Announcing

10
"BLESSED EVENTS"

Meet ten brand new additions to WMCA's large family of satisfied clients. You will recognize the little rascals immediately. The stork, inspired by WMCA coverage, WMCA program quality, WMCA service to advertisers and WMCA rate economy has just delivered to us ten "Blessed Events". Look 'em over... Aren't they a lusty lot? And they'll receive the same loving care and attention that has brought recognition to WMCA as...

America's Premier Regional Station

WMCA
NEW YORK CITY

Donald Flamm President

KNICKERBOCKER BROADCASTING CO. Inc.
WMCA BUILDING
NEW YORK CITY

CHICAGO OFFICE FREE & STEININGER 180 N. MICHIGAN AVE. CHICAGO ILL.
"Radio has almost ceased to be an advertising sensation. It has settled down to being an advertising success."

Fortune, September, 1932

- This is the concluding sentence of Fortune's appraisal of Radio as an advertising medium.

- In arriving at that conclusion Fortune lists the ten most popular network programs—five of them:

  Amos 'n' Andy  
  (originated by WMAQ)  
  Chase and Sanborn  
  Fleischmann's Yeast  
  Sherlock Holmes  
  Firestone Tires

  come to the Chicago audience over WMAQ.

- Your advertising message will be in good company on WMAQ.

WMAQ  
CHICAGO  
FULL TIME, CLEARED CHANNEL  
A NATIONAL BROADCASTING COMPANY NETWORK STATION
NEW RATES EFFECTIVE
OCTOBER 1, 1932

Rate Card Upon Request

WCAU
PHILADELPHIA
announces the
OPERATION
of its
NEW 50,000 WATT TRANSMITTER
SEPTEMBER 15, 1932
The Seventh Consecutive Year

This week inaugurates the start of the seventh consecutive year of broadcasting on WOR by the Alfred W. McCann Pure Food Hour, presented every Monday, Tuesday, Wednesday and Thursday for one hour from 10 to 11 a.m. It has been an outstanding success from the first broadcast and continues to grow.

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

Bamberger Broadcasting Service, Inc.
Newark, New Jersey
New York Office: 1440 Broadway, New York City
We did it for Wheatena... we can do it for YOU

WLW's new and sensational Field Merchandising Service swung into its usual vigorous action on the radio campaign for The Wheatena Corporation. Wholesale grocers were contacted in twenty key cities. Two thousand retailers were called on, display signs were distributed and the entire campaign with its tremendous sales advantages explained.

Whole-hearted enthusiasm for the Wheatena campaign was the result. Hundreds of new accounts were opened. Grocers and wholesalers were happy. The manufacturer and advertising agency were extremely satisfied. WLW and its Field Merchandise Service did it. Write us for our plan and our 72-page portfolio.
Radio’s Most Powerful Voice!

WSM
NASHVILLE, TENNESSEE

50,000 WATTS
NATIONAL CLEARED CHANNEL
650 KILOCYCLES

To the advertiser WSM guarantees intelligent and efficient sales and merchandising cooperation.

In the interest of the listener WSM continues the same friendly, high-class program which has made it "The Favorite Station of the South."

WSM
50,000 Watts  650 Kilocycles  N. B. C. Network

Owned and Operated by
The National Life and Accident Insurance Company INC.
Copyright Contracts Puzzle Broadcasters

By SOL TAISHOFF

Schuette is Negotiating for “Sustaining” License Fee Cuts;
Definition of “Net Receipts” Causes Most Trouble

HAVING accepted the new percentage copyright scale of the American Society of Composers, Authors and Publishers, broadcasters now are busy studying the terms of the new contracts presented to them by agents of ASCAP throughout the country.

From the tenor of the inquiries being received by the NAB from many stations, broadcasters are at a loss to understand some of the provisions and to have several phases cleared up before they agree to the new scale, calling for 3, 4 and 5 per cent of their “net receipts” over a three-year period, plus readjusted “sustaining” licenses.

A number of stations are carrying on individual negotiations with E. C. Mills, general manager of ASCAP, seeking downward revision of their sustaining licenses. On behalf of the industry as a whole, and armed with full information from a large number of stations, including members of the NAB as well as non-members, Oswald F. Schuette, director of copyright activities, is endeavoring to procure reduced sustaining fees for the stations and it is presumed that he will later take up the other problems in his talks with Mr. Mills.

Attack Threats Subside

TALK about attacking the new royalty scale, accepted under protest by the NAB board of directors Aug. 24, is subsiding for the time being. The stations which threatened such actions have been dealing individually with Mr. Mills on the “sustaining” license, and until they either arrive at a satisfactory basis, or definitely break off their negotiations, their future course remains undecided.

Both NBC and CBS, it is understood, have definitely completed their new contractual arrangements with ASCAP, not only for their New York key stations but for the other outlets they own and operate. Subsequently, Mr. Mills drafted a new contract form for submission to all stations but initially to those of more than 500 watts. Those of 500 watts and under have been granted extensions of their present flat-rate contracts until Oct. 1.

Greatest apprehension among broadcasters has centered over the meaning of the term “net receipts” as described in the new contract form and on which the percentage royalty is to be paid under the three-year contract. This term is described in the contract under Article 3, paragraph (d):

“The term ‘net receipts’ from the sale of its broadcasting facilities shall refer to such sums charged by and actually paid to licensees for the use of its broadcasting facilities (sometimes known as ‘time on the air’), after deducting commissions not exceeding fifteen per cent (15%), if any, paid to the advertising agent or agency (not employed or owned in whole or in part by licensee).”

Stations point out that in many cases they are forced to pay two 15 per cent commissions for placement of business. Under the contract, however, only one such commission would be deductible.

Broadcasters long have battled the double-commission and time-broker problem as one which is almost tantamount to rate-cutting. Some stations, therefore, see in the single commission stipulation a possible means of combating the double-edged commissions.

What of Talent Costs?

ALSO growing out of the “net receipts” clause is the question whether deductions for talent costs and line charges are permissible. Such items do not come under the head of the sale of broadcasting facilities, which is construed to mean the price actually paid for what goes into the microphone. Networks, for example, bill their clients separately for talent and line charges, as do many stations.

Many stations also have inquired whether the percentage royalty is to be paid on time sold for political addresses, since no copyrighted music is used in their presentation. In connection with this inquiry and with that pertaining to the 15 per cent commission deduction, Mr. Mills has stated that no deductions will be allowed in either case.

While immediately after the negotiations were concluded, Mr. Mills declared that no items would be deductible beside the 15 per cent agency commission, Mr. Mills now takes the position that such debts may be deducted from the royalty remittance to ASCAP, but if these are paid later the royalty then shall be accounted for.

Transcription Royalties

THE QUESTION of the payment of the royalty on transcription business, on which a special royalty provision has been collected by the same copyright owners, through the Music Publishers Protective Association, has gone to the courts as the agency, also has been raised. MPPA, which recently reached an agreement with transcription companies and advertising agencies on copyright royalties, is declared to be independently operated, but is known to have a definite tieup with ASCAP.

Finally, many stations have expressed vigorous opposition to the contract demand that ASCAP shall have the right “by its duly authorized representative” to inspect books of any station to ascertain payments are being made properly and honestly. They object to having the local representatives of ASCAP, who also may be competing broadcasters’ books to “go over their accounts,” under the seal of confidence—men who could not have any interest in

WHAT EFFECT REPEAL ON RADIO?

Brewers Say They Will Spend Generously to Stage Programs Revolutionary in Excellence

By WALTER NEFF

Asst. Director of Sales
WOR, Newark

BREWERIES and wineries are polishing up their apparatus against the day when Congress lifts the embargo against the sparkling beverages that exhilarate or damns according to one’s personal lights.

What effect will nullification of the Volstead Act and the repeal of the Eighteenth Amendment have on radio? What will radio’s attitude be? Shall we hear the merits of this and that brew? Shall we hear of the benefits of a magnum of this or that? Or is the age of champagne? What sort of programs will be put on the air by their manufacturers as good - will creators?

For radio there has been no precedent such as has already established by newspapers. One does not have to stretch his memory very far to recall the advertisements published in the daily press before the advent of prohibition. Beer, wines and liquors furnished no little part of the revenues of the Fourth Estate, and business managers of the daily papers would certainly welcome the space displays of so important an industry.

WOR Studies Problem

RADIO, unlike the newspapers, has no declared public policy or political affiliations beyond carrying out the public convenience and necessity clause of station licenses. The great majority of metropolitan dailies have been frankly outspoken against prohibition as a matter of infringement on personal rights and irrespective of its economic aspects. Not so radio. Neither the antes nor the pros have been permitted to discuss this subject unless the other side had an opportunity to present its arguments.

Thus far, the managers of major (Continued on page 24)
Eastern Collegiate Lifts Football Ban

Broadcasting of Games Left To Individual Discretion

WITH THE REPEAL by the Eastern Intercollegiate Association of the ban it previously had invoked on the broadcasting of major football games this season, virtually all colleges and universities in the country are empowered to make their own decisions on the broadcasting of games played on their home grounds.

The Eastern group, at a meeting in New York Sept. 9, in effect, rescinded its ruling of last June, in which it prohibited the broadcasting of games played by its 12 members on the ground that such practice is harmful to the smaller schools. Other sectional collegiate associations took up the radio issue, but practically all of them now have authorized members to rule individually on broadcasts from their home grounds. Thus, the situation is much as when it has been in previous years.

Alumni Complained

ARMY and Harvard led the fight for repeal at the New York meeting, both having been fighting to retain the ban, contending that the radio accounts of large collegiate games hurt attendance at the games of the smaller schools. Inasmuch as many football followers would rather listen to a big game than attend a small one.

Since the passage of the resolution of the Eastern group last June 28, however, complaints have been made by the alumni of the dozen large colleges involved. They reached such a volume that the new meeting was called and the action approved.

Such teams as Army, Columbia and Harvard at once let it be known that they would permit broadcasts of their 1932 home games. While no official list of colleges to permit broadcasting is available, it was apparent that practically all of the larger schools of the East will lift the restriction. Some of the smaller institutions are still believed to oppose broadcasting.

In addition, Army, Columbia and Harvard, other members of Eastern association are Dartmouth, Yale, Princeton, Pittsburgh, University of the South, Rutgers, Syracuse and Penn State.

WBT Broadcasts Talks On Justice Department

THE ACTIVITIES of the bureau of investigation of the Department of Justice are being discussed in a series of talks carried each Thursday afternoon by WBT, Charlotte, N. C. The talks are being made by Edward E. Conroy, who is in charge of the Charlotte bureau of the Department.

The broadcasts were arranged by officials of WBT with Mr. Conroy, who obtained permission of Attorney General Homer S. Cummings, the head of the bureau, to address the audience.

Southwest Manager

HOWARD DAVIS became commercial manager of the Southwest Broadcasting Co., Fort Worth, Sept. 1. He formerly was with WOC, Des Moines, and when that station was bought by KOMA, Oklahoma City; KTAT, Fort Worth; WACO, Waco; KTSN, San Antonio; KTRH, Houston; WRR, Dallas; KGRS, Abilene, Texas, and KDO, Amarillo. Headquarters of the Southwest Broadcasting Co. are now in the Trinity Life Building, Fort Worth.

Wheatena Party

RAYMOND KNIGHT, author and star of the new "Wheatena" series launched over the NBC Sept. 11 on a five-day-a-week schedule, was host to New York radio editors and columnists at a program pre-view and dinner Sept. 8. The series is sponsored by the Wheatena Corn Products Co., 530 Fifth Ave., Albright, of Philadelphia. Arthur R. Wendell, treasurer and manager of the company, addressed the writers and outlined the purpose of the program.

Four More on Lists For Saltzman Jobs

John Henry and Bond Gedde Bear Strong Endorsements

ALTHOUGH the completion of the Radio Commission personnel committee is held in abeyance by President Hoover, several new names are on the fourth zone commission, according to Mr. Geddes by Chairman Charles McK. Saltman last July, have appeared, another as a qualified for strong endorsement.

John H. Henry, manager of KOIL, Council Bluffs-Omaha, and Bond Geddes, Chicago, executive secretary of the Radio Manufacturers Association, according to White House spokesmen, have been left by the present commission committee both in radio and in politics. Both are practical radio men, the former a broadcaster and Mr. Geddes as the executive of the organized manufacturers. Similarly both are former newspapermen.

Former Newspapersmen

MR. HENRY was formerly managing editor of the Council Bluffs Nonpareil and is well known in newspaper circles of the middle West. Mr. Geddes was at one time managing editor of the United Press Bureau in Washington, D. C., and was chief of the Associated Press. He joined the RMA about four years ago.

It is understood also that Michael J. Ert of Milwaukee, founder and first president of the Wisconsin Radio Trade Association and former president of the National Federation of Radio Associations, and John F. Raymond, of Chicago, who has practiced before the Radio Commission, have been proposed as candidates. Little could be learned about the House, however, about their sponsors.

While it was indicated at the White House that there might be something to the report, carried in the Sept. 1 issue of Broadcasting, that the Commission would be reduced from five to three members, as an economy measure, it was said that no definite decision has yet been made. The White House branded as false the report that the President had in mind letting the fourth zone post remain vacant until after the presidential elections.

Other Candidates

IN ADDITION to the new candidates, it is understood that the White House is still considering the names of several of the candidates who were mentioned immediately following General Saltzman last July 19. These include William S. Hedges, director of WMAQ, Chicago; James W. Arnold, Pittsburgh; and Roy W. Albright, of Philadelphia. Arthur R. Wendell, treasurer and manager of the Company, addressed the writers and outlined the purpose of the program.
Proving That Broadcast Advertising Pays

By ROY C. WITMER
Vice President in Charge of Sales, NBC

NBC Business Strides Held Typical of Entire Industry; Sponsors Testify as to Effectiveness in Sales

WHILE MOST industries have been on a marked decline during the last several years, broadcasters on the whole have experienced a considerable growth in business. This can mean but one thing, according to Mr. Witmer, and that is that radio has proved its efficacy as an advertising medium. Besides offering some figures showing NBC gains, he presents some emphatic testimonials regarding the radio medium as a whole. All of which should provide excellent material for broadcasters to use in winning over recalcitrant prospects.

Is there an explanation for the remarkable way in which this up-climb has sustained itself? Yes! It is that broadcast advertising sells goods. In addition to stimulating sales, broadcast advertising accomplishes other important benefits. But that undeniable is the chief one.

Some Examples

IN THE FILES of NBC are numerous examples of mounting sales volumes brought about by broadcast campaigns conducted on NBC networks. Let me cite a few of them.

The general manager of a perfume manufacturing company reports that for the eight months period his firm sponsored a program over NBC (to which a ponderant part of its advertising appropriation was devoted) sales increased 25 per cent over the preceding eight months. He adds: "It has created acceptance for a new, complete line of our products."

The vice president of the advertising agency handling the account of a prominent cereal company states that sales of this firm showed a marked increase from the very first week the program was on the air. He specifically says that sales for January, 1932, increased 11 per cent over January, 1931; sales for February, 1932, increased 18 per cent over February, 1931; sales for March, 1932, increased 58 per cent over March, 1931.

Testimonials of Advertisers

HERE IS an extract from an article by Martin L. Davey, president of the Davey Tree Expert Company, which appeared in a recent number of Broadcasting:

"We began broadcasting the first Sunday in January, 1930, a short time after the stock market crash and we continued for six months. During the first five months of 1930, our volume ran 20 per cent ahead of the same period in 1929. The business in June, 1930, was equal to that for June, 1929. During the last half of 1930, we encountered a moderate decline in volume, but the total amount for the year 1930 was a little over $5,000,000 or almost the same amount that we did in the boom year of 1929.

"During the year 1931 we experienced a moderate decline in volume, although we served just as many clients as we did the preceding year. This simply meant that the average order was somewhat smaller in 1930. Even in this bad year of 1932, we are serving almost as many clients as we did last year, although the average size of the orders is again somewhat smaller.

"There is no doubt that our radio program has had a powerful effect in maintaining a very fair volume of business during this period * * *

Run on Stores

THE GENERAL sales manager of a well known gin ale company declares:

"We have no hesitancy in saying that without radio advertising it would be impossible for us to enjoy the tremendous increases in business we are experiencing each year."

A letter from the advertising agency of a drug manufacturer reports that "salesmen and dealers have reported a run on the store shelves after certain broadcasts."

An official of Cities Service Company states in an article appearing in August, 1932, that the company, which holds a contract for 9,000 gallons a month as a result of a contact broadcast, had a 40 per cent increase in sales.

"Our security department has felt the effects of our broadcasting in no uncertain manner. Sales amounting to $2,000 shares of stock were made in one city as a result of a contact broadcast brought about by our radio efforts."

Sales Pushed to Peak

A PRODUCER of paints and varnishes reports as follows:

"Among the dealers who were recently questioned one of the program, containing sales, 55 per cent had traced new customers and definite sales results to the broadcasts. Forty-three per cent were unable to give any dollar estimate of the results, but more than half of them said it was substantial. As suggested to them, remember a few, or several, or many sales, when the customer had mentioned the program as a source of information."

A honey producer instituted a program over NBC on Jan. 28. The advertising agency remarks:

"It will undoubtedly interest you to know that during the month of February, honey sales were within 1% of the peak business month ever experienced by the company."

A dairy organization writes as follows:

"We went into radio believing it would give us the best publicity and sales stimulus during the period. The result was not and we were not disappointed."

Copy in a trade paper advertisement of Swift & Company: "Meet the Stebbins Boys of Bucksport Point! Swift & Company's famous radio entertainers have heard with interest remarks of the country's most powerful stations. In eight weeks they made Brookfield Butter over 500 per cent better known in 28 major cities."

I could keep on citing similar examples by the dozen, but the ones enumerated are no doubt sufficient to demonstrate that broadcast advertising sells goods. And you are aware of the reason why volume of business and number of clients have mounted and continue to mount for the broadcast industry.

WFIW Seeks Move

WFIW, Hopkinsville, Ky., on Sept. 10 filed with the Radio Commission an application for authority to remove to Louisville. The application presumably will be designated for hearing.
MEXICAN DELEGATES AT MADRID OPEN
WAVE DISCUSSIONS WITH U. S. GROUP

Delegations May Lay Basis for Accord on Division of Channels to Supplement Canadian Agreement

THAT MEXICO’S delegation to the International Radio Conference at Madrid will confer with the United States delegation regarding the division of North American broadcasting waves, was one of the important events resulting from the recent confer-
ence, which was formally opened Sept. 3 by Premier Azana of Spain.

Reports of the progress of the conference so far have been mea-
gery. The report concerning Mexico’s final willingness to discuss broadcasting waves at length caused an considerable interest in this coun-
try. Whereas the Canadian situation has been settled more or less satisfactorily, and entirely amicably, by the recent Canadian-Ameri-
can wave agreement, the Mexican problem still awaits solu-
tion. Yet, it was not part of the plan to that or any previous agreements, for the reason that it has not failed to accept invitations to conferences regarding the division of North American channels.

Authorized to Parley

EMILIO TORRES, heading the Mexican delegation, is reported to have told the Canadian group, chairman of the American delegation, and the other American delegates that his government had authorized him to lay plans for an agreement with the United States. What the Mexicans had to propose, and what the Americans replied, is not known. Neither group has made any official statement.

The probabilities are that the Mexican delegation are the first from the United States to get a definite understanding with Mexico regarding the licensing of American financed corporations to erect high power broadcasting sta-
tions on the Mexican side of the Rio Grande after they have been refused licenses in this country by the Radio Commission.

Cases in Point

THE CASE OF DR. JOHN R. BRINKLEY, with his 75 kw. XER at Villa Acuna, opposite Del Rio, Texas, is a case in point. At press time, Norman T. Baker, the Canadian delegate, was also reported to be in Mexico, working for the approval of the XER license.

Baker’s Mexican Outlet Soon Ready

STARTING with 50 kw., but pro-
posing to increase gradually to 150 kw., Norman T. Baker’s new sta-
tion in Mexico, which will be known as XENT, expects to go on the air early in October. Its location is at Nuevo Laredo, Mexico, just oppo-
site Laredo, Tex. It will operate on 160 meters or mid-channel be-	ween the clear channel of 1150 kc. used by WRVA, Richmond, and limited time by KSOO, Sioux Falls, S. Dak. The channel of 1100 kc., used by various American and Canadian regional stations.

VHF Band 150 to 150 kc. XENT will be the most powerful station in North America, exceeding even the 75 kw. XER, built by John R. Brinkley. Like Dr. Brinkley, former station at Milford, Kan., KPPB, Mr. Baker’s KTTN at Mullen, Neb., also financed by Canadian radio commission and operating contrary to restrictions imposed by the Canadian government. The message was picked up by C. M. Gilbert, 3rd, operator of amateur station W3BBB, Collings- wood, Ill., who maintains a regular schedule with the Madrid station, Dr. Greaves sent this reply, two days later: "Baldwin and I arrived from New Orleans Saturday morning, Sept. 3, just in time for Baldwin to welcome our arrival baby girl. All well and everything satisfactory at office."

THE PSYCHOLOGY OF FAN MAIL

Will Durant, Answering Meyer Davis’ Question, Holds
Letters Unimportant, Advises Questionnaires

BY LOUIS REID

A PHENOMENON of the radio, as well as of the movie, is the gush of fan mail from the four corners of the country. Where it originates, the interest of the broadcasting studios, for the movie, is so great, whereas in Hollywood it is regarded merely as an expression of personal admiration having little or no significance to the box office.

The fan letter has become the single biggest factor in the termination of the appeal of a radio program. Entertainers, sponsors, radio officials alike wait for it, cherish it, give it importance out of all proportion to its value.

Still Only Gauge

BROADCASTERS in the past have attempted to minimize its importance, only to come back in the end to the view that upon it alone could they gauge the popularity of their offers.

They might have taken their problem, as Meyer Davis did, to Will Durant, noted toiler in the vineyards of philosophy and psychology. As the maestro of more than forty radio orchestras and dozens of vocalists broadcasting to various parts of the country, Davis can count his fan mail in bushel baskets. So voluminous has it be-
come that it troubles him by day, disturbs his sleep at night. What to do? What to do? He remembered Davis had been experimenting with the cosmos in distant Woodstock. To him went the letters and Davis tells me, came to a quick conclusion. It was that most of them came from invalids, lonely people, the youth, would-be youthful, worshipers and mis-
chievous children. He saw none at all from the average man or woman. Whereupon, Davis asked if it were futile to judge the radio audience from the general run of fan mail. Ladies and gentlemen of the studios, the answer was "yes."

Questionnaire Advised

"IT IS a psychological fact," Davis quotes Durant as saying, "that nine out of ten people will not write, yet will form strong opinions. Usually the tenth one is scatter-brained."

Davis then advised Durant how he would regard the fan letter were he a radio executive.

Durant replied: "I would not entirely ignore the letter, but I would consider them as representing an unimportant part of the vast listening audience, I would get much more information by asking someone in each of the key cities select at intervals about 500 names from local phone directory. Then I would have a much more scientific way of calling to answer a questionnaire in which pertinent problems would be discussed and various viewpoints recorded."

"Inquiring Reporter" Plan

DURANT went on: "Then I would adopt the 'In-
quiring Reporter' plan. I’d have my men pick people at random in cities, towns and even along rural roads, ask them for their opinions about the various types of programs, and then I would get a satisfactory chart of the appeal of every program on the air."

The chart would be a tremen-
dous aid in enabling me to eliminate programs of little appeal in favor of those the public wants. Evils of radio would automatically correct themselves by broadcasting in general would profit."

Some such system as Durant outlined is needed to determine if the radio lords hope to hold their audience. After all, it’s George W. Averageman they seek to reach. And if they try to deceive the simpering Sallies have gone the way of all flesh."

*From Louis Reid’s "Lead Speeks" column in The New York American, Sept. 5.

BROADCASTING • September 15, 1932

WORLD SYSTEM RECORDS

DISKS FOR THE VISPHONE

WASHING'TON studios of World Broadcasting System are recording a series of 12-inch, 33 1/3 lateral disks for the Fairchild-Wood Vis-
phone Corp., of New York and Chicago, producers of Visphone, an improvement on stereopticon slides used for lecture purposes. Still pictures, instead of being slides, are on films which are run through the projector and to which the disks can be synchronized.

The Visphone was designed primarily for industrial lectures, but is also to be made available for lectures on house, town subjects, etc., through the World Union, which will install and operate the projector for private parties.

The records of the World Broadcasting System were talks by cabinet officers and other Washing-
on officials.
Theatrical Advertising Capitulates to Radio

By BIDE DUDLEY
WMCA Dramatic Critic and Broadway Columnist

New Shows Reviewed Within an Hour After Curtain Falls; Commissions Now Accepted on Approved Attractions

A NOVEL FEATURE that was originated to give WMCA listeners the latest theatrical news and Broadway gossip has proved a commercial as well as a program success. The author of this article believes that it opens the way for a complete radio newspaper with the customary book reviews, editorials, women’s pages and the like. The program was started as a sustaining feature, but its immediate success brought theatrical managers around in a hurry with advertising copy. Unlike newspapers, however, advertising is taken for only the shows which the critic endorses.

Mr. Dudley

AS THE FIRST dramatic critic, film reviewer and Broadway columnist to conduct a regular theatre program on the air, I feel you radio folk ought to know a little about my new profession. I believe my work has been in the nature of an innovation in radio and I am confident it is the forerunner of an era in which material such as I offer will be used extensively on other radio stations. I consider it a progressive step in broadcasting; one that carries the weight of great importance. And now let me tell you how it all started.

First, permit me to state for those who don’t know about this plan, that my broadcasts are featured on Station WMCA, New York, at midnight and at 2 p.m. each day except Sunday. The idea was originated by Donald Flamm, president of the Knickerbocker Broadcasting Corporation, which owns and operates WMCA. It was he who suggested I launch the plan of keeping the public in touch with Broadway, its institutions and people.

First-Night Reviews
Mr. FLAMM is a man who constantly seeks new ideas for radio. To him must go the credit for suggesting my Amusement Department of the Air, now on WMCA under the title of “Up and Down Broadway with Bide Dudley.”

The Knickerbocker president knew I had been on Broadway eighteen or nineteen years as a newspaper critic and columnist; he knew, also, that I had a flair for radio. So he asked me to drop in and see him at his office.

The plan was outlined and I put it in practice. It took on immediately. Mr. Flamm continued to give it his attention. He had made a decorative sign, supported by an easel, announcing that the play consists of vaudeville at midnight by me, over WMCA. This sign is put in the lobbies of theatres on “first nights” and thus do the audiences learn they may hear an opinion of the show within an hour after the final curtain has descended. It is a privilege fraught with advantages. For instance—

If Mr. and Mrs. Brown see the play and differ as to its value as entertainment, they may have a conversation at home, tune in WMCA at midnight and hear a review of it. Then again, the players know that the first criticism of their play and their acting may be heard over this station almost before they get their make-up off. As a result, some of the theatres now have radio sets back-stage.

The fact that my review is the first one to come out is important. Very brazenly I use the line, “Dudley Points the Way.” And now let me explain that line. A fact is hard to forget. Therefore, what I have here is not a matter of minds no matter what other reviewers may write.

Inclined to make it my creed offer only constructive criticism, not to use wise-cracks and other alleged humor and never to attack the players personally. Mine is an honest opinion of the new offering, free from personal likes and dislikes and fair otherwise as I can make it.

This plan I apply to the reviewing of pictures, vaudeville or any other show I attend.

Commercial Possibilities
LAST APRIL Mr. Flamm and I decided to piggyback and see if this air feature. Theatrical managers suggested we permit them to advertise over the air. They were willing to pay for radio advertising just as they paid the newspapers. We decided to give departure, that is, current attractions favorable mentions on each program providing I, in reviewing them, had found them worthy of endorsement. I made it a rule not to accept uninteresting or dirty shows as clients.

As a result of the addition of this new angle my Broadway periods have included numerous endorsements. This has been definite evidence that the Dudley programs have been popular, especially in that number of people is toning, and I found them worthy of endorsement. I made it a rule not to accept uninteresting or dirty shows as clients.

As a result of the addition of this new angle my Broadway periods have included numerous endorsements. This has been definite evidence that the Dudley programs have been popular, especially in that number of people is toning, and I found them worthy of endorsement. I made it a rule not to accept uninteresting or dirty shows as clients.

Vaudeville Hour on BBC

By TERESA ROSE NAGEL
BRITISH journalists and visitors to the British Broadcasting Corp. studios in Broadcasting House are permitted to witness only one program behind the scene. That is one, which, through a poll among listeners in Great Britain and the Colonies, has been voted the most successful program on the air. It is presented three times a week and consists of vaudeville for an hour and 40 minutes.

As an American visiting newspaper writer, is was my pleasure to watch a presentation of one of these programs under the direction of Bertram Fryer, who during the last five years has built up these programs from half hour periods to the present length. And I will say that when the program was over, I still wanted more.

“Only the very best entertainers are used,” Mr. Fryer told us after the program was over. We had seen some of England’s favorite vaudeville microphone performers. There was Ronald Frankau, brother of the famous novelist Sir Gilbert Frankau. Ronald has created a new microphone style all his own and writes all his own material with wit and humor in many dialects. Then came Patricia Rosborough, who has won fame as a pianist who imitates the classics in a new way of her own composition. Harry Hemsley, a character im-personator was the unique feature of the program. He carried it on an imaginary conversation with two of his children, playing all the parts himself. Other entertainers were Yvette Darnac from Paris, who is known as the British whispering soprano type, and Norman Long, who looked like a golliwog, but sang and played and entertained with material he written himself in the style of vaudeville.

“When I began work with vaudeville at the BBC,” Mr. Fryer told me, “the program was insignificant, but today I am allowed ten times as much for my programs. We have led in five published polls (Continued on page 22)

September 15, 1932 • Broadcasting
Lafont Urges Broadcasters to Adopt Liberal Policy for Political Candidates

Slim Party Chests Cause Cut in Radio Expenditures; Considerable Business for Local Stations Seen

T HE POLITI- CIAL broadcasting predicament into which many stations have found themselves has been thrown as a result of the Nebraska Supreme Court decision in the KFAB libel case, hold- ing that radio personalities are liable equally with speakers for libel committed over their facilities, was cleared up somewhat by Act- ing Chairman Travers, chairman from the Commission in a statement Sept. 1, in which he urged broadcasters to "be liberal" with their facilities during the campaign.

Responding to numerous requests from stations for an opinion as to whether they should permit local candidates to use their facilities, he said:

"The Radio Act permits the broadcaster to reject his station to any and all candidates, but to adopt such a policy would be short-sighted, in my opinion. The law does not forbid a broadcaster permits one candidate to use his facilities, equal opportunity must be offered to all other candidates for that office. The broadcaster, under the law, has no right of censorship over the material submitted. The candidate's speech is his own, and the candidate other than to see that no obscene, indecent, profane or defamatory language is used.

Opportunity for Service

"BROADCASTERS have a wonderful opportunity in the present campaign for public offices to render a distinct and outstanding public service. They have the facilities to develop goodwill and to popular- ize their stations by providing a forum whereby candidates can 490, and fully discuss paramount issues.

"Of course, all of our people are vitally interested in the election of a President, members of Congress, governors of many states and other leading officials. Radio stations should unveil a big factor in transmitting speeches calculated to inform voters and to qualify them to vote intelligently. I know of no greater public service to which broadcasting stations could devote themselves at this time than to provide equal access to the facilities to candidates. Personally, I hope broadcasters will be as liberal with their facilities as their gov- ernment has been with its press.

"Dispassionate discussion of public questions by candidates, in my judgment, is the key to keeping the effect on listeners, arousing their interest in governmental affairs and public questions. The trans- mission of such intelligence to our people should prove most stimulating and add to the cultural prog- ress of our nation. Naturally, keeping the electorate fully informed on public matters.

On the financial side, "relin- nishing newsmen to provide un- national headquarters of both poli- tical parties, which are seriously hampered by small campaign chats. Whereas the 1928 campaign involved expenditures of $1,000,000, for a figure of over $100,000 of time, mainly over the net- works, it was indicated that this year the maximum expenditure probably will not exceed half that amount.

From Republican headquarters came word that about $100,000 would be spent for radio facili- ties. Democrats, it was said, are not expected to spend more than $25,000, which will go to the Coast and to the state organizations.

Of 200 radio owners with whom Harris talked at Hud- sons' Bay trading posts, all said that they heard many candidates, mostly local. One of the customary locations of Eskimo receiv- ing sets is aboard the boats in which they gather furs.

Television Distant, Says Don Gilman

ANY RADIO dealer who is holding sales ideas in abeyance while awaiting the arrival of television is pursuing a short-sighted policy, according to E. C. Gilman, in charge of the Pacific division of NBC, declared at the radio day luncheon of the Western Retailers Conference Aug. 14-20 in San Francisco.

"The best radio sets now on the market will be obsolete before television is a practical proposition," he said. "My business obliges me to follow the progress of television closely, but I am personally so impressed with it that I would not advocate laboratory experiment that I would not be bothered having a television set in my home."

Mr. Gilman called attention to a potential market for office radio sets, particularly during the Presi- dent's term. "So far," he said, "the field appears to have been neglected by dealers.

"In a few years such sets will be in every office of importance," he added. "The last election brought about one of the largest sales of sets on record, and I am convinced that this market offers a still greater opportunity.

Kresge Tests Radio

USING transcriptions recorded by RCA Victor Co. in the NBC studios, S. Kresge & Co.'s broadcasting department has officers in Detroit, on Sept. 16, will start a series of Friday, 9:30-9:30 a.m., programs, on WGY, Schenec- tady, titled "Friday Varieties," as N. W. Ayer & Son, New York, handles the account, which is be- lieved to be a test campaign before the Kresge Stores decide on wider use of radio.

Don Lee Buys KDB

DON LEE has purchased the re- maining 5 per cent of KDB, Scotts Beach, California, thus acquiring full con- trol of that station along with KFRC, San Francisco, KHJ, Los Angeles and KGB, San Diego, all units of the Don Lee-CBS chain.

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American Bankers Ass'n

Head Urges Advertising By Banking Institution

VIGOROUS and intelligent ad- vertising by bankers and financial in- stitutions, in order to acquaint the public with their functions and to combat the menace of the necessary processes of the broadcasting business, was urged by Francis H. Sisson, vice-president of the Guarantee Trust Co., New York, and incoming president of the American Bankers Association, speaking Sept. 1 before the New York Financial Advertising Bureau.

No field of business needs in- telligent publicity more than finance, the right time, Mr. Sis- son said. He predicted a "definite upturn in business conditions, and declared the fact that advertising was allowed to decline during the depression when it was more es- sential than ever to sell goods.

There are two fields in which publicity can be most profitably employed by the bankers at the present time," he said. "First, to sell banking service in its various ramifications, and the basis of that selling is merit and value to the business community.

"Second, banks should be a target of a great amount of misunderstanding and criticism. Some of that only time can cure, but it is highly important that the bankers themselves should use every proper method to correct the facts and nullify the false im- pressions and lose corrections.

Baseball Sponsors Send Announcers With Teams

THREE SPONSORS of the Chi- cago Cubs baseball game broadcasted sent their announcers on the road with the team during the current eastern trip to present the games direct from the various ball parks.

Hal Totten is handling the broadcasts for General Foods Cor- poration through WMAB; Bob El- son, for G. C. Merck and Company; and WGN, and Ted Husing for the Prima Brewing Co., Chicago, and WBBM.

For regular WBBM, sports announcer, who was sched- uled to go on the road with the team, did not make the trip because of the club's de- parture, and Husing was substi- tuted. Flanagan, it was indicated, may get in another game in the hearings, until the Cubs return to Chicago.

Popularity Winners

HAL OWALLORAN, announcer for WLS, Chicago, holds the the popularity poll conducted by the Chicago DAILY TIMES for the most popular radio personality. Son of Stuart, NBC-KYYW announcer, placed sec- ond. Myrt and Marge (Myrtle Vail and Donna Damereil) were ac- cused the most popular radio en- tertainers in the same poll.
Control Engineer Should Know Music

Network Executives Place Technical Knowledge First
But Admit Value of Supplementary Training

By SAMUEL KAUFMAN

ENGINEERING executives of both
the NBC and CBS networks have
recognized the importance
of musical knowledge to
control men. So much of
the suc-
cess of broadcasts depends
on the work of the con-
trol men that they are virtually the most im-
portant links between the broadcast artists
and listeners. In musical broadcasts,
not only do musical training issues differ
from those of technical training. The happy
medium is an efficient engineer who has had supplementary
musical training to the point of being able
to read scores. But, above all, he
must know how to handle the monitoring equipment before him.

Mr. Hanson

O. B. HANSON, NBC manager of
plant and operations, responded to an
enthusiastic "Yes!" to the inter-
viewer's query of whether a con-
trol man should have musical
training. "However," Mr. Hanson
said in response, "If I say a con-
trol man should be able to
write a symphony, he
is a dreamer.

Artistic control is necessary. By
this I mean the accurate control
of range to prevent blasting,
overloading and to prevent the pianis-
simos from "falling into the mud.

A Two-Man Job

"THE ENGINEER, although hav-
ing a basic knowledge of music,
must be a technical expert to pro-
tect the equipment he is using.
When it comes to grand opera you
may say that the man who does
the controlling should know the
score. But he can't read the score
while he is operating the controls.
A man can't be a good engineer
and a musician at the same time.
It is a two-man job. When the
NBC deals with such programs as
opera and symphonies, a musician
sits nearby the control man. He
knows the score and the sort of
thing the conductor will do. Each
conductor is different. He tells the
engineer what to do and what to
expect.

"Most NBC engineers can read
music. I can, too. I took violin
lessons for some time when I was
young." E. R. S. Cohan, technical
director of the CBS, when interviewed by
the writer said in response to the
query of whether a control man
should know music:

"To answer in one word, I would
say "No!"

I believe that, unless a control
man has been trained along lines
of musical appreciation, he can't
do a 100 per cent job. But
choosing between two men—one
who knows every note in the scale
but doesn't thoroughly understand
the broadcasting equipment, as
against a man who knows the
equipment but no music—I'd take
the latter.

Showmanship Needed

"IMPROVEMENTS have been such
that it is no longer necessary
to maintain manual control
between the previous manual limits.
With the program properly set up under
the present day methods, the controls
can virtually remain untouched.
The engineer must first see that the
various microphones are faded in
and out as called for in the pro-
gram script.

"The control man must have an
appreciation of showmanship. Of
course, the CBS gives preference
to control men who studied some
musical instrument. The ideal
control man would know 100 per cent
of both music and engineering and
that combination is impossible to
find.

"I do not advocate the use of
two men—a musician and an
engineer—at the controls. There
are 1000 men who know music.

To obtain the angle of the chief
engineer of an individual station,
the writer interviewed J. R.
Pop-
pee, of WOR, Newark.

"The more a control man knows
about any subject, the better he
can do his job," Mr. Poppee said.
And this applies particularly
to music because each day's program
must maintain manual
control. For this purpose,
WOR recently conducted classes
in musical appreciation for engineers,
announcers and other station em-
ployees.

Music Must Be There

"ONE IMPORTANT thing a con-
trol man must know is the exact
classical value of each instrument in an
orchestra. When the studio set-up
is made, he must know definitely
and range every instrument
should be in relation to the
microphone.

It is important that the control
man should have an appreciation
of the entire musical range. He
can compare his duties with a
photographer who must know how
to adjust his lens for highlights
and shadows. Without musical
knowledge, the engineer is faced
with the task of painting a pic-
ture without knowing the value of
each color. It's a distinct advan-
tage for a control man to know
music and all WOR engineers do.

"But it's not all up to the en-
engineer. He drafts a good pro-
gram to start with. He can't make
good music sound bad nor bad
music sound good."

Newest Separation Figures Available

NEW MILEAGE separation figures for
broadcasting stations of various
powers are drafted by the
Radio Commission's engineer-
ing division and are recommended
for use by the Commission in mak-
ing future assignments and
allocations. The figures, which
involve only minor changes from the
former tables, were computed on
the basis of the new frequency
maintenance of 50 cycles, plus and
minus, which became operative in
1932. Los Angeles stations are based
on the 500-cycle tolerance.

Andrew D. Ring, Broadcast En-
engineer, explained that these new
separation figures are drafted to
minimize objectionable interference
in the good service areas of stations
about 50 per cent of the time. He
pointed out that small changes
affect daytime operating
assignments. The new tables, ef-
fected as of Sept. 1, may be pro-
cured by addressing the secretary
of the Commission.

Stations operating on local chan-
nels may be spaced to the 2 millevolt
field contour, both day and night,
as previously, but regional stations are
required to the 500 millivolt line
in the daytime and to the one millivolt
line at night. Day and limited
stations are protected to the 500
millivolt contour.

Dominant clear channel stations
are protected to the 500 millivolt
contour from crosstalk by stations
on adjacent Channels and to the
100 millivolt contour from
stations on the same channel in
the daytime.

These differences in protected
areas have given rise to small
channels in the mileage separations,
Mr. Ring declared.

Uses Lapel Mike

THE LAPEL microphone intro-
duced by CBS during the recent
Democratic national convention
in Chicago, is now being used by Pat
Flanagan, WBBM, Chicago, base-
ball announcer in preference to the
condenser type mike. The new in-
strument permits greater freedom
of movement about the broad-
casting booth, it has been found,
in covering details on the game and
the crowds.

New Tubes Announced

TWO NEW TYPES of transmit-
ting tube designs, especially
for ultra high frequency applications
are announced by the RCA Victor
Co., Camden, N. J. The new tubes
are designated RCA 881 and RCA
846. At the same time the com-
pany announced new prices on cer-
tain tubes, effective Sept. 1.

September 15, 1932 • BROADCASTING
Appeals Dismissed By Station WHAM

Withdraws Two Cases As Court Gets Other Pleas

DISMISSAL of the two appeals of WHAM, Rochester, N. Y., from Radio Commission decisions having to do with the projected clear channel realization of two years ago and the high power grants of last year, was authorized Sept. 6 by the courts on joint motions filed by station owner KGR, of Rochester Telephone Manufacturing Co., operating WHAM, and the Commission. An order in the high-power controversy, WHAM, was denied the maximum power but increased to 250 watts, while the order in the clear channel case, WNOY, was reversed. Both, however, probably will be filed in advance of the new date.

Deferral of License Application

FEDERAL Communications Commission has deferred the license application of KDYL, Salt Lake City, Utah, which had requested a challenge of the Radio Commission's denial of its application for a grant of a license to WNOY, and further that KDYL, having no ownership interest in the properties of the Chicago General Electric Co., will be reorganized for the purpose of obtaining a license to operate as an FM station across the country.

Syndicate Changes

RAYMOND KNIGHT, well known literary writer and radio star, has been named president of Beacon Syndicate, 373 Fourth Ave., New York, which markets scripts to stations and agencies. He succeeds Mr. Gilman, who has been in the field for many years.

Board of Strategy Urged by Caldwell

As a means of effecting more cooperation between broadcasters and equipment manufacturers, the formation of a National Board of Strategy is proposed by O. H. Caldwell, former federal radio commissioner, in the September issue of "Broadcasting," of which he is editor. The board would be composed of five to nine members, representing "set makers, radio stations, broadcast equipment manufacturers, and national chains."

The reorganized Radio Manufacturers Association is also urged to "cease propaganda and advertising as it reaches non-listeners, pointing out the important features on the air, the notable foreign re-broadcasts, radio in the presidential campaign, etc. Provide small boxes to be included in individual ads of radio manufacturers, distributors, and dealers. Take measures, through newspapers, broadcasts, dealers' window displays, etc., to show how to improve your products, make present radio reception and to eliminate interference."

The industry is urged to re-arrange waiver appeal "to radio" with the view of reaching the 15,000,000 American homes served without adequate radio sets. Two suggestions for reviving the trade would be conducted under the auspices of the board of strategy. The first would be prepared for the revival, Mr. Caldwell points out, by the RMA reorganization Aug. 23, when window to manufacturer were placed on the board of directors.

JAPANESE VISITORS—Here to cover the Olympic Games via short wave broadcasts are three leading radio announcers of Japan who were photographed with Graham McNamee during a visit to NBC headquarters. Left to right are: Mr. Norimitsu Matsuchi, the latter is known as the "Graham McNamee of Japan."
Radio Advertising: A Fair Appraisal

"Fortune" Holds Results Have Supplanted Sensations; Broadcasting Getting Hard-Boiled; Serials Popular

By J. D. SECREST

AN ENTIRELY fair appraisal of what can be called an advertising boom that many people have been working for, is one that concludes that it is tried and true—is carried in a comprehensive article in the September Popular Science. Splendid illus- trations and charts, but unsinged, as are most articles in that magazine, the article points out "what three profitable years of operation have done for the Lord Fauntleroy of an industry."

Among the illustrations are photographs of tobacco products by Aylesworth, Paley, McCosker and Crosley as leading executives of and such stars as Morton Downey, Ed Wynn, Kate Smith and Charles J. Correll.

The business executive, reading this article, must inevitably ponder the probable value of radio if he has not already done so. Specific examples of successes on the air and from an advertising and merchandising point of view, are recounted, and the partial reasons for the successes are analyzed. Meanwhile, some of the criticisms are made of program types, networks and transmissions.

Apelogistic Sponsor Passe

THE ARTICLE, which confines its survey to the development of radio advertising since 1930, when Popular Science began its appraisal, is divided into three parts: (1) Results, (2) Programs and (3) Aerial Economics.

During the last three years, the apelogistic sponsor has largely disappeared, the article states. Hard pressed by the depression, the advertiser has "become tired of thinking about goodwill or publicity and insists upon thinking about sales:" As a result, the tendency has been more and more toward actual sales talks until now it is only a matter of time until sponsors will proceed to a price appeal is going to come on the flat price quotation. At which time the networks may wring their hands, but they will eventually sign the contract. In so doing, they will also write the epitaph of the apelogistic sponsor.

Analyzing the amount of time devoted to commercial programs, to sustaining features and to sales talks, FORTUNE estimates that only about 7 per cent of the total time is consumed in selling efforts.

"So even if this 7 per cent were unimpeachable, the time the audience would probably stand for it," the article states. "But most of the audience seems actually to like the sponsors, and the fact that the sponsor is likely to lose more listeners by adding a symphony than by adding a sales talk."

Hard-Boiled Fauntleroy

BROADCASTING, consequently, has become "a hard-boiled Fauntleroy," in which the trade person does not like to sing songs of double meaning or double repute. But it is getting tougher, nevertheless.

A REMARKABLY unprejudiced and comprehensive review of the development of radio advertising during the depression, or since 1930, is summarized in this article. The original appeared in FORTUNE, the unique industrial periodical. Keen analyses of the reasons for the success of radio advertising, the most effective programs and the costs to sponsors are presented. The magazine also offers a basis for estimating audiences and suggests that transcription chains are threatening the line networks partly because of the low rates paid by the latter to local stations.

Declaring that the radio sponsor of 1933 is "infinitely more confi- dent" than of 1930, FORTUNE states that radio has already established itself as an advertising medium and that the only question remaining is: "How effective is radio advertising—"with its corollary queries as to what kind of radio program makes the best ad and how programs should be joined together into a campaign and at what cost and the like."

Commercial accounts are offered as exhibits of radio's effectiveness in promoting sales.

"TheCosmetic industry has been one of the big winners, because of the great number of brokers," the article states, "because cosmetics demand a heavy advertising impetus and partly because radio gives the meticlan a chance to get something approaching a national campaign (particularly in large cities) for a good deal less than the newspaper advertising cost would bring it."

The Wander Co. (Ovaltine), the Malted Cereals Co. (Malt-O-Meal), the G. Washington Coffee Co. (Sherlock Holmes) and Enos Fruit Salts are other advertisers whose gains have been attributed to radio and to an increase in the number of commercials.

Ideal for Cosmetics

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"With these figures, case histories, and these considerations at hand, the skeptical prospect may at last be convinced that radio’s sound and fury may, after all, mean sales definitely attributable to radio and to a larger power," the appraisal concludes.

But it is immediately obvious in any discussion of aerial results that it is not so much a question of how much air you as an advertiser buy, but of what you do with what you get. The play is still the thing, on the air as at Avon.

Serials Preferred

PROGRAM types are discussed under three classifications: studio, name and serial programs. Networks want the radio to advertise the name program, while the public may be said to prefer the serial program, the magazine notes.

After discussing the popularity of Amos ‘n Andy, the Sherlock Holmes sketches, the Rise of the Guggenheims and serials generally, FORTUNE says: "The possibility of a mass movement toward serial programs is perhaps the most serious problem that confronts the industry today. However, the best advice to the potential radio advertiser is to go out and get the facts. Although serials do not grow on bushes, he will still have plenty of interest and excitement in the serial program search."

Under the heading of "Aerial Economics," the article takes up the questions of potential audiences, network rates, competitive expenditures for radio and newspaper advertising, talent cost, transportation and local stations.

Stating that there are about 17,000 radio sets in the United States and estimating that each serial has an average audience of three and a small fraction adults, FORTUNE figures that the "broadcast can theoretically reach about 25,000,000 people."

Estimating Audiences

AN ADVERTISER who takes time on stations with a 10,000,000 set radius, the article surmises, may estimate thus: "only about 70 per cent of the set owners are using their sets, and how many sets are being used at any one time in question depends upon the quality of the broadcast."

Figuring three listeners to a set, and an average of five, it is figured that 500,000 listeners, an exceptional program may have 4,000,000, and an extraordinary feature may have 6,000,000 in its audience.

"Comparisons between the advertiser’s radio public and his newspaper and magazine public have often been made, but it is misleading to assume that they are almost entirely worthless," the article holds, "as the magazine audience is concentrated, the competitive sales value of pages or hours reflect only the arguers' prejudices."

Quoting from a survey by Media Records, Inc., the article says that "it illustrates clearly the point that the big air advertisers are also the big print advertisers and that the two mediums are regarded [Continued on page 26]"

Tarzan On The Air

"TARZAN OF THE APES," the Edgar Rice Burroughs fictional and cartoon serial, makes its radio bow on various stations this month. Gotham Advertising Co., New York, announces Ford Motor, Milling Co., New York (Macaroni products) sponsors the transcription broadcast. The premiere was given Friday, beginning Sept. 12, over WBBM, Chicago, and CKOK, Windsor, Ont. The Logan & Stebbins, Inc., also gets in on the act, placing it over KPO, San Francisco, for the Signal Oil Co., Los Angeles. WDAF, Kansas City, reports the show, stars are on Oct. 29.

September 15, 1932 • Broadcasting
Recovering A Fumble

NOT ANOTHER intercollegiate athletic group in the country followed the example of the Eastern Intercollegiate Association when several months ago it decided to ban the broadcasting of its gridiron games in the interests of gate receipts. Instead of leading a move against radio, the East's Big Twelve found themselves on radio as their revenues, these two great magazines, like many other magazines and like too many newspapers, would have seized this opportunity to deride radio as an advertising medium rather than praise it.

But the editors of Fortune and Time plainly are far-sighted individuals, who see that the hurling of "sticks and stones" at what they call our "Hard-Boiled Fauntleroy" would not stunt its growth. They seem to be aware of what others of the printed advertising realm cannot or will not accept as facts—that progress in the advertising arts cannot be halted any more than the stagecoach could stay the growth of the railroads or the railroads the growth of the bus lines. They apparently realize that the printed and the audible advertising media complement one another, stimulating business activity and thus stimulating advertising as a whole.

As Fortune points out, radio devotes only 7 per cent of its time to advertising, which, "even if it were an unmitigated nuisance, the audience would probably stand for it." More than that, "most of the audience actually seems to like it." In the periodical publishing business, it is great stuff if the publisher can fill 50 per cent of his columns with advertising—certainly a tremendous disparity between printed and spoken advertising.

More About Radio Itself

TO OFFICIALS of CBS we doff our hats for undertaking to get into closer intimacy with the radio audience by means of the series of "executive office messages" being presented periodically by Columbia announcers. It has long been our concern that the radio managers are standing too far aloof from the listener, that they don't take the audience into their confidence often enough, that they should go before the microphone now and then and tell the listener something of their audiences. It is taking the audience back of the scenes in radio, telling it how stations and networks cooperate, narrating the experiences of the folk who stage radio programs, and the like.

It is surprising to find out, even now and then, that a listener does not even know that networks are connected by vast systems of specially engineered telephone lines, that American broadcasting operates without subsidy from the government, that radio advertising furnishes the wherewithal that makes our competitive system offer attractive programs to interest and entertain all types of audience.

Unlike newspapers, broadcasting stations seldom toot their own horn through their own medium. They are all too willing to let their exploits and accomplishments get press notices, and no more. They fail to grasp the fact that they have the most powerful publicity medium in the world at hand. For their own advertising, as well as for the good of the broadcasting industry as a whole, it would be well for them to devote regular

Common Sense

THAT SO OUTSTANDING a periodical as Fortune, which this month took the lead among all monthly magazines in advertising lineage, should write about radio advertising so comprehensively and so fairly, is indeed gratifying to the broadcasting fraternity. Fortune's parent publication, Time, has used radio with exceptional success in the way of building identity, circulation, and good will, and is returning to radio in a short time. Surely, if radio were seriously menacing their revenues, these two great magazines, like many other magazines and like too many newspapers, would have seized this opportunity to deride radio as an advertising medium rather than praise it.

The RADIO BOOK SHELF

SOUNDING the call for a radio announcer who can combine showmanship with salesmanship, Norman Brokenshire, popular Chicago field announcer, maintains that that is one way of making sales talks more effective and less boring. Writing in the August 18 Advertising & Selling, he says: "To sell some commodity over the air, more than mere reading of words by a man with a pleasant voice is necessary. Those words must come from somewhere deeper than the speaker's larynx. They must be felt as well as spoken." And, to bring about this result, Mr. Brokenshire suggests that the advertiser get a man with selling ability "who can create, or help to create, the copy that is adapted to radio advertising and which he can read through a microphone, not so that it is bland and cold but rather so that it becomes a part of the entertainment, because he himself is a part." Comparing the announcer's job with that of the salesman's, he says: "They have little in common, both kinds of selling and, as a knowledge of the product, confidence in it, and the ability to inspire confidence in it."

THE ELECTRICAL Equipment Division, Department of Commerce, has issued a new list of foreign stations broadcasting for the U. S. Army and the Navy. The stations are listed by countries, by the networks to which they are affiliated, and by the type of programs they carry. The list is divided into foreign stations broadcasting for the Army, and the Navy. The list is divided into categories: TV and Radio, FM, AM, and FM. The list is intended to help the Army and the Navy in their efforts to communicate with foreign countries by radio and television.

A NEW CHART showing the 46 radio-beacons along the eastern Atlantic coast from Maine to Panama has been issued by the U. S. Lighthouse Service. These long-wave stations have in some instances had their operating frequencies changed, a recent reallocation cutting down their wave separations from 5 to 4 kilocycles in order to make room for more stations.

THE FIRST of a series of articles by experts on architecture, engineering and broadcasting on Broadcasting House, the new home of the British Broadcasting Corporation, was published in "The Listener," BBC organ, on July 13. It was on the architectural phases of the building and was written by Prof. C. H. Reilly.

A DESCRIPTION of "A New System of Sound Recording," which World Broadcasting System has present right to through its contract with Western Electric Co., is contained in BELL LABORATORIES RECORD, July issue. The article was written by H. C. Harrison, transmission instruments engineering.

THE 1931 annual report of the American Academy of Air Law, dealing with the studies and lectures on radio and aeronautical law at New York University has just been issued. Copies are obtainable from Alison Reppey, chairman, New York University, Washington Square East, New York.

Page 16
John Leslie Fox

DOLLAR-PULLING rather than fan mail-pulling, and a systematic method of proving results to advertisers, is the secret of John Leslie Fox's success in broadcasting. And the results attained by him in radio merchandising—which he first adapted to broadcasting—have won his appointment as commercial manager of WSM, the South's newest $50,000,000.

"J. Leslie," as he is known to his host of friends in radio and advertising circles, joined WSM, operated by the National Life and Accident Insurance Co. of Nashville, Sept. 1, upon leaving the general managership of KFH, Wichita. His success during the last two years at KFH in putting into force his merchandising ideas has been phenomenal. He pioneered the idea of sales letters and displays, surveys and merchandising plans of all sorts to tie in with radio programs and to produce specific results to sponsors.

Mr. Fox is convinced that when stations generally adopt good merchandising methods radio will result in the peak effectiveness as a sales medium. An advertiser then can cut out of his continuity all of the pleading for response, he holds, because stations will be judged by the actual business they produce rather than the fan mail they draw. Then, he insists, an advertiser can "reach for an order instead of a letter."

One of those rare combinations of showman and business man, J. Leslie Fox, however, is essentially a salesman who believes in and knows his advertising. Successively he has been a registered pharmacist, traveling salesman for a pharmaceutical house, newspaper advertising salesman, and radio advertising salesman, traveling salesman for a musical instrument company, musician and French horn soloist—and for the last seven years manager, announcer, program director, continuity writer and guiding genius of KFH.

Born near Clay Center, Kans., forty-two years ago this Oct. 9, J. Leslie Fox migrated to Oregon with his parents at the age of two, but seven years later he returned with them to his native state. While attending high school, young Fox decided upon a pharmacist's career and got a job in a drug store. But his carefully laid plans to continue in school were interfered with by finances, and he carried on his practical education in pharmacy in the drug store, managing, however, to save enough to buy a horn and enrolled at Friend's University in Wichita.

From the corner drugstore young Fox hit the commercial trail for a pharmaceutical house, where he learned of the problems of the local merchant. Tiring of the road, he accepted a job with a music store in Joplin, Mo., where he again was thrown into salesmanship, but the yen for the road subsequently led him to travel as salesman again for a musical instrument concern. Meanwhile he practiced on the French horn. He then was assigned travelling salesman and to sell advertising on a Joplin newspaper, only to return soon thereafter to a music store at Wichita. He remained there as assistant in Walter Jolly's band.

Then along came radio. When the Lassen Hotel of Wichita in 1925 purchased the old WDAP (Kansas City) transmitter and moved it to Wichita, it found itself in the predicament of having a station and knowing nothing about operating one. So the music concern with which Mr. Fox was connected volunteered to furnish programs and music. Mr. Fox was assigned the job and handled practically all program arranging, announcing and features.

Mr. Fox evidently foresaw his career in radio, for he resigned from the music house the following year, and moved to Los Angeles, where he was able to go to work for the station—KFH. He immediately began to inject his own ideas into the station, always with the thought of saving by meters—and producing results for clients. Commercial radio was in its infancy in those days, but Mr. Fox saw its possibilities. He immediately began to originate ideas that bore fruit in increased business for Wichita merchants and seven years later he returned with them to his native state. While attending high school, young Fox decided upon a pharmacist's career and got a job in a drug store. But his carefully laid plans to continue in school were interfered with by finances, and he carried on his practical education in pharmacy in the drug store, managing, however, to save enough to buy a horn and enrolled at Friend's University in Wichita.

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Behind the Microphone

Benay Venuta, blues singer long on KPO, San Francisco, is making personal appearances in theatres of that city and is holding over for a second week at the Fox El Capitan.

Frederick Shields, once program manager of KTM, Los Angeles, but lately on the announcing staff of KFI, has joined announcing staff of KNX, Hollywood.

Milt Samuels is back at his desk in the press department of NBC in San Francisco, after an attack of flu that confined him to his home for three weeks.

The Dance Band of Ted Fio-Rite has shifted from KGO and WRC in San Francisco to KFRC and the Don Lee-CBS chain, leaving Tom Gerum and Anson Weeks bands to NBC.

Paul Conlan has joined the staff of KFOX, Long Beach, Calif., in continuity capacity. He will do the "George and Rufus" skit as a nightly feature. At one time he did part of the series on WMCMA, New York.

Frederick Stock, assistant con-
ductor at KKLJ, Los Angeles, resigned early in September to take a long vacation and rest.

Col. Rhys Davies is author of "The House of Doon," new mystery serial at KROW, Oakland, Calif. He served in the Boer War, commanded the 44th Canadian regiment during the World War, and recently turned to radio drama as a hobby.

Bob Bench, formerly with KPO, San Francisco, has been added to the announcing staff of KFRC, San Francisco, succeeding Linn Church. Bench is conducting a number of night programs, and in addition, announces Debbie's morning hour.

Ellis Levy, one-time head of RKO booking office in San Francisco, has taken charge of the private entertainments division of KFRC, San Francisco.

Charlie Wellman, with NBC in the east the past year, has returned to Los Angeles as a KTM artist. Known as the "Prince of Pep" he made his California radio debut eight years ago in charge of the KJH Saturday afternoon frolic.

Blanche Wood, who conducted her shopping hour daily over KGB, San Diego, Calif., has returned to the air after a two months vacation.

Burrr McIntosh, "cheerful philosopher" at KFWB, Hollywood, observed his 79th birthday late in August and was honored by the Los Angeles Breakfast Club.

Jack Rogers, on the sales staff of KELW, Burbank, Calif., five years ago, has returned to radio but in different capacity. His announcing and singing voice has been heard lately over KFAC, Los Angeles, on programs for the Legion Shootout Speedway (weekly auto races).

The Commodores, Chicago NBC male quartet, have been required to change their name four times within the past year. Starting as the Hudsons, they later became the Silvertone quartet, the Fireside Singers, the Grenadiers, and now the Commodores. Ed Geary, former soldier, is singing with Terry two nights a week.

Jerry Crowley, publicity director for WIP-WFAN, Philadelphia, attended the third week of the given in New York by the Paramount Motion Picture Corporation for the motion picture "Citizen Kane," of which Crowley was formerly associated with "Citizen Kane, Chicago.

Paul E. (Tiny) Newland, heard over most Los Angeles stations the past few years, has joined the staff of KXH as a baritone singer.

In the Control Room

Jansky & Bailey, Washington radio engineering consultants, have just completed a coverage report on WEEL, Boston, and WTAG, Worcester. Previously, they completed similar reports on WMUR, Providence, and WMT, Waterloo, la.

Ray Lucia, of the engineering staff of WHAM, Rochester, N. Y., and his recent bride were on a wedding trip in Nova Scotia during the latter part of August.

George McElrath, NBC chief operating engineer, and E. C. Wilbur, NBC western assistant engineers, had charge of the broadcast of the William Beebe broadcast from beneath the ocean's depth off Nausuck Island Sept. 11.

Born to Hollis F. Haynes, operator at WMPC, Lapeer, Mich., and Mrs. Haynes, a son, Hollis Frederick, on Aug. 15.

J. R. Poppele, chief engineer of WOR, Newark, joined the Hole-in-One Club at the West Orange Golf course recently, with a 148-yard drive.

L. A. Hyland, radio engineer, has resigned from the staff of the Naval Research Laboratories, Belvoir, D. C., to become associated with the Radio Research Co., of Washington, D. C., equipment manufacturers and designers.

Harold Royston, NBC Chicago field engineer, and Miss Lois Miller, of Aurora, have become a married couple in Prophetsville, Ill., Sept. 2.
"ROUND FIGURES" form the basis for many optimistic coverage claims which results do not justify. From the beginning, KSTP has foreseen as inevitable the ultimate selection of radio outlets on a basis of practical value and actual return. Accordingly we have from the very beginning considered our primary

**CIRCLE OF COVERAGE**

as a fifty-mile radius from the Twin Cities. In this concentrated area lives half the population of Minnesota—more than one million people—available to our clear, 10,000 watt signal for 19 continuous hours each day. An additional million—and more—people outside this arbitrary area have access to our programs but do NOT affect our rate, based solely on the concentrated area within fifty miles.

**RADIO CIRCULATION** is therefore an arbitrary figure—a ROUND FIGURE. More careful analysis of factors which produce results leads to the importance of considering station popularity and "pulling power" as the real measure of

**RADIO COVERAGE**

This is why advertisers and their agencies who must show RESULTS look straight through “round figures" of circulation claims, and demand proof of audience, whether they have a national campaign, or one wholly centering in

**THE TWIN CITIES MARKETING AREA**

where this station, sole Red and Blue chain outlet, (1) stood 5th place in NBC mail report for 1931, (2) received this spring 137,204 letters for a single announcement in a single program, (3) is credited by the most authentic national survey with 87.8 “firsts" out of each hundred inquiries over all other Minnesota stations, and (4) already has so little "cream" time for sale that this advertisement is really just a piece of institutional copy. But if you like to ride a “success-special," here are our phone numbers—direct wire service, too, and we’ll surprise you with our immediate replies to your inquiries.

---

**Stanley E. Hubbard**  
*Vice-Pres. & Gen. Mgr.*

**Ford Billings**  
*Gen. Sales Mgr.*

**KSTP**  
SAINT PAUL MINNEAPOLIS

**Executive Offices:**  
Saint Paul Hotel, Saint Paul  
CEdar 4400

**Minneapolis Office:**  
Radisson Hotel  
MAIn 5331

**New York Office:**  
1010 Graybar Building  
MOhawk 4-4999

**THE NORTHEAST’S LEADING RADIO STATION**

*September 15, 1932 • BROADCASTING*
INTERNATIONAL OIL HEATING, St. Louis, (burners) has returned to WJJD, Chicago, for the season with an 11-week 15-minute half-hour programs and weekly morning half-hour programs and weekly evening 15-minute programs of hillbilly music (transcriptions) for 26 weeks beginning Sept. 19. The Willett Agency, Kansas City, handles the account, and also sponsoring weekly half-hour programs Saturdays, WJJD, Chicago, beginning Sept. 25 for indefinite period, handled direct.

HOUGHTON-DUTTON CO., Boston department store, extends its 10:45 a.m. period on Sundays for a year, over WNAC, Boston, beginning Sept. 10. The "Houghton" reading the comic supplement, the Boston Sunday Advertiser, to "Mother's Notes," Salinger and Publicover, Boston, handles the account.

NETWORK ACCOUNTS

FUNK AND WAGNALLS, New York (The Literary Digest) has assumed the "Talmage and Riney" program, 15 minutes on Sundays from 9:45 to 10 p.m., over 44 CBS stations during the fall. H. H. Shanholtz, 746 Fifth Ave., New York City, handles the account.

CAMPANA Corp., Batavia, Ill. (Kai- tom) has subscribed to "The Paul Pu Manch" dramatic sketch and orchestra for 26 weeks, Monday, 8:45-9:15 p.m. EST. Lord & Thomas, Chicago, handles the account.

ORLANDO, Fla., WORL, and "Donald O'Connor," announced for 26 weeks over WORL, Orlando, Florida, for 15 minutes on Sundays at 9:30-9:45 p.m. EST. Lord & Thomas, Chicago, handles the account.

MANHATTAN, N. Y., WABC, New York, has announced a program "Dinner at Eight" by Beatrice Lillie, beginning Fridays at 9:30-10 p.m. EST. Lord & Thomas, Chicago, handles the account.

WALLACE, M. E., Clarksburg, W. Va., announced a program "The Life and Times of Mark Twain" beginning Sundays at 9:30-9:45 p.m. EST. Lord & Thomas, Chicago, handles the account.

DURKEE MOWER CO., Boston (Marshallow Fluff and Rich's Co., Massachusetts) will go on 8 Yankee Network stations, with Andrew Jacobson's orchestra, harmony quartet and forty-six singers, Sunday, 6:45-7:15 p.m. Dr. M. J. Schulte, 31 Columbia Rd., Boston, handles the account.

C. F. MUELLER CO., Jersey City, N. J. (macaroni and spaghetti) on Sept. 1 begins a 13-week series of cooking talks with Mrs. Emily J. C., Coburn, in the "Emily J. C.'s Kitchen" program, over 22 NBC stations for 26 weeks, Saturday nights 8:15-8:30 p.m. Eastern Time. William R. Arndt, WJJD, Chicago, handles the account.
STATION NOTES

NEW STUDIOS of WEVD, New York, in the Claridge Hotel, will be formally opened on Sept. 29, the program will be heard over a CBS network of 35 stations, Friday and Saturday. The program will be narrated by Harry Von Zell and will feature reenactments of thrilling stories from the games of 1932 as well as old games.

CARNATION-ALBERS Co., Seattle, (cerals), has bought for 35 weeks the Cross-Cuts pattern and photo of Lawrence Cross with Southern Harmony Four, for the NBC-KGO network. The firm is planning a cross-town program via transcriptions over 13 other stations. The oil company also bought the Blue Monday Jamboree for one night, Sept. 5, sending a two-hour program over the entire western chain as part of a smash advertising campaign.

LEE PRODUCTS Co., Boston (chem), on Sept. 8 started "Lee Sparkles of Melody" over WNAC, Boston, and has followed it with the following NBC Network stations: WEAN, WDCR, W CBS, WNBC, and WJZ. Staff conductor: Jane McGrew; a two- 

FRIGIDAIRE Corp., Dayton, Ohio, on Sept. 15 starts "The Frigidarians," dance band under the direction of Floyd Schaffer, with Charles Allen as speaker, over a nation-wide NBC- WJZ network, Tuesday, Wednesday and Thursday, 8 p.m. Station's program originated in the studios of WLW, Cincinnati, where Schaffer is conductor and engineer.

THE CARNATION Co., Seattle, (canned milk) on Oct. 10 starts a program of music and dialogue, Cross-Cuts, or the Life of Day, on the NBC-KGO network, daily except Saturday and Sunday, 8:45 a.m. PST. Erwin, Wasey & Co., San Francisco, handles the account.

STANDARD OIL of California resumed its winter series, recently tucked off over the NBC-KGO network Thursdays, 8:15 p.m. PST, with Al 

Miss Cross Joins WIP

CAROLYN CROSS, formerly with the Women's Radio Institute who has been heard over 56 stations on tours of the country, has been engaged by WIP-WFAN, Philladelphia, to conduct the Daily Home Makers Club and the weekly broadcast meeting in the Gimbel store. Miss Cross, formerly known as Zell, who previously was affiliated with KDKA, Pittsburgh, as the "Kiddies Poetry Lady," She is an authority on homemaking, and is in charge of the National electric model home equipped by General Electric, Whitehouse and the Philadelphia Electric Co., at the Sesqui-Centennial and having conducted the model home features in the New York Herald Tribune.

Australian Broadcaster Visits Radio Commission

M. B. DUFFY, president of the Australian Federation of the "B," Class Broadcasting Stations, constituting the commercial stations of that Commonwealth, and a director of the Commonwealth Bank of Australia, visited the Radio Commission, Sept. 8 and discussed with its members the mutual radio problems of the two countries.

Following the conference, Acting Chairman Haffa of the Commission said Mr. Duffy gave the Commission much enlightenment on broadcasting conditions in Australia. He said also that there is a striking similarity in the radio problems of the two nations and that the big controversy over there at this time involves the payment of royalties by stations to the authors and composers. In Australia, there are two classes of stations, the "A" class being operated by the government and the "B" stations being privately operated.

Mr. Duffy attended the British Economic Conference at Ottawa as an advisor to the Australian delegation. He pointed out to Mr. Haffa that Mr. Duffy gave the Commission much enlightenment on broadcasting conditions in Australia. He said also that there is a striking similarity in the radio problems of the two nations and that the big controversy over there at this time involves the payment of royalties by stations to the authors and composers. In Australia, there are two classes of stations, the "A" class being operated by the government and the "B" stations being privately operated.

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... in 23 weeks

54,467 People

In 23 weeks, 54,467 people have paid to see the WLS National Barn Dance program broadcast from the stage of the Eighth Street Theater. At every performance, the Theatre has been filled to capacity and each night, without exception, many have been turned away for whom there was no room available.

We believe this is the first time in radio history where admission has been charged to see a radio program broadcast over a continuous period of time. The fact that, in every instance, capacity crowds have seen the Show, is in itself ample evidence of the popularity of WLS programs and artists.

The photograph shows the long waiting outside to get into the second show. Two performances are given each Saturday night. Admission price of 50 cents each being charged.

Programs with the popularity of the National Barn Dance are the rule—not the exception at WLS. They explain the unusual record the station has for producing results for its advertisers.

WLS

The Prairie Farmer Station

Burridge D. Butler - Pres. Glenn Snyder - Manager Main Studios and Office 1230 West Washington Boulevard. Chicago

50,000 Watts 870 Kilocycles Clear Channel

AGENCIES AND REPRESENTATIVES

Logan and Stebbins, Los Angeles agency handles the account for Signal Oil Co. Los Angeles, for transcription of "Tarzan" series of Edgar Rice Burroughs stories by the same name. Feature was to start Sept. 12 with records spotted at KPO, San Francisco; KNX, Hollywood; KGB, San Diego; KERN, Bakersfield; KDB, Salinas; KMJ, Fresno, and KFAX, San Bernardino, Cal.

W. E. Smith, formerly with J. Walter Thompson Co., is now advertising manager of Swift & Co., Chicago. He was at one time vice president of Alfred Decker & Co. and before that with the Curtis Publishing Co.

Francis Gates Porter, of the Stack-Goble Advertising Agency, Chicago, was killed in an automobile accident in Oak Park, Ill., Aug. 28.

Seaver-Brinkman-Gerstenberger, Inc. 300 Chester-Twelfth Blvd., Cleveland, places radio advertising for: Fisher Stores; Canfield Oil Co.; Saiff, Inc.; Garay, Inc.

Commission Hears Goelot Case Aired

Oral Arguments on the application of Peter Goelot, son of the prominent New York banker and retailer, for a portion of the facilities of WMJR, Jamaica, N. Y., to be employed in the operation of a 50-watt "week end" station on the Goelot estate at Goshen, N. Y. were presented before the Radio Commission Sept. 8. Arguments were requested by Peter J. Prinz, owner of the Jamaica station, in opposition to the recommendation of the Chief Examiner. Yest that WMJR be deleted for failure to serve public interest and that the Goelot application be granted.

Although the Goelot application did not seek deletion of WMJR but requested only eight of the 40 hours used weekly by the Jamaica station on the 1210 kc. channel, B. M. Webster, Jr., former general counsel of the Commission and attorney for Mr. Goelot, urged denial of the WMJR renewal application after it was learned that Commission counsel would not participate in the oral arguments. He said WMJR is the type of station that the Commission should not continue to authorize and that the "time is ripe for deletion" of stations of that character.

Vaudeville on BBC

(Continued from page 11)

for the favorite BBC broadcast. The program is the most expensive on the other.

Mr. Fryer is a pioneer radio man. He began his work in 1924 at the Newcastle station in the days of granite mikes, and he was also station director at Bournemouth. He had ten years professional experience prior to that in musical comedy and radio.

Among the vaudeville entertainers of the air whom Mr. Fryer has made popular are Mabel Constanturos and Michael Hogan, Clapham and Dwyer, and Nellie Nevard. Assistant, Mr. Fryer is his staff companion, Jean Neville, an Australian girl who is a graduate of the Royal Academy of Music.

Mr. Fryer is very definite on his aims for program work. He said: "As vaudeville is such a varied form of entertainment, we must go in for raising the standard of entertainment. The public wants to hear only the very best artists and listen to the very best in comedy. They are bound to like you in the end for helping them to appreciate better things. No red nosed comedians are on our program list."

Speaking of vaudeville programs at the BBC, he said: "In fairness to vaudeville artists and especially to comedians, they should not be allowed to appear on the air too often. To enable listeners to have changes in their vaudeville, two types of programs are used: first, the broader type of performance, supported by dance music, and secondly, a much quieter type which might contain songs sung in French or German, a dramatic monologue or sketch, an operetta, a good standard instrumentalist and generally one comedian carefully selected who will blend in with the rest of the program. No artist, amateur or professional, is refused an audition, and some 1500 to 2000 aspirants are heard yearly, but less than 200 come within the standard required."

Visitor Departs

Charles O. Stanley, London advertising agency executive and director of commercial broadcasting in the U. S. and previously from New York aboard the S.S. Mauretania Aug. 24 after attending the Ottawa conferences at which he was an unofficial observer.

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 15, 1932

www.americanradiohistory.com
3 REASONS
for putting Charlotte on the list

1. IT'S A "BRIGHT SPOT" CITY

Charted among the comparatively few business "Bright-Spot" Cities of the country is Charlotte, N. C. Interesting, too, is the number of Southern cities so honored by that excellent business publication, "Sales Management." Never rising to extreme heights of inflation, this section of the South has not experienced an excessive back-wash, and business is above U. S. average.

2. WBT DELIVERS THE MOST COMPLETE LOCAL COVERAGE IN THE UNITED STATES

Even before WBT went to 25,000 watts, it counted among its regular audience 93.1% of all Charlotte radio listeners. Now with 25,000 watts, it enters the ranks of the relatively few broadcasters operating on highpower. It is the only broadcasting station in the 25,000-50,000 watt class along the Atlantic Seaboard South of Philadelphia.

3. 25,000 WATTS AT 5,000 WATT RATE

No increase has been made in rates since WBT issued its Rate Card No. 4, effective December 1, 1930. With primary coverage increased five times, this station offers advertisers a low cost medium reaching a tremendous audience particularly enthusiastic about CBS network programs and its own studio features of network quality.

* "The Pioneer Broadcasting Station of the South"
  Operating Full Time on Cleared Channel

STATION

WBT

INTEGRATED

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

Key Station of the Dixie Network of the Columbia Broadcasting System

September 15, 1932 • BROADCASTING
A MODERN TRANSMITTER IS NO GUARANTEE OF A DISTORTION-FREE SIGNAL

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

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

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

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

OTHER INSTRUMENTS
By General Radio

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

What Effect Repeal on Radio?
(Continued from page 7)

stations have been reluctant to declare their position as to whether they plan to carry commercial programs setting forth the merits of the several beers and wines. It is known, however, that certain independent stations, including WOR, are studying the problems involved. Fine Programs Promised

BREWERS have been frank to say that they intend to use radio broadcasting as a supplement to their newspaper advertising. They declare that their programs will have a standard of excellence that will be revolutionary in radio. They point out that while many other “dying” industries have attempted such programs to “revive the corpse,” the pulmotor stopped when financial backing was withdrawn.

“Money makes the mare go,” they argue, and money will make the new radio programs. All the figures presented by dry economists to prove that the return of light wines and beer would have little effect in restoring business would have to furnish more than these figures to convince habits of the “monuments of Mirth” of other days—Churchill’s, Rector’s, Martin’s, Mouquins, Jack’s, Palais Royal, Rustanoby’s, the Knickerbockers, the Hoffman House, Reisenweber’s, Gavagnah’s, Guffanti’s and a host of other places.

It is roughly estimated that 12,000 entertainers, like those cast in the divertissements and extravaganzas of those days, are walking the streets or haunting the audition rooms of the great stations. Great mistres des hotels, their talented chefs and staffs, with the exception of Oscar of the Waldorf, dropped in and out. Also, it is pointed out, for the reason that the profits from their bars faded with the adoption of the Volstead act. Theaters found the going hard for the same reason, they argue.

There is no question that every famous rendezvous, or at least its modern counterpart will spring into existence with the repeal of Volsteadism and they will want to get on the air. And the concern of opinion in broadcasting circles is that they will get on the air; that the breweries will broadcast, and the distilleries as well, if the repeal of the Eighteenth Amendment is accomplished.

Everyone agrees that it will revive the theatre and all other forms of entertainment that have suffered so acutely under the dry acts.

ON RECOMMENDATION of its legal division, the Radio Commission, Sept. 8, reminded to the examiner for further hearing, the case involving stations WIL and KFWF of St. Louis. Examiner Pratt has recommended that KFWF be deleted, finding that the St. Louis Truth Center, licensee, was guilty of allegedly fraudulent operations, and that WIL, be given full time on 1200 kc., which it shares with KFWF. Additional testimony having to do with the charges against KFWF will be sought, it is understood.

N.A.B. CONVENTION IN ST. LOUIS

Next November
Headquarters - THE HOTEL CHASE

Convenient to all things of principal interest—its location at Lindell and Kingshighway Boulevards, opposite Forest Park, appeals to visitors—Delightful surroundings.

HOME OF RADIO STATION KWK

The only Hotel in St. Louis with nationwide radio affiliation.

Location, rooms, food, service, facilities, “atmosphere” and a sincere desire to serve you well at sensible prices is our promise.

Rates for one, $3 to $5 per day
Rates for two, $5 to $7 per day

THE HOTEL CHASE
ST. LOUIS, MO.
J. A. HADLEY, Manager

BROADCASTING • September 15, 1932
Include **WPG**

**IN YOUR FALL AND WINTER SCHEDULE**

**WPG IS THE ONLY RADIO STATION SERVING THE SOUTH JERSEY MARKET**

During July and August **WPG** was Key Station for the Columbia Broadcasting System 147 times, with an average Coast-to-Coast Network of 67 stations taking each program—**WPG** has National and Local Interest.

---

JEANNE GLEMBY, Theatrical Star, aids KING NEPTUNE in bringing "THE BREAKING OF THE WAVES" during the Dancing by the Sea program, to the Radio audience.

---

**Radio Advertising Over WPG Brings Results**

Local listeners buy Radio Advertised Products—Visitors dial **WPG** on their return home to keep posted on Atlantic City activities—Tell both your story at low cost—Use **WPG**, a cleared National Channel station, 5000 watts, 1100 kilocycles.

**WPG Broadcasting Corporation**

Operated by the COLUMBIA BROADCASTING SYSTEM

STUDIOS LOCATED IN THE WORLD'S LARGEST AUDITORIUM DIRECTLY ON THE FAMOUS BOARDWALK, ATLANTIC CITY

*September 15, 1932* • **BROADCASTING**
GEARED

to the COMMUNICATION needs

of the ENTIRE WORLD

...TELEGRAPH

CABLE and RADIO

● Just a murmured password into your telephone..."Postal Telegraph"...and instantly you have at your command a far-reaching system of telegraph, cable and radio facilities working in perfect harmony...a system that reaches the other side of the world just as speedily, as accurately and as dependably as it reaches the other side of the town...the great International System of which Postal Telegraph is a part.

Postal Telegraph links you with 80,000 cities, towns and villages in the United States and Canada. Its service extends to Europe, Asia and The Orient through Commercial Cables...to Central America, South America and the West Indies through All America Cables...and to ships at sea via Mackay Radio. 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.

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"Fortune" Appraises Radio

(Continued from page 15)

as supplementary rather than as competitive.

As to the cost of a network program to a sponsor, the magazine estimates that a broadcaster who is looking for national coverage with a representative program must figure on $10,000 a week for time charges, $5,000 for talent.

"With such an investment he ought to be able to spend at least an hour a week with between 3,000,000 and 4,000,000 U. S. citizens," it concludes. "How many sales he makes is almost entirely up to his program and his product."

The appraisal deals at some length with the rates paid by networks to local stations and the comparative value to stations of transcriptions or spot programs. Without being unduly critical of the networks, the article points out that the rates paid local stations are far below the station's card rates.

Newspapers "would not put up with any such arrangement," the periodical states, "but the local stations are at a considerable handicap." As a consequence, transcription makers are talking of forming a transcription network "which will combine the present flexibility and convenience of spot broadcasting with a good representation in the thickly-populated northern and middle-western metropolitan areas."

The scheme at this time, however, "is largely nebulous, partly because few advertisers have anything but a prejudice against the transcription and partly because the networks, paying almost nothing for their time, can offer it to advertisers at a relatively low rate."

By way of summary, FORTUNE lists the major developments in radio since December, 1930, as follows:

(1) The virtual disappearance of the argument that broadcasting is entertainment rather than sales.

"Radio copy, even more than magazine or newspaper copy, should be short and simple, for the advertiser is working with a series of sudden flashes rather than with the more sustained illumination possible in publication advertising."

(2) The trend away from programs of the strictly studio type into more high-powered and more sensational broadcasts. This is attributed to keener air competition and the depression. CBS has grown "until today no advertiser need feel that either chain, per se, is preferable to the other."

Program popularity has shifted from the name to the serial type.

(3) Little change has been noted in the listening habits of the radio audience. NBC has done well in the sale of morning hours, but neither network has secured many afternoon commercial periods. "To the most ambitious broadcasters, radios still go on at 7 p. m. and go off at 10:30 or 11."

Finally: "Radio has almost ceased to be an advertising sensation. It has settled down to being an advertising success."

---

IS YOURS a "drygoods" studio?

These are a few of the stations which have combined Acoustics and Sound Insulation with beautiful interiors:

WBRC, WNAO, WBNR, WDDO, KYW, WJJS, WBBM, WMAQ, WENR, NBC (Chicago & New York), WHK, WCFL, WHFC, WCHL, KMBC, WBIA, WCDO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

USG Specializes in Studio Design

Sound Absorption

Acoustone

Acoustec

Sabinite "A"

Sabinite 38

Sound Insulation

Floors

Ceilings

Walls

Doors

Machinery Isolation

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gyypsum Company, Dept. B-9, 300 W. Adams St., Chicago.
From a $5 Bet on a $1 Watch came the pioneer broadcasting station

Did you know that the regular scheduling of radio programs grew out of an engineer's noonday jest?

IT looked like anything but a historic moment—back there in 1916. One of our engineers, in a spirit of raillery, had made a bet that his nickel-plated timepiece would keep better time than another's fine, new 21-jewel gold-cased model.

But the challenger himself was something of a watch expert. So, it is whispered, he proceeded to mount a fine, jeweled movement in his nickeled "turnip." Then both engineers began seriously to plot accuracy curves against the master clock in our main offices. And, as the rivalry grew keener, even the accuracy of the master clock was questioned.

"I'll put in a wireless set and get Naval Observatory time direct from Arlington," proposed the owner of the "dollar" watch. So he set up apparatus in his backyard garage and joined the army of amateurs then chattering in dots and dashes through the ether.

His backyard broadcasting station initiated new equipment, new ideas. Dots and dashes gave way to voice transmission—music and dialogue. 8XK, the station's call, acquired a reputation. Meanwhile there was more and more talk throughout our offices that radio was destined for a larger commercial future.

A positive hint appeared in September, 1920, when a Pittsburgh department store, in order to sell a stock of radio receivers, advertised: "Hear those interesting 8XK programs in your own home."

On November 2, 1920, a Westinghouse-operated radio station, KDKA, announced the first regularly scheduled broadcast, to report the Harding-Cox election returns. From that point on, the history of broadcasting has practically all been written. From that point on, KDKA became a household word.

The fifteen million radio receivers now owned by American homes, the three-billion-dollar radio industry which annually produces some half a billion dollars' worth of radio equipment—all have been greatly stimulated by developments which Westinghouse sponsored.

So, every time you listen to a radio today, remember that broadcasting took form in the minds of Westinghouse men—was prompted by a friendly wager between two of them, was nurtured in the backyard garage of one of them, and reached full flower amidst our factories and our laboratories.

WESTINGHOUSE RADIO STATIONS

KDKA Pittsburgh, Pa.

KYW Chicago, Ill.

WBZ Boston, Mass.

WBZA Springfield, Mass.

September 15, 1932 • BROADCASTING
Applications . . .

SEPTEMBER 2

WFOX, Brooklyn—Install automatic frequency control.

WKEI, Boston, Mass.—Direct measurement of antenna power.

NEW, Fort Lee, N. J.—Atlas Broadcasting Corp. for CP of 1450 kc., 100,000 w., intended to operate 10 hours per day.

WJBR, Spartansburg, S. C.—Modification of license to change from 1420 kc., 100, w. night, 250 w., unlimited hours, to unlimited hours, 1000 w., unlimited hours.

WEBC, Superior, Wis.—Modification of license to change modulator system of auxiliary transmitter and operate same with 1 kw. power instead of 500 w.

SEPTEMBER 8

WSYB, Rutland, Vt.—Modification of CP issued 3-12-39, change of equipment and transmitter locally, to extend date of completion to 11-28-39.

WHAM, Rochester, N. Y.—Modification of CP issued 11-17-31 to extend date of commencement and date of completion.

WNBW, Carbondale, Pa.—Voluntary assignment of CP and license to WNBW, Inc., stable power.

KFGI, Corpus Christi, Tex.—License to cover CP issued 7-1-32 for new station, to change equipment and move transmitter and studio locally.

NWCN, Abilene, Tex.—John Tindle for CP to use 1420 kc., 1 kw., to be assigned to new transmitter facilities of KABC, San Antonio.

WMOO, Minneapolis—License to cover CP issued 11-17-31 as modified for new equipment and operate 500 w. power.

KFQD, Anchorage, Alaska—License to cover CP issued 4-26-39, change in equipment and increase operating power from 100 to 250 w.

SEPTEMBER 9

WXAL, Kansas City, Mo.—Modification of CP for extension of first term up to 18-15-32: experimental visual broadcasting station.

WDEV, Waterbury, Vt.—Modification of CP for changes in equipment and transmitter 11-17-31, to increase power from 500 to 50 kw.

WOR, Newark, N. J.—CP to move transmitter to Shore Road, Tremley, N. J., change equipment and increase operating power from 1500 w. to 10000 w.

WFW, Hopkinsville, Ky.—CP to change location of transmitter and main studio to Louisville, Ky., exact location to be determined.

WCSC, Charleston, S. C.—Modification of license to change power from 1360 kc., 500 w., to 1950 kc., 1kw., power, night, 1 kw. D. Requests facilities of WCSC.

WFTI, Athens, Ga.—CP to change location to Greensville, S. C., new equipment, change power and schedule of operation.

KFTO, Lubbock, Texas—License to cover CP for change in equipment.

KUSD, Verrillton, S. D.; KFNF, Shenandoah, Ia., and WJLL, Urbana, Ill.—Modification of license to change hours and remove time clause from license.

KTBZ, Portland, Ore.—Voluntary assignment of license to KALO, Incorporated.

SEPTEMBER 14

WMLL, Brooklyn, N. Y.—Modification of license to increase hours of operation of transmitter 3½ hours formerly used by WLBX, now deleted.

WROK, Wadesboro, N. C.—Voluntary assignment of license to O. T. Grifflith and J. F. Bisell, and CP to move station from Glens Falls, N. Y., to Rodon Falls, N. Y., and intended to be assigned to new transmitter.

WEUE, Reading, Pa.—Voluntary assignment of license to Berks Broadcasting Company, a corporation.

KOMA, Oklahoma City, Okla.—CP amended to give exact location of proposed transmitter as 7½ miles N. of Highway No. 66 and additional data on proposed equipment.

KFBB, Great Falls, Mont.—License to cover CP issued 4-2-32 for change in equipment.

Changes

Applications . . .

SEPTEMBER 6

WCFL, Chicago—Granted modification of CP extending completion date to March 17, 1933.

WJBF, Fresno, Calif.—Modification of CP to make changes in equipment.

WEOR, Brooklyn—The Greenville News-Piedmont Co., Greenville, S. C.—Requests CP for new station, 550 kc., 2500 w. night, 550 w. LS, unlimited time, experimental. (Technically, see Newspaper License.

WAS, Dallas, Tex.—Request special authorization to increase operating hours from 7 a.m. to 8 p.m. to 250 w. 1500 kc., 2500 w. experimental; WBFH, Rock Island, Ill.—Renewal of license.

SEPTEMBER 8

WTAG, Worcester, Mass.—Granted authority for direct measurement of antenna input power.

WEPT, Pittsburgh, Pa.—Granted license covering installation of new equipment and increase in day power: 1500 kc., 1500 w. night, 250 w., unlimited time.

KDKA, Pittsburgh, Pa.—Granted license covering alternate transmitter constructed under experimental license, 500 w., 50 kw., unlimited time.

KGCU, Mandan, N. D.—Granted license covering change of location of transmitter and increase power from 50 to 100 w.

KFRC, San Francisco: KGB, San Diego, and KHZ, Los Angeles—Granted consent to voluntary assignment of license to Don Lee Broadcasting System.

WBRX, Roanoke, Va.; KFBI, Abilene, Kans., and WDRX, Red Oak, Ia.—Granted special permission of working Rule 115.

WJSY, Alexandria, Va.—Granted authority to remain silent until Nov. 1.

WBU, Lewishburg, Pa.—Authorized to suspend operation temporarily.

KWEA, Shreveport, La.—Denied request to take depots in re Red Rooster case 385 and 172.

KRMV, Shreveport, La.—Granted modification of CP covering change of location of transmitter from 450 to 1000 w.

KCFW, Keene, N. H.—Granted authority to change hours of operation from unlimited to specified hours, during Sep.

WJLY, Laconia, N. H.—Granted authority to operate station as temporary receiver for additional period of 30 days from Sept. 1.

KSOO, Sioux Falls, S. D.—Granted authority to change hours of operation in re its application for renewal of license, scheduled for hearing Sept. 19.

Set for hearing: NEW, F. C. Carroll, Lakewood, O.—Requests extension of experimental license granted to AKLO, Otford, Utah—Applications to move station to Salt Lake City, set for hearing because of protest of KDIV, and KDIJ, Salt Lake City, U. S. A.—Application for renewal of license on 500 kc., 1 kw. unlimited time, upon Chief Examiner's report.

KFWP and WIL, St. Louis, Mo. (Ex. Rep. 386)—Application for renewal of license remanded to dock.

WJW, Milwaukee, Wis.—Granted permission to move station from Mansfield to Akron, O., using 250 kw. on 1295 kc., 1 kw., unlimited time, reversing Examiner Hyde.

WNOX, Knoxville, Tenn.—Application for renewal of license dismissed from hearing docket and granted, because Tennessee State Press Co. failed to file an appearance within time allowed.

WRCC, Minneapolis, Minn.—Granted permission to serve in application of Thirty-First St. Baptist Church, Indianapolis, for CP for broadcasting station, application to be heard Sept. 22.

Applications dismissed at request of applicants: WOL, Washington, D. C.—Modification license 1240 kc., 250 w., unlimited time, operating from WGB, Steubenville, O.—CP 1240 kc., 100 w., specified hours.

SEPTEMBER 13

Applications granted:

NEW, Herman G. Haisted, Haslet, Pa.—Granted for CP for change of hours and to operate at 1420 kc., 100 w. share with WILM. (Applications of WILM.)

WEEX, Burlington, Vt.—Granted modification of license to reduce hours from unlimited to specified—10 a.m. to 9 p.m., EST.

WJF, Jackson, Miss.—Granted special authorization to operate temporarily on 580 kc. with 250 w. experimental basis, subject to hearing of clarifying issues and, if the need arises; also subject to Commission's decision on application for modification of license.


KUZ, Walla Walla, Wash.—Authorized to operate until time Sept. 13 and Nov. 8, and to operate after midnight on date of renewal. (Application taken Sept. 11.

WISN, Milwaukee, Wis.—Grant temporary authority to change transmitter and power, if required, to rework WISN until repairs can be made, for not over 30 days.

WKFI, Greenfield, Miss.—Granted extension of program period for 30 days pending action on license application.

WDEV, Waterbury, Vt.—Authorized to change Sunday hours of operation of CP issued 9-29-32, from 1-300 p.m. EST., for period not later than Nov. 29, 1932.

Application on examination of applications: WKBW, Buffalo, N. Y., Bay State Broadcasting Co. (Ex. Rep. 319)—Denied modification of CP to increase power from 100 w. to 1 kw., sustaining Examiner Pratt.

NEW, Harold H. Hanseth, Eureka, Calif. (Ex. Rep. 188)—Denied request to modify CP to go on air continuously.

Applications dismissed at request of applicants: WMBJ, Des Moines, Ia., and WMBJ, Red Oak, Ia.—Applications for license covering CP of 1450 kc., 100 w., unlimited time, and 12 midnight to 2 am. on condition that if additional transmitter be erected by applicant and approved by the Commission before the time limit established by the CP shall be extended, commencing, sustaining Examiner Pratt.

KJPJ, Prescott, Ariz.—Reconsidered action of Aug. 19, 1932, on extension of CP issued 3-15-32, to change hours of operation from 1-9 p.m. to 1-9:30 p.m., and continuing a temporary operation.

KICK, Red Oak, Ia.—Temporary operation, Feb. 19, 1932, on CP issued 9-29-32, to change hours of operation from 1-9 p.m. to 1-9:30 p.m., and continuing a temporary operation.

Favors Air Conditioning

DURING the past two years a study has been made at the Commerce Department's Bureau of Standards of the sound absorbing properties of air under varying conditions, and a result of this study some rather interesting facts have been found, which are detailed in Research Paper No. 465 in the August Bureau of Standards Journal of Research.

When the air is very dry, sound is absorbed much more readily than when the air is full of moisture, it was found. Also, when the temperature is high, sound is absorbed better than when it is cold. This increased absorption is most noticeable for sounds of high pitch. The conditions then for maximum absorption are those prevailing on a hot, dry day. Under these conditions it has been found that sound can not be heard as far as on a cool, damp day.

The absorption of sound is also influenced by the types of broadcasting studios where an attempt is made to keep the absorption constant. This can be done by the use of an air conditioning system, and in many studios such a control has been installed, each one of which is generally below the floor of the studio and has the effect of decay of sound in a room does not follow exactly the uniform law that has hitherto been assumed, but that the rate of decay is influenced by the area of absorbing material present and its distribution.
Ban On Price-Quoting Is Lifted By Nets As Incentive To Sales
Both NBC and CBS Allow Limited Mentions Effective At Once As Business Aid

THE QUOTING of prices, prohibited in network radio programs since the inception of the chain rule, is now being permitted by both networks, within limitations. Their decisions, which follow the NBC ruling of several weeks ago to allow price quotations in daytime programs, as was the case with the daytime rule, will allow or disapprove the manner of making the announcements during its regular use program periods.

The effectiveness of radio as a medium by (1) rendering a more complete and satisfactory service to the listening public, (2) clarifying and emphasizing the advertising message, and (3) reducing commensurately the length of the commercial minutes.

One specific contribution toward this end is the permitting of price mention. The permanence of the latter or failure of the response which it meets among program builders and radio listeners. CBS reserves the right to revoke this policy if it finds that the manner in which price announcements are made.

Paley Announces Plan

WILLIAM S. PALEY, CBS president, announced publicly and advised all advertisers and agencies that, effective Sept. 16, Columbia will allow not more than two price mentions per 15-minute period, and two price mentions in any 30-minute period announced by advertisers. NBC retained the right to approve or disapprove the manner in which the price announcements are made.

Mr. Paley, a lukewarm supporter of the chain rule, says it has not worked as expected. He feels that if the prohibition on price quotations is lifted, the amount of competition will increase, as advertisers will be able to offer more competitive rates. He believes that this will benefit listeners, as they will have more options to choose from.

Columnist is Sponsored By Political Candidate

A UNIQUE political campaign is being conducted over WMCA and WINS, New York, by Phelps, former assemblyman and candidate-at-large for the Republican party at-large. Friends of Mr. Phelps finance the radio campaign.

John Chapman, New York Daily News columnist, takes 15 minutes each Thursday, 7:15 p.m., on WINS to chat about the doings of prominent New Yorkers and to advance his political position. In his broadcast he introduces Mr. Phelps, who talks for three minutes on current problems without once mentioning his candidacy.

Announcers' Names Back

FINDING after a trial period of two months that "the radio audience is more interested in the announcer's identity than was supposed," WOR, Newark, this month reversed its policy and returned to the use of the announcer's names. Announcers' names were eliminated from all programs on the theory that the individual should be coordinated to the program and that, unless he had actually written or compiled the program, his name was unknown. The public reaction, however, was overwhelmingly unfavorable, WOR frankly admits, and henceforth WOR announced its announcers' names to all programs.

Klauber Seriously Ill

DUE TO the strain of recent activities, including the protracted copyright negotiations, Edward Klauber, first vice president of CBS, has been confined to his home in the suburbs of New York. The doctors have ordered him to bed for a month.

Two New Broadcasters Okeyed by Commission

NEW LOCAL stations for Hazelton, Pa., and Eureka, Calif., were authorized Sept. 13 by the Federal Communications Commission. Herman G. Halsted, Hazleton, was granted authority for a station on 1420 kc., 100 w., to share with WLM, Wilkes-Barre, Pa., under an agreement to reduce its hours from unlimited to specified—10 a.m. to 9 p.m., EST. Harold H. Henshaw was authorized to build the Eureka station on 1474 mc., 1000 watts, during daylight hours and from 12 midnight to 2 a.m., under certain conditions.

Georgia Political Net

ON THE EVE of Georgia's Democratic primaries, Sept. 15, radio stations of the state, keyed by WSB, Atlanta, were employed in extensive hookups over which the results of the voting were broadcast. The listeners were permitted to question the candidates linked for the political broadcasts were WENC, Americus; WFFI, Athens; WRDW, Augusta; WGST, Griffin; WSB. The news department of New York at Arrowhead Inn, New York, on Sept. 8.

SECTIONAL Hymn Tastes Revealed by Listeners In Seth Parker's Poll

SECTIONAL tastes in hymns are revealed in the tabulation of replies to Seth Parker's (Philips H. Talcott) request (see aid of listeners in picking America's ten favorite selections. The request was made by the NBC-WFAN network, and the results have just been announced.


Ohio listeners suggest "I Love To Tell The Story," "He Leadeth Me," "Stand Up, Stand Up for Jesus," "What A Friend We Have In Jesus," and "When The Roll Is Called Up Yonder," among their ten favorites.

Favoriotes of Oregon show a marked difference from those of listeners in the middle west and east. Oregonians favor "Amazing Grace," "O That We Have," "Sunlight In My Soul," "Isaiah Is All The World to Me," and "Nineteen and Nine," lead the list.

Mr. Paley

Times Wide World Photos

New Automatic Tuning Device

SAMUEL G. FRANZ, of Princeton, N. J., has linked the clock with a radio set in such a way that the hands of the timepiece select the programs in accordance with adjustments made even twelve hours in advance of the broadcast. It turns the receiver on and off and regulates the volume; in fact, it makes the radio set automatic, operating in much the same way as an automatic piano roll can be regulated to preset entertainment from six stations, and by building it large enough twenty stations could be scheduled.

The radio tuner is a drum-like device that appears on the panel in the same style as the ordinary clock. A clock above it on the panel turns the drum in accordance with the time of day. There are forty-eight slots in the circular side of the drum. Each slot represents a quarter hour period over twelve hours. In each slot is a button. The call letters of six favored stations are written on a scale alongside the drum. If the button in slot 2:15 is moved opposite WOR, the receiver automatically will tune in WOR at that time, although the button may have been so adjusted by the operator at 7 a.m.

A set so equipped can also be tuned manually. When a tiny lamp lights at the call letters of the station on the drum, it indicates that the automatic mechanism has control of the circuit. A handle of the drum, and a small motor turn the wheels. The time-clock unit is compact, occupying a space only six inches square inside the cabinet.

September 15, 1932 • BROADCASTING
BOUND to increase the utility of BROADCASTING.

A black leatherette binder designed to hold 24 issues (one year's copies) of BROADCASTING.

If you systematically save each copy in this binder, you will have an easy chronological reference to all the developments occurring in the broadcasting field, particularly in the business of broadcasting—a complete and authentic report.

Price $3.00 Postpaid

PROFESSIONAL DIRECTORY

J. C. McNARY
Consulting Radio Engineer

FREQUENCY MONITORING SERVICE. Antenna-Leakage Research & Intensity Surveys. 9400 JONES MILL ROAD, Phone Wisconsin 3181, CHEVY CHASE, MARYLAND

JANSKY and BAILEY
Consulting Radio Engineers

Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Ezra W. Jansky, Manager, National Press Bldg., Wash., D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Testing, Directional Antenna Installation, Complete Engineering Service. 1200 S. W., 74th St., CHICAGO, ILL.

W. J. CLEARMAN
Radio Consultant

Cases Prepared for Hearing
Investigations
3824 Warren St. N. W., Washington, D. C.

It is understood and agreed that SOCIETY shall consider all data and information coming to its attention as a result of any such examination to be the property of the books and records and as completely and exclusively owned by SOCIETY.

10. Upon any breach or default of any term herein contained, SOCIETY shall have the right to repossess the thirty (30) days notice in writing to repair or correct such breach or defect and in the event such breach or default shall not have been repaired or corrected within said thirty (30) days, SOCIETY may then forthwith cancel said license.

11. SOCIETY agrees to indemnify, save and protect the LICENSEE from and against any claim, demands or suits brought against the LICENSEE with respect to any conditions during the term hereof, and the LICENSEE shall hold harmless, defend and indemnify SOCIETY and its officers, agents and employees and shall save the LICENSEE from and against all claims, demands or actions which shall arise out of the present or past salary, record of sales, etc. Box 31 BROADCASTING.

BROADCASTING • September 15, 1932

PROFESSIONAL DIRECTORY

J. C. McNARY
Consulting Radio Engineer

FREQUENCY MONITORING SERVICE. Antenna-Leakage Research & Intensity Surveys. 9400 JONES MILL ROAD, Phone Wisconsin 3181, CHEVY CHASE, MARYLAND

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Consulting Radio Engineers

Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Ezra W. Jansky, Manager, National Press Bldg., Wash., D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Testing, Directional Antenna Installation, Complete Engineering Service. 1200 S. W., 74th St., CHICAGO, ILL.

W. J. CLEARMAN
Radio Consultant

Cases Prepared for Hearing
Investigations
3824 Warren St. N. W., Washington, D. C.

State Stations Donating Time to Political Parties

WISCONSIN is furnishing state broadcasting facilities free of charge to all political parties at specified periods each day prior to the state primaries on Sept. 20. Daily, a half hour at noon and an hour in the evening is devoted to political addresses over WIBI, operated by the state university at Madison, and WLBL, operated by the Department of Agriculture and Markets at Stevens Point. The stations will make no attempt to censor the speeches, the speakers assuming full responsibility.
Successful Radio Programs

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

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NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

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