NBC ARTISTS SERVICE
GEORGE ENGLES - MANAGING DIRECTOR

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

NEW YORK BOSTON WASHINGTON SCHENECTADY CHICAGO DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES
THE LARGER TWIN CITY ADVERTISERS use KSTP

PROOF...

Montgomery Ward
Leader Dept. Store
Adlerika Company
Bannons Dept. Store
The Golden Rule
Albrecht Furriers
Browning King & Co.
McMillan Paking Co.
Purity Baking Co.
Zinsmaster Baking Co.
Germania Tea Co.
Stephens Buick Co.
Schoch Grocery Co.
Atkinson's Dept. Store

Ballard & Skellet Transfer
Schunemans & Mannheimers
Dept. Store
Minneapolis Transfer
Minnesota By-Product Coke
Northland Milk & Ice Cream
Minnesota Milk Company
Sanitary Farm Dairies
United Coal Company
Northwestern Fuel Co.
Pioneer Maple Products Co.
Anderson Motors (Pontiac)
Holt Motors (Chrysler)
N. W. Bancorporation
Ford Coal & Coke Co.
Northern Hupmobile Co.
Griggs Cooper & Co.
First Finance Co.
Florsheim Shoes
Packard Shoes
Northwest Airways
Old Fashioned Millers
Weyand Furniture Co.
Sunset Memorial Park
Minnesota Bldg. & Loan
Northern States Power Co.
Midwest Oil Co.

PROGRAM

Baron Munchausen
Eddie Cantor
Ed Wynn
Rubinoff
Lawrence Tibbett
Walter Damrosch
Father Coughlin
Seth Parker
Jessica Dragonette
Metropolitan Opera
Amos 'n' Andy
Paul Whiteman
Ben Bernie
Wayne King

Jackson Park

INSURES

Major Bowes
Donald Novis
Rudy Vallee
Eddie & Ralph
Richard Crooks
Cecil & Sally
Chandu
Roxy
Tarzan
Al Jolson
Lanny Ross
Black & Blue
Orphan Annie
Cab Calloway

A U D I E N C E

Carveth Wells
Ford Play Gypsies
Sinclair Minstrels
Sherlock Holmes
Vincent Lopez
Borah Minnevitch
Georgie Price
George Olson
Ethel Shutter
Gladys Rice
Clara Lu 'n' Em
The Revelers

BROADCAST ONLY THROUGH KSTP WITHIN A RADIUS OF 150 MILES

FOR RESULTS

9TH U.S. RETAIL

MINNEAPOLIS

MARKET

Broadcasting • February 1, 1933
It's coming!

A NEW PROGRAM
ALREADY HERALDED AS ONE OF
THE OUTSTANDING RADIO SUCCESSES
OF 1933!

THE TOWNSEND MURDER MYSTERY ... a new type of radio drama, thrilling but not blood-curdling, with suspense but no gruesomeness, plus that genuine negro humor created by the man who has put certain residents of “Bummingham” among the favorite characters of fiction ......

OCTAVUS ROY COHEN ... famous author of short stories, novels and plays, who now makes his radio debut by writing this mystery especially for presentation over the air by a ......

BROADWAY AND HOLLYWOOD CAST ... featuring Thurston Hall, the famed actor, in the role of Jim Hanvey, “the laziest and best detective in the world”; John Hamilton, stage and screen star, as Police Chief Al Shepard; the leading negro actors, Frank Wilson, who won fame as “Porgy,” and Ernest Whitman, who played the inmate of Cell 13 in The Last Mile, as Jasper DeVoid and Quintus Jones; and other stellar performers such as Charles Slattery, Jonathan Hole, Cecil Secrest, Blaine Templeton, Joyce Meredith and Lois Campbell; all directed by the well-known Frank McCormack, who will bring his cast before the microphone ......

FEBRUARY 14TH ... when the first episode will be presented over more than thirty stations from coast to coast, and continuing every Tuesday, Thursday and Saturday for eighteen weeks, during which time the whole country will be asking “Who killed John Prosser?” — the question that will keep hundreds of thousands of sets tuned to those stations featuring The Townsend Murder Mystery, a new program already heralded as one of the outstanding radio successes of 1933 ... a new program presented by ......

Westinghouse

February 1, 1933 • Broadcasting
W-G-N ENTERTAINS MORE CHILDREN Than Any Other Station in the World

Between the hours of 5:00 and 6:30 P.M., Station WGN presents a carnival of children’s programs, which, in variety, in suspense, in educational value, in humor, in fantasy, in wholesome entertainment and in acceptance by all ages of juveniles, cannot be equalled anywhere else.

5:00 P.M. • “THE DEVIL BIRD.” Dramatizations of exploring tales for young folks. Adapted from stories by Bob Becker, Outdoors Editor of the Chicago Tribune . . . Written and produced by WGN . . . Broadcast over a Columbia network of stations . . . Sponsored by Horlick’s Malted Milk Corp.

5:30 P.M. • “THE SINGING LADY.” Songs and tales for little tots, produced by WGN and shot from Chicago over an NBC network of 13 stations . . . Sponsored by the W. K. Kellogg Company.

5:45 P.M. • “LITTLE ORPHAN ANNIE.” Serial dramatization of the characters in the famous newspaper comic strip . . . Written and produced by WGN and shot over an NBC network of 40 stations. Also employing separate dramatic cast for West Coast Chain . . . Sponsored by Ovaltine.

6:00 P.M. • “UNCLE QUIN AND DAVY DREAMER AND WISHBONE.” Make-believe dramatizations with juvenile cast . . . Scenes laid in all parts of the world and all chapters of history . . . Written and produced by WGN . . . Sponsored by Listerine Tooth Paste.

6:15 P.M. • “THE SECRET THREE.” Boy detective stories cast and produced by WGN. Also recorded from WGN for spot broadcasting on 15 other stations . . . Sponsored by the Three Minute Cereal Company.

Sunday, 11:45 A.M. • “UNCLE QUIN” RYAN originated one of radio’s most popular juvenile features in the summer of 1924, when he took the air to broadcast the Sunday “funnies” from the Chicago Tribune . . . Every Sunday morning since then countless children have sat for a whole hour engrossed with the cheery explanations of the antics of “Andy Gump,” “Moon Mullins,” “Uncle Walt and Skeezix,” “Little Orphan Annie,” “Harold Teen,” “Dick Tracy” and all the others . . . Thousands of parents have written to tell of their gratitude in being relieved of that ancient Sabbath chore.

Six more programs that are smashing successes from the station that gave the world Correll and Gosden (Amos 'n' Andy); Clara, Lu 'n' Em, Floyd Gibbons, East and Dumke (Sisters of the Skillet). WGN is building tomorrow’s great programs for you today.

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—740 KILOCYCLES
NATIONAL PRESTIGE . . . . . . . . . . . . SUPERIOR PROGRAMS . . . . . . . . 95,000 WATTS POWER . . . . . . . . . . . . CLEAR CHANNEL . . . . . . . . . . . . INTENSIVE ZONE 1 COVERAGE

Page 4

BROADCASTING • February 1, 1933
Newton Baker Retained as NAB Counsel

By Sol Taishoff

ASCAP Offers to Reopen Copyright Case, Minus Schuette, With Royalty Shift to Advertisers Indicated As Purpose

FULFILLING the mandate of the NAB at its November convention in St. Louis to engage a man of commanding stature to represent it in its fights against oppressive demands, the NAB has retained Newton D. Baker, noted Cleveland attorney and Secretary of War during the Wilson administration, as counsel in the copyright fight.

Announced Jan. 24 by A. J. McCosker, NAB president and director of WOR, Newark, Mr. Baker's appointment came almost coincident with other momentous happenings on the copyright front. E. C. Mills, general manager of the American Society of Composers, Authors & Publishers, in a letter to the NAB dated Jan. 18, offered to reopen negotiations for revision of the present contract which the NAB avers was accepted "under duress." At the same time, however, he declared ASCAP under no circumstances would deal with Oswald F. Schuette, NAB copyright director, who has been conducting a vigorous campaign against ASCAP in behalf of the industry.

Simultaneously an announcement was made that the NAB board of directors will hold a meeting in Washington Feb. 20 during which the copyright situation will be thoroughly discussed. When Mr. McCosker issued the call, it was indicated that Mr. Baker would be on hand to discuss the copyright matter.

Broadens Copyright Fight

MR. BAKER'S appointment gives the copyright controversy a new national aspect. Negotiations last year, at times tinged with acrimony, were largely confined to the two industries, and finally resulted in the broadcasters capitulating to the ASCAP demands for a revised "sustaining" license of a flat sum based on station classification, plus 3 per cent of the station's gross receipts for the first year, 4 per cent for the second and 5 per cent for the third. This scale, it has been estimated, would increase by between 300 to 500 per cent the $960,000 ASCAP obtained in royalties from stations last year on a flat-fee scale.

Mr. McCosker's announcement of Mr. Baker's appointment was immediately followed by a brief statement by Mr. Baker confirming it. Mr. Baker was in Washington at the time trying a court case.

In his announcement, Mr. McCosker said that he had retained Mr. Baker as counsel "to act for the broadcasting industry in matters arising out of the recent license agreement with the American Society of Composers, Authors & Publishers." He added that "Mr. Baker for the last month has been studying the agreement and its effect on the broadcasting industry."

Important Law Firm

MR. BAKER'S statement said: "I have been retained by the National Association of Broadcasters, through A. J. McCosker and its board of directors, to represent the association in conference or in litigation as may be necessary, in matters arising out of the new form of license agreement issued by the American Society of Composers, Authors and Publishers to the members of the broadcasting association."

"The matters at issue between the Society and the broadcasters are the validity and fairness of the terms proposed for the broadcasting of copyrighted music publications."

The former Secretary of War, who also ranks high in the Democratic party, is the senior member of the Cleveland law firm of Baker, Hostetler, and associates. In that regard, particular emphasis is laid on the proposal, approved at the NAB convention, for the creation of a wholly-owned radio music subsidiary which would collect and arrange its own reservoir of music and release the industry from its dependence upon ASCAP.

Confessed Failure Seen

MR. MILLS' letter to the NAB and to all stations was accepted as a confession on the part of (Continued on page 28)
New Third Net Embraces Old Plans

Ed Wynn Heads Enterprise Slated to Start Feb. 15; Stations Would Get Half Card Rates, Share Profits

PLANS for a "third network," apparently embracing a combination of similar, but less ambitious projects which have been started or rumored in the past, are going forward with Ed Wynn, Broadway comedian, as the titular head. Based upon a financial backing of five unnamed "Detroit millionaires," involved in the current project are the plans of the WXYZ (WAXZ) group, in the southeast, of the Kunsky-Trendle (WXYZ) group in the middlewest, of Wynn's Associated Broadcasting System, Inc., and, possibly, of the embryonic plans of WMCA, New York, for a third chain. The network expects to begin operations on the east coast Feb. 15.

Detailed information on the undertaking has been procured by Broadcasting from a copy of a letter contained in a letter, dated Jan. 14, written by George W. Trendle, president of the WXYZ group. Trendle had contacted originally regarding a midwestern network, and WXYZ was formerly the Detroit outlet of CBS, but has been operating independently since last June, when CBS switched to CKRO, Detroit-Windsor.

The announcement points out that the stations are individually owned and that the venture is the fruition of plans which Kunsky-Trendle has had since it invaded radio three years ago. The network, now called the Kunsky-Trendle Broadcasting System, Inc., has sold the Kunsky theatres in Detroit in 1929 to Publix Theatres for about $7,000,000.

Novel Trade Arrangements

PLANS for the network propose an entirely new arrangement for business dealings and arrangements with client stations. Mr. Wynn would head the parent company, being the "third chain." WXYZ as the "key," this network embodies WOOD-WASH, Grand Rapids, also owned by Mr. Wynn; WKZO, Kalamazoo, and WDFD, Flint. The announcement points out that the stations are individually owned and that the venture is the fruition of plans which Kunsky-Trendle has had since it invaded radio three years ago. The network, now called the Kunsky-Trendle Broadcasting System, Inc., has sold the Kunsky theatres in Detroit in 1929 to Publix Theatres for about $7,000,000.

Mr. Trendle, "that as soon as this network begins operation, there will be many of the chain stations anxious to join it, and I would like to let you know that we are operating under the assumption that the future (midwestern) group included in it. We could run from Washington to Baltimore, Cincinnati, thence to Cleveland, thence to Detroit, and Chicago very easily.

Mr. Trendle, according to the plans, will introduce an entirely new feature in the program element of network broadcasting by acting as master of ceremonies practically all evening at chain breaks to keep up listener interest. It was reported that the comedian has associated with him practically every theatrical man of any note, as well as 10 of the foremost story writers with companies.

Here is the proposed agreement with affiliated stations, as contained in Mr. Trendle's letter:

1. Each station owner is to bear the cost of line charges and maintenance from the next connecting point to his own station.
2. Each station is to pay a

Mid-Western Show of Radio-Advertised Products in Kansas City This Spring

Cooperation of Newspapers and Stations is Assured; Broadcast Stars to be Featured Attraction

PLANS have been completed for a five-day radio-advertised merchandise show in Convention Hall, Kansas City, from March 27 to April 1. This commercial undertaking is for the purpose of the exposition has been issued by the Mid-Western Merchandising Exposition, the promoter.

Daily performances are to be staged by outstanding national and local radio performers, and admission charges of 25 cents during the day and 50 cents at night are to be made. All broadcast advertisers in that city are invited to participate as exhibitors and sponsors.

Local Cooperation

THE EXPOSITION has the full support of all Kansas City stations and newspapers, according to its promoters, and railroads and bus lines have agreed to offer excursion rates during the event. Retail merchants have promised to feature radio-advertised products in stores and window displays and in newspaper advertising.

Pointing out that more than $100,000,000 is spent annually for radio-advertised products in the Kansas City area, the promoters predict tremendous audiences in stores in that merchandise interest in that area. Those in New York and Chicago, seldom have an opportunity to see the radio stars whose voices they know so well.

A 30-piece orchestra has been engaged to furnish music, and the promoters also agree to send remote control and line charges incident to originating programs from their station.

Management Personnel

EXECUTIVES in charge of the exposition are: Tom Burket, managing director, former director of merchandising and research for KMBC; Louis W. Shouse, secretary-manager of Convention Hall; George H. Bowles, publicity director, former assistant city manager of the Kansas City Star, and one time district publicity director for Universal Films; Harold A. Larson, chief engineer, recently construction engineer on police radio stations in Kansas City and Denver.

The advisory directorate comprises: Arthur B. Church, vice president and general manager, KMBC; H. Dean Sifter, manager, WDAF; Donald Dwight Davis, president, WHB; Vernon H. Smith, manager, WOL; W. E. McEwen, chief engineer, WDAF; Harold Goldberg, chief engineer, WHB; John T. Schilling, general manager, WBB; WBB; Herb Strothe and co-production director, WDAF; Conrad McGrew, music and program director, WBB; Dick Smith, program director, KMBC; Buck Lewis, chief engineer, WREN, and A. R. Moler, chief engineer, KMBC.

Inaugural Plans

ELABORATE plans to broadcast the inaugural ceremonies March 4, when President-elect Roosevelt takes office, are being made by the NBC and CBS news departments. George Burke Miller and Herbert Glover, directors of news broadcasts for the respective networks, have been in Washington during the past fortnight making arrangements with Admiral Carly Grayson and other stations to "over-broadcast" the inaugural to cover the event for the radio audience from vantage points at the White House, the Washington Capitol and White House, with portable transmitters and from aircraft, including possibly a broadcast from the dirigible Akron.

Herbert L. Petey, who was radio director of the Democratic national campaign committee, has been named chairman of the sub-committee in charge of radio for the inaugural March 4. He has established headquarters in Washington where he will work with Rear Admiral Carly Grayson, who has retired, as chairman, and his committee in the Washington Hotel.

A native of Kansas City, Mr. Petey is mentioned as the probable successor to the Radio Commission post left vacant by the resignation last summer of Maj. Gen. Charles McK. Saltzman, chairman. President Hoover has not seen fit to name a cabinet radio official, General Saltzman, and the fact that the party in power is entitled to a majority in all fields of endeavor makes it a foregone conclusion that the nominee will be a Democrat chosen by President-elect Roosevelt.

Mr. Petey handled all radio for the Democratic campaign, coming to the committee from Mrs. V. W. where he was in the commercial sales section of the Photophone division. Before that he was with WBN-WXY in Kansas City as film distributor in Kansas City. He attended the University of Kansas until 1925 and is 30 years old.

Phantom Foes of Radio Routed by Facts

By H. L. HODGSON
Vice President in Charge of Radio
N. W. Ayer & Son, Inc.

Challengers of Older Mediums Met With Survey Figures;
Over-emphasis of Success Held Greatest Hazard

RADIO, passing through a period of controversy regarding its adaptability for advertising, has emerged as one of the most responsive and factual mediums in use today. At first regarded as the adopted child of advertising, it has proved a model student and has developed all the progressive characteristics of its foster parents. Many of the results it has accomplished have set a mark which may be displayed with those of the printed word. Radio has proved it is a blood relation, not just a befriended waif.

For one thing it has a faculty for supplying conclusive answers to attacks which are old foes to advertising. Many of them will be easily recognized by those whose advertising experience is of pre-microphone stock.

Re Personal Opinion

FOR INSTANCE, there is that old enemy of advertising—purely personal opinion. How many times has it sat as a judge of art work, layout, copy and design? And how many times has its sentence been unfair? Radio is tugging at this pseudo-judge, stripping him of his gowns and pulling him from his bench.

Almost any good art director can measure his weight in advertising illustrations which were refused because they were judged, not for their ability to help sell merchandise, but for their un-attended appeal to the personal artistic preference of the purchaser. Many an advertiser has been broken reared because personal preference decreed that only a certain face and size of type should be used. And copy-hours have been spent on discussion of a paragraph, a sentence or even a single word.

But radio has demonstrated that personal opinion or preference carries little weight in determining the proper appeal to a mass audience. Responding to what it likes, disregarding what it is unpopular, the radio audience soon brands personal likes and dislikes as unfair tests.

Measuring Mass Reaction

IT IS possible to measure definitely public reaction to radio advertising. Surveys of programs cover a sufficient number of opinions to be statistically accurate in judging popularity. Graphs of these percentages afford interesting comparisons and, properly analyzed, become quite valuable in judging tendencies.

Fan mail is still a big factor. Whether based on contests or unsolicited comment, it acknowledges a listening audience.

Sales results, the final factor, give unalterable proof that mass reactions often vary greatly from individual preference. It has been proved that the sponsor's living room is not a safe laboratory for judging what a "national audience" prefers. The advertiser who says, "I don't like that kind of music," can be shown radio facts to prove that opinions differ and his is not always of the majority.

Another Old Foe

AFTER radio advertising outgrew the creeping stage of just announcing sponsorship and started to outline the selling points of the sponsor's product, we heard a great many assertions that no one was listening to radio advertising. Fundamentally, that was another old foe of advertising stepping to the front. This attack represents the supreme negative and has been a running handicap to every step advertising has taken.

Years ago it was vehemently stated that no one read advertising. Later no one read long copy, no one remembered slogans, no one read certain magazines. Such statements at times and in important places were real hurdles.

The first application of this negative generalization never gained much momentum with radio. Soon after it was said no one listened to radio advertising, a few hundred thousand letters were received responding to statements made in previously dialed-out announcements.

New Sales Promotion

ADVERTISERS now are fast learning that sales promotion on

IN AYER STUDIO—Part of main control board of N. W. Ayer & Son Studio in New York which duplicates in every detail the most modern studios used by radio stations, including turntables for all types of transcriptions.

The air can be handled more effectively if announcements are made notable for more than their use of superlative adjectives. Sales effort need not be weakened. Radio advertising which adroitly becomes part of the entertainment, messages given by consumers and members of the trade, can be the carefully prepared appeal to children indicate just a few successful methods used to make the appeal as effective as the entertainment of the program.

When sales results proved that radio advertising was listened to and followed, negative generalization immediately became more cautious but redirected its attack along another direction. Certain days were poor. Thursday was bad because it was the maid's day off and everyone (again a grand negative) went out for the evening. The vogue for this argument was principally confined to New York and was balanced by opinion from the rest of the country that when the maid went out the family remained at home. The vast important market of comfortable but maidless homes was for the moment overlooked.

Many Claims Disproved

WHEN DOUBTS regarding particular days were answered by successful programs, many individual hours were suspected of having a few weak among. It was too early because no one got home until seven. Saturday evening hours were bad because Saturday was party night. The very variety of the claims disproved them. All could not agree to eliminate Thursday, so some sponsors tried it, not thinking of reasons why it was so poor; and the advertising was successful. Morning hours went begging for it is not easy to find advertisers who have successfully reached attentive women shoppers. Facts show that many times of questions have been responded with purchases at nearby drug, grocery or department stores within a few hours after the broadcast. While afternoon hours are now lagging they will soon have their champions and again facts will prevail.

Contrary to the opinion of many actively using radio, very definite and accurate guides to the proper planning of purchasing radio form of advertising are possible. While the basis for station claims for coverage often vary too much to permit uniform studies, one group of advertisers has had the advantage of definite opinion regarding individual station audiences.

This study gives us the circulation of radio. It has saved advertisers interested in mass audiences, made possible more accurate merchandising of radio and has put station selection upon a factual basis. The agency which completed such a survey of audience reactions throughout every county in the country considered radio a major advertising medium, and audience too important to be arbitrarily defined when facts can be secured.

Success as an Obstacle

WHEN MORE users of radio realize the need for such information, a more scientific distribution of budget of advertising which the advertiser's logical sales territories will be practiced. At first considered a vague, illusive method of measuring the worth of radio advertising has step by step successfully its adversaries.

However, it is not the old time-worn doubts that those in radio have to fear. The greatest hurdle radio advertising has is its is own
NBC Gets WMAL On 5-Year Lease

Reported Rental Is $30,000; Added to Blue Network

ACQUISITION by NBC of a five-year lease on WMAL, Washington, D.C., effective Feb. 1, has just been announced by Procter & Gamble, Inc., New York, and NBC president, M. A. Leese, owner of the station. It is understood the lease gives NBC complete control and management of the station in consideration of $30,000 a year payment to Mr. Leese, with an option of renewal for another five years.

Mr. Russell immediately announced the intention of NBC to add WMAL to its Blue network. The station was formerly the nation's capital CBS outlet until CBS leased it to the Fellowship Forum Publishing Co. and rebuilt WJSV, Alexandria, Va., immediately across the Potomac from Washington.

Features Already Added

WMAL for about a month has been getting the NBC-WJZ network's "Five Star" programs, and on Jan. 16 became the outlet for Pepsi- colo, Inc., and the Coca-Cola Co. Thereafter advertised on W installations heard on WRC, a basic Red network station. Other network programs have been added to WMAL without awaiting the Commission's authorization, which is to be the subject of a hearing Feb. 15.

The lease contract turns over to NBC the studios of WMAL at 710 Eleventh St., N.W., which will be maintained independently from those of WRC in the NBC Network Press Bldg., where Mr. Russell also headquarters.

The individual identity of both stations will be maintained, and both will handle local and national spot accounts as formerly.

Mr. Russell announced that Vincent P. Callahan, his assistant, who has also been commercial manager of WRC, and Kenneth H. Berkeley, NBC vice president, will assume the full charge of WMAL. Mr. Leese will continue his relations with the station in an advisory capacity without pay. Milton Baker, WMAL manager, joins the NBC staff, with Herluf Froven and Claralyn Smith, announcers, named assistant managers.

The technical and operating staffs will be under A. E. Johnstone, NBC division engineer in Washington, with Herbert A. Wadsworth continuing as engineer in charge of WMAL.

Disk Branch Opens

PRODUCTION of electrical transmissions has begun at the newly established studios and offices of RCX, Victor Talking Machine Co., Bascom- more Ave., Hollywood. Offices were opened Jan. 15 with G. Harold Porter, for the last seven years RCX district manager, as manager.

Remote Harmony

CLOSE HARMONY of the Three X Sisters, CBS stars, from three different remote control points featured a 15-minute broadcast over WJSV, Alexandria, Va., Jan. 25. Program was sponsored by a local laundry, one of the girls being stationed in the studio, one in the transmitter house and one in the laundry office.

Principals in New NBC-WMAL Deal

Mr. Russell Mr. Callahan

ROBERT C. EMERY, the first radio director of the press table of the Minnesota Legislature, gave radio listeners of the northwest first-hand information on the activities of the state body over KSTP, St. Paul, every evening during the month of January. He will continue on the air throughout the 1933 session.

Mr. Emery is well qualified in his capacity as interpreter for KSTP. For the last ten years he has specialized in writing political news. During this time he was general political writer for the St. Paul Dispatch, the Minneapolis Tribune, Minneapolis Star, Duluth Herald and Duluth News Tribune.

During the war, he was special director for the northern division of the American Red Cross. He has written numerous articles for leading national magazines.

Business News Proves Popular WLW Program

"NOTES in Business" is the title of a new sustaining feature broadcast by WLW, Cincinnati, each Saturday from 7:30 to 8 p.m. More than a score of trade editors have been appointed to act as consultants, and the business news in each program is supplied by J. Ralph Corbett, of J. Ralph Corbett, Inc., merchandising counsel to WLW. An additional advisory committee of prominent economists is likely to be named.

During the first four weeks of the broadcast, the station received several thousand letters from business executives who expressed keen interest in the program. A dramatic staff of 15 men and women and a symphony orchestra of 30 pieces are used in the feature.

Favors WFLW Move

REMVAL of WFIW, Hopkinsville, Ky., into Louisville, so that it can furnish NBC programs to that community in view of the recent switch of WHAS to CBS, was recommended to the Radio Commission Jan. 25 by Chief Examiner Yost. At the same time he recommended that the call of WLAP, Louisville 100-watt, for the 940 kc. channel and 1 kw. assignment now held by WFIW, Table 1, be changed to WFLW, Paul M. Segall, manager of WLAP, announced his intention of filing exceptions to the Yost report before the Commission for final decision.

Nets' 1932 Incomes Reach $39,106,776

Year's Receipts Exceed 1931, CBS Showing Major Gain

MAINTAINING a fairly steady level of income during December, the major national networks achieved a record aggregate gross income from time sold amounting to $30,106,776 during 1932, according to the December statements of records. This compares with $25,791,999 during 1931, $26,015,740 in 1929, $18,759,071 during 1929 and $10,252,497 during 1928.

The 1932 income returns for November and December were compiled with the December report, which showed NBC's income to be $2,000,454 as compared with $2,596,185 in December, 1931. December income of CBS was $1,005,229 as compared with $1,001,925 in December, 1931. Together, their December incomes totaled $3,006,683 as compared with $3,598,110 in December, 1931. December slumped somewhat under October and November, but the record first five months of 1932 accounted for the record total in spite of the spring and summer slumps—the worst in several years.

National Advertising. Records receipts from the National Advertising, from time sales was $25,604,891, as compared with $26,017,041 in 1931. 1932 income from the same source was $12,601,885 as compared with $10,184,958 in 1931.

Outlays by Classes

BY CLASSES of industry, the comparison between 1932 and 1931 network expenditures is stated as follows:

INDUSTRY 1932 1931

Au on the 73,164 $51,604 $1,735,380
Building Materials 18,236 375,749
Cigars, Cigarettes and Tobacco 6,245,233 5,371,177
Cloth and Dry Goods 391,144 755,139
Confectionery and Beer 1,635,096 1,359,519
Drugs and Toiletries 5,268,266 6,166,667
Finance and Insurance 1,251,771 1,493,351
Foods and Foods $11,297,227 8,976,021
Garden 60,690 87,380
House Furniture $255,672 795,841
Jewelry and Silverware 150,638 113,770
Lubricants and Lubricant Products 2,303,331 1,183,346
Machinery and Mechanical Supplies 657,615 727,041
Office Equipment 35,653 80,522
Painting Hardware 435,956 727,243
Radio, Phonograph and Musical Instruments 167,757 999,997
Schools, Camps and Home 17,287
Shoes, Furnishings, Trunks 396,151 1,261,430
Soaps and House- keeper Supplies 1,119,592 1,419,883
Sporting Goods 27,670 299,903
Stationery and Books 750,288 1,389,091
Travel and Hotels 41,551
Miscellaneous 1,325,870 1,906,938
The New WCAU: A New Standard in Radio

Handsome 8-Story Building Has Ultra-Modern Equipment; Studios With “Live” and “Dead” Ends are Feature

WCAU, Philadelphia, celebrated the New Year with the opening of new studios and general offices in the WCAU Building, 1622 Chestnut Street. This new structure sets a new standard in the radio field as it is the first to be especially designed and constructed for broadcasting purposes.

A towering monument to the radio industry, this thoroughly modern building stands in the heart of Philadelphia’s business district. A 100-foot glass tower rears above the eight stories of the building, adding to the beauty of the striking blue finish of the structure. This unusual tower is composed of a specially prepared glass, a new stainless steel and bronze. Behind the glass are banks of low voltage mercury vapor lamps, which when lit cast a blue glow into the skyline making it an outstanding landmark visible from a distance of twenty-five miles.

Ultra-Modern Studios

IN ADDITION, the tower serves two other purposes, first as a beacon to guide airplanes, and, secondly, as one of the supports for the antenna system for the 11 kw. RCA-Victor emergency transmitter which will be used when the giant 50-kw. station at Newton Square fails.

Seven studios, ranging in size from a speaker’s studio to one that will hold an orchestra of 100 men have been constructed, and a new acoustic principle of “live” and “dead” ends has been employed. From one-half to two-thirds of each studio, depending entirely on size, is built of sound absorbing material to form the “dead” end. There microphones will be placed to pick up every part of the program which originates in the “live” end of the studio. The walls in the “live” end reflect the sound waves to the microphones in the “dead” end of the room.

The two large studios, “A” and “B,” which are 32 feet by 55 feet and 22 feet by 42 feet respectively with 23 foot ceilings, have been especially designed for large orchestras and special feature programs. In these two studios zig-zag walls are used for the first time in the United States. Panels on each side of the room constructed in “V” fashion break up the sound wave as it strikes and deflects the sound at various angles, which makes possible a more even distribution of sound and also freedom from interference.

Barring Outside Sounds

IN ORDER to minimize the transmission of extraneous sounds, special walls, floors and ceilings have been constructed. The walls have no direct connections with any of the outer walls, for support or suspension except through intricate insulators which serve to break all sound connections. The floors are known as “floating floors” and are free from contact with other surfaces. There are no outside windows in any of the studios to permit interference from street noises.

Another innovation in these new studios is the perforated metal made from 18 gage automobile body sheet, with 32 holes per square inch, as an outer covering or wall for the acoustic treatment. These small perforations permit the sound to seep through and be absorbed or reflected according to the type of construction beneath.

WCAU Building at Night

Previous to the introduction of this perforated steel it was necessary to place the acoustic treatment on the outside of the walls.

Every studio except one is covered with this new sheet steel, and in this studio a special German fabric has been imported which has been woven according to specifications to permit the sound waves to pass through.

Each studio floor covering was especially designed to harmonize with the different color schemes which prevail. Fourteen colors were employed.

Entrance to Studios

EACH studio is entered through a vestibule, thus decreasing the possibility of any sound entering the studio during a broadcast. A special heavy duty door weighing 600 pounds has been constructed for each studio. These soundproof doors are three inches thick with a lead lining in the core, and a double rubber gasket is attached to the door where it meets the stop. When the door shuts, a drop falls to the floor sealing the bottom and making it soundproof. A special lock and lever handle has been designed which automatically controls the release handle and eliminates any clicking when the door is opened.

The vestibules and control rooms for each studio have also been acoustically treated to prevent any noise from seeping into the studio.

The individual control rooms were built with the floor level three feet above that of the studios. This gives the operator and production man a full view of the program without moving away from the control panels. The window between the studio and control room is composed of a triple sash, the three panels of the glass being ¼, ⅘ and ¾ inches thick, respectively, the ⅘ inch thickness being placed between the lighter panels as an added protection against sound waves caused by any vibration. Each section of the sash and glass is separated from the other parts by cork insulation.

Electric Clock System

A TWELVE-hour electric clock and a three-minute electric clock system, originated from the master control room on the seventh floor, have been installed in each studio and control room. These clocks have been so located in the studios that they are visible at all times to the announcer and the orchestra leader. In the control room of each studio they have been installed on the speech-input panel at the eye level of the engineer.

The three-minute clock is automatically turned on at 12, 27, 48...
that independently maintains the desired temperature and humidity. This system, which utilizes steam as the sole refrigeration medium, serves to cleanse the air at all times, humidity and heat in the winter and dehumidify and cool in the summer. In order to avoid producing a cool, damp atmosphere, the air is reheated in the summer after passing through the dehumidifier so as to produce a warm dry atmosphere.

The average “quiet” air distributing arrangement was found unsuitable for broadcasting studios as it is necessary that any noise be reduced to a level less than that which would register on the microphones. All the air-carrying ducts are insulated on the outside and each duct opening into the studio is equipped with a sound trap.

One of the outstanding features of this new and modern radio structure is the elaborate private laboratory and workshop which has been provided for Dr. Leopold Stokowski, director of the Philadelphia Symphony Orchestra. Dr. Stokowski has become intensely interested in radio broadcasting and has shown great personal interest in methods of improving musical transmission and reception. Here in his new WCAU laboratory he will be able to further his experiments.

Latest Devices Used
ALL THE LATEST developments in speech-input equipment and microphones, recently released by the RCA-Victor Company, are used for the first time in these new studios. Twenty-two of the new type velocity microphones intended to improve studio pick-up and increase fidelity of reproduction were selected by John G. Leitch, technical supervisor of WCAU.

The new amplifiers, volume indicators and measuring panels will give the speech-input equipment a practically flat frequency range from 20 to 10,000 cycles. The best equipment formerly used had a frequency range from 50 to 6,000 cycles. Each studio has been set up as a separate unit. It is individually controlled by the operator assigned and can be cut into the main channel of operation by the engineer in the master control room, through pushing a single button. If for any reason the program should fail to come through on the regular channel an emergency channel has been provided.

Observation windows for every studio have been provided so that the radio public may see programs put on the air. These observation windows are located on the seventh floor along with the main reception room. This makes it possible for visitors to come and go as they please without coming into direct contact with the artists on the program.

The general business offices of WCAU occupy the entire eighth floor of the building. Occupants of each office may listen to the WCAU programs through speakers which are individually controlled as to volume. It is also possible to listen to three other programs with the turn of a switch. A four-channel monitor system has been provided through the use of four radio receivers in the master control room.

Dr. Leon Levy, president of WCAU, has directed the actual construction of the new WCAU studios as well as the 50 kw. transmitter. John G. Leitch, technical supervisor of WCAU, has been in charge of the engineering work, and Robert Heller, of New York, was the architect who designed the interior and the decorations.

U. S. Radio Committee
Reelects All Officers

ALL OFFICERS of the National Committee on Radio, American section, were unanimously re-elected at a dinner meeting in the University Club, Washington, at which Judge E. O. Sykes, chairman of the American delegation to the Madrid Conference, Dr. C. B. Jolliffe, Radio Commission chief engineer and delegate, and others reported on the conference. U. S. Senator Wallace White, Jr., of Maine, is president; John W. Guidier, Washington attorney, vice president; Howard S. LeRoy, Washington attorney, treasurer; and Paul M. Segal, Washington attorney, secretary. The executive council, also re-elected, consists of William R. Valance, State Department, chairman; A. L. Ashby, NBC vice president and attorney; Col. Thad H. Brown, Radio Commission; Louis G. Caldwell, Washington attorney; Dr. J. H. Dellinger, radio chief, Bureau of Standards, and F. P. Guthrie, RCA manager in Washington.

SEVENTH FLOOR PLAN—Spacious and commodious are the quarters of WCAU in its new downtown building. Legends indicate the following studios, A, B, M, N, P, Q; observation galleries, A4, B4; vestibules, M1, N1; control rooms, M2, N2; closet, M3; offices, G; stair towers, H; toilet room, J; elevators, J; elevator lobby, L; reception room, O; main control room, R; passage, S; telephone booths, T; corridor, U; janitor's closet, V; checkroom, W.

Visitors' Reception Room

Ultra-Modern Transmitter Building of WCAU

BROADCASTING • February 1, 1933
Habits of Radio Audience Analyzed

Listeners Found to Tune Out Opening, Closing Talks; Many Confused on Stations and Programs

By F. H. LUMLEY* Ohio State University Research Associate, Radio Division

MANY recent telephone surveys have been made of the listener habits concerning programs on the air at the time of the interview. In recording the answers of the listeners to the questions about programs the exact time of the call is noted. It is therefore possible to analyse such data with respect to the habits of listeners for the various times of the day.

The study reported here is based upon a combined telephone and personal interview survey made recently in a large mid-western city. The raw data were supplied through the program of survey of its leading newspapers and C. H. Sundberg, of Major Markets Newspapers, Inc. All interviews were made between 6:30 and 9:30 o'clock during the six successive weekdays in April. In all, some 1,700 radio owners were interviewed.

Listeners Confused

IN ANSWERING the questions asked by the interviewer, listeners did not show any too great evidence of radio-profiles. For the two local stations, 52 per cent of the listeners gave the names of the programs which were on the same evening, but 48 per cent gave the right times, but referred it to the wrong station. Therefore, 31 per cent of the people mentioning programs for these two stations were disorientated in some way, or did not understand the questions.

A great many interviews were made at the even hour, half-hour, or quarter-hour—i.e., at 7 o'clock, 7:30, 8 o'clock, etc. These times are often the interval between two programs, and it is therefore interesting to know whether the listeners were more apt to mention programs which they had already heard, or programs which they were going to hear. This is, in a sense, a measure of the memory effect of a broadcast program as contrasted with the publicity effect of a series of announcements, broadcast's openness salutation, and other means of commanding the attention of the listener for the evening audience. The memory effect operates in favor of the program just heard, and the publicity effect for the program to follow.

Publicity Helps

OUT OF 100 operating radios, the listeners to 20 named the program which they had just heard, and the listeners to 29 named the program which they were going to hear. This result expected by chance, and seems to show that publicity and opening announcements are as important as the announcements the listener hears all through the program. This can be done in a way, with that obtained by Amos and Bevis. They found that 39.8 per cent of listeners to a program were able to name the advertiser during the second half of the program.

In order to study the tuning habits of the audience for different parts of a program, the evening was divided into approximate 5-minute intervals, with exception of the even quarter-hour periods, which were grouped by themselves. Thus a record of the interview results was obtained for 7 o'clock even; for 7:01 to 7:05; for 7:06 to 7:10; for 7:11 to 7:15; for 7:16 to 7:20; and so on. The time between 6:30 and 9:30 o'clock was in this way subdivided into 49 periods or groups of interviews. Then the periods were combined into station, and by half-hours, for the first and second halves of the evening. For example, the two following periods were put together: 6:31 to 6:35 with 7:01 to 7:05 and with 7:31 to 7:35. This grouped the results for the period just after the half-hour, for the first half of the evening.

Results Analyzed

FROM such a combination of the interview results, it was possible to find out how the tuning habits of listeners changed as the quarter-hour or half-hour passed by. Since most programs are either quarter-hour or half-hour programs, this time division corresponded to the actual programs. The percentage of those who always showed a drop during the four-minute period which preceded the quarter-hour. This was consistent, and it showed whether the figures were taken for 6:30 to 7:00 or from 8 to 9:30. The same result also showed whether the results were grouped by quarter-hours or by half-hours. Otherwise, the figures for the other periods in the quarter-hour were not as consistent, with perhaps a slight drop in the number of radio sets at the evening half-hour period. One interpretation of these results is that:

Toward the end of a program, people tune out, and they do not tune in again until it comes over a program on the air. Such habits may be a reflection on the fact that most advertising is done at the end of a program or just at the beginning. The listeners avoid hearing such advertising by tuning in on programs in the way indicated above.

Lesteners were asked to name the station to which they were listening. This was done because the results of previous broadcasts, its opening and other means of the program, its opening and other means of the program, were shown to be improved by the Canadian Grenadier Guards at Montreal. According to the telephone interview, the main purpose of the program during the hour is to name the results. Therefore, it is likely that these results show only what people, as a whole, do, and say nothing about the habits of any particular listener.

On Naming Stations

LISTENERS were asked to name the station to which they were listening. It was found that the listeners were grouped by half-hours, there was a distinct lessening in ability to name the stations just before the evening half-hour period, and a distinct depressing just before the 30-minute period. This means that as the half-hour passed, the listeners were progressively less able, and then more able to name the station to which they were listening.

He became progressively less able to name the program just before the 15-minute period was reached, and then progressively better able just before the 30-minute period was reached. It is hard to rate this chain as this was so, since there are so many 15-minute programs on the air, and mentions of the name of the program occur at both the beginning and the end.

Such vast amounts of data have now been accumulated by research and survey agencies that many of the results have already been revealed in further analyses without the trouble of making additional surveys.

*Condensed from a paper of the same title in the JOURNAL OF APPLIED PSYCHOLOGY, February, 1933.

SOME PROVOCATIVE conclusions are herewith presented upon the basis of a carefully-planned survey made by telephone and personal interviews. One of these indicates that sponsors might do well to submerge their commercial announcements at the opening and close favor of the interior of programs because of the tendency of listeners to twist the dial as programs change. Some interesting studies were made of listener habits for different parts of programs as well. While broadcasters may question some of the deductions, they should find valuable information in the facts.

Band Inaugurates Canada’s New Plan

Commission Gives Programs; Available to U. S. Networks

By JAMES MONTAGNES

CANADA’S Radio Commission made its bow on the air Jan. 27 when it opened a battle of the Royal Canadian Regiment of London, Ontario, at 9 p.m., EST, over a nation-wide network. This first music program from the recently formed Commission was to be followed Jan. 31 with an hour’s symphony concert by the Toronto Symphony Orchestra.

The concerts are being offered to Canadian radio stations by the Commission paying the costs as part of the work of improving Canadian broadcasting, for which undertaking, general addicts to the concerts have been and will be offered to American networks to advise Canada and Canadian music.

While a four-hour time difference is making it difficult for the Canadian network to be at a time suitable to each time zone, this handicap is being minimized and it is now being allowed to Canada’s important commercial program hours are given up for the national programs.

While a four-hour time difference is making it difficult for the Canadian network to be at a time suitable to each time zone, this handicap is being minimized and it is now being allowed to Canada’s important commercial program hours are given up for the national programs.

While a four-hour time difference is making it difficult for the Canadian network to be at a time suitable to each time zone, this handicap is being minimized and it is now being allowed to Canada’s important commercial program hours are given up for the national programs.

While a four-hour time difference is making it difficult for the Canadian network to be at a time suitable to each time zone, this handicap is being minimized and it is now being allowed to Canada’s important commercial program hours are given up for the national programs.
“March of Time” Brings Advertising For Newsmagazine

Vice President Calls Results Of Three Series Satisfactory

THAT TIME, the well-known news magazine on CBS, highly content with its radio results over CBS, is here shown discussing plans for the program with Paul W. White (center), CBS public relations director, and Frederic William Wille, Jr., CBS writer assigned to account.

TIME MARCHES ON—ROY E. LARSEN (left), vice president of TIME Newsmagazine, highly pleased with its radio results over CBS, is shown discussing plans for the program with Paul W. White (center), CBS public relations director, and Frederic William Wille, Jr., CBS writer assigned to account.

Actual Results

THE SECOND “March of Time” series ran through the fall and winter of 1931-32. Result for TIME: Insurance advertising in again to 35 per cent; for food drink, 68 per cent; drug products, 35 per cent, and automobile and accessories, 22 per cent.

THIRD SERIES. In 1932, TIME, on to its third series in the radio-advertising campaign. Before the series had been broadcast over the coast-to-coast CBS chain more than five months, TIME was in position to say in its issue: “We can announce an increase in volume of automobile advertising.”

“When we went on the air, we were assured by our advertisers that they were making the thousands of dealers and consumers of nationally used products know of TIME. When the question of advertising outlets is to be discussed, we are sure executives to be TIME-conscious, to have their cognizant of TIME’s value and power as a medium for spreading the word abroad concerning their wares.”

Changes Sales Message

DURING recent weeks TIME has been employing a new method of getting over its advertising sales story. In its announcement the following question-and-answer sequence is inserted:

Q: When prominent United States advertising executives were asked, “What is your favorite magazine?”, what did an overwhelming majority reply?

A: “TIME” — TIME is matter-of-fact, it respects your intelligence.

Q: What are the changes they wish to see?

A: “Time” — Time is matter of fact, it respects your intelligence.

Q: What is the program of TIME?

A: “TIME” — Time is matter of fact, it respects your intelligence.

Q: The program is a sales story. In your opinion, what is its purpose?

A: “Time” — Time is matter of fact, it respects your intelligence.

Q: When did TIME begin?

A: “TIME” — Time is matter of fact, it respects your intelligence.

Q: What is the importance of TIME?

A: “TIME” — Time is matter of fact, it respects your intelligence.

Q: What does TIME mean?

A: “TIME” — Time is matter of fact, it respects your intelligence.

Q: What do you think of TIME?

A: “TIME” — Time is matter of fact, it respects your intelligence.

Q: TIME is not your favorite magazine?

A: “TIME” — Time is matter of fact, it respects your intelligence.

Postal Lines Employed In Southwest Hook-up

THE FIRST network use of Postal Telegraph facilities and the first announcement period chain broadcast are to be inaugurated by the Southwest Broadcasting Co., Feb. 1, according to Howard W. Davis, managing director. Sponsors will be connected with the program through the publishers will send you a bill for $5 late.

Voice: “Thank you much.”

“Thank you much.”

Voice: “That is all you have to do by entering your subscription to TIME,” says the announcer.

Cars Given Away

IN A station-theater tieup, a Plymouth automobile is being given away each Monday night by the Liberty Theater, Chicago, in cooperation with WCKY, Covington. The contest has greatly stimulated attendance at the theater on what was the worst night of the week, according to L. B. Wilson, who not only owns WCKY but is the leading local theater operator.

ORAL ARGUMENTS in the so-called “1020 case” involving the application of KYW, Westinghouse station, to move from Chicago to Philadelphia and come with others of the clear-channel distribution regulations, have been postponed from Feb. 1 to March 1, the Radio Commission announced Jan. 24.

West Named Director In Expansion of KSD; KMOX Makes Changes

EXPANSION plans of the St. Louis Post-Dispatch, in which the network has been used primarily as a network outlet, were unveiled Jan. 25 with the appointment of Mr. West, former general manager of KSD, to W. H. W., director of operations of KMOX, St. Louis, as director of KSD. J. L. Van Dyke, former station manager of CBS radio for Buffalo, Barton, Durstine & Osborn in Chicago, who joined KMOX as sales manager, has succeeded Mr. West at KMOX. He will also continue as sales manager.

Mr. West, who is experienced in both technical and managerial phases, is expanding the KSD personnel, and studios in the news- processing building have been rebuilt. In radio since 1920, Mr. West was with Col. B. Kennedy, the inventor and manufacturer, in 1925 and 1926 in charge of the KMOX engineering staff in 1925. He supervised the installation of its 50 kw. transmitter, but in his general directorship was interested in program building and contacted advertisers.

F. Lodgegate continues in the KSD chief engineer’s post.

At KMOX Mr. West’s resignation was followed by the appointment of Nicholas Zehr as engineer in charge of the transmitter plant, and Graham Tevis, former chief operator, as audio engineer in charge of the KMOX remote control. Virgil Eugene Moser, former script writer with Paramount at Hollywood, is now acting as manager.

NABC Auditions

AMONG the programs auditioned before NABC’s program and sales boards the past two weeks were the following: Elia Breskin and orchestra; Milford Jackson, baritone, musical comedy “Good News” for Lucky Strike; Mutt and Jeff; Al Bernard; “Highest Bidder” dramatic series; Benny Ross, impersonator and m.c.; “The Al,” a script by Percy Hemus; Andy Gower and James McEachin and “Kit Kat Club,” a variety program featuring Val and Ernie Stanton.

Jan. 1 Call List

FOR REASONS of economy, the Radio Commission has mimeographed its 1933 call letter list, dated Jan. 1 and just released. The Government Printing Office will not publish the list for sale this year, but one copy of the alphabetical call list will be sent each station without cost. The list of stations by states and frequencies will not be distributed this year.

New Transcription

McGregor and Sollie, San Francisco transcription producers, are making a series of the weekly series of the “National Guild” for syndication to broadcasters. The series was originally given two years ago over Pacific coast NBC hook-up under the title “Renga Bill” for S. and W. Coffee Co.
Should Baseball Ban Broadcasting?

Minneapolis Experiment Boosted Box Office Receipts; Proposes Stations Pay Clubs and Resist Censorship

By DAVID DRISCOLL, Jr.
Program Director, KGDE, Fergus Falls, Minn.

BASEBALL attendance fell off considerably last year. In the majors the slump was very noticeable, more noticeable, in fact, than that in the minor leagues. In the National League the magnates heard the turnstiles click at a rate 35 per cent slower than in the peak years. The American League cities have been equally as hard hit, and in one or two cases perhaps somewhat more so. In the minor leagues the story was a sad one. Several of the oldest circuits folded up in midseason with severe losses to the club owners involved. The World Series attendance fell far below and several games were played.

A diagnosis of the attendance slump is hardly necessary. Baseball was hard hit for the simple reason that the boys who ordinarily packed the grand stand and bleachers were out of work or simply could not afford the expense for entertainment. Club owners, like everybody else, cannot collect dollars when there are no dollars to collect.

Poor Prospects Ahead

CERTAINLY the opening of the 1933 season, only ten weeks away, will not see prosperity returned in the country. Club owners are paying expenses right down to the bone. Salaries of players will be cut as much as 40 per cent. In a nutball, baseball, now regarded as distinctly a luxury, is in for a bad season. A major league manager of a midwest club recently stated that he could not understand how the minor leagues would survive 1933.

"It seems," he said, "how the American Association, the strongest circuit in the minors, can even start the season. Two of its clubs are for sale, another is bankrupt."

The point we are leading up to is, what is going to be the attitude of club owners toward the broadcasting of ball games in 1933? Broadcasts of baseball games were the first real news presentations made by radio. Is it going to be defeated in this issue?

Fans are Questioned

ACCORDING to the baseball club owners in certain cities, both in the major and minor leagues, broadcasts of the games are in a highly precarious position for the drop in attendance. Last winter a national circulation conducted a questionnaire early this winter in which club owners were given their opinions concerning the broadcasting of baseball games. Two questions were asked: Do you think radio broadcasting is affecting the attendance of games in person?" and "Do you believe broadcasts tend to lessen attendance at games?"

The answer to both questions was almost universally "No." Of those making this questionnaire and its results were not significant in any manner. Every person answering knew well when he wrote his "No" that it would be silly to write anything else. Had the answers been over- witness or reverse, the effect of baseball broadcasts would have been hastened. There was only one answer possible, assuming of course, that thousands of sports fans do enjoy these broadcasts.

The press cannot be barred from the ball clubs. There could be no reason for considering such a thing. No real fan devours the inning-by-inning newspaper account. But a fan is a fan, and when he is interested. Fans gets his enjoyment out of reading the comments of the press. Some comments are the life of baseball. Radio has yet to prove its case.

The Minneapolis Case

IN SOME instances, particularly in the minor leagues, it is a fact that radio accounts of games have done much to increase attendance. An experiment was made by the Minneapolis club of the American Association. Whether the descriptions of the games kept any Minneapolis fans away from the ballpark is a matter of conjecture. The Minneapolis team battled its way so sensationally to the championship that it is doubtful if many fans preferred to remain at home to listen rather than see. But were not the radio doctors for the Minneapolis club. It aroused tremendous interest among fans outside the city. The writer is familiar with no particular station and knows that the Minneapolis club boosted its week-end attendance immensely by playing radio-created fans from the small towns and even the farms. It was a common sight in rural Minnesota and Wisconsin to see quite a crowd around the cracker barrel of the general store listening intently to every detail of the Millers play.

The Minneapolis club allowed its games to be broadcast for several years, and by 1931 the practice, believing it was not in the best interests of the box office and WCCO raised its fee to $2,500 for the season, but still was denied admission. Finally that station joined a small network which originated in Chicago and took a daily description of the Chicago White Sox or Cub games. During the summer WCCO re- vealed that it was listening to Minnesota, Wisconsin and North Dakota fans who asked for broadcasts of the Minneapolis games. After that display of interest, Mike Kelley, president of the local club, relented in 1932 and allowed the broadcasts.

Lure to Country Folk

IN MINNEAPOLIS it was found that the greatest radio baseball fans were the country folk. These people ordinarily would not attend one game a year. But the interest aroused by the broadcasts brought in $2,500 in beer sales at the Nicollet Park on Saturdays and Sundays. Daily, fans from outside the city would come into the city booth after the game and remark: 'I'm from Little Falls (or some other small town) and I thought I would come up and see the boys we listen to every day.'

For several seasons the Chicago Cubs have the National League attendance marks. And all during this period the Cub games have been on the air. Radio of Chicago has been under the direction of men who know their business, can be made to work to the mutual advantage.

TAKING FAN MAIL SERIOUSLY

Careful Cataloguing and Courteous Replies Profitable

Commercially and in Good-Will

By J. BURLY LOTTRIDGE
Director, KFBI, Abilene, Kans.

THERE has been some discussion about the reasons for and the value of station mail. Although conditions may not be the same for every station, in our judgment mail response from our listeners is of primary importance.

Last March our listeners sent 21,500 pieces of mail to KFBI. Some of this mail was in response to our on-air contests; listening test, announcements; the rest of it was straight station sustaining fan mail, suggestions and requests for special numbers and dedications and mail response to entertainment and service programs. It is safe to say that every listener interested these listeners. Can we say that this mail is of value to no one? Certainly not. It represents a conscientious listener expression in every instance.

We believe that station mail is valuable to KFBI for two reasons: first, it offers a very clear indication of our listener preference for program structure, both sustaining and service, and the names and addresses furnish a comparative indication of our coverage in the basic and secondary service areas.

It does cost money to handle this mail effectively, but the handling is fundamentally important. For example, we employ one secretary and one assistant girl to handle all of the time of the mail we receive. Our mail is catalogued according to states, Kansas counties, post marks and by the artists addressed. Finally, each letter is read and, if writer asks for any past material, the best is to do our best to see that such service is provided. If a letter contains a comment on our program, either complimentary or otherwise, one of our secretaries answers the letter and thanks the listeners for his or her interest. Should the letter be extremely important or contain information of importance to the station management, it is answered personally by the director.

In other words, we let our listeners know we take this mail seriously and thus we discourage the very few listeners who write thoughtless notes. We do not answer every letter said before, the handling of this mail costs money but we have found that this procedure pays us big dividends.

From the commercial standpoint, there is even a more important aspect to efficient mail handling. We find that it increases our listeners' confidence in the station, and this increased confidence re- acts favorably for our commercial clients. A certain percentage of our clients present programs that ask for listener response by mail. We think that this listener interest has helped to increase this commercial response. In other words, we have written to the station, perhaps only asking for a request number and this request number has been given when requested, thus proving that the station is interested in the mail, then this same listener is even more willing to correspond to our commercial requests.

It is not our intention to give this outline as the only successful method. We only know that it fits our case particularly well. We realize that possibilities the great majority of stations are retaining listeners by handling their commercial sponsors an excellent service without including such a detailed method of mail handling.

February 1, 1933 • BROADCASTING
NEW ANTENNA DOUBLES SIGNALS  
Westinghouse Develops Economical System For KYW,  
Adapted for Use on Higher Frequencies

A NEW TYPE of station antenna, heralded as the first major radio achievement of 1933, has been developed by Westinghouse Electric and Manufacturing Co. It is already in practical operation at KYW, Chicago, according to Walter C. Evans, manager of Westinghouse radio stations.

Developed largely by Earl Harmon, 27-year-old engineer, after months of research and experimentation, the antenna is reported to have doubled the signal intensity of KYW, with no increase in station power. It is called the concentrator antenna. The construction cost is said to be considerably below that of conventional aerials, and appreciably cheaper than the new boom-shaped masts of fabricated steel.

Principal Advantages

SOME of the attributes of the new antenna system thus far noted, according to Mr. Evans, are:

1. Increases signal intensity, approximately 100 per cent, in areas where desired.

2. Moves fading area to a considerable distance from the station and so increases the effectiveness of the station in its useful area.

3. Is most efficient on higher frequencies and improves the lower wave bands for broadcasting operations. (This last may be its most important feature.)

The new system at KYW consists of two unusually high vertical antennae, with a new ground-concentrator rod, which has taken the place of the former familiar antenna where wires are strung between towers.

Re Main Antenna

THE MAIN antenna—Westinghouse engineers term it the exciter—consists of a copper rod, 204 feet high. It is supported on a wooden pole, 200 feet high. This huge pole about five times as high as the usual telephone pole, is made of three sections bolted together. The concentrator antenna also includes a pole, about 150 feet high, with a vertical copper antenna. The concentrator pole is about 250 feet distant from the exciter and is adjusted to resonate at 1020 kc., KYW's frequency.

Buried in the ground, underneath both poles, is a copper sheet, 14 feet wide, with wire mesh strips, running out in a radius of 75 feet. This is a type of ground installation extremely efficient in eliminating ground resistance.

The concentrator tends to bend down the radio waves coming from the exciter, flattening them so that they are intensified over the useful area of the station. In operation, it acts somewhat as a prismatic mirror, bending and flattening the light rays, so that they are confined to useful angles near the earth.

Overcomes Fading

BY IMPROVING the ground wave of station and decreasing its sky wave, fading is said to have been overcome in the service area of the station. In explaining fading, engineers state that an antenna system acts like two transmitters, one signal coming from the ground, the other from the sky. If these two signals are about equal in strength, they set up interference, which is known as fading. The same thing may be noted on a radio set, when two stations, on the same frequency, are picked up.

When, however, a ground wave considerably stronger than the sky wave is picked up, the fading area is pushed out beyond the service area of the station.

Easy to Install

BY INCREASING the efficiency of the shorter wave-lengths, the concentrator antenna system, Westinghouse claims, has made a major contribution. Stations using it will find the frequency band between 750 to 550 kc. is considered the best. From 900 to 1000 kc., the band is fair, while most stations violently oppose being placed on the band ranging from 1400 to 1600 kc. With the new system, a station operating at 10 kw, at the higher frequency, has transmitted a signal of 1100 kc., which may be picked up operating at 50 kw. There is thus seen the possibility that a wide area of useful wave bands may be opened up, always a desirable thing in the overcrowded broadcast world.

Westinghouse engineers state that the antenna is a comparatively simple matter of installation, with the added difficulties, however, of experimentation and adjustment.

MAY COMPANY, Los Angeles department store, uses KFAC on Saturday mornings to broadcast a juvenile hour from its store auditorium. Idea is not to develop radio junk, but "to create an interest in self-expression."
Coverage... where coverage pays...

INNER Contour: WOR's signal within this line is strong enough to overcome all man-made static of elevators, subways, elevated railways and all other electrical disturbances, and absorption factors common to New York metropolitan area.

Outside Contour: WOR's signal within this area guarantees ample loud-speaker volume on any set irrespective of age, design or model if in working order. These contours were developed through thousands of electrical measurements of our signal by Edgar H. Felix, an outstanding radio authority. The measurements were made during the daytime when radio signals are not as strong as in the evening, thereby giving assured loud-speaker volume of 2,500,000 set owners at all hours of the day.

There are many localities that are miles—in some cases hundreds of miles—beyond the outside contour indicated where WOR is considered a reliable station and listened to regularly.

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

Bamberger Broadcasting Service, Inc.,
Newark, New Jersey

New York Office: 1440 Broadway
Radio's Unsung Heroes

By ROBERT MACK

IT WAS my privilege the other day to inspect Station KDKA, Pittsburgh, noted as the world's first permanent broadcasting station. Not the KDKA plant in modern downtown hotel with its lavish furnishings and commodious studios where programs are created, but the KDKA at Saxonburg—30 miles from Pittsburgh—where the giant transmitters are housed, and where these maintenance engineers are stationed.

My trip was arranged by Walter C. Engstrom, 34 is the head of all the radio operations of Westinghouse Electric and Manufacturing Co., including complete management of its four big stations. My immediate escort was Earl Harmon, 27-year-old engineer who overnight and never a word of what we did or where we went. We were to be in the middle to make sure that I wouldn't brush against a live wire or gadget. I had only the most adroit kind of questioning that I succeeded in learning of some of the ventures of those boys behind the radio gun. They were modest to the point of bashfulness. Finally, I learned of the biggest venture. When we were inspecting the "cellar," where are housed the big vats in which the transmitting tubes are cooled by water and oil to prevent blowouts.

It seems that the lead conduit, containing the hot transmitting circuits, wear away by friction every few weeks. To replace them we must dig our way to the conduit, stop being, take out the conduit, put in a new one, and then cover it over. This kind of work is a job that could be done only at such a time as the demand for radio is a minimum. The station is very careful to carry on the minimum number of races during the early morning hours when America sleeps. Then there are two high frequency transmitting stations, one in each corner of the globe—another pioneering venture for Westinghouse, which it does without monetary return, but which is designed to promote international good will and to provide entertainment and respite for those little patches of humanity in the frozen north and in other remote portions of the world.

Danger Signs

BEHIND row after row of mammoth electrical machinery we marched, with big signs "Danger, High Voltage," staring us in the face. Now Elwyn Solie, KDKA maintenance engineer, joined us, and we kept a watchful eye on the middle to make sure that I wouldn't touch against a live wire or gadget. The view was only the most adroit kind of questioning that I succeeded in learning of some of the ventures of those boys behind the radio gun. They were modest to the point of bashfulness. Finally, I learned of the biggest venture. When we were inspecting the "cellar," where are housed the big vats in which the transmitting tubes are cooled by water and oil to prevent blowouts.

It seems that the lead conduit, containing the hot transmitting circuits, wear away by friction every few weeks. To replace them we must dig our way to the conduit, stop being, take out the conduit, put in a new one, and then cover it over. This kind of work is a job that could be done only at such a time as the demand for radio is a minimum. The station is very careful to carry on the minimum number of races during the early morning hours when America sleeps. Then there are two high frequency transmitting stations, one in each corner of the globe—another pioneering venture for Westinghouse, which it does without monetary return, but which is designed to promote international good will and to provide entertainment and respite for those little patches of humanity in the frozen north and in other remote portions of the world.

Danger Signs

BEHIND row after row of mammoth electrical machinery we marched, with big signs "Danger, High Voltage," staring us in the face. Now Elwyn Solie, KDKA maintenance engineer, joined us, and we kept a watchful eye on the middle to make sure that I wouldn't touch against a live wire or gadget. The view was only the most adroit kind of questioning that I succeeded in learning of some of the ventures of those boys behind the radio gun. They were modest to the point of bashfulness. Finally, I learned of the biggest venture. When we were inspecting the "cellar," where are housed the big vats in which the transmitting tubes are cooled by water and oil to prevent blowouts.

It seems that the lead conduit, containing the hot transmitting circuits, wear away by friction every few weeks. To replace them we must dig our way to the conduit, stop being, take out the conduit, put in a new one, and then cover it over. This kind of work is a job that could be done only at such a time as the demand for radio is a minimum. The station is very careful to carry on the minimum number of races during the early morning hours when America sleeps. Then there are two high frequency transmitting stations, one in each corner of the globe—another pioneering venture for Westinghouse, which it does without monetary return, but which is designed to promote international good will and to provide entertainment and respite for those little patches of humanity in the frozen north and in other remote portions of the world.

Danger Signs

BEHIND row after row of mammoth electrical machinery we marched, with big signs "Danger, High Voltage," staring us in the face. Now Elwyn Solie, KDKA maintenance engineer, joined us, and we kept a watchful eye on the middle to make sure that I wouldn't touch against a live wire or gadget. The view was only the most adroit kind of questioning that I succeeded in learning of some of the ventures of those boys behind the radio gun. They were modest to the point of bashfulness. Finally, I learned of the biggest venture. When we were inspecting the "cellar," where are housed the big vats in which the transmitting tubes are cooled by water and oil to prevent blowouts.

It seems that the lead conduit, containing the hot transmitting circuits, wear away by friction every few weeks. To replace them we must dig our way to the conduit, stop being, take out the conduit, put in a new one, and then cover it over. This kind of work is a job that could be done only at such a time as the demand for radio is a minimum. The station is very careful to carry on the minimum number of races during the early morning hours when America sleeps. Then there are two high frequency transmitting stations, one in each corner of the globe—another pioneering venture for Westinghouse, which it does without monetary return, but which is designed to promote international good will and to provide entertainment and respite for those little patches of humanity in the frozen north and in other remote portions of the world.

Danger Signs

BEHIND row after row of mammoth electrical machinery we marched, with big signs "Danger, High Voltage," staring us in the face. Now Elwyn Solie, KDKA maintenance engineer, joined us, and we kept a watchful eye on the middle to make sure that I wouldn't touch against a live wire or gadget. The view was only the most adroit kind of questioning that I succeeded in learning of some of the ventures of those boys behind the radio gun. They were modest to the point of bashfulness. Finally, I learned of the biggest venture. When we were inspecting the "cellar," where are housed the big vats in which the transmitting tubes are cooled by water and oil to prevent blowouts.

It seems that the lead conduit, containing the hot transmitting circuits, wear away by friction every few weeks. To replace them we must dig our way to the conduit, stop being, take out the conduit, put in a new one, and then cover it over. This kind of work is a job that could be done only at such a time as the demand for radio is a minimum. The station is very careful to carry on the minimum number of races during the early morning hours when America sleeps. Then there are two high frequency transmitting stations, one in each corner of the globe—another pioneering venture for Westinghouse, which it does without monetary return, but which is designed to promote international good will and to provide entertainment and respite for those little patches of humanity in the frozen north and in other remote portions of the world.
Citing three cases in which the known ability of WSM to pull mail was used to sell merchandise quickly

1. The distribution of a catalog for a nationally known salt manufacturer.
   **TIME USED.** A fifteen minute program, once a week, for thirteen consecutive weeks.
   **RESULTS.** The lowest inquiry cost ever produced for the advertiser, in which the WSM merchandising department shares honors for direction of the sales drive.

2. A program to distribute samples by mail.
   **TIME USED.** Six, thirty minute programs.
   **RESULTS.** 28,532 requests for the sample — now being followed up in the field to make permanent customers!

3. A Quick Action Program Designed to Pull Mail in a Hurry.
   **TIME USED.** Two, thirty minute programs.
   **RESULTS.** 27,899 inquiries — prospects — customers!

Do You Bowl Up The Same Alley?

If your problem necessitates the distribution of samples or literature, WSM can do the job, and probably, cheaper and swifter than any other channel in America. If you have a merchandising problem, radio's greatest single station audience is waiting to hear your message. Complete information as to talent, open time, costs, and the market available immediately. Broadcasting from the tallest radio antenna in the world, 878 feet in height.
Baker and Copyright

THE RETENTION of the Honorable Newton D. Baker as copyright counsel for the NAB will be widely hailed, and his efforts in negotiation or litigation (as conditions warrant) will also be watched with keen interest by radio advertisers and their agencies. The broadcasters are at stake in the copyright issue than many may be aware, for it has already been suggested that ASCAP may propose to levy copyright fees directly upon them.

This is the biggest step forward in NAB history. It brings to radio fully as strong representation against the arbitrary onslaughts of ASCAP as that organization has had with the varied talents of Messrs. Buck, Mills and Burkan. ASCAP now has a foe worthy of the respect it has hitherto denied broadcasting, and radio now has an advocate who can really test and bring to the legalistic shroud which Mr. Burkan has woven around his organization.

Mr. Baker’s advent into the copyright picture does not mean, however, that the millenium has arrived in the copyright situation. As President McCosker announced, Mr. Baker has been studying the copyright problems of radio for a month. Apparently he is convinced the broadcasters have a real case. But he must do more deliberating, and probably will want to face ASCAP across the conference table, before determining what course to pursue to win justice for the broadcasters. This will necessarily be a slow process, and very likely it will be one that Mr. Baker will want to pursue in his own quiet way without ostentation and premature publicity. The broadcasters will do well to place their whole case in his hands without any expectation that the problem will be solved overnight. That they will now more than ever give their complete and wholehearted support to the NAB, goes without saying.

Tax Tyranny

IT WILL be difficult to answer the cogent arguments against the Dill radio license tax bill. Before Senator Howell’s subcommittee by Henry A. Bellows, CBS vice president and legislative chairman of the NAB, and the other witnesses who appeared to oppose the bill. Certainly the single witness in favor of the measure, S. Howard Evans of the crusading Ventura Free Press, made a poor gesture with his argument that such a tax will more nearly equalize radio competition with newspapers. That argument can be answered in a few words: What about the postal subsidy enjoyed by the press?

Nor can the Senators ignore the clinching point raised by John C. Gall, secretary of the National Association of Manufacturer, representing the sponsors of American radio programs, who, in the last analysis must inevitably foot the additional tax burden, when he remarked that the measure in reality is tax legislation which must properly be initiated in the House of Representatives, not in the Senate. That alone defeats any possibility of the bill’s enactment in this waning Congress.

In these days of proposed economy in government, it is natural that a public-minded servant of the government like Senator Dill should cast about for new sources of revenues. But even Senator Dill must admit that no other industry is singled out for special taxation imposed solely to defray the expenses of the federal agency regulating that industry. As Mr. Bellows pointed out, the railroads do not support the Interstate Commerce Commission, the veterans do not support the Veterans Bureau; it is the companies that the power companies should assume the payroll of the Power Commission. Other taxes go toward their support, and radio is paying its just share of corporate, power, income and other general taxes.

The suggestion that the Radio Commissioners, deriving their funds from the radio industry, might regard themselves as mere hirings of that industry, cannot be taken very seriously, assuming right-minded men continue to be appointed to the Commission. But there is real point to Mr. Bellows’ theory that the fixing of license fees actually amounts to the fixing of prices. Valuations on wave lengths—some of that has been abhorrent to a Congress that has jealously guarded against vested or property rights, and to a Commission that is presumed to be zealously guarding against trafficking in radio licenses.

Advertising for Ads

THE EFFICIENCY of radio in obtaining advertising for another medium is clearly illustrated in the success story of “The March of Time” program in this issue. Step by step, TIME, the weekly newsmagazine, has added new advertising which is directly attributable to its own advertising over CBS.

In fact, so successful was TIME during its second series of broadcasts that it went off the air for a while in the belief that full benefits had been obtained. Back again, it now has achieved a place “second to none” in automobile advertising.

All of which puts to rout the fears and superstitions of a few magazine publishers who refuse to do business with a competing medium for fear it will react to their own detriment.

The RADIO BOOK SHELF

A CHRONOLOGICAL factual review of the events leading to the Canadian Parliament’s recent decision to nationalize broadcasting is carried in the January Air Law Review, official journal of the American Academy of Air Law. The article is by Brooke Claxton, member of the Canadian Bar, who points out that expected revenues for the support of the system will derive from a $2 or $3 tax on radio sets, or a total of $2,000,000 or less. This, he admits, may not be enough to operate the extensive system proposed for Canada, but he states:

“it is not expected that the Commission will do more this year than create an organization and make a general survey of the situation in Canada and perhaps originate a few programmes to be distributed through a national network. With the accumulation of funds, it is expected that the Commission will gradually purchase or expropriate some existing broadcasting stations and the licences of those not suitably located, until it has realized the technical scheme as envisaged . . . . it should be possible to do this out of revenue inside the space of three or four years, with no interruption of service, if Canadian planners have a steady improvement in the quality of the programmes offered.”

TALES of Memphis court justice, administered when George D. Hay (The Solemn Old Judge) was a cub reporter on the Commercial Appeal, are recounted by the veteran radio announcer, “Howdy Judge” (McQuiddy Press, Nashville). The author’s first fame in broadcasting came while he was an announcer at WMC, Memphis, and later at WLS, Chicago. He is now at WSM, Nashville.


Radio Gag Rule

IT IS to be regretted that the United States Supreme Court did not grant the petition for review of the Shuler case. Not that we hold any brief for the man Shuler, but the free speech issue is far too important and fundamental to be left undecided by the court of last resort.

The last vestige of hope lies in the petition for rehearing, shortly to be filed. In view of the fact that this decision, in the last analysis means that the courts have shackled broadcasters who want to be free, it is rather surprising that more broadcasters have not shown more interest in this case. The Radio Commission may now muzzle a station simply because of the utterances over it—a censorship that the Supreme Court itself has held cannot be clamped on the press without violating the free speech guarantee of the Constitution.

Because of the basic importance of the free speech issue to future broadcasting, it is our belief that the NAB should appear in this case to protest the decision of the Court of Appeals. Currently, the NEA is working in the main with the American Civil Liberties Union, which has already announced its intention of siding with counsel for Shuler on free speech grounds.
We Pay Our Respects to

JOHN FRANCIS PATT

WHEN a Pioneers' Club is formed in the Fifth Estate, a seat on the front row must be reserved for John Francis Patt, manager of WGAU, Cleveland.

Still several steps from the ripe old age of 30 (he is 27), Patt enjoys the distinction of being one of the youngest managers of a major radio station, for he assumed his present job when he was only 25. Yet few broadcasting men have a wider national acquaintance or are better posted on facts and trends in the industry.

At the recent NAB convention in St. Louis, Patt submitted such a comprehensive report on station promotion that it was reprinted in full by several publications in the radio and advertising field. New ideas are his hobby. He is constantly seeking better methods for the benefit of the listener and the sponsor.

WGAU's manager started with radio in the days of squeaky battery sets and earphones. He was only in his 'teens when he announced baseball scores in the early days of WDAY, Kansas City, his birthplace and home town. In reality, he was the office boy, working at odd times while attending high school. But he broadcast baseball details so well that WDAY listeners wrote in that they wanted to hear more of him.

Gradually, young Patt became a full-fledged announcer, always with an eye on both the entertainment and commercial possibilities of radio. Part of his time also was spent in the editorial department of the KANSAS CITY STAR, which owns WDAY. He is always at home in the company of newspaper men.

Incidently, it was in this early radio experience that Patt and Leo Fitzpatrick, manager of WJR, Detroit, teamed together, starting an association and friendship that led both men to the front ranks of the broadcasting business. Fitzpatrick was noted in radio's early days as "the Merry Old Chief" of WDAY.

Patt continued his radio activity in college at KFKU, the Kansas University station at Lawrence. It so happened that radio which determined his career also gave him his wife, Miss Ruth Richardson, a Kansas co-ed employed at the station. She has been Mrs. John Patt since 1927.

After completing college, Patt was called to WJR, again joining Mr. Fitzpatrick. Within three years, he was advanced to assistant manager. Under the direction of G. A. Richards, "Fitz" and Patt made the "Goodwill Station" famous throughout the middle west.

In 1928, when the WJR management was looking for expansion, purchase of two stations in Ohio paved the way for the formation of a sister station, WGAU in Cleveland. Patt was selected to organize and manage it. The station has never been a basic unit of the NBC Blue network.

Patt's accomplishment in Cleveland has few parallels in radio management. Arriving in town just a month ahead of the scheduled WGAU opening, he had to recruit a complete staff, lay out studios and offices, build a transmitter and direct the commercial problems of a new broadcasting business.

The task was completed on time. But interference developed in program transmission from Hotel Statler, and a new transmitting station had to be constructed immediately. A site seven miles from the city was selected, the job was pushed through in record time early in 1931, and WGAU's signal was clarified throughout the Cleveland area.

John is the first of the "Radio Patts". Ralph, a younger brother, is now at WJR, and James, another brother, is at KMBC, Kansas City. Robert and Fred, still younger brothers, and Margaret, the only girl in the family, may yet be heard from in radio circles.

Patt has become a prominent figure in Cleveland's business and social circles. He is a member of the Cleveland Athletic Club, the Chamber of Commerce, the Rotary Club and the Advertising and Advertising Club.

Last but not least, he is a loyal member of the KANSAS CITY STAR, home of the Sunday "Radio" Patt.

Mr. and Mrs. Patt are the parents of two charming daughters, Martha, age 4, and Patsy, now almost 2. Patt has recommended radio as his hobby—first, last and all the time. Occasionally he can be found at his golf, and more frequently in bridge. But he admits it's easier for him to make four hearts than a four pair. Besides, he can listen to WGAU when he's playing bridge.

FRANK C. MULLEN, director of agriculture for NBC, motored to Winter Haven, Fla., to arrange for the broadcast of the annual Florida Orange Festival in the NBC Farm and Home Hour Jan. 25. The program was transmitted from the facilities of WFLA-WSUN, Clearwater, Fla., and was introduced by Mr. Mullen.

GEORGE A. MAHONE, of Baltimore, who is interested in a group of broadcasting stations in, has been granted Letters Patent No. 1,893,675 on a new broadcasting system by the U. S. Patent Office.

JOHN PATT, manager of WGAU, Cleveland, and Mrs. Patt left Cleveland for a three-week vacation in Miami.

JOHN C. DRAUMMOND, former owner of WDAY, Minn., and before that associated with WEBR, Buffalo, is now in management of the recently established WJW, Akron, O.

KENNETH METZEL, of York, Pa., who joined the staff of WBAO, York, is a musician, he will also be featured in programs from time to time.

HARRY A. JAMES, formerly educational director for Majestic distributors, is with the National Broadcasting Co., of New York.

SCOTT HOWE BOWEN, owner of the AMERICAN BROADCASTING CO., has marked his birthday with a three to four week vacation in Miami and Nassau.

LEON S. WATTS, former Sunday editor of the CHICAGO TRIBUNE, has joined the public relations staff of the COMMUNICATIONS DEPARTMENT.

TOM SABIN has replaced Ted Allen as manager of the NBC service department.

McLeod resigned Jan. 15.

McLeod resigned Jan. 15.

KERNER, UBC, Chicago head's, Lawrence Drake Milligan, vice-president of Blackett-Sampson, was married in Chicago in January.

NEIL McPHERSON resigned from his position as manager of the CBS, where he was connected for over a year. He was replaced by Truman B. F. SCHLEMMER.

GUESTS of Fred Weber, NBC Chicago traffic manager, during January are officials of KPST, Bakersfield, Cal.; Mr. Ford Billings, commercial manager; Kenneth Hance, assistant manager; and Phil Bronson, sports announcer. Other visitors were Wal- ter Bridges, WABC New York; WBDK Duluth-Superior, and Martin Campbell, manager, WPAF, Dallas.

McClatchy Passes

CARLOS K. MCCALHAY, vice president and general manager of the McCallay Newspapers, who was largely instrumental in affiliating that group with radio, died in January. He was 41. Son of the owner of the newspaper group, Mr. McCallay was publisher of the Fresno Bee-Republican, which he operated.

FRED R. MCALHAY, of the McClatchy newspapers, became interested in radio. At present the newspaper group owns four stations in California and one in Reno, Nev.
BEHIND THE MICROPHONE

TED HUISING, CBS chief announcer, flew to Nassau to introduce Governor B. E. H. Clifford of the Bahamas Islands to the international audience Jan. 26 in the first relay from the islands ever carried over an American network.

EAST DUME, the Sisters of the Skillet, left the Armorum program on NBC Jan. 20. Armour on Jan. 24 auditioned Phil Collins, Hall trio and Frank Piner's 14-piece orchestra.

ALFRED W. STONE, fiction writer of Long Beach, Cal., has started a song and story series over KFAC, Los Angeles, where he teams up with Charlie Sargent.

MISS SARA PETTY has just been appointed secretary to Elmer H. Dressman, director of publicity and public relations at WCKY, Covington, Ky.

THE TARZANA Hill Billies, sponsored on KTB, San Francisco, by the San-Vol Oil & Water Company, will be taken on tour for out-of-town appearances in motion picture theatres.

BERT McGrath, formerly of WAAT, Jersey City, has been appointed program director of WAAM, Newark.

HULSTON KNUDSON, arranger for KFI, Los Angeles, wrote "Hullabaloo" arrangement for the Edgewater Hotel suffering from a serious attack of influenza, returned to his home Jan. 22 and Howard Keegan, staff director, has assumed his duties.

"RADIO TONY," veteran vaudeville comedian, is now featured in a sustaining program on WHK, Cleveland.

BARON KEYES and Gene Byrnes started a WOA program, "On a Roll," for Friday night "De-nut Follies," on KNX, Los Angeles. This is said to be the oldest consecutive commercial program on the Pacific coast.

MISHA PELZ, one of the first entertainers to direct CBS radio in the Pacific northwest and producer of musical scores for motion pictures, has been appointed musical director of KGW, Portland, Ore. George A. Precourt has been named assistant program manager.

CBS Names Directors Of Continuity, Drama

FERRIN FRASER, novelist and short story writer, has been named CBS director of continuity, succeeding Donald Clark, resigned. Marion R. Parsonnet, actor-producer of stage and radio drama, has been appointed dramatic director.

Among Mr. Fraser's novels are "Lovely Ladies," "The Passionate Angel," and "If I Could Fly." A former professor at Northwestern University, he is 30 years old. Mr. Parsonnet, though but 28 years old, has had a varied career as boxer, circus exultant, actor and stock company producer.

MAURICE THOMPSON, studio director of WCKY, Covington, Ky., and his mistress of three years, the Mendelsohn Singing Society, were featured attraction at the Cincinnati Automobile Show, along with Theodore Hahn, Jr.'s symphony orchestra. Mr. Thompson is planning to make the "Pendelon" a future feature on WCKY in the near future.

WILLIAM H. WRIGHT has succeeded Victor Mathews as production manager of KFRC, San Francisco. "Prof. Von Hamburg" and "Reginald Cheetham" are two of his radio aliases on frolle programs.

JAY GOULD is now heard over KFAC, Los Angeles, three times a week as tenor soloist with Gene Johnston's trio. At one time he was soloist with the Roosevelt Hotel, Hollywood, (KJH) but more recently over WBBM, Chicago, on the Pennsylvania Railroad's "Sundowner."" His voice is also heard over WBBM, Chicago.

ALLEN COURTNEY, announcer on WOV, New York, has written a song "The Rest is History," for Mr. King's radio program.

ONE OF television's first romances will culminate shortly in the wedding of Lillie Mae West and Eugene March, both performers on the CBS visual station WZXX, New York.

JEAN PAUL KING, free-lance feature announcer, and Thomas Clewley, staff announcer on WBBM, Chicago, and "Bride" in the Dose Aces scripts on KNX, Los Angeles, are top billing in a new six-week series featuring the Willys orchestra over WBBM.

CROCKETT'S Mountaineers, former Columbia group, has started a series over KNX, Hollywood, for a nightly 15 minutes.

BORN TO Mr. and Mrs. Jack Holden (WRC, Chicago, announcer) a daughter, Jean Louise, Jan. 4.

Edward C. Hill

SPONSORED by the Socoony Vacuum Corp., New York, Edwin C. Hill, star reporter of the New York "Stone-Horse of the News" sustaining series on CBS achieved high popularity, on Jan. 27 began a novel Friday night series over 41 CBS stations. He calls it "The Inside Story of the Names that Make the News," and on each program he will introduce some notable in the field of adventure, music, science, literature, politics, athletics and drama.

Mr. Hill's program, handled by Batten, Burton, Dunster & Osborne, will be presented with a background of vocal and instrumental music, each program having a special score written and arranged by Nat Shilkret, who also leads a 35-piece orchestra.

Stations on the network for the feature are WOBO, WJZ, WKBW, WNW, WADG, WRE, WORC, WHEC, WFBL, WBP, WLBW, WADC, WCAI, WHEC, WSPD, WJAS, WJSY, WKBH, WACI, WFBM, WGN, WWO, KMOX, WHAS, WHB, CKOK, WBCM, WJAR, WRLD, KTRH, KLRA, KOMA, KTSA, WACO and WHAD.

Recording by Wire

A SPECIAL line has been installed from the General Foods Corp. studio in the Postum Blum, New York, to the Byers Recording Laboratories to record by wire two 15-minute programs weekly for 46 weeks to be released to a selected group of stations covering territory outside the NBC-WFBW network, according to Scott Howe Bowen, Inc. Program is Frances Lee Barton's Cooking School of the Air, being handled by Young & Rubicam, New York.

IN THE CONTROL ROOM

THE EDISON Medal for 1932 was awarded Jan. 23 at the annual convention of the American Institute of Electrical Engineers by President J. F. Gerrard, vice-president and chief engineer of the A. T. & T. Co. for his book, "The Science and Art of Telephonology," his contributions to telephony and the development of electrical communication." Fellowhip Medals of Honor were presented to Hans C. Nikola Tesla, Alexander Graham Bell, Robert H. Goddard, Charles Chamberlain Parsons, George Westinghouse, Elihu Thomsen, Frank J. Sprague and Dr. Frank Conant, President of Harvard. The medal is given for his work in describing some solutions for problems of electrical transmission was awarded to Frank M. Starr, 28-year-old engineer of the General Electric Co., Pittsfield, Mass.

ANDREW D. RING, broadcast engineer of the Radio Commission, returned Jan. 14 from a two-week trip to Grand Island, Neb., where he conducted tests on the newly installed Westinghouse primary frequency standard, designed to measure frequencies of broadcasting stations more accurately. He also reported that the station, will, meet frequency within a fraction of one cycle.

RALPH BROOKS, NBC Chicago engineer, and Margarette Bennett, of Griffith, Ind., were married in Waukegan, Ill., Dec. 17.

FRED L. TATE and H. C. Hindmarsh, operators of CFCA, Toronto, visited the NBC Chicago studios in January obtaining information in connection with the construction of new studios for their station.

R. MORRIS PIERCE, chief engineer of WGC, Cleveland, and Mrs. Pierce, have announced their second child, a boy, born Nov. 30. "Robert M.," the new "chief engineer" of the Pierce household, has a 22-month-old sister, Patricia.

TODD SLOANE, KDKA engineer, and Patty, a girl, were married Jan. 22 event the other day with the arrival of a 7 pound baby, Todd, Jr., the first "future engineer" of the family.

LARRY SHIPLEY, engineer of WGC, Cleveland, and Eleanor Dieckman, were married Dec. 22. They surprised their many Cleveland friends by eloping to Erie, Pa. recently. To make the radio receiving easier, Larson, one of WGC's transmitter attendants, went along as best man.

Goldsmith Resigns

DR. ALFRED N. GOLDSMITH, vice president and general engineer of the Institute of Radio Engineers, announced his resignation from the Institute Jan. 25. Dr. Goldsmith will enter into a private consulting engineering practice in New York in the radio, electrical entertainment, talking motion picture and radio receiver fields. One of his clients will be the RCA. He was with RCA at the time of its formation in 1919 and was connected with the old American Marconi company prior to that time.
RADIO A WINNER IN CHICAGO

- On Monday evening, January 23rd, all Chicago radio stations joined in presenting a Radio Revue for charity.

- Chicago’s largest hall, the Chicago Stadium, was packed to the roof. Every seat had been sold by 7:00 p.m. of the night of the show and literally thousands were turned away. All records for indoor crowds in Chicago were broken — not even the Democratic National Convention, held in the same hall, drew more people. And best of all, $21,000.00 was raised for Chicago charities.

- The unqualified success of the Radio Revue is significant of the interest in radio in the Chicago market in which WMAQ is a dominant factor.

- For results use the Chicago market and in Chicago use WMAQ.

670 Kilocycles
. . Full Time . .
Cleared Channel

WMAQ
MERCHANDISE MART
CHICAGO, ILL.

A NATIONAL BROADCASTING COMPANY NETWORK STATION
The Business of Broadcasting

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

STATION ACCOUNTS

NATIONAL accounts reported by WGY, Pittsburg; KDKA, Pittsburgh; KDKA, New York; Station chain accounts reported by Chicago Advertisers, New York; Woman's Home Companion, in magazine daily talk, Martin-Pil- swain Fur Company; WMAQ, Chicago; Rochester Advertiser; KWK, Kansas; Rumford, N. W., Baltimore; A. W., (baking powder) recipes for first two weeks, and thru April 10th.

AMERICAN SOCIETY for the Con- servation of Vision, Chicago, is using a quarter hour string program over KYY, Chicago, each Monday night for 8 weeks, effective Jan. 16th, account handled by Watson Ad- vertising Co., Chicago. Simonize Co., (house cleaner) has renewed its contract for another 52 weeks over KYW, using a half hour program of musical recordings during the Sunshine Hour; account han- dled by Foster, Klaw & Other. Tallow- trice Crematory, Chicago (Meadow Gold Butter) has renewed for 13 weeks its programs of musical record- ings Thursday, Tuesday and Saturday mornings, effective Feb. 2nd; programs run 15 minutes; handled direct.

WLS, Chicago, reports signing United Remedies Co., Chicago, (Peruna) six mornings a week for 26 weeks; using the Prairie Ramblers hill-billy music; Hesth Coshop, Chi- cago, is the agency. Vick Chemical Co., Greensboro, N. C., (salve) has placed through Thompson-Koch, Cin- cinnati, series of 15-minute programs; after Feb. 1st, Kenneth Stone & Wyse Co., Peoria, (farm equipment) has signed for a 15-minute program in the “Rural Dance” series; handled through Rogers & Smith, Chicago.

DOLLAR CRYSTALS Co., Fort Worth, Tex. (Texas Mineral Crys- tals) has signed with WJJJD, Chicago, for series of quarter hour programs featuring Bud Pickard of the Pickard Family in old time songs. Programs run twice weekly for indefinite period; handled direct.

HOUSEHOLD FINANCE Corp., Chi- cago, (personal finance) is sponsor- ing the home games of Northwestern University basketball team over WIBO, Chicago; contract includes five games; Joe Greis announces the games; account handled by Charles Daniel Frey, Chicago; Princess Pat Co., Chicago, (cosmetics) is using daily except Sunday during music transcription program on WBO for an indefinite period; handled through Critfield & Co., Chicago. Peck & Furniture Co., Chicago, is sponsoring a half-hour organ program six days a week for indefinite period; handled direct. Diet Aid, Inc., Chicago, (reductol) is using daily quarter-hour program of musical recordings; handled direct.

WACO, Boston, reports the following new accounts: Iodent Co., (tooth- paste) “ Detectives Black and Blue” three 15-minute transcriptions weekly, effective Jan. 16th; account handled by Watson Ad- vertising Co., Chicago. Simonize Co., (house cleaner) has renewed its contract for another 52 weeks over KYW, using a half hour program of musical recordings during the Sunshine Hour; account han- dled by Foster, Klaw & Other. Tallow- trice Crematory, Chicago (Meadow Gold Butter) has renewed for 13 weeks its programs of musical record- ings Thursday, Tuesday and Saturday mornings, effective Feb. 2nd; programs run 15 minutes; handled direct.

NEW ACCOUNTS reported by KTAB, San Francisco: Pacific Coast Auto Show, of announcers for three weeks in January; Radio Mail Ad- vertising Co. has contracted for 26 fifteen-minute periods each Thursday to advertise KALBI Coffee, with appeal to Italian population, later to English-speaking listeners; Young’s Advertising Agency has started beauty talks each Monday for Lillian & Beauty preparations; Lincoln Finance Corp., 26-week contract for electrical transcriptions with music by Dr. R. I. Rosenfeld, Cook’s Music Water, daily except Sunday.

WPBG, Altoona, Pa., reports the fol- lowing new accounts: Freihof- er Baking Co., Altoona, spot announce- ments twice daily, 26 weeks, through April 13th; account handled through Kreri & Koch, Altoona, and his Sleepy Time Troubadors. Musc, colored stage; scene and radio stock, “Shanghai Lady’s Down South,” founded the memorial.

GENERAL FOODS Corp., New York, (perversions) reports the following: three sponsored temperature reports on KDRA, Pittsburgh, Jan. 19-26, included; account handled through White Bowen, New York, handles account.

WOF, New York, reports the follow- ing new accounts: “Fur Trappers” A. Morris (furs) “Fur Trappers” orchestra, three announcements weekly, effective Feb. 13th, account handled through Fordham, New York, Diamond Candy Co., Brooklyn, daily half hour with tenor, 15 weeks, through Detroit handling agency; Canadian Fur Trappers, Bob Smith’s orchestra; daily, direct; Cre- ribelli, Inc., New York (Brioschi Efferent) Sunday accordian program; 15 accounts direct; Mutual R. Hodgson, New York, (food talks) and Charm Tea Co., New York, daily ten minutes; handled direct.

WCL, Janesville, Wis., reports signing Singleshoe Co., Milwaukee, (shoes and shoe stocks) 15 announcements through April; Paxton & Gallagher, Omaha, (Butter- nut Coffee), three 15-minute programs through April; account handled through Thomas Advertising Co., Omaha.

IODENT CHEMICAL Co., Detroit, (toothpaste) Jan. 18th and 19th; 12 more accounts for the following: “Detectives Black and Blue” transcription fee, handled through WNO, Chicago. Other accounts are WNW, WRG-WFAN, WGR, WGBW, WJB, WWJ and WNO.

JOHN F. JELKE Co., Chicago, (food products) is using WENR, Chicago, in morning and evening, 15 announcements stressing “Buy American”; handled by Blackett-Sample-Hume- rter & Gardner, Chicago, and CBS.

QUAKER OATS Co., Chicago, (cel- ebrity) is sponsoring a children’s “New Year’s Day” program 8-weeks a week over WENR, Chicago, for the period Jan. 14-28th; account handled by Lord & Thomas, Chicago.

B. W. KLEIN, Inc., New York, (shoes and shoe stocks) Feb. 5th; account handled through Denny and Rees (piano, and songs and patter) Sundays, 1-15 p.m., EST, on WOXY, Cincinnati; A. Friedman, New York, handles account.

THE MENGEL'S-HERALD Co., Balti- more, (King syrup) is sponsoring “The Dinkelofers,” a comedy skit, more work, daytime, for 26 weeks, on WORK, York, Pa.
ANNOUNCES

a new principle* in recording, reproduction and measurement of sound; available in a COMPLETE LINE of MICROPHONES having the following general characteristics.

1. EXTREME RUGGEDNESS. Having no delicate mechanical parts, the Brush Grille type microphone is almost unbreakable, is unaffected by vibration or shock and cannot be overloaded.

2. TRANSPARENT TO SOUND. Being constructed of a number of "sound cells"* arranged edgewise to form a grille, there is a minimum distortion of the wave front, no reflection or pressure doubling and no cavity resonance.

3. IMPROVED FIDELITY. No low cut-off. Absolutely flat response over the whole broadcast range. To obviate the necessity of using a compensated amplifier the microphone is designed to have a rising characteristic from 6,000 cycles to 10,000 cycles.

4. NON-DIRECTIONAL. Therefore ideal for studio work.

5. ELECTRICAL AND PHYSICAL CONVENIENCE. Light and strong. It may be used in any position. High capacity—low impedance. High output level. Only two conductors, no field current or polarizing voltage, therefore free from background noise.

Following types now available:

TYPE G-20 (Illustrated two-thirds full size) is the general purpose studio microphone. It consists of twenty "sound cells"* connected to give the required output—mounted in monel-metal cage and plug. May be unplugged from stand and plugged into overhead suspension in a few seconds.

TYPE G-1 — single 'sound cell' in case 1 1/2" x 1" x 3/4" must be within about 30 feet of preamplifier. Ideal where microphone must be concealed in film recording; for announcing; for use in parabola and as "lapel" microphone.

CONDENSER HEAD SUBSTITUTES— May be used to replace present condenser head in amplifier, converting condenser into crystal microphone, doing away with frequent adjustments and greatly improving the response.

*Sound Cells: Brush Piezo-electric "Sound Cells" are crystal energy-converters whose active surfaces are less than one-half square inch each. This extraordinarily small size results, as already noted above, in absolutely natural response never possible with diaphragm-type microphones. It has the additional advantage that any number may be combined in a single microphone according to the output required.

Write for Folder "G" and Price List

THE BRUSH DEVELOPMENT COMPANY
3717 EUCLID AVENUE . . . CLEVELAND, OHIO

BALDWIN INTERNATIONAL, LTD.
Toronto, Ontario, Canada

NEUFELDT & KUHNKE, GMBH
Kiel, Germany

February 1, 1933 • BROADCASTING
Bans Quack Medicine

ONLY MEDICAL radio advertising which is approved by Canadian health authorities will be permitted by the Canadian Radio Commission, according to Harry Charlesworth, chairman. This will be the first reform to be effected by the recently established regulatory body.

NOW! You Can Have
A COMPLETE LIST
of NATIONAL ADVERTISERS
and ADVERTISING AGENCIES
The Standard Advertising Register
Arranged Either by
PRODUCT GROUPING
or GEOGRAPHICALLY
as you choose
Let Our Nearest Office Show
You this Wonderful Service
CONSULT OUR
NEAREST OFFICE
National Register Publishing Co.
EASTERN OFFICES
85 Broadway, New York
7 Water St., Boston
WESTERN OFFICES
140 So. Dearborn St., Chicago
235 Montgomery St., San Francisco

NETWORK ACCOUNTS
P. LORILLARD Co., New York, (Old Gold cigarettes) on Feb. 18 starts Fred Waring’s Pennsylvanians and a popular comedy series, to be selected over 55 CBS stations, Wednesdays, 10-10:30 p.m., 13 weeks. Lennen & Mitchell, New York, handles account.
MIRACUL WAX CO., St. Louis, (Dri-Brite wax) on Feb. 23 starts the House of the Rising Sun and Magic Tenor over a CBS network, Thursdays, 11:30-11:45 p.m., EST, 13 weeks. Negotiations for a new account handled for CBS by KXMO.
REAL SILK HOSIERY MILLS, Indianapolis, on Feb. 5 starts Vincent Lopez and orchestra and dramatic skit, “Service with a Song” on NBC-WJZ network, Sundays, 10:15-10:45 p.m., 13 weeks. Erwin, Wasey & Co., Chicago, handles account.
THOMPSON PRODUCTS Co., Cleveland, (automobile parts) on April 12 starts male quartet and humorous dramatic skit, “Service with a Song” on NBC-WJZ and supplemental networks, Wednesdays, 8:30-9:45 and 11:15-11:30 p.m., EST, 12 weeks. H. W. Kastor & Sons, Inc., Chicago, handles account.
NATIONAL BISCUIT Co., New York, (Wheatworth crackers) on Feb. 15 starts “King Killare” on limited NBC-WJZ network three weekly, 21 weeks. Batten, Barton, Durstine & Osborn, New York, handles account.
R. L. WATKIN Co., New York, (Dr. Lyons toothpowder) on Feb. 5 renews “Manhattan Merry Go Round” on NBC network, Saturdays, 3:30-4 p.m., EST, 13 weeks. Blackett-Sample-Hummert & Gardner, New York, handles account.
MANDEVILLE KING Co., Rochester, N. Y., (flower seeds) on April 7 starts talks on flower gardening by Holmes Bloomer, director of research, on NBC-WJZ network, Fridays, 10:45-11 a.m., EST. W. L. Wright Co., Rochester.
MODERN LIVING, Inc., New York, (magazine) on Jan. 15 started series of health talks on 6 CBS stations, daily, 9:30-9:45 a.m., on NBC network, New York; handles the account.
SWIFT & Co., Chicago, (Formany) on Jan. 3 renewed “Happy-Go-Lucky Hour” on CBS-Dan Lee network, Thursdays and Fridays, 9-9:30 p.m., EST. J. Walter Thomas Co. handles account.
LAVORIS Chemical Co., Minneapolis, (mouth wash) on Jan. 28 started time of “Easy Aces” on CBS to Tuesdays, Thursdays, Saturdays, 8-8:15 p.m.
MUSTEROLE Co., Cleveland, on Feb. 2 added Thursdays to its CBS program herefore broadcast on Mondays and Wednesdays, 8-8:15 p.m.
THOMAS COOK & Son, New York, (travel and tours) on Feb. 15 and thereafter will be on new network network with NBC-WJZ network with “Cook Travelogue” Sundays, 1:15-1:30 p.m., EST.
I. J. FOX, Inc., New York, (furs) on Jan. 17 changed time from NBC-WFAN network to Tuesdays and Fridays, 7:30-7:45 p.m., EST.
SPRATT’S PATENT, Ltd., Newark, (Dog Food) on Feb. 13 and thereafter will be heard Mondays, 8:15-8:30 p.m., on NBC network with “Don Carney Dog Chats” on NBC-KOHO network. Schedule previously announced. Monday night programs on NBC-WJZ network will be heard as previously announced.
STICKNEY & POOR SPICE CO., Boston, (Jubilee Stuffing Program) on NBC to Thursdays, 2:45-3 p.m. over WEEI, WPTF, WJAR, WABC and WOR. Former Friday morning schedule with WJZ was last heard Jan. 20.

AGENCIES AND REPRESENTATIVES
BLACKETT-SAMPLE-HUMMERT & GARDNER, representing a merger of last autumn of Blackett-Sample-Hummert, Inc., New York and Chicago, and effective Jan. 21. St. Louis, will be discontinued Feb. 1, each company reverting to its former status and each company taking over the accounts they had prior to Oct. 1, 1932.
EMIL BRISACHER & STAFF, San Francisco, has been appointed to handle the radio and newspaper advertising of Mayflower Food & Beverage Co., San Francisco, and the radio advertising of California Bottling Ass’n, San Francisco.
GLEN H. HUTCHISON, former commercial manager of KMOX, St. Louis, and before that St. Louis manager of the H. W. Kastor & Sons agency, has been appointed vice president in charge of the radio department of Chappelew Advertising Co., St. Louis.
CECIL WARWICK & CECIL, New York, has been appointed by William E. Warner & Co., New York, (China Liniment) to handle its radio advertising. Cowan & Dengler, New York, will continue to handle this account.
Sloan’s Liniment advertising.
HENRY ECKHARDT, of Kenyon & Eckhardt, Inc., New York, has been appointed chairman of committee on agency practice of the American Association of Advertising Agencies.

May Sell WJBO
NEGOTIATIONS for the sale of WJBO, Baton Rouge, La., to a corporation controlled by Charles P. Manship, publisher of the BATON ROUGE STATE TIMES AND ADVOCATE, according to New Orleans reports. New studios are being constructed in the Hotel Biedelberg, with new Western Electric equipment being installed at a cost of $27,000. It is understood that Sam D. Reeks, formerly of WJBO and now president of WABZ, New Orleans, may return to Baton Rouge. WJBO is a day station at 1490 W. Its present owner is Val Jensen.

No Longer Licenses
INDEFINITE postponement of its consideration of the Lafount proposal for extended terms of broadcasting licenses from six months to one year as a means of stabilizing broadcasting positions, and in line with Federal economy, was voted by the Radio Commission Jan. 20. Action was taken in view of confusion in the North American conference on the distribution of wave lengths inasmuch as shifts in assignments may be occasioned following those deliberations.
AS PHENOMENAL
as the growth of
RADIO ITSELF

BROADCASTING
THE NEWS MAGAZINE OF THE FIFTH ESTATE

Born in October, 1931, during the lowest ebb in the depression, [published from the start as a semi-monthly and continuing as such] announces proudly that its advertising lineage for the first three months of its second year was 16.2% ahead of the same period of its first year.
STUDIO NOTES

FORMATION of the Southwest Artist Service is announced by WPA-Dallas, Texas. Mrs. John F. Lyons is managing director of the organization, which will be affiliated with the NUC Artists Service and other leading artists' bureaus of the east.

A NEW program on WOR, Newark, is "The Guest Conductor's Hour." Harry Salter was featured in the first broadcast Jan. 16.

Two programs designed to attract prospective college students to the School of Commerce at the Massachusetts University were presented Jan. 22 and 29 over WGN, Chicago. Dean Ralph K. Heilen of the Commerce school, Kenneth L. Tug Wilson, athletic director of the university, and Joe Reiff, varsity basketball captain, spoke briefly on student activities. The programs were of 15 minutes duration and the first of this type attempted by the university.

A SPECIAL program dedicated to the "American" campaign is being broadcast each Wednesday night by WJAR, Providence, with the station's principal stars participating.

NEW PROGRAMS on WCKY, Covington, Ky., include: "The Low Lifers," a Saturday night lampoon; the Lamont Family, including Jane, 8, in musical and harmonies; the Delta, Hawaiian and South Sea melodies. Saras'ay's Story Time is also included as a new feature of WCKY, Covington, Ky. Saras'ay is a 16-year-old high school girl, who tells funny hour of telling fairy tales. She is heard on Saturdays at 9:45 a.m.

"HIGH SCHOOL NEWS" is the title of a program presented each Saturday morning over KIA, San Francisco; Abe Cohn is the station announcer. A student at the local high school, formerly presented a program featuring school talent.

SOME of the most prominent speakers in several fields have been presented weekly in talks over the Yankee Network by the New England Council on legislation of the program series last fall.

AN ATTRACTIVE BROCHURE and folder for agency advertising has been prepared by WHK, Cleveland. Designed by Deane Kintner, publicity director, the eight-page piece contains a receptive for the convenience of those interested in cooperation and the reference and market data to be mailed periodically.

KROW, Oakland, has started a series of Friday night mystery plays directed by Elmer Penn and written by Paul H. Johnson.

Doolittle & Falknor, Inc.

FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any specified number of measurements per week as well as individual measurements at station's request.

Write for prices on schedule suitable to your needs.

1306-1308 W. 74th St.
CHICAGO, ILLINOIS

BROADCASTING • February 1, 1933

INSTALLATION of a complete Robert Scott radio station in the Winthrop Hotel is announced by KMO, Tacoma, Wash. The organ was dedicated in a special program Jan. 12.

THE P. H. BUTLER grocery chain, Pittsburgh, sponsored a radio broadcast from the scene of its annual employees' ball Jan. 19 over WWSV, Beaver, Pa., at the suggestion of branch managers and employees who were introduced to the program director and chief announcer, during the program.

A NOVEL New Year's Eve program, which promises to become an annual feature, was introduced this season by WDR, Milwaukee, when it broadcast a program from the Kentucky penitentiary at Eddyville with all tali- sons of the governor's inmates.

D. RHYSFORD, noted musician, composer and critic, writing in The Chicago Daily City, proclaims the "Buy American" campaign the "best known thing since the 550 Ten.

Page 26
Baseball and Radio
(Continued from page 12)
of both club owner and broadcaster.

Perhaps the greatest blunder made by the broadcasters lies in
the financial arrangement made with the ball clubs. The broad-
caster should be willing to pay a fair sum for the privilege of mak-
ings the broadcast. After all, these broadcasts are almost invariably
sponsored by an advertiser. The club owner is entitled to a fair
sum in return for supplying an advertiser with a high class show.
The payment of a fee for this privilege gives the broadcaster the
healthy feeling that he is independent and has no strings at-
tached to him.

Handicap of Free Broadcasts
IT HAPPENED to be the writer's
pleasure to be associated with a
certain leading station as sports
announcer. The station was pulled
into an agreement with the ball
club which made independence

By the station owner.

In this form of ballyhoo for the ball club. Instead
of feeling free to call a spade a spade and a blunder for the home
club, it was a blunder, the announcer was tied hand and foot
and practically forced to give a one-sided description of the game.
Sports broadcasting has come in
for a great deal of criticism from
persons in a position to criticize.
The broadcasters are too willing
to "sell out" to sports promoters
who feel they are in a position of
command. If radio is to achieve
a definite and wholesome result in
the field of baseball and other
sports, it will have to stand on its
own feet as newsmen have had to
do to gain their position. Radio
will have to fight for its right of
freedom of speech.

3 Hot Spot
Sustaining Features

Ready to Sponsor
For Test Campaigns

THESE programs have been station tested and WCLO
offers them in script form or will furnish professional
talent for recording.

If sponsor's product is to be tested in the rich Southern
Wisconsin-Northern Illinois market served by WCLO, you
will receive complete merchandising service including dealer
contact, audience check, window displays, and other intro-
ductive assistance.

Program No. 1—"Jerry Todd And His Gang"—an all-
boy skit written by Leo Edwards author of famous Jerry
Todd and Poppy Ott books published by Grosset & Dunlap.
Clean, wholesome, exciting stories, nothing objectionable
nor improbable. Provides excellent merchandise tie-in.

Program No. 2—"Raymond And Hazel"—skit—young
married couple. Written, produced and presented by
WCLO Dramatic Director—six years in motion pictures,
fourteen years on stage. Girl part portrayed by profes-
sional dramatist. As original and refreshing as any skit
on the air, satisfies the sophisticated as well as the mass.

Program No. 3—"The Miniature Movie"—a 15-minute
unit, a replica of the old silent drama, includes news reel,
an illustrated song, and the drama. Written, as no one
else could write it, by a blind man. thirty years in the
show business. Presented to the radio audience in a new
and unique manner. Gives sponsor opportunity to slip in
message without irritation.

Any of the above programs are ready for recording.

WCLO announced new low rates in January issue Stand-
ard Rate & Data. Offers sponsor more for his money than
any station its size in the world. Recognized by those in
the know as a model station.

Ask the question about our market—240,000 people.
Send for the only authentic newspaper and radio surveys
of the rich Southern Wisconsin-Northern Illinois market.

WCLO is owned and operated by the Janesville Daily
Gazette, a short to know about these mediums and this market.

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

Over the land by TELEGRAPH
...under the water by CABLE
...through the air by RADIO

..Coordinated Communications
that COVER THE WORLD

* Across the town or across the state...across the country or
across the seven seas...it makes no difference when you use
Postal Telegraph. For Postal Telegraph is part of the great
International System, which provides fast, accurate, depend-
able message communication to the entire world through
the perfect coordination of telegraph, cable and radio facilities.
Postal Telegraph reaches 80,000 places in the United
States and Canada.* Working in conjunction with the other
members of the International family, it reaches Europe, Asia
and The Orient through Commercial Cables; Central Amer-
ica, South America and the West Indies through All America
Cables; and ships at sea via Mackay Radio.

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

*In Canada, through the Canadian Pacific Railway Telegraphs.

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

THE INTERNATIONAL SYSTEM
Postal Telegraph

Commercial
Cables

All America
Cables

Mackay Radio

February 1, 1933 • BROADCASTING

Page 27
ASCAP that the new royalty scale not only has failed to yield the amount of revenue anticipated but also has aroused an ill-will on the part of stations that ASCAP apparently would like to eliminate. The letter brought an immediate re- tract, upon the part of stations that ASCAP apparently would like to eliminate. The letter brought an immediate re- tor from Mr. Schuette in the form of a bulletin to all stations. Mr. Schuette interpreted the Mills' letter as seeking cancellation of the present contracts and a shift of the royalty burden to the advertisers—a proposition which he said formerly had been made by ASCAP but which had been promptly rejected. Dispatached on Jan. 25, Mr. Schuette declared in his reply to the Mills' pronouncement that, while the ASCAP official's letter asserted that the reason for the offer to cancel the existing contract "is a resentment of the charges contained in my bulletin", Mr. Mills' personal explanation to the press gives a different basis.

"In that explanation", Mr. Schuette asserted, "he complains that he has been severely criticized by his organization because he had made a 'bad deal' and that ASCAP should have gotten a substantially better result than was obtained. In other words, Mr. Mills proposes now to obtain an immediate revision upward of the ASCAP contract, and the revision upward which ASCAP wants is a contract which would retain the present sustaining fee but levy an additional 10 per cent royalty direct on the advertisers. The stations would pay the sustaining fee. Warns Stations

"ALL broadcasting stations are therefore warned against risking the cancellation of their present contracts before they have been given the text of a revised contract that is acceptable to them. In his letter to the stations, Mr. Mills has reiterated his previous assurance that whenever the existing formula is changed all stations will be afforded an opportunity to revise their licenses in accordance with the new formula. Therefore, there is no occasion on the part of any station to cancel the existing contract."

"Mr. Mills says that because more than 400 broadcasting stations have signed the ASCAP license, this fact shows their approval of the ASCAP terms. As a matter of fact, I advised the stations to sign these contracts and I told them—at the St. Louis convention and elsewhere—that only by signing them could they escape the penalties threatened against them. Therefore, it does not follow, as Mr. Mills suggests, that any broadcaster who does not at once serve a notice of cancellation upon ASCAP will be assumed to disavow the statements made in these copyright bulletins."

Statements published in the press of Tin Pan Alley attributed to members of the ASCAP organization, state that royalty receipts from stations since the promulgation of the new rate method last fall have fallen far short of expectations. Whereas some $3,000,000 for 1933 was anticipated if business proved good, and whereas Mr. Mills himself predicted some $2,000,000, current receipts indicate revenues of about $1,000,000—this low figure being attributable to a combination of factors such as the reluctance of broadcasters to remit until they themselves have collected on accounts, and the general bad blood between the two groups.

Might Levy on Advertisers

THESE reports also state that ASCAP has in mind abrogating the present broadcasting royalty scale and passing on the percentage burden to advertisers through agencies placing radio business. The American Association of Advertising Agencies, sister organization of ASCAP, has protested the payment of additional royalties on transcribed and recorded programs to Music Publishers Protective Association, ASCAP's sister organization, and is considering legal action.

The belief is that if ASCAP can wipe out the present contract it will be in position to draft a new royalty scale that will apply to revenues of the networks via the agencies themselves. Failing in this, ASCAP has all within the possibility of possibility that ASCAP will accede to the NAB demands that the percentage apply only to revenues from ASCAP-controlled music, but on the condition that the percentage for the first year be raised—perhaps doubled—and graduated upward in succeeding years.

In his letter to NAB and all broadcasters, Mr. Mills said it was in direct response to that received through NAB Dec. 1 from Mr. Schuette, calling attention to the resolutions adopted by the NAB convention dealing with copyright and suggesting a revision of the license.

Society "Discontented"

"AS REQUESTED," he wrote, "this letter was presented to our broadcasters—it has been fairly, thoroughly and exhaustively considered, discussed and deliberated upon; and I was directed to inform you that the members of our Society are quite as discontented with the formula expressed in the present license as the broadcasters can possibly be, and the society will welcome conferences with any committee of representative broadcasters looking toward a revision of the formula."

"The Society will not, however, confer on this subject any further with Mr. Schuette. On the letterhead of your association, bearing the typewritten signature of Mr. Schuette, a number of scurrilous and misleading communica tions have been sent by mail to broadcasting stations."

"These letters have referred to the Society and its activities in terms which we consider libelous, false and misleading, and contain opprobrious epithets which we consider unbecoming. The only purpose of the propaganda expressed in them is obvious, and the hostility voiced indicates clearly that we would be hopeless to expect a constructive result from the viewpoint of either the broadcasters or the copyright owners from any conferences in which Mr. Schuette might participate. The content of these circulars purporting to be distributed from the offices of your association over the typewritten signature of Mr. Mills will be commented upon in a separate communication."

Mr. Mills added that more than 400 stations have accepted the new licenses. It is "unthinkable", he added, that they would have done so or would have entered into any contractual arrangement with "racketeers" of any nature. ASCAP, however, he declared, would have signed the license except from any broadcasters immediately cancelations of their existing license" if they feel that they entered into their present license under some form of duress. "No broadcaster is under the
Oppose Licensee Fees
(Continued from page 16)

Communications, Inc., who showed that radio competes with cables which are not specially taxed and who called the new bill an unfair discrimination; K. B. Warner, secretary of the American Radio Relay League, who asked that the 30,000 amateurs, who pursue radio with no motive of profit, be exempted from the tax; Paul Goldsborough, president of Aeronautical Radio, Inc., and Edwin H. Duff of the Steamship Owners Association, who pointed out the additional burden the bill would place on their industries, and John C. Gall, secretary of the National Association of Manufacturers.

Penalty on Sponsors

Mr. Gall, like Mr. Bellows, argued against the policy of supporting a regulatory body by special taxation of the field it regulates. He said:

"It ignores the public benefits claimed for government regulation by saddling the cost of regulation on the industry. It would lend impetus to regulation of various industries upon a showing that all costs of regulation would be borne by the industry. It would make difficult, if not impossible, abolition of unnecessary regulations as long as they showed ability of the industries regulated to meet the 'tariff' thus imposed. If this is sound policy for the Radio Commission, the same argument can be made for the Interstate Commerce Commission, the Shipping Board, the Packers and Stockyards Administration, and many other bodies.

"Penalties for the infringement of laws by advertising. If it were not for the paid programs the people of the United States would not enjoy the remarkable range of entertainment and educational programs which they receive today for the mere 'tune-in.' Manufacturers of nationally known products are the chief source of broadcasting revenue. They have sponsored for the use of this medium. For in the final analysis fees and other exactions levied against the broadcasters would be passed on to their patrons. They will largely occupy the role of collectors. There is no sound reason why the public should be charged the cost of regulation designed, not for their primary benefit, but for the benefit of the listening public."

Finally, Mr. Gall pointed out that the bill in reality is tax legislation, which constitutionally must arise in the House of Representatives. The only testimony in favor of the bill was offered by S. Howard Evans, of the Ventura (Cal.) Free Press, a bitter opponent of American radio, who took the position that the tax would more nearly equalize competition between radio and newspapers.

The proposed scale of license fees, as applied in California, was published in detail in the May 1, 1932, Broadcasting.

More than fifty stations have asked Leo Fitzpatrick, manager of WJR, Detroit, for copies of the script which he gives on the "Radio Realities" program every Sunday night. Many of these stations are now offering programs internal after the WJR presentation. The program was described in the Jan. 1 issue of Broadcasting.

February 1, 1933 • Broadcasting

IF YOU ARE INTERESTED IN THE NATIONAL FIELD

Interest the National Field
In Your Territory and Station . . .

"If we only had a salesman calling on all advertising agencies and national advertisers who use radio." This thought has probably passed through your mind many times. But it is rather an expensive idea for the average station manager to entertain. Yet IT CAN BE DONE—And Economically Too.

Your message in Broadcasting will do it. Broadcasting goes to the busy executives who haven't time to chat with salesmen—it is read by the very men you want to reach.

Here's what some of those executives think of Broadcasting:

"May I extend my hearty congratulations on the success of your magazine Broadcasting. It is covering an important field and I find the magazine both interesting and informative. It should be of real value to all advertising agencies and to anyone who is engaged in the radio industry."

Young & Rubicam, Inc.

"It seems to me that there is no better way to keep abreast of a broadcasting situation than to follow the valued contents of your magazine."

In a word, I find no other periodical that could be satisfactorily substituted for Broadcasting. I feel this opinion is due you.

Erwin, Wasey & Company, Inc.

Charles F. Gannon, Director of Radio.

"The need for an authoritative publication in the broadcasting field is definite . . . you may count on our coopera-
tion."

Cramer-Krasselt Co.

Lee Tracy

"Will you accept my compliments on the unusually fine and interesting publication you have."

United Advertising Agency, Inc.

Jerome Van Wiseman, Assistant to President.

"You have gathered together a lot of interesting material on all phases of radio and we wish you success."

Gotham Advertising Co.

William Menkel

"Broadcasting covers the field broadly and specifically and I congratulate you on the splendid publication."

World Wide Advertising Corp.

Robert B. McClean, Vice-President.
Litigation Centers
On Supreme Court
WBAL
Shuler Seeks Rehearing

ALL LEGAL eyes in radio still are focused on the United States Supreme Court, despite that tribunal's refusal Jan. 16 to review the Shuler case, raising the free speech issue. The legal fraternity, if not the whole industry, is also awaiting developments in the WIBO case because of its bearing on the legality of the Commission's quota regulations, property rights and the Davis equalization amendment.

The Department of Justice, which already has decided to appeal the WIBO decision in the Commission's behalf, shortly will file with the Supreme Court its petition for a review of the opinion of the Court of Appeals reversing the Commission's order deleting WIBO and WPCC, Chicago, which share time on 560 kc. to make way for WJJS, Gary, Ind. The Commission's decision was based purely on quota grounds, since Illinois is greatly overquota and Indiana underquota, but a majority of the court held the action was arbitrary and capricious and that the Davis amendment did not dictate mathematical equality in the state and zone distribution of facilities.

Many Overquota States

Since 27 states are overquota and would stand to suffer losses in facilities if the Commission were upheld in the final analysis, unusual significance attaches to the WIBO case. It is by no means certain that the Supreme Court will decide to accept the case for review since it can exercise its prerogative of selecting cases on certiorari.

Regret was expressed in legal circles over the refusal of the Supreme Court to grant a rehearing of the Shuler case. Station KGGE, of Los Angeles, was deleted by the Commission more than a year ago because of the verbal outbursts of its militant owner, and the Court of Appeals sustained the Commission’s action in a stinging opinion in which it severely rebuked the past for the nature of its broadcasts.

The petition for certiorari, however, filed by Louis G. Caldwell, former general counsel of the

CLASSICAL MUSIC PREFERRED
Band Concerts Lead in Popularity Survey Conducted By WHEC of Rochester Area

A FIFTH of the average broadcasting hour would be devoted to classical or semi-classical music and only about half that time to popular music, according to a survey conducted by WHEC, Rochester, N. Y., to determine listeners’ program preferences. The survey indicated that the following division of the radio hour would be made:

Classical and semi-classical, 20 minutes; popular music, 12 minutes; religious programs, 6 minutes; drama, 7 minutes; educational features, 6 minutes; variety, 5 minutes; news and sports, 4 minutes.

More than 2,300 persons responded to the questionnaire-balloots in the survey conducted by the Gannett-owned station between Dec. 11 and 18. Twenty-one types of programs were listed in the ballots, which were printed daily in the Rochester Democrat and Chronicle for nine days.

In tabulating the results of the survey, 21 points were given for first place, 20 points for second place, 19 points for third and so on. On this basis the ten types of programs most preferred in Rochester were:

1. Band concerts
2. Pops
3. Classical and semi-classical
4. Popular
5. Religious
6. Drama
7. Educational
8. News and sports
9. Music
10. Religious

Organ, classical, was in nineteenth place, with 13,820 points, making a total of 29,325 for organ music under the two classifications. This would place organ music ahead of any other classification, but if the same method were followed with orchestra programs, classical and semi-classical, this type would lead with 47,597.

Eleventh place in the list in order of preference went to minstrel shows, with 15,659 points. Other preferences in order were as follows: vocal, classical, 15,526; musical comedy, 15,447; religious lectures and forums, 15,045; schools of the air, 14,671; vocal opera, 14,416; vocal classical, 14,120; popular orchestra, 13,858; popular organ, 9,577; popular vocal, 7,583.

Radio’s Phantom Foes
(Continued from page 7)

success. New advertisers, having investigated stories of radio returns, often expect results too quickly. They forget the time-proven principle that it takes repetition to mold public opinion in favor of a product or a service.

An official of a prominent national advertising agency recently told me that his company, consistent users of newspapers and magazines over a period of years, undertook a radio advertising campaign. After two weeks of radio activity, the officials of the company were expectantly inquiring how much the business had increased.

Passing of Miracles

IT MAY develop that the many-cases of instant success have been overemphasized. If so, the general health of radio advertising would be better if the cases of dramatic and instant success were not too strongly merchandised. Like every other new form of selling, radio passed through a period when strong defense tactics had to be used. Such tactics are no longer necessary. Radio can do a far better merchandising job — product, price, distribution, market — and be profitably advertised as possible. Radio now can perform miracles to justify itself.

STATION LR-5, to be known as Radio Excelsior, is scheduled for completion early this year to broadcast programs to the Buenos Aires and Argentine audience on 10,000 kc. (30 meters).

"Only $3 for all this?"

You'll be surprised, too, when you see how much luxury and convenience you can enjoy at the Hotel Lexington for as little as $3 a day.

And here's another fact that'll make your expense account beam with gratitude — it costs only $1 a day more for two persons at the Lexington. A room which is $3 for one, for instance, is only $4 for two persons.

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

Page 30
Third Network Being Planned
(Continued from page 6)

minimum of $250 a week for the sustaining programs. This charge is to be only tentative and subject to change by mutual consent.

3. The local stations shall have the privilege of using the sustaining programs for local advertisers without accounting to the chain.

4. The chain is to have the exclusive right to furnish national sustaining programs and also the exclusive right to furnish commercial time, and is to be given preference on such time over local advertisers.

5. The chain is to be charged a minimum of 50 per cent of the card rates of each station.

6. Network is to agree to spend 40 per cent of its profits to be paid to stations constituting its network and the said profits to be divided proportionately.

Amalgamated, Mr. Trendle stated, is asking for a three-year contract, with an option of two years additional. He expressed the view, however, that a "sufficient number of protection clauses" could be worked into the agreement to cover affiliated stations if the network did not work out as agreed.

Pushes Midwest Activity

MR. TRENDLE said that considerable benefit should accrue from the plan to organize separate corporations for each section of the country. Executives of each affiliated station would serve as directors of such separate corporations and would have "considerable to say about the activities of the parent company". Mr. Trendle was appointed organizer of the midwest section. Since the plan is to begin operations on the east coast Feb. 15, he is endeavoring to complete the organization at once.

Tentative provisions have been made. Mr. Trendle indicated, for reservation of one hour of evening time, daily, for local broadcasting by all affiliated stations. Ample local time would be available, apparently, for daytime hours.

"I believe," Mr. Trendle concluded, "that the programs will be superior to anything given on either of the three networks now in operation, so that if you do take commercials, and get 50 per cent of your advertised card rates, you will be much better off than with either of the other networks." He urged quick action by the midwest group on the matter.

First announcement of the Amalgamated organization was made Sept. 23 (see Oct. 1 issue of Broadcasting). It was stated then, however, that it would be a program organization, designed to produce programs with the Broadway tradition for advertising agencies, networks and independent stations. It was emphasized that the system could not engage in actual operation of stations over which its programs might be broadcast.

At that time it was announced that Mr. Wynn was president of the organization and that Arthur Hopkins, noted Broadway producer, had been retained as director of productions. Leo Grypi and T. W. Richardson, also well known theatrical men, were named as associate directors. Since then, however, it has been reported that Mr. Hopkins has withdrawn from the organization.

Original Plans Change

ELABORATE offices were established at 551 Fifth Ave. It was declared that two nationally known agencies handling large radio accounts had engaged Amalgamated and had placed accounts aggregating more than $1,000,000 with it for production of new programs. It was said that, when productions are ready for presentation, they would be offered through those channels believed best suited. Networks and agencies were expected to sponsor certain of them, and independent stations, particularly those of a selected group of metropolitan stations, also to be invited to participate in this "uplift movement in broadcasting".

The Whetstone enterprise had its origin more than a year ago. Walter Whetstone, of Philadelphia, and his father, a public utilities operator, were moving spirits. They had procured by purchase or lease stations in several eastern cities. It was launched last year as a projected transcription chain bearing the name "Pan-American Broadcasting System", but now known as "Metropolitan Broadcasting System". It apparently did not progress very far, however, because of the inroads made to stations by several other enterprises proposing new networks and on account of the natural skepticism that exists since so many similar schemes have come to naught.

Urges KWEA Denial

DENIAL of applications of W. K. Henderson for renewal of the license of KWEA, Shreveport, La., and for removal of station to Baton Rouge were recommended Jan. 24 by Examiner Hyde. He also urged refusal of the application of W. H. Allen & Co. to establish a new station at Alexandria, La., for operation on KWEA's facilities. The examiner states that KWEA's equipment is obsolete and that removal of the station to Baton Rouge would not serve public interest. Henderson's other station, KWKH, Shreveport, is also set for hearing on license renewal in February.

Navy Protests

HEARING before the Radio Commission on the protest of the Navy Department against the location of the new transmitter of WJSV, Alexandria, Va., on the Mt. Vernon road, has been scheduled for Feb. 15. Letters of complaint have been filed by the Navy that the new 10 kw. CBS transmitting station is too close to the Naval Research Laboratory at Bellvue and is causing blanketing and harmonic interference on the short wave stations there.

A Master Gain Control

Low Noise Level

Panel at Ground

Potential

Positive Grip Knob

Negligible Frequency Error

Type 552 Volume Controls are available in T- and H-sections with impedances of 200 or 500 ohms, and in L-sections with impedances of 50, 200, or 500 ohms.

Total attenuation 30 db. in steps of 1.5 db.

PRICES:

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>L-type</td>
<td>$28.00</td>
</tr>
<tr>
<td>T-type</td>
<td>34.00</td>
</tr>
<tr>
<td>H-type</td>
<td>48.00</td>
</tr>
</tbody>
</table>

For Microphone Mixer Circuits

Type 652 Volume Control

is a slide-wire type of attenuator combining compactness and low cost with excellent electrical and mechanical properties. It uses a ladder-type network which has a linear attenuation characteristic and nearly constant impedance. The noise level is extremely low.

Impedance: 50, 200, or 500 ohms.

Infinite Attenuation: linear from 0 to 45 decibels.

PRICE: $12.50

For complete details, address the General Radio Company, Cambridge, Massachusetts.

February 1, 1933 • BROADCASTING
ACTIONS OF THE
FEDERAL RADIO
COMMISSION

JANUARY 15 TO JANUARY 31 INCLUSIVE

Applications

JANUARY 17

WRAK, Williamson, Pa. — Voluntary assignment of license to
WEAK, La. — Voluntary assignment of license to W Val-Radio, La.
WHBC, Canton, O. — Modification of CP granted 2-12-32 to extend
dates of commencement and completion.
WCAI, Philadelphia, Pa. — Modification of license to change
name to WCAI Broadcasting Co. on license for main transmitter.
WTIL, Peoria, Ill. — Amendment of CP granted 12-22-32 to
approve of exact transmitter location at Hackett, Ill., and extension
of commencement and completion date.
WNHI, Wilmington, Del. — Modification of CP granted 1-31-32 to
move transmitter to different floor same building.
WKMD, Peoria Heights, Ill. — Modification of license to change
hours from share with WTAQ to unlimited hours (facilities WTAQ,
Quincy, Ill.) amended to decrease D power, change power from 500 w. night, 1 kw.
to LS to 500 w. daytime, respectively.
KRSG, Santa Ana, Cal. — Voluntary assignment of license to
KRGX on share of CP to 1-5-32 to The Voice of the Orange Empire, Inc., Ltd.
WENW, Buffalo, N. Y. — WBEN, Inc., for license for
new television station on license: 4600-4605, 4600-0050, 4000-0020 kw. Mt.
WXAK, Christmas, Fla. — Changing corporate name to WCAU Broadcasting Co.; modification of CP for licence
for a relay broadcasting station.

Applications continued

JANUARY 19

NEW, Danbury, Conn. — Grant of CP to E. Bean and Wendell
S. Clark for CP to use 1310 kc. 100 kw., unlimited time.
WEAR, Eaton, Long. — Modification of license for change in
specified hours: time from 5 to 8, 000 kw. w. and 250 kw. n. w.
WGU, Gainesville, Fla. — Modification of license to change
hours and power from unlimited to 5 kw. w. at sunset and 1 kw. w. at
sunset at Deland.
KSO, Des Moines — Determining operating power by
power of 5 kw. from 8 to 6, 500 kw. n. w.
WCFL, Chicago — Modification of CP granted 8-27-32 to
change power from 100 w. to unlimited.
NEW, Lincoln, Neb. — Dietrich Dikos for CP to use
1250 kc., 100 kw., unlimited time; requests facilities of KFOR, Lincoln, Neb.
WJXW, Cleveland, Ohio — Modification of CP for use
1120 kc., 500 w. night, 1 kw. to LS area, unlimited time; requests facilities of KFGG and KKKD, Los Angeles.

Applications continued

JANUARY 21

WLWI, New York, N. Y. — Modification of license to change
hours and power from unlimited hours to 6:00 to 6:00 w. and 4:00 to
6:00 w. to 9:00 to 9:00 w. and unlimited.
WJR, Detroit — Modification of license to increase power from 25 kw.
to 100 kw. night, 50 kw. to LS area.
WJOL, Chicago — Modification of CP to use 1150 kc. 50 kw.
and 90 kw. for change in equipment.

Applications continued

JANUARY 24

WMAL, Washington, D. C. — Consent to voluntary
assignment of license and CP to WEAR, New York — Consent to voluntary assignment
of license to Lord Judd Co.
WDYK, Milwaukee, Wis. — Consent to voluntary assignment
of license to Marcus Loe Broadcasting Co.
WJWD, Muskogee, Okla. — Consent to voluntary assignment
of license to Santa Ana, Cal. — License to cover CP issued 11-3-32 to
change in equipment.
AGRF, Pueblo, Colo. — Consent to voluntary assignment of
license to Curtis F. Rinock and Geo. J. Tekman.

Applications continued

JANUARY 27

WHDH, Boston, Mass. — Modification of license to change
hours from unlimited.
WGAM, Presque Isle, Me. — Modification of license for
change in specified hours.
WSAI, Olathe, Kan. — CP for changes in equipment
increase power from 500 w. 1 kw. to 800 w.
WCMB, Carthage, Ill. — Modification of license to change
hours and power from unlimited to 6:00 to 6:00, 25 kw.
WGDR, Tyler, Tex. — License on CP for changes in equipment.
WBOJ, Louisville, Tenn. — License on CP for changes in
hours.
WCGB, Westfield, Mass. — Modification of license for
change in specified hours.
WCJG, Charleston, Va. — CP on station on 1500 kc. 100 kw.
Specified Hours (insufficient apparatus for proposed transmitter). 
KFXJ, Grand Junction, Colo. — Modification of license to change
hours from specified hours to unlimited, facilities KGWE, Ft. Morgan, Colo.
WDSQ, Charleston, S. C. — Modification of CP granted
8-20-32 to extend date of completion.
WaITE, Worchester, Mass. and WNOX, Knoxville, Tenne-

Washington Visitors*

Newton D. Baker and Joseph C. Hostetter, Secretaries of
Joseph A. Chambers, WLW-WSAI, Cin-
William Burke Miller, NBC, New York
Herbert C. Glover, CBS, New York
Don Seitel, Omaha, Neb.
Gardner Cowles, Jr., KSO, Des Moines
Stanley F. Northcutt and Ralph R. Car-
penter, WBCM, Bay City, Mich.
A. V. Tidmore, WJER, Jasperburg, Md.
J. A. Stenger, Jr., WBAX, Bates Barre, Pa.
Frank McGeorge, WRGG, Scranton, Pa.
John Light, WJOY, York, Pa. 8 kw.
WTAR, Norfolk, Va.
Frank Charles, T. Cochran, WEW, St.
Louis
W. C. Ballard, WESS, Elmhurst, N. Y.
S. C. Vinsonhauser, KLRA, Little Rock, Ark.
Walter C. Bridges, WJBB, Duluth-Superior
W. C. Roux, NBC, New York

*Applications of visitors at the offices of the Federal Radio Commission
Association of Broadcasters and Broad-
casting, Jan. 15 to Jan. 28.

Decisions

JANUARY 17

WRC, Washington, D. C. — License to cover CP for changes
in frequency between 1310 and 1315 kc. granted.
WINS, New York — Modification of license to increase
power from 5 kw. to unlimited.
NEW, Logan, O. — J. R. Vancuncer for CP for 1310 kc.
WMAZ, Macon, Ga. — CP to make changes in equip-
ment.
WDGY, Minneapolis. — CP for new transmitter and
changes in equipment.
KKEQ, Anchorage, Alaska — CP to make changes in
equipment and increase operating power from 250 kw. to unlimited.
KPST, Kansas City, Mo. — CP granted 8-20-32 to extend date of
table to completion and completion to 2-23-33.
KOA, Denver, Colo. — CP to make changes in present
transmitter.
KRSC, Seattle — Special authorization to change hours
of operation from D to unlimited, experimentally.
KFXJ, Grand Junction, Colo. — Modification of license to
change hours from specified hours to unlimited (facilities KGWE, Fort Morgan, Colo.); resubmitted
without changes.
KOKE, Kearney, Neb. — General authorization to change
facilities KGWE and KGEX for facilities in excess of KGWE.
KDFK, D. C. — Voluntary assignment of license to Fishers Blend Station, Inc.

JANUARY 18

WROL, Knoxville, Tenn. — Granted modification of CP
extending completion date to Feb. 1. 
WGB, Greensboro, N. C. — Consent to change station
WJRT-AM, Greensboro, N. C. — Changing corporate name to
Huntville, Ala.—CP 1210 kc. 100 kw. w., 50 kw. n. with WFBF, under
an unlimited time.
Set for hearing: WHFC, Ciero, III. — CP to install
new transmitter, change frequency from 1420 to 1425 kc.,
make changes in hours of operation from 1420 to 1425 kc., change power from
1420 to 1425 kc. with unlimited time. 
WDRP, Davenport, Iowa — Modification of CP
1420 kc. 100 kw. w., unlimited time; change power from
1420 to 1425 kc.; NEW, Cedar Rapids, Iowa — License
1425 kc. 5 kw. w. and unlimited time, unlimited time.

JANUARY 20

KPSL, Wenatchee, Wash. — Granted license covering
changes in equipment in operation 10 kw. from unlimited to
10 kw. 1500 kw. unlimited time.
KJVE, Corpus Christi, Tex. — Granted license for new
transmitter, WJTX-AM, Corpus Christi, Tex. — Consent to
change frequency from 1500 to 1300 kc.
WJMV, Philadelphia, Pa. — Granted consent to voluntary
assignment of license to Pennsylvania Broadcasting Co.
WJBL, Cincinnati — Granted consent to voluntary
assignment of license to Radio Station WBPE, Inc. (Geo. M. Scherr, president).
WOLF, New York, N. Y. — Consent to transfer
shares of WJTV, New York, N. Y. — Consent to transfer
shares of WJTV, New York, N. Y; unlimited time; change
frequency from 1310 to 1315 kc. 
WGSJ, Nyack, N. Y. — Granted consent to change
frequency from 1070 to 1075 kc., Unlimited.

JANUARY 24

WEOA, Columbus, O. — Modification of license to
WTVQ, Huntington, W. Va. — Change in frequency from
WJDF, Macon, Ga. — Modified modification of license
KCFL, Burlington, Vt. — Approval of license for transmit-
WBCJ, St. Louis, Mo. — Consent to voluntary use

Washington Visitors*

(Continued on page 85)

WWW. AMERICANRADIOHISTORY.COM
Communications, Power Commission Urged Under Roosevelt Sponsorship

Hearings and Favorable Action Seen at Extra Session; Rayburn's Measure Similar to Couzens' Bill

ABOLITION of the Radio Commission and absorption of its functions by Federal commissions, which would control all communications and probably power lines, is favored by the incoming Roosevelt, according to the incoming Rayburn, (D.) of Tex., on the House Commerce Committee, which has control of power, telephone, and telegraph, and the latter of radio. It was anticipated that the hearings would be scheduled late next April or early in May.

Late yesterday afternoon President-elect Roosevelt's announcement at Warm Springs was made after discussion with Swag Sherley, former chairman of the President-elect's administrative reorganization committee, and a confidant of the President-elect on administrative reorganization is Rayburn, a practicing attorney in Washington, has handled many cases before the Radio Commission and is a member of the Interstate Commerce Commission.

One important law. Walker D. Hines, former director general of railroads, mentioned prominently for the post of director of the budget, which post he is underestimating to have declined, also conferred with Mr. Roosevelt on the same matter.

Personnel Undecided

AT WARM SPRINGS it was said that the President-elect had not yet decided whether he favored naming a new communications organization a separate commission or a one-man agency under the jurisdiction of the head of the Federal Communications Commission. The thought of making the head a cabinet officer. Aside from the regulatory functions of communications and power agencies, the plan is understood to embrace authority over rates. The list of possible agencies, which will have three functions: executive, judicial, and a measure of legislation. In this case, it is more likely that the organization would be set up as an independent commission, rather than under one of the existing departments.

Commission Actions

Baltimore for purpose of determining a new site for transmitter. Examiners' Reports

KYW, Chicago, and other stations in 405-0, 1060-0, 1075-0, 1090-0, 1100-0, and 1110-0, all of which have been granted licenses in the "1920-0 service." Some 1000-0 has been settled in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service." These 1000-0 have been granted licenses in the "1920-0 service.

WINS Broadcasts Hints On Improving Reception

A SERVICE of air listeners with the aim of improving reception has been inaugurated by WINS, New York. It is in a technical and non-commercial, and consists of 40 to 50 word announce-ments read over the air hour times each day. Topics discussed are: (1) the need for replacing defective tubes; (2) repair of ari-vals to the "Air caster" of the week, and (3) improvement of indoor aerials.

"BROADCASTING" is the name chosen from thousands suggested by radio fans for Ray Perkins' radio program, "BROADCASTING." Scarsdale, N. Y. Other suggested names were "Ohm-Sweet-Ohm," "Nutshell," "Jestaire," "Home-in- stead" and "Perkinsease."
The Other Fellow’s Viewpoint

Educator Protests

To the Editor of Broadcasting:

Your January 15th issue has just been received. I note that you have added another to the flames in an attempt to create still further animosities between the commercial broadcasters on the one side and the educational interests on the other in the article which appears on Page 14 of that issue. As far as an educational station selling time is concerned, do you realize that there is a difference between taking a limited amount of time to help pay expenses, and devoting the entire broadcasting day to one continual round of sales talk interspersed with cheap music and vaudeville whose sole purpose is of holding the attention of the audience? I would not condemn the Institute of Radio Engineers for accepting a small amount of advertising to help pay the cost of publishing its Proceedings, nor would I condemn the London PHILOSOPH- O-CALCUMBEE stations for the airing of book advertisements which likewise help to pay the printer.

Seemingly, you are not aware that many large enterprises, including thousands of banks over the country, have been compelled to cease operations altogether, and that colleges and universities having a hard struggle to pay salaries and to maintain existing facilities are finding it very hard to find funds for leasing a part of its broadcasting facilities in order to obtain additional revenue during a time of financial depression. So far as the amount of time devoted to educational programs by commercial stations is concerned, compared with those in institutions of higher learning, I would be glad to make a careful study of that situation and furnish you the actual facts, provided you pay me sufficiently for an article on the subject to cover the cost of postage and clerical assistance. We will first ask the U. S. Commissioner of Education to find out whether broadcasting is a business. Next, I will permit you to choose from the best commercial stations in the country, especially for educational stations which do not sell time, a total of 25 in each class. The program offerings for a given month will then be analyzed and classified on the basis of the definitions prescribed by the Commissioner himself. Such a study, I think, would go a long ways toward answering your criticism regarding the relative amount of educational material provided by each group. For example, our present list is as follows: Commercial programs none; sustaining programs, educational, 36 per cent; entertainment, 24 per cent; religious, 30 per cent; agricultural, 4 per cent; and civic, 6 per cent.

But after all, why continue this controversy at a time when all broadcasters are facing common problems which need their united efforts in the solution? In a country where religious denominations of all kinds are permitted to serve their followers without interference from the government, where schools and colleges are supported as well as under private direction, are working in harmony by side, where the greatest freedom has been accorded to commercial organizations to work out their own problems, where the commercial stations are given the description from the visist wild-west story to the most high-class scientific and religious journals, why should the broadcasters "bury the hatchet," recognize the fact that there is a field for the religious and educational stations as well as for the commercial, and cooperate in the general interests of all concerned?

J. C. JENSON
Jenckson College
Kankakee, Ill.

Where’s the Fire?

To ANswER the automatic question that asks everyone’s mind when he hears the siren of speeding fire trucks, WLCW Kansas City, Kan., has inaugurated a policy of reporting the location of every fire within a few seconds after a call has been received. The idea occurred to Herb Hollister, manager of the station, who was inspired by Olander Lynd, Kansas City fire chief. A private telephone line was forthwith installed between the fire quarters and WLFB studios.

WJTL, the Radio Division of Oglethorpe University.

I think of university students as being of a very noted expert in the person of Mr. E. A. Weir, who, until lately, has been in charge of all college service for the Canadian National Railways.

In a few months’ time we hope to be broadcasting for the first time, our new Canadian railroad schedules on a very considerable scale.

HECTOR CHARLESWORTH, Chairman, Canadian Broadcasting Commission, Ottawa.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Design
Complete Engineering Surveys
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Commercial Coverage Surveys
Radio Network Surveys
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronizing Equipment Design, Field Strength and Station Location Surveys
Anadon Design
Wire Line Problems
National Press Bldg., Washington, D. C.

PHOTOSTATS
Night and Holiday Service
Nominal Charges
E. P. SIEGEL Inc.
1018 National Press Bldg.
8:30 A.M. - 6:30 P.M.
6:30 A.M. - 10:00 P.M.
Tele. Na. 1959

RADIO RESEARCH Co., Inc.
Broadcast Station Engineering Instrument Design and Manufacture
1204 Irving Street, N. E.
Washington, D. C.

CLASSIFIED ADVERTISEMENTS

Classified advertisements appearing in these columns are accepted on the understanding that the rate of charge is as follows: 10 cents per word, inclusive; no minimum charge. Additional columns will be inserted at the discretion of the publisher with the understanding that there will be no charge for the insertion of the additional columns. A charge of 50 cents will be made for each insertion after the initial insertion.

Orchestra Available
Staff Orchestra Available. Eight versta- tile men capable of forming combinations from rhythm band to string quartet, trio, soloists, etc. Two excellent voices. Best of references. Members A. P. F. of M. Myers Johnson, 1939 E. Airmont, Kansa City, Mo.

Situations Wanted
Youthful, experienced announcer, thoroughly experienced as announcer, composer, engineer, operator, and studio director, desires connection with any broadcasting stations, as above services. Will make advance by good work. Good references. Address Box 75, Broadcasting.

Help Wanted
Commercial engineer with all around radio experience for work on new station. Salary and incidental expenses. Apply Box 77, Broadcasting.

Wanted to Buy
Quotations desired on Western Electric 8 B or 8-C Amplifier in good condition, and also two Western Electric 10-A low voltage Electrolytic Condensers. WIS, Columbus, South Carolina.

Canadian Plans

To the Editor of Broadcasting:

With reference to your letter of January 5th, I wish to confirm that broadcast plans are more or less in the embryonic stage. Our first effort was the Empire Christmas, which was performed in the alas, is being performed as a perfectly free gift to the City by Station WJTL. Our young Abraham Lincoln, who only recently purchased a price of Broadcasting where it may be of general service to the broadcasting fraternity.

THORNWELL JACOBS, President, Oglethorpe University
Atlanta, Ga.

Educator Comments

To the Editor of Broadcasting:

I was very much interested in reading last evening the unsigned article on page 14 of Broadcast- ing entitled, "Excellence Stations Decline" and the editorial on page 16, "The Fittest Survive," which mentioned some of the information contained in them and partly also because I thought you would be genuinely interested in knowing that there is one educational station which is not only not declining but is making tremendous use of its facilities. Of course, I am speaking of Station
Have your sales increased?

59 out of a hundred Cincinnati Druggists said "Yes"

Recently an investigation was conducted for a popular headache remedy—advertised over WKRC—and sold through retail druggists in Cincinnati. 58.9% of these retailers had noticed an increase in sales. 53.5% said it was their leader.

For many years WKRC has been increasing sales and creating new industrial leaders. This is made possible because of the popularity of the station. Listeners tune in WKRC as it is the only local outlet for the Columbia Broadcasting System—operates on a full 19-hour schedule—occupies a preferred position on the dial (550 Kilocycles)—is equipped with the latest Western Electric Transmitter and turntables—uses 1000 watts power.

Increase your distribution. Stimulate your sales. Create dealer good will. Spot a program on WKRC. "Cash in" on the Station's popularity.

WKRC
CINCINNATI, OHIO • 1000 Watts

New York and Chicago Sales Representatives:
RADIO SALES, INC.

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

February 1, 1933 • BROADCASTING
More of the leaders use RCA Victor Transmitters

A total of thirty high-power broadcast transmitters are in operation or in process of installation in the United States today. Of these, sixteen are Type 50-B Transmitters. The stations using these sixteen transmitters have all enjoyed national prominence since the early days of broadcasting. Within the last three years they have installed Type 50-B Transmitters because they foresaw that to maintain their position of leadership required the finest and most modern transmitting equipment available. The necessity of modern high-quality equipment is not confined to these super-stations. Every broadcaster is finding advertisers more inclined to question his facilities. The best answer is RCA Victor transmitting equipment. It is assurance of quality to advertisers as well as engineers.

TRANSMITTER SECTION

RCA Victor Co., Inc.
A Radio Corporation of America Subsidiary
CAMDEN, N. J.

New York: 153 East 24th St.
Chicago: 111 N. Canal St.
San Francisco: 235 Montgomery St.
Dallas: Santa Fe Building.

Type 50-B Transmitters

<table>
<thead>
<tr>
<th>Station</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEAF</td>
<td>WBT</td>
</tr>
<tr>
<td>WJZ</td>
<td>KOA</td>
</tr>
<tr>
<td>WGY</td>
<td>WSM</td>
</tr>
<tr>
<td>WTIC</td>
<td>WOA1</td>
</tr>
<tr>
<td>WCAU</td>
<td>KFI</td>
</tr>
<tr>
<td>KGO</td>
<td>WHO-WOC</td>
</tr>
<tr>
<td>WTAM</td>
<td>WENR-WLS</td>
</tr>
<tr>
<td>WBZ</td>
<td>WFAA-WBAP</td>
</tr>
</tbody>
</table>

RCA Victor Type 50-B Transmitter at WEAF