind when he forged the first link in what is now the Yankee Network by connecting WEN and WNAC by land line, so that they could interchange programs. But it was not until February, 1930, that new links were added. First came WLBZ, Bangor; then WNHB, New Bedford; then WORC, Worcester; then WIC, Bridgeport, New Haven.

Little by little the chain expanded, and now it also embraces WAB, Boston, also a Shepard station; WPRO, Providence; WORC, New Bedford; WEEA, Westminster. On Sept. 1, a newcomer to New England radio, WMAS, Springfield, will join the network.

Grandfather Shepard started the Shepard Stores in 1865. His son, John Shepard, Jr., succeeded him before the turn of the century. He in turn temporarily retired from active direction of the stores in 1928 to become chairman of the board of both the store organization and of the Shepard Broadcasting Service, leaving the active direction to John Shepard, III, as president. John Shepard, Jr., still keeps his hand very much in the Shepard enterprises but spends most of his time in Florida, where he was several times elected mayor of Palm Beach.

John Shepard, III, was born in Boston on March 19, 1886. He spent his childhood and received his early education in Providence. Upon leaving graduated from Brookline high school, he was appointed to the cadets’ dormitory at Annapolis. He passed all the examinations readily, but poor eyesight blocked his entrance. Discouraged at this failure, he entered the business world as his father’s store at Providence rather than go on to college. He began as a salesman.

His experience in the Shepard Stores in successive years covered every phase of the business from salesman, buyer and assistant manager to buyer to department manager. His promotion to office manager of the Boston store preceded his election as vice president of that store. In 1928 he was made president of the entire organization.

Always, through the last decade, he has kept his hand actively in the management of the radio station and developed into a business as important as his mercantile trade. In April, 1931, he added WLEX to his station holdings, changing its call to WAB. The novel idea of having both WNAC and WAB broadcast from the same antenna system on their respective wavelength occurred to him, and he installed what is said to be the first half-wave vertical steel mast to make this technically possible. Another technical improvement he was quick to adopt was the special acoustical treatment for the studio of WNAC in Boston and the technique of distant pickups. All programs of WNAC and WAB, totaling the number of programs of the Yankee Network, originate in 10 beautiful modern studios on the main floor of the Hotel Buckman.

Even the department store business cannot claim priority over radio in the affections of John Shepard III. Radio is his primary hobby, but there are two sports that also claim his interest. As a golfer, a successful golfer, holder of several trophies, he won the golf championship of the National Association of Broadcasters at its annual convention tournament in Detroit last fall. The idea of having the listening games of the season always find him on hand, and he enjoys as many more games during the season as he can with his schedule permitting. It was his keen interest in baseball that led him to arrange the coverage of all the games over the Yankee Network; in his own organization he is probably excelled only by Fred Hoey. Yankee Network’s ace baseball announcer, in his knowledge of the game and its players.

A mong those who stopped at the office of Fred Weber, Chicago NBC traffic manager, on their way to Washington for the Educational Radio Commission were: John Henry, KOI, council Bluffs, Iowa; John Gillan, WOW, Omaha, Neb.; Jack Denny, WHX, Des Moines, and Peter MacArthur, Joe Maland and Paul Loyet, WOC, Davenport, Iowa.

ARMSTRONG PERRY, director of the National Committee on Education by Radio, was in Boston on the Georgie for Europe. He intends to continue his interviews of broadcasting officials, started last year, and to attend the International Radio Conference at Madrid.

CARL WESTER, of the Chicago NBC Bureau, was on the road at Glen Lake, Mich., during a two weeks’ vacation in the early part of August.

HAROLD S. SYKES has been named commercial manager of RUMA, Yuma, where he discussed similar plans with Dr. Leon Levy, WACU, and theence to Newark, where he visited WOR.

PERSONAL NOTES

ALEXANDER L. SHERWOOD, former assistant commercial manager of Westinghouse stations and now general manager of KVQ, Pittsburgh, announces the appointment of Benjamin S. Miller, former public relations manager of Westinghouse in a similar capacity with KVQ.

BORN, to Dewey Sturgell, of the NBC radio station in Providence, Yvonne Sturgell, a daughter, July 26; to Chester A. Rackey, of the NBC design studio and Mrs. Rackey, twin sons, July 28.

LLOYD E. YODER, press relations manager of WIP, Philadelphia, and sometime Carnegie Tech football star, has been elected secretary of the Pacific Coast Association of Football Officials.

LOU ANCKER, formerly with WIP, Philadelphia, has been appointed manager of WDAS, Philadelphia. The same station has also secured the services of Edward J. Harrisen, formerly with WCAU and WIP-WFAN and the Blown Company, New York agency, as program director.

COMMUTING regularly between Chicago and St. Louis, Walter Preston, director of CBS, and J. Kelly Smith, director of U. Por. Radio, have been named chairman of KMOX, with William H. West, associated with KMOX since its inception, as executive secretary. Miss Bette is at KMOX as publicity director on leave of absence from WBBM.

FRANK B. MCALATCHY of KSL, Salt Lake City, has been appointed head of the program department of the Salt Lake Advertising Club.

THE ENGAGEMENT of James Moran, young Washington radio attorney, and Miss Bethany Dewey, daughter of the Minister of Panama, has been recently announced. The engagement is scheduled to take place on September 17. Mr. Moran is a brother-in-law of the editor of this paper, and copyright representative for NAB.

CLYDE C. HALL, formerly assistant to the director of research of the Educational Broadcasters Association of Radio, Tracy F. Tyler, on Aug. 1 left that post to become assistant to Bernard B. Johnson, president of the National Electric Light Association, New York. Mr. Hall will be general manager of the association.

JAMES HAYS, formerly announcer and commercial man at WCAE, Pittsburgh, has joined the commercial staff of EDKA, Pittsburgh.

HOWARD C. BARTH has succeeded Charles H. Kaletski as manager of WSYR, Syracuse, N. Y. The latter of the program department of WCAE, is now with offices in the Tower building.

DON S. SEARLE, manager of KOIL-Bluffs-Omaha, is on an extensive speaking tour in the southwestern states. Mr. Henry, director of KOIL, recently addressed the Omaha Rotary Club on the subject of radio.

S. S. FOX, president, and Harry Gelub, manager of KDLY, Salt Lake City, have returned after an extended trip to Los Angeles and other coast points.

JOE NICKELL, manager of WIBW, Topeka, acts as special announcer for the Kansas Gang, a weekly series of programs over WIBW and KFBI, Abilene.

STEVE TRUMBULL, CBS publicity manager in Chicago, spent the middle of last month in San Francisco as part of his routine trips west to the western stations.

CAPT. RALPH L. WALKER, Radio Commission examiner who has just been appointed by the Department of Commerce as senior attorney, on Aug. 8 began his regular tour of duty with the District of Columbia National Guard at Camp Ritchie, Md.

FATHER CHARLES E. COUGHLIN, of the Shrine of the Little Flower, Detroit, visited Detroit to discuss plans for his special independent radio hookup to carry his weekly sermons. From Washington, he went to Philadelphia, where he discussed similar plans with Dr. Leon Levy, WACU, and thence to Newark, where he visited WOR.
BEHIND THE MICROPHONE

WILLIS D. COOPER, continuity writer for CBS, has been appointed assistant to Walter J. Presten, director of WBBM, Chicago, and program director of the Midwest for CBS. Marjolig Caslin has been moved up to head the continuity department of WBBM and CBS.

WILLIAM ORR, formerly continuity writer at WJR, Detroit, and several Toronto stations, has joined the WLS, Chicago, as director of continuity.

EVANS PLUMMER, former radio editor of the Chicago Herald & Exponent, has been added to the staff of Radio Guide as columnist.

TWO SONS have been born to members of the WLS, Chicago, staff. Paul Harman, tenor of the Melody Men, and William Anderson, operator, are the fathers.

STAN LEE BROGA, program director of WCAU, Philadelphia, and founder of the “WCAU Kiddies Hour,” has just completed a week’s engagement on the Atlantic City Steel Pier with 20 of his leading juvenile entertainers. Stewart Sisters, the Don Minne, WCAU harmony team, are playing New Jersey vaudeville houses and will return to the Steel Pier in July.

GEORGE SHACKLEY, music director of WOR, Newark, is recovering from a foot infection suffered while bathing in a lake near his home at West Milford, N. J.

AT LEAST 37 acts regularly featured over CBS within the year from August 1931 to August 1932, made vaudeville appearances, aggregating a total of 370 weeks, according to figures compiled by Ralph Winters, head of the CBS Artists Bureau, which booked 25 of them. Among these were the Mills Brothers, Arthur Tracy, “Sweet Singer,” Bing Crosby, the Boswell Sisters, Kate Smith, Morton Downey, Vaughn de LeShane, Shapiro and Sheter, Colonel Stoopnagel and Budd, Ben Alley, Lillie Little, Art Jarrett, the Funnyboners, Reis and Dunn, Cliff (“Bibleke” Eade), Ted Modis, Alexander Gray, Sandra Phillips and Peggy Keenan, Jack Miller, the Four Eton Boys, and the Fletcher Henderson, George Olsen, Harold Stern, Noble Sissle, Paul Tremaine, Leon Belasco, and Don Redman orchestra.

WOR, Newark, claims to have discovered an Italian Amos ‘n’ Andy in William Edmunds and Bruce Carter, now appearing Tuesday and Thursday at 5:45 p.m. as Tony and Angelo, two sons of Italy whose pilgrimage to America has resulted in personal talents, has met with disappointments and who have turned to the ice, coal and wood business for a livelihood.

JOSPEH A. BOLey and J. Herbert Angell have joined the announcing staff of WOR, New York. Roy Vert, formerly engaged in publicity work, has been appointed day program manager.

THE HAL ROACH Happy-Go-Lucky trio, formerly at KFVD, Culver City, has come to KFI, Los Angeles, and has been rechristened the “Corn Huskers,” with a new instrumentalist added.

JACK BALDWIN, pianist at KTU, KFWB and other southern California stations, has moved up to the coast (KVR, San Francisco, and has been placed in charge of the announcing department.

BOB, to Mr. and Mrs. Paul Harman (WLS staff quartet baritone) a daughter, July 29.

JOHN O’HARA, who for the last six years has been an announcer of White Sox baseball games on various Chicago stations, including WGN, has joined WRB, St. Barbara.

DR. GOTTFRED SEEGARD, CBS Chicago music arranger, and Margaret Stafford, of WLS Three Contraltos, were married Aug. 1, in Wilmette, Ill.

BORN, to Mr. and Mrs. Paul Harman (WLS staff quartet baritone) a daughter, July 29.

Tommy Malone, Chicago armless song writer and radio singer, who achieved considerable success with his songs, “Looking at the World Through Rose-Colored Glasses,” “Knee Deep in Daisies” and “Tie Me to Your Apron Strings,” died in the Cook County Hospital, July 22.

NATIVIE GIDDINGS, formerly publicity director for WLW and WSAI, Cincinnati, and later editor of Radio Dial, is now doing radio continuity writing and announcing. At present she is quarter-hour program of WCKY, Covington, Ky., for Malby and Carew, Cincinnati department store, and a weekly talk for Radio Guide.

MISS HELEN SPEARS, of Evanston, Ill., has been added to the Chicago NBC program department staff. She is a graduate of the Chicago Latin School for Girls and the Evanston National College of Education.

JAMES WHIPPLE, of New York, has been added to the Chicago NBC production department staff.

IRMA GLEN, Chicago NBC orygiant, is handling some programs in a week than any other artist on the air. She does 19 commercial programs and five network programs — a total of 37 programs each week.

JACK PLUMELET, announcer at KMED, Medford, Ore., has joined the staff of KROI, San Francisco, in a sales capacity.

BILL GOODWIN is the newest announcer at KJH, Los Angeles. He has been moved over to the KFRC, San Francisco, notably in the Feminine Fancies program.

PAUL RICKENBACHER, studio manager of the WTTW, Chicago, has announced his engagement to Winnie Parker. Miss Parker, known in radio as Winnie, is with NBC studios in San Francisco.

BILL HOGAN and his band, formerly at the Lady Lexington Ballroom and heard over the NBC-KGO network, have gone over to the Frolics, Culver City night club.

FRAK NELSON, announcer and drama man at KFAC, Los Angeles, has been joined the casting staff of KTRK, Hollywood.

NAT VINCENT, co-writer of “When the Bloom is on the Sage” and other programs, has married Miss Charlotte Y. Shirley. He is a staff artist at KGJJ, Los Angeles.

KFCR, San Francisco, has added Ellis Leonard to its staff. Mr. Leonard has been handle theatre dates for the San Francisco Monday Jamboree. The two hour program is heard over the KFCR and personal appearances in small town theatres of the Golden State circuit.

JEAN CAMPBELL CROWE, former program director of KPO, San Francisco, has been given the job of casting and production for the NBC Arts Bureau in hiring talent.

KFCR’s DUD, harmony team, Mr. O’Dea, contralto, and George Nyklebek, organist, have been dropped from the payroll of NBC in San Francisco. All were with KPO when NBC took over that station from Halle and Associations.

MURRAY AND HARRIS, Nora Schiller and possibly Tommy Harris will leave KFRC soon to join NBC in San Francisco.

RITA LANE and Marjorie Young, singer and character delinquer, respectively, are out of NBC in San Francisco.

IN THE CONTROL ROOM

CLARK LONIE, formerly assigned to the television staff of NBC, has been transferred to the transmitter and Willard Aldrich, remote control operator, has been moved to the television staff. WMAG and WADI, Atlanta, have entered the second year of television operation August 25. Western Television Corporation announced.

BORN, to William Anderson, WLS operator, and Mrs. Anderson, a son, July 29.

ED LUDES, sound effects man in the NBC network studios, found himself out as a dramatist recently when he wrote “Mystry at Breakfast,” broadcast the hard-teller hour’s drama Aug. 9.

JOHN G. LETCH, technical supervisor of the NBC affiliate WRC, Philadelphia, has been placed in charge of the engineering department of the WCAU amplifying plant.

MARTIN L. MATHIOT, chief studio engineer for WOR, York, Pa., and Miss Josephine Englert, of Lancaster, Pa., were married on July 21.

HARRY E. LAWRENCE, of the NBC technically staff at Bel Air, Md., and Miss Margaret Holdredge, of Cleveland, were married at Bel Air July 5. The wedding culminated a romance which began while both were attending the same college.

FRED R. THOMAS, Jr., plant manager of KSY, Pittsburgh, is busy engaged in revising and enlarging the control room of the station. Additional program amplifiers, a new monitoring amplifier, interlocking studio controls, and other revisions combine to occupy an entire additional equipment rack in the studio control room.

WADAG, Amarillo, Tex., boasts the youngest licensed broadcast operator in Aubrey Brown, 14 years old, who joined the station as an emergency operator. He has been actively involved in radio since he was 10 years old.

HOWARD C. LUTTGENS, Chicago NBC division engineer, was host to Petrosho Yosho of the Japanese Department of Communication on July 1, and Yoshikiko Takita, chief of the Broadcasting Corporation of Japan, on July 18 and 19 at the studios.

HAROLD JACKSON, NBC engineer, and Edna Cunningham, of the Chicago radio team, were recently married.

REDA STRAUSS, of the Strauss Radio Program Producers and Radio Advertising of Des Moines, Iowa, stopped in Chicago during his tour of the country to discuss radio sound effects with Chief Sound Technician H. G. Asher.

M. O. SMITH, previously with RCA Photophone, has joined the engineering staff of NBC at San Francisco.

A. C. WOOLDRIDGE, formerly with the NBC Radio team, is now an engineer for American Radio News.

G. E. WEBSTER has joined the engineering staff of NBC at Chicago.

NBC Names Advisors For Radio City Studios

AN ADVISORY committee to aid O. B. Hanson, NBC manager of planning and engineering, in designing of the network’s studios in the Radio City unit of Rockefeller Center has been announced by M. H. Ayler, president of National National Amateur Radio Union. The American Radio Relay League, national amateur organization with a membership of nearly 25,000, announced this week with the admission of Finland to the Union. Besides the United States and Canada, the Union has amateur organizations as members in Spain, Italy, Germany, Denmark, Poland, Holland, Sweden, France, Great Britain, Portugal, Belgium, France, South Africa, Finland, Sweden, Switzerland, Australia and the Irish Free State.

FOR SALE

10 KW. AND 5 KW.
BROADCASTING EQUIPMENT
Formerly Used By:

STATION WHAS—Ten kilowatt RCA Type 1010-A transmitter complete with speech input.

STATION KSL—Five kilowatt RCA Type 5-A transmitter complete.

AVAILABLE AT SACRIFICE PRICES

For Full Information Write

GRAYBAR ELECTRIC CO., Graybar Bldg., N. Y. C.

Page 18

BROADCASTING • August 15, 1932

“Hams” the World Over

TWENTY countries, representing a membership of nearly 50,000 amateurs, comprise the National Amateur Radio Union. The American Radio Relay League, national amateur organization with a membership of nearly 25,000, announced this week with the admission of Finland to the Union. Besides the United States and Canada, the Union has amateur organizations as members in Spain, Italy, Germany, Denmark, Poland, Holland, Sweden, Great Britain, Portugal, Belgium, France, South Africa, Finland, Sweden, Switzerland, Australia and the Irish Free State.
The Business of Broadcasting

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

STATION ACCOUNTS

KMOX, St. Louis, has just broken through to an industry leading radio advertising sponsored by the Association of Independent Companies by signing W. H. W. & Son Co., whose stores for daily broadcasts, six days a week, have maintained a high level of business, with a jump in sales was reported after the first broadcast. The agreement of the first broker has run eight more years to run.

EMIGRANT INDUSTRIAL SAVINGS BANE, New York, through N. W. A. & Sons, has contracted for a thirteen-week semi-weekly series on WOR, Newark, Prudential & Company, Inc., (shapatoes) have also signed for a thirteen-week semi-weekly series. New Howard, N. Y., has been effective, with sales of $10.00, as has also been signed with the Baltimore News, Heatr paper, carrying its "Globe Trotter" news flashes.

POLITICAL accounts took considerable time over WHAS, Louisville, in recent weeks, and the Lawmakers, Barkley and his opponent for the Democratic nomination, George B. Magoffin, have brought on a new account for Congress, leading the array of politicians buying time.

ACCOUNTS reported by KJFJ, Omaha, have added Crystal Co., Mineral Wells, Tex., (mineral water); Medicinal Oil Co., Fort Worth, Tex., (medicine); and Joelle Products Corp., Fort Worth, (medicines).

NATIONAL STUDIOS, Kansas City (photography) has taken time over WDAF, Kansas City, and reports that it is also handling the Bisquick account and the insecticide account of the 

American Tobacco Co., New York (Lynch & Slesinger, Inc., on Sept. 16, 1932, renewed its "Lucky Strike" hour over NBC-WEB network, except WJZ, (Cleveland) and WOR, New York. The account over Northeastern, Southeast and South, the NBC network (except KYW but with WEP added) and over NBC-KPO network, with KLA, KSL, KGU, KFSD and KTHV added, Saturday, 10-11 p.m. EST. On Sept. 27 the Tuesday night presentation, with police dramatizations, will be re-arranged over previously the same network. Lord & Thomas, New York, handles the account.

AMERICAN KITCHEN PRODUCTS Co., New York (Stereo bowen's), adds the NBC-WEAF and supplementary New York program to 9:30 p.m. EST. W. H. A. & Sons, New York, places the account.

NEW YORK accounts by NBC announce that Blanche 

"AL AND MONNIE," a series on boys in their teen's with a drug store soda fountain as a locale, has been started on WGY, Long Beach, Cal., under the sponsorship of Almon's, with a new feature added. The series will be carried in the California market and soon be launched nationally.

NEW NATIONAL accounts reported by NBC, that the Metropolitan Chemical Co., Rumford, R. I. (baking powder) two-10-minute programs were made last week on WOR, through Mr. Bowden through Atheron-Courier, New York; Popsicle, Inc., New York, (coke). and Osborn, Inc., New York, (tobacco) have added daily, weekly, by Scott Howe Bowden, through Samuel H. Guthrie, New York, (tobacco) Eastern Oil Co., New York (oil) daily 5-minute road report, through J. W. Thompson, New York.

PROSPECTS

RCA VICTOR Co., Inc., Camden, N. J., (radio sets, phonograph records, combination sets) makes up its lists during August, using radio as well as other methods of advertising. Lord & Thomas, New York, handles the account.


TASTEYEST, Inc., Trenton, N. J., on Aug. 29, renew its "Tasteiest -ers" program over a selected NBC-WEAF network, Sunday, 10:15-10:30 p.m. EST. Stack, Goble Advertising Agency, New York, handles the account.

GENERAL ELECTRIC Co., New York, on Sept. 15 begins the "GE Circle," featuring operatic and concert programs over the NBC-WEAF and supplementary New York program. A. S. Poultney, New York, places the account.


THE GRISWOLD-ESHELMAN Co., 2700 Terminal Tower, Cleveland, handles radio accounts of Metropolitan Paving Brick Co.; Building Arts Exhibit, Inc.

LAWRENCE C. GUMMREICH Agency, 9 East 41st St., New York, places radio advertising for; Frisottia; Goodell Worst Co.; Norwich Pharmacal Co.

WALTER J. DAVIS, promotion manager for the WNYC, New York, operator of WMJY, and WMJY, has announced the appointment of J. A. Frame, Inc., as advertising representative for the station. This appointment, effective Aug. 18, 1932, means the opening of personal contact between WMJY and the clients of the station, according to the agreement.


R. F. Milne is radio representative.

AOGGLE MOSS, Inc., 420 Lexington Ave., New York, places radio advertising for; Slade's; Zang's; and other clients.


R. F. Milne is radio representative.

PROSPECTS

www.americanradiohistory.com Page 19
OPEN FOR CONTRACT—PEAK TIME

on the Nation's Capital Station

WMAL

Most favorable time is now available for national advertisers because WMAL will shortly sever its affiliation with CBS.

WMAL COVERS THOROUGHLY ONE OF THE MOST WEALTHY MARKETS IN AMERICA

A stable market whose high purchasing power is as severely affected by the Depression as have most other consumers.

—A market in which it has brought consistent sales results to its national and local advertisers.

33 1/3 and 78 RPM

Western Electric Turntables

Page 20

Copyright Parleys Reopen

(Continued from page 5)

money realized from its use. At this writing we have discussed this plan and asked for frank comment on it, it has been heartily endorsed.

The plan is to place the greatest cost for the use of music upon those who make the other cost. If they will include it, and to make the cost proportional less, the record dealers who make a lesser use ** * *.

“If the price we propose to charge is consistent with the value or in disproportionate relation to the amount realized by the user of the record, when he results in its use, then we are all wrong. If, on the other hand, the price is reasonable in view of the value given, then it is for the record dealer to decide whether he will avail himself of the service or will secure his music from the public domain, in which it is in a tremendous supply of the very finest quality, available for his free and unrestricted use.

“Your suggestion that it should take a period of ‘approximately two years to work out a definite principle of satisfactory to the Society and the broadcasters’ is not acceptable to us. **

Aid to Small Stations

“THE PLAN we propose substantially reduces the fees to be paid by the stations which derive the least gross revenue from the use of music. In the intermediate class of stations, it should substantially reduce the rates paid as for the largest stations—which derive the greatest gross revenue of all—from unmodified or modified music—the rates are very substantially increased. In the case of key stations on networks, the cost charged to them is always a reduction to a network broadcast, as to that particular program, for network in the society.

“Obviously, the result of applying this plan is to greatly increase costs for the key stations of the network. We have found this plan satisfactory to the Society. And equally obviously, if some formula which will result in a reduction of the cost over all the stations can be continued in effect, such a plan would for good business reasons receive the support of key stations.

“We shall be very glad indeed to conduct further negotiations with your committee, but inasmuch as for more than a year the Society has been engaged in almost an continuous effort to secure from the Copyright owners a solution of the question which they would approve, and inasmuch as neither your committee nor your association is empowered to commit any of its members, or inasmuch as a great many of the broadcasting stations do not hold memberships in your association, there must be some definite decision to the end that all concerned may proceed to the knowledge of what their future commitments shall be in regard to the use of copyrighted music.

This committee may know in advance of further negotiations just exactly what we have in mind, let me state that the following with the license of this Society will be avail-

BROADCASTING August 15, 1932
KMOX
ST. LOUIS
50,000 watts

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

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

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

KMOX
- Maintains the finest network program standard of the Columbia Broadcasting System, insuring for its audience the best radio entertainment and special broadcasts.

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

First Department Store to Use Radio in St. Louis Uses KMOX

Nugents, first of St. Louis’ leading Department Stores to break from the agreement of St. Louis Retailers who, for the past seven years, have banned Radio as an advertising medium, is heard over KMOX every morning at ten thirty.

Nugents programs known as “Nugent’s Musical Store News.” are conducted by Sally Walker, whose friendly chats about special shopping values are interspersed with lively music. Nugents report large increased sales for the items Miss Walker recommends, and many departments are obtaining results they were unable to secure through other media.

Nugents selected KMOX because of the intense local interest which KMOX enjoys, and because of its complete coverage of the St. Louis trading area, extending upwards of 200 miles in all directions.

THE VOICE OF ST. LOUIS, INC.

OPERATING
KMOX
50,000 Watts • 1090 Kilocycles • 275.1 Meters

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

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

August 15, 1932 • BROADCASTING
Getting Banks on the Air

(Continued from page 7)

lar medium, has been adapted to the other forms of advertising as well as employed in the commercial announcement of the radio program. In addition, these other forms of advertising carry special appeals and recommendations to the listeners and speeches of the program, to build an audience for it. For the first month of the program, special newspaper advertisements, featuring the various speakers and urging people to listen to the program, were run on the radio pages of the newspapers.

The radio talks of the various speakers have been repeated in order form for distribution to the public through our branches. The radio program carries a statement that these talks can be secured from any of the bank's branches. From ten to fifty thousand fliers of each address have been distributed in this way.

Some Results

DOUBTLESS, after this rather lenient in the details of the Bank of America's advertising program, you would be interested to know of the results which we can attest in the radio program. We have demonstrated our ability to deliver a lengthy message which ten to fifty thousand listeners fully and completely than could be done in other forms of advertising. But the greatest result of all has been the development of a spirit of healthy cooperation and the determination upon the part of California banks to see the depression through. This cooperation is evidenced on all sides. The newspapers of the state, almost as a unit, have responded with editorials and support of the goal of this movement. The branches of California, Bank of America, are in 11,268 California stores. We have had numerous instances of people bringing in sums ranging from $100 to $20,000 in currency for deposit with us and what is more remarkable, they have told us that their action has been prompted by our newspaper campaign or by our radio program. Our bankers have related to us similar experiences of their own. Promoted by our advertising.

Others Join Movement

HERE IS the first of the series of advertisements run by Hale Brothers, California's pioneer department stores, which read: "We agree with the Bank of America and we are doing something about it. Mr. Reuben Hale, president of the corporation, advises us that Hale Brothers intend to do their part—put men to work by remodeling their entire store at this time, rather than to wait until conditions become more settled. This is one concrete instance of which we happen to know; how many others there may be, we have no way of ascertaining." Many of you doubtless attended the "Back to Good Times Lunchen- zon," held here in this hotel in Los Angeles and in the Palace Hotel, San Francisco, and made one by radio. Held on May 16 in response to the official proclamation of the governor of California, sponsored by civic organizations in both cities, it really marked the climax of Bank of America's campaign.

This luncheon stands out in California history. It was the first time on record that two rival city chains joined hands over five hundred miles of desert, fertile valleys and mountain ranges through the medium of this uncanny thing we know as radio.

Building Up Spirit

ONE O'CLOCK is the hour set for the 16th of each month, the time when all California banks, whether large or small, will join their voices in a familiar salutation to the public. It is the hour set.

Words have been used to give support to the bank's programs. Other bankers and civic leaders will find these radio programs of value, for the programs are inspirational. Their messages will be broadcast from the Crosley studios marked passing.

"California, Here We Come," played by the San Francisco Shrine Band. A second pause will then—"My Fellow Californian-ans." We recognize the familiar salvation of our favorite governor, Band, exchange of felicita- tions between George L. Eastman, representing Southern California, and Marshal Hale, speaking for the North, both of whom are humorous and inspirational in their character, even some wise-cracking—make a musical and California's Back To Good Times Luncheon.

What have we gotten out of it? A better feeling between sister cities, a determination not to do the job ahead.

"Whistling to keep up our courage," you ask. Perhaps. No time for wisecracks, no time to make of us a nation of elders, in sack cloth and ashes, waiting in hopeful melancholy for the coming of judgment? For my part, I thank heaven for a people that can whistle at adversity and wisecrack at their own misfortune.

Will mere words turn the distress? Who so bold as to deny the power that is being exerted through the ether into a hundred thousand homes; honest words that breathe a new hope of better things? Will words win the hearts and the minds of those who are feeling in danger of the great depression?

Search all recorded history, you will find no words of greater des-tiny than these:

"This is my commandment, that ye love one another, as I have loved you. Greater love hath no man than this, that a man lay down his life for his friends."

When a little band of devoted followers—no radio, no newspapers, no billboards—they have nothing to go by. Thirty-one mere words—they epitomized a religion—they changed the course of mankind!

TWO YOUTHS, Robert Broom- field and Vern Conners, were arrested this month in Anderson, Ind., on charges of attempting to defraud America's banks by operating a false radio log advertising scheme. The two are also wanted for a similar activity in Bay City, Mich.

Publishers Agree To Disk Tax Plan

THE Music Publishers Protective Association has agreed to take full legal responsibility for use of music on disks by advertising agencies and their clients providing only recording laboratories which are approved by the publishers are employed.

The plan is contained in a letter addressed to John Benson, president of the American Association of Advertising Agencies, the music publishers. Two other provisions hinge on the agreement: (1) that duplicate copies of all disk orders be filed with the M.P.A.A. and (2) that the A.A.A.A. assist the music publishers in collection of fees from National Radio Advertising, Inc., now in the hands of receivers.

The controversy over the manner of collecting the fee for disk manufacture has been going on for some time. The advertising agencies have been obligated to the manufacturers but have contended that the collection should be made from the recording laboratories so that the former would be in a better position to pay for unauthorized use of copyright music.

This plan will henceforth be followed providing the terms are accepted by the A.A.A.A. Whenever a recording laboratory fails to pay the holding fees, the music publishers association will put it on a black list and notify the agencies concerned, which in turn must pass the information along to its members.

WLS Sponsoring Third Excursion for Listeners

SO SUCCESSFUL have been the "boat shows" over WLS, Chicago, that the station has arranged to conduct another one-day trip on a Lask-Millard excursion train for Aug. 16. The excursions have been promoted and sold to listeners by the station independently, and the reaction of the cach trip personal appearances of several WLS headliners. Response has been so great as to necessitate the addition of another trip. The excursions were in late July and on Aug. 2.

This is the second attraction of a similar nature promoted by WLS. The Saturday Night Barn Dance at the Eighth Street theater is drawing a paying audience.

Government Station Uses Advertising in Bangkok

SIAM recently introduced advertising into the programs of the government-owned station at Bangkok, according to advice of the Department of Commerce. The change in policy is said to have the backing of the Department of Commerce. U.S. interest in the south. There are about 13,000 receiving sets in Siam. Chinese and English, as well as Siamese, are carried on station.

The young king of Siam during his visit to the United States last month, while interested in the American radio system and made several addresses via radio. He took several receiving sets home with him.

MODERNIZED

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Latest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

KMBC of KANSAS CITY

BROADCASTING • August 15, 1932
Opposes Widening Broadcast Band
(Continued from page 9)

For cities such as Los Angeles, Boston and Cleveland, there is a constant stream of new applications.

If 30 additional low frequencies become available, they would never be required by Mexico and Cuba, but a few of them could be used. The balance would be turned loose for the establishment of additional facilities within the United States. And it is illusory to imagine that Mexico could be contended with these new frequencies rather than frequencies within the present broadcasting band, 550-1500 kc. Mexicans would not be the more willing to buy new apparatus or new attachments for their existing receiving sets. Moreover, the lower frequencies being less useful in areas where static prevails, would not be acceptable to Mexico.

We should be compelled to shift some of our own stations into the new low frequencies in negotiation with any of our sister countries on this continent.

Results of Crowding

THE EXPERIENCES of American broadcasters have not been pleasant. From 1926 until the Radio Commission was established, and even for some time after the establishment of that Commission, there was a rush into the broadcasting business that paralleled the rush to the Yukon. From all walks of life soul with all degrees of lack of experience and lack of business judgment men rushed to this enterprise, to make fabulous wealth.

The results have been: inordinate competition between stations in the same locality, unsatisfactory conditions of program competition, fighting over listener interest, ridiculous claims of coverage and popularity, lack of standards of ethics, concentration of facilities and undue stimulation of the demands of special interests.

The financial returns of broadcasting have frequently been disproportionate to the character of service rendered so that the industry has been subject to the most vicious and unwarranted attacks. The current depression may some day be regarded as the saving of the broadcasting business, because it has pulled short the scramble period of broadcast development. It has compelled a measure of cooperation among stations, an elevation of standards and a definition of coverage. It may bring about a substantial base upon which broadcasting can pass into the classification of a sound enterprise based upon reasonable anticipation of revenue.

More Security Foreseen

WE ARE entering into the period when broadcasting stations are to become safer from attack, when there are to be fewer hearings, less moving of stations from unprofitable areas into cities, there only to compete with existing services that are sometimes having difficulty. Possibly the most important recent development has been the end of the so-called "general realization" because of certain decisions of the courts, and the impracticability of making such general reallocations from a technical

Face to face with listeners...
on equal terms!

"As friends should ever be"

In a recent issue, "Radio Guide," in reviewing the booklet "Behind the Scenes at WLS," says: "On the other side of the ledger we have entered the little pamphlet entitled 'Behind the Scenes at WLS.' Every page seems to breathe the spirit of WLS, that informal, cheery, 'make yourself at home' spirit that has made the station so popular in the middle west. It seems that everything that comes from WLS is characteristic of the station. And the reason is this: the personnel of WLS, from the owner down to the publicity director, are just 'folks.' They're not trying to reform their listeners; they have no brief with the world as it is; they're not high-brow; they have no purpose except to entertain and to instruct only when instruction is wanted. WLS never finds it necessary to come down to its audience, nor does it seek to lift its audience to a higher plane.

The station and its listeners stand face to face, on equal terms, as friends should ever be."

This sincere tribute portrays better than anything we could say the character of WLS and the program standards we are endeavoring to maintain. We feel it explains, in part, our vast listening audience and their ready response to WLS advertisers.

WLS
The Prairie Farmer Station
Burridge D. Butler, Pres.  Glenn Snyder, Mgr.
Main Studios and Office:  1230 W. Washington Blvd., Chicago, Ill.
50,000 WATTS  870 KILOCYCLES

Clear Channel

50,000 Watts
870 Kilocycles

August 15, 1932 • Broadcasting
Madrid Delegates Named
(Continued from page 9)
ment of the economy measures, but he then notified the President that he could not afford to attend the conference. Undersecretary of State William R. Castle, Jr. also rejected an appointment.

Judge Sykes—a Democrat—was named as a result of the resignation of Maj. Gen. Charles McK.Saltzman as chairman of the Commission last month. His long experience on the Commission, it is felt, will prove invaluable to the American delegation, particularly with regard to the expected controversy on widening of the broadcast band, favored by the NAB. Louis G. Caldwell, attorney, and chairman of the NAB international broadcasting committee, is now in Europe and will attend the Madrid sessions representing the organized broadcasters.

Jolliffe's Name Surprising
Dr. Jolliffe's appointment as a member of the delegation was unexpected. It had been assumed that he would be the chief technical advisor, rather than a delegate. He has an "open mind" on the question of enlargement of the broadcast band, and his expert knowledge of allocation engineering and of the vicissitudes of existing North American broadcasting conditions likewise are considered advantages from the broadcaster's point of view.

Mr. Lichtenstein was appointed as a telegraph rather than radio member of the delegation. He is an amateur expert on code and cipher. His appointment, along with that of Maj. William F. Friedman, cryptanalyst and head of the code and cipher section of the Army Signal Corps, as an advisor, is a clear indication that the State Department expects the Madrid conference to become a combined radio and telegraph conference.

Conference Merger Seen
THE FIRST order of business of the Madrid meeting will be to determine whether the International Radio Conference will combine its sessions with those of the International Telegraph Conference, which meets concurrently in the same city. Early this year at the preparatory sessions, certain wire communications companies opposed combining the sessions because they did not wish to be subjected to the terms of an international treaty covering all communications, both wire and wireless as unquestionably would develop from such a joint session.

Named as technical advisors to the American delegation are Dr. Irvin Stewart, State Department; Lieut. Comdr. E. M. Webster, Coast Guard; Maj. Friedman and Lt. Wesley T. Guest, Army; Lieut. Comdr. J. R. Redman, Navy; Dr. J. H. Dellingcr, Bureau of Standards; H. J. Walls, Airways Division, Department of Commerce, and Gerald C. Gross, Radio Commission.

Richard Southgate, acting chief of the Division of International Conferences, State Department, was named secretary general; Hugh Millard, second secretary of the American Embassy at Madrid, secretary, and R. Allen Haden, foreign service officer, State Department, assistant secretary. In addition translators and interpreters and clerks were appointed.

34 Private Delegates
BESIDES the official delegations, invitations were extended by the Spanish Government to a score of private communications organizations to send representatives. Altogether, 34 such representatives, practically all of them well-versed in radio, have been named by these organizations.

The American delegation sails for Europe Aug. 1 aboard the S. S. Roosevelt from New York. Practically all of the representatives of private organizations plan to sail on the same vessel. A final meeting of the American preparatory committee was held at the Cognac Union offices Aug. 5.

While many proposals for revision of the existing international convention are on the agenda, affecting practically all phases of radio communication, only that dealing with enlargement of the broadcasting band, submitted by the International Broadcasting Union, of Europe, is of major interest to broadcasters. The United States delegation, is said, will go to the conference un instructed and with an "open mind," on this important issue, but will be drawn into the discussions, not only as a result of the U. I. R. proposal, but due to the fact that other North American delegations doubtless will foster the widening plan.

The private organizations to be represented at the conference and their representatives are:

Aeronautical Radio, Inc. — Paul Goldsborough.
American Radio News Corp.—W. G. Finch.
American Steamship Owners Ass'n — Robert P. Hand, Harold L. Cynnell.
American Telephone and Telegraph Co. — Eugene S. Wilson, Herbert E. Shreeve, Lloyd Espenschied, Laurens E. Whittemore.
Associated Telephone and Telegraph Co. — Milton M. Price, Michael Schwartz.
Columbia Broadcasting System — Lawrence W. Lowman.
Globe Wireless, Ltd. — Ralph M. Heints.
Representatives of affiliates of International Telephone and Telegraph Co. —
(a) For All America Cables and Commercial Cables, John Goldhammer and Morgan Hissell; (b) for Mackay Radio and Telegraph Co., A. Y. Tuel and Harden Pratt; Mutual Telephone Co.—F. G. Hummel.
National Association of Broadcasters—Louis G. Caldwell.
National Committee on Education by Radio—Dr. Charles L. H. Pierson.
Radio Corporation of America—Colonel Samuel Reber.
RCA Communications, Inc.—Colonel Samuel Reber, Lloyd A. Briggs, W. A. Winterbottom.
Radiomatic Corporation of America—Charles J. Pannill.
Tropical Radio Telegraph Co.—William C. Beazley.

One Reason Why WOR IS FAVORED BY NATIONAL ADVERTISERS

▼ Norwich Pharmacal Company, for their product Unguentine, broadcast a fifteen-minute program of thirteen weeks using outstanding stations in over twenty cities.

▼ WOR produced the lowest cost per inquiry with 29,600 letters in the last four weeks of the campaign, 13.8 cents per inquiry!

Similar results are the regular experience of WOR advertisers.

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

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK • NEW JERSEY
New York Office: 1440 BROADWAY • New York City

Page 24 • BROADCASTING • August 15, 1932

www.americanradiohistory.com
The New Velocity Microphone
(Continued from page 10)

The diaphragm. Because the Velocity Microphone is a velocity-actuated device—does not utilize a diaphragm—it is subject to none of these undesirable phenomena. As a result its frequency response is a flat curve, and its reproduction is more natural than that of any microphone yet devised.

Directional Characteristic

THE INTENSIVE study of studio technique which many stations are making has made the directional characteristics of the microphones used of considerable importance. This results from the fact that this characteristic has two important effects. It determines, first, the placing of the artists, and second, the amount of reverberation picked up by the microphones. All previous types of microphones were very unsatisfactory in this respect. The condenser microphone, as well as more recently developed microphones in which the diaphragm supports an additional moving element, are entirely non-directional. Up to 2,000 cycles, while at higher frequencies they become very directional. This is due to the fact that these microphones are pressure-operated—it is a phenomena typical of all microphones using a diaphragm. Such microphones is, in fact, more undesirable than a pure non-directional characteristic throughout the entire range. In general, excess reverberation occurs at the lower frequencies due to the fact that the absorption characteristics of most material used in reducing reverberation are less efficient at the lower frequencies. Using a microphone which is non-directional at the low frequencies and directional at the higher frequencies means that the excess low-frequency reverberation will be further accentuated. This means that the amount of direct sound pickup must be relatively great in order to keep it well above the level of the reverberated pick-up. This is contrary to the artists about the microphone and—because of the sharp beam of such microphones at the higher frequencies—requires direction of the microphones on the point of action.

Aid to Artists

THE VELOCITY Microphone is particularly good in this respect. It has a marked directional characteristic which is entirely independent of frequency. Due to this characteristic the energy response of the Velocity Microphone to generally reflected sound is only one-third that of non-directional microphones and other pressure-operated types. This has a very important effect on the distance at which artists may be placed from the microphone. The maximum satisfactory distance is determined by the allowable reverberation. Reverberation is the ratio of the generally reflected to the direct sound. The generally reflected sound is usually independent of the positions of source and microphone. As noted above the Velocity Microphone reduces this by a factor of three. The direct sound varies inversely as the square of the distance, hence with this microphone the artists may be placed 58 or 1.7 times further away than previous types of microphones. This advantage may be utilized in other ways. For instance, if the spacing of microphones and artists is kept the same, much less damping or absorbing materials need be used on the walls and ceiling in order to obtain such results previously obtained with other types. Moreover, the amount of reverberation can be adjusted as desired by turning the microphone at a slight angle to the source. This can be done with the Velocity Microphone where it could not with previous types of microphones, because it does not, like these latter, discriminate against the high frequencies when so used.

The directional characteristics of this new microphone may also be used to advantage in eliminating unwanted noises. Illustrative of this is the fact that a shout at the side of it will be less audible than a whisper in front of it. Thus interfering noises filtering through a door or window—that of an audience in the studio—may be eliminated by placing the microphone so that its dead side is toward the source of such sounds.

Bi-Directionalism

ANOTHER feature not before mentioned is the bi-directionalism of the Velocity Microphone. The construction, which is open both in front and back, allows pick-up equally in both directions. As a result artists may be placed equal-

(Continued on page 26)
New Velocity “Mike”
(Continued from page 25)

ly both in front and in back of this microphone. Thus it may be used to pick up programs in which twice as many artists participate. The ratio of the space available as compared to that formerly available is in fact about more than two to one for artists may be placed further away from the microphone and also—since the directional characteristic does not discriminate against any frequencies—they may be placed far around to the side by properly considering the attenuation at such angles. This two-directional effect also allows an announcer or orchestra leader to speak into the microphone without interposing himself between the microphone and the orchestra.

The Velocity Microphone does not require a built-in or closely linked amplifier. Its output may be fed to an amplifier located several hundred feet away in the control room. Moreover, mixing of the outputs of these microphones is entirely practical. Such a low-level switching arrangement reduces the number of amplifiers required with consequent economies in speech input cost. Since it requires no field or polarizing supply, the connections from microphone to control room are extremely simple—only a two-wire cable being required. The unit itself is relatively light. It may be quickly and easily removed from the stand and carried to another position. As the unit has mounted on it a receptacle into which the cable plug fits, it is unnecessary to drag the cable around with the unit.

The Velocity Microphone is a radically new kind of microphone entirely different in principle and construction from all previous types. The improvements in studio pick-up which it makes possible, its increased fidelity, and the convenience with which it may be used seem to justify the assertion that it will soon replace former types of microphones in all progressive broadcast stations.

Radio and Movies
As A FIRST step in his program of bringing radio and movies into closer alignment, M. H. Aylesworth, president of NBC and RKO, has arranged for a new RKO series over the NBC-WEAF network, “The Phantom of Crestwood,” starting Friday, Aug. 26, at 10:30 p.m., EDT. Program is a mystery serial soon to be produced by Radio Pictures, but first to be heard in a series of six weekly instalments, culminating in 100 cash prizes totaling $6,000 offered the radio audience for the best solution.

Radio in Porto Rico
PORTO RICO, served by WKAQ, San Juan, now operating on 890 kc., but seeking a switch to 920 kc., has about 15,000 radio sets in use, reports J. R. McKey, U. S. Trade Commissioner at San Juan, to the Department of Commerce. The population of this American territory is given in the 1930 census as 1,543,193. Station WKAQ, first in the Caribbean area, is installing modern new equipment.

Let Us Help You
control sound and beautify your studio

WITHOUT obligation one of our USG Sound Control Engineers will gladly consult with you on any problem in studio acoustics. Our vast experience in this field and our complete line of materials for acoustical correction and insulating against disturbing noises enables us to solve your problem. Special attention is given to studio design.

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

WBRC, WNAC, WBBM, WDO, KYW, WJPS, WOR, WORQ, WBBM, WMQ, WBBM, NBC (Chicago and New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, W CO, WMCA, KGQ, KWK, KMOX, KXL, WBZ, WWVA, WTAG, WCAO.

Please write to us for further information or for an appointment with a USG Engineer. We will gladly study your acoustical problems and make recommendations for the attainment of definite, predetermined results. Address the United States Gypsum Co., Dept. B-8, 300 W. Adams St., Chicago.
Why Advertisers choose and renew on WKRC

WKRC is a basic station of the Columbia Broadcasting System. This fact in itself assures the advertiser of a large and responsive listener audience, as the Columbia Network was voted the most popular in every poll. This popularity could be maintained by carrying Columbia commercial programs only, but it is a WKRC policy to carry many of Columbia's famous sustaining programs as well. WKRC broadcasts many more network features than any other station heard in Cincinnati.

WKRC operates on a full 19-hour schedule. Listeners know they can turn on the station in the morning and be assured of the finest programs on the air throughout the day and night.

WKRC is located at the top of the dial (550 Kilocycles). This is a preferred position, proven by tests. Reception from stations on low frequencies is freer from interference and distortion.

WKRC has the finest of technical equipment. The new 106-B Western Electric transmitter guarantees as nearly perfect 100% modulation as it is possible to obtain. To supplement the other new equipment, the station recently installed 78 and 33 1/3 Western Electric turntables.

WKRC employees know that the station is dependent on operating revenue from advertisers. They know this will not continue unless the advertiser is pleased with the results. For that reason, you will find every WKRC employee ready and willing to cooperate at all times for the furtherance of the advertisers' interests which in reality are their interests.
Applications...  

**AUGUST 2**
WSMB, New Orleans—Institute automatic frequency control (resubmitted).  
WITI, Milwaukee, Wis.—Extend license to cover CP issued 4-1-33 to August 10, 1932.  
KOMO, Seattle, Wash.—Extend license to cover CP granted in 4-1-32 to August 2, 1932.  
WPXJ, Portland, Ore.—License to cover CP issued 11-10-31 extended to August 2, 1932.  
KOMN, Miss.—Extend license to CP issued 11-10-31 extended to August 2, 1932.

**AUGUST 4**
WRC, Washington, D. C.—License to cover CP granted 4-28-32 for changes in equipment.
WEBQ, Hackensack, N. J.—Voluntary assignment of license to WRDC, Hackensack, N. J.  
KTVL, Seattle—License to cover CP granted 4-8-32 for changes in equipment.
KPQ, Prescott, Ariz.—Voluntary assignment of license to M. B. Scott and Edward C. Sturm, doing business as Scott & Sturm.

**AUGUST 5**
WMIL, Milwaukee, Wis.—Install automatic frequency control equipment.
WBEN, Buffalo—Direct measurement of antenna power in Buffalo.
WBEN, Buffalo—License to cover CP for changes in equipment.
KIDW, Lamar, Colo.—License to cover CP granted 5-30-32 for a new station on 1420 kHz.  

**AUGUST 7**
WHAS, Louisville—Extend completion date of CP for 10-19-32 to 9-1-32.
KPO, Green Bay, Wis.—The Green Bay News-Filmco for CP, amended to request 500 kw., 250 w., 500 w., 1 kw., limited time.

**AUGUST 8**
New, LaGrange, Ga.—Allen Wright Marshall, Jr., Allen Wright Maxwell, Sr., and Aaron Malcom for CP on 1500 kHz amended to request specified hours.
KLO, Ogden, Utah—License to cover CP granted 3-16-32 for changes in equipment.
KTRC, Texarkana, Tex.—To consolidate KTLC with KXYZ and change from 1290 to 1500 kw., unlimited time.

**AUGUST 10**
WKBQ, Springfield, Va.—Modification of CP requesting different transmitter location (local change).  
NEW, Jacksonville, Fla.—Peoples Broadcasting Corp. for CP amended to request 1570 kw., 160 w., D., instead of 1250 kw., 100 w., unlimited; still requests the facilities of WMBR, Tampa, Fla.  
KWCR, Cedar rapids, Ia.—CP to make changes in equipment and increase power from 100 kw. to 1000 kw. night, 250 kw. day, resubmitted without amendment.

**AUGUST 12**
WFAS, white plains, N. Y.—License to cover CP for change in location and changes in equipment.
KCON, Los Angeles, Calif.—Extend completion date of CP for 25 kw. power to 12-17-32.
WMC, Memphis, Tenn.—License to cover CP 4-12-32 for auxiliary transmitter.
KFWQ, Newport News, Va.—License to cover CP issued 11-1-31 for 25 kw. power.
NEW, Intermountain Broadcasting Corp., Ogden, Utah.—License to cover CP granted 12-16-31 for changes in equipment.
KQXG, Ogden, Utah—License to cover CP granted 5-20-31 for changes in equipment.

**Decisions...**

**AUGUST 7**
WDEV, Waterbury, Vt.—Granted CP to change frequency from 1420 to 550 kc.; increase power from 500 kw. to 1000 kw.; changed operating hours to cover installation of new equipment.
KLL, Bend, Oreg.—Granted CP to move transmitter locally in Knoxville and install new transmitter. Temporary authority granted to extend modified CP to extend completion date to August 25.  
WODD, Grand Rapids, Mich.—Granted modification of CP to extend expiration date.
WIP, Philadelphia—Granted consent to voluntary assignment of license.

**AUGUST 8**
WJBG, Glenside, Pa.—Granted license covering installation of new equipment and moving of studio from Elkira Park to Glenside, Pa.; 930 kw., 250 w., D.
KRAM, Baltimore, Md.—Granted CP to increase power from 50 kw. to 55 kw., for change in transmitter.

**AUGUST 9**
WKAG, San Juan, Porto Rico.—License to cover CP granted June 10, 1932, to change in frequency and power from 850 kw., 250 w., 1240 kw., 1 kw., and changes in equipment.
WJMS, Ironwood, Mich.—Voluntary assignment of license to WHJMS, Inc.  
NEW, Cincinnati—The Building Industries Exhibit, Inc.—Modification of CP.
KRMD, Shreveport, La.—Voluntary assignment of CP 4-1-32 to Radio Station KRMD, Inc.; also license to cover CP granted.
KQR, Milwaukee, Wis.—Modification of CP issued 4-1-32 to extend the completion date to 7-15-32.
KTFI, Twin Falls, Idaho—Modification of license to increase power from 500 kw. to 500 kw. night. 1 kw. day. requests facilities of KGKL, Lewiston, Idaho.

**AUGUST 10**
WFKS, White Plains, N. Y.—License to cover CP for change in location and changes in equipment.
KCON, Los Angeles, Calif.—Extend completion date of CP for 25 kw. power to 12-17-32.
WMC, Memphis, Tenn.—License to cover CP 4-12-32 for auxiliary transmitter.
KFWQ, Newport News, Va.—License to cover CP issued 11-1-31 for 25 kw. power.
NEW, Intermountain Broadcasting Corp., Ogden, Utah.—License to cover CP granted 12-16-31 for changes in equipment.
KQXG, Ogden, Utah—License to cover CP granted 5-20-31 for changes in equipment.

**AUGUST 11**
WPSI, white plains, N. Y.—License to cover CP for changes in location and changes in equipment.
KCON, Los Angeles, Calif.—Extend completion date of CP for 25 kw. power to 12-17-32.
WMC, Memphis, Tenn.—License to cover CP 4-12-32 for auxiliary transmitter.
KFWQ, Newport News, Va.—License to cover CP issued 11-1-31 for 25 kw. power.
NEW, Intermountain Broadcasting Corp., Ogden, Utah.—License to cover CP granted 12-16-31 for changes in equipment.

**AUGUST 12**
KDKA, Pittsburgh—Granted renewal of license for auxiliary transmitter.
NEW, Grand Rapids, Mich.—Granted consent to voluntary assignment of license to KFIO, Inc.
WSAI, Cincinnati—Granted authority to install automatic frequency control equipment.
KFF, Oklahoma City, Okla.—Granted authority to relocate transmitter to exceed 50 kw. power.
WCGU, Brooklyn—Granted CP to move transmitter from Jersey City to Long Island. No. Y.  

**AUGUST 21**
KGIX, Kansas City, Mo.—Renewal of license; WFTW, Hopkinsville, Ky.—Renewal of license; WTV, Providence, R. I.—Requests CP to move transmitter to Mass.; NEW, Kansas City, Mo.—Granted license covering installation of new equipment and removal of experimental clause in regard to night power; 1300 kw., 1 kw., unlimited time.
WBFL, Columbus, Ga.—Granted license covering changes in frequency from 1500 to 1500 kw., unlimited time.
NEW, Harrisburg, Pa.—Granted license covering installation of new equipment, 950 kw., 1 kw., unlimited time.
WLS, Chicago—Granted modification of license to use auxiliary transmitter of WENB-WBEN at same location as WENB.

**AUGUST 22**
WFOR, Baltimore, Md.—Granted license covering installation of new equipment and removal of experimental clause in regard to night power; 1300 kw., 1 kw., unlimited time.

**AUGUST 25**
KFWQ, Newport News, Va.—Granted authority to install automatic frequency control equipment.  
KRMK, Shreveport, La.—Granted authority to make technical changes in installation of formal application for assignment of CP and application for license for covering new station at same location in making changes in equipment and increase power from 50 kw. to 100 kw., unlimited time.
WBFL, Columbus, Ga.—Granted authority to reduce hours of operation from unlimited to specified until decision is rendered to cease station operations on application for CP.  
Specified hours are as follows: Daily except Sunday (EST) 10 a.m. to 1 p.m.; 5 p.m. to 11 p.m.

**AUGUST 27**
KGIX, Kansas City, Mo.—Granted license covering installation of new equipment, 950 kw., 1 kw., unlimited time.

**Glossary**

**CP**—Construction permit.  
KG—Killer ground.  
LP—Limited power.  
KW—Kilowatts.  
LS—Limited to power local sunset.  
D—Daytime.  
W—Weekend.  
FR—Full range.  
WOS—Within one station.  
KPGS—Kilowatt.  

**INDEX**

**Glossary**

**Index**
WBM, Newspaper, V. 13 No. 22, 1952

Regional Powers of 5 Kw. Refused to Four Stations

IDENTICAL applications of four regional stations on the 940 kc. channel for horizontal increases in power from 1 kw. to 5 kw. were denied Aug. 12 by the Radio Commission, Commissioner Lautfond dissenting. The stations involved are WCSSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D., and WFW, Hopkinsville, Ky.

The majority decision sustained Examiner Pratt (Report No. 376) who concluded that, while the applications appeared generally to be technically and economically feasible and would result in improved public service, they would impede the Commission’s regulation of the limiting right power on regional channels to 1 kw. and day power to 2½ kw. State quotas also would be interfered with, the Commission held.

Commissioner Lautfond, favored granting the applications, holding that they were consistent with the general trend toward higher powers on clear and regional channels, and would result in improved service to listeners. The Commission denied a request by counsel for one of the applicants for reconsideration of the decision and a full record will be filed by B. M. Webster, Jr. and Paul M. Segal, counsel for three of the stations. It is understood, also, that an appeal to the courts will be noted.

WMAL Making Plans

PENDING completion of the new 10 kw. station and studio house and transmitter of WJSV, Alexandria, Va., across the Potomac River from Washington, WMAL, Washington, which originally was scheduled to leave the CBS network on Sept. 15, will continue to be the Washington station of the Mutual network through Oct. 15. WMAL, under its Nov. 1, WMBG, will begin operation as an independent station and is now augmenting studio and production staffs and equipment to continue broadcasting events and accounts of local and national interest.

Copyright Repro Reopen

(Continued from page 29) able to any and all broadcasters, effective as of Sept. 1st, 1952:

Basis of New Licenses

"FIRST—Following the example set by the Government in the adoption of a tax schedule for broadcasting stations, a downwardly readjusted sustaining fee exactly equal for every station of equal power will be established.

"SECOND—As to a station desiring a one-year license, the total charge by the Society will be made up of the fixed amount of the sustaining fee of the station in its class, plus 5 percent of the amounts charged by the station to advertisers for the use of its facilities.

"THIRD—As to stations desiring a license for a period of three or more years, the charge will be the fixed sustaining fee in the station’s class, plus 5 percent of the amounts charged by the station to advertisers for the use of its facilities.

"FOURTH—In the case of network broadcasters, the percentage of amounts charged for the use of the facilities of the entire network are to be paid by the key station.

"FIFTH—The sustaining fee is to be paid in equal monthly installments simultaneously with payment of the percentage due the Society in connection with operations during the preceding month."

A.A.A. Publishes Income Chart

A CHART presentation of the income data taken from six newspaper reader surveys has been published by the A.A.A. The six cities included are: Boston, Buffalo, Detroit, Philadelphia, St. Louis and Washington. The newspaper reader surveys which form the basis for this chart report circulation data in these cities under the auspices of the A.A.A. between September 1, 1929, and February, 1932.

There are three charts for each city. The first two charts show a breakdown of each paper's circulation by six income classes. In the third chart, the comparison is made in the second chart in amounts of circulation going to each of the six income classes. The third chart shows coverage or the ratio of circulation to families in each of the six income classes. The comparison is made to the circulation enables advertisers to compare and visualize the results of the surveys more readily. A.A.A. members and the 29 newspapers which are included in the studies have each received one copy of the report without charge. Copies are available to anyone in advertising who is interested, at $10.00 each.

WBT Holds Dedication

STATE and local officials attended the dedication ceremonies of the 50,000-watt transmitter at WBT, Charlotte, N. C., Aug. 12. The mayor of the city proclaimed the day WBT, Charlotte day and the North Carolina highway department changed the name of the thoroughfare on which the transmitter is located to WBT Highway.

CBS broadcast the ceremonies of its member station.

ENLARGED service areas for CBS advertisers have been made possible recently perhaps even more the increase of power or the addition of new stations in several key areas. This achievement is described in a handsome brochure just issued by CBS entitled "New Towers for Old." Stations discussed in detail are WHAS, Louisville; CKOK, Detroit-Windsor; WJSY, Washington; WCCO, Minneapolis; WCAU, Philadelphia; WBT, Charlotte, and WABC, New York.

WORLD-RADIO, official foreign and technical journal of the British Broadcasting Corporation in London, is devoted this month to "Radio and the U. S. Presidential Election." One article deals purely with technical innovations at the Chicago conventions.

August 15, 1932 * BROADCASTING

Copyright © 1932 by American Radio History, Inc. All rights reserved.
The Other Fellow’s Viewpoint...

I would be very happy to give any station that desires it information on what we went through on three of these campaigns. Shepard Broadcasting Service, Inc.

CHAB W. PHelan
Director of Sales.

Aug. 2, 1932.

Boston, Mass.

On Widening Band

(Continued from page 29)

stations in accordance with the legal rules now established. The termination of this sort of enterprise may be bad engineering. It has even been claimed that it is bad law. But it is good economics. The day has come when a broadcaster must have security in his business. If he is to serve public interest, convenience and necessity he must also pay his bills and earn a living.

As it affects the American broadcaster, any enlargement of the broadcast band in any direction and a return to 1926 conditions, with the additional difficulty that revenue is far less easily obtained today than in the scramble days of broadcasting. Enlarging the broadcast band means renewed and more persuasive agitation by special interests. It means new stations competing in areas now receiving service. It means more men lured into broadcasting from other business or lack of business to establish stations in areas where they are doomed to failure and can only spend their broadcasting lifeline in lowering the standards of the industry. It possibly means new broadcasting chains where present chains lose money.

Effect on Present Set-up

IT DOES NOT seem justified, in view of the history of broadcasting administration, to expect that the creation of additional facilities will mean the enlargement of assignments to existing stations. Pressure is too great, political demands too violent, special interest too watchful, for such a hope. Every American station is the potential victim of a change in frequency to a band on which new apparatus would be necessary for operation. This, merely in order that a station's frequency may be assigned by some other government to a company organized by some one ordered off the air in the United States, or to some frequency-rovning foreign broadcasting station which for years has been changing its frequency from one end of the broadcast spectrum to the other according to the success with which stations in this country, suffering interference from it, have had in efforts to persuade it to move.

It may be true that our broadcast band is unsystematically located in the radio spectrum, that, for example, moving the entire band 500 kc. to the "north" would bring about desirable technical results; but, if broadcasting is to continue upon the American plan, about which we hear so many fine things, it is now time that broadcast bands begin to establish methods of their own. It is now time that broadcasting and engineering experiment or new legal theories, such as the Davis Amendment, the Fess bill, etc., and broadcast in ways with some chance of security so that they may, at least a few years, go their untamed way unimpeded and ultimately place their stations upon a dividend-paying basis. It is difficult to believe that this was done, the American public would suffer.

A CLASSIFIED AD WILL DO THE JOB

HELP WANTED

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

WANTED TO BUY

Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is money waiting for you if you offer your services to stations through a classified ad in BROADCASTING.

Copy should reach this office ten days prior to date of publication. Classified ads do the job quickly and economically. 7¢ per word—cash with order.

Doolittle & Falknor, Inc.
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

August 15, 1932 • BROADCASTING
VELOCITY ACTUATED!

Most microphones (all those using a diaphragm) are subject to pressure-doubling and hence accentuate certain of the higher frequencies. The VELOCITY MICROPHONE avoids this because it is not a pressure-operated device. Its moving element is a light metal ribbon which vibrates at a velocity proportional to the velocity of the sound wave. Unlike a pressure-operated diaphragm, this ribbon element has no resonant frequency in the audible range... hence does not accentuate any notes... and does not require a compensated amplifier.

WIDER FREQUENCY RANGE!

The e.m.f. generated by the ribbon element is proportional to the velocity of the sound wave. Since this velocity is independent of the frequency, the response of the VELOCITY MICROPHONE is nearly uniform over a range extending from 30 cycles to beyond 14,000 cycles.

GREATLY IMPROVED FIDELITY!

Old-style microphones presented an impeding surface to sound waves which set up reflections and caused cavity resonance with consequent humps in the frequency characteristic. The VELOCITY MICROPHONE does not—it is open—the sound waves penetrate it freely. Because there are no peaks whatever in its response, it reproduces with perfect fidelity every note of the program presented before it.

DIRECTIONAL CHARACTERISTIC!

The VELOCITY MICROPHONE has very marked directional characteristics (entirely independent of frequency) which greatly facilitate pickup of desired features and elimination of extraneous noise. However—since it is bi-directional—it actually provides greater space for artists.

INCREASED PICKUP!

The energy response of this microphone to reflected sounds is only one-third that of non-directional (diaphragm) microphones. Since the ratio of direct to reflected sounds determines the distance of satisfactory pickup, this microphone may be used at distances 1.7 times those for other types of microphones of the same sensitivity.

LOW IMPEDANCE!

The impedance of the VELOCITY MICROPHONE is low. This eliminates inductive pickup and makes possible location at a distance from the amplifier with resulting increase in convenience and decrease in amplifier cost.

ENGINEERING PRODUCTS DIVISION

RCA Victor Company, Inc.
A Radio Corporation of America Subsidiary
CAMDEN, N. J.
"RADIO HEADQUARTERS"

www.americanradiohistory.com