NBC ARTISTS SERVICE
GEORGE ENGLES · MANAGING DIRECTOR

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

NEW YORK    BOSTON    WASHINGTON    SCHENECTADY    CHICAGO
DENVER    PORTLAND, ORE.    SAN FRANCISCO    LOS ANGELES
GWATEWAY to THE GREAT NORTHWEST
MINNEAPOLIS WCCO SAINT PAUL

50,000 WATTS 810 Kilocycles Full Time

- With its new 50,000-watt Western Electric transmitter, WCCO enters upon a new era of service as the radio gateway to the three-quarters of a million receiving sets in the Great Northwest.

- You can tell your story to each one of these three-quarters of a million radio-equipped homes, fifteen minutes in the daytime, for thirteen one-thousandths of a cent—750 homes for a dime.

- Use radio for your selling message where radio reception is at its best—and where you have a 50,000-watt station to deliver it.

WCCO's Commercial Rates, Effective September 1, 1932:

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<tr>
<th>Consecutive Times</th>
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<td>One-half Hour</td>
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<td>Fifteen Minutes</td>
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Announcements:

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<td>6 Announcements per week</td>
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NORTHWESTERN BROADCASTING, Inc.

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis

E. H. GAMMONS, Vice Pres.
Similar results are the regular experience of WOR advertisers.

BEECH-NUT PACKING COMPANY
INcorporated 1889

Mr. Walter J. Neff,
Station W O R,
1440 Broadway,
New York City.

Dear Mr. Neff:

You will be interested to know that as we approach the end of the first six months of broadcasting with our Chandy program over Station W O R, the mail returns from your station approach the 150,000 mark.

These returns have been secured at the second lowest cost on our entire list of stations. We consider this a remarkable showing in view of the relatively higher unit cost per broadcast.

At this point the program is doing a very good sales job for us and we look for its continuing over W O R for some time to come. May we thank you for your wholehearted cooperation and the many helpful suggestions you have made from time to time.

Sincerely,

BEECH-NUT PACKING COMPANY

Mr. Walter J. Neff,
Station W O R,
1440 Broadway,
New York City.

IN YOUR REPLY REFER TO
August 18th, 1932.

DEAR MR. NEFF:

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IN YOUR REPLY REFER TO
August 18th, 1932.
No weak-sister stations on Spot Broadcasting schedules. Only the best station in each city. Because you—not somebody else—say which station is to be used.

The Shell Oil Company and the Beech-Nut Packing Company, among others, think that’s a way to returnful radio advertising. And use Spot (individual station) Broadcasting through Scott Howe Bowen, Inc., pioneer in the field.

You can have live talent with already-built-up local audiences. Or recordings by Byers Recording Laboratory, acknowledged the best of all. You give people what they want, when they want it, where you want it. Naturally you get bigger returns.

For these and other cogent reasons Scott Howe Bowen, Inc., place more Spot Broadcasting than any other organization. Let us show you how we can help you lick tough selling problems.
Copyright Fees on Percentage Scale Forced

By SOL TAISHOFF

NAB Under Duress Accepts 3-Year Contracts of 3, 4, and 5% Plus Sustaining Fee; Schuette Given Plenary Powers

LEFT WITH NO alternative, the broadcasting industry has accepted "under protest" the percentage formula of the American Society of Composers, Authors and Publishers fixing the payment of royalties for the right to perform the copyrighted music controlled by them. Only the RCA Drastic reduction upward of the present scale become effective Sept. 1 for all stations with more than 500 watts power and Oct. 1 for all others.

The ASCAP proposal was accepted involuntarily by the NAB board of directors at a special meeting in New York Aug. 24, when it became evident that the copyright group would not agree to anything other than the percentage basis, holding broadcasters at their mercy under threat of suits for infringement if they failed to accede. The new contract will provide payment of "sustaining" fees to be readjusted in the cases of some stations, but to net ASCAP approximately the amount it now receives on a flat rate basis, plus "commercial" fees on a percentage basis for all stations. The latter fee will be 3 per cent of each station's "net receipts" for sale of programs for the first year, 4 per cent for the second and 5 per cent for the third.

Schuette Given Powers

COINCIDENT with the board's action accepting the new scale, it conferred upon Oswald F. Schuette, director of copyright activities, plenary powers to settle all further phases of the copyright situation and to represent the industry in the drafting of the new individual contracts with ASCAP.

The negotiating committee, consisting of P. W. Morency, WTIC, Hartford, chairman; Edward Klauber, CBS first vice president, and A. L. Ashby, NBC vice president and general attorney, was dissolved, as was the plenary committee, comprising A. J. Moscoyer, WON, chairman, F. M. Russell, NBC executive vice president, and H. C. Butcher, CBS Washington director. These committees have grappled with the copyright problem since last April. Their functions were given Mr. Schuette by formal resolution.

Under the arrangement all stations will be accorded identical treatment in the "commercial" licenses. The networks will be dealt with as separate entities, but will pay the royalties on the net sales of each station which they own or operate, rather than on their receipts as networks. Stations subscribing to network programs will pay the percentage rates in network, as on local commercials.

While the new contracts become effective as of Sept. 1, except for stations of 500 watts or less, which have been accorded extensions of their present contracts until Oct. 1, assurances have been given that stations will not be "stampeded" into signing them at once. Infringement suits will not be instituted against stations that have expressed willingness to accept contracts once the final terms are agreed upon. E. C. Mills, ASCAP general manager, has notified Mr. Schuette. It is suggested that broadcasters consult their local attorneys before signing the new contracts.

Suits Threatened

MR. MILLS declared he expected the new contracts to increase the royalty paid by broadcasters from the present annual figure of $906,000 to $3,000,000 in 1933, $4,000,000 in 1934 and $5,000,000 in 1935. His estimates were based largely on present business and on the assumption that there would be no reduction in the "sustaining" license income of ASCAP from stations. His estimates are considered high by broadcasters.

Indications were given that several larger stations might attempt to test the legality of the new contracts. There also was talk of instigating action in the Department of Justice against ASCAP as an illegal monopoly, and of petitioning the Federal courts to grant injunctive relief until the legality of the new contracts can be tested. However, only vague and indefinite suggestions of such procedure reached Broadcasting up to press time.

The fact that the NAB board recommended the acceptance of the ASCAP formula does not definitely close the door for the next three years to possible readjustments in the interim. It was pointed out that Mr. Schuette, as executive secretary of the Radio Protective Association, representing independent set manufacturers, forced RCA to reduce the percentage of royalty it charged set manufacturers for the use of its patents through negotiation and without a court decision to hold such royalties excessive or illegal. It is even possible that, in the ensuing negotiations with ASCAP, which began Aug. 30, what the term between Mr. Mills and Mr. Schuette, some reduced basis may be worked out.

While for the time being the commercial fee of 3 per cent for the next 12 months seems to be fixed, there will be readjustments of some magnitude in some instances. Practically since the negotiations began in April, Mr. Mills has declared that the fees paid by some 310 "smaller" stations would be substantially reduced through readjustments of their "sustaining" fees. The reduction, upon acceptance of the percentage basis, and on Aug. 25 at a preliminary conference with President Harry S. Orson of the NAB, managing director Philip G. Loucks and Mr. Schuette, he agreed to sit with Mr. Schuette to work out revision of the "individual" sustaining fees.

Big Station Increase

BRIEFLY, according to Mr. Mills, about 130 large stations will pay heavily increased fees. A number of them, if they do not accept increases in their "sustaining" licenses. Some 310 small stations, he pledged, would be given sharp reductions in these "sustaining" licenses. High power stations in poor markets, he indicated, would probably be called to pay "sustaining" fees equal to those of stations of the same power in thriving markets. He declared that the cases of individual stations will be gone over carefully in the conferences with Mr. Schuette.

Judging from the "net receipts" embracement is now the subject of considerable misunderstanding. The new contract form of ASCAP, now being prepared, and shortly to be served on all stations by ASCAP agents, will describe it as "the full amount received in excess of the cost to the station for any of its time on the air, less commission not exceeding 5 per cent, plus to the advertising agent's agency not employed or owned in whole or in part by the station."
"excluded such items as agency commission, discounts, and retroactive discounts." In other words, the double commissions for placement of business, in their opinion, also would be deductible.

This important item, its underwriting, will be through an organization by Mr. Scott in his negotiations with Mr. Mills. Lack of uniform practices in the manner of computing rates existing among stations, as well as other differences in systems of cost accounting would make such a provision useless, the commission said, emphasizing the necessity of clear understanding of the term if discrimination is to be avoided.

Book Inspection Demanded

WHILE the complete new contract was not available as BROADCASTING went to press, Mr. Mills said the wording would be identical with the form drafted last April (published in April 15 issue of BROADCASTING), except for Clause 9 detailing the minimum salary basis. The original ASCAP plan was a straight 5 per cent of gross, with a network guarantee paid through networks to pay on their gross.

Payments to ASCAP will be required in equal monthly installments on the "sustaining" license on KPH and on each of the other stations to cover the preceding month. On the "commercial" license, acceptable for use on or before the tenth of each month, the company will pay the monthly fee or be under oath, signed by a responsible officer of the company and the individual using the station during customary business hours.

Mr. Mills said ASCAP will demand the right to inspect the ―scheduling list‖ of stations to ascertain the accounting is correct. He denied this would be a general practice, declaring it would only resort to this right when suspected stations of "dishonesty." Joyce & Mattis, of New York City, are the certified public accountants of the ASCAP. ASCAP will also audit the company's books.

Acceptance of the ASCAP demand came after the formal session of the NAB board at the Hotel Commodore in New York Aug. 24, at which the unanimous sentiment apparently was one of utter indignation at ASCAP's coercive methods. While the inclination was there to the language, to reject the demand a majority of the board voted acceptance it appeared that there was no immediate likelihood of any change in this position until Congress convenes in December. To have broken off negotiations would have meant that ASCAP would be in a better position with its rate of $250 per infringement for each copyright composition played after Sept. 1—a threat that was far too serious to challenge.

Called Best Deal

THE NEGOTIATING committee of the broadcasting industry, which reached the 3, 4 and 5 per cent three-year contract basis at the outset of the board meeting. "The company that has the most to gain from the forthcoming settlement is the most favorable that can be reached and recommends that the board accept and recommend its acceptance of the terms," said J. Leslie Fox

J. Leslie Fox

J. LESLIE FOX, who established a nationwide relationship for KFH, Wichita, in advertising, by virtue of his merchandising efforts in radio merchandising, has left the management of that station to become commercial manager of WSM. Mr. Fox will be succeeded as general manager of KFH by Cecil U. Price, of Wichita.

In the new official Mr. Fox will have direct charge of the commercial activities of WSM, new 50 kw., outlet, and will install a merchandising service, through which jobbers and dealers are contacted and an accurate check on sales of the music prints is kept. The merchandising activities inaugurated by Mr. Fox at KFH have been widely adopted throughout the industry.

Mr. Price comes to KFH from the Goodwin Radio Corp., local manager of programming, with whom he was secretary-treasurer. The KFH merchandising department will continue to function under the same staff, which was developed by Mr. Fox by virtue of its many past successes in collaborating with national advertisers.

by the individual stations," read its final report.

In the ordinary session, the board voted acceptance of this report in a formal resolution, thanked the committee for its efforts and in further duties. A. W. Scharfeld, attorney for WGN, Chicago (proxy for Quin A. Ryan, WGN's general manager of business), of commercial manager of WOR, Newark, (proxy for Mr. Mc Caskey), Arthur B. Church, KMBC, Kansas City, (proxy for A. Richards, president of WJR, Detroit, (proxy for Leo J. Fitzpatrick), were the two members to protest the action most vigorously and asked to be reported as "not voting."

The board then revised its whole plan of organizing the "dictatorial" authority in Mr. Schuette, who previously had been restricted in his activity to the legislative efforts in Congress where he was responsible for the drafting of legislation which might have effectively ended the ASCAP extortions had it not become emmeshed in the legislative jam. That same legislation, however, was strongly supported by a sizable majority in the House and with many friends in the Senate, will be the last resort in action of business when Congress reconvenes in December.

In its resolution, the board contained Mr. Schuette's elimination and decided to "invest in him all the powers necessary to the success of the company, to be able to handle such matters as may be referred to him for his action by the board.

On a later delegating full authority to Mr. Schuette, the board gave evidence of its determination to see that the copyright fight is not (Continued on page 19)
Some Views on Electrical Transcriptions

By BARRY GOLDEN*
Wharton School of Finance and Commerce, University of Pennsylvania

Stations, Sponsors and Listeners Are Found Favorable; Survey Shows Benefits Far Outweigh Disadvantages

WITHIN the past three or four years a new type of broadcast has risen and gained certain prominence, viz., the electrical transcriptions. Whether or not this revolutionary form will continue to grow in importance depends largely upon how it is received by those interested groups: the stations, the sponsors and the listeners. If transcriptions are to thrive, they must be favored by each of these classes.

The figures herewith presented are based on the answers received to two questionnaires submitted to broadcasters and sponsors. From 122 radio stations we received 68 replies; from 122 radio stations, 47 answers. Our investigation also included interviews and correspondence with transcription manufacturers.

Majority Very Favorable

SIXTY-EIGHT per cent of 54 stations answering the query regarding the broadcaster's attitude toward sponsored transcriptions were very favorable. Another four per cent of the stations consider electrical disks absolutely worthless, and only 11 per cent expressed the belief that the form of broadcast is inferior. Eleven per cent of the broadcasters voluntarily expressed the opinion that the value of transcriptions exists mainly in the field of supplementing chain programs.

Similarly, 25 per cent of the stations volunteered the thought that quality in the talent, manufacture and presentation of transcriptions is essential if recordings are to be of any value and import.

Fifty-two per cent of the stations voted "very favorable" in the use of electrical recordings for sustaining programs, but 36 per cent declared them worthless. All but 1.8 per cent of this latter group, however, were found upon a checkup to be chain stations.

Economy Heads Advantages

AMONG the advantages of transcriptions suggested by 33 stations the economy factor was an easy leader. Thirty-seven per cent cited their cheapness; 29 per cent called them "better programs than possible" because of certain economy aspects. Other principal advantages listed are adaptability for spotting, substitution for talent on independent stations, convenience and greater revenue.

As may well be expected, we find that fewer disadvantages than advantages have been suggested. Only nine per cent suggested any faults, and foremost of these were (1) occasional poor recording, (2) lack changeableness and news value and (3) not individual enough for independent stations. Our figures indicate that the advertiser also is, in general, favorable to the electrical transcription although he is not so enthusiastic as the station. Fifty per cent of 24 sponsors voted "very favorable," while only 31 per cent considered the transcription form of broadcast inferior. None thought it worthless. Seventeen per cent suggested the value of electrical disks is as a supplement to chain broadcasts.

Value of Spotting

OF ALL the advantages possessed by transcriptions, sponsors credit most importance to their adaptability for spotting. Sixty per cent cited this benefit. Twenty per cent stressed the importance of the dealer cooperative broadcast. Other advantages mentioned included flexibility, the capability of spotting and perfection of performance.

Only four disadvantages were suggested by the sponsors. Ten per cent complained of occasional inferior recordings. A similar number suggested that transcriptions are mechanical and do not equal the live program in naturalness and spontaneity. Five per cent complained of occasional broken records and wrong shipments, and a similar number protested against the required announcement that a recorded program is not a live broadcast.

Lacking other sources for information, the anomaly of listeners to transcriptions, we asked the broadcasters and sponsors what folk mail indicated in this connection. We consider significant the reply of 80 per cent of our sample of radio stations that the listener is just as favorable to electricals as to other forms of broadcast. Likewise 64 per cent of our sponsors believe that the listener has little objection to transcriptions.

Time Feature Important

FURTHER, quite a few of the stations and sponsors which did not feel that the listener considers recordings on a par with live talent stated that audience acceptance is growing. That there used to be a prejudice cannot be denied, but our figures seem to indicate that this has disappeared to a great degree. It is our belief that the opinions of broadcasters and sponsors might well be modified in certain respects. We think that several rather important advantages and disadvantages have not been mentioned and that others have not been given their full share of importance.

The fact that the transcription eliminates the difference in time of reception between New York and California has not been sufficiently stressed. Time differences have always been considerable of a difficulty to the chain. This advantage appears seventh in the stations' list and sixth in the sponsors' group. We believe it of greater importance as a favorable feature of electrical recordings than is commonly supposed.

Use in Foreign Areas

TRANSCRIPTIONS enable the small manufacturer to compete with the larger national advertiser in specific markets. Likewise certain highly seasonal products—such as cold remedies and sunburn lotions—vary their newspaper coverage according to weather conditions, and transcriptions are applicable to radio only by means of electrical recordings.

In the matter of foreign broadcasts by American advertisers, the chain does not offer competition to the electrically transmitted and live talent program. The latter is very faulty because of the likelihood of petty frauds by the for- eigner stations. Electrical recording, therefore, is a substitute for foreign language for English announcements assures the advertiser that his foreign broadcast will be up to the high standard of his American transcriptions.

Chief among the disadvantages of electrical recording which have not been mentioned is the impossibility of presenting an event while it is taking place.

Prejudice Disproved

A SUPPOSED disadvantage which we don't consider valid is the claim that much of the advertising power of radio is dependent upon the intimacy between artist, announcer and sponsor on one side and listener on the other. There are those who claim that only live talent are capable of creating this friendly, close relation between sponsor and listener.

The untruth of this argument has been demonstrated by our figures which indicate the predominately favorable attitude towards electricals upon the part of the listener. Further, it is possible to interpolate announcements into a recorded broadcast, thus getting a result identical with that of a live program.

New Recorded Series

GENERAL RADIO PROGRAMS Co., 25 West 45th St., New York, announces production of a series of transcriptions of beauty tones featuring M. George A. Sakele, beauty specialist, for the Egyptian Cosmetic Corp., New York. Disks will begin December and General Radio Programs is also preparing a series of 24 Spanish transcriptions for the American Drug Organization to be used over a South American chain. No sales talks are included in the transcriptions, according to G. R. P. Co., who prefers to let foreign announcers so as to permit the use of local idioms.

Pro-Recordings

WGN, Chicago, has broken a long standing precedent in regard to the use of transcription programs. The station has announced that the hours from 7 to 9 a.m. are available to advertisers who desire to use recorded programs. Herebefore the station has strictly used records as entertainment material, and is the last in Chicago to waive the rule. At present WGN is bringing in the period with organ music interspersed with time announcements at 5-minute intervals.

KDYL Goes to NBC

KDYL and KLS, both of Salt Lake City, have exchanged networks. KDYL, which switched from NBC to CBS, KDYL changed from CBS to NBC. Both changes are effective Sept. 1.
Political Parties Using Radio In Appeals for Contributions

G. O. P. Forms Listeners League, Roosevelt Asks Donations; Newspapers Make Protest

PEALS via the radio are funds are being sought by the national political campaign. In the meantime, both of the major party organizations are still in the primary stages of forming their radio divisions and framing their radio plans. Network broadcasts of all parties, as well as by the presidential candidates, and some special radio speeches, are definitely planned. Still indefinite at this writing are the plans of the radio advertising department and Lord & Thomas recently worked out a new idea for advertising campaign.

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REPUBLICANS tentatively have set their radio budget at $300,000, though it may run higher, depending upon the success of David Hinchwell's plan for raising funds through the Republican Radio League, which he has organized. Mr. Hinchwell, a resident of Westtown, Pa., for many years, was on Howard personal staff in the 1928 campaign, through Republican National Committee headquarters in the Knickerbocker, Astoria, New York, and Palmer House, Chicago, is directing an appeal to Republicans to join the league at $10 for family memberships, $6 for individual memberships.

The Republicans are also asking for small contributions by mail, the radio campaign is being conducted through state directors of the Radio League, who, through county chairmen who are establishing county committees with members in each election district. It is pointed out that the G. O. P. will be able to raise nearly $50,000 by radio appeals for funds during the 1928 campaign by making simple radio announcements asking for contributions, however small. These appeals brought contributions ranging from $1 to $100.

Democrats launched their drive for radio funds, which they said will commence the major part of the $300,000 campaign, by having both Governor Roosevelt and Chairman Farley appear on the air during an evening of Aug. 25. Contributions in any amount were asked, Governor Roosevelt telling his audience, "you, my radio friends will receive no other notice than is now coming to you over the air," and assuring listeners they would get receipts from campaign headquarters in the Hotel Biltmore, New York, for their contributions.

Rivalry for Disk Trade

CONSIDERABLE sparring for the national transcription business of the two parties was going on as BROADCASTING went to press. Scott Howe conferred with Senator Allen, Republican publicity chief, in Chicago during the week of Aug. 15, and World Broadcasting System had its representatives contacting New York, Chicago and Washington headquarters. Other recording companies are known to have submitted transcription plans to the major parties, but nothing was made known about the results.

While both Republicans and Democrats are making no secret about their plans to use radio as their primary publicity outlet during the campaign of Aug. 25, certain months, certain newspaper interests have been plying the party chiefs with protests, charges and counter charges. A bitter letter was addressed to Chairman Farley of the Democrats and Chairman Sanders of the Republicans, protesting against alleged favoritism toward radio as against newspaper, by James G. Stahlman, publisher of the NASHVILLE BANNER and president of the Southern Newspaper Publishers Association.

Press Reprisals Hinted

MR. STAHLMAN stated he had no complaint against the use of radio by the parties and is "not an opponent of the radio press" in that radio seems to be reaping the "financial reward and gets the most breaks on releases. Reprisals in the way of threats to publicize radio speeches in the newspapers were hinted.

Besides Senator Allen, who is in charge of publicity for the Republicans, and Mr. Hinchwell, in charge of raising radio funds, Paul $2,500,000 Insurance

THE AMERICAN Tobacco Co., which sponsors the Lucky Strike program over NBC, has just taken out $2,500,000 ordinary insurance on the life of George Washington Hill, its advertising manager, for the ingenuity of the Lucky Strike advertising campaign, from the advertising department and Lord & Thomas recently worked out a new idea for advertising campaign.

Revenues of Networks Decline Again as July Sets Year's Low Mark

DECLINES in network incomes that have marked the summer months continued in July for which the NBC and CBS together report a combined gross income from time sold of only $2,406,206, which compared with $2,674,594 in July last year. Drops were shown in practically all classifications, with lowest earnings reported in parlor, pianos, and radios, &xotix chargeries, and division and miscellaneous lines.

$66 reported a July income of $1,824,581 compared with $2,027,975 for July, 1931. CBS reported July income of $651,237 compared with $736,319 during July, 1931.

Only two lines of accounts showed increased network expenditure in July over the preceding month, namely, house furniture and furnishings, which rose slightly from $4,095 in June to $5,216 in July, and sporting goods, which rose from $17,324 in June to $21,255 in July.

While getting off to a good start in the early months of this year, business in the networks began to decline in April and have continued their downward trend since then. Aggregate incomes of the two chains in July, 1931, were $8,581,627, compared with $10,145,385 in August, 1931.

For the first seven months of 1932, the two networks are still ahead of the same period last year, July getting the time sales according to $25,214,835 compared with $20,167,322 for 1931.

Larry Lowman Weds

LAWRENCE W. LOWMAN, CBS vice president, was married Aug. 20 to Mrs. Kathleen Vanderbilt Cushing, daughter of the late James C. Vanderbilt and divorced wife of Harry C. Cushing, New York broker. On the same day they sailed for Europe on the Ile de France on their honeymoon.

Gascogne, of Washington, is still functioning in Washington in handling bookings. For the Democrats, Charles Michelson, director of publicity, is supervising the use of them in connection with his other duties, with the actual administrative phases of the radio campaign in the hands of H. L. Pettry, formerly the photo phone division of RCA Victor Co.

President Delays Naming Radio Man Possibly Considering Cutting Commission to Three Men

President Delays Naming Radio Man Possibly Considering Cutting Commission to Three Men

APPPOINTMENT of a successor to Maj. Gen. Charles L. Saltzman as a fourth zone member of the Radio Commission is still up in the air. The subsequent election of a new chairman, may be delayed indefinitely by President Hoover—possibly until after the election in November.

Though entirely conjectural, the possibility is also being mentioned that President Hoover, who recently was re-elected, might appoint a new chairman to the Radio Commission consists of three members, for the President to fill vacancies. If it is in the President's mind to reduce the Commission to three members, he might be able to allow the post now held by Judge Sylke, third zone commissioner, whose term expires next February, to lapse.

Among the names before the President are those of James W. Baldwin, Cincinnati, a former Indiana; Robert D. Heini, Washington newspaper correspondent specializing in radio, also in Indiana; William S. Hedgcock director of WMAQ, Chicago, and Earl Ferguson, attorney of Shendandoa, Ill.

Each of these candidates has strong political endorsements. Mr. Baldwin was recommended by General Ballon, himself a former WCA. He submitted his resignation July 19.

Meanwhile, the Commission is functioning as a three-man agency, since Vice Chairman Sykes is in Madrid as head of the American delegation to the International Conference on Radio. Chicago's伦ard Laffont is acting chairman by virtue of his seniority. Election of a new commissioner probably will await the naming of the new commissioner.

NAB Adds 18 Members of the NAB has increased to 231 stations and associations. On Aug. 24, 18 new applicants by the board of directors at its special copyright meeting in New York.

The new members are: WADC, WBX, WBE, WDZ, WEEU, WHEC, WIA, WJAY, WJD, WOE, WPS, WSO, WSAI, KDLR, KFN, KG, and KGRS.

KFJF Now KOMA

CALL LETTERS of KFJF, Oklahoma City, have been changed to KOMA by the Federal Radio Commission.

A new supplement (No. 9) to the list of broadcasting stations issued by the Radio Commission under date of Jan. 1, 1932, has just been cut and may be obtained from the Commission secretory.
High Pressure Sales vs. Stable Gains

More Investments in the Future and Fewer Fly-by-Night Commercial Managers Held Need in Broadcasting

By MARTIN B. CAMPBELL
General Manager WFAA. Dallas

"WANTED: Commercial manager for one kilowatt station. Must be a producer, but above the tricks commerce attaches to radio time salesmen."

You're never sure what the advertisement is going to be in Broadcasting or any other radio publication. However, it is just the type of advertisement to any stations, small and large, should use. For, the sooner the fly-by-night high pressure commercial manager or salesman is put back on the street peddling can open or buy up, the sooner the individual broadcasting station will reach its ultimate high arc in the sun of advertising media.

Yet a few years ago I saw a letter from a station owner, written in reply to a communication regarding his sales staff. This owner's idea of a good qualified potential commercial manager was a high pressure boy, content to concentrate on spot announcements to be run in between regular programs. From a substantial advertiser in the owner's home city it was learned that these "musical programs" were a doubtful merit, mostly of phonograph records, indiscriminately played.

The Road to Ruin

THE STATION did not have any good programs. It had no advertisers sponsoring commercial programs and therefore no revenue earned by putting paid announcements, mostly Spain stuff. The trouble started with more and more concentration on quick-cash return, spot announcements and the consequent reduction of worthwhile broadcasts. The better advertisers had silently withdrawn, distributing their ad appropriations over the field of newspapers, billboards, car cards and other media. The announcements, forced to their level, had descended to the small "joints" on the back streets of the business. The vicious circle was completed in an amazingly short time.

Yet there are dozens of stations all over the country in exactly this fix today. Their whole attention has been centered today's balance sheet and radio as a whole is suffering because of their attitude. While the wise broadcaster has been planning his work and working out his plans, the unwise broadcaster has taken his fee where he could get it, with no regard for the future.

In a vain attempt to solve his economic problems of the moment he has adopted an attitude of "eat, drink and be as merry as possible, for tomorrow I may die." His has been a greedy, cut-throat career and he has accomplished immeasurable harm, but his "tomorrow" is at hand. Fortunately for the industries, try the process of elimination is getting him, because he didn't watch out.

Held Worth the Price

MANY FINE stations have already fought their way up from the spot-announcement morass, but paid for it: the price has been steep, but already they're finding it worth the outlay. Other equally fine stations, through a mental quick of their operators or inefficiency of salesmen, or both, continue to go back ward. When they learn under the leadership and guidance of the others, set their steps in the right direction, then, perhaps, they will have taken another long step toward its rightfully lofty place in the advertising spectrum.

So, if the spot announcement boomerang is your problem, Mr. Station Manager, get at it right away, even though the going is tough. Be ready when prosperity makes up its mind to turn that corner. Get some program salesmen. Hire them at a living wage and keep the commission sword from above their heads. Tell them "anywhere you go—get out and sell programs or simply get out.

How Spots Spoil Programs

AND WHEN an advertiser goes with you for a half-hour or 15-minute program, produce it for him as though it were the greatest show on earth. If you're smart it will be, in more as his attitude toward you and your station is concerned.

If our announcements have a definite place in radio. None can discount that, but because of the ease of such sales many program possibilities are ignored in favor of immediate orders. These immediate orders for small accounts frequently could have been expanded to program sales with a little patience and a bit of intelligent salesmanship.

"OLD JOHN BROWN" OPINES

That Personality and Prestige Come Before Business;
How a Local Station Achieved All Three—

By HENRY C. WING
Ass't Mgr., WLW, Oil City, Pa.

DID YOU ever hear of a radio station called "Old John Brown"? The excerpts from an address by Ralph R. Brunton, as quoted in Broadcasting for Aug. 15, have prompted me to introduce O. J. B. Mr. Brunton set forth several pertinent observations on the soundness of the local station and suggestions for local station policy which were well worth the serious consideration of every local broadcaster. "Old John Brown" was, and is, a local station in an obscure place; it is a station of which I was last connected in capacity of manager. Let's disregard the call letters—it's the idea of personality. Better yet, let "Old John Brown" do the talking.

I see Mr. Brunton says, "The local merchant who at one time was accustomed to buying that type (price quotations) of advertising from newspapers and it is going to take a good many years to educate him to the idea of institutional advertising over the radio.

What is more to the point, Mr. Brunton, the retail consumer becomes accustomed to that type of advertising and he just can't be educated away from it. In any transaction, from the sale of tatting shuttles to radio advertising, price is one of the main factors. It may not be the deciding factor but it is at least a gauge of a wise or foolish, an economical or extravagant purchase. You know, today, people buy by price in many cases. People today don't have the intimate acquaintance with materials, processes of manufacture and distribution that their forefathers had. Quote prices? Sure . . . at the right time.

Now, Mr. Brunton, about that business of shutting out certain types of advertising campaigns. Why pick on chiropractors and gold mines? I mean why pick on them alone? Why don't you like it if I do? I'm Old John Brown and I have quite a voice in my community. Folks listen to what I tell them. They take my word for lots of things. You're the best-known person in whatever town and that's what's going to eat, and wear. I wouldn't recommend anything to them that I wouldn't recommend to my closest friend.

God, I might advise folks to buy something on which they'd get stung. I wouldn't want to do that, I've been stung too often myself. Besides, if you'll remember it was "Old John Brown" who put them up buying. Next time they wouldn't believe me. Of course, an accident to the point that what's good and what isn't, but that's my job, or part of it.

Of course it's too bad to see some down fat accounts from Oshkosh or somewhere but I'll soon. Every automobile accessory I sell for some fellow in Oshkosh. Every time I send money outside like that, for any article, I'm competing with some other merchant in that same town, some friend of mine who helps keep me going when times are hard. Would I be silly if the village streets were full of radio money outside and forgot Old John Brown?

Pacifying the Press

AND SAY, here's another thing: all this hullabaloos about newspapers vs. radio. The newspapers here in my town were sort of stand-offish when I first arrived. Know I offered to cover any time what they wanted, you know, sort of how-de-do, how are you, and all the rest. We did some business. But my campaign really started then. I decided that I'd take a chance onAway a few of the big radio stations. The merchants I met not to draw any money out of their newspaper appropriations on my account. I hoped the newspaper would bring them enough business so they'd have a little extra for radio. Well, well, all the newspaper solicitors came around next time, Ed Jones, said, "I was going to do a little radio advertising and do a down from being, but the radio station advised me not to. Can you beat it?" Of course I told him to go to hell. The reports piled up that "Old John Brown" wasn't trying to scalp the papers. One morning the phone rang. It was Mr. Brunton, a sales manager of one of the papers. He said, "Mr. Brunton, you're starting a salesman out this morning. I'm going to your home office to begin the second edition. Want to send a radio salesman around with him? Is that cooperation? I'm asking you.

Station Personality

FINALLY, Mr. Brunton, you're right that the local station has its place in the radio set-up. Know where it is? It's the foundation, laying oaks from little acorns and big radio accounts from small ones grow. Aren't many national-wide newspaper sponsors that bloom over-night? They have to start somewhere; that is, if they're honest. And say! Every successful channel has something in its ultramodern presentation of many "local" programs, for without local demand, local distribution and local interest, no chain program can be successful. Well, guess that's about all. Thanks for listening.

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Sales Tax Applies To Transcriptions
Some Transmitter Tubes Also Held Taxable In Ruling

The manufacturer's sales tax of 5 per cent on "reconditioned" phonographs imposed under the revenue act of 1932, is applicable to electrical transmissions for broadcast radio, according to a ruling Aug. 24 by the U. S. Bureau of Internal Revenue. Thus, so-called "reconditioned" phonographs are taxable if in the form of electrical transmission phonograph records, inasmuch as the tax is upon the records themselves and not on the manner in which they are used.

The opinion, interpreting section 607 of the Revenue Act, dealing with the 5 cents sales tax on radio receiving sets, related instruments and phonograph records, to be paid by the manufacturer, added in part: "Repair parts and accessories not sold on or in connection with the sale of radio receiving sets or combination radio and phonograph sets are not taxable if they do not constitute articles of commerce as enumerated in section 607. A phonograph sold alone and not in connection with or in combination with the radio receiving set is not taxable.

"Broadcast transmitter equipment and power tubes or accessories, not taxable unless the tubes or accessories constitute one of the articles enumerated in section 607. Vacuum tubes sold for use in connection with broadcast transmitters or phonograph sound systems are taxable if they are of the same type as those used in the radio receiving set or combination radio and phonograph sets, inasmuch as such tubes are specifically taxed under section 607 of the act * * *.

"Radio tubes of the same general type as those used in radio receiving sets are not taxable under the act, except certain exemption certificates used * * * for testing or experimental purposes are subject to tax."

Music Executive Sees Better Trade Conditions After Survey of Nation

A COAST-TO-COAST survey has convinced J. C. Stein, president of the Music Corporation of America, that business conditions will improve during the summer and winter. He said that his organization will record a substantial increase in the music trade over the previous year.

"Recent developments in the radio advertising field are significant," he said. Agencies in New York, Chicago, and other major broadcasting centers report a substantial increase in interested clients for fall and winter advertising."

Mr. Stein also pointed to new contracts for orchestra engagements in some of the country's largest hotels as indicative of the return of the business concert.

``BIG FOUR'' TO MADRID—American delegation to International Radiotelegraphic Conference which begins Sept. 3, photographed aboard the S. S. President Roosevelt after an impromptu broadcast over CBS Aug. 17. Left to right: Eugene O. Sykes, acting Commission chairman; Mr. Lichtenstein, executive secretary of First National Bank of Chicago; Mr. C. B. Joliffe, chief engineer of the Commission, and Dr. Irvin Stewart, State Department.

"Experiment by Marconi On Ultra-Short Waves Interests U.S. Engineers

AMERICAN radio engineers have expressed intense interest in published reports from Rome that Guglielmno Marconi was successful in "bending" ultra-short waves so as to penetrate obstacles and overcome line-of-sight limits. All details of equipment and performance were given during an experiment before offering final conclusions, however. The report was that Marconi transmitted radiotelephone and radiotelegraphic messages from his yacht Elleta in the Gulf of Aranci, via the island of Sardinia, a distance of 170 miles, using the 57-centimeter wave (slightly over half a meter). Ordinarily, such an experiment from so overf ishing point of view of the radio horizon would travel no farther than the earth's horizon, being absorbed by the curvature of the earth's surface as well as obstacles such as mountains, hills and buildings.

Should the reports be substantiated and should the experiment be repeated at will, the discovery may solve the problem of television and at the same time possibly open up a new medium for broadcasting.

New Service Opens Near Washington

ESTABLISHMENT of a new frequency monitoring service for radio stations, to begin operation about Sept. 1, was announced Aug. 24 by J. C. McNary, formerly an engineer with the Bell Laboratories. Mr. McNary has established his station in Chevy Chase, Md., a suburb of Washington.

Explaining that the station is equipped to give daily measurement service to broadcasting stations, along with all other types of services, Mr. McNary said the equipment has a range of the entire spectrum for checking purposes. A direct leased wire from the Bureau of Standards in Washington to the McNary station, he said, makes available a carrier frequency check within 200 miles of the Bureau. Mr. McNary, who until 1929 was attached to the Radio Supervisor's office in Washington and later to the National Broadcasting Company, is also engaged in radio consulting work for stations, particularly on field surveys and antenna installations.

Stewart is Named Delegate to Madrid

U. S. Party Now Totals Four, To Oppose Censorship

Dr. Irvin Stewart, radio expert of the State Department, will be a member of the United States delegation to the International Radiotelegraphic Conference at Madrid instead of a technical advisor as first announced. Undersecretary William R. Castle, Jr., explained that this was made because with a three-man delegation this country might not be represented on some important subcommittees.

The delegation, which sailed from New York Aug. 16, now consists of Commissioner E. O. Sykes, chairman, Dr. C. B. Joliffe, chief engineer of the Radio Commission, Walter Lichtenstein, executive secretary of the first National Bank of Chicago, and Dr. Stewart.

The State Department announced that the delegation has been instructed to take a vigorous stand against any proposal to promote the suppression of radio. Several countries have suggested provisions in the international radiotelegraphic code to prevent the transmission of censored messages.

The present clause in the telegraph convention authorizing governments to prohibit the transmission of a message considered dangerous for the safety of a country is held sufficient censure by the State Department.

France, Japan, Austria, China, Hungary and Czechoslovakia have submitted proposals for tightening the censure clause.

Answering protests that no representatives of press associations were invited to the Madrid conference, the State Department explained that it had nothing to do with the private radio and that the question is to be sent to delegates. Such invitations came from Spain.

It has been customary, however, the department explained, to invite operators of cables and radio systems rather than the users of them to previous international radiotelegraphic conferences.

Labor Group Asks New York Station

ORGANIZED LABOR seeks a new high-power broadcasting station in New York's metropolitan area in an application filed Aug. 16 with the Radio Commission by an organization calling itself the "Laborers Protective Conference.

The facilities of WLWL, New York, are requested for a station to be located in Newark "or vicinity."

Simultaneously, WLWL, operated by the Cosmopolitan Society of St. Paul, the Apostle, applied for a change in frequency from 1100 kc. to 810 kc., with permission to operate between 6 P.M. and 6 A.M., EST. The 810 kc. channel is assigned to WCCO, Minneapolis, but is vacated during daytime hours by WPCH, New York.

The labor application is signed by Matthew Wolf, president, and Walter J. Flynn, executive secretary, representing the conference. They explain that the station, 1,400,000 members and that the station would be used to promote the sales of products of American labor, Mr. Wolf is vice president of the American Federation of Labor. Call letters of WLWL are asked.

The 1100 kc. channel is used currently by WPG, Atlantic City, with WLWL operating limited hours. The labor group asks specified hours with WPG.

Sta-Shine Report Proves Erroneous

REPORTS that the Sta-Shine Products Co., Inc., of New York, has served notice on the Interstate Commerce Commission during the past week, that the company seeks change in frequency of WGBB, radio station, to the Supreme Court if the Commission decides against it in the broadcasting advertising rate case, has been denied by the Commission. Since the holding of oral arguments before the Commission June 15, the radio company has been given consideration with no new evidence rendered or accepted. It will be decided within the next two weeks.

The published report that Ernie Adamson, Sta-Shine counsel, had notified the Commission of his intention to appeal was a "doubtful story", based on the arguments presented before the Commission June 15, rather than on any new development.

The case, which directly involves NBC and WGBB, Freeport, L. I., is one of the leading cases in the jurisdiction over broadcast advertising rates and whether stations are subject to common carrier rates under the meaning of the Transportation Act. The Commission has before it a recommendation from Mr. Adamson that the complaint be dismissed on the ground that the I. C. C. has no jurisdiction.

A REDUCTION of salaries paid for sustaining programs has gone into effect at NBC in San Francisco. Artists now get $10 per non-commercial period instead of $15 as previously.
THE DISSENTING opinion of Commissioner Lafount in the case of the four stations which on August 12 were denied power increases constitutes such convincing argument for horizontal power raises for regional stations that significant exceptions are reproduced for the readers of BROADCASTING. Mr. Lafount not only points out that present demands are for greater power but he also recalls that until General Order 40 was drafted the Radio Commission's policy was favorable to power increases.

Mr. Lafount applied for increases in power from 1 kw. to 5 kw. on the second channel of 120 kw. on the second channel of 310 kc. shows conclusively that the public interest, convenience and necessity would be served by the granting of these applications.

The evidence before us is indisputable that, so far as daytime conditions are concerned, the granting of the present applications would extend the service of these four stations over large areas not now receiving service from stations established in rural districts of Maine, Kentucky, North Dakota, Oregon, and, to some extent, Minnesota. This would be of substantial public benefit. Moreover, it might be unquestionable that within areas now receiving service from these stations a further increase would enable them to render good service to thousands of listeners not now enjoying such service from these stations. Furthermore, such a benefit could be had without injur- ing anyone or depriving any station of any of its coverage or any portion of the privileges conferred upon it.

All that might be said to stand in the way of the granting of these applications is a strict interpretation and application of two of our regulations. One of these regulations is Paragraph 120 of the Commission's Rules and Regulations (formerly Paragraph 4C of O. m. 23) which provides:

"The following frequencies are designated as regional frequencies. They are allocated to operators of local stations which are permitted to operate simultaneously unless otherwise restricted:

..."

The frequencies subject to the further restrictions stated in paragraph 123."

Power Gains Permitted

SINCE the enactment of General Order 40 there have been very substantial increases in power throughout the country under the Commission's regulations. We have provided that clear channel stations are no longer limited to a regular power of 25 kw. but that four of the five stations already licensed to regular power. The limitation upon the power of so-called high power regional stations has been changed from 5 kw. to 10 kw.

Many regional stations having power of 250 watts, 500 watts, etc., have been granted permission to increase power and the general tendency in the local field has been to increase from such powers as 10 watts, 15 watts and 25 watts to a usual power of 100 watts. There has also been a substantial increase in daytime power. The policy of allowing power increases was followed until the recent crystallization of the quota system.

From the point of view of the consumer, from general changes in public tastes it appears that present requirements are for higher levels of intensity in the general service than have prevailed in the past. This can be seen from a study of the reports of the conference held by Secretary Hoover prior to the enactment of the Radio Act of 1927, when the term "high power stations" was generally used to apply to stations having powers of 1,000 watts or over.

Purpose of G. O. 40

IN THE early days of broadcasting when the reception of entertainment was a matter for enthusiasts and long distance reception, when all reception was done upon the basis of one's personal judgment and at a Given time, when reception had for its purpose identification rather than enjoyment, there was never any real need for such a signal and no great interest in quality. The expressed objections were usually instances where perceptible static or noise level high enough to prevent identification of the station received.

Since those days the entire theory of radio reception has been revised. Since the development of high quality transmitting technique, of newer and more faithful instrument, of larger than life, loud speakers, higher signal intensity is absolutely necessary. In view of this, some thought must be given to the purposes behind the enactment of Paragraph 120 (General Order 40). A perusal of the Commission's publications contemporaneous with the enactment of the order will show that the purposes of that order are: (1) Protection for the enforcement of the Davis amendment, and (2) an orderly and systematic framework for the allocation and assignment of broadcasting stations on a logical and definite plan.

Restriction Not Intended

NEITHER of these purposes is served by assuming the power limitations contained in the order are intended as limitations for all time upon the power of any station, regardless of service, coverage or interference. That no such significance can be imported into the order will appear from the fact that which have been progressively made into the methods of evaluating station power. Originally all the transmitting installations were rates to as their output power upon the basis of one-half the voltage times the amperage introduced into the tubes of the last power amplifier stage. Subsequently, this factor for dividing the input was reduced on several occasions.

It will thus be seen that the Commission could never have intended to put into place a restriction which could and permanently restrict power output. Such a restriction would be similar to our placing a restriction upon an incandescent electric globe. No benef- it could accrue from such an order. In fact, considerable harm would result. For example, one might use a low wattage lamp or a poor one when a good lamp was available. So also in radio reception there is no good accomplished by requiring the listener to use a weak, distorted, noisy signal when a satisfactory one can be received without actual additional cost to the listener and with no substantial additional interference to other stations.

Purpose of Order

WHAT MUST have been intended by the Commission is consideration of power output in terms of service, intensity and interference, and if power changes can be made in either service or intensity or both without affecting interference it cannot be pre- sented before the present paragraphs are tended to so forever abide by the present terms of Paragraph 120 to as preclude such improvements. A part of the reason for the channel assignments is for the primary purpose of keeping the various stations upon the frequencies of equal quality so far as service and interference may be concerned.

It has also been stated that the granting of these applications violates the quota system which we have established. We must consider that the provisions of the quota system are of such mathematical accuracy that they need be complied with. The application for the station where required by the listening public which cannot otherwise be served under a strict and mathematical interpretation of that system.

Proposes Rule Changes

MOROEVER, in these applications, the applicants request the Commission to make whatever amendments might be necessary so that the strict application of Paragraph 120 and 100 to this case works an unnecessary hardship which was not intended. Unless these regulations were promulgated and that proper amendments should be made.

The following language should be added to Paragraph 120:

"Provided, that if upon any of the above-named frequencies it ap- pears to the satisfaction of the Commission that additional power should be granted to stations operating upon said frequency without increasing inter- ference to stations upon adjacent frequencies, the power of any station of power may be 5,000 watts."

And the following language should be added to Paragraph 100(d):

"Provided, that in case such sta- tions are authorized to use additional power pursuant to Para- graph 120 of these Regulations, as amended, such additional power shall not have the effect of increasing this unit value."

An Ozark Station

WITH SUBSTANTIAL time con- tracts signed even before its com- pletion, KGBY, recently moved from Kansas City, Mo., to PORTLAND, oreg., Morton R. Duff, former manager of KSO, Clarinda, Ia., is handling na- tional advertising; Walton Loch- man, former manager of the radio station of the BARRON, Mo., radio station, is associated with the station; and in the case of Canadian shared

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www.americanradiohistory.com
NEW SPONSORS and the continu ance of by far the majority of those who stayed on the air during the summer months have been announced for the NBC and CBS networks and their affiliated stations during the fall and winter season, beginning with September 9. Many new sponsors and renewal accounts have been scheduled by NBC to start during September 9, and 15 have been scheduled by CBS to start during September alone, according to press statements issued during the week of Aug. 22 by both networks.

"Many new programs, the revival of others which had won a wide following before retiring for the summer, and heightened interest resulting from the political campaign and the advent of a national election—these are the ingredients of busy broadcasting for the fall," reads the optimistic statement from CBS.

Many New Accounts

"AN INCREASE in the number of sponsored programs over CBS," the statement continues, "is assured— with many more auditions for prospective sponsors scheduled during the new fortnight."

The NBC statement points out that, besides the 17 new programs scheduled to start during the next two months, 47 summer sponsors on eastern and midwest networks will continue this fall and winter and 10 more, which went off the air for the summer, or whose contracts expired this summer, will return.

New NBC programs and their sponsors and the dates they are scheduled to start, together with time of broadcasts, are listed as follows:

**QUAKER Early Birds—Gene and Glen** will return their former sponsors, the Quaker Oats Co., Aug. 29. Songs and patter, daily from 5:45 p.m., starting Sept. 9, over NBC, network.

**Malted Cereals Co.** will sponsor a new program featuring a wax cylinder recording, every Monday evening at 8 p.m., starting Sept. 13, under the sponsorship of the Premier Malt Sales Co.

**SWEETHEART Program.** Program, songs and beauty talks, daily from 7:45 p.m. in NBC-WJZ network each Wednesday night at 8 p.m., starting Sept. 9.

**HEN BERNIE, the Old Maestro, who will resume his NBC-WJZ network each Wednesday night at 9 p.m., beginning Sept. 13, under the sponsorship of the Premier Malt Sales Co.

**BIG BEN Dream Drums.** Dream sponsored by the Western Clock Co., returns to an NBC-WJZ network each Saturday afternoon program at 5:30 p.m.

**DROMEDARY CARAVAN** a series of programs dealing with horses, will be broadcast on NBC, starting Sept. 9, 7:45 p.m., and sponsored by the Hille Brothers Co. over NBC network, starting Sept. 22, at 6:30 p.m. A new series will be presented each Monday, Wednesday and Friday, starting Sept. 9.

**REED MURDOCK & Co.** (Monarch Brand Foods), has been contracted for a program, as yet undetermined, to be broadcast over an NBC-WJZ network each Sunday afternoon at 2 p.m. It is reported these programs will begin on Oct. 2.

**WAYNE KING and orchestra, already heard in the series of Sunday programs over an NBC-WJZ network, will inaug urate a second series for the fall, starting The Lady Esther Co., over a similar network Tuesday evening at 9 p.m. This series will start Oct. 4 at 8:30 p.m.

**THE THREE BAKERS, songs and comedy, will be heard again every Sunday evening at 7:30 p.m., over an NBC-WJZ network, broadcuing Oct. 3, under the sponsorship of Standard Brands, Inc.

**SEKATURE HAWKINS is the title of the new dramatic script, which will be presented by the Purina Co. for the first time over NBC network at 5:45 p.m. These programs will be heard every Tuesday and Thursday.

**THE MYSTERY CHEF will broadcast his foods talk series once more for R. B. Davis & Co., beginning Oct. 4. He will be heard each Tuesday and Thursday, 10 a.m., over an NBC-WJZ network.

**Death Valley Returns**

CAPTAIN DIAMOND, a dramatic script, will be offered by General Foods in behalf of Diamond Crystal Salt in NBC-WJZ network each Wednesday evening at 7 p.m., starting Oct. 6.

**PACIFIC COAST BORAX Co. will return its famous Death Valley Days sketches to the NBC-WJZ network each Thursday evening at 9 p.m., starting Oct. 6.

**U. S. INDUSTRIAL ALCOHOL will sponsor Sunday evening program over an NBC-WJZ network at 7:45 p.m., starting Oct. 9. Program details not available.

**STEPHEN F. WHITMAN & Sons, Inc., has taken time on an NBC-WJZ network each Monday evening for a program, on which no details are as yet available, will go on the air Oct. 26.

**A. C. GILBERT Co., (Erector toys, etc.) will also be on the air each Sunday evening beginning Oct. 2. This program also is not yet decided, as yet, will be heard over an NBC-WJZ network at 5:45 p.m.

Summer Sponsors Stick

NBC PROGRAMS which expired at the end of the summer, but whose sponsors have indicated their intentions of continuing during the fall, will be offered for the following, besides the above named programs, upon the following list:

**SEPT. 9:** "Myrt and Marze," sponsored by William Wrigley Co., will be heard over 5:45 p.m., starting Sept. 10 10:15 p.m., for eastern listeners and 10:45 p.m. for the far western audience.

**SEPT. 10:** "The Lone Wolf Tribe," sponsored by William Wrigley Co., will be heard over NBC network.

Real Indian chiefs among the cast of program for juvenile listeners which re sumes Sept. 10 in NBC, starting 5:45 p.m., and rebroadcast for west coast.

**SEPT. 6:** "Charis Musical Reveue," sponsored by the Charis Corp. and presenting stories of younger children, "Sweetheart of the Air," Ann Leaf, organist, and a string trio; 6:15-2:30 p.m., Tuesdays.


**SEPT. 6:** "Magic Piano Twins," sponsored by the Miralex Wax Co., featuring Harry Warren, Lois McDonald, and Mary Norton, home economist; 11 to 11:15 a.m., Saturdays.

**Time Program Returns**

**SEPT. 5:** "March of Time," unsponsored until Nov. 4 and thereafter by Time, Inc. This program, documenting the progress of the day, will be sustaining its presentation through the exciting political campaigns; 5:10 to 5:15 p.m., Fridays.

**SEPT. 9:** "To the Ladies," quarter-hour program featuring Evan Evans and Lean Lawman, which goes to air 11:15 a.m. to 11:20 a.m., for home listeners; 11:20 to 11:25 a.m. for east coast. 11:20 to 11:25 a.m. for east coast.

**SEPT. 11:** "Angelo Patri—Your Child," resumes under sponsorship of The Dream of A Child, on NBC network at 11:15 a.m. for east coast and 9:15 a.m. for west coast.

**SEPT. 12:** "Evening in Paris Mysteries," sponsored by Durieux, Inc. of this new type program featuring the world's largest radio studio veterans, half-hour mystery dramas, 9:30-9:45 p.m., sponsored by the J. Charnlain, Inc., 5:10 to 5:15 p.m., Fridays.

**SEPT. 12:** "Christy Walsh's Football show," gridiron program presented by Christy Walsh, on NBC, starting Sept. 12, 11:15 a.m.

**SEPT. 12:** "Easy Acres," sponsored by the Amana Farms, will broadcast its first program with their bridge table troubles. Monday, Wednesdays and Fridays, starting Sept. 12, 10:45-11 p.m., with separate broadcast coast.

**SEPT. 23:** "H-bar-O Rangers," new program for children with cowboys, etc., 5-6 p.m. starting Sept. 23, for NBC, starting Sept. 23, 10:45-11 p.m., with separate broadcast coast.

"Still other new sponsored programs have been arranged for October and November. NBC and CBS. (See network account list-

(Continued on page 26)
A VIGOROUS attack upon the Radio Commission for alleged inconsistent treatment of broadcasting stations, and the consequent uncertainty of all its actions is made on the annual reports of Communications in its annual report to the American Bar Association, which has published its findings. In a meeting the association in Washington two years prior to the opening of a new session of Congress Oct. 12, so that all members will have opportunity to discuss it.

Charging that the Commission strictly enforces its formal regulations in some cases but ignores them in others, the report cites several instances in which it holds the Commission has violated its own regulations. "It may be safely stated," the report says, "that in the entire history of the United States Radio Commission the law had imposed on it so much uncertainty as to its continued existence or to the protection of its investment or services on account of government regulation, as the broadcasting industry." Reviews Radio Jurisprudence

THE REPORT reviews comprehensively the year's activity in radio jurisprudence and regulation both here and abroad. Taking up each major question separately, it offers specific recommendations. It bears the signatures of Louis G. Caldwell, of Washington, chairman; John W. Gildersleeve, Washington; John C. Kendall, Portland, Ore.; and Robert Stone, Seattle, Wash. Frank P. Wicks, of New York, the fifth member had not advised the chairman whether he approved or disapproved the report, and his name therefore was not signed.

Highspots of the report include:
1. Allegations of abuses by the Radio Commission in its dealings with broadcasters.
2. Recommendation that station licenses be revoked for longer than six months to give stability to stations.
3. Recommendation for repeal of the Davis Equalization amendment and return to the original provisions of the law on the ground the amendment has "proved impossible of enforcement."
4. Recommendation for amendment of the Radio Act to provide for appeals on Commission decisions on construction permits, or, preferably, elimination of construction permits altogether.

Re Radio Advertising

5. THE conclusion that it is unwise and unnecessary for Congress to enact legislation restricting radio advertising, at least for the present.

6. Outright opposition to the so-called "overquota" violations of not less than 15 per cent of all broadcast facilities to education, and opposition to other measures for educational use.
7. Opposition to legislation which would impose license fees on radio stations, on the ground that it is not yet shown and because such a theory is not followed in providing revenue for other governmental agencies.
8. The conclusion that since a large proportion of broadcasters are still operating at a loss, no need or occasion has yet been manifested for regulation of broadcasting advertising rates.
9. The conclusion that broadcasters should not be held liable for defamation over radio, particularly in view of the political section of the Radio Act (Section 18) which does not permit censorship of political addresses. The broadcaster should not be forced into silence but will have to either exercise censorship or refuse to broadcast such speeches.
10. The conclusion that the regional broadcast agreement between the United States and Canada, signed on Jan. 27, 1927, was "ill-advised, unjust to particular broadcasters in the United States, and perhaps also legally invalid."

Resolutions Offered

ONLY TWO resolutions are offered by the committee for adoption by the association. One seeks authority to confer with the commission with regard to legislation and treaties governing the electrical transmission of intelligence. The other would authorize the committee to be represented at international conferences and congresses involving the international regulation of radio in the role of observers and without expense to the association.

The Radio Commission procedure was made in that portion of the report devoted to the administration of the Radio Act of 1927. The Commission has promulgated new rules and regulations, the Committee said that important decisions which to all intents and purposes are given the effect of regulations are not embodied in the code and no one can be certain in a particular case whether such precedents will or will not be determinative of his case. Special mention was made of the so-called mile-gap-frequency separation tables.

"Formal regulations are strictly necessary in cases where the Commission has completely ignored the law, and cases where it has interpreted the law in an arbitrary spirit. But in all others the Commission has not proceeded with care, and the provisions of the act have been interpreted in a spirit of the law." The report continues. Examples of this are as follows:

Conflicting Decisions

"LITERALLY hundreds of applications have been denied and even refused for filing because of alleged violation of the Davis amendment and the Commission's regulations thereunder (in that they proceed from overquota states or overquota stations)." The report said that the same period applications have been granted, frequently without hearing, for substantial additional facilities in overquota states in.

German Broadcasting Stations Placed Under State Control in Reorganization

Ownership Divided by Reich and Provincial Governments; Administration Seperated From Factional Politics

FOLLOWING the recent German elections, in which radio was widely used, the Reich government of Germany has brought the entire broadcast industry under state control as have Canada, Norway and Australia in recent months.

Two Federal commissioners have been appointed, and the Reich and the German states have purchased all privately owned shares in German broadcasting companies. Under the new setup the technical and business management of all radio stations is vested in the Reich Broadcasting Company, with the Reich holding 51 per cent of the stock.

A net result is that 49 per cent of each of their regional organizations.

One commissioner, appointed by the Ministry of Posts and the Interior, will direct programs, news service and political matters. These two commissioners and other appointed members comprise an administrative council. Six members were appointed by the Ministers of Posts and the Interior, and each of the Federal states is represented by two members. The commissioners will act as chairmen of the administrative and advisory committees, respectively.

One of the chief objects of the Reich control is to separate broadcasting from politics and to control it, providing for state representation and their sub-stations but leased the transmission rights to companies which also received a franchise to handle sales in states. Regional committees on which the representatives of the Fürstliches Radiozentrale were strongly represented supervised the programs. The Reich Broadcasting Company constituted the holding company.

WLBW Removal To Erie Approved

REMOVAL of WLBW from Oil City to Erie, Pa., will be undertaken at once as a result of the Radio Commission's decision Aug. 23 finally approving the transfer. Eugene V. Cogley, president and general manager of the East Pittsburgh, Pennsylvania, Inc., licensees, announced following the decision.

The Commission's action reaffirmed its original June decision, which subsequently was set aside because of a protest against the removal filed by WERE. That protest, however, was withdrawn Aug. 22. It is understood that WERE has been leased by its present owner, Mr. L. M. Townes to Clayton C. Townes, owner of WKBW, Youngstown, O. WLBW will become the CBS outlet in Erie, operating with an additional 1,000 watts at night and 1 kw. day. WERE is a 100 watt station.

Mr. Cogley, who recently reorganized the independent management director of the NAB to take over the new station, declared he expected WLBW to be on the air from its new location late in September.

Saltzman Honored

A RESOLUTION expressing the regret of the NAB for the resignation of Maj. Gen. Saltzman, former chairman of the Radio Commission, was adopted by the board of directors of the NAB at its meeting in New York Aug. 24. The resolution praised the former commissioner for his "great public service" and expressed appreciation for his "substantial contribution" to the industry.

WFDW Now WAMC

THE CALL LETTERS of the station formerly WFDW in Mobile, Ala., have been changed from WFDW to WAMC with approval of the Radio Commission.

Darrell Martin to Edit Review for Radio Fans

Mr. Martin, who began his career in the radio business during the late '20's, is now associated with several leading radio publishing enterprises. He has been active in the field of radio journalism for about 15 years and has written more than 1,000 articles on radio subjects for magazines and newspapers. Mr. Martin has written a number of books on radio and has contributed to the development of radio as an important medium of entertainment and information. He is well known for his ability to write clear and concise articles on complex radio topics. His writing style is easy to read and he has a talent for making technical information understandable to the general public.

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Birds Make Debut

RADIO listeners tuned to WHP, Harrisburg, broadcast recently to the cheery song of native birds singing in the springtime, while a beautiful view of the Pennsylvania capitol. The pickup was made from a microphone placed outside the adjoining WHP transmitting plant. Two microphones were used, one planted among the trees and the other at the edge of the clearing where Leo A. Luttringer, of the Pennsylvania Game Commission, described the birds as they took their "bows." The program, arranged and directed by Tommy Muir, manager of WHP, proved popular and plans are being made for another similar broadcast.

Bans Radio Frauds

THE CITY council of Richmond, Va., has brought its advertising ordinance up to date by including radio, billboards and signs in the activities covered by the ordinance of fraudulent advertising. The ordinance formerly only printed material.

Programs of Quality and Some Length Held Desirable by President of Philco

James M. Skinner Explains Sponsorship of Stokowski And Philadelphia Orchestra and Use of Disks

REPLYING to an inquiry by the Philadelphia's Stokowski, that broadcast adver-
sing is a necessary and legitimate part of the Metropolitan Life Insurance Co., James M. Skinner, president of the Philadelphia Storage Battery Co. (Philco radios) makes a statement regarding his company's use of broadcast advertising—particularly its presentation of Leopold Stokowski and his Philadel-
phia Philharmonic in their hour and three-quarters CBS network offer-
ings. This plan was undertaken by Philco in an effort to attract a lighter attitude toward radio and a conviction that broadcast adver-
sing pays.

Philco during the week of Aug. 15 staged a transcription broad-
cast for five consecutive nights over 129 stations, using 615 broad-
cast periods in all.

"We always have used spot broadcasts, or at least our dealers have, with more or less success, but these again have been gov-
erned by the advice of our local agencies," said Mr. Skinner. He was regarding the network pre-
sentation:

"During the past year, our prin-
cipal broadcasting has been the con-
certs of the Philadelphia Or-
chestra under the direction of Leopold Stokowski, and supplementary short wave transmission to carry these concerts.

"Our object in selecting Stok-
owski and the Philadelphia Orchestra was because we believed it advis-
able to direct our activity to broad-
casting and to radio, to give the music loving radio owners of the world an opportunity to enjoy often, the world's finest music under direction of America's greatest musical dir-
ectors. These were not studio broad-
casts but actual full length concert broadcasts direct from the Acad-
emy of Music while the disting-
huished and colorful audience was present.

"With these broadcasts, we held the air for an hour and three-
quarters, and a feature button was added to the Englehart-Curtis microphone which allowed the listeners to call in upon other broadcasters the quali-
ity of program that today's broad-
casting and receiving facilities make possible; and (3) to prove our contention that it is not good business to originate too large a percentage of programs in the studios nor to have the listening hours cut up into so many short periods. We believe that a program must be of a quality to attract an audience and to hold an audience, and we think there should be enough of it to satisfy an audi-
cience's demands. So we believe that a program will im-
press its sponsorship endur-
ingly when it is a good one.

"We do not infer by this that all programs should run for an hour and three-quarters, but we do believe that the fact that Philadel-
ville lost its hold on the public. We think the vaudevillean rapidity of change is not good enough in radio because listeners usually hope to settle down, relaxed, for a considerable period—perhaps an hour and a half. We believe that one program to another are so frequent as to get the listener all jittery, radio, it seems to us, is being abused instead of used."

Commission Drops 7 Off Field Force

ANOTHER reduction of personnel was effected by the Radio Com-
mision Aug. 16 in compliance with the provisions of the economy act. Seven employees attached to the present temporary operation at Grand Island, Neb., were dismissed.

The dismissals, together with other economies ordered at the station, will save approximately $14,000 a year. Other employees must now cover and continue the operations of the U.S. Army's field force, however, to meet the esti-

dated deficit of $35,000 for field service operations this year.

The news was released from the Washington office of the Radio Commission several weeks ago, which included an announcement of a complete public address system so small that it fits into a suitcase and may be carried by hand.

The equipment, including the case, weighs only 70 pounds. It includes an amplifier, loud speaker, control unit and trans-
mitting equipment. Designed by the Bell Laboratories, the system is built for use by the disc jockey or by the disc jockey and engineers and introduced at the Democratic national convention.

The case into which the equip-
ment fits is 14⅛ inches square and 10 inches deep and contains a bracket for carrying spare vacuum tubes and an amplifier and microphone are used. Each of the first two stages employs a single vacuum tube, while the last stage uses two tubes in a push-pull circuit. The amplifier has an adequately uniform fre-
quency characteristic between 70 and 4,000 cycles, and is capable of delivering 100-watt peak output power of 3 watts.

The power supply equipment in-
side the amplifier unit itself con-
ists of a transformer, a Western Electric full wave rectifier tube and a filter circuit. This equip-
ment is used for the initial operation of the amplifier, the loudspeaker and the microphone.

The filament of the vacuum tubes is operated on alternating current directly from the transformer.

The loudspeaker is of a dynamic type and is mounted on a wooden baffleboard in front of the carrying case. The Western Electric lapel microphone is ½ inches in dia-
meter and is made from battery operated equipment emas-
culated in soft rubber with a metal clip for fastening to the user's clothing. The microphone control unit consists of a pedestal or a network through which the current for the microphone is obtained; a repeating coil which effects a diaphragm in the amplifier and an external or re-

ternal volume control. The volume is controlled by means of a vol-
tiometer which is connected to the microphone control unit by a 30-
foot cord.

As accessory equipment, a control cabinet is available which permits the connection of any one of five microphones to the audio amplifying system. This cabinet provides noiseless switching and facilities for supplying current to the micro-

Fan Mail Unanted

DESPITE the 50 per cent increase in the first class postal rate radio fan mail continues as heavy as ever according to Frank H. Jeffery, assistant general manager for the CBS networks.

CBS received the first week of the mail received a month before and a month after the new rate went into effect revealed a one per cent in-
crease for the latter period.
Unique Deal to Broadcast West Coast Football Contests Made by Radio Trio

NBC, Don Lee-CBS and Hearst Trade $100,000 Publicity For Gridiron Rights Despite Previous College Bans

By HAROLD BOCK

TO THREE San Francisco radio executives goes credit for putting football over the air waves in the west during the last half of the season despite a previous vetoing by colleges throughout the United States.

Lloyd E. Yoder, chief of NBC's press department; Harrison Hollis, manager of KFRC and William Taylor, representing the Don Lee-CBS system, and Ernie Smith, representing the Hearst Radio Service are the trio who carried through the Pacific Coast Conference plan to utilize radio and football, and who strove to hold the attention of the radio public and, thereby, to establish football as a major sport in the minds of the public.

The plan is a 15-inch speaker that will be used in the broadcasting of the conference as well as in all other college football games.

Mr. Yoder

CONFORMING to this letter NBC and Don Lee-CBS offered the college football games this fall. The reason for this was to stimulate interest in football through radio broadcasting; to emphasize ticket sales by publicity in radio and sport columns; to plug all games heavily on sport pages.

Sponsor Faces Lawsuit For Taking Skit Off Air

RECENT cancellation of Kolb and Dill's "Dinglebenders" skit, which the Gilmore Oil Co. took off NBC in San Francisco, has caused Clarence Kolb to file suit for $32,000 against the gasoline concern.

The suit was filed by Clarence Kolb, the leading skit artist in San Francisco, and has eight months to run at an approximate salary of $8,000.

Kolb and Dill were cancelled when Kolb failed to show up at one program. The Gilmore people wanted Kolb and Dill's "Dinglebenders" skit to the air, broadcasting the hour's variety program from KFI. Kolb demanded $200, but the Gilmore people refused to pay it.

To date no official statement has been made by the conference members, but the general impression in the west is that all of the college football programs will be broadcast and that the conference will take no official action as a conference group.

Each Big Ten Member Decides Football Policy

COLLEGES, and universities in the Big Ten conference will decide for themselves whether they will permit broadcasting of their home football games this fall. The reason for this is the result of the National Collegiate Association's decision at Pasadena, in July when representa

Tourists Attracted

By DR. RALPH L. POWER

SAN FRANCISCO's convention and tourist bureau has checked up the results of the Radio campaign of last May and June and, according to John F. Shea, its manager, the results amply warrant further development.

The bureau paid the cost of the electrical transmissions, while a group of local hotels contributed toward the cost of the broadcasts. These included the Fairmont, Sir Francis Drake, Cliff, Palace, Dill's, and the Fillmore. William Taylor, Whitcomb, steward, Canterbury, Plaza, Max, Bellevue, Alexander Hamilton, Chancellor, El Cortez.

Quarter Hour Programs

THE TRANSMISSIONS consisted of 15-minute programs presented three times a week over four Arizona stations, three in Oklahoma, sixteen in Texas, two in Louisiana and one each in Idaho, Montana, Washington, Minnesota, South Dakota, and Wisconsin.

Gregor and Sollie, Inc., San Francisco, did the actual transcription work, and the San Francisco office of Howard Bowen handled the accounts.

No attempt was made to tie in the bureau or member hotels. The public relations man, Mr. Gregor, merely hired the hotels and let the hotels take their chances of sharing their proportionate additional revenue.

Each program was used as sound effects at the opening and closing of the programs. Release stations were picked in "hot belt" states with "come to cool San Francisco" as the lure.

To be Repeated

MUSICAL interludes were appropriate to "hot" and "carefree" vacation spots. Talks were pithy and brief and featured the city's chief tourist attractions . Chinatown, the China house, the statue of the Emperor of China, the Chinatown park, telegraph hill, Italian quarter, the peninsula, schools, music, art and so forth.

Cost of the cooperative campaign was $15,000. Although the bureau has not issued official figures, it is said that the requests for the book,. "Let's Enjoy San Francisco," have come in by the thousands and the "experiment" was so successful that it will be the basis of a similar radio campaign in 1935.

Prices on NBC

NBC NOW allows the mention of prices on daytime sponsored programs. The rule against such price announcements was altered recently by executive committee of NBC. The change was permitted to state the price of a food product on his morning A. & P. and the policy is not to intend allowing this policy to apply after 6 p. m. CBS is maintaining its restrictions against price announcements.

September 1, 1932 • BROADCASTING
Inconsistencies

FEW BROADCASTERS have ever dared to criticize the Radio Commission aloud. That it has been entirely too conscious of political considerations, is well known, so much in that respect it is no more guilty than most other administrative agencies of the government. What makes the Commission’s position awkward, is that in doing so it has so palpably violated the provisions and regulations—altering them in individual cases when politically expedient, yet not admitting that exceptions really are often its rules.

The smacking indictment of the Commission delivered by the Standing Committee on Communications of the American Bar Association in its annual report, pointing out its numerous inconsistencies, is therefore a bold and forthright statement. Anyone close to the Washington radio picture cannot help seeing the merits of the arguments advanced, usually backed up by the Committee’s record of proof of its own inconsistent actions.

With some of the viewpoints, we must disagree, as with the bitter criticism levelled at Commission and State Department for their recent wave agreement with Canada. But the report as a whole should be listened to, and its attack on its own failures. We are not calling for a Committee to show these inconsistencies.

As the American Bar committee points out, the way of the small, politically-impotent station has become very hard, as the Commission through the last few years has driven them from the border states and their smaller facilities. In cases where the charges that duplicate operation of stations is permitted on some clear channels and refused on others for grounds apparently applicable in both cases; that distance separation from the border and power limitations on Canadian-shared waves are determinative in some cases and disregarded in others; that so-called “experimental” assignments are charged against quota in some cases and not in others, and that violations of identical regulations are considered grounds for denial in one case and yet not considered sufficient reason even for a hearing in another.

The need for some sort of administrative reform in the Commission’s dealings with small stations is clearly shown by the commission.

In the case of a local station cited for hearing, for example, oftimes is faced with the necessity of an appeal from the Commission’s decision, which means that, aside from legal fees, it must meet almost prohibitive court costs. The cost of printing records alone averages $2.25 a page, which uniform in form and price, the smallest record runs into hundreds of dollars and in some cases thousands.

Moreover, stations frequently are required to spend large sums, wholly out of proportion to their investments and their means, in defending themselves before the Commission whenever any Tom, Dick or Harry in or out of radio applies for their facilities or for an assignment that would palpably cause interference. The committee urges a better grouping of related cases, and the sending of examiners to points more conveniently located with respect to the parties involved to alleviate this burden.

We are in thorough accord with the plea of the committee that broadcast licenses be issued for longer terms. Why the Commission should insist upon issuing licenses for only six-month periods when the Radio Act permits a maximum license period of three years, it is difficult to understand.

Looking Forward

IT IS IDLE to recalculate about the results of the copyright negotiations. Had there been no negotiations, the American Society of Composers, Authors and Publishers would still have obtained an increased levy upon broadcasting for the right to use its music. From the outset, the Society made its aim clear—"to propose to get more money out of radio and intended to get it on a percentage basis."

We hold no brief for the conduct of the negotiations. This levy of a percentage on “net receipts,” in addition to the present scale of fees—these latter are called “sustaining” and in many cases may be adjusted downward—is a bitter pill for the broadcasters to swallow, especially in times like these. Yet there seemed to be no way out. It was either a hot or face infringement suits. Under the present obsolete and unjust copyright laws, the copyright owners invariably have won such suits, and highly competent legal opinion held they could still wield the weapon of a law that never contemplated radio.

Had there been no negotiations, the situation would have been worse. The Society originally announced flatly that it intended to get 5-per-cent-of-gross on all commercial business. Now the scale is 3, 4, and 5 per cent, and there is still the probability that the “sustaining” fees will generally be lowered. No matter

The RADIO BOOK SHELF

WHAT WE MAY expect when “Radio Goes Educational” is told in an article by Travis Hoke, former editor of PUBLIC AFFAIRS, POPULAR SCIENCE MONTHLY and other periodicals in the September HARPER’S magazine. Scouting at the assumption of John Elmer Morgan, chairman of the National Committee on Education by Radio, that the solution of every problem “lies in the powerful will reach to the remotest parts of our country as only radio can reach,” the author writes: “Education has become our great save-all, solve all, cure-all. We can build an entire system that will grapple with the problems that we dare not face, make real the ideals to which we give but lip service, it will give our sons both jobs and benediction, and when we have got it we will have shriveled souls.” And yet, he adds “a thing can come by the name of education and still be worthless.”

Defending radio as an instrument “suited for diversion and for communication of news and speeches, not for the spearing of predigested culture,” he advises the broadcasters “frankly and for money” to improve the quality of their broadcasts. “Let the educators keep to book and blackboard,” he says. “Let them pass the buck to broadcasters because there is a thing that nothing pleasant is noble, that dullness is profundity, and the sad ending is art.”

LEE H. BRISTOL, vice president of Bristol-Myers Co. and president of the Association of National Advertisers, has written a stimulating article on the pros and cons of conducting business in “Profits in Advance” (Harper & Brothers). Known as the coiner of “distribution director” to bridge the gap between production and sales, Mr. Bristol contends that as long as advertising is a percentage of net gross, the advertising cost-wage ratio is directly proportional to productivity. In this ratio, the author predicts that the expert on advertising and distribution will soon supplant the factory-trained executive whose chief interest is production—Hyman Tash.

what the settlement—and certainly the NAB board and its negotiating committee accepted it under duress—all broadcasters would not have been satisfied. Someone would have to pay more, for more money from radio the Society was determined to get.

If the copyright situation has proved anything, it has proved the need for organization and solidarity among the broadcasters, large and small. They must get together, in a fortified NAB, to present a united front against the hosts of racketeers that are besetting them. Under Oswald Schuette, with his new authority, the individual members of the NAB may expect to get their cases for lowered “sustaining” fees ably presented. In a close election, the NAB’s immediate future may expect to have the case for radio as a whole forcefully brought before Congress. In a strongly financed association, it is conceivable that some day they may even be able to control the "raw material" of radio, which is music, just as a raider on newspapers and newspaper groups have finally secured control of their own sources of newsprint.
We Pay Our Respects to...

E. L. "Ty" Tyson

TWELVE YEARS AGO, on Aug. 29, 1920, a station, WWJ, Detroit, went on the air to furnish those owners of catwhisker crystal sets the results of the primary election returns gathered by the Detroit News, whose publisher had the radio hobby. Antedating KDKA, Pittsburgh, by more than two years, WWJ lays claim to being the oldest broadcasting station in America still in existence. Had it not been for the small country's outstanding in the hand—Working Tigers, the oldest of the announcers, has been his Ty's lot not only to make hosts of friends in the sports realm but to bring before the microphone numerous celebrities in many fields. Many of his finest radio in WWJ, whose management has seldom in the last dozen years taken the opportunity to exploit its own accomplishments. The station, as Paul Hale Bruske, well known newspaper advertising man, wrote in a recent issue of the Detroit SATUR- DAY NIGHT, "enters another year of service next month with any aim to be anything but a 1,000 watt station, broadcasting from its present towers, to its present audience—under which decision it is probable that few listeners will complian."

The radio idea appealed to "Ty," and WWJ got a new announcer. Today "Ty" shares with Lambdin Kay, of Atlanta "Jaw-jah," Leo Fitzpatrick, of WJZ, and a handful of others the distinction of being the oldest of the announcers on the air.

That was in May, 1922. The radio idea appealed to "Ty," and WWJ got a new announcer. Today "Ty" shares with Lambdin Kay, of Atlanta "Jaw-jah," Leo Fitzpatrick, of WJZ, and a handful of others the distinction of being the oldest of the announcers on the air.

Radio Aviation Map

A Colored Map prepared by the Radio Commission, revised as of June 30, 1932, showing the status of radio stations devoted to commercial aviation. Copies may be obtained from the Printing Office at 10 cents each.

The Engagement of Stanley E. Hubbard, manager of KSTP, St. Paul, Minn., to Miss Gertrude B. Renikam, daughter of the late Rev. H. G. Stubb, of the Central Lutheran Church, Minneapolis, announced by Miss Stubb's father Aug. 14. The wedding will take place Sept. 15 at the church of which the bride's father is pastor.

WALTER C. EVANS, manager of radio broadcasting of the Westinghouse company, has gone to Madrid to attend the International Radio Tele-graph Conference.

MR. AND MRS. R. M. SMITH, president of NBC, was a guest aboard the yacht of Frank E. Gannett, publisher of the Gardner News, during the Aug. 19 day. Guests included Kent Cooper, president of the Associated Press; John Cowles, publisher of the Des Moines Register and Tribune, and J. D. Bar- ban, publisher of the Syracuse Post-Standard.

William S. PALEY, president of CBS, and Mrs. Paley flew to Washing- ton Aug. 11 to attend the Hoover notifi-cation ceremonies.

B. T. McCANNA, at one time with WGN, Chicago, later with the Stiegl- cloth agency, has been appointed a radio director of Rockefeller & Cunnyngham, Inc., Chicago agency.

DEAN HODGDON, formerly manager of the Bureau of Broadcasting, Chi- cago, as manager of the Interior of the radio industry is public relations for the revived publication of HELLO STRANGER MAGA- zine, published in Chicago.

DON GILMAN, Pacific Division vice president of NBC, was a speaker on Radio Day, Aug. 19, before the West- ern Radio Broadcasters Association at San Francisco. He spoke on "Radio's Part in Stimulating Business.""}

Jack FOSTER, radio editor of the New York World-Telegram, who re- ported from Europe, spoke on Aug. 25 over NBC on "A Radio Editor Abroad."

S. S. FOX and Philip G. Lasky, owners of KDYL, Salt Lake, were in San Francisco in mid-August arranging all details with Don E. Gilman for KDYL, and after its switch from CBS to NBC, KDYL replaces KSL, which recently went on the air.

ESSE BUTCHER, former press rela- tions director of CBS, is winding up a two-month tour of Europe, accom- panied by his wife. butter is visiting France, Holland and Ger- many, the Butchers now are in Eng- land, where they will probably spend the next two months.

PIERRE LYTAYUT, son of the for- mer French Governor General of Mo- rocco, visited the NBC studios in New York recently to make a study of programming and continuity. Lytayut, as editor of La Journee Indo- nesiaiille, French newspaper, is tour- ing Asia to study politics, econ- omics and business.

LOUIS WASSERM, owner-manager of KZMP, New York, who visited San Francisco in August, returned to his home there in his own plane.

WILLIAM H. WARNER, secretary-treasurer of Long Beach, Calif., died last month in his sixtieth—ninety, following a major operation. Mr. Warren, who has been responsible for the growth of the broadcasting industry in Southern California, is survived by his widow.

THE EMPYRE Broadcasting Service, according to an interview with C. G. Graves, according to announcement by the British Broad- caster, "The Empire."" WILLARD EGOLF, formerly with the Rogers-Gano agency, Tulsa, Okla., has joined the management of KVVO, Tulsa.

Rush Hughes, former manager of KDSF, Eugene, Ore., has joined the staff of NBC in San Francisco, and was given the leading role on the famous Pacific program, success- ing Earl Hodgins. Hodgins is now on staffing programs only.

Edward A. DAVIS, vice president of WIP-WFAN, Philadelphia, has re- turned from a vacation in Europe. In Europe Mr. Davis visited several of his known contralto, remained in Europe, where she is engaged in an extensive European tour.

JAMES F. MAHER and Mrs. Maher are the parents of a son born in Brooklyn on July 11. Mr. Maher is in charge of the publicity staff of WOR, New- york, and was formerly radio editor of the New York World-Sun. N. A. JOHNSON, program director at WJO, Jewett City, Conn., has been announced as announcer at WDFD, Flint, Mich., as a successor to Wynn. E. E. HOFFMAN, of Detroit, formerly an announcer at WDFD, Flint, Mich., has joined the staff of WJO.

VIVIAN E. CARR, formerly with the Henri, Hurst, McDonald agency, Chi- cago, has been announced as assis- tanger of WMDB, Peoria, Ill., Edgar Bill, president, announces.

LARRY NIXDORF, former Pittsburgh newspaperman, has joined the staff of WGAL, Lancaster, Pa., as commercial representative. WGAL also recently announced the hiring of Cliff Gray, announcer and singer, formerly with WKJC, Lancaster.

THE BEHIND THE MICROPHONE

WMAA, New York, claims a new torch singer find of the Helen Morgan type in Winnie Shaw, formerly with Zieg- feld Follies. She made her radio de- but on "Charles Martin's Varieties Aug. 28.

FRANCIS CRAIG and his orchestra, heard weekly from KOA, Denver, will be heard in Chicago on Sep. 11. Harry L. Stone, associate director of WMJ, has been put on the job of overseeing the addition of Zeke and Curly Clem- ents, Oklahoma cowboy artists, to the WMJ staff.

FOUR NATIONALLY known radio dance band musicians have just joined the staff of WLW, Cincinnati. They are Buck Woodward and arranger; Jimmie James, saxo- phonist and musical director; John Holdridge, trumpet player, and Cliff Gat- wood, guitarist.

FLEMMING ALLEN, former Chicago radio personality, has been appointed musical director of WLS, Chicago, who left that station to join a radio pro- gram service, returned as musica- l director. Winthrop Orr, former announcer at WJZ, New York, who is on the staff of WMV, Montreal, continuity writer for WJR, Det- roit, KCKO, Hamilton, Ont., and WBBM, Chicago, has joined the WLW continuity staff.

WILLIAM FOSS, manager of WJZ, Springfield, Mass., announced the ap- pointment of Ben Halperin as contin- uity writer, as program director. Mr. Halperin has been with the group radio company, operating WSHC, Postal, Me., and WPEA, Manchester, Me., both of which he was chief tech- nician.

MONEOE UPTON of the NBC pro- duction department in San Francisco, recently introduced Bertha Holdridge, who conducts a fashion feature in the Los Angeles Times, under the pen name of Babette.

September 1, 1932 * BROADCASTING
Seeks out-of-town Radio Stations for New York City representation.

Write for Radio Advertising Counselors' plans to solve your local advertising problems.

Radio Advertising Counselors
15-17 East 40th St.
New York City

SUNSHINE LAUNDRO St. LOUIS

Mr. L. A. Benson, President,
Radio Station WL.
St. Louis, Mo.

My Dear Mr. Benson:

A crew of five men whom we have had out interrogating housewives concerning their radio listening habits have reported such an interesting situation as regards Radio Station WL, that I feel I should inform you of it.

To our very great surprise, we found that approximately 60 per cent of these housewives are musical programs on your station and listen to it. We would not believe this to be true, unless it had been reported to us by our own men, after a very careful survey of some 10,000 homes.

This, we feel, is one of the reasons why the Sunshine Laundry has not been affected by the financial interlude, as have other firms in our line. In fact, our business is maintaining the same volume today as we were experiencing during the "boom" days. Definitely one of the few instances of its kind among the laundry businesses of the Middle West.

Thanking you very kindly for the friendly, cooperative spirit you have always shown, I am,

Charles W. Wel.

Pres.

your clients, too, will be Just as Happy with W-L

BROADCASTING • September 1, 1932

sunshine laundry

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Copyright Increase Forced
(Continued from page 6)

dropped. It was an immediate step to protect individual stations against a demand for exorbitant fees. The previously existing voluntary ASCAP agreement, according to an NAB announcement. Moreover, in giving Mr. Schuette all of the au-
					
thors of all the music under ASCAP's grip was nevertheless still up to Mr. Schuette to investigate and determine the feasibility of a music exchange organization within the NAB, or of establishing ultimately a complete reservoir of music for radio, whether through outside sources or within the radio industry itself.

Other Directors Present

OTHER directors who attended the board meeting, besides those already mentioned, were Morency, M. A. Howlett, WHK, Cleveland; Klauer (proxy for H. A. Bellows, W C C O, Minneapolis); Russell Bellows, KFLL, Fort Worth; Ed Crane, KGB, Butte, Mont.; Walter J. Damm, WTAL, Milwaukee; Niles Trammell, NBC Chicago, vice president (proxy for William S. Hedges, WMAQ, Chicago); Butcher, (proxy for Don Lee, KJH, Los Angeles); Phoenix, NBC vice president, M. H. Aylesworth, NBC president, also participated.

In the final analysis, the accepted scale differs in few respects from the demands ASCAP has been making practically from the start. While originally it asked 5 per cent of gross, plus readjusted "sustaining" licenses, it shifted to the 3, 4 and 5 per cent scale, plus readjusted "sustaining" licenses shortly afterward. In the case of the networks, the change was from a basis on which they were expected to pay the percentage on their "net receipts," as networks, to the percentage of the net receipts of the individual stations which they operate. This particular phase of the agreement has provoked considerable concern among some stations, which feel the burden they have been shifted upon them. Mr. Mills, however, asserted that to impose the tax on the net receipts of the networks, which, in general, add up the card rates of their affiliated stations in selling their time, out of which the "tremendous" operating expense of running a chain must be accounted for, would have been too drastic. Network officials pleaded that any other basis would so seriously undermine their financial structures as to threaten dire results, and would mean scaling down of their operations in such fashion as to lower the present program standards to a dangerous level.

Five Year Plan Fails

STATIONS subscribing to network programs, under the arrangement, will pay the percentage rate on the amount they receive from the network for commercial programs. In most cases that will mean, for the first year, 3 per cent of the $60 or $75 hourly rate they receive. In the cases of a select group of others, which have special arrangements with the net-

works, it will be much more severe. Those are the stations which naturally are criticizing this phase of the arrangement most bitterly.

Prior to the acceptance of the 3, 4 and 5 per cent basis by the negotiating committee, its mem-

bers had been false-alarmed by Mr. Mills into the belief that the problem had been settled on a much more reasonable basis. On Aug. 8, Mr. Mills, after telling the committee he had full power to settle the matter in his own way, agreed to a five-year contract of 2 per cent for the first two years, 3 per cent for the second two years, and 4 per cent for the fifth year. The sustaining fee, it is understood, would have been reduced generally by one-third for the industry, but with no such fee for stations paying more than $5,000 annually on the percentage basis. Mr. McIlhenny, reported, informed the Committee that the plan was entirely acceptable, and that, to prove it, he would submit a request to resign as president of ASCAP to his own board, to become effective if it rejected it. The next day, however, he in-

formed the committee that his board has turned it down and that seven publisher members had threatened to quit ASCAP if it were accepted. He mentioned nothing more about his resignation, and proceeded to lay down the 3, 4 and 5 per cent deal as the only acceptable plan.

A month ago it appeared that a temporary settlement might be reached on the basis of a 2.5 per cent increase over the present flat rate, to be effective for 18 months. ASCAP had accepted this pro-

position in principle, but demanded a "legislative truce" in Congress, which was promptly rejected by the NAB board. The board countered with a proposition that the $1,250,000 flat rate be agreed to for two years from Jan. 1, next, during which time the groups would attempt to work out a yard-

stick on "per piece" basis. This was rejected by ASCAP, and a deadlock resulted until the present percentage basis was forced.

Steinway Pianos Are Not Purchased Because They Are Cheap—Neither is GOOD Advertising

Hence—advertisers who KNOW buy KFH...

Why... Because KFH is rendering outstanding service to both audience and advertiser in the wealthiest part of Kansas and Oklahoma...Because 70% of this great audience are habitual listeners to KFH programs. Because the advertiser receives the intelligent cooperation of the entire KFH staff. Because the advertisers' program is merchandised in a manner that produces jobber-dealer support and SALES.

Advertisers and agencies are invited to write for our station folio.

OPEN FOR CONTRACT—PEAK TIME

on the Nation's Capital Station

WMAL WASHINGTON D. C.

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 big market with a big purchasing power has not been as severely affected by the Depression as most other communities..."

331/3 and 78 t.p.m.

Western Electric Turnables

KFH WICHITA

"The Steinway of Broadcasting Service in the Middle West"

CHICAGO REPRESENTATIVE WILLIAM C. RAMBEAU
360 NORTH MICHIGAN AVE.

September 1, 1932 • BROADCASTING

Page 19
STATION ACCOUNTS

COMMERCIAL MERCANTS National Bank and Trust Co., second largest bank in Illinois, is sponsoring a series over station WDQ, Chicago. The place banking holds in business, including explanations how Peoria bank handles its business. Good results are reported by Edgar Billings Banking Co., what bankers listeners a booklet answering questions on banking procedure. WDAF, Kansas City presents every hour programs sponsored by the General Agents Division of the Life Underwriters’ Association at Peoria, built around the “Old Insurance Counselor” who tells what life insurance means as an investment.

KOIL, Council Bluffs, Ia., recently proved the efficiency of radio advertising in a short-term contract by the Lucian Ice Cream Co., of Omaha. The trial was based on a “radio special,” which was listed only in the KOIL announcement. After two weeks’ demands for this item were so heavy that special equipment had to be purchased to make it possible to handle “radio specials” because of the great response.

WABC, New York, has signed Ely- nos Sales Co., Chicago, (toothpaste) for a new monologue series, starting Sept. 7. The series will continue daily except Saturday and Sunday, entitled “Bill the Barber.” “Bill the Barber” is handled by the account. WABC has contracted for 52 weeks of “Road Repetition,” running 12 minutes at varying times after 6 p.m. daily, and sponsored by Shell Eastern Petroleum Products, Inc. J. Walter Thompson Co., New York, handles the account.

LEHN & FINK, Bloomfield, N. J., (Pebeco toothpaste) on Aug. 22 started Ronnie and Van, harmony duo, on WABC, New York, Monday, Wednesday and Friday, 4:45-5:15 p.m., Tuesday and Thursday, 8:45-9:15 p.m., running for 15 weeks, handled by U. S. Ad- vertising Agency, New York.

KELSEY-HIGHLAND Nursery Co., East Moline, Ill., has signed a 13-week program of baritone and horticultural talks on WABA, Boston, Thursday at 10 p.m., and WJSA, New York, Thursday at 11 p.m. Harry M. Frost, Boston, handles the account.

MARION PORTER Cooperative Bridal Service, Boston, on Aug. 5 started program on WNAC, Boston, Friday, 10:15 to 10:45 p.m. KEDT, Boston, account will run for 13 weeks, handled by Greenleaf Advertising Agency, Boston.

SHOWMANSHIP is featuring political broadcasts on certain California stations. In the account handled for XELE, Los Angeles, aspirant for Congress, KNTR, Los Angeles, has been receiving the feature and screen stars as well as the radio talent.

TWO BOYS’ schools have purchased time on WBBM, Chicago, for indefinite periods. Thorpe Military School, Lehre, Pa., purchased 15-minute dramatizations each weekday night, and Howe School, Inc., Howe, Ind., signed for a 15-minute southern Boys’ Program (boys’ sports) for five minutes each weekday afternoon. Both accounts are handled direct.

FLORESHEIM CO. Chicago, is sponsoring time signals several times daily on WAAF, Chicago, for an indefinite period. Account handled direct.

MILES SHOE Co., New York, begins radio advertising Sept. 2 in a 34-week campaign over WMCN, New York. It will be followed by a 24-week campaign under the title “Miles Variety Hour,” with Merle Johnston and Verne, Howard Phillips, as announcers, and Verne, humorous, with George Bricker as master of ceremonies.

E. FOUGERA Co., New York (Vapex), Philadelphia, is starting its second campaign featuring “Twilight Tunes,” with one-minute announcements, over WTAM, Cleveland, 7:45 a.m., Monday, Wednesday and Friday, 6:45 a.m., W. Ayer & Son, New York, handles the account.

GENERAL FOODS Corp., New York, has also arranged 26-week series of children’s dramas by Paul Wing over WBBN, WWAL, WBAL and WQX only, Monday, Wednesday and Friday, 7:45-8:30 p.m. Benton & Bredig, New York, handles the account.

WIP-WFAN, Philadelphia, reports that the Original Trenton Cracker Co., has taken an indefinite period on the Home Makers Club daily except Sunday. Leonard, 10 a.m., Monday, Wednesday and Friday, 6:45 a.m., W. A. Lehn & Sons, Chicago, handles the account.

ATLAS BREWING Co., Chicago, has renewed for 52 more weeks its “Headlines of Other Days” program, pre- pared by the late William Ninet, of Chicago, and chief announcer of WGN, Chicago, continues the presentation. It is offered five minutes daily seven days a week.

THE CHRISTIAN SCIENCE Churches of Chicago have renewed for 52 weeks their 15-minute programs of readings and study over WBBM, Chicago. Other accounts reported over WBBM are as follows: WING, WGN, WDCM, WBN, WRAQ, (WGN) with transcriptions of Tarsan Noon, Monday to Monday inclusive, handled direct; American Oak Leather Co., Chicago, has started a five-minute music program on Tuesday, Thursday and Saturday, starting Sept. 7. All programs are handled by Winn, Chicago; Lehn & Fink, New York, (Pebeeco toothpaste) sponsoring Art sample of programs, once a week, each day, WBBM, Chicago.

REID, MURDOCH & Co., Chicago, (Monarch food brands) on Oct. 2 begins a 26-week, 15-minute series over WCFL and NCB, Chicago, for interest to women over an NBC net- working of WOC, WHO, WOW, WIBZ, WJZ, WBBM and other stations with KTHS. Program will originate in Chicago and will be heard Monday to Friday inclusive, 3:15 p.m., EST, Blackett-Sample’Hummer, Inc., Chicago, handles the account.

CONTINENTAL OIL Co., Phoenix City, Okla., (petroleum products) on Dec. 1, begins a 30-minute series titled “Exploring America with Conoco and Caruth Wells” over a special NBC network to be featured on WJZ, WIBZ, WBBM, WSKD, WOC, WHO, WOW, WDFX, WQAM, WKWF, WBYR, WHPR, WKBV, WHAP, KPRC, WOAI, KAO, KSL, KGBR and KHNL. The program will be presented Mon., Wed., Fri., Tues., Thurs., Sat., Sun., with three weeks’ break. Broadcasts will be heard 12:15 p.m., EST, Rayburn, Kansas City, Kansas, handles the account.

SPOOL COTTON Co., New York, on Sept. 7 begins a 13-week series over 43 CBS stations titled “Threads of the American Way,” featuring Mr. and Mrs. David Ascher, baritone, David Ross, poetry readings, under orchestra background, directed by Andrew Kostelanetz, Tuesday, 9:15-9:30 p.m. Paul Cornell Co., New York, handles the account.

STERLING PRODUCTS, Inc., Wheeling, Ill., has contracted for a second series over CBS stations for 13 week, starting Sept. 7, to be heard daily from 1:15-2:30 p.m. John L. Butler Co., Philadelphia, handles the account.

FLIGHT WAY Co., Los Angeles, on Aug. 22 renewed Sam Hayes’ “Rich- man At The Wheel” series for a contract of 10 stations, Sunday 10-11:15 p.m., EST, daily except Saturday, H. C. Bernstein, Los Angeles, handles the account.

PARAFFINE Companies, Inc., San Francisco, on Sept. 8 starts “The Jor- dans,” dramatic sketch and music, audience participation, on stations across the country, 9:45-10:15 p.m., EST, Emil Brissacher & Staff, San Francisco, handles the ac- count.

BOURJEOIS, Inc., New York, (cos- metics) on Sept. 12 will start its fifth year in radio by presenting the first of a series of “Evening in Paris Mysteries” over 20 CBS stations, Mon- day, 11-12 midnight, EST.

GENERAL MILLS, Inc., Minneapolis, (four) on Sept. 8 renews for 26 weeks a 15-minute daily program over special NBC network, including WEAI, WEVI, WJAR, WTAG, WTAG, WCCO, WCCF, WCCG, WABC, WCAE, WTAM, WJW, WSAI, KYW, KSD, WOC, WHO, WOW, WDFX, WIBZ, WJZ, WBBM, WFLA, KVVO, WKY, WHAP, KPRC and WOAI. Program will be heard Wed., Thurs., Fri., Sat., Sun., 6:30-7 a.m., EST. The McCord Co., Minneapolis, handles the account.

WHITEHALL SOAP Co., New York, on Sept. 14 breaks a 13-week schedule of “Sweetheart Programs,” with talk by Ruth Jordan, over a CBS network to Chicago only, Wednesday, 11:45 a.m. to 12:15 p.m. Advertising Co., New York, handles the account.

GEORGE W. LUTF CO., Long Island City, N. Y., (Tangle) on Sept. 6 begins a 13-week series over NBC network to Chicago and Tuesday and Thursday, 5-5:30 p.m. M. B. Prout, Walla, Durstone & O’G. New York, handles the account.

CABNCO CIGAR Co., (La Palina) on Sept. 12 renews Kate Dyer’s “Coastal Contests,” Tuesday and Wednesday, 8:30-8:45 p.m. Batten, Barton, Durstone & O’Gill, New York, handles the account.

MANHATTAN SOAP Co., New York, (Bestway soap) on Sept. 14 breaks a 13-week schedule of “Sweetheart Programs,” with talk by Ruth Jordan, over a CBS network to Chicago only, Wednesday, 11:45 a.m. to 12:15 p.m. Advertising Co., New York, handles the account.

CONGRESS CIGAR Co., (La Palina) on Sept. 14 renews Kate Dyer’s “Coastal Contests,” Tuesday and Wednesday, 8:30-8:45 p.m. M. B. Prout, Walla, Durstone & O’Gill, New York, handles the account.

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New Lapel Microphone keeps close to the speaker!

Insures good pick-up... speakers or announcers can't get out of range!

With its new Lapel Microphone, Western Electric makes another significant contribution to the art of sound transmission. This new member of the telephone family is highly efficient, small in size (1½" in diameter) and, as its name implies, is worn on the clothing. It may be used as the pick-up instrument for either public address or radio broadcasting systems.

With this microphone, speakers no longer need be confined to a fixed post in order to have proper microphone technique. Because the lapel microphone is flexible in operation and readily adaptable, the problem of picking up programs at political meetings, banquets and other events featuring speakers, is greatly simplified.

Manufactured by Western Electric, this tiny device has back of it more than 50 years' experience in the making of telephones for the Bell System.
N.A.B. CONVENTION IN ST. LOUIS
Next November

Headquarters - THE HOTEL CHASE

SAIN T LOUIS

CREAM OF WHEAT Corp. to Minneapolis, on Sept. 11 renews Angelo Patri in the "Your Child" program over 30 CBS stations, Sunday and Wednesday, 7:45-8 p.m., with a rewebcast for CBS-Den Lee group 11:15-11:30 p.m. J. Walter Thompson Co. handles the account.

REPUBLICAN National Convention on Aug. 15-16, 36 CBS stations and the Don Lee Network for Vice President Curtiss' speech of acceptance from Topeka. Account was handled direct.


G. WASHINGTON COFFEE Co. Mercer Plains, N.J., renews contract with the Borden-Frohman series on Oct. 6, to be heard every Wednesday night. NBC, 9-9:30, EST. with repeated broadcast same night to be heard on Pacific coast. 9:15-9:45. Richard Gordon, who plays the lead, has recovered from his accident and will again be heard. Cecil, Warwick & Cecil, New York, handles the account.

WESTERN CLOCK Co., La Salle, III. (Big Ben clocks) on Sept. 28 begins a dramatic sketch entitled, "Big Ben's Dream Dramat" over NBC-WEAF, Sunday, 5:30-6:30 p.m., EST. Batten, Barton, Durstine & Osborn, New York, handle the account.

IDENT CHEMICAL Co., Detroit, (toothpaste) renewed its contract over NBC-WEAF-Oct. 4 for Wayne King and the Jethro-Tabula, Tuesday, 8-9 p.m., EST. Stack Globe Advertising Agency, Chicago, handles the account.

PROJECT CHEMICAL Co., Chicago, (cosmetics) renewed year's contract with NBC-WEAF-Oct. 4 for Wayne King and the Jethro-Tabula, Tuesday, 8-9 p.m., EST. Stack Globe Advertising Agency, Chicago, handles the account.

PREMIER MILK SALES Co., Chicago, (Blue Ribbon Milk on Sept. 13 starts 52-week series with Ben Bernie and orchestra over an NBC-WEAF network, Tuesday, 9-10 p.m., EST. Matteson-Pogarly-Jordan Co. Inc., Chicago, handles the account.

WOLFSKINS DRUG Co., Boston, Sept. 21 begins concert orchestra playing Polish music on WAAB-Yankee Network, Sunday, 12:30-1 p.m. EST. Account runs until April 30, 1933; handled direct.

NBC announces that Ed Wynne has signed a contract to continue the air over an NBC-WEAF network, Thursday, 9-9:30 p.m., EDST, for the Texaco Co. The same cast which has supported the comic name of the "Curtains of the Fire Chief" broadcasts, including Graham McNamee, with a dramatic quartet, will continue on the program.


WILLIAM WRIGHT Jr., Co., Chicago, on Aug. 29 resumed its "Nyro & Marge" and "Lone Wolf Tribe" series over CBS, with Charlotte, Nashville and Dallas added for former program, 7:30-8:15 p.m., and Sunday and east in 10:45-11:15 p.m. for west, and with Cincinnati, St. Louis and Detroit added for latter program, Monday, Wednesday and Friday, 5:45-6 p.m., EST. Lavoris Chemical, Inc., Chicago, handles the account.

CBS announces that the Chesterfield program will have an alternating time schedule effective on Tuesday, Sept. 6, when the series starring Ruth Etting ends. The Rondel Sisters and the Street Singer will be heard at 10 p.m., EDST, on Monday, Wednesday and Friday, and 9 p.m., EST, on Tuesday, Thursday and Saturday.


RALSTON PURINA Co., St. Louis, (cereal) on Sept. 27 starts "Sekary Hawkins," a run for 20 weeks, over WJZ-CBS network, Tuesday, Thursday and Saturday, 5:45-6 p.m., EST. Bat en, Burton, Durstine & Osborn, New York, handles the account.

UNION OIL Co., San Francisco, on Sept. 4 begins a series of one-hour Sunday night programs from KPI over the NBC-KGO network. Programs will feature the Domino Club, Hollywood actors' organization, and also the Hollywood Bowl symphony concerts which conclude Aug. 27. Lord & Thomas, San Francisco, handles the account.

ABZEN LABORATORIES, Inc., Clinton, N.J. (Arzen nasal oil) on Nov. 16 will begin the "Arzen Program" for seven NBC-WEAF stations, Wednesday, 9-9:15 p.m., PST. Coolidge Advertising Agency, Des Moines, Iowa, handles the account.

THE QUAKER OATS Co., Chicago, on Aug. 29 returned to the air via NBC-WEAF network, with Van and Don, "The Two Professors." Lord & Thomas handles the account.

AGENCIES AND REPRESENTATIVES

ALBERT FRANK & Co. and Rudolph Gunther-Lawrence, Inc., New York, will merge as Albert Frank-Gunther Law. Inc., as soon as contracts, already signed, are ratified by the respective stockholders. Main offices will be on the 26th floor of the Wall Tower Building. Branches will be maintained in Boston, Philadelphia, Chicago and San Francisco. Officers will be as follows: Rudolph Gunther, president of the board; Frank J. Reynolds, president; Russell Law, chairman of executive committee; John Frank Gaffney, first vice president; S. A. Speake, controller; James McKay, treasurer; Robert J. Hertz, vice president and secretary; E. G. McAdie, assistant secretary.

WILSON H. LEE Advertising Agency, New Haven, Conn., has instituted a new department under L. Harvey Robinson in charge of its various New England and New York accounts.

EARL ALLEN & Co., Omaha, will handle the radio advertising of the Republican party of Nebraska.

REIMERS, WHITEHALL & Sherman, Inc., New York, now handles the advertising account of the Virginia Dare Extract Co., Brooklyn.

BLACKETT-SAMPLE-HAMILTON, Inc., 355 Madison Avenue, New York, is the name of a new advertising agency formed in New York. Lawrence Batten, president; Arch Gaffney, vice president; Ralph James, secretary, and Miss Barbara Gossett, space buyer. Offices are at 150 Madison Avenue.


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

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Ef-fective Merchandising Thereof, KMBC Is Departmentally Modernized.

KMBC of KANSAS CITY
BROADCASTING • September 1, 1932

STEVENS & SCOTT, Ltd., 276 James St., West, Montreal, Canada, handles radio accounts for: W. Clark Ltd.; Brandram-Rendler Ltd., H. E. Smith is in charge of radio department.


TOMASCHKE-EWALD, INC., 1624 Franklin St., Oakland, Calif., places radio advertising for: Cardin Candy Co.; California Memorial Columbarium; Oakland Business Association. W. E. Elliott is in charge of radio department.

UNITED ADVERTISING AGENCY, INC., 8 West 40th St., New York, places radio advertising for: Tastyveat Inc.; F. G. Mettee is in charge of radio department.

FRED L. SHAW, formerly of the Detroit News, has been named assistant manager of the communication department of Brown, Smith & French, Inc., Detroit. He is a practicing radio advertising operator, editor and public man for radio concisely and is engaged in private television research.


CAMPBELL-EWALD Co., Detroit, has been appointed to handle the cooperative advertising program of the manufacturers' section of the American Gas Association. Between $1,000,000 and $2,000,000 is to be spent on advertising the first year.

HARRY G. PENMAN, advertising, 2100 Fifth Avenue, Seattle, handles radio accounts for: Western Hotels, Inc.; H. G. Penman is in charge of the radio division.

JOHN W. QUEEN, advertising and promotion, 41 South Four Boss ton, places radio advertising for: Johnson Educator Food Co.; George C. Frye Co.; Carlton & Hovey Co.

KOL, Seattle, will hereafter be a regular co-op account handled by the Northwest through presentation of the "Midweek Jubilee" each Tuesday. KOL, Los Angeles, releases the first half-hour of the feature, this program, together with the Isle of Gold, is now being handled by Darrell Trevor's band from KOKI, Portland, Oregon, and will be distributed to the northwest outlets to the network.

KOIL, Omaha-Council Bluffs, is getting jobs for the unemployed of the Omaha-Council Bluffs area in "Unemployed Married Men's Council." The council has registered unemployed married men in the area on every Wednesday evening in order to help them get back to work, clothing, food, etc. The first program went for 21 men in a half hour, with the group being assigned to a representative of the council.

GEORGE FRAME BROWN, author of "Thompkins Corners," has written a part play under the same title for presentation with the original NBC cast in a transcontinental tour beginning at Philadelphia Sept. 16.

COPIES of Walter Damrosch's 1932-33 musical appreciation course manual and students' notebook are being prepared by the American Society of Composers, Authors and Publishers, for distribution to its members. The copies will be available in September.

A NOVEL shopping service was introduced by operatoras in Chicago Aug. 15 with the first broadcast of "Shopping with Susanna," a program designed to bring Chicago radio listeners to mass merchants. News about articles in the manufacturer department store is broadcast. The program is carried three times a week.

THE VOICE of William Beebe, noted naturalist and author, will be heard by NBC from a point half mile below the surface of the sea the middle of September. Three NBC engineers have followed Beebe to Nonsuch Island, Bermuda, for the purpose of broadcasting the voice of sea life.

KMC, Beverly Hills, Calif., recently started a daily radio program which is being broadcast by NBC from a point half mile below the surface of the sea. The program is called "Under the Sea," and is being broadcast from the New York studio under a contract with NBC. The program is being broadcast from the New York studio under a contract with NBC. The program is expected to be heard in all parts of the world.

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Monitor Extension
EXTENSION until Sept. 30 of the terms of Rule 145, requiring installation of visual frequency monitors, was authorized for about 75 stations by the Radio Commission on Aug. 30. These extensions were granted because the stations have purchased apparatus not yet delivered to them, or awaiting approval of the Bureau of Standards, which has been testing all monitors. The stations are:

WLBZ, WSYB, WMAS, WQCG, WSBT, WFBM, WBER, WCGH, WJSE, WHON, WTAG, KMK, KGKY, KERN, KOH, WEDN, KGFR, KFPE, WPAP, WWSK, KEFM, WBBH, KICA, WIBX, WSAU, KTSM, WDAK, WBAX, WBCB, WJZ, KVOA, KGCC, ERK, WCOD, KGHR, WSYR-WMAG, WAGM, KYOS, KPRK, KGW, KEDK, KNOW, WOWO, WGL, WPHR, KKA, WKBV, KROV, WRL, WBII, KICK, WQAL, WSBV, WILM, WOAI, WML, KCKD, WSSC, KCOC, WCAC, WU, WSHB, KKPP, WTAM, WBYD, KFTR, WPPB, WTAW, KFOR, WGT, WVWS, KFB, WIS, WLIB, WHB, WAWZ, WBMS, WBTM, WCAL, WCXJ, WCBD, WCNE, WERE, WHHC, WEDL, WKBH, WOCL, WRAX, WRAZ, WWPBL, KCBZ, KFYL, KUWH, KGTR, KEB, KGMR, KGVR, KMA, KPOF, KBEI, KSTP, KTFI, KUMA, EKRG, KKL, KGX.

Commission Actions
(Continued from page 29)

1. kher. (Dismissed at request of applicant.)

WLEY, Lowell, Mass.—CP, 1370 kc., 100,000 w., lst. S. H. requirement satisfied to move dismissed at request of applicant.)

Examiners’ Reports

WKBV, Joliet, Ill.—Chief Examiner Yost (Report 403, Docket 1083) recommended that application for CP to move to Point Dubuque, Ill., and to change frequency assignment to 1500 kc., 100,000 w. half time with WCLB be affirmed as provided in conditional grant by the Commission.

WLBW, Erie, Pa.—Chief Examiner Yost (Report 406, Docket 1724) recommended that conditional grant of CP to move station from Oil City to Erie be affirmed.

WORC-WEPS, Worcester, Mass.—NEW, Louis, Inc., New York, WCDA, WMXG, and WBNX, New York and WAWZ, Zarephath, N. J.—Examiner Hyde (Report of Dockets 1514, 1531, 1586, 1547, 1560, 1513) recommended that application of WORC-WEPS for change in frequency from 1200 to 1350 kc. with raise in power from 100 to 250 w. be denied and that applications of WCDA, WMXG, and WBNX and WAWZ for renewal of licenses on 1350 kc. be granted; also that application of Louis, Inc., for CP on 1350 kc. be denied as in default.

NEW, Edward Tomalin, Sr., Greensburg, Pa.—Chief Examiner Yost (Report 408, Docket 1766) recommended that application for CP to operate station on 620 kc. at 500 w. be denied.

WPSC, State College, Pa.—Examiner Hyde (Report 409, Docket 1714) recommended that application for renewal of license set because of failure to provide proper equipment, be denied as in default as no evidence was offered in behalf of applicant.

When you measure coverage...don’t forget percentage modulation

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

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

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

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

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

RCA
FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.

Broadcasting • September 1, 1932

WBAL is Granted 90-Day Extension

ANOTHER extension of its experimental synchronized operation with WJZ, New York, for 90 days from Sept. 1, was granted WBAL, Baltimore, Md., by the Federal Radio Commission, Aug. 30. Action was taken following a plea from the station and from leading Maryland citizens that the extension be granted to give the station opportunity to make arrangements for full network service, which would be curtailed to one-half time if the synchronization tests were terminated.

On June 15, the Commission authorized its first extension until Sept. 1. On that date WTIC, Hartford, sharing time on the 1060 kc. channel with WBAL, discontinued its synchronous operation with WEAF, New York. By virtue of this dual operation during regular programming hours both stations were afforded full time operation, with WBAL operating full time on 1060 kc. when WTIC synchronized with WEAF and vice versa. The stations were ordered to resume half time operation on the channel, however, after the Commission had concluded that synchronization was not feasible, causing interference.

It was reported after the Sept. 1 extension that WBAL would seek a full time renewal assignment with 1 kw. at night and 2½ kw. day so as to cover Baltimore market full time.

Watch Company Loses

THE NEW YORK Supreme Court has ruled that the Waltham Watch Co., Waltham, Mass., failed to show sufficient cause to hold the Federal Broadcasting Co. liable for $25,000 because of its failure to consolidate WBNX, WMG and WCD, part-time New York stations.

The Waltham company testified that it had paid the $25,000 on an agreement that the merger would be effected and that the stations would carry its advertising announcements for a year. The consolidation was said to have been only partially completed, and the announcements were carried over only two stations.

Motion was granted to the plaintiff to file an amended complaint. The court held that complaint was faulty in that it did not allege that the broadcasting company had omitted to repay the $25,000.

WHEN YOU MEASURE COVERAGE

...don’t forget percentage modulation

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

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

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

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

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

OTHER INSTRUMENTS
By General Radio

Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

INSTRUMENTS OF PRECISION AND DEPENDABILITY

G E N E R A L R A D I O C O.

CAMBRIDGE A, MASSACHUSETTS
Established April, 1922

Full Time
670 Kilocycles

Power—
5000 Watts
100% Modulation
Standard Equipment

Market—
Ten Million Radio
Listeners Within
a Radius of 250
Miles

Talent—
Unlimited

Production and
Continuity—
Unsurpassed

Results ! ! !

For ten years a leader in Chicago broadcasting.

WMAQ is the sole occupant of a nationally cleared channel—670 kilocycles—one of the best spots on the dial.

With power sufficient to serve the rich middlewestern market WMAQ can bring your sales message to a potential radio audience of more than 10,000,000 people.

Chicago is one of the foremost talent centers in America, thereby assuring programs of the highest quality on WMAQ.

A program production and continuity department of the finest type is available to WMAQ advertisers.

This is a combination that gives results.

MERCHANDISE MART
. . . Chicago, Illinois . . .
Phone: . . . Superior 8300

WMAQ
A NATIONAL BROADCASTING COMPANY NETWORK STATION
Over the land by TELEGRAPH
...under the water by CABLE
...through the air by RADIO

Coordinated Communications that COVER THE WORLD

- Across the town or across the state... across the country or across the seven seas... it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

*In Canada, through the Canadian Pacific Railway Telegraphs.

To Telephone a Telegram, Cablegram or Radiogram
just call
"POSTAL TELEGRAPH"
or dial your local Postal Telegraph office.
Charges will appear on your telephone bill.

New Network Business
(Continued from page 12)

ings in the regular issues of Broadcasting where they are reported as rapidly as signed.) CBS adds that various other innovations are about to start, including its "Columbia Guest Review," 8:30-7 p.m. Fridays, beginning Sept. 9; 10-week series on organized labor, 1-3:30 p.m. Sundays, starting Sept. 4, and the resumption of the Frederick William Wile and H. V. Kaltenborn talks, the Church of the Air, the School of the Air and the New York Philharmonic.

Couzens Report Out

THE RADIO Commission's report on commercial radio advertising, drafted in compliance with the Couzens-Dill resolution and submitted to the Senate last June 9, has been published and now is available at the Government Printing Office. Superintendent of Documents, Washington. The price is $15 cents. The report, considered the most comprehensive survey of broadcasting in all its commercial phases ever compiled, may serve as the basis of future legislation affecting broadcasting.

Time Marshals

PARADE marshals for "The March of Time," which will return to the CBS network Sept. 9, have been named as follows: Donald Stauffer, grand marshal; Tom Everett, Howard Barlow, director of music; Mrs. Ora Nichols, in charge of sound effects.

Photo-Engravers Warned of Radio

Urged to Enroll in Audience League at $1 a Member

THE RECENTLY-organized American Radio Audience League, whose purpose is to rob existing broadcasters of their property and entice them to "cooperate agents representing the audience" has obviously made a bid for the support of the American Photo-Engravers Association.

Circular letters have been sent out under the heading of the association and bearing the signature of Louis Flader, commissioner, urging all photo- engravers to join the league at $1 each.

"Radio advertising is doing things to all advertising and particularly to the graphic arts and to the photo-engraving industry," the letter begins. Calling attention to the decrease in advertising in some of the better known national magazines, the writer emphasizes with capitals the statement that: "This (radio) advertising has grown even during the depression."

The commissioner points out that radio advertising requires no zinc etchings, half-tones or color plates. He admits that "radio advertising is here to stay" but insists that it be on a "fair basis." This the letter does not explain.

"The American Radio Audience League is the only agency with full understanding of the issue and the will to carry the fight," the letter concludes with a plea for membership.

A Home away from Home

Enjoy real comfort, genial social life, free use of gymnasium, beautiful swimming pool, comfortable lounges, library, open air roof garden, restaurant. Separate floors for men, women and couples. Within walking distance of business, shops and amusement centers.

Rates: DAILY 75c-1.00 WEEKLY from 3.00

Five minutes from Pennsylvania or Grand Central Stations

A NEW 23 STORY CLUB HOTEL

KENMORE HALL
145 E. 23rd STREET. NEW YORK CITY
Phone: Gramercy 5-3840

Page 26

BROADCASTING • September 1, 1932
WBBM's Renewal Ratio 71.4%

The "Renewal Ratio" of a broadcasting station is that percentage of the station's clients who are operating on renewed contracts. It is the most important single index to the value of the station as an advertising medium, because it is the proof of the effectiveness of the station that comes only through the test of actual usage.

Salesmanship may influence the signing of the initial contract, but results... and results only... produce renewals. Therefore WBBM points with pardonable pride to a long list of outstanding accounts, and a renewal rate HIGHER than is recorded for any other Chicago station.

The Air Theatre

WBBM

Western Key Station of the Columbia Broadcasting System

September 1, 1932 • Broadcasting
Applications

AUGUST 14

WDBE, Brooklyn—Extend completion date of CP for a site.

WOL, Washington, D.C.—Modification of license to request unlimited hours of operation instead of 1250 kc. (Also requests increase power from 100 w. to 250 w.;) also CP to make changes in equipment.

WDRH, Chattanooga—Authority to change frequency from 600 w. day, 250 w. night to 600 w. day and night (additional 250 w., 600 w. for change to 1310 kc. also CP to make changes in equipment.

WAZX, Huntington, Va.—Authority to change from 500 w. day, 250 w. night to 500 w. day and night (additional 250 w., 500 w. for change to 1310 kc. also CP to make changes in equipment.

AUGUST 16

NEW, Newark, N. J.—America's Wage Earners Protective Conference for CP to use 1100 kc., 5 kw. power; license; also CP to make changes in equipment.

WLW, Cincinnati—Modification of license to change frequency from 1250 kc. to 1310 kc., 500 w., unlimited specified hours; also to operate from local sunset Minneapolis to 8:30 p.m. summer.

WCBS, Springfield, Ill.—Voluntary assignment to WRXD, Chicago.

WBMSI, Joplin, Mo.—License to cover CP issued 4-25-32 for change in location.

KGFL, Raton, N. M.—Modification of CP issued 5-17-32 to move station to Roswell, N. M.

AUGUST 20

WQDK, St. Albans, Vt.—CP for changes in equipment; change in frequency and power from 1370 kc., 100 w., to 1470 kc., 500 w. and changes in specified hours of operation.

WVID, Wheeling, W. Va.—Installation of automatic frequency control auxiliary transmitter.

NEW, New Britain, Conn.—Change in location.

NEW, DePaula, Pa.—Joseph De Palma for CP to use 970 kc., 10 kw., unlimited specified hours.

WBMI, Joplin, Mo.—Voluntary assignment to W. M. Rounton.

WFCI, Chicago—Modify CP 4-P-R-23484, issued 5-27-32 for change location to York Township, Ill., new equipment; license in power from 115 kw. to 5 kw. and change hours to unlimited, to extend date of completion to 5-57-33.

KMJ, Fresno, Calif.—Modify CP 5-P-R-23553, issued 7-21-32 for local move, change frequency and power from 1310 kc., 100 w. to 680 kc., 500 w., changes in equipment.

AUGUST 23

WAG, Storrs, Conn.—CP for changes in equipment and increase power from 250 w. to 250 w. and night, 500 w. day to local sunset.

WHSI, Bluefield, W. Va.—Modification of license to change hours from 1200 to 1400 kl. with WRXK to unlimited.

NEW, Roanoke, Va.—Roanoke Broadcasting Company for CP for 1410 kc., 250 w., share with WRXK; requests facilities of WRXK, Roanoke.

WXDI, Dallas, Texas—Special authorization to operate experimentally with unlimited day hours; share night with KRLD on 1060 kc.

KMBC, Kansas City, Mo.—CP to move transmitter to 33rd and Chestnut.

KGBL, Billings, Mont.—License to cover CP issued 4-29-32 for change in studio location, change in equipment; license unlimited time.

KFRC, San Francisco; KGBL, San Diego, Cal., and KGBL, San Diego—Vacancy assignment of license to Don Lee Broadcasting System.

WCKS, Near Gatlinburg—Assignment of CP to Don Lee Broadcasting System; visual broadcasting.

BIBX, Los Angeles—Assignment of license to Don Lee Broadcasting System; visual broadcasting.

AUGUST 24

WJMS, Ironwood, Mich.—Modification of license to request unlimited hours of operation instead of D. only.

KDKA, Pittsburgh—License to use special experimental station WYAX, New York, to transmit at KDKA, Shrewsbury, N. J.—Modify CP for change of transmitter to request changes in equipment and increase in power from 100 kw. to 250 kw. at 1250 kc.; also CP to make changes in equipment.

WVTL, Laurel, Miss.—Voluntary assignment to The Southern Broadcasting System.

KGCU, Mandan, N. D.—License to cover CP issued 5-24-32 for changes in location.

AUGUST 25

WILM, Wilmington, Del.—License to change hours of operation from unlimited to specified hours, 10 a.m. to 9 p.m.

WELL, Little Rock, Ark.—Arkansas Radio and Recording Company for CP to use 893 kc.; 250 w. night; 500 w. day; local sunset; unlimited hours. Requests facilities of KARK, Little Rock, Ark.

NEW, Eagle, Wash.—Carrington Bros. for CP to use 1210 kc.; 150 w., D. only.

Application returned:
WITL, Philadelphia—CP to move transmitter to Somerton, Pa.; move studio locally; install new transmitter, and change from 1310 kc. to 1170 kc., 5 kw. (unlimited facilities of WACU, Philadelphia.). (Rule 49.)

AUGUST 26

WIEZ, Chicago, Ill.—Renewal of special experimental license for 1234 kc., 7.5 w.

Decisions

AUGUST 16

KTAR, San Francisco—Granted authority to install additional transmitter and the rebroadcast antenna.

WCDA, New York: WMSS, New York, and WBNX, New York—Modification of license to change frequency and time signals in accordance with Rule 177.

WSBC, Philadelphia—Modification of license to cover 1210 kc.; 150 w., D. only.

Application returned:
WVTI, Philadelphia—CP to move transmitter to Somerton, Pa.; move studio locally; install new transmitter, and change from 1310 kc. to 1170 kc., 5 kw. (unlimited facilities of WACU, Philadelphia.). (Rule 49.)

AUGUST 28

KORK, Rock, Ark.—Application for renewal of license to cover 1355 kc., 5 kw.

WBO, Davenport, Iowa—For change in location.

AUGUST 29

KTAB, Fort Worth, Tex.—Grant authority to sell station.

NEW, Buffalo, N. Y.—Granted license to cover CP 1400 kc., 500 w., unlimited specified hours.

KTSM and WDAH, El Paso, Tex.—Grant construction permit and the assignment of licenses to Tri-State Broadcasting Co.

WBQH, Harrisburg, Ill.—Granted consent to voluntary surrender of license.

WJHAS, Louisville, Ky.—Temporary authority granted to test transmitter construction with full rated power of 5 kw.

WSYR-WMAG, Syracuse, N. Y.—Granted involuntary assignment of license to Clive B. Meredith.

KOCO—Temporary licenses pending action on docket cases:
WCGC, Meridian, Miss.; WKRC, Cincinnati, Ohio; WAMC, New York; WYAK, Bingham, R. D.; WNOX, Knoxville, Tenn.; KBBF, Little Rock, Ark.; KELW, Burbank, Calif.; KTAB, San Francisco; KTLM, Los Angeles.

WGST, Atlanta, Ga.—Granted temporary license.

AUGUST 30

Programming.

WMPC, Church of Lapeer, Lapeer, Mich.—Granted authority to suspend operation from Aug. 22 to Aug. 28, inclusive.

WWRX, Roanoke, Va.—Grant request for an additional ten days from Aug. 20 to suspend operation.

WHO-WOC, Studio location to be determined—Granted

Washington Visitors

E. B. Gish and M. H. Clark, KCRS, American Radio History.

Clayton C. Towns, WKBW, Youngstown, Ohio.

E. D. Aber, WMHJ, Joplin, Mo.

Daniel C. Hesler, WNTK, White Plains, N. Y.

James F. Hopkins, WJDK, Detroit.

Bernard Benjamin and Clarence Baker, WJHD, Chicago.

John H. Stener, WHX, Wilkes Barre.

D. E. Bennett, KARK, Little Rock, Ark.

Charles W. Roop, KSGT, Amarillo, Texas.

Thomas E. Sharp, KFPD, San Diego, Cal.

J. R. Gorlenko, WBMP, Binghamton, N. Y.

* A register of visitors at the offices of the Federal Radio Commission by the National Association of Broadcasters and Broadcasters, August 11-30

BROADCASTING • September 1, 1932

Page 28
New Transmitter House of WMCA

Bar Report Criticizes Commission (Continued from page 13)

Re Clear Channels

THE COMMITTEE also criticized the Commission for its failure to sit more frequently in the hearing of oral arguments. Out of more than 200 cases decided during the past year the Commission sat in only five hearings and permitted oral argument in only eight cases, although that privilege was requested in a large proportion of cases, the report states. "Since the Commission was originally established to act as a quasi-judicial body for the hearing and application," the committee says, "and since, with its large staff and the falling off of application, its duties are comparatively light, it would not seem asking too much of it that it sit more frequently in the actual hearing of the contents of the petitions of the petitioning parties."

Fortunately, the report continues, both applications and hearings are showing a marked decline, which is only due to the depression. A more potent factor has been the adoption of definite rules and regulations which, to the extent of being uniform and uniformed, naturally obviate the pressing of a large share of hopeless applications.

A slap at certain educational and propaganda groups which have been pressing against the American Plan of broadcasting in favor of the so-called European is taken by the committee. "A great deal of propaganda," it says, "has been assiduously circulated with favor to the nature and success of systems established in other countries. This is a "trust" worthy compendium of information as to the manner in which other countries regulate radio communication."

Hits Canadian Plan

THE CANADIAN plan for nationalization of its broadcasting is analysed by the committee with a good deal of skepticism as to its practicability. The committee's position report submitted to the Senate in response to the Cozens-Dill Resolution showing that the annual gross expenditures for "A" stations in 1927 were $77,295,405.68. Canada's plan to raise by means of each of 600,000 radio set owners as the main source of revenue to sustain its systems, is "clear, therefore," says the report, "that for financial reasons, if for no other, realization of the plan is difficult, if not impossible. Obstacles. Unless the receiving license fees are greatly increased, or unless advertising revenue proves much greater than may be expected from the experience of United States stations, the Canadian Commission will not receive through money to operate the proposed chain of stations, let alone the acquisition or construction of stations.

Anticipating that it will take five to ten years to accomplish the project, the report adds, "we doubt there is any substantial undervalue of opposition to government control of broadcasting in Canada might be more likely to its prevention or privatization of the plan."

Court Cases Reviewed

REVIEWING court litigation, the committee brought out that the Supreme Court of the United States has yet to utter its final word on the constitutionality of the construction of any provision of the Radio Act of 1927, despite a half a dozen cases adjudicated finally. Summaries are given of the past year's court decisions, to which it is added that a few pending cases, such as those raising the issues of property rights, validity of the David Sarnoff and NBC, are still before the air. The report points out that the expense of an appeal is almost prohibitive for small stations, the cost of printing records averaging $2.50 a page and the records being regularly of substantial size.

(Continued on page 20)
The Other Fellow's Viewpoint...

Free Advertising

To the Editor of Broadcasting:

I congratulate you heartily upon publishing J. D. Scully's story on the free advertising racket. Calling names is the best thing you can do to combat this racket, and it is just too bad that "Dupont Style Service" and "Cleanliness Institute" were overlooked in this story, as this is a great pair.

It is interesting to note that the theatres are becoming more and more "liberal" in offering their talent for broadcasts. All they ask, of course, is that you give them fifteen or thirty minutes of your time in return for their vaudeville stars.

From the very first issue, Broadcasting has been a force in exposing the "chiselers," and now that the names are being called, it is even better.

Yours truly,

Martin B. Campbell,
General Manager, WFAA.
Dallas, Tex., Aug. 9, 1932.

Bar Report

(Continued from page 29)

Supreme Court in the KFAB case, in which the station was held jointly liable with the speaker for libel uttered over the station, has had "unfortunate consequences," the report states without attempting to criticise the opinion from the point of view of its correctness, the committee stated that speeches by or in behalf of opposing candidates for political offices frequently contain matter which, if untrue, may be actionable defamation, adding:

"Only by permitting such utterances may the misdeeds of officials and candidates be exposed to the public. Freedom of speech by radio in the sense and to the degree upheld by the United States in the case of the press becomes a delusion, as a practical matter, if the privilege is given to, or the responsibility is placed on, the broadcaster to censor a political speech for alleged defamatory utterances. The broadcasting station having to a large extent responsibility for sponsorship, if the broadcaster made a fact the forerunner of censorship and liability for damages.

Opposing all plans to limit broadcast advertising, the committee said such proposals come from a variety of sources, some of which he connected with advertising media having an obvious selfish interest in depriving broadcasters of advertising as a source of revenue.

"It cannot be gainsaid," says the report, "that at times and with respect to many broadcast stations the advertising talk has been annoying to listeners, both because of its character and because of its amount. On closer scrutiny of the complaints, however, it will be found that for the most part they are based on a relatively small number of specific programs, mostly sponsored by tobacco companies, some of which have effected a noticeable improvement in their advertising continuities during the past year.

Small Stations Hit

"The smaller stations, with comparatively restricted audiences, furthermore, have on the whole been worse offenders than the larger stations in giving way to extended sales talks and pleading. In extermination of many stations it should be added that during the past year financial conditions have forced the taking of advertising which otherwise would not have gained admittance. There is every reason to believe that, with the return of normal conditions, the self-interest of the broadcaster and the advertiser combined with the listener's power of censorship by turning away from an offending program, will automatically eliminate such abuses."

The committee discussed in considerable detail the proposal by Senator Dill regarding the use of stations by public candidates for the discussion of public questions and the "rate-making" suggestion that a separate broadcasting rate be charged by stations for such programs. Pointing out that Section 18 of the radio law imposes on broadcasters the obligation of providing equal opportunities to candidates for political office, the report states that it is necessary to expand that provision to include speeches made in support of or in opposition to any candidate.

The complaints registered against the proposed extension have been based on its particular phrasing when the committee held, is open to criticism on the score of indefiniteness and practical unworkability. On rates, however, the committee stated that legislative tendency has been to avoid rate regulation of broadcasters.

"In the absence of evidence that there is any widespread evil to be remedied, the committee doubts the advisability of introducing any species of rate regulation into the radio act," the report concludes.

PROFESSIONAL DIRECTORY


A CLASSIFIED AD WILL DO THE JOB

HELP WANTED

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING. Some station needs you—reach your next employee through BROADCASTING. Others have done it with success.

WANTED TO BUY

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

FOR SALE

Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is more business for you if from now on outline 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.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in Broadcasting cost 7c per word for each insertion. Cash must accompany order.

Free to the 28th and 16th of month preceding issue.

Situations Wanted

Engineer with W.E. S and 50 kw. and RCA 500 watt television experience; also 3½ years commercial operating; single; willing to go anywhere; good references. Address Box 46, BROADCASTING.

Radio engineer, commercial license, college graduate, Bachelor of Science in Electrical Engineering, seven years' experience, desires position anywhere. Address Box 56, BROADCASTING.

Located lady building first class radiotelephone license desires position in broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 40, BROADCASTING.

Help Wanted

A newspaper affiliated station wants a keen, ambitious salesman as commercial manager. Not a high pressure "hota" rate cutting type of salesman. Must be filled with persistence—knows how to merchandise an account—develop program ideas for sponsorship.

Tell everything about yourself in absolute confidence—your qualifications, experience, references—present and past salaries, etc. Address Box 45, BROADCASTING.

Wanted to Buy

To buy or lease 100 watt station. Must be in excellent location and a bargain. Address Box 49, BROADCASTING.

Wanted to Sell

Two 2500 Volt D.C. 6 amperes, 1800 r.p.m. high voltage generators.
One 25 Volt D.C. 500 amperes, 1800 r.p.m. Elevator generator.
One 75 H.P. 410 Volt, 60 cycle, 3 phase, 1800 r.p.m. Synchronous motor.
One 25 Volt D.C. exciter for above machines complete with heavy cast iron mounting仙女iter plate for exciter panel for starting for above motor.
Complete battery built by the Central Motor & Repair Company, Chicago, Illinois. Slightly used. Good condition. Can be purchased at a very reasonable figure. Address Box 52, BROADCASTING.

For Sale

Two 2560 Volt D.C. 6 amperes, 1800 r.p.m. high voltage generators.
One 25 Volt D.C. 500 amperes, 1800 r.p.m. Elevator generator.
One 75 H.P. 410 Volt, 60 cycle, 3 phase, 1800 r.p.m. Synchronous motor.
One 25 Volt D.C. exciter for above machines complete with heavy cast iron mounting panel for starting for above motor.

The other fellow's viewpoint...
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.
Now... A Revolutionary Development!

RCA Victor VELOCITY MICROPHONE

"THE MICROPHONE WITHOUT A DIAPHRAGM"

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"