TALENT

Available for:
BROADCASTING
PHONOGRAPH RECORDING
SOUND FILMS
VAUDEVILLE
CONCERTS
LECTURES
PUBLIC FUNCTIONS
PRIVATE ENTERTAINMENT

N B C ARTISTS SERVICE
George Engles - Managing Director

NO OTHER BOOKING AGENCY IN THE WORLD OFFERS A MORE BRILLIANT ARRAY OF STARS.
NOR A BROADER SELECTION OF REPRESENTATIVE ARTISTS IN THEIR RESPECTIVE SPHERES

250 POPULAR RADIO STARS
105 EMINENT CONCERT ARTISTS
40 NOTABLE WORLD FIGURES
30 FAMOUS ORCHESTRAS

NEW YORK - 711 Fifth Avenue
CHICAGO - Merchandise Mart
SAN FRANCISCO - 111 Sutter Street
PORTLAND, Ore - Public Service Bldg.
ON A CLEAR CHANNEL
WHAS
A FAVORITE STATION

With a New Peak of Power
90 Miles

From the Center of the Nation’s Population

SINCE 1922 people of Kentucky, Indiana and Ohio have set their dials for—“WHAS—The voice of THE COURIER-JOURNAL and THE LOUISVILLE TIMES. That call has long since become a welcome, household phrase.”

NOW—this popular station announces 25,000 watts power on a nationally clear channel and a new transmitter, a model of everything that modern radio should be.

On May 15th WHAS became a full-time Columbia outlet—adding to its own brilliant group of studio broadcasts a full stream of CBS network programs... with the hearty applause of an enormous audience.

The new transmitter site is midway between the Lakes and the Gulf and only 90 miles from the center of the nation’s population. With these new advantages WHAS offers you an enthusiastic audience of national proportions.

This station’s hold upon its listeners is legendary... a legend recently cast into cold figures: Price, Waterhouse Audit the third, scientific, dispassionate—recorded 95 out of each 100 radio owners in Louisville’s immediate vicinity as habitual WHAS listeners, an almost undivided loyalty. A glance at the secondary zone, quoting this nation-wide audit, shows “regular WHAS listeners”—Indianapolis, 21.9%; Birmingham, 22.0%; Chattanooga, 29.5%; Savannah, 11.8%; Charlotte, 16.2%; Roanoke, 11.0%; Orlando, 10.8%; Raleigh, 14.7%; Asheville, 21.5%; Columbia, 20.5%.

This impressive coverage was accomplished with only 10,000 watts. Now WHAS is increasing this great audience with 25,000 watts.

WHAS
Owned and Operated by
The Courier-Journal
The Louisville Times

820 Kilocycles
LOUISVILLE .. KENTUCKY

Continuous Time

BROADCASTING • October 1, 1932
"ON THE SPOT"

with local talent

Among the half dozen most popular radio programs in any city is at least one using entirely local talent. Something to think about.

Look what you get: An audience already created. A program known to be a success. What better way to the hearts of home-town folks than through home-town boys and girls they know and like?

In Cleveland, for instance, a local broadcast team is so popular that, when invited to Chicago, 245,000 local fans petitioned them to stay. National advertisers can employ local talent locally. Several of our clients have been extremely successful in using such programs through Spot (individual station) Broadcasting.

Scott Howe Bowen, Inc., keeps check on local programs. We can help you give people what they want, when they want it, where YOU want it. That's the answer to productive radio advertising. Let us prove it to you.

SCOTT HOWE BOWEN INC
SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY

CHICAGO DETROIT KANSAS CITY BOSTON
OMAHA
SAN FRANCISCO

October 1, 1932 • BROADCASTING
THE NEW WJSV

will serve the Columbia network in the national capital area . . .

- Beginning October 20, WJSV will be on the air with EVERYTHING changed but the call letters.

NEW PROGRAMS

WJSV will carry the full program schedule of the Columbia Basic Network—ranked FIRST in popularity by every impartial survey. Radio’s headliners—Kate Smith, the Mills Brothers, the Street Singer, Stoopnagle and Budd, Guy Lombardo, and the rest of Columbia’s ace features will be heard regularly over WJSV—switching from our good neighbor, WMAL, on October 20.

NEW TRANSMITTER—NEW LOCATION—NEW COVERAGE

WJSV's former transmitter was located on a dry Virginia hilltop 14 miles from the White House. Much of its stronger signal was wasted on the nearby countryside. But WJSV’s new transmitter is only 4 1/2 miles from the White House—and its miles of copper ground system are buried under the tide-swept bank of the Potomac. From this ideal sounding-board location (selected by Columbia engineers), WJSV’s 10,000 watts will broadcast the strongest average signal to the 150,000 receiving sets in its estimated intense service area.

NEW MANAGEMENT

Leased last June by the Old Dominion Broadcasting Company, subsidiary of the Columbia Broadcasting System, WJSV will be operated in conjunction with the established Washington Office of the Columbia Broadcasting System.

BUT NO INCREASE IN RATES—NOW

The rates of the old WJSV will remain practically the same for the new. Western Electric Turntables—33 1/3 and 78 R.P.M.—are standard equipment. Time and spot announcements (prior to 6 P. M.) are now being booked.

- WRITE FOR RATES AND OPEN TIME.

WJSV 10,000 WATTS

OLD DOMINION BROADCASTING COMPANY

Main Studios:
Mt. Vernon Memorial Blvd.
Alexandria, Virginia

Business Office:
1218 Shoreham Bldg.
Washington, D. C.

Page 4
Price Quoting Held an Advertising Stimulus

By MARTIN CODEL

Leading Agency Executives Laud Decisions of Networks; Forecast Briefer Announcements, Added Business

ALMOST with one accord, executives of leading advertising agencies handling radio accounts see a stimulus to radio business in the decisions of the NBC and CBS networks to permit price quoting in the commercial announcements accompanying sponsored programs. Responding to telegraphic inquiries from Broadcasting, these executives had nothing but praise of the networks for lifting their self-imposed taboo of the last five years against the mention of prices—a taboo now deemed unnecessary because of the listening public’s interest in radio advertised goods and because of the fact that advertisers now have so many real bargains to offer.

Listeners Not Disturbed

THAT PRICE-QUOTING, in the two weeks since the ban was lifted, has not offended the radio audience, is indicated by the paucity of adverse comment from either the press or listeners. Had the networks not announced their decisions, it is probable that the average radio listener would never have noticed the difference. Practically no fan mail probing price mentioning has been received by the networks, although many sponsors immediately availed themselves of the price-quoting privilege.

Broadcasting generally is ex-

pected to benefit by the decision, although most local accounts have been by practically all stations to quote prices, within limitations. The networks’ determination to limit the number of price quotations (see article in Sept. 15 issue of BROADCASTING) and to allow no competitive or comparative price mentions is accepted as entirely reasonable by the agency executives who answered the queries of the editors of this magazine.

Mr. Angus

CBS made a public announcement of its decision, submitting a statement to the press and circulating a letter to agencies with a statement by its president, William S. Paley. NBC’s decision was first reported through the columns of this magazine, and many of its advertisers almost immediately availed themselves of the privilege. NBC had been allowing price mentions during daytime programs.

First of the NBC accounts to quote prices were Feinblatt & Wannall, Literary Digest; Congress Cigar Co., La Palina, La Gerandine; J. L. Prescott Co., Oxlol; Horn & Hardart, restaurants; William Rogers & Son, silverware; Barbasol Co., shaving cream; Bourjois, Evening in Paris, and General Cigar Co., Robert Burns.

First of the NBC accounts to quote prices were the Great Atlantic & Pacific Tea Co., A. & P. Gypsies; American Tobacco Co., Lucky Strike; Bristol-Myers Co., Drugs; Barbasol, General Foods; Stephano Bros., tobacco; Portuguese American Tobacco Co.; Dunn & McCarthy, Inc., Enna Jet-tick shoes; General Electric Co.; Canada Dry Co.; Frigidaire Corp.; Wait & Bond, Inc.; Wildroot Co.; Pepsonoid Co.; Campana Corp., and W. A. Schaefer Pen Co.

Mr. Gannon

Lafount Advises Caution

WITH THE statement that the Shepard Broadcasting Service believes that “radio advertising has been developed to such an advanced stage that reasonable price mention can be made without offense to the radio audience,” some broadcasters, such as Mr. Kynett, Mr. Cecil, and Mr. Herring, have waded into their respective columns to laud the decision of the networks.

Mr. Kynett

Lafount, chairman of the Radio Commission, in his statement, says: “We of the Commission, with the obligation to the people of insuring broadcasting service of the type that will meet the standard of public interest, are inclined to be slow on the innovation of the networks in allowing the mention of commodity prices.”

Mr. Holllinghead

It is my personal view that the step may be dangerous unless the utmost caution is exercised. By that I do not mean that the networks themselves will permit abuse of the privilege, but that enterprising independent broadcasters may overstep the bounds of good taste in following the lead of the chains.

The Commission in the past has severely disciplined certain stations for rampant price-mentioning and direct merchandising of a character that was unquestionably objectionable to the public. In isolated other cases it has found that price-mentioning, handled judiciously, is of distinct service to listeners, particularly those in rural and remote areas. It is an important part of the program to them, because they want to know what the particular commodity advertised which has aroused their interest will cost.

Mr. Dawson

“...If price-quoting, properly handled, reduces the length of the sales message, it will be a distinct stride forward. Certainly direct mention of prices in programs could be no more objectionable than the long-winded blurbs used in some programs that do everything but mention the exact price of the commodity.”

Brevity Predicted

HOWARD ANGUS, radio account executive of Batten, Barton, Durstine & Osborn, New York, believes that price mentions will obviate the circumlocutions employed by advertisers to get around the former taboo and that commercial programs hereafter will actually have shorter and yet more interesting announcements.

“I have always advocated the mention of price on the air,” said Mr. Angus, “and believe that it will not only increase the effectiveness of commercials but make the commercials more interesting to the listener.

“You remember the days when the sponsors were only able to mention their names, then when the product could be mentioned, and later, when they could say something about the product. The moment broadcasting allowed a sponsor to say something about his product he should have been permitted to mention price. It was just an old taboo that kept him from it.”

Mr. Winus

So present the sponsor tried to get over the price of his article by all kinds of subterfuges winked at by the broadcasting stations. This took time and made the commercial more lengthy. Feeling, also, that he could not mention price the sponsor felt he ought to say more about his product. So the mention of price, in my opinion, will actually cut...
Creative Radio Program Organization, Headed by Ed Wynn, Has Unique Service

Broadway Artists Are Used in Producing Features For Agencies, Networks and Independent Stations

FORMATION of the Amalgamated Broadcasting System, Inc., a "creative radio program organization designed to produce programs with the Broadway tradition for advertising agencies, networks and independent stations," was announced Sept. 23. Ed Wynn, celebrated comedian now being featured in the first season of "The Palace," which got over NBC, is president of the new organization. Arthur Hopkins, noted Broadway producer, is director of operations, and Dr. George T. Woods, famed actor, is director of radio.

Elaborate offices have been established by the system at 551 Fifth Ave., New York. Full plans of the organization have not yet been completed, but affliliation with a nationally known artists booking bureau is promised, among other features, so that there will be introduced to the air a new and more showmanlike type of program. Among the features will be programs featuring both drama and musical comedy will be produced in the American Theatre, a building owned by Irving Berlin, the song writer, and Daniel Frohman, the producer, may join the organization.

Accounts Already Signed

IT WAS DECLARED that already two nationally known agencies handling large radio accounts have engaged Amalgamated and have placed commercial accounts aggregating more than $1,000,000 with it for the production of new programs. It was emphasized that the system will not engage in actual operation of stations, since it is expected that several of its programs may be broadcast.

WOA Back On Air

LEASED to the ALBUQUERQUE JOURNAL, KOB, licensed to the Extension Service College of Agriculture and Mechanical Arts, and recently moved from Las Cruces, N. M., will probably be on the air by Oct. 1 after a change of location. According to Howard E. Ray, newly named manager, Mr. Ray formerly was the "Jingle Man" at KELW, Los Angeles, for two years, and was commercial director of KTSM, El Paso.

KOIN Buys KTBW

THE MANAGEMENT of KOIN, CBS-Den Lee affiliate in Portland, Ore., has purchased KTBW,star station for $800,000, and will change its call letters to KAUE. It is a 500 w. station. KTBW will broadcast CBS sustaining features which KOIN cannot handle.

Research Service

SPECIALIZING in radio research and marketing investigations, A. R. McRae, of Detroit, has opened offices in the General Motors Bldg., Detroit, to serve stations, advertisers and agencies. He is handling both volun-

Radio and CBS Income Drop Again in August Year Still Rising 1931

DROPPING still further from the record low for 22 months established in July, combined incomes of the sponsoring and advertising agencies during August amounted to $2,279,421, according to National Advertising Records. In July the figure was $2,415,256. In August, 1931, it was $2,527,256.

Radio Business Inc.

M. B. PERKINS, general manager of Radio Business Inc., tells Broadcasting that "C. B.playing radio rather than television will stimulate radio accounts and be generally benefited." Charles F. Gunson, director of radio for Erwin, Wasey & Co., New York, and chairman of the radio committee of the American Association of Advertising Agencies, stated the opinion that removal of the price taboo should "ease advertiser acceptance of radio." His reply to our telegram said: "Price is an essential denominator of value. It often is the determining factor of price, and there are news of major importance to the prospective purchaser of competitive merchandise. To

(Continued on page 18)

Page 6  BROADCASTING  October 1, 1932
**The Wife-Saver**: Novel Household Feature

By GEORGE WIEDA

**Allen Prescott Finds Housewives Have Sense of Humor; They Like Mere Male’s Advice on Domestic Problems**

THE IDEA of a man telling women how to do their housework and then kidding about them has set a new precedent in household programs. Allen Prescott, who tried his hand—briefly—as an actor and as a newspaperman, is the author of a feature which recently was graduated from WINS, New York, to the NBC-WJZ network. While chock full of fun, the program carries helpful hints to housewives. Among other features Mr. Prescott has written and directed is the Joe Palooka series, done in collaboration with Ham Fisher.

"HELLO, GIRLS! Well, here we are at the end of the week, which is just fine as far as I'm concerned. What better time to talk about little Rollo and his sister Susie. I start this thing in the solemn hope that you're still feeding the children, there being no point in having new. Children unless you feed them. If your hungry child can never be trusted..."

Allen Prescott, high speed announcer and script writer, is off on another of the wife-saving jaunts that have become famous throughout the metropolitan area.

"The Wife-Saver," which has been just switched from WINS, New York, to the NBC-WJZ network, as a sustaining program, was created by Prescott in defiance of warnings that he couldn't get away with it because women "can't take it."

**Built on a Hunch**

THAT WAS LAST February. Meanwhile he has proved that women do have a sense of humor, that they can be kidded about housework and made to like it so much that they come back to the loudspeaker for more. Now the program is an institution and was one of the headliners of WINS. From the first it has drawn a flood of mail, although none has ever been requested. It is a program that, having passed the pioneering stage, has tremendous commercial possibilities because of its appeal to the home audience.

"The Wife-Saver" was created on the hunch that it would amuse women to hear a man tell them short-cuts in housework. The program wasn't expected to be taken seriously by "the girls." If this original idea had been carried out; if it had been put on in "burlesque" style, it might have flopped.

While working on the first script, Prescott struck the twist that has put the program across. A large number of husbands got to work on the "household hints" he had collected. He ran in comments about them, often as wisecracks. The script rambled into nonsensical ramifications. Gag piled on gag. The script turned out a riot of fun in a mine of information.

Some "Wife-Savers":

**These** are typical "wife-savers:"

*How to wash woolen bathrobes is the next little speed with which today. Woolen bathrobes should be measured carefully before they're washed. If, not, get the thing be to tell later whether you started with baby's blanket or a garment.*

*The long handled dust pan is a great aid and abolishes much drudgery of sweeping. I know you're going to say that a short handled dust pan is good for the hips, but believe me, girls, no hip in the world is worth a thousand stoops a day.*

*Cousin Kate clamors to call your attention to the fact that, no matter how hot the day,you must never, never put bananas in the ice box. It seems the bananas and the ice never get along. The banana gets nervous and this causes the banana to have skin trouble and the banana's skin turns darker than *****, well, pretty dark.***

*If you will keep a bit of orange peel in the tea container it will give tea a new and marvelous flavor, very different flavor. Of course, you could argue that so will a baked potato, but that's not going to get you anywhere.***

Signature Gains Friends

PRESCOTT'S closing signature has gained him the gratitude of a surprising number of listeners. "See you tomorrow. Meanwhile, Mrs. House Wife, I hope there's nothing burning. — The Wife-Saver," he signs off. According to letters he has received, there are a lot of husbands who should be grateful for being saved by those simple words from burnt stews and streams of hot water.

The form into which Prescott has developed the program makes it possible for advertisers to work in

BLOW BY BLOW description of Aunt Harriett's bare-fist bout with some of the little pink things, is the way Allen Prescott (above) captures this characteristic pose.

**NAB Annual Convention Open To All Stations**

ALL BROADCASTING stations will be invited to the tenth annual convention of the NAB in St. Louis Nov. 13, 14, 15 and 16, because of the importance of the program. IN the interest of brightening the copyright issue, it is announced by Philip G. Loucks, managing director. Mr. Loucks conferred with E. M. Bliss, general manager of NBC, Atlantic City, and chairman of the general convention committee at the present Annual Convention in St. Louis in advance of the convention to confer with local committees on details.

**WCAU Dedication**

COL. THAD BROWN, Radio Commissioner, and Gov. Gifford Pinchot will be chief speakers at the first broadcast over the new 50,000-watt transmitter of WCAU, Philadelphia, at 9 p.m., Oct. 2. The program on CBS will include Kate Smith, Morton Downey, the Four Mills Brothers and Col. Stoopnagle and Budd.

**New Enterprise**

ASSOCIATED Broadcasting Co. has been launched with offices on the Tec-Art motion picture lot in Hollywood. Backed by Pasadena capital, it intends to make electrical transcriptions for radio stations. Initial effort in this direction the middle of September took the form of political talks.

October 1, 1932 • BROADCASTING
BROADCASTING ACTIVITIES REVIEWED IN A SURVEY

Mr. Batson

Mr. Batson concludes in his 1932 edition of "Radio Markets of the World," a biennial review of radio activities of all nations. The publication, just off the press, was prepared by Lawrence D. Batson, of the Electrical Equipment Division.

Attention is called to the coincidence by those advertising columns which have not put superficial restrictions on the advertising have at once the most prosperous broadcasting systems and the greatest amount of turnover in advertising. In all analyses, program quality can result only by a money turnover, regardless of advertising considerations of the primary purposes of those supervising the expenditure.

Interest to Broadcasters

THE PUBLICATION, while issued primarily for the benefit of radio manufacturers interested in our $40 million radio industry, contains much information of value to broadcasters and advertisers in foreign market. In addition to reviewing developments in broadcasting and its control, legislation, receiving sets ownership, patents and patent restrictions, foreign sales and climatic conditions, the pamphlet also discusses salesmen's and dealers' contacts in broadcasting area and as a market for receivers.

Agitation for changes in broadcasting methods, whether governmental monopolies or privately controlled, is universal, according to Mr. Batson. "It seems to matter little what system is in operation or what the alternatives may be," he reviews states.

"Perfection invariably appears to attain any except the system in use. In practice, however, there has been considerable advertising and experience. Improvement is possible, but years of progress in improvement are generally lost when a fundamental change is made."

"The receiving license fee in a few countries relieves the listener from advertising; in its place substitutes restricted choice of programs. No method has been developed whereby national coverage with several programs can be supported even in the most densely populated countries by collective license fees. On the other hand, there is sufficient depreciation of radio advertising to warrant the assumption that it is subject to abuses regardless of the restrictions that may be placed upon it."

BROADCASTING is showing the greatest deve-lop ment in those countries which allow advertising on the air lines of the so-called "American Plan," the Department of Commerce concludes. This is according to a survey of radio developments in all nations. The publication, just off the press, was prepared by Lawrence D. Batson, of the Electrical Equipment Division.

A trend toward greater individual specialization in programs by stations and systems is detected by Mr. Batson. He predicts that its ultimate effect will be specialization on a limited number of programs.

"If this should occur," he continues, "it would not be without precedent; editorial policies of newspapers have resulted in the development of a number of characteristic types of papers, each appealing to a readership that tastes more than to others, and competing on quality basis in the same field with the same stock in trade—the day's news. Similar identification of broadcasters does not appear impractical. The theory of the service thereby made available to listeners is justified, may tune in the station broadcasting the class of program most appropriate to his preference, knowing that there will be no change to a radically different type as long as he is willing to listen."

"This broadcasting system is available for foreign monopolies, Mr. Batson asserts that there is no appreciable difference in broadcasting under such systems. "Not only the policies of the monopolies, but the limitation of centralized program judgment will exclude the stimulating, differentiating characters," he explains.

High Power is Goal

COVERAGE seems to be uppermost in foreign broadcasting, with most countries seeking to attain it by higher and higher power for stations, Mr. Batson brings out. Most of the monopoly coverage schemes are based on the assumption that a station is effectively equal in all directions for a given distance.

On program development, the review says that while there has been some process, little of true merit has appeared. Only a few international broadcasts have lost their novelty almost everywhere.

In general, Mr. Batson concludes, the broadcasters of the world have reached the stage where their efforts are practically limited to delivering programs of a fixed cycle, perfecting their presentation, and keeping pace more with a stable public demand than of developing anything new. The unique in present programs emphasizes technical radio less and the characteristics of talent more; the present improvement of programs has been not alone the more careful selection of talent, but also a more complete correlation of material to the available talent."

Re Advertising

ON RADIO advertising, the publication states:

"Radio has continued to grow in importance as a medium for advertising. Most countries now have some advertising by radio, whether other means of radio sup-

Check of Non-Licensed Radio Sets is Ordered By Canadian Authority

WITH the latest count of radios in Canada showing 598,258 licensed radio sets in 1933, the Department of Marine at Ottawa has concluded that fully half of the set owners of the Dominion are not paying their government the requisite $2.00 annual license fee, which has ordered Comdr. C. C. Edwards, commanding the radio branch, to undertake a house-to-house canvass to determine the extent of non-licensed listening.

In Canada lays further plans for nationalizing its radio system as directed by Parliament some months ago, it is believed that set owners will be asked to pay a license fee of $1.00, which last year was increased from $1.00, will not be prosecuted. Under the nationalized system, some advertising will be accepted but chief revenues are expected from set taxes, which will probably be increased again over the present $2.00.

For the year ending March 31, the Department collected only $1,290,000 from licensed receivers, which number 75,258 more than for the same period the preceding year. Toronto with a population of 631,207, reported 86,454 licensed radios, and Montreal with a population of 818,677, reported 76,160.

These two communities had more radios than most of the Provinces themselves. Radios among the 10 largest cities reported in the license returns as follows:

<table>
<thead>
<tr>
<th>Province</th>
<th>License Returns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ontario</td>
<td>289,042</td>
</tr>
<tr>
<td>British Columbia</td>
<td>55,534</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>71,543</td>
</tr>
<tr>
<td>Alberta</td>
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<td>Nova Scotia</td>
<td>15,386</td>
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<tr>
<td>New Brunswick</td>
<td>10,244</td>
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<tr>
<td>N.W. Territories</td>
<td>191</td>
</tr>
<tr>
<td>Total</td>
<td>598,258</td>
</tr>
</tbody>
</table>

Fu Manchu Series

EXECUTIVES in all branches of radio last month received a letter postmarked London and dated Sept. 23 by Columbia Broadcasting System, Washington, D.C., containing a report on the proposed radio for the opening of the Fu Manchu series which Campagna Corp., Batavia, III., has been retained to sponsor over 23 CBS stations Sept. 26. The British author, declaring his deep interest in radio technique, agreed that comments on the program be addressed to him at the Ritz Carlton in New York. McCloud & Company, Chicago, is handling the account, which is booked for 52 Monday night programs.

Uses Classified Ads

SUPPLEMENTING its radio broadcasts over WJJD, Chicago, Columbia Broadcasting System, Chicago, is using the classified columns of some of the Chicago newspapers, as authorized by the branch of the Columbia radio stations. The cost is $2.00, representing a savings in price of more than $1.00.

The cost is $2.00, representing a savings in price of more than $1.00.

Page 8 BROADCASTING • October 1, 1932

www.americanradiohistory.com
A Department Store Goes on the Air

Nugents, of St. Louis, Pleased With KMOX Broadcasts;
Newspaper Displays Call Attention to Programs

BY HARRY MEYER
Advertising Manager,

WHEN NUGENTS decided to go on the air daily over KMOX, we were on the eve of an entire reorganization. We were making changes which would put one of St. Louis' largest department stores on a strictly cash basis. This was a drastic change, of which we believed would greatly benefit our customers, and which we wanted to publicize as much as possible.

The new plan provided six points, or bases, on which to build any advertising campaign. We planned to run these six point plans in large-letter double-column advertising in all the papers, but newspaper advertising alone was not adequate, because these people have few general explanations. But they will listen when those same explanations are part of an interesting radio fashion, fad, or current impression.

You will notice that one of our six points is the discontinuance of all special sales. We were convinced that a no-sales program would be the most effective medium for explaining that the highest cash prices prevail every day—not only for certain occasions.

Combination Scheme
WE THEREFORE decided upon a radio-and-newspaper campaign, the newspaper advertising to call attention to the radio program over KMOX. The primary function of this program was to dramatize the cash policy, explaining its conditions and repetition of its benefits to our customers.

On Sunday, July 17, the newspapers carried double-spread announcements that Nugents change to a strictly cash policy and explaining that with the discontinuance of special sales, advertisements also called attention to a concert to be given that afternoon, at which Miss Gladys Baxter and Allan Jones, municipal opera stars, Al Lyons, master of ceremonies at the Fox Theatre, and Miss Sally Walker, Nugents radio shopper, would appear in person. This special program was to be broadcast by remote control from Nugents.

Thursday and Friday we advertised in the newspapers and KMOX carried spot announcements in the 11:20-12:20, 12:20-1:20, and 1:20-2:20 time periods, to catch the radio listeners. The two programs were to be broadcast, Sunday afternoons in two special half-hour programs. The first, on Thursday morning, was the fall style show at which Miss Gladys Baxter and Allan Jones, municipal opera stars, Al Lyons, master of ceremonies at the Fox Theatre, and Miss Sally Walker, Nugents radio shopper, would appear in person. This special program was to be broadcast by remote control from Nugents.

FOR SEVERAL years the department stores of St. Louis were in agreement not to engage in radio advertising, and then Nugents, one of the largest dry goods houses, decided to experiment with the new medium and withdrew from the anti-radio circle. After only eight weeks of broadcasting, officials of the store are highly enthusiastic over the drawing power and sales appeal of their KMOX program. In this article the sponsor's advertising manager explains this enthusiasm.

New Sportswriters At Mike For Networks
As World Series Opens

THE WORLD SERIES, climax of the baseball season, has brought a change of regime in the ranks of those men who report America's national pastime on the air.

McNamee's retirement as sports reporter, announced by the NBC following the Sharkey-Schmeling fight, gave an actuality to the opening of the World Series this week in New York.

McNamee is at the mike during the week, for the KCMH-KOAC network. In the meantime, Mike Flannagan will fill in.

Newspapers broadcast, Wednesday, Thursday, and Friday, the momentous play-by-play report. Instead, the job has been turned over to a Chicago man, Hal Totten, who is no novice in the field of microphones and other waves. Totten began sports announcing over WMAC, the Chicago daily news station, in 1922, and has reported baseball via the microphone for the last eight seasons.

Totten's program, which airs daily at 9:30 a.m. on WTMJ, Cleveland, is assisting with play-by-play description and McNamee is painting word-pictures of crowd, sky and the players.

The CBS Network is also scheduled for a change in sports announcers. Ted Hase, CBS sports reporter, was to be assisted at the mike by Pat Flannagan, WGRM (Chicago) announcer, and Bob Elson, of WGN, Chicago, who has a large baseball following in the mid-west. Flannagan has coverage of the Washington Senators, Hase had the New York Yankees, Elson will cover Chicago from the new stadium under construction in Cooper City. Flannagan and Elson have special assignments.

Our millinery department we made over a dozen sales within one hour after an individual hat presentation. We are going to continue that program. In our shoe department we doubled the amount of business in the first three weeks after the shoe broadcast was made as against the same three weeks during the previous year. A forty-

October 1, 1932 • BROADCASTING
Small File is Used To Keep Schedule Of WDAE Correct

Colors Denote Program Class; System Held Error-Proof

By L. S. MITCHELL
Manager, WDAE, Tampa, Florida
ON A RADIO station such as WDAE, operating 16 hours a day with an average of over 6,000 programs a week, it is essential that we have a flexible method of keeping our schedule corrected up to the minute, and that we have now something which is just about error proof. It is a small Kardex file with forms which are for the type of record which we must keep.

The reason for using such a system as this is that we have to set up our programs more than a week in advance, and make daily corrections due to the change of plans by the CBS network or the availability of programs. We use one leaf for each day and keep each day's listing corrected up to date.

**Former System**

THE SYSTEM in use previously was one that required a broadcast office. It was a large board about ten feet long, hung on the wall and marked for the days and the hours. Each program was represented by a tag hung from a hook. This system we found clumsy as a person had to leave his desk to make a correction, and then, too, the tags were likely to be blown off.

The present program book, but due to the number of corrections necessary this was not satisfactory.

Our programs consist of: local sustaining, local commercial, CBS commercials, CBS sustaining and commercial electrical transcription programs. Cut-in programs are designated on each leaf of the file with a distinctive color signal. The cards are of buff color. A plain card is used for a CBS sustaining program, a pink signal is used for a local commercial and a white signal for a CBS commercial. Cut-in programs are indicated by a salmon marker, and a blue signal designates a local sustaining program.

**Idea is Unique**

IN SO FAR as I know no other radio station is using such a system as we have worked out. I conceived the idea of using something of the sort, allowing the flexibility with which the daily corrected price and stock lists were handled in the stock exchange. After using it for some time, we are well pleased with the results. The file is small enough to be conveniently kept at the broadcast office, and it is easy to remove and insert cards when corrections are necessary.

It is. It is easily indexed, and accurate and answers our purpose far better than anything else we have investigated.

**WHY BANKS SHOULD ADVERTISE**

BY FRANCIS H. SISSON*  

The attention of the technique of financial advertising today emphasizes the revolution by means of which has taken place in the last twenty years in the attitude of financial institutions toward the general public of public relations. From the point of view of the single institution, this departure from the methods of the past has obviously been made in response to the discovery that advertising pays—that it is, in fact, in most cases, a competitive necessity.

Viewing the question in a broader way, we can see in this development simply one phase of the processes which are at work. A better, more efficient units in all branches of business are making the most of their competitive strength. If an industrial corporation is to turn out a better product, or the same product at a lower cost, than its competitors, it will eventually be called upon to occupy a dominating position in its industry. But this process can be immeasurably hastened by intelligent advertising. The well-equipped financial institution finds that its business can be increased by advertising; and by the same token, if its business is increased, it is enabled to equip itself still better through the division and sub-division of functions, the more effective training of specialists, a greater degree of financial strength, and a wider diversification of risks.

Laying a Foundation

TO A CONSIDERABLE extent financial advertising rests on the same principles as other advertising. One of the needs that is, in most cases, consciously or subconsciously realized; and it aims, and intelligently, the realization of the need, and secures for an adequate satisfaction for it.

There is a peculiar value in publicity of a general sort. Every mention of a financial institution in print or from a public platform brings the existence of that institution to the attention of a very large public, helps to establish its standing in the community and creates in people's minds a subconscious kind of confidence and strength and stability. This general publicity, of course, furnishes only the foundation on which which the institution will build; but if the foundation is securely laid, the work of building is simplified and the entire structure is strengthened.

The difficult conditions through which the financial world has passed in recent years have brought a new spirit and more intelligent advertising policies at present than in financial. The financial advertiser carries his appeal both to the general public and to business men. To the general public, his appeal is one of thrift, foresight, ambition, and discipline. He must show business man it is one of confidence and enterprise. In both these directions, his message is one that is backed by money, and one that is well adapted to mass appeal. Intelligenceneeded.

The Financial advertiser, however, if he is to be successful in his relations, must be more than ambitious and aggressive. He needs intelligence, sincerity and technical competence as he never needs before. The bank needs to know his advertising and the advertiser needs to know his banking. The advertiser must acquire even more than the increased amount of financial advertising is the right kind of financial advertising.

There are two fields in which publicity can be most profitably employed by the banks at the present time. First the advertising of service in its various ramifications on the basis of its merit and second, its use in meeting the change of public opinion which has obviously been made in response to the discovery that advertising pays—that it is, in fact, in most cases, a competitive necessity. Similarly, the advertising of service in its various ramifications on the basis of its merit and second, its use in meeting the change of public opinion which has obviously been made in response to the discovery that advertising pays—that it is, in fact, in most cases, a competitive necessity.

Radio Work is Included In New Vocal Courses

A NEW TYPE of voice training is promoted by the New School for Social Research, 66 West Twelfth Street, New York. The course, which consists of 11 sessions, begins in November under the direction of Mrs. Irah L. Bradley. Instructors include: Edward Johnson, tenor of the Metropolitan Opera Company; Mrs. C. C. Field, a production manager of CBS; Dr. Harvey Fletcher, acoustic research director of Bell Telephone Laboratories; and J. E. Otterson, president of the Electrical Research Products. Mr. Carlle will offer demonstrations of radio facilities for voice training.


stations Must Pay Tax on Electricity

NAB May Appeal From Rule Of Commissioner Burnet

UNLESS REVERSED by the United States Board of Tax Appeals or by the courts, broadcasters will be forced to pay a 3 per cent tax on electrical power under a ruling by Commissioner Burnet of the Internal Revenue Service.

The ruling means that a 1 kw plant, which spends an average of $1,550 a year for electricity, will be required to pay an annual Federal tax of about $46.30 in monthly installments. The amount of the power bill of a 50 kw. station is $30,000, which means a tax of $900.

At a meeting with Bureau officials, representing the NAB, the bureau was told that the NAB presented new arguments, and was hopeful of being able to secure a reversal of the tax. The delegation: was Managing Director Philip G. Loucks, E. M. Elkin, KDEA, chairman of the Act committee, A. W. Schafroth, radio attorney, and P. J. Hennessy, NBC, Power commissioner. The arguments for the tax, it was reported, and many stations have been paying them "under protest" until the case was finally decided.

The NAB has contested the conclusion that broadcasting stations are engaged in the "amusements business" under the 1932 Revenue Act through its legs in another case in the courts, and the court in oral argument. It argued that broadcasting stations are exempt from the tax under those provisions of the act which hold radio communication companies to be industrial pursuits and not subject to the power tax.

Mr. Loucks, NAB, declared the issue may be carried either to the Board of Tax Appeals or to the courts.

Commissioner Burnet declared in his ruling that Section 616 (a) of the Revenue Act of 1932, which estimated the amount paid for electrical energy for commercial purposes as equivalent to 3 per cent of the amount paid for electrical energy for industrial purposes, is consumption, to be paid by the person paying for the energy.

The conclusion has been reached that "that electrical energy furnished to radio broadcasting stations and offices engaged in commercial activities is taxable in the medium of furnishing entertainment to the public is commercial in its scope and is subject to the tax imposed by Section 616 of the Revenue Act of 1932."
Society Revises Sustaining Fee Scales

Greatest Reductions Are Made for Low-Power Stations; Mills Essays to Answer Questions of Broadcasters

Copyright Developments

Reductions of about 36 per cent in the sustaining fees of the 340 stations of 500 kw. or less in the sustaining fees of stations in the 1 kw. class, are proposed by the American Society of Composers, Authors & Publishers as a result of conferences between E. C. Mills, ASCAP general manager, and Oswald F. Schuette, its representative in Kansas City.

In a statement to BROADCASTING, Mr. Mills answers categorically the several questions raised in our Sept. 15 issue as being puzzling to broadcasters, according to inquiries received by the NAB.

A move for discrimination in favor of 18 newspaper-owned stations, instituted by Mr. Mills, was the launching of an effort to split the ranks of the broadcasters, was launched by WDAF, Kansas City, operated by the Kansas City Star.

BY SOL TAIHOFF

ALTHOUGH definite progress is being made in the downward reduction of sustaining fees for stations in the lower power categories, all is not tranquil in the music copyright negotiations with the American Society of Composers, Authors & Publishers.

Following a series of conferences with the ASCAP, Mr. Mills, the right director of the NAB, acting in behalf of the industry, E. C. Mills, ASCAP general manager, and his accountants, drafted a revised sustaining fee scale affecting all stations of 500 watts and less and proposing a average reduction of about 36 per cent.

To the majority of stations in the 1 kw. class, reductions of between 20 kw. and 30 kw. per cent were suggested, and the sustaining fee items were proposed, and conferences are now in progress for the readjustment of these classes of listeners.

The new scale, accepted "under protest" six weeks ago, becomes effective as of Nov. 1, for all stations of 500 watts and less. Mr. Mills said, has not been deferred until Nov. 1.

Mills Answers Queries

WHILE the sustaining fee phase is far from amicably settled, broadcasters are still in a quandary over certain of the provisions which have been in the new contracts regarding the payment of 3 per cent royalties on their "net receipts." In a statement to BROADCASTING, Mr. Mills was asked to answer the question raised by broadcasters as reported in the copyright article which appeared in the Sept. 15 issue. While he does clear up certain of the ambiguous provisions his explanation are not conclusive with regard to the major item of "net receipts," and there is a decided note of antagonism toward the NAB in his statement.

The most disconcerting action, however, was a move for discriminatory treatment in favor of 18 newspaper-owned stations, suggested by Mr. Mills. This action has aroused the ire of independent broadcasters who have heard about it and been quoted in some reputable broadcasting circles as a veiled attempt on the part of Mr. Mills to split the ranks of the broadcasters. The letter was sent to the newspaper stations by H. Dean Filzer, manager of WDAF, after he had conferred with Mr. Mills and had urged that the "contribution" of newspapers to music broadcasting, or what is commonly referred to as the sustaining fee, be eliminated altogether.

Press Boots Music

MR. FITZER wrote frankly that Mr. Mills had suggested the letter to the newspaper station, handing him the list of the stations to which the letter should be sent and had expressed "a desire to make a more favorable contract for newspapers-owned stations, in view of admitted newspaper contribution to music broadcasting." He added that the ASCAP official "expressed a willingness to depart from some measure from the extent of that of newspapers be charged, providing I could speak for these stations as a group, and hand him a plan." Mr. Fitzer informed the stations that, in consultation with Mr. Mills, the letter admitted that newspapers, by virtue of their public news service, "make a vital contribution to music broadcasting," contributing very definitely to the exploitation and sale of copyright music through the publishing of songs and their composers.

"This is the first time over the years, and less, and more recently, that Mr. Mills has come to realize and concede this newspaper contribution to the music business, and the concession is vitally important at this time, because of the immediate demand of Mr. Mills in behalf of the Society from the broadcaster of a plan that the sustaining fee plan, with which you are familiar as I.

"I propose that, as a group, ask that the sustaining fee be not charged newspaper-owned stations, agreeing to abide by the 3-4-5 per cent plan. The letter from Mr. Mills suggested that I ascertain the wishes of this group, and obtain authority from you to act in behalf of it. This is a matter entirely in your hands. I have no wishes in this regard, beyond a desire to arrive at a satisfactory settlement for WDAF, and with no desire whatever to step on the toes of the NAB. In this negotiation, you clearly see the impossibility of NAB acting in our behalf."

PENNY PREMIUMS BOOST SALES

Bottled Water Company Finds Listeners Respond Better When They Pay Small Fee for Sample

By RICHARD M. RICKARD

MANAGER, KGB, SAN DIEGO

ALTHOUGH Sparklets Bottled Water Co. has conducted radio campaigns over many western stations, KGB was recently selected for the test by the company, as a penny water bottle as the "key" for the account.

Improving on past experiences, the sponsors decided to announce any "free" offers but to make a small charge. They believed that listeners might be more responsive if they paid something for premiums - and consequently placed the price of a penny on a two-ounce water jar, and then threw in two quarts of deep rock artesian water for good measure.

Account was handled by the Los Angeles office of Lockwood, Shackelford agency for the San Diego office of Sparklets, and it has been running for three months with a daily average of 50 calls for the carafe.

Although no pressure is brought to the listeners to purchase the bottled water later and while no strings are attached to the penny sale, an unusually large increase in customers is resulting from the radio campaign.

Sales officials of Sparklets estimate that 60 per cent of the water bottle purchasers become actual users of the bottled water service, 20 per cent of the total, or within a 30-day period.

The radio copy includes five potential premiums every day in the week plus the sponsorship of evening dance music for an hour each week.

While some network officials believe that, while the day of the free offer is by no means past, there is a valuable psychological psychological premium charge, and the decision of what is offered as a premium.

The follow-up system used by Sparklets is simple and not obnoxious to the fan. When the bottle is delivered and collection of the penny made, the agent explains Sparklets service and leaves a leaflet.

If the householder does not subscribe to the bottled water service within two weeks, a phone call and one more personal solicitation are employed.

Putting this thing in the hands of the sponsors prove that this penny angle has been instrumental in bringing in more actual and potential business than a previous campaign offering "something for nothing."

The list of stations and owners supplied by Mr. Mills, and to which the Fitter letter was sent are: KGW, PORTLAND OREGONIAN; KLX, OAKLAND TIMES; KHTO, ST. PETERSBURG POST DISPATCH; KSD, ST. LOUIS POST DISPATCH; KYW, CHICAGO HERALD EXAMINER; WDAF, CHICAGO DAILY NEWS; WBBJ, FORT WORTH STAR TELEGRAM; WDAE, TAMPA DAILY TIMES; WDAF, KANSAS CITY STAR; WGN, CHICAGO TRIBUNE; WHAS, LOUISVILLE COURIER & TIMES; WISN, MILWAUKEE SENTINEL & WISCONSIN NEWS; WJAG, NORFOLK DAILY NEWS; WMC, MEMPHIS COMMERCIAL APPEAL; WAGA, ATLANTA JOURNAL & PRESS; WKBW, SOUTHERN BEND TRIBUNE; WMJ, MILWAUKEE JOURNAL; and WJW, DETROIT NEWS.

Reduced work out by ASCAP auditors on the sustaining fee would amount to about $120,000, for the 340 stations of 500 watts and less, from the previous figure on the flat-rate basis of $320,000 to the approximate $200,000 per annum.

As to 1 kw. Stations

THE SAME sort of horizontal reductions as for stations in the 1 kw. category. While most such stations would be accorded reductions of between 20 and 30 per cent, the previous proposals made no reductions whatever for certain of them. In the case of the higher powered stations reductions can be made, and there are isolated cases, but the majority would remain about status quo with the present 5 per cent. annual royalty, plus, of course, the new 3-4-5 per cent of net receipts.

In his future conferences, Mr. Schuette will take up individually the case of stations of 1 kw. and above in the hope of arriving at reductions all around. In line, all the insurance differences have again been given by Mr. Mills that, while the new scale becomes effective in terms of the no infringement suits will be instituted against stations in process of negotiating for their terms.

The new copyright policy also provides that stations in the educational, municipal and non-profit business, subscribing to a complete commercial, will not have sustaining fees to pay, providing they are operating on state or municipal funds, or pay regular license fees only to defray the costs of operation. Stations licensed to such groups will be permitted to subscribers, however, will be allowed to pay the percentage royalty.

Re "Net Receipts"

DIFFERENCES of opinion between Mr. Schuette and Mr. Mills as to what constitutes revenue and how it should be strictly interpreted as the money actually earned by (Continued on page 15)
North America May Get Dozen
Long Waves From Madrid Pact

Broadcast Band Widening Compromise Seen
On Regional Basis: U. S. Seems Favorable

INDICATIONS that a least a
dozen long wave channels of 10 kc.
each will be made available to the
North American continent for
broadcasting purposes under regional
agreements, have been apparent in
the negotiations now under way at
the international radio conference
in Madrid, according to un-
official advice here.

While cabled reports to Broad-
casting indicate that the conference
is in a "deadlock" on the enlarge-
ment proposal with Russia and
Mexico, the smaller European
countries favoring invasion of the
long waves on a wholesale basis,
it is reported that a compromise
eventually is expected on a regi-
onal basis. Observers are confi-
dent that a band of about 120 or
150 kilocycles in the lower end of
the spectrum (between 150 and
300 kc.) will be cleared for broad-
casting.

Mexico Agreement Looms

SUCH A STEP would make avail-
able to North American
broadcasters the new broadcasting
waves for allocation to Mexico and Cuba, as well
as to the United States and
Canada. The question of separation
between these waves, however, also is
on the agenda and will be thrashed out
at the conference.

At the very outset of the
conference on Sept. 3 it was reported that
Russia had made overtures to the
American delegation according to
a division of North American chan-
nels in such a way as to satisfy
the former's broadcasting require-
ments and end the seige of "squatt-
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news of other nations of the con-
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Dr. Jolliffe who made the U. S.
Canadian reallocation agreement
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Russia Submits Plan

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of last May.
DURING two years spent abroad, I found that in Great Britain, relays of Continental programmes were frequent. Occasionally the radio listener in Australia could hear Continental American programmes received by short wave from the United States and rebroadcast in England, but not regularly. In the United States the two leading organizations frequently give special programmes following club and regularly stations has a regular weekly rebroadcast of leading English speakers. The results are generally unsatisfactory.

The engineer in charge of international reception for the National Broadcasting Company said that one of the best rebroadcasts, and the most interesting, was the Australian programme which was originally heard in New Zealand. The engineer, in his opinion, as the world's greatest broadcasting country.

There is some room for reorganization in the arrangements in order to make them more effective. One of the disadvantages of the present arrangement is that designers endeavor to limit the number of valves and to get the best results. In the event of any troubles there is no alternative to using a high power in the medium wave lengths.

Sets Simpler in U. S.

BUT I THINK that the receiving set has been commercially further advanced in the United States. In general, the sets are simpler to operate, and few of them are mechanically better constructed. In this respect the United States is better than any other country that designers endeavor to limit the number of valves and to get the best results. In the event of any troubles there is an alternative to using a high power in the medium wave lengths.

The total number of programmes provided by all stations is very many times this number.

A KEEN analysis of the contrasting advantages and disadvantages of the American and British systems of broadcasting is presented in this article by a neutral observer. The author spent more than two years in England and in this country studying broadcasting operation and the manufacture of receiving sets. The criticism is especially timely as the Australian government has just placed the management of Class A stations in the hands of a newly organized radio commission. Just what effect this would have on the Class B stations now financed by advertising is conjectural.

The American system of competition held superior to the British but neither found entirely suitable for Australia.

The British Broadcasting Corporation began with an assured income built up by its predecessor, the British Broadcasting Company. With its present income of more than £1,000,000 a year it might be expected that the corporation would be successful. The fact that advertising sponsors, programme in English transmitted by European stations for reception in Britain, and that many listeners turn to the Continent for Sunday programmes, shows that some people are not satisfied with the system.

On the whole, I think, there are more advantages in the American system, the very essence of which is known to the English system but neither system in its entirety would be suitable to the needs of Australia.

Rep. Horr Defeated

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Rep. HORR Defeated

Rep. RALPH HIRR, (Rep.) of Seattle, Wash., who began his first term in the House two years ago with an attack on alleged broadcasting monopolies, was defeated in the Republican primaries of his state this month by former Rep. John F. Miller, of Seattle. Mr. Horr several years ago served as receiver for the Northwest Broadcasting System formed by Adolph Linden, which failed when he attempted to expand it into a nationwide network.
Deletion of KELW, KTM is Proposed

Yost Raps Station Practices; KECA Asks Facilities

IN AN UNUSUAL report sub- mitted to the current Chief Examiner, Yost recommended the deletion of KELW, Burbank, Cal., and KTM, Los Angeles, after a hearing last June at which some 20 persons so much sought to oust another from their present assignments and thereby acquire full time. Mr. Yost found that the two stations had been operated for the benefit of the public and that a continuing complaint had been made about their activities.

Yost found that the KELW hours would be increased by an exchange amounting to $1,000. An application for such change had been made months after the station opened.

Mr. Yost found that the KTM station would be operated at 1,000 watts and that no special rights would be provided. The KTM hours would be increased by an exchange amounting to $500. An application for such change had been made months after the station opened.

The two stations would be operated for their respective interests, but Yost recommended that they be converted to the use of the public.

Two Standards Bureau Stations Are Completed

Completion of the new Bureau of Standards "standard frequency" transmitting station at Beltsville, Md., and receiving station at Meadows, Md., both near Washington, is announced by the bureau coincident with an announcement of a change in standards in the 5,000 kc. transmissions of WWV, effective Oct. 1. The transmissions, which may be used by broadcasting stations to calibrate their transmitters to exact frequency, will be given continuously at 11 a.m. and from 8 to 10 a.m. EST, every Tuesday hereafter.

The transmissions, the bureau states, can be heard and utilized by stations equipped for continuous-wave reception through the United States, although not with certainty in some places. The accuracy of frequency is at all times better than one cycle, or one part in 5,000,000. From 5,000 kc. any frequency may be checked by the method of harmonics. Information on how to receive and utilize the transmissions is obtainable on request from the bureau.

The transmissions consist mainly of continuous unkeyed carrier frequency giving a continuous whistle in the phones when received with an oscillatory receiver. For the five minutes the general call (CQ de WWV) is given with an announcement of the frequency. The frequency and call letters of WWV are given every 10 minutes thereafter. In announcing its bels ville stations, a bureau statement said that it was hoped some day to furnish this service 24 hours per day.

Geddes Will Direct All RMA Activities

BOND GEDDES, for the last five years an official of the Radio Manu facturers Association, has been promoted to executive vice president in a part of a general reorganization.

The announcement, made by President D. Williams following a meeting in Cleveland, Sept. 15, said that Mr. Geddes would have general direction of all RMA activities. Mr. Geddes has been endorsed at the White House to fill the vacancy on the Radio Commission, but it is not known whether he is not an active candidate for the post and that his friends have been acting in his behalf without his knowledge.

At the same time the RMA re-elected Frank D. Scott, Washington attorney, and Justice John W. Van Allen, of Buffalo, as general counsel.

YE OLD SHELL GAME

As Played By A Lithuanian Act

With Gullible Broadcasters

DARN CLEVER, these Lithuanians!

Operators of an enterprising eastern station will a short time ago be puzzled by an all-Lithuanian program which may be heard in the morning for a short time.

The program was heard by stations located in and around the station's audience. In one of the station's audience, a program was heard by an all-Lithuanian program which may be heard in the morning for a short time.

The program was heard by stations located in and around the station's audience. In one of the station's audience, a program was heard by an all-Lithuanian program which may be heard in the morning for a short time.

Crosley, Sr., Passes

POWEL CROSLEY, Sr., father of the president of Crosley Radio Corp., operating WLW, Cincinnati, died in Christ Hospital, Cincinnati, Sept. 13 at the age of 82. A former lawyer, Mr. Crosley took an interest in radio, wirelessly, and bought stock in the original Crosley company shortly after Marconi's successful effort to send signals transcontinental. His son, Powel, Jr., took an interest in radio as a boy, and later entered the business as a set manufacturer and broadcaster.

San Juan Station

GRANTING of the application of Roberto Blendez for a new station at Ponce, Puerto Rico, to use 1370 kc. with 100 watts unlimited time, was recommended to the Radio Commission Sept. 23 by the Regional Bureau (Region IV, Area 416). Mr. Yost found that the area needs additional service and that the program, if its functioning would result.

Nine Years On Air

SIXTY radio headliners participated in the ninth anniversary program of NBC's "Arturo Toscanini" which is carried once a week hour over an NBC-WFA network Sept. 19, paying tribute to Harry Horlick and his orchestra. The Great Atlantic & Pacific Tea Company, the oldest ad-

Radio Course

NEW YORK University has added a course in radio speaking to its curriculum in recognition of radio's professional growth. Under the direction of Professor Wilke, the course covers composition and delivery of radio talks, standards of pronunciation, microphone technique and other points which make up the difference between radio and platform oratory.

WTMJ Doubles Musical Staff; Has Acts on Road

DOUBLING of its musical staff to allow its features to make personal appearances without interrupting schedule is announced by WTMJ, Milwaukee. Bob Tamms, in charge of the WTMJ musical activities, announced that leading Milwaukee dance orchestras have been brought under contract-Joe Gurnin, Bill Carlson and Bob Tamms-and are being carried by remote control from local restaurants. WTMJ acts are being booked for theaters and socials by Fred L. Young, a prominent man who recently joined WTMJ.

Most popular of the WTMJ acts is "Heinie and His Grendar," who will carry a full-time program every evening over NBC network. Another popular feature is "The Afternoon Show," a radio vaudeville company, comprising the best talent. Eysel and with B. A. Olf's orchestra and with Roxy, has been added to the WTMJ act, and is carried under the "Afternoon Show" as well as on a program of his own weekly.

Julanne Peterson, pianist who recently went with WTMJ to go to the Northwest, and with his orchestra, has rejoined the Milwaukee station. Emily Joyce Jellison, singing and piano, has been added to the WTMJ act, and is carried under the "Afternoon Show." Evers, formerly of the musical department, is now a part of the programming department.

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Annual Broadcasting Licenses Urged by Lafount for Stability

Issue is Placed Squarely Before Commission; Economy and Increased Efficiency Seen

A FORMAL proposal for the issuance of broadcasting licenses for one year instead of six months, as a means of stabilizing the industry, and also line with the administration's drive for economy in government operation, was submitted to the Radio Commission, Sept. 30 by Acting Chairman Lafount. In the same resolution he recommended extensions of the life of licenses from one to two years and for amateurs from one to three years.

Strongly endorsed by the NAB, the proposal immediately becomes the unfinished business of the Commission. It was taken prior to the return of Vice Chairman E. O. Sykes, now heading the American delegation to the International Radio Conference at Madrid, is problematic. But the matter will be debated and recommendations will be sought from both the legal and engineering divisions.

Aid to Efficiency

"IT IS my view," declared Commissioner Lafount, "that the time has arrived when we should give stability to broadcasting by issuing licenses for at least one year. It will enable us to make worthwhile and less vulnerable to attack others seeking their facilities and conditions more efficient regulation.

"Under the Radio Act of 1927 the Commission may issue broadcasting licenses for periods not to exceed three years. Last year the Commission made a stride in the right direction by prolonging broadcast licenses from 90 days to six months. I am pleased to say that the next step is a one-year license.

"In addition to the salutary effect that the longer license would have, there are other benefits. The cost of production, as well as the other radio licensees, the action would bring about a commensurate reduction in the routine functions of the Commission staff. The time and help saved could be devoted to other Commission activities which have necessarily have lagged because of the pressure of more important work, and it is not improbable that appreciable economies could be effected in compliance with the administration's demand for reduction in Federal expenditures all down the line."

No Bar to Revocations

MR. LAFOUNT pointed out that the Commission would always have at hand the remedy of revocation if a station continued to perform badly. He would not "freeze" the broadcasting structure. Those stations which dealt the public a dishonest deal, he said, could be cited for hearing and forced to file license renewal applications irrespective of the term of the license.

In November, 1931, the NAB executive committee endorsed a proposal for three-year licenses, or the maximum allowed in the radio act. While the organization is still on record as favoring the full period, naturally it is in accord with the Lafount proposal. The executive committee, through Philip G. Loucks, managing director, said that those charged with the administrative, economic and program difficulties of the industry could be traced to the short-term licenses and the consequent lack of stability.

Robinson's Division Plan

IN A SHEAF of legislative recommendations to Congress last December, the Commission recommended a strict one-year limitation on licenses as against the three-year charge in the law. Congress, however, never got around to its consideration.

Shortly before he retired from the Commission, Judge E. Robinson, former chairman, made a plea for longer licenses. Without mentioning a specific period he said it would be desirable to grant an additional long license to stations which have proved their worth in the public interest and a short license to those "about which we are not so sure in that particular."

Chimeless Chimes

MANUAL LABOR again bowered to machinery when an automatic electrical device on Sept. 18 replaced the familiar hand-stacked chim in the NBC New York studios.

The contrivance, invented by Capt. Richard H. Ranger, designer of the famous organ and the bell carillon, has been installed in the main control room of the NBC. He is here shown pointing out its features to O. B. Hanson, right, NBC director of plant operations. If the trial period proves its operation practical and its precise notes pleasing to the public, it will be adopted as permanent equipment at the New York studios and also installed in the main control rooms of NBC studios in other cities.

The purpose of the chimes, which previously have rung by the announcer striking one of the small hand sets with which each studio is furnished, has been synchronized with the network identification announcements, and to serve as a cue to network station operators in the country to switch various branches of the networks on or off.

Sustaining Fees Revised

(Continued from page 11)

the microphone, exclusive of tenant program services, line charges and other non-microphone items. He suggested that stations could avoid these if they would develop accounts in itemized statements in order that receipts for sale of time will be wholly separate both on the bill and on station books.

In his statement to broadcasting, Mr. Mills had this to say about the matter:

"Net receipts" are defined by the license agreement in clear and understandable language. The term refers to the full amount charged by and actually paid to licensee 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).

Talent Not Involved

"CHARGES made for 'talent' are not charges for broadcasting facilities, as the term has been defined by or intention upon our part to charge a percentage of the receipts of the station in respect to its personnel. The term is used of or inclusive of 'talent. ' In some instances, licenses furnish some station talent, or the use of phonograph records or electrical transmissions without condition, it is not additional to their 'facilities.' In such instances our percentage is upon the entire amount.—when received. If a station should manipulate this particular situation by adopting a practice different from what had previously been its custom, in order to decrease its net receipts, we would take steps in the individual case.

"Line charges for remote control pick-ups for a local broadcast are also outside a part of the 'facilities' sold. Line charges for network broadcasts are definitely not a part of the local job. The fee is charged to the local station for the local job, upon its net receipts (as defined), and network line charges are not part of the local job from our standpoint. If a local station receives $50 in respect of a network broadcast, it pays the percentage upon that amount. The station which originates the program pays the percentage upon what it receives for its local job—theoretically its card rate."

No Local Audits

MR. MILLS contended, in his statement, that "no one single station has protested to the Society against the right ASCAP reserves to audit accounts relating to net receipts." NAB, however, has heard many complaints of the existence of this character, as a result of which Mr. Schuette raised the point. He referred to the troubles from the ASCAP general manager that local representatives would not be allowed to examine books. The NAB executive committee in any event "has never been and is not now contemplated that these audits will be made by the Society's local representatives. They will be made by suitably qualified auditors, carefully chosen men of ample ability. Their work will be done with due regard to the convenience of the members, with complete courtesy and in entire confidence. Under no conceivable circumstances would it ever divest the information disclosed to the accounts of a station, and the quickest way in which one of these authorities could be called to account for his indiscreet effort to tell one broadcaster or anyone else anything he had learned during the course of another broadcaster's book."

Reductions Explained

"FIRSTLY," said Mr. Mills in his clarifying statement, "as to stations of 10,000 watts and less, we have announced from the outset of the recently completed negotiations the intention to downwardly revise their sustaining fee. No representations need to be made to us, either by the NAB or by others, in order to secure these downward revisions. Generally speaking they will average a reduction of thirty per cent from the present rate, and in some cases fifty per cent. This is an entirely voluntary action upon our part. We believe that the larger stations with the greater opportunities for substantial profits should bear a greater proportion of the cost than they have heretofore done. To the credit of the larger stations it should be noted that we previously endorsed this idea and have shown no disposition whatever to persuade the Society adversely to this decision.

"Secondly, as to stations of 10,000 watts and above, in some cases they were not a part of the sustaining fee. When we made some downward readjustments of the sustaining fees. These, also, are being made entirely voluntary, by the societies, not as a result of any pressure or representations by any organization or individual, but because the reduction in advertising has taken place. However, on the chance that there may be some fact or condition with which we are not familiar, and with the given more consideration, we are very glad to have representations made to us in behalf of any station by either its owner, representative, or any organization authorized to speak for him."

Takes Slap at NAB

A BACK-HAND slap at the NAB and at the negotiations being conducted by Mr. Schuette was taken by Mr. Mills in the succeeding paragraph:

"No existing organization represents even a majority of the broadcasters, and none has as yet been formed to do so. We have spoken to definitely deal for all of or any of the broadcasting stations to the extent of combining them. It has been much talked of 'plenary powers' and all that sort of thing, but a singular lack of definite authority on any organization or individual. As and when either an organization or an individual might be definitely authorized to commit the stations to any action or should it be dealing with the stations, we shall be glad to negotiate as to that station or group of stations."

October 1, 1932 • Broadcasting
A Welcome Step

"IT'S A WELCOME step in radio's emergence from advertising adolescence." In sum, this pertinent comment by Ben McCanna, radio director of a leading agency, just about expresses the general feeling among agencies handling radio accounts toward the decision of the networks last month to permit a limited amount of noncompetitive price-quoting in their sponsored periods.

Hardly a dissenting note from the public has been heard, not even from the arch-critics of radio. This should be gratifying alike to the advertisers, the representatives of the station managers. Nor has anyone objected to the restrictions placed around these price announcements by the networks, which retained the right to reject what they regard as objectionable use of the privilege. The limitations are simple and fair: in a word, only a certain number of price mentions per period and no competitive price-quoting.

We believe, with many of the agency executives who replied to our telegraphic inquiry, that this new policy on the part of the networks will attract hitherto recalcitrant advertisers, still dubious about radio, to our medium. We believe that the quality of network programs will in no wise be impaired by deftly handled price quotations, which really are an integral part of any sales offering. Before long, the advertisers will have developed a technique of price mention that will fall in with the fast-developing tendency toward making the announcements as interesting as the program itself.

Had the networks not announced their new policy about prices, it is unlikely that any but the advertisers and their agencies would have noticed the difference. Those advertisers, who are the fiscal support of the finest radio system in the world, have every right to expect a fair return from their radio expenditures. Most of them have been getting that return, else they would not have stayed on the air this long. But here is a chance they have fairly earned to put the final—and necessary—touch to their radio sales appeals to stimulate the movement of goods. We have enough faith in the agencies and the networks to feel confident that the abuses Acting Chairman Lafount warns against will be avoided, in the interests of radio as a whole.

One Year Licenses

BROADCASTERS will fall solidly behind the proposal of Acting Chairman Lafount that the Radio Commission issue station licenses for one-year terms instead of six months. While it is our view that the full three-year period allowed in the law should be exercised, even the doubling of the existing term will add stability to an industry now subjected to more governmental regulation than any other private enterprise.

The short-term license has been the root of most of the evils in radio regulation. Stations have existed virtually on a month-to-month basis, many of them in mortal fear of what the Commission might do with an animated map of New England showing pictorially the products of each section, is divided into five parts: I, Market; II, Coverage; III, Listeners; IV, Results; and V, Service. Maps of the service areas of each other station are carried, showing population, radios, listeners, income tax returns, savings deposits, telephones, automobiles, retail stores, retail sales and wired homes. The data, comprehensive in every detail, was compiled with the cooperation of the U. S. Department of Commerce, the New England Council, District I, of the Federal Reserve, Prof. Robert Elder of M. I. T., and John J. Karol, market research director, respectively. As it will be placed in the files of every agency contemplating the New England market.

"TALKS PROGRAMS," as the British Broadcasting Corp. calls its lectures and regular commentaries nationwide, are being tabulated in the Dictionary of Wire and educational types, are fully outlined in periodical booklets issued in London. The latest, a 64-page booklet, covers "Talks" from September through December, and announces that the practice will be supplemented this autumn and winter by foreign news comments brought to BBC listeners via a "wandering microphone" carried by Vernon Bartlett on a tour of Europe. He will speak fortnightly from various European capitals, including public opinion, and it would be nice, from Mr. Mills' point of view, to cultivate their friendship.

We can't conceive of newspapers countenancing a proposal designed to induce them to support other broadcasters or against other entertainment enterprises using copyrighted music. Of course, the movies, hotels, dancehalls, barbershops, etc. are next in line, after broadcasting for upward revision of their royalty payments.

Mills Maneuvers

WHAT'S the game of E. Claude Mills and ASCAP? We were naturally suspicious after Mills had driven his bargain for the new copy-right scale upon threat of infringement suits. With the agreement, however, we had supposed that he would be satisfied to deal with the situation above-board. Maybe he is, but there certainly are indications of efforts on his part, not only to play little broadcasters against the NAB, but also to play the newspaper-owned stations against all others and the NAB.

We don't like to accuse him of trying to woo the newspapers with the threat of a lawsuit—by offering to curtail or even eliminate their sustaining fees under the new copyright scale. Yet that is one interpretation that is being placed on his latest gesture—that of offering a more "favorable contract" for newspaper-owned stations "in view of admitted newspaper contribution to music exploitation."

On another page is a news story of the copyright situation which relates that, at Mills' suggestion, a letter has been sent to the 18 newspapers involved matter of the threat of their sustaining fees. It has the earmarks of a deliberate attempt to split the industry. On the other hand, it may be that newspaper stations are entitled to preferential treatment, although we can't see it now. A station is a station, whether owned by a newspaper or a department store. But, we admit, a newspaper station can do a double-barreled job of moulding...
PERSONAL NOTES

EDWARD KLAUBER, first vice presi-
dent, who was in bed last month fol-
lowing a heart at-
tack, sailed Sept. 24 from New York on the S.S. Sag-
itarus, for a 6-week Med-
iterranean cruise.

LEW FROST, production manager of
the NBC San Francisco division, has
been appointed program manager, suc-
ceding Thomas H. Hutchinson, who
resigned to go into the entertainment
business. Mr. Hutchinson is doing the
lead in the play "The Comtesse of
Whestaneville Skettes."

EDGAR F. SHUTZ, for the last 16
years automobile editor of the St.
Louis Dispatch, has retired to St.
Louis, as production manager.

WERNER P. MEYER, associated with
the American movie studios of N. Y.,
& S., Philadelphia, for the last three
and a half years, has joined the con-
tinuity staff of W.LW, Cincinnati. He
was formerly an associate editor of the
FARM JOURNAL.

DRURY LANE, program assistant and
tenor at KNX, Hollywood, has been
appointed assistant manager of the
station.

HARRY ANDERSON, sales manager of
the NBC Pacific division, has an-
nounced the appointment of Horatio
A. Hendricks as program manager and
the addition of P. K. Leberman as sales-
man. Mr. Mass was formerly with the
Southern Pacific Railroad, and Mr.
Leberman owned KBSC, Seattle, be-
fore joining NBC.

The new continuity editor of NBC, San
Francisco, will leave that network Oct. 15, resigning to accom-
pany his wife, Miss Virginia Bartlett, to San
Diego, where he will join the SAN
Diego Sw as managing editor. No
replacement for Miss Todd has been
named.

C. F. DILILAM, commercial manager of
KPRR, Bismarck, N. D., attended the
American Legion convention in Port-
land in September.

FRANK GALVIN, once with KJBS
and KFRC, San Francisco, has joined
KDKA, Pittsburgh, as an assistant pro-
ducer.

EMERSON L. KELLER has been added
to the staff of KGER, Long Beach,
as a radio announcer. He is a newcom-
er at KGER, as he has recently
accepted a position as an announcer.

J. LESLIE FOX, commercial mana-
ger of WSM, Nashville, has been
named sign announcer at the station.

GEORGE H. WYS, executive vice presi-
dent of RCA, has appointed Miss
Barbara Bowers as managing editor
of the announcing staff of NBC.

HARRY JAMES, formerly studio man-
ger of KEW, Burbank, Calif., and
later radio entertainment director for
Majestic in California, has become head
of the premiere station's motor speed-
way (auto races) Los Angeles.

He will direct programs for KFWB,
Los Angeles, and for KFRC, San
Francisco.

DOBETHA GARDNER, publicity
agent for WBBM, Chicago, underwent
an operation for the removal of a
liver abscess.

BORN, to Mr. and Mrs. Martin Code,
(Editor of Broadcasting) an 8-pound
girl, Sureva, on Sept. 22.

BEHIND THE MICROPHONE

MYRON J. BENNETT, former chief
announcer at KFYR, Bismarck, has
joined KBJR, Port Worth, in a simi-
lar capacity.

JEAN (JACK) PLUMLEK, recently
appointed manager of the newly equipped radio
station at KOA, Denver, has joined the
Chicago Tribune, as a stockbroker.

JEAN CAMPBELL CROWE has been
appointed in charge of program traffic
at WBBM, Chicago, and will be the
station's first announcer.

PETER GRANT, who obtained a law
degree and was admitted to the Mis-
souri bar before he decided he would
rather have a radio career, has joined the
announcing staff of WLB, Cin-
cinnati.

THE POPULAR "Buckie Busters," a hill billy feature, headed by Gene
Stone, has returned to WJUD, Chi-
ca-go.

FRANCISCO DEL CAMPO, a native of
Chile, is the latest addition to the staff of KFJ, Los Angeles. He is a
tenor. Charles Fleischmann, grand-
son of the noted KFJ announcer, has
joined the staff as a baritone soloist.

MEL ROACH, chief announcer at
KGER, Long Beach, Calif., for the last
year, has been appointed program di-
rector.

FLORENCE GOLDEN, who has ap-
peared in a number of legitimate stage
successes on Broadway, has returned to
her home city, Cincinnati, to begin a
radio career. She is the new heroine in
the feminine lead in WLB's new mys-
tery series, "Tales of Terror."

GINO SEVERI, onetime concert mas-
ter at KFRC, Los Angeles, has been
joined KJH, Los Angeles, as conduc-
ctor.

GARY BREEN, well known as a
broadcaster in the West several years
ago, will come back this season as
grid announcer for KJH, Los
Angeles.

TOM MITCHELL, the Rembrandt
Trip, Eva Garcia, Mrs. Luther Bur-
bank and Wendell Bernheim have left
KCA, Salt Lake City, Utah, for New
York. The soprano, also, has quit to
KFWB, San Francisco, The Happy Go-
Kicky, Mrs. Patricia Maas as
her as soloist on the "Spotlight Re-
vue."

A SON, Richmond, was born recently
in San Francisco to the wife of former
Laurance L. Cross, pilot of NBC's
"Crosscuts of the Log" program.

ED LAUX, who came to WAAW, New-
ark, as an announcer from KVOO, Tulsa,
has resigned. Formerly a member of
the family of Fred Laux, the noted sports
announcer of KMOV, St. Louis.

MARY MOULD, beauty expert, a
feature of WBN, New York, for the last
two years, has returned to the station
from a tour of European cities in which
she gathered material for her radio
series.

October 1, 1932 • Broadcasting
Radio Engineers Name Capt. Hooper and Hull

CAPT. S. C. HOOPER, director of Naval Communications, Washington, and Lewis M. Hull, vice president of Radio Frequency Laboratories, Boonton, N. J., have been nominated for the presidency of the Institute of Radio Engineers, which will be decided with the counting of the mailed ballots Oct. 21. Valdemar Poulsen, of Denmark, and Jonathan Zennek, of Germany, have been nominated for the vice presidency, which annually goes to a distinguished foreign radio scientist.

The following have been nominated for the board of directors (five to be elected, the three getting the highest vote to serve for three years, the next for two years and the next for one year): M. C. Batsel, chief engineer, RCA Photophone, Inc.; W. G. H. Finch, secretary and chief engineer, American Radio News Corp.; R. A. Heising, engineer, Bell Laboratories; W. E. Holland, chief engineer, Philadelphia Storage Battery Co.; C. W. Horn, general engineer, NBC; F. A. Kolster, research engineer, International Communications; H. Makin, president, vice president and chief engineer, MacKay Radio & Telegraph Co.; E. R. Shute, traffic superintendent, Union Pacific, associate professor of electrical engineering, Yale, and H. A. Wheeler, engineer, Hazeltine Corps.

JEAN PAUL KING, NBC Chicago announcer, is nearing completion of a novel having to do with life of radio entertainers.

Agencies Favor Price Quoting (Continued from page 8)

deny him this information is to leave a story half-told. "Price quoting over the air may be subject to abuse, in the same degree as any other part of radio sales copy. I think judicious mention of price will merit listeners' approval. All things in the narrowest good taste."

"The growth of radio advertising despite the interdiction of price mention is another material witness to the sales potency of the medium. Removing this handicap should increase advertiser acceptance of radio."

Boon to Local Accounts

M. A. HOLLINSDEN, director of the radio department of Campbell - Ewald Co., Detroit, doubts "whether the lack of price quotation in chain radio has kept new advertisers off the air," but adds that he believes "this new move to permit price quotation will very likely help many local advertisers to decide to use radio."

"From the standpoint of the over-all picture, certainly price-quoting has its place in radio as well as in other forms of advertising. The fact that radio goes into the home under the guise of entertainment doesn't affect the situation. The straight program uses advertising to stir up interest in goods. Part of the news about the product is, or should be, the price. If the selling message performs its function and stirs up interest, the prospect's immediate reaction is: "What is it?"

"Of course there will be abuses, as in all things, but Columbia has obviously anticipated this in limiting the number of price quotations in a given broadcast and holding down the amount of time devoted to the commercial. Many ingenious methods of getting over prices without actually quoting them have been resorted to by air advertisers and this roundabout method, by requiring time to make its point, has often attracted undue attention to price."

"Under this new policy price will take its regular place in the commercial announcement and certainly will cause no furor among radio listeners. American sensibilities will receive no shock at the mention of price on the radio. Price has its rightful place there just as surely and as appropriately as it does in a four-color magazine: advertisement of the greatest dignity and beauty."

Called Practical Move

H. H. KYNNETT, of the Aitkin-Kynett Co., Philadelphia, believes the decision of the networks "should stimulate materially the growth of radio contracts." He adds:

"The decision of the networks to permit price announcements under proper censorship should stimulate materially the closing of radio contracts. It is a sane, practical move to meet the advertiser's present need when price is such an important consideration of the buyer. It will eliminate the wordy and oftentimes ridiculous statements that heretofore have been made to carry a price inference to the listener. It may serve to shorten the average commercial credit. It only requires strict application of the ruling, limiting vote on price mention in every fifteen minutes of broadcasting, to avoid any offense to the listener. My own belief is that we may be only nearing both the quality and effectiveness of the commercial credit."

Ben McCanna, director of radio for Roche, Williams & Cunningham, Inc., Chicago, called the price decision "logical and sensible."

"A product's price or price bracket," said Mr. McCanna, "is frequently news of real interest. Description may succeed in whether listener interests follow through. Withholding of prices in network broadcasts has proved a negative benefit. If listeners enjoy a program sufficiently to stick with its sales message, why not answer the natural question: 'How much? This price decision should make for more compact, yet no less effective, commercial announcements. It's a welcome new step in radio's emergence from advertising adolescence."

Price Held Essential

ROY J. MEEK, of McKe & Albright, Philadelphia, believes radio has been constantly enhanced as an advertising medium and that its use should be increased as a

(Continued on page 10)

Business is Better in Kansas

"YEP!—business is better in Kansas. Charley Curtis' famous "dry" speech in Topeka rather dry seems to have kicked up some excitement for the home folks. Made 'em feel better—got something toية about now, and must get trimmed the "economical inlaymem" as the Chamber of Commerce calls it. Now, Main Street is full and folks are really buying.

Hotels are busy, too—busier they been for a year. Better check into that. Some of your boys' competitions may be sneaking into this promised land of early recovery ahead of you. Hogs are up'n so's cattle. Banks are loansin' more and things are really goin' again."

Reflecting this improved condition the past ten days has brought to KFH six large local contracts—a sure barometer of local conditions. Also two new chain and four new transcription accounts from shrewd advertisers are recognition of the importance of KFH and the large Kansas market which it serves.

CHICAGO REPRESENTATIVE
WILLIAM G. RAMBEAU
360 NORTH MICHIGAN AVE.
October 1, 1932

WMAQ MAN SELECTED FOR WORLD SERIES

"HAL" TOTTEN WILL GIVE A PLAY-BY-PLAY REPORT FROM PARKS

Hal Totten, who has been broadcasting sports for Station WMAQ has been selected to assist in the presentation of the World Series games for the National Broadcasting Company. Graham McNamee, one of the best known "Mike" men in the world, opens the broadcast with a vivid description of the scene as a whole, telling of the crowds and the incidents relative to the Series. The play-by-play description is given by Hal Totten and Tom百万, baseball announcer of WTAM, Cleveland, Ohio. While Totten is giving the play-by-play report, Manning is acting as his observer, while Manning is at the "Mike". Totten is resting his vocal cords. We have listened to you for years. And much to my surprise I learned from the newest of Pundeum Alumni in Chicago that you are a Pundeum man. 

I am taking this opportunity to announce this brother alumna and tell you that your work on the radio is appreciated. I hope sometime to have the pleasure of meeting you.

KRESGE'S "VARIETIES" PROGRAM TO WMAQ

The S. S. Kresge Company, whose twenty-five cent to a dollar stores dot the nation, has launched an extensive radio program using electrical transmissions. The Kresge Company and their agency, N. W. Ayer & Sons, selected WMAQ as the station to serve the great metropolitan market of the middlewest.

The program, known as "Kresge Varieties," features Billy Hillpet and Scramble Lambet who render several of their poppy songs. Perry Charles and Sonia Sturgis comedians in the sketch are relaugh makers. All of this fitted in with fast moving music by the Kresge orchestra, makes the program one of the brightest spots in the daytime schedule of WMAQ.

The program is broadcast at 9:00 o'clock each Friday morning.

NEW PROGRAM DRAWS BIG MAIL RESPONSE

A new program called "Today's Children," built around the foibles, fancies and the romantic and sentimental moodiness of modern youth, was broadcast for the first time on June 30, 1932. The program was put on the air five times a week at 10:45 A.M.

After the program had been on the air for two tests, steps were made to determine the popularity of the show. It was announced that a picture of the cast would be sent to radio announcers requesting it. Five such announcements were made during the week of August 7th. During those days a total of 10,609 letters were received, asking for the picture. The letters came from every part of WMAQ's major market.

STATION ACCOUNTS

Among the commercial programs heard regularly over WMAQ are the following: A. P., Kremola Face Cream, Princess Pat Cosmetics, Wheaten's, Blue Ribbon Malt, Barc Foods, G. Washington Coffee, Canada Dry Ginger Ale, Listerine, Pepsi-codent, Nivea Creme, House, Knoxville Co., Texaco Games, General Foods (ballay), Chase and Sanborn, Barbasol, Daily News Travel Bureau, Bulova Watch Company, American Radio History, WMAQ's Alumni Directory, Magazine, WMAQ's Alumni, The Northern Trust Company, Chicago radio companies, Kresge Store, Clifton Club, Kresge Ale, Armour & Co., Kresge's Retail Company, Fleischmann's Yeast, Nabigian Brothers (Con-oney Rugs), Hickley & Schmitt (Corinna Spring Water).
The Business of Broadcasting

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

STATION ACCOUNTS

WBBM, Chicago, reports the following accounts as rentals to the People's Church, renewed for third year. L. P. McKissicks, The Packing Co., Manitowoc, Wis., organ music, 13-week renewal through Klaui, Va.; John Monahan, The Rumford Chemical Co. (baking powder) begins transactions Oct. 17 for six weeks, through WJIC, Oakland, Calif.; Tasty Yeast Co., Chicago, direct, handled direct; Motor Sales Inc., Chicago, direct, handled; the Rev. Charles Coughlin, sponsored by the famous Konigswusterhausen station, key of the German broadcasting system, photo is by a A. A. Guildall, Berlin-Wilmersdorf.


WHAM, Rochester, reports the following accounts: Fenrod and Sam transcriptions, produced by R. C. Taylor for WABC, New York; WEAF, New York, with dramatic sketch, "The Girl Who Lives New Door," Tuesday and Wednesday, 10:15-10:30 p.m. Blackett & Sons, New York, handles the account.

WESTINGHOUSE E. & M. Co., New York, (household appliances) on Sept. 15 started "Bill and Henry," songs and patter by Al Cameron and Pete Bontesma, over WJZ, New York, Monday, Wednesday and Friday, 15-16 p.m. Fuller & Smith & Ross, New York, handles the account.


WLAC, Nashville, is being used by 22 independent drugists of the city who are cooperatively sponsoring a Tuesday evening program titled the "Apothecaries."
I. will handling the CRETE MILLS, Crete, handled by Janesville, TWO tions WGY, singer count. Wendell Meunch, Chicago, Sunday morning "Sunshine Hour" minute period, Thursday nights, ent, inclusive stores) law Kresge Sept. 22, the Powell St., San 1, in Chicago. the account. TIDewater SALES Corp., New York, (Tydol and Veedol) on Oct. 3 starts "X Sisters" and Freddie Rich’s orchestra on 15 CBS stations, Monday, Wednesday and Friday, 7:30 7:45 p.m. EST. Lennen & Mitchell, New York, handles the account.


SWIFT & Co., Chicago, (Formay shortening) on Oct. 6 starts musical program with Irving Kaufman on a partial NBC network, WTAG, WEAI, WJAR and WCSS, Thursday and Friday, 10:30-10:45 a.m., EST; and WTIC, Thursday only, 30 weeks. J. Walter Thompson Co., Chicago, handles the account.

OCEAN STEAMSHIP Co., of Savannah, New York, on Oct. 4 starts Robert Armbuster and orchestra on NBC stations in New York, Boston and Springfield, Tuesday, 6:30-6:45 p.m., EST, a year. Ailken Kynett Co., Philadelphia, handles the account.


AMERICAN OIL Co., Baltimore, (Amoco oil and gas) on Sept. 22 started Arthur Pryor’s Band, Thursday, 6:30-7:00 p.m., on 12 CBS stations. The Joseph Kats Co., Baltimore, handles the account.

ACME WHITE LEAD & Color Works, Detroit, (paints) on Sept. 30, WJAI, "Smiling Ed McConnell" on CBS and Don Lee networks, Tuesday and Thursday, 6:00-6:15 p.m., EST, Hurst & McDonald, Detroit, handles the account.

GEORGE E. WARREN Co., Boston, New England Grocerterias, started "S.B. Blackett-coal," has begun a series of 32 programs, Thursday, 9:30-9:30 p.m., featuring orchestra and vocalist directed by Andrew Jacobson, over the 4 New England Network stations. Keyed from WEAI, Boston, the program also goes to WTAG, WJAR and WCSS. Harry M. Frost Co., Boston, handles the account.

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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

PR O SPECTS
PRINCESS PAT, Ltd., 2706 So. Wells St., Chicago, (toilet preparations) makes up lists during October, using radio with Tennyson, for nearly a year and a half, has been incorporated.


COLLINS-KIRK, Inc., Chicago, will continue business, effective Oct. 1, with George R. Collins, president, being succeeded as general managing director of Blackett-Sample-Hummitt, Inc., which takes over the accounts of John F. Jeffco Oct. 1, and will handle the accounts of Mrs. Edward Wynn, for nearly a year and a half, has been incorporated.

WILLIAM J. GIBBONS was given charge of New Studio Control Equipment and KSD-AM, Detroit, under KDKA, Oct. 1, and will handle the account.

SYNDICATE, Minneapolis, (investment certificates) on Oct. 2 starts "Musical Memories" over a national CBS network, broadcasts of the serial "Weathenville," which went on the air Sept. 26. The cast includes Tom Hutchinson, who resigned as program director that he might handle this and other roles; Roberta Hoyt, who is making her first radio appearance; Elizabeth Mallory and Eddie Firestone, Jr., also radio novices; Harold Peary, who is doing several parts; Wilda Wilson Church, Bobbe Deane and Bert Horton. Nelson Case is announcing.

INVESTORS SYNDICATE, Minneapolis, (investment certificates) on Oct. 2 starts "Musical Memories" over a national CBS network. The cast includes Thora Markert, mezzo contralto; Phil Porterfield, baritone; the Four Norsemen Quartet, and Frank Westphal and orchestra.

JACOBS ANTENNA SPREADER
Patented Sept. 8, 1925; Sept. 7, 1926
Made of metal 5-1/2", 7" and 9" diameters

A universal device for the rapid and efficient construction of large and small antenna, or counterpoise.
In active use at more than 100 broadcasting stations in the United States and Canada.

Prices: $10.00 per dozen; $6.00 for a half dozen.

CHARLES F. JACOBS (WZEM) 370 Lafayette Street
New York, N. Y.

ARMOUR & Co., Chicago, (packers) announces a change in talent and tempo for its NBC program known as the "Armour Hour." The program, of classical music melodies, bringing into greater prominence the saxophones and trumpets, will replace the "Sisters of the Skillet," which has been heard for fifty-two weeks to headline the new comedy-dramatic feature. They will discard their homely title for roles similar to those of Ed Wyn, the "Perfect Fool," and Graham McNamie of Texaco.

THE ASSOCIATED OIL Co., San Francisco, has taken time on 20 Pacific coast stations of the CBS and NBC networks for broadcasts of all the important football games on the coast. The station lineup includes, on the CBS chain, KFRC, San Francisco; KJY, Los Angeles; KOIN, Portland; KOL, Seattle; KFPP, Spokane; KFBB, Sacramento; KJMJ, Fresno; KDB, Santa Barbara; KKW, Stockton; KYI, Tacoma; KERN, Bakersfield; KBG, San Diego; KOKE, Eugene, and KOH, Reno; and on the NBC chain KGO and KPO, San Francisco; KFI, Los Angeles; KGW, Portland; KOMO, Seattle, and KHQ, Spokane.

CENTAUR, New York (Fletcher's Castoria) on Oct. 6 starts a 13-week series called "Radio House Band (institute)" over the basic NBC-WEAF network, Thursday, 11:30-11:45 p.m. Young & Rubicam, Inc., New York, handles the account.

THE CARBORDUNUM Co., Niagara Falls, N. Y., (abrasives) on Nov. 12 starts the Carbordunum Band on CBS, Saturday, 9:30-10 p.m., EST.

FINLEY H. GREENE Advertising Agency, Buffalo, handles the account.

CALIFORNIA WALNUT Growers Association, Los Angeles, on Oct. 6 starts musical script on CBS, Los Angeles, networks, Thursday, 9:30-10 p.m.

EST. McCann-Erickson, Inc., New York, handles the account.

MARY ARM & MFG. Co., Gladstone, Mich., makers of outdoor equipment, camping; hunting and fishing; makes up lists during October, using radio with other media. C. E. HAMILTON handles the account.

MAMA COOKIE BAKERIES, Inc., Chicago, (Mama's Malted Milk Desert) is considering radio and newspaper for a campaign being planned for this new product. The McWhirter Advertising Co., Chicago, has been appointed to handle the account.

BOSTON VARNISH Co., Boston, (Kyanite paints and varnishes) is planning to increase its radio and other advertising. Ingalls Advertising Agency, Boston, will handle the account, from Nov. 1.

H. P. CLEARWATER, Hallowell, Me., (proprietary medicine) is running radio lists during October and November, using radio with other media. Carrell E. Stevens is advertising manager, and annual advertising appropriation of $80,000 to $100,000 is placed by the Storer Advertising Agency, Hallowell, Maine.


BRODIE & HARVIE, Ltd., Montreal, has appointed J. J. Gibbons, Ltd., Montreal, to handle its radio and newspaper campaign.

GRAND UNION Co. stores have placed their radio and newspaper advertising in the hands of Hampton, Weaks & Marion, Inc., New York.

AGENCIES AND REPRESENTATIVES

KATHERINE BUSCH has joined the staff of the Gulf Oil Corporation, Minneapolis, as radio continuity writer.

WALTER BIDICK, who conducts his weekly radio show for the Marine Service of the American Red Cross, has been given charge of radio campaign in the Pacific southwest by the National Central Committee, Los Angeles.

RUTH Y. LICHENBERG, vice president of the Women's Advertising Club of Detroit, now handles a radio column of society and club gossip over WJB, Detroit, under the name of "Sally Woodward of Detroit." She is a member of the "Detroit Women's Club." Springs Advertising Agency, Los Angeles.

HANAK, KLEIN and LEAHY, Los Angeles agency, will handle radio account for Fitch Blue Insulating Material Co., Southern California distributors, (M. A. Newmark and Co.). Agency also handles account for Franco-American Baking Co., which has a Sunday hink program over KFWB.

K E N Y O N - A D V E R T I S I N G, Inc., 8 Newbury St., Boston, has been formed as an advertising agency, with Alden H. Kenyon, president; John O. Brown, vice-president; J. J. Tennyson, copy chief, of the department. Mr. Kenyon was formerly president of Dorrance, Kenyon & Company. The agency is to be handled by two new partners, R. K. Bower, formerly advertising manager, and Mrs. S. F. Crittenden.

The Society of Negro Artists and Producers, 235 W. 115th St., New York, Inc., has been formed as a literary and dramatic society.

BROADCASTING October 1, 1932

AGENCIES AND REPRESENTATIVES
WHAM, Rochester, reported the world’s greatest fresh water yachting event during August in daily broadcasts from the race course five miles off shore in Lake Ontario. Shortwave equipment was used to transmit the reports from a specially-equipped cruiser to the shore.

FOUR AIRPLANE propellers are used in the cooling system designed for the new 25,000-watt transmitter now being installed at KNX, Hollywood. The power increase will become effective about Oct. 1.

WFIE, Cincinnati, recently broadcast a description of Laura Ann Watkins, two and a half, who had strayed from home, and in ten minutes the child was located.

TWO NEW studios, embodying the latest in acoustics, are being built for WUKS, Gary, Ind.

WHIZ, the Rensselaer Polytechnic Institute station at Troy, N. Y., celebrated its tenth anniversary Sept. 10. One of the first if not the first college broadcasting stations, WHIZ has had Rutherford Haney, managing editor of the Troy Times, as program director and chief announcer since its inception.

WBZ, Boston, has contributed six announcers to the NBC staff in New York, more than has any other station. The last and youngest graduate is Charles O’Connor, 22.

MARKING the completion of supplementary studios in Omaha, KFAB, Lincoln, Nebr., was honored on Sept. 9 when the program of the Chicago Knights broadcast over CBS was dedicated to the CBS outlet in Lin-coln, Nebr.

EVOR, Colorado Springs, broadcast the first description of the annual Pikes Peak Auto Races last week. The broadcast was made possible through the cooperation of the portable short wave station, W2AAG, and the amateur station, WDNP.

COMPLETION of the 987-foot mast antenna of WSM, Nashville, is expected about Nov. 1, a month behind schedule.

DELL DECORATING Co., Newark, is redecorating the reception room of WAAM, Newark, following out a Spanish motif.

WHEN, Dear Mr. Benson:

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

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

Sincerely,

George L. Weber Jewelry Co.
607 Linneus Street

October 1, 1932. BROADCASTING
WHEN YOU MEASURE COVERAGE . . . don't forget percentage modulation

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

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

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

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

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

OTHER INSTRUMENTS By General Radio

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

Court Blocks KICK Removal in Appeal

WITH THE Court of Appeals of the District of Columbia in session after its summer recess, activity in radio litigation is on the increase. The court soon is expected to render its decision on the appeals of WIBO and WPGC, Chicago, from the Radio Commission's decision ordering their deletion, which raises the question of property rights and the legality of the Commission's quota system. Also ready for decision is the appeal of KGEF, Los Angeles, deleted by the Commission because of the broadcasts of Rev. Robert P. Shuler, which raises the question of free speech on the air.

The court on Sept. 16 granted the petitions of KOIL, Council Bluffs-Omaha, and of WAAW and WOW, Omaha for a stay order restraining the Commission from making effective its decision authorizing KICK to remove from Red Oak to Carter Lake, Iowa, a suburb of Omaha. All three stations, through counsel Paul M. Segal and George S. Smith, appealed from the decision, rendered Sept. 13, on the ground that they would be adversely affected and that it violated the law and Commission regulations.

Numerous other routine actions on pending cases have been taken by the court. Oral arguments on the appeals of WNJ, Newark, N. J., and WMBM, Newport, R. I., both of which were ordered deleted by the Commission, have been set for Oct. 3. Both stations also were granted extensions for filing briefs.

In the high power case, involving appeals of WGN and WMAQ, WLW Adds Noted Stars To Its Dramatic Staff

FOR ITS WINTER radio drama series, WLW, Cincinnati, has added four noted stage and radio stars to its staff following a series of auditions conducted in New York by Richard Nicholls, program director. At the same time, WLW announced the addition to its staff of Jeff Sparks, who comes from the New York studios of NBC, where he announced such programs as "Death Valley Days" and the A & P "Our Daily Food" periods.

The new dramatic staff additions are Anne Seymour, well known on Broadway; Gladys Thornton, who has been heard on NBC and CBS and with the Theater Guild and Dramatic League; Clifford Carson-Jones, who will play leading roles and who has been heard on the radio as well as with Broadway companies, and Maurice Franklin, who has played leading roles in the "True Story Hour," "Rise of the Goldbergs" and other features.

WLW also announced that Gene and Glenn have been signed for a daily series over WLW and WTAM, sponsored by Standard Oil Co. of Ohio.

Chicago, WJZ, New York, and KGO, Oakland, Cal., from the 50 law grants under General Order 42, as amended, the court granted all applicants until Oct. 11 to file briefs.

The Commission was granted a 30-day extension to Oct. 29 for filing its brief in the appeal of WQO, Kansas City, from the order deleting it. WLOB, Boston, was granted until Nov. 15 for filing its brief.

We say "Yes Ma'am" to our Cooks

Women cooks prepare the food for the Hotel Lexington restaurants. That's why it's so delicious and wholesome. And Lexington restaurant prices, like its room rates, are sensible—35c for breakfast, 65c for luncheon and $1.00 for dinner in the main dining room.

$3 a day and up for Lexington rooms—$4 and up for two persons.

HOTEL LEXINGTON
In Grand Central Zone, Lexington Ave. at 48th St.
NEW YORK CITY
CHARLES E. ROCHESTER, General Manager

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BROADCASTING • October 1, 1932

www.americanradiohistory.com
Similar results are the regular experience of WOR advertisers.

The 6th Consecutive Year for

Drezma
EXQUISITE FACIAL PREPARATIONS AND BEAUTY AIDS
130 WEST 42ND STREET
NEW YORK
TELEPHONE WISCONSIN 7-6700

September 8, 1932

Station WOR
1440 Broadway
New York City

Gentlemen,

Immediately on my return from Hollywood where I spent the last two months, I began preparations for our new radio season which begins, as you know, on September 12th. This will be my 6th year on your station.

The Drezma Sales Report was shown me today...It is a great satisfaction to learn that against all obstacles and in spite of the unfavorable business conditions, their sales have shown a substantial increase.

I attribute much of this business to the splendid response that we have been getting from the radio listeners of Station WOR and it is with a keen sense of appreciation that we look forward to another successful season on your station.

Please convey to the members of your staff my appreciation for their wonderful co-operation — we will be all set to begin on Monday September 12th.

Sincerely yours

NELL VINEK
Beauty Adviser.

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

Chicago Office • William G. Rambeau • 360 N. Michigan Ave. • Chicago, Ill.

October 1, 1932 • BROADCASTING
Foreign Radio Survey (Continued from page 8)

port are provided or not. That it is effective is evidenced by its popularity with advertisers and by the fact that the per capita development of broadcasting facilities in each country is, in general, in direct ratio to the freedom of broadcasters to understand all advertising, to broadcast all athletic contests or games in the state staged by or sponsored or participated in by any educational institution that receives financial aid from the state or any subdivision. The measure would not be unlawful for any executive officer, board of trustees or any person acting on behalf of such educational institution to refuse or prohibit such right or privilege to any station.

A New Sports Slant

PROVOKED by the recent football broadcasting squabble, a bill has been introduced in the Alabama Legislature to grant the right to any regularly licensed broadcasting station operating in the state to broadcast all athletic contests or games in the state staged by or sponsored or participated in by any educational institution that receives financial aid from the state or any subdivision. The measure would not be unlawful for any executive officer, board of trustees or any person acting on behalf of such educational institution to refuse or prohibit such right or privilege to any station.

Valuable for Reference

MANY INTERESTING and informative analyses of radio developments and habits throughout the world are contained in the 112 page volume, which may be procured from the National Broadcasting Co., Harrison Avenue, New York, for fifty cents. It is estimated that half of the thirty to forty million receiving sets in the world are in the United States, and that this country also embraces within its borders about half of the 1300 broadcasting stations in the world.

The volume should be a valuable reference book for broadcasters, advertising agencies and other branches of the industry, containing as it does tabulations of radio set numbers by countries, listener license fees charged abroad, etc. (These tabulations were published in the May 1 issue of BROADCASTING accompanying a preliminary article on his study prepared exclusively for this magazine by Mr. Batson.)


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

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.
Leopold Stokowski praises Moving Coil Microphone!

Says the famous director of The Philadelphia Orchestra, "Your new microphones gave us sensitive response to musical values in our recent broadcasting and were a most important part of our equipment. Thank you for your expert cooperation."

The Philadelphia Orchestra—directed by Mr. Leopold Stokowski—used Western Electric Moving Coil Microphones exclusively in a series of broadcasts over the Columbia Network. This microphone is chosen for more and more important programs because it assures uniform response throughout the audible frequency range and provides clear, undistorted pick-up. Its transmission characteristics are unaffected by changes in temperature, humidity or barometric pressure. The Moving Coil Microphone is flexible in use—it has made possible the new single microphone technique—can be used to cover a single artist or a huge symphony orchestra. It is available in desk, floor and suspension type mountings. Developed by the Bell Telephone Laboratories and made to Bell System standards. Send the coupon for full details regarding the Moving Coil Microphone.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR Electric Company

October 1, 1932 • BROADCASTING

GRAYBAR ELECTRIC CO.
Graybar Building, New York, N.Y.

Gentlemen: Please send me full information on the Western Electric Moving Coil Microphone.

NAME: ________________________________

ADDRESS: ________________________________

CITY: ________________________ STATE: __________
Applications

SEPTEMBER 15

WAGM, Presque Isle, Me.—Modification of license for changes in equipment and frequency of operation.

WABI, Bangor, Me.—Modification of license for changes in equipment and authorization for operation.

WMCA, New York—Temporary special authority to use auxiliary transmitter.

WNAS, Springfield, Mass.—License to cover CP issued for new station to use 1420 kc., 100 w., unlimited hours.


WJW, Cleveland, Ohio—License to cover CP issued for changes in frequency and power from 1720 to 1600 kc.

WTAU, Asheville, N. C.—License to cover CP issued for changes in frequency and power from 1920 to 1870 kc., 100 w., unlimited hours.

KJIV, Folsom, La.—License to cover CP issued for changes in frequency and power from 1490 to 1430 kc., 100 w., unlimited hours.

WKNY, New York—Modification of license for changes in frequency and power from 1470 to 1400 kc.

KWFT, Fort Worth, Tex.—Modification of license for changes in frequency and power from 1410 to 1400 kc., 500 w., unlimited hours.

KWAM, Los Angeles, Calif.—License to cover CP issued for changes in frequency and power from 1490 to 1480 kc., 100 w., unlimited hours.

SEPTEMBER 16

WACS, Springfield, Mass.—License to cover CP issued for changes in equipment.

SEPTEMBER 17

WMCA, New York—Authorization to increase power to 600 w. to 500 w. with an additional 500 w. equipment.

WRJC, Emory, Va.—License to cover CP issued for changes in equipment.

KGO, Honolulu, Hawaii—License to cover CP issued for changes in equipment.

WCAE, Philadelphia—Authority to install automatic frequency control.

WVDN, Boone, Iowa—License to cover CP issued for changes in equipment.

WPAQ, Philadelphia—License to cover CP issued for changes in frequency and power.

WATC, Rapid City, S. D.—License to cover CP issued for changes in equipment.

WCHM, Moorehead, Minn.—License to cover CP issued for changes in frequency and power.

WCAU, Philadelphia—License to cover CP issued for changes in equipment.

KMAC, San Antonio, Tex.—Voluntary assignment of license to liêns Coe.

KXYZ, Houston, Tex.—License to cover CP issued for changes in equipment.

KXYY, Fort Worth, Tex.—License to cover CP issued for changes in equipment.

WABJ, Ashtabula, Ohio—License to cover CP issued for changes in equipment.

WIAK, Otsuwa, Ia.—Modification of license amended to request that licensee be limited to 500 w. power and hours of operation.

KQGG, Boone, Ia.—Modification of license amended to request that licensee be limited to 500 w. power and hours of operation.

KWCR, Cedar Rapids, la.—License to cover CP amended to request facilities of KBDO, Clarinda, la.

SEPTEMBER 21

WIAS, Springfield, Mass.—Direct measurement of antenna power.

WML, Washington, D. C.—License to cover CP issued for changes in equipment.

WPAQ, Paducah, Ky.—License to cover CP issued for changes in equipment.

SEPTEMBER 27

WLBIC, Muncie, Ind.—CP to move transmitter locally.

KZGH, East Dubuque, Ill.—License to cover CP amended to require that transmitter be located at different part of same building and equipment.

KUJ, Walla Walla, Wash.—Modification of license to change hours of operation from 8 to 11 p.m., unlimited hours.

Applications returned: NEW, Jeannette, Pa.—Joseph De Palma for CP on 590 kc.; WPB, Atlantic City—Modification of license for additional specified hours of operation; NEW, Eagle Pass, Texas—Carrington Bros. for CP on 590 kc.; Ada, Okla.—Ward Earsner Protective Conference for CP on 1100 kc.

SEPTEMBER 28

WIEG, Knieckerbocker Broadcasting Co.—License covering CP for 880 kc., unlimited hours.

NEW, Des Moines, la.—License to cover CP reissued for 590 kc., 100 w., unlimited hours.

KFXG, Des Moines, la.—License to cover CP for changes from 1459 to 1450 kc., unlimited hours.

KJBA, Battle Creek, Mich.—License to cover CP issued for changes in frequency and power.

WONK, Saginaw, Mich.—License to cover CP issued for changes in frequency and power.

SEPTEMBER 29

NEW, Lansing, Mich.—Roderick Radner for CP to use 880 kc., unlimited hours.

NEW, Atlanta, Ga.—Joseph De Palma for CP reissued for changes in frequency.

NEW, Nashville, Tenn.—License to cover CP issued for changes in frequency and power.

NEW, Kansas City, Mo.—License covering CP for 2200-2300 kc., unlimited hours.

SEPTEMBER 30

KFCW, Seattle, Wash.—CP for changes in equipment and operating power from 100 to 350 w.

KGGX, Lewiston, Idaho—Modification of CP issued for changes in frequency and power.

KFCL, Clarksdale, Miss.—Modification of CP issued for changes in frequency and power.

KJQL, Des Moines, la.—Modification of CP issued for changes in frequency and power.

KJLQ, Dallas, Tex.—Modification of CP issued for changes in frequency and power.

KWLA, Bakersfield, Calif.—License to cover CP for changes in frequency and power.

KWQX, Kansas City, Mo.—License covering CP for 1560 kc., 500 w., sound track in connection with visual broadcasting.

Decisions...
KASA, Elk City, Okla.—Granted modification of CP to change type of equipment and move transmitter and antenna.

WYSB, Rutland, Vt.—Granted modification of license to remove specified hours of operation to Dec. 15 this year, and to extend hours to Dec. 31.

WSYB, Bloomfield, Conn.—Granted additional time for expansion of CP to operate 100 kw.

WIVC, Council Bluffs, Iowa.—Granted additional hours of operation to 12 midnight.

WTLB, New Orleans.—Granted CP to operate 24 hours daily.

WGCN, Greenville, N.C.—Granted additional days of operation.

WWSB, Hammond, La.—Granted additional time for expansion of CP to operate 100 kw.

KUGB, Cherry Hill, N.J.—Granted additional time for expansion of CP to operate 100 kw.

WAFM, Pensacola, Fla.—Granted time to file application for license.

WORX, Worcester, Mass.—Granted additional time to file application for license.

KHTS, Hot Springs, Ark.—Authorized to operate from 9 a.m. to 9 p.m. daily.

WLCB, Columbia, Mo.—Authorized to operate from 7:30 to 11 p.m. daily.

WFLP, Portland, Me.—Granted additional time to file application for license.

WBBN, Chicago.—Authorized to operate from 9 a.m. to 11 p.m. daily.

WABF, Birmingham, Ala.—Authorized to operate from 9 a.m. to 11 p.m. daily.

KUFX, Burley, Idaho.—Authorized to operate from 9 a.m. to 11 p.m. daily.

KRES, Hobbs, N.M.—Authorized to operate from 3 to 10 p.m. daily.

RCA Corp., Camden, N.J.—Granted additional time to file application for license.

KSLX, Phoenix.—Authorized to operate from 7:30 to 10:30 p.m. daily.

WCBX, Yonkers, N.Y.—Authorized to operate on 1040 kw. 100 kw. daily.

WDBX, Danville, Va.—Authorized to operate on 1040 kw. 200 kw. daily.

KREX, Rapid City, S.D.—Authorized to operate on 1300 kw.

KUSF, San Francisco.—Authorized to operate on 980 kw.

WJR, Detroit.—Authorized to operate on 1000 kw. 100 kw. daily.

KPR, Kansas City.—Authorized to operate on 750 kw. 250 kw. daily.

WVEG, Danville, Va.—Authorized to operate on 350 kw. 100 kw. daily.

KZQ, Bakersfield, Calif.—Authorized to operate on 1200 kw. 300 kw. daily.

KSD, St. Louis.—Authorized to operate on 1000 kw. 250 kw. daily.

KORA, Sorrento, Idaho.—Authorized to operate on 250 kw.

KUGW, Bridgeport, Conn.—Granted additional time for expansion of CP to operate 100 kw.

WKTU, New York.—Granted additional time for expansion of CP to operate 100 kw.

WFEA, New York.—Granted additional time for expansion of CP to operate 250 kw.

WUOT, Knoxville, Tenn.—Granted additional time for expansion of CP to operate 100 kw.

KSLV, Las Vegas.—Authorized to operate on 250 kw.

KDFP, Lake Charles, La.—Authorized to operate on 100 kw.

KSFJ, Lubbock, Texas.—Authorized to operate on 100 kw.

WAVX, Richmond, Va.—Authorized to operate on 100 kw.

WJAF, Cleveland.—Authorized to operate on 100 kw.

WCFG, Costa Mesa, Calif.—Granted additional time to file application for license.

WSXY, Silver Spring, Md.—Granted additional time to file application for license.

KFBI, Abilene, Kan.—Application for additional time for hearing, was withdrawn at request of applicant, without prejudice.

Examiners’ Reports . . .

WBBN, Chicago.—Chief Examiner Yost recommended (Report 410, Dockets 1718, 1719 and 1734) that application for CP to install new equipment, for modification of license, be granted from Erie Dispatch-Herald Broadcasting Corp. to Erie Broadcasting Corp. and for renewal of license be granted.

KQV, Pittsburgh, and WSMR, Dayton, O.—Chief Examiner Yost recommended (Report 410, Dockets 1715, 1716, 1719 and 1735) that application for CP for KQV for unlimited time at 1380 kw. with 200 kw. power be granted and license be renewed.

KELX, Burbank, Calif., and KTM, Los Angeles.—Chief Examiner Yost recommended (Report 410, Dockets 1719 and 1735) that applications for KELX and KTM, each for unlimited time on 1380 kw. be granted.

WNNX, Yankton, S. D., and KGDA, Mitchell, S. D.—Examiner Yost recommended (Report 410, Dockets 1717, 1718 and 1735) that application for WNNX for CP to increase D. power be denied as it would require elimination of competitive features of KSMT at Mitchell for unlimited time on 780 kw.

WNNX, Yankton, S. D., and KGDA, Mitchell, S. D.—Examiner Yost recommended (Report 410, Dockets 1717, 1718 and 1735) that application for WNNX for CP to increase D. power be denied as it would require elimination of competitive features of KSMT at Mitchell for unlimited time on 780 kw.

S. W. System Now Nine

FORMAL announcement was made by Howard W. Davis, commercial manager of Southwest Broadcasting Co., of the purchase of KNOW, Austin, Tex., 100-watt station operated by Mutual Broadcasting System, bringing the Southwest Broadcasting Company’s roster up to nine stations. Complete new equipment will be installed.

Washington Visitors

A. J. McCooker, WQR, Newark, N. J.
I. A. Benson, WIL, St. Louis
J. Leslie Fox, WSM, Nashville, Tenn.
K. O. Smith, WDBO, Orlando, Fla.
Levering Tyson, National Advisory Council on Radio in Education, New York
Frank M. Haring, President of New Ohio Broadcasting Company
G. G. Cummings, WOAL, San Antonio, Tex.
Tom West, President of WBZ, Boston, Mass.
John W. Elwood, NBC, New York
E. J. Park, XECA, Minneapolis
T. E. Sharp, KFSD, San Diego, Calif.
James R. Carleton, WOFD, Dallas
H. E. Kluge, National Broadcasting Co.
Edward Falter, WMBR, Atlanta, Ga.
J. M. Cadwell and C. A. Sparks, Goodrich, Kansas
Geor. S. Weller, Knoxville, Tenn.
W. K. Henderson, KWKB and KWWE, El Paso, Texas
J. D. Carpenter, WKFB, Indianapolis, Ind.
J. W. Allen, WMBR, Brooklyn, N. Y.
Frank Falknor, Doolittle & Falknor, Washington
*A register of visitors at the offices of the Federal Radio Commission, the Association of Broadcasters, and Broadcasters, September 12-14.

Trade Editors Optimistic

(From the NEW YORK SUN)

EDITORS of trade and industrial magazines, usually hard to convince, are beginning to report that there are indications of a slight, if not substantial, betterment in the lines of business represented by their publications.

The trade paper men, in outlining conditions to the Associated Business Papers, Inc., of New York, especially stress the improvement in the advertising market, which, they say, has become noticeable during the first half of this month.

As an indicator the Associated Press reports the publishers pointing out the down swing in advertising has been definitely checked. Several magazines in the general and business fields, they say, have indicated that fall and winter activities are expected to reach at least the level of a year ago.

Retail advertising was said to have made the best showing during the previous quarter, with an advance of per cent of its four-year average. This was believed to have reflected the aggressive advertising of special sales in various cities, sales which in many cases were termed "highly successful."
CLASSIFIED ADVERTISEMENTS

Classified advertisements in Broadcasting cost 1c per word for each insertion. Cash must accompany order. Forms close 28th and 13th of month preceding issue.

Situations Wanted

Young lady holding first class radiotelephone license desires position in Broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 40, Broadcasting.


Fully experienced radio engineer and operator desires position with broadcast station. 10 years' commercial operating. Former signal corp instructor. Finest references. Box 54, Broadcasting.


Wanted Equipment

Wanted immediately used condenser or dynamic microphones, speech input system or amplifier, level indicator, jack. Also other broadcasting equipment. Must be bargain and guaranteed. CHGS, Summerside, P. E. I., Canada.

SPAIN has promulgated a regulation which prohibits anyone from performing before a broadcast microphone unless he has paid his listening fee and has owned a receiver for more than three months.

A CLASSIFIED AD WILL DO THE JOB

HELP WANTED

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in Broadcasting.

WANTED TO BUY

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

FOR SALE

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

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in Broadcasting.

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

David Sarnoff


With broadcasting's first faint rise, Mr. Sarnoff saw the opportunity for development of a new service and a new industry. The industry was described as a "novelty" manufacturing business, and broadcasting, judging from the early programs, was considered a passing fancy. Through his efforts, the first cabinet radio sets were introduced in 1925, and he was instrumental in the creation of NBC as a permanent broadcasting service, to provide improved programs and national coverage and to brighten the market for receiving sets in which RCA was directly interested through patent mobilization. Through his offices, also, NBC invaded the talking movies and vaudeville and motion pictures. He also negotiated the merger of RCA with the Victor Talking Machine Co. He is confident that additional important public services will come from continued experimentation and has his eyes fixed on television.

Mr. Sarnoff's academic education was restricted to the New York public schools and to a special engineering course at Pratt Institute, New York. He holds an honorary degree of Doctor of Science conferred by St. Louis University in 1927. His business associations include membership in the Radio Manufacturers Association, member of the honorary national commerce committee of the National Better Business Bureau, and a director of the Motion Picture Producers & Distributors of America. In addition he is a member of the council of New York University, the Council on Adult Education for the Foreign born, the National Society for Electrical Development, the American Institute of Electrical Engineers, the Electrical Manufacturers' Club, the Pan American Society, and of the National Institute of Social Sciences. He is an honorary member of the Radio Club of America, and a fellow of the Institute of Radio Engineers. He is also a member of the Homestead Club of New York, the India House, the Lotos Club and the Shore Country Club.

The Other Fellow's Viewpoint...

Longer Antennas

To the Editor of Broadcasting: I was interested in noting the article on WEVD's new antenna, on Page 11 of the September 15 issue of Broadcasting. In the first paragraph the statement is made that this station has the longest transmission line in the world. I have not personally visited all of the broadcasting transmitters in the United States, although I have visited a good many of the colleges and universities. I have been on more than one occasion on the campus of the Washington State College at Pullman, Washington, and have figured showing that their transmission line is 1200 feet long. It is evident therefore that at least one station in the United States has a longer transmission line than does WEVD. I will be interested to see whether or not other stations can show a greater length than this. I am wondering whether or not the records could not verify the facts on transmission line lengths.

I am sending a copy of this letter to Dr. H. V. Carpenter, Dean of the College of Engineering of the State College of Washington, Pullman, Washington, who is technical director of station KWSU and is quite prominent in radio engineering research and invention.

Tracy F. Tyler, Secretary and Research Director National Committee on Education by Radio


Commission 1934 Budget

A BUDGET of $889,000 for the fiscal year 1934, which begins next July 1, was asked by the Radio Commission in a conference with the Bureau of the Budget on Sept. 26. The figure compares with $856,000 available to the Commission for the current fiscal year, which represents the money available after the 8 1/3 per cent reduction ordered by Congress under the Economy Bill. Both figures include appropriations for the Commission's Division of Field Operations, formerly the Radio Division of the Department of Commerce.

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BROADCASTING • October 1, 1932

Page 30
KMOX

KEY STATION OF THE MISSISSIPPI VALLEY

ST. LOUIS • 50,000 watts

KMOX

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

KMOX

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

KMOX

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

KMOX

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

Radio Station KMOX

The mail for Teaberry Sports Reporter seems to grow from month to month. The 1602 letters received during July, 1932, come from 25 states and from Canada.

People are not inclined to write letters these warm Summer days, yet this mail is large enough to indicate that our programs are reaching a large listening audience throughout the country with their messages of Teaberry gum. We consider these mail returns especially good in view of the fact that we are offering an old program of the world’s series baseball games of 1931 and the listener must pay six cents for postage.

As stated in a previous letter, our primary reason for using KMOX was to reach the people of St. Louis and the nearby trading territory within 150 miles. These returns from states other than Missouri and Illinois indicate that we have a large listening audience elsewhere for the Teaberry Sports Reporter.

Yours very truly,

EDWARD M. POWER CO., INC.,
EDWARD M. POWER, JR.,
President.

THE VOICE OF ST. LOUIS, INC.

OPERATING KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

BROADCASTING

October 1, 1932

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

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM
A high-fidelity audio system

Type 44-A Velocity Microphones
plus
Type 41-A Microphone Amplifier

Type 41-A Microphone Amplifier (Door removed)

Development of the Velocity Microphone promises to greatly accelerate the trend toward higher broadcast quality. Advertisers and advertising agencies, as well as broadcast station owners and engineers, have become much interested in the increased fidelity these microphones make possible. As a result many stations are planning new high-quality audio systems using Velocity Microphones exclusively. Such systems require a microphone amplifier of equal quality. Engineers of the RCA Victor Company have developed the Type 41-A Amplifier for the purpose. Incorporating such new features as automobile-type tubes to prevent microphonics, heater-cathodes to facilitate use of rectified a.c., and the use of a screen-grid tube in the first stage to give high amplification, this amplifier represents the latest advance in speech amplification. Designed to harmonize in appearance with other standard units it may be used with present high-quality installations and Velocity Microphones to form an audio system capable of heretofore unapproached fidelity. Engineers planning new audio installation may make sure of obtaining Bulletin No. 25 describing this amplifier by writing the nearest address. It will be sent at once.

TRANSMITTER SECTION

RCA Victor Company, Inc.
CAMDEN, N. J.
"RADIO HEADQUARTERS"

New York: 153 E. 24th St.
Chicago: 111 N. Canal St.

Dallas: Santa Fe Bldg.
San Francisco: 235 Montgomery St.

www.americanradiohistory.com