WHY ELECTRICAL TRANSCRIPTION?

Because you can merchandise your broadcasting schedules in the same way that you merchandise other advertising.

Because your program is a material asset, available to put on the air anywhere at any time.

Because you can control the time of your broadcast to reach the biggest audience.

Because it is economical to concentrate in sales territories.

Because Western Electric Wide Range Noiseless Recording (available only through World Broadcasting System) insures perfect radio production.

World Broadcasting System, Inc.
World Broadcasting Building
50 West 57th St, New York

179 King St., W., Toronto • 1040 North Las Palmas Ave., Hollywood, California
Production Studios: New York, Chicago, Hollywood

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
Beech-Nut uses the WLW Field Merchandising Service

WHEN Beech-Nut placed its five-night-a-week program for broadcasting over WLW—the Nation's Station—the Field Merchandising Service swung into prompt action. Field calls were made on grocery and confectionery wholesalers over a wide territory. Window streamers were placed in store windows. The radio program was thoroughly explained to proprietors of retail stores and their clerks. Dayton, Louisville, Cincinnati, Columbus and Indianapolis grocery chains were contacted and much special display cooperation obtained. Fourteen automobiles operated by the WLW Field Merchandising Service accomplished these most satisfactory results with the utmost dispatch. District managers of this client write enthusiastically about the help given them by the WLW Field Merchandising men. Write for the 72-page portfolio and full details of our plan.

The well known "Chandu" program was the feature of the highly successful Beech-Nut five-night-a-week program over WLW, the Nation's Station

Near the center of the Dial Near the center of Population

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., President

CINCINNATI
THAT BOSTON SURVEY!
Let's see what it really shows...

DAY-TIME HOURS, 9:00 A.M. to 7:00 P.M.
Four stations divide listener popularity almost equally, the approximate percentages being 27, 25, 23, and 21. Other stations account for the remaining 4%.

EVENING HOURS, 7:00 P.M. to 10:00 P.M.
WBZ leads all others with an approximate listener popularity of 33%, or practically one-third of the total Metropolitan Boston evening audience.

Westinghouse
WBZ

OTHER WESTINGHOUSE STATIONS
WBZA Springfield, Mass.
KDKA Pittsburgh, Pa.
KYW Chicago, Ill.

* A survey of 12,404 telephone interviews in Metropolitan Boston, tabulated and authenticated by Walter Mann & Staff, according to a recent advertisement in Broadcasting.
Nothing Succeeds Like Success

DURING OUR FIRST YEAR

Which ended with our October 1 issue

161 FIRMS PLACED
179,408 LINES OF PAID ADVERTISING

In the Columns of

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

IT IS SIGNIFICANT

that the following advertising agencies have selected BROADCASTING as a profitable medium for their clients:

N. W. Ayer & Son, Inc.
Buchanan-Thomas Advertising Co.
Cockfield-Brown & Co.
David, Inc.
Empire Advertising Service
Harold D. Frazee & Co.
Harry M. Frost Co., Inc.
Fuller & Smith & Ross, Inc.
Joseph Green, Inc.
Hoyt, Martin & Massey, Inc.
Husband & Thomas Co., Inc.
H. E. Lesan Co.

Austin C. Lescaboura & Staff
Lord & Thomas
Mace Advertising Agency
Marshall and Pratt, Inc.
Millar Advertising Agency, Inc.
Newell-Emmett Co., Inc.
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Proctor & Collier Co., Inc.
R. W. Sayre Co.
Smith-Patterson-Allen, Inc.
C. C. Winstead, Inc.
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A Partial List of Advertisers
Who Have Used BROADCASTING

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Air Law Institute
Bowen, Scott Howe, Inc.
Century Co., The
Clearman, W. J.
Consolidated Press
Craven, T. A. M.
DeForest Radio Co.
Doolittle & Falknor
Felix, Edgar H.
Graybar Electric Co.
General Radio Co.
Harper & Brothers
Jacobs, Chas. F.
Jansky & Bailey
Littelfuse Laboratories
Mahone, George
McNary, J. C.
National Association of Broadcasters
National Radio Equipment Exhibition
NBC Artists Service
Postal Telegraph
RCA Communications, Inc.
RCA Victor Co., Inc.
Radio Research Co.
Sears, A. T. & Son, Inc.
Union Mutual Life Co. of Iowa
United States Gypsum Co.
Universal Microphone Co., Ltd.
Western Electric
Western Electric Engineering Co., Inc.
Wiley, John & Sons, Inc.
World Broadcasting System

Shepard Broadcasting Service, Inc.
(Yankee Network—11 Stations)

Don Lee Broadcasting System

(8 Stations)

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BROADCASTING • October 15, 19
Making Retail Radio Advertising Produce

By KENNETH COLLINS
Executive Vice-President

ADVERTISING has failed to produce for most retailers. That's not the fault of the medium. It's because of the stupidity of the retailers. Stores have repeatedly bought radio time with no notion of what they could do with it and have put on different broadcasts for a period of a few weeks or months—and then,ailing to get their money's worth, have loudly complained about the inefficiencies of this form of advertising.

Anyone with any sense about human beings realizes that the radio is a sensitive, unusual type of advertising vehicle and cannot be handled in any stereotyped manner. The people who do the broadcasting are strangers to the public when they begin. Most of them are without advertised or known names. It takes time for a listening audience to begin to know them. It's like developing a friendship. You can't turn a casual acquaintance into a real friendship in two or three weeks. It takes months and sometimes years.

Similarly you can't learn to know the radio broadcasters personally. But here is the astonishing thing. The minute they do begin to occupy a place in the estimation of those who are listening, similar to the place occupied by friends, their hold on the public becomes more intense and more vital than that of the writer who has to translate his or her thoughts through some other medium.

Success Came Gradually

NOT KNOWING this, the first three or four months we used radio broadcasting at Macy's, we floundered around badly. Quite honestly, if we had not had a share in the ownership of Station WOR, we probably would have abandoned this form of advertising. But we did feel compelled to go on. And little by little we began to discover that those people who were doing our broadcasting were gaining a large listening audience. We didn't guess at this. We found it out by the increase in mail and better still, by the increase in tangible sales results. So tangible it was, in fact, that today we spend somewhere in the neighborhood of 10 per cent of our so-called "space" dollar appropriation, for the radio—and may increase this amount.

Personal Approach Necessary

I THINK we have been most successful in those practical advertising methods which pre-suppose an intimate relationship between the person broadcasting and the person listening. We try to let them into secrets, so to speak. We announce sales events in advance. We offer limited lots of merchandise at attractive prices, which are to be advertised in no other way. We let them feel that this is a sort of exclusive message we are giving them.

When the reverse of this method is used, we have found that it fails. I suppose it is obvious why it should fail. People listening to radio broadcasting are not sitting in large halls assembled in a sort of convention. They are listening one by one, at individual radio sets, and expect to be treated in a friendly, personal manner. Where the broadcaster, other than those concerned with exceptionally dramatic programs such as The March of Time, forgets his close, intimate relationship, he makes a fool of himself and of radio technique.

Still Experimenting

At first we felt that the radio could only be used profitably by one who had the sale of specific merchandise, in the manner mentioned above. But finding that this was growing in its importance, and getting additional hints that the human touch was more and more appreciated by radio listeners, we began experimenting (and we are still experimenting), with evening broadcasts of an institutional character.

Now, institutional advertising is, per se, that kind which attempts to dramatize or make more clear those facts about any business organization which differentiate it from any other. There are, of course, countless ways in which these unique features can be told to people. We have felt that about 99 per cent of radio advertisers were telling them in the dullest, most pompous fashion possible. The chest tones of most manufacturers drown out all semblance of good advertising. No one in very much business concern except the owner of the business and his much-frightened employees. This is especially true when the product is a cough drop, a cigarette, or some other relatively trivial article which should never be regarded with great dignity and veneration.

Unique Facts Stressed

Accordingly, we listed certain facts about our particular business which are unique—the fact that we buy and sell for cash, the fact that we are now probably the largest store in the world, the fact that we are exceedingly crowded, etc., and attempted to broadcast these in some human-interest fashion. We adopted the WOR Minstrels and had the temerity to allow them to poke fun at these sacred cows of the business. The colored boys are always trying to take out charge accounts. They are always getting lost in the crowd, thinking they are at the Pennsylvania Station—though, with

(Continued on page 25)
Brinkley's XER is Authorized To Use 500,000 Watts Power

Mexican Action Threatens Serious Interference; Protest Is Filed With State Department

PORTENDING serious interference to at least a half dozen clear channel stations in the United States and several in Canada, the Mexican government has authorized XER, at Villa Acuna, across the Rio Grand River from Del Rio, Texas, to increase its power from 75 to 500 kw., which will make it the most powerful station in the world. Simultaneously, XER was granted the right to operate alternately on the mid-channels of 735 and 655 kw., both between clear channels used by American and Canadian stations.

In the case of the first, obtained exclusively by BROADCASTING, was immediately communicated to the U. S. stations principally involved on Oct. 7. Reperussions came at once, and on Oct. 8 a formal protest was filed with Secretary of State Dr. Henry L. Stimson through the NAB. The communication, bearing the signature of Philip G. Loucks, NAB managing editor, was delivered at the State Department by Arthur W. Scharfeld, radio attorney representing several of the stations which are to be damaged if the station increased its power to 500 kw.

Revealed by Diplomat

OFFICIAL advice telling of the grants were transmitted to the State Department by Reuben Clark, American Ambassador at Mexico City, BROADCASTING learned. While the authorizations were given a Mexican corporation operating the station, it is generally believed that Dr. John R. Brinkley, of Milford, Kan., former operator of KFKB (now KFBI), controls the station through a special Mexican corporation and that he was behind the move for the tremendous increase in power.

Dr. Brinkley, who was ruled from the air by the Radio Commission more than a year ago because of causeable interference which, while the authorizations were given a Mexican corporation operating the station, it is generally believed that Dr. John R. Brinkley, of Milford, Kan., former operator of KFKB (now KFBI), controls the station through a special Mexican corporation and that he was behind the move for the tremendous increase in power.

The protest requested the Department to take whatever steps are necessary to maintain the station quo with respect to the alignment of frequencies, increases in power and new construction of stations. The protest went so far as not to prejudice a future solution of the problem. It pointed out that matters under consideration at the Inter-American Conference in progress at Madrid should furnish the basis of the solution.

Conference Asked

"THE CONSTRUCTION and operation of this station with such super-power will destroy the effective service to the public now being rendered by many stations of all classifications licensed by the United States Government," the letter said. In an immediate conference with State Department officials, at which an NAB committee presented its case orally, was held Oct. 14. The NAB Committee consisted of Frank M. Russell, NBC Washington vice president, H. C. Butcher, CBS Washington director, and Messrs. Loucks and Scharfeld.

Since last December, XER has been operating at 75 kw., a licensed power of 75 kw. The station is heard over a wide area of the country and has already caused serious interference with stations on adjacent channels. Only 5 kilocycles has it set aside from WSB, Atlanta, operating 540 with 5 kw., and from CKAC, on 730 with 5 kw. At various times, other stations on neighboring waves have suffered blanketing effects.

Greater Interference Seen

WITH 500 kw., and operating on 655 kw. as well as 735 kw., even more serious interference will occur. On 660 kw., the only 2 kilocycles away from the new mid-channel assigned XER, is WEAF, key of the Red network in New York. Five kilocycles away on 650 kw. is WSM, Nashville. Both of these stations use 5 kw.

Mr. Charlesworth

WITH the appointment of H. Charlesworth, dramatic critic and editor, as chairman of the Radio Commission, which will nationalize broadcasting in Canada, the Dominion government is redoubling its effort to collect the $2 annual license fee on receiving sets.

Mr. Charlesworth for many years has been editor of the Toronto Saturday Night. The other two commissioners appointed are Thomas Maher, of Quebec, an editor, and Lieut. Col. W. A. Steel, of Ottawa, a government radio engineer. The Commission will be assisted by Gladstone Murray, Canadian-born vice president of the British Broadcasting Corp.

The Canadian radio law makes it compulsory for listeners to have licenses. Hitherto, without power, it is now being enforced through local dealers, who can sell the licenses to new set buyers and earn a commission of 15 cents of the transaction. Service men also are required to see licenses when repairing sets. The penalty for failure to have a license is $50 or three month's in prison.

Solution of Continental Wave Tangle Urged As Mexico Grants Super Power

Treaty of North American Nations Held Essential; Mexican Stations Built to Cater to U. S. Advertisers, Lawyer Says

By ARTHUR W. SCHARFELD*

DEVELOPMENTS within the past week bring us face to face with the problem of the Mexican interference. Official press communications published in many of the country's newspapers last Friday stated that the broadcasting service is again exercising its sovereign rights and authorizing the use of frequencies by stations located just across the Rio Grande. In this particular instance the power to be used is 500,000 watts—more than any other licensed broadcast station in the world—and the frequency selected is situated between two United States clear channel stations whose service will be practically ruined if and when the new station is constructed and put in operation.

The absence of any treaty or agreement to prevent such a situation has placed broadcasters in this country in a helpless condition so far as appealing for relief is concerned. The Radio Commission obviously has no power to control or prescribe restrictions for broadcasting stations located on foreign soil. The most that it can do is make regulations under Sec. 4 of the Radio Act of 1927 for the prevention of interference between domestic stations. Moreover, when its attention is called to external conditions causing havoc with the broadcasting structure which it has set up after several years of arduous effort, it can only submit the information to the Secretary of State for such action as he may deem proper or necessary. This has usually meant nothing more.

KSO to Des Moines

REMOVAL of KSO from Clarinda, to Des Moines, Ia., has been authorized by the Radio Commission. The effort is to relieve trouble at Des Moines Register & Tribune station for a service to a far greater population than at Clarinda. The Commission still is awaiting the reports of WMT, Waterloo, for authority to remove to Des Moines WMT is a regional station.

WAPI Buys WDXD

WDXD, Mobile, Ala., has been purchased by the interests operating WAPI, Birmingham, headed by W. O. Pape, president.

www.americanradiohistory.com
Some Practical Facts About Transcriptions

By J. R. POPPELE
Chief Engineer, WOR, Newark, N. J.

Manufacture of Modern Disks Explains Why They Are Equal to Studio Broadcasts in Fidelity of Tone

In the first place, let me say this has been done before and is not new. They are as old as broadcasting. In fact, many of the old broadcast programs consisted largely of phonographic records and piano rolls. But on the other hand, with electrical transcriptions, we are not progressing back to those days.

There has been much talk pro and con recently about transcriptions in comparison with studio broadcasts, but few persons outside the disk manufacturing field are familiar with the painstaking process followed in making electrically transcribed programs. WOR, along with other large independent stations, is well pleased with the excellence of recorded programs. Mr. Poppele in this article goes into considerable detail to convince the skeptical that there is a wide difference between the modern disk and the old phonograph record. He contends that much of the dwindling opposition to disks is based on sheer prejudice rather than facts.

A few words about the phonograph record: in the early days it was a talking machine. The needle, a diaphragm, and an amplifier made the earliest phonographs both simple and primitive. It was not until the early 1920's that the like of the modern disk record was developed.

Now we have the disk record. The disk is nothing more than a phonograph record which is cut at a higher speed and with smaller needles. As a result, the tone of the disk is more lifelike. The speed of the modern phonograph is 33⅓ revolutions per minute. The disk has 78 revolutions per minute.

The disk has several advantages over the phonograph record. One is its size. The phonograph record is 12 inches in diameter; the disk record is 10 inches. Another advantage is the cost. A phonograph record costs about $1.50 for 3 minutes of music; a disk record costs about $1.00 for 10 minutes of music.

The disk is more compact than the phonograph record. It is more portable and less expensive. It is also more durable. A phonograph record is made of wax and is easily scratched. A disk is made of tin foil and is much less likely to be scratched.

The disk is also more versatile. It can be cut at different speeds and with different needles. This gives it a wider range of expression than the phonograph record.

Disk records have been shown to be superior to phonograph records in many respects. They have a higher fidelity than phonograph records. They also have a better bass response and a wider range of volume. They are less likely to be scratched and are more durable. They are also more portable and less expensive than phonograph records.

The disk is now used by almost all record companies. It has replaced the phonograph record as the standard of excellence in the recording industry.

The disk is not new. It has been around since the early 1920's. It is now used by almost all record companies. It has replaced the phonograph record as the standard of excellence in the recording industry.

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Radio Again Sells Sponsor's Product: Lots in Cemetery

Sales Talk Clothed in Music On Unique Program

By CHESTA HOLT FULMER Staff, WGST, Atlanta

IF ANYONE doubts the effectiveness of radio advertising and wonders whether or not his individual interests would be furthered through that channel, WGST, Atlanta, points with pride to its most unusual commercial program, and probably its most effective.

When Westview Cemetery, of Atlanta, decided to broadcast, it must be admitted that the planning of the program and the writing of the continuity was approached with some trepidation. We realized that we could not make a "soap story", and we also realized that if we handled the subject too lightly or in too business-like manner we would bring down a storm of abuse for so handling a sacred subject. And so we made this program an exception to our usual program being built around "sweet" numbers of Victor Herbert and composers of simple discussion of the theme of dissatisfaction. It was as fair as one could.

Music Paved Way

PROBABLY our very feeling of danger impelled us to go very slowly and very carefully in the building of this program which, despite our misgivings, was effectively presented.

We chose as a theme song, "Ah, Sweet Mystery of Life" and used an orchestra of strings and wood winds, the whole program being built around "sweet" numbers of Victor Herbert and composers of simple discussion of the theme of dissatisfaction. After the poem, a pause and then, "This program, ladies and gentlemen, is a tribute to beautiful Westview Cemetery".

Instantly the orchestra would swing into some number chosen because of general favoritism.

We held the audience at first through the merit of beautiful music. Before any sort of talking was attempted, a very fine program of music was introduced musically and her numbers, too, were chosen from the best loved of the light operas. Then our first talking—"the beauty of Westview Cemetery".

The continuity was written to flow gently and smoothly, a simple discussion of the beauty of Westview and an invitation to drive through at anytime and enjoy the beauty of the place. Short, simple, almost casual. Still to the background of the theme. Then, again the minutes of halting music, then, before sign-off, the sales talk handled in Oh-so-careful a manner.

The theme of the talk was that every man loves his family, that he applies for insurance, that he makes a will and then appoints an able executor for that will. And then we suggest that, before the time of need, he take his family in his car, and ** as he would select a home, knowing that the need is inevitable, purchase a suitable lot residing place. We allowed a bit of sentiment to creep in, but we were not sad or funeral-like in our handling of the subject.

Evidently we struck the right note for the program did sell cemetery lots and ran for three months. And if radio can sell cemetery lots, we maintain that radio can sell anything, provided it is handled in the proper manner.

Ten "Outlaw" Stations Are to be Prosecuted

CRIMINAL prosecutions of ten "outlaw" commercial broadcasting stations throughout the country discovered by the Radio Commission's division of field operations will be undertaken shortly by the Department of Justice at the suggestion of the Commission. The stations, which are alleged to be operating without Federal authority, have been under surveillance for many months. They have procured by radio inspectors and supervisors has been turned over to the Justice Department for the preparation of cases.

While the locations and identities of these stations were not divulged, it was learned that they are mainly of low power, and are understood to be in the west, with the balance in the east and south. The cases, once the "whips" is whipped into legal shape, will be prosecuted in the federal courts in the jurisdictions in which the stations are located. Commission personnel probably will be called as expert witnesses.

Since the first successful prosecution in St. Louis several years ago, the Commission, through the Department of Justice, has instituted a half-dozen cases against illegal broadcasting stations. In addition numerous instances of illegal operation of these stations has come to light, and have been prosecuted, and it is understood that more than 100 such stations now are being investigated.

we are concerned. Each of them do numbers in their own style.

To pick a "picture stealer" among them would be to call down the wrath of individual fans—of which there is no worst. Personally, we thought Cab Calloway "stole the show." That perhaps is because he has appeared to be an orchestra leader first and always. Instead, he is an entertainer, singing a distinctive personality that almost burns up the screen.

Kate Smith, whose voice has caused many a tear to well up and a smile to break, shows us why the movies have grabbed her up for a starring picture. The Movies Mourn has always a tear and one car almost—but not quite—detect the secret of their orchestral imitations. The Boswell Sisters, too, are even more beautiful than their voices sound. Donald Novis, with that grand voice of his, got Hollywood. His acting, a story in itself, is so good a favorite and a favorite here and should, from what we hear, be & national figure now. When you see him, you realize why big things are coming his way right now.

you think Vincent Lopes has just a radio orchestra, you are doomed to surprise when, late in the picture, he bursts forth in one of his orchestral numbers. His imitations on the screen—or stage. And added to all these is Arthur Tracy the Street Singer. That gregarious Tracy is a voice of his should delight the ear not only of the music-wise but the laymen fans, as well.

All in all, it is grand entertainment.

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BROADCASTING • October 15, 1932

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"The Big Broadcast" Reveals New Talents Among Leading Personalities of the Microphone

By DAVE KEENE

"The Big Broadcast" boasts 15 radio stars. There are Bing Crosby, Kate Smith, the four Mills Brothers, the three Boswell Sisters, Cab Calloway, Vincent Lopez, Red Gracie, Allen, Arthur Tracy (the Street Singer) and Donald Novis.

Crosby is one of three central characters around whom the plot centers. He plays under his own name—Bing Crosby, a radio star. He demonstrates quite effectively that, should that golden voice of his ever lose its appeal, he can make an excellent living as a screen actor.

Burns and Allen

WITH HIM, as central characters, are Stuart Erwin (who does some crooning as only Erwin fans can imagine him doing), Leila Hyams (as the girl in the case) and Sharon Lynne, as Bing's "weakness" in the picture.

Through the story runs George Burns and Grace Allen—Burns and Allen to you—as owner and stenographer at a radio station. Their humor adds a new and popular touch to the picture. A preview audience howled the minute Gracie's voice came sputtering through the office telephone, and they kept howling as she continued her "dumb" cracks throughout the picture.

But it is with the radio personalities who appear as the co-workers with Erwin and Crosby that
Society Offers Press Special Rates
Politics Over All Stations Exempted From Royalty Fees;
Meeting Called to Organize New Association

By SOL TAISHOFF

OPENLY favoring newspaper-owned broadcasting stations, E. H. Mills, managing editor of the American Society of Composers, Authors, and Publishers, has offered them music on special rates on which the royalty percentage basis is reduced sharply and sustaining fees cut in half.

In a letter offered to 35 stations in recognition of its "substantial contributions to the promotion of the art and interest in the development of composers, songwriters, and publishers," Mr. Mills has offered them music for the following reasons:

added, however, that such refunds will be made with the distinct understanding that if at the time the sale was made the political party or candidate who purchased this time was charged an additional political license fee "amount thereof shall be refunded by the station."

Mr. Mills said that this action was the result of the belief that "substantial public service is rendered to the nation by political candidates in their discussion of radio and government problems, and that the Society desires to support "in every consistent manner the discussion of political questions and to contribute our bit toward the service of the people."

More than 100 stations owned or operated by newspapers have been invited to the Chicago, Oct. 20, meeting. The invitation is understood to apply to all stations, whether or not a new contract is signed. The inviation also is understood to apply also to all new stations, unless similar treatment is accorded all broadcasters. Many stations have decided to, as a result, to order ASCAP for the 3 per cent royalty for the first year of the three-year 3-4-5 per cent ASCAP music contract, as it is charged that the tax by the stations would in a number of cases be almost ruinous.

Mr. Mills and Mr. Mills will continue their negotiations, which have centered around the percentage levy for all stations on time in which ASCAP music is used, on Oct. 3, but Mr. Schuette found on arriving in New York that the NAB has presented in its met at a time that the station was leaving the city. He was to confer with the ASCAP official again beginning Oct. 15.

Some Papers Bulk

SEVERAL industrial newspapers, it is known, will accept the proposed newspaper-contract in the way it has been offered, fearing that it will undermine the law and that the practice of an attempt by ASCAP to split broadcasting ranks. While the view naturally is prevalent that no station can be blamed for making the possible deal, some non-newspaper stations have expressed resentment toward the implications of the move and are delaying the signing of their contracts.

Mr. Schuette, broadcasting, Mr. Schuette, a former president of the NAB, and now a member of its board, declared that the proposed new organization is not intended in any way to affect the station of those stations who already are members of the NAB. "Nor is it the organization planned in opposition to NAB or any other radio interest," he said.

"This group holds the same story to other broadcasting stations as the '100,000 group' of American newspapers dealt with by the Authors and Publishers Association. There are certain problems which the newspaper-owned stations may not affect other radio stations, or if they do affect them, at least not in the same way.

Non-Newspaper Views

"THERE is no snip or any other feeling of that kind involved. Any station which is owned or controlled by a newspaper will be included in the plan, but stations which do not affect other radio stations, or if they do affect them, at least not in the same way.

Non-Newspaper Views

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Two Stations Lose Permits, Two Gain
WPSC and WMRJ are Deleted; Goelet Gets His License

AN EVEN balance of the broadcasting station roster is being maintained—more or less—by the Radio Commission, with the ordered deletion of two stations and the licensing of two new outlets during its recent meeting.

For violation of regulations and failure to operate in the public interest, WPSC, State College, Pa., operated by Pennsylvania State College, and WMRJ, Jamaica, N. Y., were denied renewal of their licenses Sept. 30. Granted was renewal of WDBR, Goshen, N. Y., for a new 50-watt station there to operate during the weekdays and to use a portion of the facilities ordered vacated by WMRJ. The Commission also granted the application of Cannon System, Ltd., Glendale, Cal., for a new local, KIEV, on 850 kc., with 100 watts, daytime.

Goelet, president of Robert Goelet, New York banker, will operate his station only eight hours a week on Saturdays and Sundays, resting every other day. The station has been operated one-fourth time with 100 watts, and although the Goelet application sought only a portion of WPSC's time, the Commission sustained the findings of Chief Examiner Yost that WMRJ be deleted. The action was effective Oct. 10. Mr. Goelet began his new station quest last May. He was represented by B. M. Webster, Jr. of New York attorneys, and Paul M. Segal and George S. Smith, of Washington.

WPSC was denied renewal of license to operate on 1230 kc., 500 watts, specified hours, by default. It also was ordered to cease operation during one day was achieved by the Newton Coal Co., Philadelphia, which paid for five hours on WCAU. Following is an explanation of the occasion of the dedication of that station's new 50 kw. transmitter Oct. 2. F. Wallis Armstrong Co., Philadelphia, won the agency handling the account.

Between 10:15 a.m. and midnight, WPSC operated for 50 hours—seven programs of a total of 18 leading Philadelphia radio stations. The united idea was to test these broadcasting facilities. At the opening and close of each period, the Newton Coal announcer was interrupted with the playing of trumpets and cheering of crowds. During the entire five hours of broadcasting, only 10 short announcements about the company's products were made.

PEPPYS ON THE AIR
Dapper Dan on WFAA is Novel 5-Minute Household Period

OUR OLD friend, the five-minute period, has been given a new dress or, to be more specific, a new suit of clothes. The Morten Mining Company was faced with the problem of introducing a commodity, a quick biscuit flour in competition with an established, nationally-advertised product. Roy Henderson, of the staff of the Morten advertising, was consulted. He said, "the right thing to the right people at the right time and in the right way." He imagined a character, Dapper Dan, a modern Samuel Pepys—an epicurean and a gentleman who knows his appetites, especially as related to the sponsor's product.

This character was chosen to interest dietitians representing $2,080. Dapper Dan sat at a table at 11:25 a.m. Dapper Dan is a sort of an intimate news gatherer with a perpetual surveyor of information on food and food uses (not the out-and-dried menu or recipe stuff that has been done to death).

The program was presented by a special theme, words and music, the program is selling quick biscuit flour and isn't costing the advertiser a fight barrel of money.

1,106 Transmitters Purchased in 1931

BROADCASTERS in 1931 purchased 1,106 associated equipment, 6,562 transmitting tubes and 10,225 microphones, according to the census of equipment for that year just issued by the U. S. Census Bureau. The f. o. b. factory prices for the transmitters aggregated $2,400, for the tubes $1,410,188 and for the microphones $187,035. These totals include the relatively small percentage of equipment on the job market.

The census, taken biennially, is chiefly significant in that it comparing the radio and phonograph industries for the first time as phonographs are now being produced primarily by radio concerns. It shows 214 factories employing 73,797 wage earners and a payroll of $35,061,461.

Most of the 1931 radio and related equipment production, which aggregated $194,313,602 in value at factory prices, represented receiving sets. Last year's sets valued at $115,241,421 and 73,603 radio-phonograph combinations valued at $6,310,442 and only 48,276 phonographs at $766,074 were produced. About 50,000,000 receiving sets valued at about $27,000,000 were also produced, as were about 50,000 battery-operated receivers.

The 1931 production figures, the census shows, fell off from the $476,041,054 value reported for 1929, which was radio's best year. This is due to the depression, although the fact that so many radios and radio-phonograph combinations were produced last year indicates that the midget sales nevertheless are holding up the total volume of radio set distribution and hence are steadily increasing the size of the radio audience.

MOVING WALL STUDIO—The big studio in Hubbard's Broadcasting House can be made smaller or larger by moving one whole wall. The podium on which orchestras play and which is lowered is called "bridge." This wall is hinged.

Ithaca Station Changes Control and Call Letters

DUE TO CHANGES in operating policy and ownership, WIEF, Ithaca, and WEJ, Elmira, Chautauqua University, has acquired the call letters WESG, formerly held by the local station at Glens Falls, N. Y. The Glens Falls station has taken the new call letters WGLC. At the Radio Commission, it was explained in connection with the approval of the changes, that the ELMIRA (N.Y.) SUN-GAZETTE, Ganet newspaper, has entered into an arrangement with the Ithaca station for its operation and for either partial or full control. An application in pending for removal of the station to Elmira.

The newspaper previously had acquired control of the Glens Falls station, which it now apparently has relinquished. An application is pending for the transfer of WGLC from W. Neal Parker & Herbert H. Metcalfe to O. T. Griffen and G. F. Bissell, and it is expected that the Ithaca station will be transmitted from Cornell to WESG, Inc.

WJSV, New CBS Outlet, Opens Oct. 20 as WMAL

Plans Added Features

WASHINGTON'S new CBS outlet, the revamped 10 kw. WJSV, Alexandria, Va., will go on the air with a special program schedule and activities. The new station will begin operating Oct. 20, as planned. An inaugural ceremony will be held at that night at CBS. At the same time, WMAL, Washington, will leave the CBS network to concentrate on local and national spot accounts. WMAL will also carry the CBS Dixie Network's Southern Dairies program started this month and Hearst's "Case History of the Air." There will be no changes in the staff of WMAL, according to Milbourn, formerly WLX, and various new features will be added to its schedule, including additions remote controls from local night clubs. WLX, formerly WMAL, will be used for other Dixie Network programs, he said.

Mr. Milbourn will be under the directorship of Harry D. Butcher, Washington representative of CBS. Its inaugural program will be heard at 6 a.m., Oct. 20, with featuring artists from other local stations and various prominent Washington figures. W. W. Church, who has been named program manager, is former Hearst affiliate engineer, formerly W. D. Willard, formerly W. B. McLeaster, chief engineer, and his staff will include Clarridge Hunt, formerly with WLX, William D. Miller, chief engineer of the old WJSV; Bruce Edged, Robert Meisenheimer and Horace Michener.

WMAL's president is M. A. Leese. Besides Mr. Baker, the staff includes William Pearson, program director; Stanley Bel, chief announcer; Frank Young, Leonard Davis and Warrender, announcers; Herbert Wadsworth, chief engineer; A. Parks, Edwin W. Burg, Ralph Hamill and Charles Fisher, operators.

Rev. Coughlin Program Over 26 Station Net

CONSTITUING the largest independent network ever arranged, 21 stations will broadcast the weekly programs of Father Charles Coughlin.xBBETWEEN 1929 and 1933, the year when the depression started, there were 26 stations carried. As of January 1936, when the militant Catholic priest resumes his radio work, "The Golden Hour of the Little Father," the program will be heard every Sunday from 4 to 5 p.m. EST, with WJR, Detroit as the chief network.

Stations carrying the program besides WJR, are WLW, KYW, WOR, WJZ, WOKO, WOR, WIC, WADC, WLBZ, WFEA, KSTI, WCAO, WNBH, WCAG, WBDT, WKRM, WOR, WHO, WOL, and WHB.

Added to CBS

JOHN S. ROCHE, formerly of the staff of Ebor & Publishing, which retained the copyright of "The Horrors of Fire," which has joined the publicity staff of CBS in New York.
The 5th Consecutive Year for ~

UNCLE DON
OUTSTANDING CHILDS' ENTERTAINER

Who has been successfully
Sponsored by—

Steiff Toys
Lionel Toys
Post Toasties
Tasty Bread
Cushman Bakeries
Tastyeast
Charm Pops
Popsicles
Castle's Ice Cream

American Molasses
E-Z Underwear
Peter Pan Fabrics
Indian Walk Shoes
G. R. Kinney Shoes
Dr. Posner Shoes
A. G. Spalding & Bro.
Greenwich Savings Bank
I. V. C. Pearls

Broadcast Daily from 6 to 6:30 p.m.

WOR will gladly furnish details

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

BAMBERGER BROADCASTING SERVICE, INC.
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New York Office: 1440 BROADWAY . New York City

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

October 15, 1932 • BROADCASTING
Bar Group Opposes Critical Report
Lawyers Question "Propriety and Tact" of Commission Attack; Robinson Leads Opposition At Open Session

By MARTIN CODEL

ST RONG protests against the critical phases of the report of the standing committee on communications of the American Bar Association, directed not so much against the report as against the "propriety and tact" of certain of its criticisms, were voiced at a section meeting in Washington Oct. 10, the first day of the association's annual convention.

Judges Edgar Houston and Alfred H. LaFontant, acting chairman of the Federal Radio Commission, against which the criticisms were directed, were among those who pointed out that the acceptance and filing of the report of the committee by the general meeting of the association should be considered as an expression of the views of the members of the association with respect to certain parts of the report.

The report, entitled "Broadcasting: report of the committee of the American Bar Association," was referred to the convention Oct. 12, but took no action. As a consequence, the report was submitted to the Federal Radio Commission Oct. 14, despite the protests, and was received without modification or change.

Where Report Fails

JUDG E Robinson's primary criticism of the report was that it failed to take into consideration "the underlying difficulties facing such a body" as the Commission. His opposition was expressed specifically against the six pages under Section 5 of the report, which takes the Commission to task for its alleged inconsistencies in administering not only the radio act but its own rules and regulations. It was directed at the meeting that John W. Guider, acting chairman and one of the signatories of the report, had said in the meeting of the executive committee of the American Bar Association with a view to determining whether Section 5 comes within the bounds of propriety. The Committee as stated above took no action.

Specific objections to the statements made in the report, beyond the arguments regarding its "tact and propriety," were notably lacking in the discussions, although the arguments waxed warm at times. Judge Robinson, who did not attend the scheduled session talk largely to the public utility aspects of broadcasting, did take up some of the statements of the report, including his objections primarily to depreciating what he called the "stings" therein.

"The regulations of the Federal Radio Commission," said Judge Robinson, "are as perfect, full, elaborate and able as those of any other department of the government in this capital city. A great work has been done by that body. They should not be formal regulations in some cases and ignored them in others, as alleged in the report, it is because there are very few cases where they need be administered without some exceptions. Whether the charges against the commission in these cases are true, they are truly improper."

Patrick Doubts Propriety

ATTENDING the morning session were H. A. LaFontant, acting chairman of the Commission, and David McColl, its general counsel. Mr. Patrick, explaining that he spoke unofficially as a member of the bar association rather than as an official of the Commission, responded to the suggestion that the views of the Commission would be welcomed by the court.

"The report can be questioned from two points of view, first, its accuracy, and secondly, its scope. The report is based on formal regulations in some cases and ignored them in others, as alleged in the report, because there are very few cases where they need be administered without some exceptions. Whether the charges against the commission in these cases are true, they are truly improper."

Guider Defends Report

MR. GUIDER, as one of the five attorneys signing the report, asserted that the correctness of the report was never intended that it should be unfair, and pointed out that most of its pages were devoted to recasting the "remarkable progress" being made in the field of radio jurisprudence. The report, in fact, thanked the Commission for its excellent new rules and regulations, he said, and it pointed out that the Court of Appeals had upheld the Commission in all but one instance.

Though the critical phases of the report occupied the greater part of the discussion, the Judge Guider cleared up some other matters of interest to the participants. He explained that the Nebraska Supreme Court, hearing a suit to stop a radio station from broadcasting, had held that "proprietorship, operation of a radio station, and the operation of a radio station by a church are not within the jurisdiction of the court, but the court has the power to render a declaratory judgment thereon." He also pointed out that the Court of Appeals for the Eighth Circuit in a case involving "libelous remarks," had given "a broader interpretation of the law than we have had before.

Station Protection From Libel Suits Urged by Guider

Mr. Guider, when questioned by the answering communications of the American Bar Association, advocated a rule which will release a station from the requirement for a defamation remarks made by others "whenever it appears that the management of the station exercised due and reasonable care to avoid the utterance of defamatory statements." He spoke Oct. 10 before a section meeting of the association in Washington.

Mr. Guider reviewed the decision, rendered June 10 in the case of the Lincoln Broadcasting Co. v. the Radio Station KILO, Lincoln, Nebr., which held broadcasting stations jointly liable with the speakers for libelous remarks.

"The decision, he held, in Nebraska, at least, raises a difficult and sensitive problem with regard to political speech remarks which may be libelous. The opinion is the first expression of the views of any appellate court in this country."

"What is Truth?"

"OBVIOUSLY," Mr. Guider asserted, "there will be instance where, in passing upon material related to it, the station will of necessity be placed in a most difficult position. Assuming for the purpose of this argument, that a station may lawfully delete libelous matter from a political speech, I may read a script that body of the political speech would ordinarily have no such knowledge of the facts as would permit it to determine whether the statements proposed to be uttered are libelous."

"They are very natural, political speech are often extremely critical characters."

"It would be most unfortunate if candidates in utilizing the great advantages radio communications have, are to be prevented from calling their listeners' attention to malfeasance in public office, or to disclose facts, the disclosing of which, the candidates may have no right to utter the words."

Hasty Decisions Involved

Mr. Guider said it had been suggested that stations protect themselves by demanding copies of the speech.

DECLARING that the recent decision of the Nebraska Supreme Court on radio libel is fraught with difficulties for the broadcasters, John W. Guider, acting chairman of the communications section of the American Bar Association, advocated a rule which will release a station from the requirement for a defamation remarks made by others "whenever it appears that the management of the station exercised due and reasonable care to avoid the utterance of defamatory statements." He spoke Oct. 10 before a section meeting of the association in Washington.

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(Continued on page 30)
"In Cincinnati—it's WKRC"

SAID THE LOCAL DISTRIBUTOR TO A NATIONAL ADVERTISER

A national organization recently spotted programs on a number of stations. In Cincinnati, the schedule called for a station other than WKRC. The local distributor objected. WKRC was his choice. He was a local man. He knew local preference.

This was not an unusual incident. For years local advertisers have favored WKRC. WKRC carries more local advertising than any other Cincinnati station.

With a full 19-hour schedule—a preferred position on the dial (550 Kilocycles)—the finest of technical equipment—the ever popular Columbia Network programs—is it any wonder that local distributors favor WKRC?

Consult your jobbers and dealers before spotting your next program. You will find they favor WKRC.

WKRC Cincinnati

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

October 15, 1932 • BROADCASTING
U.S. Radio System Held Above BBC
By British Author
State Control and Inferior Equipment are Blamed

During the recent inaugural of the Kings of Sax Rohmer's "Dr. Fu Manchu" stories, sponsored by the Campana Corp., Batavia, Ill., the noted British author, who came to this country specially for the purpose, took occasion to remark enthusiastically about the American system of radio. He expands his views here for the readers of Broadcasting.

By SAX ROHMER

I HAVE been asked to enlarge upon one or two points raised by me in a recent broadcast interview touching upon the difference between British and American broadcasting, the radio possibilities of dramas such as "Dr. Fu Manchu," and the advantages of state control.

In the first place, I think British broadcasting is definitely handicapped by the state control. Competition is an essential in my opinion to the health of any industry. I don't believe in monopoly. Against this I have no quarrel. The British Broadcasting Corporation there is no more hope of appeal than there would be against the House of Lords. The BBC is an autocracy. Their word is law.

Raps BBC Equipment

AS REGARDS the technical equipment of the new studios recently completed in London high claims were made during the time that the building was in course of construction. To me, however, it doesn't seem to believe that certain expectations have not been realized. The acoustics of the new London studio were based upon some new system which experimentally seemed to promise remarkably fine transmissions, a sort of entirely justified official optimism.

In Europe, too, we labor under a serious handicap. "There was an attempt, last year, to come to some sort of understanding with the important stations throughout the continent; but, as seems to be the fate of all international conferences, practically nothing resulted.

We have lengths used by certain European stations, but it has not sufficed diversely to avoid conflicting programs. In certain areas it is extremely difficult to secure clear reception from any one of two or three stations. This is an unfortunate state of affairs which I think you do not experience here in the United States or Canada, as I understand that these matters are dealt with here better.

In the broadcasting of drama, I consider that a much higher average is maintained in America than has hitherto been the case in Britain. A type of director seems to have sprung up in the American studios who has perfected a radio technique much in advance of that of his colleague in British studios. We have dramas specially written for broadcasting purposes, but with a few exceptions they are characterized by a form of construction indicating the influence of the stage, and directors without due regard to the fact that the players are invisible to the audience.

The direction of the "Fu Manchu" episodes, in Chicago, and the manner in which the scripts had been prepared, seemed to me superior to anything of the kind with which I had hitherto come in contact. Admittedly, the English studios do not go in, very much, for this type of drama. The few examples to which I have personally listened have been open to the criticism. On the other hand, I have heard excerpts from Shakespeare beautifully rendered, but the performance relied almost entirely upon the magnificence of the master's language and the elocution of the actors.

Lauds Sponsor System

ORIGINAL items are not so good, on the whole, and I think that the great success achieved, at home, by the "Fu Manchu" order in the United States and Canada might wisely be made the subject of careful inquiry by the officials of the BBC. I realize that I have personally some 20 books which, treated as "Fu Manchu" material, could not, I think, be copied from the CBS on the Campana Italian Balm program, should prove to be valuable properties. Some of my Egyptian stories, and others dealing with adventure in various parts of the globe, have assumed a new value in my eyes, since I visited Chicago for the inauguration of the Campana program.

I feel we shall never enjoy the advantages of the sponsorship system in Great Britain. This is regrettable because this system enables the United States and Canada to enjoy programs calling for big financial outlay on the production side which British listeners are never likely to hear. I am strongly opposed to any form of government control in any form of public entertainment. State theatres would be a tragedy. Government controlled publishers would soon be out of business and I am convinced that the same may be said of state controlled broadcasting.

Preparations Progress

For Convention of NAB

ARRANGEMENTS for the NAB annual convention to be held in St. Louis Nov. 13, 14, 15 and 16 are being pushed as never before. Mr. Philip G. Loucks, managing director, and Edwin M. Spence, chairman of the WGR, are the new chairman of the general convention committee.

The two officials were in St. Louis over the week-end conferring with the chairman of the local committees. The local committee chairman are: WIL, W. H. West; KMOX, T. P. Conway; KWK, and Wm. F. Ludgett, KSD. During the preceding week, Mr. Loucks discussed plans for a commercial section meeting with H. K. Carpenter, manager, WPTF, Raleigh, its chairman. He also was to discuss with Capt. P. Eckersley, president of WMBD, Peoria, plans of the program section, of which the latter is chairman.

Reception Committee

William H. West, director of operations of KMOX, St. Louis, and chairman of the reception committee of the NAB, said that there, Nov. 13 to 16, has numbered the following to serve on his committee: A. B. Hendry, WIL; Orville Hinchman, KMOX; Capt. P. Eckersley, KFUO, and W. F. Ludgett, KSD. Preparations for the reception, to the best of my knowledge, Chase are being made for more than 500 broadcasters from over the United States.

Eckersley Praises U. S. Broadcasting

Calls Programs Best In World

Admitting a complete reversal of view, Capt. P. F. Eckersley, British radio author, former member of the NAB, and former chief engineer of the British Broadcasting Corporation, in his recent trip to the United States, said here that broadcasting in the United States surpasses that of any other nation. The Englishman who has traveled around the world and expressed amazement at the progress of broadcasting in this country since his last survey in 1927, in the interview with the New York Times.

"When last I visited your shores," he said, "I considered broadcasting on this side of the water distinctly inferior to the British System. But I must admit that the pendulum has swung around in the intervening years. I have become an enthusiastic convert to the American idea, which is the most amazing, most varied, most interesting, the most diverting and educational of all. I am above all, fascinated with the lively, intimate, warm, exploring spirit.

"While the rest of the world has been practically at a standstill, America, with character and action, has pushed ahead, building up here, tearing down there, until they have created a broadcasting situation which is a revelation and an inspiration. It seemed to me on my last visit that broadcasting in the United States was moving in the wrong direction. Commercialized sponsorship seemed to me at that time, and is still, an exception to the problem of building better programs. But the results achieved here in the last five years prove that the American system of commercial programs is infinitely superior to any other that has been attempted.

"I would say that the average American program is better than the average British program, and the best American program surpasses the best British show. I must say Utopia, I fancy, is still considerably around the corner, like television and prosperity, but we are moving right along and the United States is traveling along the right track and with amazing speed."

Capt. Eckersley also praised the "open" attitude of the American broadcasters with respect to broadcasting in this country. Declaring he believes that freedom of the ether is "undeniably the most vital of the press," he criticized the rigorous censorship of the air in Great Britain as constructive of a "meek and servile attitude, which he characterized as a "real public forum where all might be heard."
There's a story of more than passing interest about WBT's advertising possibilities that should be music to the ears of the radio executive of any agency. Spend a brief moment checking over some of the salient points—see if they don't dovetail with your ideas and those of your clients:

You like to buy time at favorable rates because you can show your client maximum returns. Make a note that WBT recently increased power from 5,000 to 25,000 watts without increasing rates, although coverage was increased five-fold. An initial survey indicates dependable coverage over an area populated by five million people.

You want assurance of an audience. That WBT's listener following is attentive is well indicated by a 93.1% regular audience in Charlotte homes.

You prefer promising territory. Charlotte and other Federal Reserve points in this section rate as "Bright Spots" accordin'g to Sales Management. North Carolina is one of a very few states to get top rating in Drug Trade News.

You may want a "live" program. WBT's staff of entertainers can par network quality and WBT's executive staff will gladly suggest a program idea to appeal to Southern taste. Your problems are our problems; our cooperation is extended without reservation.
One Year of Age

EXACTLY one year ago, Broadcasting made its bow as the first periodical of its kind in the radio field. Within that year, it has achieved a reader interest and advertising influence among stations, advertising agencies, radio advertisers and equipment manufacturers that has exceeded the fondest expectations of its owners, who are also its publishers and editors.

The editorial advertising and moral support given it by the industry has been gratifying in the extreme. Broadcasting, after only one year, has established itself as a fixture in the radio field—the trade journal of a fast maturing industry.

With mixed feelings of pride and gratitude that we embark upon our second year.

We are determined to follow the same policies that have guided us during the last year; policies that were established after consulting leading groups in the industry, large and small alike, and moulding their views into what we believed would be a solid foundation for a publication that aspired to become a vital factor in the industry. Fancy covers, color frills and arty furbelows did not fit into that scheme.

In our maiden issue of Oct. 15, 1931, we wrote editorially that we would play nobody's "game" but that of the industry as a whole. Broadcasting was not conceived as the spokesman for any one group against any other group. It was designed to be a journal of news and information, and the forum of all the elements engaged in the business of broadcasting. It has adhered to that idea.

Our news columns and our advertising columns bespeak the success we have achieved. With almost every issue, we have offered our readers news features and news "scoops" that must be proof sufficient of the editorial capacity of the men who are publishing and editing this magazine. We might have cluttered our columns with the hundreds of laudatory letters received from our readers; we might have filled our pages with all sorts of publicity puh that reaches us in every mail. Instead, we devoted ourselves to a presentation of articles and items and departments conveying suggestions, business ideas, pertinent news, to the people who are the broadcasting industry.

Our constant effort has been to give the stations, the agencies and advertising executives a common interest in the news of broadcasting generally and in maintaining the integrity of the American Plan in particular. Editorial, we have striven to answer the critics of broadcasting, and to espouse the progress of the industry along healthy lines.

We have secured our news not only by our own reporterial efforts, but through the successful cooperation of stations, agencies and advertisers. Our budget has been limited—in fact, dire predictions were made when we started that this venture could not survive the depressed times—yet our news always came first and foremost from the people we tried to serve as a guide to those who would enter the advertising field but containing enough "postgraduate" material to be worthy of a place on the bookshelf of any advertising man or radio executive.

Sixty-two important executives are contributors of the various chapters, which are marshalled under four headings: I, The Advertiser; II, The Advertising Agency; III, Media, and IV, Correlative Advertising Services. The chapter on radio in Part II is the work of Arthur Pryor, Jr., manager of the Radio Bureau of Batten, Barton, Durstine & Osborn. Part III includes eight radio chapters as follows: Radio's Place in the Advertising Career, by M. H. Aylesworth, president of NBC and RKO; Radio—The Network, Its Organization and Departments, the Sales Staff and Sales Control, by Hugh K. Boice, vice-president in charge of sales, CBS; color and quality in Radio—The Network: Research and Sales Promotion, by Paul W. Kesten, director of sales promotion, CBS; Radio—The Network: Program Programming and Personality, by E. B. Foote, vice-president, World Broadcasting System; Radio—The Broadcasting Station: Management, by William S. Hedges, manager of WMAQ; Radio—The Broadcasting Station: The Engineering End, by W. S. Carpenter; Radio—The Broadcasting Station: Program Production, by John Gihon, director of production, WMAQ.

most dangerous threat to American broadcasting yet made. Happily, the ruinous effects of this project may be nipped in the bud through the immediate protest filed with the State Department. It is hoped that the protest process will culminate in discussions with the Mexican authorities. The American delegation to the International Radio Conference at Madrid, where efforts now are being made to adjust world broadcasting wave lengths and frequencies, is impressed by this protest.

Had it not been for the closing by Broad-casting of Mexico's action, the plan might have gone forward quietly and without protest until the deed was done. Although Mexico's communications minister, Miguel Acosta, signed the order granting XER the right to increase its power from 75 kw. to 500 kw., and to use the mid-channels of 735 and 655 kilocycles, on Aug. 18, the action was not generally known before the United States publication uncovered the dispatch to the State Department from Ambassador Reuben Clark, at Mexico City, telling of the action.

The information immediately was communica-ted to the half-dozen stations or neighboring channels which stand to suffer most. Things began to happen. The very next day, the NAB filed its letter of protest with Secretary of State Stimson, and arranged for a conference with State Department officials.

With Mexico preempting channels indiscriminately for assignment to any individual who has the price (like Brinkley and Baker) the need for some definite North American agreement, committing that nation to the length of the wave lengths, becomes imperative.
IN MATTERS of learning, Henry Adams Bellows is perhaps the most accomplished individual in broadcasting. From his New England and academic background, he has brought to radio a mind trained in cultural values, a fine perception of radio’s place in the social order and a keen appreciation of radio’s economic problems.

He is erudite without being pedantic; his quick mind, brought to radio in 1925 fresh from the editorial sphere, never dissembles.

He has spoken his views, and he knows how to speak and write them so that others may readily comprehend. He is always the practical academician.

That is why Henry Bellows so often is called upon to address gatherings of educators to discuss radio, a topic in which they have been taking great, if not always intelligent, interest in recent years.

That is why, just as clearly and forcefully, he is generally regarded as the spokesman of the broadcasters before committees of Congress and the subject of legislative consideration.

It came almost as a birthday anniversary celebration that WCCO, Minneapolis, the station which Henry Bellows nurtured from a rather weak adolescence, increased its power to 50,000 watts—one of the nine stations authorized to do so by the Radio Commission.

The dedication took place Sept. 15. A week later, Sept. 22, Henry Bellows celebrated his own 47th anniversary.

September, indeed, is a month of anniversaries for WCCO. The old 500-watt WLAG in Minneapolis, founded in 1922, came upon poor days in 1924, and on Sept. 1 of that year was taken over by the Washburn Crosby Milling Co. of Minneapo-olis. Its call was changed to WCCO, and Henry Bellows, raised away from the editorship of the Northwestern Miller, which he had held for the preceding 10 years, was installed as manager. Sept. 1, 1929, it was incorporated as a separate entity, one-third of its stock being sold to the CBS. A year later, the

remaining two-thirds was purchased by CBS.

The first practical broadcaster to be appointed to the Federal Radio Commission, Mr. Bellows was called to the fourth zone post in 1927 by President Coolidge when the first Commission assembled. He served about a year, resigning to return to WCCO.

His record as commissioner, his background in speaking and writing, his keen comprehension of the essential problems of radio, soon brought him a bid from CBS to be its vice president. He still holds that post, preferring to remain in Minneapolis to supervise many of CBS mid-west activities rather than to come east to make his home and headquarters.

Throughout his broadcasting career, Mr. Bellows has refused to limit his interest, however, to any one station or any one section. His experience as a broadcaster, a former radio commissioner and a network executive has frequently been called into good office for the broadcasting industry as a whole. Almost since he left the Commission, he has been chairman of the legislative committee and a director of the National Association of Broadcasters, positions which he still holds. In all the councils of the men who guide the destinies of American radio, he is always called upon to participate.

Henry Adams Bellows was born in Portland, Maine, on Sept. 22, 1885. He was graduated from Harvard in 1906, continuing there as an instructor in English until 1909 and taking his Doctor of Philosophy degree there in 1910.

While teaching English, he also edited the Harvard graduates’ magazine.

He came to Minneapolis in 1910 to become an assistant professor of rhetoric at the University of Minnesota. He served on the university faculty for two years, re- signing to become editor of The Bellman, in which post he served until 1919. Meanwhile, he also edited The Northwestern Miller, retaining that position until he went into radio in 1925. His many-sided interests are revealed by the fact that between times he also did a column of musical criticism for the Minneapolis Daily News and wrote the program notes for the Minneapolis Symphony Orchestra.


He is a member of Chi Phi, a Democrat, and a member of the Minneapolis Country Club and Metropolitan Club of Waltham. He is married and has two children, Marion and Charles Sanger.

We Pay Our Respects to

HENRY ADAMS BELLOWS

PERSONAL NOTES

LOUIS G. CALDWELL and PAUL M. SEGAL, Washington radio attorneys, who have been attending the International Radio Conference at Nac- ridad, expect to sail with Mrs. Caldwell and General Segal by the San- te Fe from Guatemala, arriving in New York Nov. 1. Mr. Caldwell is dele- gated from the Associated Broadcasters and Mr. Segal is representing the American Radio League at the conference.

C. ELLSWORTH WYLIE, former vice president and advertising director of KFAC, Los Angeles, has become manager of one of the Don Lee Broadcasting System units with headquarters in San Diego.

TOM BRENNEMAN has been appointed studio manager for both KFAC, Los Angeles, and KFVD, Culver City, Calif. He has been with the studio since its opening.

DON E. GILMAN, Pacific division manager of NBC, accompanied by A. H. Saxton, chief engineer, is in New York for the month of October.

J. BURL LOTTIDRIGE, director of KFBE, United Press, Mrs. Lottidge, arrived Chicago Oct. 5.

CHAN GURNEY, secretary-treasurer of the Yankton, S.D., radio station, is re- cently elected vice-president of the Yankton school board.


PURNELL H. GOULD, commercial representative of KPO, San Francisco, and Miss Eloise Ewens White, prominent in Baltimore social circles, were married last week. They are spending their honeymoon in the South, and will return by Oct. 1.

WALTER B. MCCREERY, Los Angeles radio time broker, has been elected chairman of the radio committee for the Los Angeles Junior Chamber of Commerce.

MILTON BLINK, general manager of United Artists Radio, and Mrs. Blink, are parents of a baby girl, Judy Robin, born Sept. 24.

HOWARD WILSON, U. S. advertising manager of KPO, San Francisco, has been in Chicago on a business trip.

RICHARD C. PATTERSON, former Commissioner of Correction of New York City, who on Oct. 1 was named president and general manager of NBC, succeeding George F. McClel- land, who has been assistant to M. H. Aylesworth, on Oct. 11 delivered his first radio address since becoming a network executive for WINS, New York, which broadcast his talk as part of the Y. M. C. A. Father and Son program.

WALLACE L. KADDERLY, manager of KOAC, Corvallis, Ore., operated by the State Agricultural College, was a guest broadcasting the week of Oct. 3. He journeyed across the continent to attend a meeting of the National Conference of Education by Radio, of which Joy Elmer Morgan is chairman.

BOB BROWN, Chicago production manager of WBBM and CBS, has returned to his post after an illness of eight months as executive director of Myrt & Marge productions.

JACK FOSTER, the well known radio editor of the New York World-Tel- ekam, was promoted to feature editor of that newspaper Oct. 4, and his radio column was taken over by James Cannon.

WILLIAM B. MURRAY, of the NBC Artists Service in New York, has re- signed, effective Oct. 1.

J. L. VAN VOLKENBURG, formerly director of radio for Batten, Barton, Durstine & Osborn, has been appointed commercial manager of KMOM, St. Louis.

DONALD I. MACDONALD, until recently a manager of Chicago agencies, and formerly handling agency affairs for the Curtis-Wright Corp., has been appointed office manager and contact man for advertising agencies at WLS, Chicago.

HOWARD MILHOLLAND, manager of the Chicago Radio department of the Los Angeles, has gone to San Francisco late in October to attend the Kiwanis convention.

FRANK BEILLY has been named as recently created vice-president for commercial director for the Don Lee Broadcasting System. He is a former New York newspaperman.

LAWRENCE LOWMAN, CBS vice president in charge of operations, and his bride, the former Mrs. Kathleen Hender, returned to New York after a five-week trip to Europe.

J. H. NEEDE, vice president and general manager of CKOK, Detroit, an- nounces the appointment of W. H. King a five-year veteran of CBS, as manager of the staff of the station. Mr. Taylor, who was formerly vice presi- dent of Impal-Sweet Co., has been a prominent figure in Detroit advertising activities for many years.

GENE TAYLOR, production manager of WOR, has resigned. H. F. WYFF, Rochester, N. Y., Mr. Wyatt, former secretary to D. E. Seabury, has returned from New York, where he spent their honeymoon in Chicago. They were guests of Hugh Barger.

NANCY FRAZER has succeeded Ruth Bets as publicity director of KMOX, St. Louis. Miss Bets having returned to New York.

A. D. WILLARD, formerly with WCAO, Baltimore, and at one time part owner of a Baltimore advertising agency, has come from Alexandria, Va., the new CBS Wash- ington unit scheduled to go into opera- tion Oct.

MYRON J. BENNETT, who recently moved from KFYR, Bismarck, N. D. to KTAT, Fort Worth, Tex., has been appointed studio and program director of KTAT.

October 15, 1932 • BROADCASTING
BEHIND THE MICROPHONE

LEWIS LACEY, former manager of KYA, and Dresser Dahlstead have been added to the announcing staff of NBC, San Francisco. Network staff, headed by Jennings Pierce, now numbers seventeen.

ILLIAN FRASER, announcer, has joined Chicago, formerly of WGN, to take charge of the “Good Morning” program sponsored by the French lick Springs Hotel of Indiana.

ADOLF E. KRATZ, formerly a Chicago announcer, has moved to Los Angeles to join the announcing staff of KMPC, where he will be in charge of its radio programs.

JAY BEARD has been transferred from KBTM, Paragould, Ark., to its new studio in Jonesboro, Ark.

JENNINGS PIERCE, chief announcer of the Pacific division of NBC, has announced the appointment of William Andrews as his assistant manager. Andrews replaces Cecil Underwood, who was named production manager of the Pacific division recently.

ROBERT BOWMAN, program manager of KGB, San Diego, is father of an 8-pound boy born to Mrs. Bowman in September. Bowman joined the NBC staff in San Diego.

DAVE MARSHALL, baritone at KFI, Los Angeles, late in September went to New York to join George Olsen's orchestra as vocalist.

NORMAN HARTFORD, who announces the fifteen-minute feature from KFRC, Los Angeles, is the father of a boy, born to Mrs. Hartford late in September in an ambulance en route to the California Lutheran Hospital. The family has moved to Hollywood, Calif.

JOHN GANTT, announcer and control man of WOL, Washington, has written his first play for the air, an adventure of Pacific time which will be performed by a local dramatic group in November.

SCOTTY MORTLAND is now doing his philosophy chatter on KJBX, San Francisco, in addition to his daily column for the CHRONICLE.

CARL LEVINS, KCBS announcer andatter, with his wife, Miss Betsysluh, are to be married Sept. 25 at the Barbi,

NEW YORK, New York.

L. H. SIMS, pianist, and his wife, of KMBC, Kansas City, Mo., have signed an exclusive contract with the NBC Artists Service for performances over the RKO network.

ALBERT HAY MALLOTTE, one of the outstanding theatre performers in the west, has joined the staff of KJX, Los Angeles. He will give a nightly organ recital and will play the piano for other broadcasts.

J. ALBERT ERIKSSON, onetime music director of KMPC, Beverly Hills, Calif., but more recently in the production department of KBOG, San Francisco, as first violinist and assistant conductor of the concert orchestra.

WINS, New York, claims a find in the Four Rascals, instrumental and vocal harmony team, heard each Saturday at 11:30 a.m. They are to be heard Mondays, Tuesdays, and Saturdays at 22 to 25 minutes after the hour in the neighborhood of 110th Street and Second Avenue.

BILL GOULD, formerly continuity man and announcer at KFOX, Long Beach, Calif., and Henry Sherr, also from California, via Washington, has been harkened on a tour of Fox-West Coast Theatres with "School Days." It is similar to their former radio show.

NEWELL McMAHAN, former newspaperman, has joined the staff of KTBX, San Francisco, as staff “news reporter.”

President Microphone

THIS SPECIAL master microphone was constructed by NBC engineers to serve at the White House on any occasion that the President broadcasts. Owing the need of great banks of microphones, it has 18 connections which enables it to be used alike for broadcasting, motion picture recording or disk recording. Standing back of the device in this photograph is Herluf Provinstein, NBC’s chief Washington announcer assigned to all presidential broadcasts.

LINDA PARKER, who sings with the Cumberland Ridge Runners on WLS, Chicago, is now Mrs. Arthur Janney, and is the wife of the baritone of the Maple City Four, on the same station. A secret marriage was performed in Valparaiso, Ind., last June.

THE HAPPY CHAPPIES, (Vincent and Howard), staff artists of KMPC, Beverly Hills, Calif., have written a new walk called “On a Saskatchewan.”

MISS PHOEBE ELKINS, at one time heard over CBS in the east, will continue to be heard as a member of Pacific Time network over KFAC, Los Angeles, week days.

J. C. LEWIS, Jr., staff writer on KJX, Los Angeles, has written “A Million Dreams.” It was given its radio premiere over the CBS on the “California Melodies” program of Ray Stewart and Partners.

JUNE PARKER, onetime blues singer with several Los Angeles stations, was appointed public relations man of KFAC, Los Angeles, early in October.

DALE SPARKS, 1930 graduate of the University of California, lately in charge of radio activity of the institution’s campus and home athletic teams, has moved to Berkeley, where the lectures are now given from elsewhere.

JAMES WILKINSON has resigned from the announcing staff of WRC, Washington, to publish the local DAILY RECORD.

WARREN Sweeney, announcer, and concert pianist of WMAL, Washington, and Mrs. Sweeney are parents of a girl, born Oct. 6.

JOHN WOLF, of John and Ned, NBC (San Francisco) harmony team, has purchased an interest in a tract at Clear Lake, Cal., a summer resort.

TED WHITE, Eva de Valden, Marsden Argall, Rooney Johnson and Harvey Orr have left NBC, San Francisco.

DICK LE GRAN has left his announcer’s post at KYA, San Francisco, to join KGW, Portland.

JOHN T. SIEFERT is now directing the dramatic presentations broadcast by KJBS, San Francisco.

JOHN THE QUAKER OATS contract expiring late in October, Van and Don (Baker) announce that in the fall the “Quaker Oats” group will move from NBC, San Francisco, to the east, where a sponsored program awaits them.

DOROTHY O’BRIEN, head of the NBC audience department, Chicago studio, was recently married to William Morgenstern, director of public relations, University of Chicago.

DOROTHY MASTERS, who formerly conducted the “Ramba Watson” radio comic strip column of the Chicago American, has joined the Chicago NBC publicity staff, under the direction of Ben Pratt, director of public relations.

JOHN AND NED (Wolfe and Tolson) have been granted leave of absence by NBC, San Francisco, to go to KFI, Los Angeles, for a series of programs for Vitabread.

ALLAN WILSON has left the San Francisco offices of NBC on a leave of absence during which he will visit his native heath, Scotland.

IN THE CONTROL ROOM

ACCOMPANYING President Hoover to Des Moines for his campaign speech of Oct. 4, besides Herluf Provinston, chief announcer for NBC, were Albert E. Johnson, WBGW, Wall, Conn., and Cleveland, and Keith Williams and William Chew, field operators.

J. R. BURRELL, formerly with the Bell Laboritories of New York, has joined KJBS, San Francisco, as technician and operator.

R. A. LIMBERG and Harold Reyston, field engineers of NBC, Chicago, recently went by airplane and train to Des Moines to install up equipment for the broadcasting of an address by Senator George Norris.

HOWARD C. LUTTGENS, engineer of the NBC Washington announcers’ division, was, most recently, a H. Saxton and A. E. Johnson, NBC division engineer for the Pacific Coast division and at Washington, D. C., respectively.

JOHN SCALLS, of KTM, Los Angeles, who later became an assistant technician on the Pacific Coast. He is 17 years old and started in radio at the age of 13 as an announcer on KJFJ, Los Angeles.

EDDIE RUGGLES, formerly technician at KMTR, Hollywood, has been transferred to the announcing department of KMPC, Beverly Hills, Calif. He will also announce the midnight recording show.

ANTONIO ANCHINNI, technician of KFWI, San Francisco, recently suffered a fractured skull in an auto accident. The extended absence from the station caused KFWI to close down for 90 minutes before station executives found someone to handle the controls.

CARL MEYERS, chief engineer of WGN, Chicago, and George Lang, his chief operator, are carrying on experiments with ultra-high frequencies, on the 0.5-meter band.

HERBERT WYERS (pronounced "wirz") has joined the operating staff of WLS, Chicago.

3-Year Licenses

ALL CLASSES of radio operators’ licenses are now being issued for three-year periods by the Federal Radio Commission. Instructions regarding application forms have been sent to all district supervisors by James W. Baldwin, Commission secretary.

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BROADCASTING * October 15, 1932

AIR-CONDITIONING ON THE AIR

With THE

GEORGE WASHINGTON

The Most Wonderful Train in the World

Completely Air-Conditioned

Every Car . . . All the Time

Chesapeake and Ohio believes in radio. Recognizing the vital part which radio plays in American life, C. & O. has equipped the lounge cars of its finest train—The George Washington—with air-conditioning. This constitutes one of the exclusive advantages which The George Washington offers travelers to and from Washington, D. C. and the East.

Recognizing, too, the power and penetration of broadcast advertising, C. & O. uses radio in the three key cities of its main line—Washington, Louisville, and Cincinnati—to tell the wonderful story of The George Washington—the genuinely air-conditioned train. Travelers are hearing that a train can be clean—free from dust, dirt, cinders— with air-conditioning. They are learning that sleep can be sound—refreshing— are to do on the train can be comfortable! Air-conditioning is "on the air." Growing C. & O. patronage testifies to its worth in bringing travelers the advantages of The George Washington.

Westward (Bed down)

Eastward

(Read up)

0:01 PM Lv. Washington (EST)

6:01 PM Lv. Washington (EST)

8:45 AM Ar. Cincinnati ... Lv. 6:01 AM

10:50 AM Ar. Louisville (CST)

12:30 PM Ar. Louisville (CST)

10:45 AM Ar. Indianapolis ... Lv. 12:10 PM

(Big Four Ry.)

5:00 PM Ar. Chicago ... Lv. 10:05 AM

4:45 PM Ar. St. Louis ... Lv. 9:04 AM


714 14th St., N. W., Wash., D. C.

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WMAQ NEWS

FULL TIME

CHICAGO, ILLINOIS

Vol. No. 1

October 15, 1932

WMAQ INTRODUCES CHESTERFIELD TAILORS

SPONSOR FOOTBALL BROADCASTS GIVEN
BY "HAL" TOTTEN

Chesterfield Tailors, Inc., is a new name to Chicago buyers of men's clothing. The company, acting upon the advice of its advertising agency, Est, Casey & Company—have selected radio and WMAQ as the means of acquainting the public with what it stands for in clothing merchandise. Chesterfield Tailors, Inc., are sponsoring the broadcast of the principal collegiate football games to be played in this section. The selection of the football games to be broadcast by WMAQ's sports specialist, Hal Totten, was made for several reasons.

1. WMAQ has been a pioneer in broadcasting football games from the field, this being the ninth year that games have been broadcast from middlewest stadiums by the listening public by WMAQ.

2. Hal Totten's outstanding work in regard to the Cubs and White Sox home games, the final eastern trip of the Cubs and the World Series games in New York—Chicago has made him one of the nation's foremost sports reporters. His long experience as a football announcer and a student of the game qualifies him preeminently to present a vivid picture of the gridiron classics.

3. WMAQ's audience is a quality audience. WMAQ listeners are accustomed to the finer things that are offered on the air and that is the type of audience that Chesterfield Tailors, Inc., wishes to reach. The games which will be broadcast by WMAQ for Chesterfield Tailors, Inc., include the following:

   October 8—Iowa at Wisconsin
   October 15—Northwestern at Illinois
   October 22—Purdue at Northwestern
   October 29—Illinois at Chicago
   November 5—Ohio at Northwestern
   November 12—Northwestern at Notre Dame
   November 19—Either Wisconsin at Chicago or Iowa at Northwestern, depending upon the importance of each of the games, so far as conference standings are concerned, at that date.

"Marian & Jim" Become "Marian & Jim & Gem"

Marian Jordan, of "Marian and Jim" WMAQ station, who write and act the "Smackout" skit for WMAQ and the NBC, discovered that October is one of those months having an "R." "Oh joy," she exclaimed, "Bring in a half-dozen oysters for the half shell!"

As she lifted up oyster number three, intent upon removing her from his arms, she was amazed to see a gorgeous pearl half the size of her little finger nail.

The point of this story is that one does not find a gem everyday in the week, whether it be in the jewelry line or in broadcasting.

Their show "Smackout" is a gem and is one of the most popular sustaining programs on the air.

RATES CHANGED ON WOMAN'S CALENDAR

New rates and a new time schedule have been announced for the "Woman's Calendar," a cooperation feature conducted over WMAQ by Miss Jane Hamilton, home economics expert. The charge for various time units during the period will henceforth be: Five minutes—$50.00; ten minutes—$60.00; fifteen minutes—$75.00. In addition to the time charge, the cost of the services of Jane Hamilton and music furnished as part of the program during one unit will be: Five minutes—$10.00; ten minutes—$20.00; fifteen minutes—$30.00.

An agency commission will be allowed on all time charges, which are, likewise, subject to WMAQ's usual quantity discounts, which are applicable to other periods. The new schedule of broadcasting is as follows: Monday—3:00 to 3:15 p.m.; Tuesday—3:45 to 4:00 p.m.; Wednesday—4:15 to 4:30 p.m.; Thursday—4:30 to 5:00 p.m.; Friday—3:30 to 4:00 p.m.; Saturday—10:15 to 10:45 a.m.

Complete and inclusive are the "Woman's Calendar" is one of the outstanding service features on WMAQ's daytime schedule for the past three years. The sustaining periods during which the program are devoted to the interests of various women's organizations, will be the members of which are on the regular mailing list to receive the monthly program of the Woman's Calendar. Advertisers desiring to reach the women's audience will find this feature a good buy.

CORINNIS GOES ON WMAQTWO WEEKLY

Hinkley & Schmitt, Inc., who supply Chicago and its suburbs with Corinns Water—one of the finest table waters—has been a steady user of time on WMAQ for the past three years.

This fall the radio audience will hear "the clinic of the crystal goblet and the gurgles of crystal clear water," which introduces the Hinkley & Schmitt program, twice each week, instead of once as in the past. The program this fall will bring Jingle Joe, one of Chicago's most popular baritone, and an orchestra known as "The Corinns Water Boys." The account is handled by Roche, Williams & Cunningham.

Here again WMAQ can point to success in selling a quality product to a quality audience from a quality station.

THREE CHAPTERS IN BOOK BY WMAQ MEN

A new volume entitled "Careers in Advertising" has recently come off the press of the McMillan Company. The volume, edited by Alden James, Eastern Manager of the Atlantic Monthly, is a compendium of experiences of every type of advertising and in every type of advertising media.

Eight chapters of the volume are devoted to broadcasting. Three of those chapters are written by WMAQ men. The chapters on Station Management and Sales were written by William S. Hedges, Manager of WMAQ and the chapter on Program Production was written by John Gihon, continuity chief for WMAQ.

STATION ACCOUNTS


Adv.
Nine Points Well Heeded

A CHECK LIST of "essential requirements" for commercial credits, containing nine points it would be well to heed, concluded the talk given by Roy C. Witmer, NBC vice president in charge of sales, before the 1932 convention of the Advertisers Federation of America, full text of which has been made available by NBC in its series of Little Books on Broadcasting. The talk on "Applying the Singularities of Radio," it will be recalled, predicted price-pronouncing in network programs, the ban on which was lifted recently. For newspapers. On the other hand, the rules now in effect, on the convention, are here republished because of their value to stations, agencies and advertisers:

1. If straight commercial announcements are used, do they give the listener some interesting and worthwhile information about the product?

2. Do they tell the story in a pleasant manner? Should the sales talk be made into an interesting story, not the voice of the announcer?

3. Do they ring absolutely true?

4. If they are trying to entice the listeners personally, would the same story be used in the same way?

5. Are they sufficiently untechnical, so that the layman understands and is interested?

6. Are they in good taste? Human nature does not like to hear or discuss disagreeable things unless compelled to.

7. Does the commercial part of the program harmonize in spirit and tone with the rest of the program?

8. Is the result of the foregoing checking, a program, or a program "with" commercial credits? It should be a program full of entertainment and interest from first to last.

BROADCASTING • October 15, 1932
Most Expensive Feature Carried Daily on WBBM

A DAILY series of airplane adventure stories, requiring an outlay, for talent and script alone, of $1,100 a week, is believed to be the most expensive program presented on a single station.

John F. Jelke and Co., Chicago, (oleomargarine and chocolate) are sponsoring the 15-week series which began Sept. 26 over WBBM, Chicago. Sid Elston has the title role of "Captain Jack" and is assisted by Don Merrifield, Carl Boyer and Bruce Bradway. The adventure drama is directed by Ray Appleby and written by Bob Andrews.

Mike Editors

NEWSPAPER figures continue to be featured prominently on sponsored programs. In the wake of the engagement of Edwin C. Hill, noted New York Sun writer, to broadcast the Literary Digest poll over CBS, announcement was made that Dr. Miles Laboratories, Elkhart, Ind. (Etika Seltzer) on Oct. 15 would begin featuring Frederick Landis, noted Indiana newspaper, paragrapher, and brother of Judge Kenesaw Mountain Landis, in the weekly "Hosseir Editor" series over CBS. Reid, Murdock & Co., Chicago (Monarch brand foods) on Sept. 19 began presenting Charles J. Gilchrist, radio editor of the Chicago Daily News, in its Sunday NBC-WJZ program, giving "Closeups of Radio Stars."

Columbia wholesalers, Inc.

Distributors

1469 P Street, N W
Washington, D.C.

October 8, 1932

GIVING AWAY TIME PROPERLY
Public Service Programs Pay Well in Popularizing Station, Thus Drawing Advertisers.

By WILLIAM FAY
Manager, WHAM, Rochester

WE RECENTLY received an or-nate certificate decorated with a large gold seal and blue ribbons together with letters requesting us to join a national club whose pur-pose is to reject all requests made by philanthropic bodies, social agencies and civic groups for free time on the air. Broadcasters, generally, have decried the fact that so many of these demands are made upon their time, but, while I agree that broadcasters are often-times the victims of imposters, I feel reasonably sure that the hard-boiled, near-sighted station manager who ignores worthy ap-plications for public service is missing a good bet.

Recently, a lady, who had done social work in the Auburn State Prison, discovered a need in that institution for 800 pairs of ear-phones. After verifying the facts of the case, we gladly contrib-uted our time and service in an effort to procure the headsets from the radio audience. Within six weeks our listeners had completely outfitted the prison so that each con-vised could have radio during his leisure hours in the cell. Enough headsets remained to provide the same service for the patients of a local sanitarium for tuberculosis.

Last week the mayor's com-mittee of Rochester conceived the idea of broadcasting to all delin-quent taxpayers (and there were plenty of them) an appeal to pay up. We invited the city com-troller to use our facilities for this purpose. He went on the air and promised sympathetic treatment to those willing, but unable, to settle, and promised that unjustified delinquencies would be dealt with summarily without respect or cooperation if their debts were not liquidated. Results exceeded expectations. The next morning the city treasurer's office was crowded with taxpayers.

For years we have had frequent requests from various cities for free time on the air. The demand for such service suggested to us a series of open forums conducted by a distinguished Catholic priest and a widely-known Protestant minister. This series continued over a period of weeks. We have had numerous evidences that the discussions created a very definite desire for religious tolerance and a better understanding of hereto-fore controversial subjects.

I have mentioned these three inci-dents to prove one point—that the broadcaster cannot afford to overlook the benefits derived from public services of this kind in his desire to place his station on a strictly commercial basis. Our local and national business for the months of July and August of this year, a year of rather trying con-ditions, has surpassed by far the business of those two months dur-ing any other year of the station's operation.

It is my contention that real constructive public service donates with an earnest desire to promote the goodwill of the community that station serves has three-fold ben-efts: first, there is the personal satisfaction of the station owners; second, the listener's good will is assured, thus popularizing the station; third, advertisers insist on using any station that has won the good-will of its audience.

COOPERATION RESULTS

The Rule — Not the Exception — When You Use WMAL WASHINGTON D.C.

THE NATION'S CAPITAL STATION

• Your clients, too, will experience increased sales and increased distribution— if you place their radio campaigns over WMAL—Washington's Favorite Radio Station. WMAL's stable market of high purchasing power has not been seriously affected by the depression.

PEAK TIME NOW AVAILABLE

WMAL has Consistently Produced Results for Its Advertisers

Write for Market Data and Rates

October 15, 1932 • BROADCASTING
AGENCIES AND REPRESENTATIVES

KENYON-ADVERTISING, Inc., is the name of a new agency formed at Boston, the head office of the firm, is Mr. Kenyon, Jr., president; Mr. Kenyon, Jr., vice president; and Mr. Kenyon, Jr., secretary. The new agency is located at 1102 Main St., Boston, Mass.

THE ANNUAL convention of the Pauline Club of Advertising Agencies, held alternately at Del Monte and Santa Barbara in the fall, has been cancelled for 1932. A feature of the convention is the pre-convention round table discussion on current broadcast problems relating to agency activities. In the absence of the convention, three one-day meetings have been held for late January at Los Angeles, San Francisco, and at a Northeast point, probably Seattle or Portland.

L. D. H. WELD, of McCann-Erickson, Inc., New York, has been appointed chairman of committee on research of the American Federation of Advertising Agencies.

THE ENTIRE advertising account of Bauer & Black, Chicago manufacturer of agricultural machinery and many specialty products, has been acquired by the National Advertising Company, Inc., Chicago, as vice president and general manager.

ARTHUR H. EGL, merchandising manager and advertising director of Bauer & Black, Chicago, is the new associate in charge of the Chicago advertising and merchandising activities of the company. Mr. Egg was formerly managing director of the Association of National Advertisers and advertising manager of WSB-Eversharp Co., and he is a director of the A. N. A. and of the Audit Bureau of Circulations.


CARTER GENEMOTOR Corp., Chicago, maker of a "B" battery eliminator for auto, airplane and marine boat radios, is now placing its advertising through Kirtland-Engel Co., 475 W. Michigan Blvd., Chicago. Other accounts now placed by this agency are Fum-Tex Products Co. (feminine hygiene products), Margaret Livingstone Co. (medicinal products) and General Transformer Corp. (radio transformers).

EMIL BISCHER and Staff, San Francisco office, will handle radio campaign in the west for Paraffin Comp. Inc., San Francisco. (Food products, roofing material and floor coverings).

LEON LEVINGSTON agency, San Francisco, has added a radio campaign in the bay district for Olympic Oil Co., San Francisco, (Aladdin gasolines), and for other agencies.

PROSPECTS

THE KOSTO Co., Chicago, (Kosto dessert) has appointed Ruthrauff & Ryan, Inc., Chicago, to handle its radio and newspaper and outdoor advertising campaign.

THE REISER Co., Inc., New York, (Venida hair nets, pins, etc.) will use radio and magazines in a new advertising campaign, for which it has appointed the Lawrence C. Gumbiner Agency, Chicago.

CLOSSET & DEVERS, 521 Pettygrove St., Portland, Ore., (Golden Corn flakes) will make up lists during November, using radio with other media. Mac Wilkins is advertising manager. An agency, placed by Mac Wilkins & Co., Inc., 19th and Raleigh St., Portland. Annual appropriation is $55,000.

BROADCASTING • October 15, 1932
PROGRAM NOTES

WMAZ, Macon, Ga., suggests as novel program stunt for a department store the broadcasting each morning of births during the past 24 hours and each evening of marriage licenses issued during the day.

KSL, Salt Lake City, on Oct. 6 inaugurated a series of 25 half hour weekly lectures by radio, supplemented by printed study guide and a final examination and requiring formal registration and fee, to be conducted by the University of Utah, which will give full senior college credit to those who qualify.

KFI, Los Angeles, has announced a series of three mystery dramas to run 13 weeks each in the form of a half hour weekly. Titles will be "The Commissioner's Daughter," "Marco Polo's Joss House" and "The Inner Circle." Kay Grayson and Winifred Hosser are announced as authors of all three series and the cast will continue throughout the year. They will be known as "The Shadow Hour Players."

HELD IN conjunction with the KMOX County Fair, a Saturday night feature of the St. Louis station, a Little Theater has been opened to present two shows each Saturday night in costume. A theater with seating capacity for 500 has been constructed in full view of one of the studios of the station. It is hoped that this method of personal appearances will allow for closer interest between the listener and the performers. A staff, according to Walter (Hank) Richards, program-production manager.

"I LOVE a Parade" will caption a new weekly sustaining program at KNJ, Los Angeles. One of the new sound effects will be the rhythmic approach of one band as another passes in the distance. Raymond Paige, music director, will conduct the feature.

WMBD, Pearsall, is devoting a quarter-hour once a week to public interviews of public officials. A member of the local Rotary Club, who sponsors the program, conducts the interviews. City, county and state officials are invited to the studio and asked questions concerning the offices they hold. Questions are being solicited from the audience.

A NOVEL stunt to win listener-goodwill, was accomplished by WLS, Chicago, when announcements were made, by radio alone, of a tour of the city to be conducted by that station, for the benefit of feminine listeners. Two hundred forty-five women met at the station's studios and were served tea and cakes, and later were conducted on a tour of the 1932 World's Fair grounds and other points of interest in Chicago.

"THE RED DAWN," story of the Russian revolution, was put on the air by KTM, Los Angeles, the last week in September. Written by Edward Lynn, of the production staff, it marked the radio drama debut of Mrs. Wallace Reid, who took the female lead part.

NBC, San Francisco, is doing a wonderful dramatization of Victor Hugo's "The Man Who Laughs" in serial form, with Cameron Prud'homme playing the lead.

"ENTERTAINING Our Guests" titles a twice weekly series talks on hotel management and operation being given over WLV, Cincinnati, by Mrs. Louis M. Schuhman, social director of the Hotel Gibson, Cincinnati.

A SERIES of talks on everyday law by professors of the Northwestern University Law School is a new feature just introduced on WMAL, Washington.

KYA, San Francisco, has begun a series of half-hour weekly programs by the Slavonic Alliance of California. Members of the society do the show.

WORKS of Texas composers, including David Guion, Oscar Fox, Annie Katherine Lively and Laurence Bolton, the latter staff arranger, are being featured in a weekly program entitled "Our Texas Composers," over WFAA, Dallas.

AS A TIE-IN for its "Lone Indian" nightly serial, KFWB, Hollywood, has begun to distribute an Indian "Good Luck Charm" to listeners. It is a small beaded affair. Homer Grunn, composer of Indian music, was guest artist at a performance early in October. Robert Callahan, author of "The Heart of an Indian," announces the series which is sponsored by Walkers, a Los Angeles department store.

WBBM, Chicago, is carrying an unusual musical program from the main dining room of the Medinah Athletic Club, Chicago. An Arabic theme predominates in the music and continuity, the latter being prepared by the R. W. Sayre Co., Chicago, Medinah's advertising agency. The program also features the Theremin, unique radio instrument, played by Elena Moneak, who directs the Medinah Concert Ensemble.

EQUIPMENT

The new velocity microphone, known as the "ribbon" microphone, will be introduced by NBC at the first Metropolitan Grand Opera broadcast late in November. Developed by RCA Victo Co., the microphone is said to be far ahead of the present standard mike in fidelity of sound production. The new instrument utilizes a sensitive ribbon of duralumin, instead of the diaphragm of the present types, according to O. B. Hanson, NBC manager of technical operations. This ribbon, two ten thousandths of an inch thick, vibrates exactly with the minute variations of air particles set in motion by the sound waves. Six of the microphones have been ordered by WGN, Chicago, according to Carl Meyers, chief engineer.

Universal Microphone Co., Inglewood, Cal., has issued its 1933 catalog in the form of a 20-page booklet well illustrated with blueprints, charts and diagrams. The firm is said to be the largest organization in the world devoted solely to the manufacture of microphone products.

A BOOKLET explaining the "Frequency Measuring Service by RCA" has just been issued by RCA Communications, Inc.

Cantor is Back

AFTER an absence of nine months from the radio, during which he was largely occupied in Hollywood filming his latest picture, "The Kid from Spain," Eddie Cantor will return to the Chase & Sanborn Hour on NBC for an indefinite Sunday night schedule, beginning Oct. 30 at 8 p.m., EST. Georgie Price, who with George Jessel and Harry Richman, has been taking Cantor's place, will continue on the Chase & Sanborn tea program over CBS.

For Medical Advertising

ALTHOUGH adhering to the code that refuses to allow individual doctors to advertise, the Illinois State Medical Society has gone on record as favoring paid advertising by state or county medical societies. It is endorsed not only as being entirely ethical but as a means of educating the public on medical problems.
Clear All Wires

A THINLY veiled satire on the war-radio experiences of Floyd Gibbons is one of Broadway's current stage successes. Produced by Herman Shumlin, its title is "Clear All Wires" and is based on a Chicago newspaper correspondent's experiences in Russia. Bella and Samuel Spewack are the authors. The stage cast was featured in a special radio adaptation of the play over the ABC-WEAFT network Oct. 2.

TECHNICIANS AT MADRID—A group of engineers and technical advisors with the American delegation to the Radio Conference now in session at the Spanish capital. Left to right they are H. G. Walls, Department of Commerce; Loyd A. Briggs, RCA Communications, Inc.; Dr. J. H. Dellinger, Bureau of Standards; Col. Samuel Reber, RCA, and W. G. H. Finch, American Radio News Corp.

Radio Star Poll Started By Springfield Sponsor

TAKING its cue from the current WOR star-ballot presidential poll, the United-American Bosch Corp., Springfield, Mass., (radio receiver), has undertaken a nation-wide radio star popularity poll to determine the country's seven leading radio stars. The ballots will be distributed through newspapers, radio stations and stores in a comprehensive tie-in with the company's advertising campaign, which is handled by Cecil, Warwick & Cecil, New York agency.

The balloting begins Oct. 16 and ends at midnight Dec. 4, and the company proposes to conduct it annually. Ninety-three prizes totaling $10,000 are also to be offered to the public as part of the merchandising tie-in. The stars to be grouped in the following classifications: announcer, comic, dramatist, actor, instrumentalist, orchestra leader, singer and general performer. Voters may express their preference in each classification.

Inquiry Into Advertising Costs Started by Group

FOLLOWING a series of conversations between advertisers, publishers and advertising agencies concerning their joint interest in all factors relating to the cost of advertising, a program of investigation of certain of these factors has been formulated. A joint committee has been formed, consisting of R. R. Deppeurp, president, Procter & Gamble Co., representing advertisers; Lee W. Maxwell, president, Crowell Publishing Co., representing publishers, and A. W. Erickson, chairman of the board, McCann-Erickson, Inc., representing advertising agencies.

This committee has appointed James W. Young, professor of Business History in the School of Business, University of Chicago, to make an independent, impartial investigation and report on the subjects under consideration. Mr. Young's first study will be of advertising agency compensation.

Display Calls

CALL LETTER name plates, heretofore largely confined to micro- phone stands in use at broadcast stations and for news-reel cameras, will hereafter be used on all microphone stands manufactured by the Universal Microphone Co., Inglewood, Calif. It is expected that amateurs, public address systems, remote control points and others will generally use the call letters on their stands.

XER Gets 500 kw. Grant

(Continued from page 6)

away, might also suffer, the degree of interference depending upon the geographical separation. Since the channels proposed to be used do not have the 10 kc. separation deemed necessary and since they virtually would be preempted, engineers feel that these channels are scientifically wrong and defy all engineering standards.

The order granting XER the new authority was signed by Miguel M. Acosta, Minister of Communications and Public Works. It specifies that the station must pay a daily tax of about $15 (35 pesos) while using 500 kw., as compared to its present rate of about $5 (15 pesos). The order specifies that the 735 and 655 kc. channels should be used. It bore date of Aug. 18, but it was not revealed publicly until its discovery in Washington in the form of a diplomatic communication.

It is believed that W. E. Branch, engineer of Fort Worth, Tex., who installed the 75 kw. XER, will direct its projected increased output. Whether a new transmitter will be installed, or whether stages will be added to the present unit is not known.

Retail Advertising

(Continued from page 5)

supeeme disregard for any logic, the next minute they infer that they are working for some little feed store and do all their buying at the five and dime stores.

We haven't done this program really well yet, but it is beginning to demonstrate to us that the pub- lic wants to find out the facts about business in sugar-coated pills, but that the public wants to be told with a laugh rather than a sob about the particular merits of any business.

If a man can chuckle over the chucklehead who colored the town by trying to run up huge bills in a store where no one, from the Pres- ident to the last office boy, can say "charge it" for so much as 5 cents worth of merchandise, it is more likely to make him remember the cash policy than any amount of solemn mumbling about the great virtues of staying solvent' on a cash basis.
Court Gets Knotty
Broadcast Appeals

Novel Legal Problems Raised
By KGMP and KICK

A pair of novel legal problems involving broadcasting stations appeared in radio litigation during the last fortnight. One concerns the Radio Commission's revocation of last July of the license of KGMP, Elk City, Okla., and an appeal to the Court of Appeals of the District of Columbia by a person to whom the license of the station was to have been voluntarily assigned. The other has to do with KICK, which recently was authorized to move from Red Oak to Carter Lake, Ia., and which in fact has moved, only to have the appellate court issue a stay order restraining the Commission from making its decision effective.

In the KGMP case, D. R. Wallace, who had operated the station since March 28, 1931, although without a license from the Commission, appealed. The station was licensed by the Commission to Homer F. Bryant, of Elk City, who apparently sold his interest to Mr. Wallace without Commission approval, which was one of the grounds for the Commission's deletion order. In seeking dismissal of the appeal, the Commission contends that under Section 16 of the Radio Act there is no appeal afforded Mr. Wallace since he was not a licensee or an applicant.

In the KICK case, the Court of Appeals refused to vacate the stay order which it issued several weeks ago on motion of the station. The order was procured by WOW and WAAW, Omaha, and KOTL, Council Bluffs, Ia., through their counsel, George S. Smith of Washington. Since KICK already had moved, the Commission has authorized it to remain silent until "such time as the Court of Appeals vacates its stay order or further disposition is made of the issues involved."

Case of WNJ

On Oct. 3, the court heard oral arguments on the appeal of WNJ, Newark, N. J., from the decision ordering its deletion with assignment of its time to WHOM, Jersey City. The station is operating under a stay order. George Strong, counsel for the appellant, said the case involves a determination of which of two communities is entitled to the service, but Duke M. Patrick, Commission general counsel, declared that the stations covered the same geographical area. He said the Commission had decided upon the deletion of WNJ as inferior to WHOM in public service. George S. Smith appeared in behalf of WHOM, as intervenor.

In lieu of oral arguments, the case of L. J. Beebe, who had appealed from a decision removing WMBA, Newport, R. I., from the air was presented Oct. 3 by brief. John M. Littlepage, of Washington, submitted the appellant's brief, and Mr. Patrick and Fanney Neyman, acting assistant general counsel, the Commission's.

"ON THE SPOT"

with local talent

Apologies to Scott Howe Bowen, Inc. They took the words right out of our mouths. "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."

Today WCLO is producing and presenting sixteen sustaining feature programs successfully competing with the thirty-nine most popular chain programs on the air. A telephone survey (first of its kind) contacting over 6000 homes in sixty cities and towns proves this. Send for your free copy.

ONE WCLO program runs neck and neck with "Amos 'n' Andy" for first place in popularity. Several thousand women think our story hour man is best on air. WCLO has largest children's hour in Wisconsin outside of Milwaukee. Seven thousand members. WCLO Mystery Players top Eno Crime Club in popularity. WCLO Minstrels run neck and neck with WENR for popularity.

We could go on but space in this publication knows no depression. Write if you want facts and figures about Wisconsin's richest dairy center. 240,000 people's market.

WCLO

Latest Western Electric Transmitter
JANESVILLE, WISCONSIN
"THE NATIONAL ADVERTISERS' PROVING GROUND"

October 15, 1932 • BROADCASTING

A MODERN TRANSMITTER
IS NO GUARANTEE OF A
DISTORTION-FREE SIGNAL

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

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

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

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

OTHER INSTRUMENTS
By General Radio
- Frequency Monitor
- Volume Indicator
- Volume Controls
- Audio Transformers
- Distortion Meter
- Piezo-Electric Quartz Crystals

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY
CAMBRIDGE A, MASSACHUSETTS

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www.americanradiohistory.com
Continental Wave Tangle
(Continued from page 6)

than formal representations to the Mexican government that serious interference will be caused by the proposed station to United States stations. The results have not been satisfactory as may be witnessed both by the number of new stations authorized to be constructed and by the number of power increases for stations already in existence.

Cater to U. S. Clients

GLANCING over a recent bulletin issued by the Department of Commerce we see that there are 41 stations operating in Mexico with varying powers up to 75 kw. The latest information adds to these, a station of 150 kw. and one of 500 kw. which I have previously mentioned, both of which are located as close as they could possibly get to the northern border. It is undisputed that the primary purpose for the establishment of these super-power stations is to serve a United States audience and so to cater to United States advertisers.

Assignments to stations in Mexico are not now based on any definite engineering plan. Stations have been permitted to operate where presumably they will cause the least domestic interference and as a result they are scattered somewhat indiscriminately throughout the broadcast band. The failure to allocate stations scientifically together with the resultant probability of interference with our stations has tended to foster the plans of disgruntled American broadcasters, who having lost the privilege of operating a station in this country, are anxious to regain their footing in Mexico. These facts show the urgent need for a constructive solution to a pressing problem.

What that solution should be is the present task of the Federal Radio Commission and of the State Department. It suffices to say that the basis for any permanent solution must comply with the highest engineering standards—which are our own—and that it must include not only Mexico but every nation on the North American continent or adjoining thereto. It must give adequate consideration to the needs of Mexico and Canada, of Cuba and Newfoundland as extracted from a formula comprising the elements of area and population as well as giving weight to certain rights of priority. It also appears to be unquestioned that the eventual solution rests in providing additional broadcasting facilities for the use of these countries. Such facilities can be provided only by extending the present broadcast band or by a surrender of facilities now used in the United States. A step in the former direction may possibly be taken by our delegates to the International Radio Telegraph Conference in Madrid. A step in the latter direction has already been taken by virtue of the agreement entered into between the United States and Canada last May.

Much has been said both in favor of and against this agreement which consisted merely of an exchange of notes between the Canadian Minister at Washington and the Acting Secretary of State. It was never ratified by the Senate and the necessity for such a procedure has been denied by the State Department on the ground that it is merely a modus vivendi, a temporary or working arrangement made in order to bridge over difficulty pending a permanent settlement. The President, through his Secretary of State, has in the past entered into other agreements of the same general character but the nature of their validity has never been definitely determined by the courts. For instance, this type of agreement was made to enable American fishermen to exercise certain fishing privileges within British territorial waters prior to the final adjustment by arbitration of the controversy concerning the North Atlantic Coast Fisheries. Apart from any question as to the validity of the Canadian agreement or the scope or duration or interpretation of its provisions.

Action on License Plan Awaits Return of Sykes

ACTION on the resolution of Acting Chairman Harold A. Lafount, of the Radio Commission, proposing issuance of broadcasting licenses to regular stations in Mexico, for six months, was deferred by the Radio Commission Oct. 7, pending the return of Vice Chairman E. O. Sykes from an extended trip as chairman of the American delegation to the International Radio Conference.

Mr. Lafount's proposal, submitted Sept. 30, also includes recommendations for extending licenses of commercial stations from one to two years and to amateur stations from one to three years.

Making Recordings

NATIONAL Sound Studios in the National Press Building, Washington, is making aluminum disk recordings of talks by members of the President Hoover's cabinet and other prominent national personalities for the Fairchild-Wood Visaphone Corp., which is producing the Visaphone, a device using films and sound for still pictures for lecture purposes.

N.A.B. CONVENTION IN ST. LOUIS
Next November

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 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

TRANSEIVER—New 22 lb. portable unit for transmitting and receiving on 5 meters with one-half watt power developed by RCA Victor Co., well adaptable for use in relaying broadcast programs or emergency messages from seafld.

United States and Canada last May.

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Facts About Transcriptions
(Continued from page 7)

Broadcasting to Advertisers

IF YOU have a message for national advertisers, dealing with your market, coverage, audience, responsiveness, talent, programs or service, we think we know just where you can present it to best advantage.

National advertising executives, including the men in charge of radio as well as all other phases of advertising, are keenly interested in ADVERTISING AGE. It's the only advertising newspaper, covers the entire national advertising field thoroughly, and supplies a weekly news service that has never before been approached in this field.

Broadcasting is given plenty of emphasis. Important news developments affecting the use of radio by advertisers are constantly reported, from the viewpoint of the advertiser. More news on this subject appears in ADVERTISING AGE than in any other general advertising publication.

The newspaper format of ADVERTISING AGE offers opportunity for magnificent display. Its five-column by fifteen-inch page, and its newspaper make-up insure maximum visibility for every advertisement, regardless of size. You can get attention and reader interest in ADVERTISING AGE!

Your story needs broadcasting to the entire national advertising field. Here's the publication with the power to reach and the reader interest to influence the men you are most interested in. Send for rate-card and copy of current issue, if you aren't already familiar with the National Newspaper of Advertising.

Advertising Age
THE NATIONAL NEWSPAPER OF ADVERTISING
537 S. Dearborn St.  Graybar Building
Chicago  New York

October 15, 1932 • BROADCASTING
APPLICATIONS

OCTOBER 1

WBPG, Altoona, Pa.—Voluntary assignment of license to WJAC, Johnstown, Pa.

NEW, Lansing, Mich.—Lansing Broadcasting Co. for 1210 kc., 100 w., unlimited hours.

KRLD, Dallas, Tex.—Voluntary assignment of license to use unlimited day hours experimentally, share night hours with KTXS, for 1210 kc., 50, 60, 125 w., or 250 w., unlimited hours.

WHAM, Madison, Wis.—Modification of CP issued Sep. 27, extended date of completion 7-11-32.

NEW, Jounalu, Ala.—Jounalu Broadcasting Co. for CP reissued to request 1310 kc., 100 w., unlimited hours.

KDK, Los Angeles—CP to move transmitter locally to KFSG’s transmitter location.

OCTOBER 4

WCG, Brooklyn, N. Y.—License to cover CP issued 8-27-32 to move transmitter to New York, N. Y., and study equipment and change frequency from 1310 kc. to 1320 kc.

WHAS, Louisville—Determine by direct antenna method 1210 kc., 250 w., to CP issued 11-17-31 for 25 kw. transmitter.

KOCW, Chatsworth, Okla.—Voluntary assignment of license to J. T. Griffin.

WUM, Atlantic, Ia.,—License to cover old WE transmitter as new equipment former location.

WROI, Knoxville, Tenn.—Modification of CP to require extension in transmitter location and commencement dates.

WBKA, Columbus, O.—Authority to use former main transmitter as auxiliary.

OCTOBER 5

WEGO, Ithaca, N. Y.—Modification of license to change location of main studio to Elmira, N. Y., for 10 kw. transmitter.

WJAY, Cleveland—Modification of license to change frequency and power from 1310 kc. 500 w. to 1320 kc. 250 w., for 1210 kc. 500 w., unlimited hours.

WMEZ, Detroit—Will change location of transmitter and studio to Charlottesville, Va., amended to give exact location of transmitter as two miles from business center of Charlottesville.

NEW, Lancaster, Pa.—Lancaster Broadcasting Co. to request 1210 kc., 100 w., unlimited hours.

WWL, New Orleans—License to cover CP issued 11-17-31 for 50 kw. transmitter.

KSO, Des Moines.—Modification of CP issued 9-30-32 to give exact location of transmitter and studio as 715 Locust St., Des Moines, change transmitter.

WRLD, Livingston, Mich.—License to cover CP issued 5-27-32 for changes in equipment and increase power from 50 w. to 250 w.

WILL, Urbana, Ill.—Special authorization to increase operating power from 250 w. night, 500 w. day, to 500 w. night, experimentally, and 1 kw. day; requests facilities of WKBV, Galesburg, Ill., terms of 0.2 quota units.

KUMA, Yuma, Ariz.—Modification of license for change in specified hours of operation.

NEW, Missouri, Kansas City, Mo.—Modification of CP issued 5-17-32 to extend date of completion to 11-17-32.

NKX, University, Mo.—Voluntary assignment of license to the Lumar Broadcasting Co.

OCTOBER 8

WVS, Buffalo, N. Y.—License to cover CP issued 6-27-32 to move transmitter to Buffalo, N. Y., and change transmitter location, change location main studio and extend date of completion.

NEW, New Philadelphia, O.—The WNPD Company for use 850 kc., 50, 60, 90 w. (5 a.m. to local sunset).

KGCC, Valley City, N. D.—Modification of license for change in specified hours of operation.

NEW, Dallas—License to cover CP issued 7-10-32 to reallocate license of 1210 kc. 780 kc. for 1210 kc. 780 kc., for 1290 kc. 500 w., unlimited time, sustaining Examiner Yest.

NEW, Atlanta, Ga.—License to move transmitter from Steel Pier, Atlantic City, N. J., to Watsontown, Pa. Experimental visual broadcasting station.

GLOSSARY

CP—Construction permit.
GC—General contractor.
LD—Limited power do.
Lc—Limited power do.
LP—Limited power do.
LD—Limited power do.
PL—Power until local sunset.
G—General Order.

BROADCASTING  •  October 15, 1932

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October 7

WCOA, Pensacola, Fla.—Granted license covering installation of new equipment and increase in power from 1,450 w. to unlimited time.

KALE, Portland, Ore.—Granted consent of voluntary assignment of licenses, to give DPC the renewal of license, 1,500 w., specified hours.

WSPA, San Francisco, Calif.—Application for special authority to remain silent pending action on applications for CPs pending before Commission.

WAND, Los Angeles, Calif.—Granted special authority to operate from 2 to 4:30 p.m., EST, Oct. 8, 15, 29 and Nov. 19, 1932. Renewal of license.

WXAL, Kansas City, Mo.—Granted experimental broadcast licenses, 2,000-2,000 w., limited time.

WFBT, Athens, Ga.—Renewal of license, 1,450 w., unlimited time.变化的定时为：11:30 a.m. to 2:30 p.m., to 8:30 p.m. and 11:30 p.m.

WGN, Chicago, Ill.—Application for renewal of license for a transfer from 1,100 w. to 5,000 w., with power of 250 w. during the day and 100 w. during the night.

WFLC, Columbus, Ohio.—Application for the renewal of license to increase power from 600 w. to unlimited time, but limited to the operating hours of 6 a.m. to 9 p.m. and 10 p.m. to 12 midnight.

WGR, Cleveland, Ohio.—Examines Hyde recommended (Report 418, Docket 17271) that application for increase in power from 1,500 w. to unlimited time.

WLOG, Ft. Wayne, Ind.—Transmitter granted (Q. 187, Docket 17284) to Grant Broadcasting Co., Indianapolis, Ind., to operate at frequencies of 1,490 and 1,510 w.

WKJY, Charlotte, N.C.—Application for renewal of license to operate from 11:30 w., to unlimited time.

WMCN, Calumet, Mich.—Examines Hyde recommended (Report 418, Docket 17271) that application for increase in power from 600 w. to unlimited time, but limited to the operating hours of 6 a.m. to 9 p.m. and 10 p.m. to 12 midnight.

WGAR, Cleveland, Ohio.—Examines Hyde recommended (Report 420, Docket 1668) that application for increase in power from 1,500 w. to unlimited time.

WJBF, Jacksonville, Fla.—Granted renewal of license for a transfer from unlimited time, with power of 250 w. during the day and 100 w. during the night.

Procedures for the renewal of licenses, 1,500 w., unlimited time.

October 11

KYKX, Lewiston, Idaho.—Granted modification of CP to change the facilities of the station to manufacture and extend the equipment licensed for the station at Lewiston, 1,500 w., to Hershey and Roberton roads, Roberton, Ore., with the power of 1,000 w. and increase power to 1,000 w.

WKRE, Erie, Pa.—Granted modification of CP to change the facilities of the station to manufacture and extend the equipment licensed for the station at Erie, 1,500 w., to 1,000 w. and increase power to 1,000 w.

WGOC, Columbus, Ohio.—Application for renewal of license to operate at frequencies of 1,340 and 1,260 w.

WQFX, Pierre, S.D.—Denied authority to operate until Nov. 6, 1932.

WLW, Cincinnati, Ohio.—Authorized to enter a new station at San Juan, 100 w., and operate the station at Experimental Authority.

WJRE, Erie, Pa. (Ex. Rep. 410) — Granted permission to make special deposits in re application for modification of license.

WGSR, Silver Spring, Md.—Granted permission to make special deposits in re application for modification of license.

WQCM, Columbus, Ohio.—Application for renewal of license to operate at frequencies of 1,340 and 1,260 w., unlimited time.

KJU, Walla Walla, Wash.—Granted special authority to operate limited time on Oct. 6, 12, 13, 20 and 27 and Nov. 3.

WLWB, Erie, Pa.—Granted modification of CP to change the facilities of the station to manufacture and extend the equipment licensed for the station at Erie, 1,500 w., with the power of 1,000 w. and increase power to 1,000 w.

WERE, Erie, Pa. (Ex. Rep. 410) — Granted permission to make special deposits in re application for modification of license.

WOR, Newark, N. J.—Renewal of license application for renewal of license for a transfer from 11,200 w. to 5,000 w., with power of 250 w. during the day and 100 w. during the night.

WMDF, Calumet, Mich.—Examines Hyde recommended (Report 418, Docket 17271) that application for increase in power from 600 w. to unlimited time, but limited to the operating hours of 6 a.m. to 9 p.m. and 10 p.m. to 12 midnight.

WGAR, Cleveland, Ohio.—Examines Hyde recommended (Report 420, Docket 1668) that application for increase in power from 1,500 w. to unlimited time.

WJBY, Gadsden, Ala.—Granted renewal of license for a transfer from unlimited time, with power of 250 w. during the day and 100 w. during the night.

WJBF, Jacksonville, Fla.—Granted renewal of license for a transfer from unlimited time, with power of 250 w. during the day and 100 w. during the night.

October 15, 1932 * BROADCASTING

Wire Revenues Reflect Consistent Trade Rise

BUSINESS throughout the nation, insofar as it is reflected in the telegraph and cable reports, has been favorable to radio during the past week, according to General John S. Gibbs, president of the company.

"The improvement in the metropolitan area is gratifying, because it is here that sentiment has been supposed to be most biased. Of perhaps equal importance, however, is the comparable improvement, as reflected in our figures, in the Mississippi Valley and the southwest and in the New York metropolitan area."

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Washington Visitors*

* A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and Broad- casting, October 1-14.

Washington Visitors*


W. T. Leach, owner, WOC, Des Moines, Iowa.

Eugene V. Cugler, WLBW, Erie, Pa.

William A. Schmuck, WLF, Atlantic City, N.J.

Wallace Kadyler, KOAC, Corvallis, Ore.

Frank E. Reis, WAGS, Great Falls, Mont.

Edwin M. Stone, WPG, Atlantic City, N. J.

F. J. Hennessey, Jr., NBC, New York.


J. R. Nolan, KXL, Oakland, Calif.

C. G. Miller, WEZ, Canton, Ohio.

W. B. Ballard, Jr., Hhans, N. Y.

W. B. Brown, WECB, Emory, Va.

A. E. Stover, WSKG, Pittsburgh, Pa.

A. L. Ashley, NBC, New York.

Frank W. Wozencraft, RCA, New York.

William W. Ickes, Western Advertising, San Francisco.

Radio in Politics

By JOHN HENRY* Manager, KOIL, Council Bluffs, Omaha

RADIO will play a big part in the 1932 campaign. It played a big part in the last campaign—in the last several campaigns. But probably this year will see a greater use of radio as a means of reaching the people that ever before. They have the freedom to use radio and they use it liberally to get their messages into the minds of the voters. Year ago when the candidate had to personally visit as many communities as possible and talk to as many people as possible, to get as many votes as possible. The people in the Old West could not do that because they lived so far apart. In the 1936 campaign the radio was used to get the message across to the people. The people live in the cities and towns and farmers and ranchers. But after all those processes didn't make people think clearly along lines of importance in government. After all, America is a democracy. The government cannot possibly be any more beneficial to the people than the people make it. Voters must understand conditions and issues and be prepared to weigh them intelligently and vote wisely.

The trials of oratory and the play on emotion which the old-time politicians knew how to do are gone. The people, it seems, didn't do much to clarify the real issues before the people. Those things more often than not, beclouded the important things of the campaign.

But radio is driven the old type of campaign into the discard. Today the candidate goes directly to the people—talks to them while they listen in their homes where they are at ease and where they can be expected to listen attentively and consider whatever is said. The radio delivers his address before a studio microphone cannot rise to heights of oratory as his party followers applaud thunderously. Nor can he be thrown off his guard by the hecklers from the opposite party. His flag-waving can't be seen, and if he pounds the desk in front of him, the noise he creates only sounds like static and his hearers shunt off the radio and go to bed. The only speaker the radio audience will listen to is the one who speaks in thought and preparation of what they are going to say when the announcer motions to them that the mike is open and they are on the air.

There are tremendously important issues before the people as voters as possible with the justice of the position they have assumed on matters of public interest, the candidates will use radio more freely than ever before. They will not spend so much time in travel, but will spend the time in careful thought and preparation of what they are going to say when the announcer motions to them that the mike is open and they are on the air.

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From a "Koll Comments Editorial" broadcast over KOIL.
The Other Fellow's Viewpoint...

Earnings Rates
To the Editor of Broadcasting:
KPAC, Houston, has issued a new national and local rate card, effective Oct. 10, changing our rates slightly and with this special clause under the heading "Discounts": "Discounts are not applicable until earned. All contracts are billed at open rate, and clients credited with applicable discounts when contract is completed."

In the past we have been greatly troubled mostly in the local field, but occasionally on national contracts, by advertisers contracting for the use of 13 or more periods to secure a discount, when it was not their intention to run more than four. And this subject of back-billing is one worthy of much discussion. We have contacted all of our larger advertisers and find them unanimously in accord with our plan to stop the necessity of back-billing, and will appreciate your editorial or personal comment on the subject. Our new plan works out in this manner. We have a client to whom we sell 25 fifteen-minute programs at a cost of $100 each, 10 per cent quantity discount. During the first five months of the campaign, he has used 22 programs, which have been billed at $100 each, the open rate. His last statement was ended, "This contract will be billed: 4 programs at $100 each, $400. We will then send our credit edit on this statement for 10 per cent on the total amount of $2,600 or $260, which will be deducted from the last months billing, making a net due us of $140 for the last month.

As agency commissions are deductible on the amount of the statement, this plan will eliminate the necessity of charging or crediting the agency with earned discounts, there will not be any necessity for an agency to pay the station a short-rate fee which in some instances they cannot collect. We have granted the client the discount to which he is entitled, and on the whole, believe that we are protecting our representatives from disagreeable back-billing practices.

INGHAM S. ROBERTS,
Commercial Manager,
KPAC, Houston, Tex.

Sept. 24, 1932.

PROFESSIONAL DIRECTORY


9420 JONES MILL RD. Phone W'stonia 3181 CHEVY CHASE, MARYLAND

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Frequency Intensity Surveys, Directional Antenna Installation, Loran Station Engineering.

1306-8 W. 74th St., CHICAGO, ILL

Guider on Libel (Continued from page 12)
speeches in advance from all candidates, or by contacting with the first and all subsequent candidates, and thus retain the right to demand deletion of matter which seems libellous. He declared that these suggestions impose upon broadcasters the difficult task of scrutinizing for its legal effect each personal reference made in a political speech and the additional duty of "monitoring" the speech if it is rendered. "But even then the speaker may not feel that its warnings are ended," he said.

"Suppose the speaker, in the enthusiasm of the moment, or even inadvertently, departs from the text of his speech. If the departure involved the use of language that is neither libelous, indecent nor obscene, the station would have no reason to terminate his broadcast. But suppose further this might readily be the case, that the speaker indulges in some extemporaneous remarks, involving the personal qualities or conduct of his opponents. The monitor, who is not likely to be trained legally, might instantly decide whether the speaker is to be severed from his audience. From the point of view of the broadcasting station the situation teems with dangerous possibilities. Where the facilities of the station have been purchased by the speaker, he is entitled to a freedom from interruption during his time on the air, so long as he acts in a lawful manner, and it will be no defense for the station to say, that on the spur of the moment, it erroneously concluded that a libel was about to be uttered."

Mr. Guider concluded that, unfortunately, there is little prospect of any early expression by the Supreme Court on the subject of defamation by radio. He said the Nebraska case has been returned to the trial court for reconsideration, and that even if this case should ultimately find its way to the highest tribunal, that court may not feel called upon to interpret Section 18 (political section of the radio act) and find a binding relating only to the particular issue in the Sorenson case.

WHEN KJI, Los Angeles, wanted to put on a drama production based on police broadcast, it borrowed the police official announcer, Officer Rosenquist, to do the actual announcing.
Successful Radio Programs

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

* * * * * * * *

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO

DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

October 15, 1932 • BROADCASTING
NEW MIKES TO BE USED FOR OPERA BY NBC

NEW YORK, Oct. 10 — Metropolitan Opera, carried to the radio audience for the first time last year over National Broadcasting Company networks, will be broadcast again this year and with greater fidelity than ever before through the use of the new velocity or "ribbon" microphones, M. H. Ayiesworth, president of NBC said recently.

These new microphones which will be used regularly by the NBC for the first time at the opera broadcasts, starting late in November, were recently perfected by the RCA-Victor Company and are far ahead of the present standard microphones in fidelity of sound reproduction Ayiesworth explained.

O. B. Henson, NBC manager of technical operation and engineering, has been experimenting with the new microphones for several months, Ayiesworth said, and they will be utilized on a regular series first at the Metropolitan Opera House in New York City.

Unlike existing types, the veloc

The New Velocity Microphone.
To Be Used by the National Broadcasting Company for the Metropolitan Opera Broadcasts of the 1932-33 Season.

The New Velocity Microphone utilizes a sensitive ribbon of duranitin, instead of a diaphragm, the engineer said. This ribbon, two ten thousandths of an inch thick, vibrates exactly with the minute variations of the air particles set in motion by the sound waves.

Return of RADAMES, Oct. 10 of AIDA

RIVALLING Radames, Grand Opera Broadcasts soon will return triumphantly to the air. For these most exacting of all broadcast pickups, NBC engineers are planning this year to use the new Velocity Microphones. This decision was made after careful comparative tests had clearly indicated the greatly increased fidelity of reproduction which these new microphones make possible. The enthusiasm with which NBC engineers have accepted these new microphones is not exceptional—it is typical of the unqualified approval expressed by all of the engineers and artists who have had an opportunity to hear the fine reproduction provided by Velocity Microphones.

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.