The New York Retail Trading Area

As defined by
The Merchants' Association of New York
in cooperation with
The Publishers' Association of New York City
1932

WOR

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

The New York Retail Trading Area

Prepared by the Industrial Bureau, the Merchants Association of New York

Bamberger Broadcasting Service, Inc.
Newark, New Jersey
New York Office: 1440 Broadway, New York City

WOR

Thorougly Covers This Territory

The Newspaper of the Fifth Estate

Published Semi-Monthly
Vol. 3 No. 9
Washington, D.C., November 1, 1932
$3.00 the Year
15c the Copy

www.americanradiohistory.com
Broadcasting equipment by Western Electric . . . from the smallest to the LARGEST!

There are now over 175 Western Electric equipped radio broadcasting stations. These range in power from 50 watts to 50 kilowatts—an indication of the wide selection which Western Electric offers in broadcasting equipment.

In addition to transmitters Western Electric broadcasting products include:
- Speech Input Equipments for station and for studio.
- Tubes which maintain their characteristics throughout an unusually long life.
- Pick-up apparatus, of which the Moving Coil Microphone is an outstanding example.

All Western Electric radio broadcasting apparatus is recognized for its highly efficient operation. Into every piece of equipment goes the long experience of Western Electric in making telephones and other sound transmission apparatus.

Whatever your broadcasting requirements, make Western Electric your standard. For detailed information on broadcasting equipment to best meet your needs, address the distributors, Graybar Electric Company, Graybar Building, New York.

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT
Distributed by GRAYBAR Electric Company

GRAYBAR ELECTRIC CO.
Graybar Building, New York, N. Y.
Gentlemen: We are interested in Western Electric Radio Broadcasting Equipment, transmitter to have power rating of

Include information regarding:
- Moving Coil Microphone 
- Speech Input Equipment

NAME
ADDRESS
CITY STATE

BROADCASTING • November 1, 1931}

www.americanradiohistory.com
Go after business in localities where people are spending. That is a fundamental of selling and advertising. You apply it to your newspaper advertising. To your direct mail advertising. Your window displays. Your posters.

Now . . . apply it to your radio advertising. By Spot (individual station) Broadcasting, you can concentrate your radio advertising exactly where you want it. You can reach the people who are spending, through stations they like and listen to regardless of network affiliation.

You can have live talent or recorded programs. You will find your radio advertising becoming more productive.

Ask us for facts and figures. As the largest radio station representatives in the country, we have an immense amount of facts about stations, coverage, contracts, business conditions—all of it corrected weekly, some of it daily.
Steer straight into your markets with TRANSSCRIPTIONS

As an advertising medium radio forges ahead. No wonder. Electrical transcriptions offer something positive and tangible. A recorded program is a valuable asset. It can be put on the air anywhere at any time.

Electrical transcriptions enable the advertiser to steer straight into his markets. He accepts no broadcasting in areas which are non-productive. This means economy. It means the elimination of waste. It makes radio a powerful up-to-date advertising medium as flexible as newspaper advertising. It reaches listening audiences at their peak.

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

The World Broadcasting System operates through leading stations in every part of the country. A Station List of over 170 radio stations will be sent on request.

World Broadcasting System, Inc.
World Broadcasting Building 50 West 57th St, New York
400 West Madison, Chicago 179 King St., W., Toronto 1040 North Las Palmas Ave., Hollywood, California

Production Studios: New York Chicago, Hollywood

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
*THAT BOSTON SURVEY!*

*Let's see what it really shows...*

†BOSTON STATION POPULARITY PERCENTAGE

Broken Down into 9 A.M. to 7 P.M. and 7 P.M. to 10 P.M.

<table>
<thead>
<tr>
<th>Time</th>
<th>WNAC</th>
<th>WAAB</th>
<th>WEEI</th>
<th>WBZ</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 A.M.—7 P.M.</td>
<td>28.4%</td>
<td>29.7%</td>
<td>23.4%</td>
<td>13.0%</td>
<td>5.5%</td>
<td>100%</td>
</tr>
<tr>
<td>7 P.M.—10 P.M.</td>
<td>25.3%</td>
<td>11.5%</td>
<td>28.2%</td>
<td>32.7%</td>
<td>2.3%</td>
<td>100%</td>
</tr>
</tbody>
</table>

‡This is a correction of the Westinghouse-WBZ advertisement appearing in this space in the October 15 issue of BROADCASTING. The sponsors of the advertisement and the publishers regret the unintentional error.

Westinghouse

**WBZ**

BOSTON

The most powerful full time station in New England—25,000 watts on a cleared channel. WBZ, and WBZA, carrying identical programs, effectively serve Massachusetts, Rhode Island, and parts of Connecticut, New Hampshire, Maine and Vermont.

OTHER WESTINGHOUSE STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZA</td>
<td>Springfield, Mass.</td>
</tr>
<tr>
<td>KDKA</td>
<td>Pittsburgh, Pa.</td>
</tr>
<tr>
<td>KYW</td>
<td>Chicago, Ill.</td>
</tr>
</tbody>
</table>

T-79396

* A survey of 12,404 telephone interviews in Metropolitan Boston, tables computed and authenticated by Walter Mann & Staff, according to a recent advertisement in BROADCASTING.
The Radio Stations of St. Louis

WELCOME

THE DELEGATES AND VISITORS

TO

The Tenth Annual Convention

of the

National Association of Broadcasters

NOVEMBER 13-14-15-16, 1932

We appreciate this opportunity to extend to you the hospitality of the City of St. Louis

KMOX - KSD - KWK - WIL

N. R. DARRAGH  THE POST-DISPATCH  THOMAS P. CONVEY  L. A. BENSON
FORMULATION of a constructive program looking toward a permanent solution at least of some of the economic and regulatory problems confronting the broadcasting industry will be the keynote of the American Association of Broadcasters in four meetings. The annual convention, which is scheduled for the Grand Hotel, St. Louis, Nov. 13, 14, 15 and 16, marks the formal beginning of the NAB's efforts to meet the pressing need for an agency of national importance to represent the industry in the critical negotiations now in progress.

The association has invited every station licensed in the United States, its member and non-member, to attend the sessions in order that the important decisions reached will have the sanction of the whole industry.

The Copyright Issue

Since 1925 the broadcasters have struggled with the music copyright problem. Developments of the last six months have convinced every broadcaster that the industry cannot hope to go forward and gain necessary stability for the future unless definite steps are taken to secure freedom from the domination of organized copyright owners. That the new and increased royalties demanded by the American Society of Composers, Authors and Publishers, imposed at a time when broadcasters are fighting for their very existence, will force ruin upon many stations is no exaggeration of the facts. The time has arrived for action—action supported by an industry efficiently organized and prepared to fight for itself mastery of its own destinies.

A comprehensive plan for the solution of this perplexing problem will be laid before the convention at the closing session. It will be outlined in detail, and the co-operation of all broadcasters will be sought in order that the plan can be carried into execution. The success or failure of the plan, therefore, is dependent upon a representative attendance at the convention.

Tentative Program of NAB Convention, Hotel Chase, St. Louis, Nov. 13, 14, 15, and 16

SUNDAY, NOVEMBER 13

10:00 A. M. NAB Golf Tournament at Sunset Country Club
Autos will leave the Hotel for the Club promptly at 10:00 A. M.
1:00 P. M. Registration desk opens.
7:30 P. M. Meeting of Board of Directors.

MONDAY, NOVEMBER 14

9:00 A. M. Call to order by President Shaw Address of Welcome by Mayor of St. Louis
Response by President Shaw Address by Harold A. Leford, member of Federal Radio Commission Address by O. L. Caldwell, former Federal Radio Commissioner, Editor of "Broadcasting" on "Radio's Future Magic". Adjournment
(See bulletin board for announcements of committee meetings)
5:30 P. M. Smoker and entertainment to officers, directors, members and guests attending NAB convention by St. Louis stations.

TUESDAY, NOVEMBER 15

9:00 A. M. Report of Managing Director Report of Treasurer
Report by Louis G. Caldwell, NAB Representative to the International Radio-telegraph Conference, Madrid, Spain
Closed Session (members only)
1. Roll Call
2. Minutes of last meeting
3. Communications to the Association
4. Election of Officers

4:30 P. M. Luncheon served in Crystal Room

WEDNESDAY, NOVEMBER 16

9:00 A. M. Report by Henry A. Bellow, Chairman, Legislative Committee Report by Paul W. Merency, Chairman, Copyright Committee Report by Oswald F. Schuette, Director, NAB Copyright Activities
12:00 P.M. Luncheon served in Crystal Room
1:30 P. M. Adoption of Resolutions Installation of Officers Appointment of Committees

REORGANIZATION MEETING of the BOARD OF DIRECTORS will be held immediately after the Wednesday Afternoon Session.

NAB Faces Vital Problems at St. Louis

By PHILIP G. LOUCKS
Managing Director, National Association of Broadcasters

Copyright and North American Wave Allocation Head List; Program Includes Addresses by Lafount and Beck

November 1, 1932 • BROADCASTING
tures to pass legislation taxing or restricting in various ways the operation of broadcasting stations.

Interest in the liability of stations for libel and slander will center around the recent decision of the Nebraska Supreme Court, which held a station jointly liable with a speaker for alleged defamatory remarks uttered in the course of a political speech.

Departure from published rates is becoming more flagrant and unless prevented, will lead inevitably to ruination of the industry or government rate regulation. Other unsound business practices must be corrected if the industry is to continue to demand the confidence of advertisers and the public.

Numerous Minor Topics

THE AMERICAN Association of Advertising Agencies has approved a standard form of order blank which will be brought before the St. Louis meeting by the NAB commercial section chairman. Copies of this form have been sent to all stations for study since the agencies are desirous of having the order approved by the industry. The form has been the subject of numerous conferences between the members of the AAAA and the NAB.

Three year licenses for broadcast stations, double commissions, station representatives, telephone use and output, patent and merchandising, station promotion, radio advertising research, insurance and rates, and regulations of the Radio Commission, education, station coverage, frequency characteristics, advances in research and technical work, and agency recognition and credit, are a few of the additional subjects which will be discussed during the sessions of the convention.

Reorganization of the head-quarters office of the NAB necessitated by the 300 per cent increase in membership will be discussed at the next meeting. A statement will be made on the plans for the next 22 months will be proposed. Establishment of research, credit and personnel services is suggested as well as further expansion of information and other existing services.

Golf Tilt Heads Program

THE CONVENTION will be opened Sunday, Nov. 13, with the NAB golf championship tournament. This year's NAB trophy was won at Detroit last year by John Shepard, III, head of the Yankee Network, and he will enter this year's tournament as defending champion. For those who do not desire to play golf, the local convention committee has arranged a variety of entertainments ranging from trapshooting to sightseeing airplane flights over the city.

The registration desk will open at 1 p.m., Sunday, and the registration fee will be $10 for each person registered. This fee includes admission to all but the closed sessions of the convention, luncheons on Monday, Tuesday and Wednesday, smoker and gol-ether Monday night and the annual banquet on Tuesday night.

Arrangements are now being made for reduced railroad fares on all lines for the benefit of all attending the convention.

On NAB Convention Program

Mr. LaFont Mr. Shaw Mr. Morency M. A. Howlett
Mr. Carpenter Mr. Pett Mr. Hedges Mr. Bill

Networks Report Gains
In September Revenues
Though Below Last Year

A SLIGHT upturn in network revenues during September is reported by National Advertising Records, which shows that total sales of NBC and CBS that month amounted to $2,490,341, which compares with the 1932 record low month of August, when time sales were $2,279,421. Compared with September, 1931, however, the latest figure is substantially lower; in that month the two major networks showed time revenues of $2,749,866.

For the nine months of 1932, the networks are still ahead of the same period of last year, due chiefly to the $3,000,000 to $4,000,000 months enjoyed in the early part of this year. For the nine-month 1932 period, NBC and CBS combined time revenues amounted to $29,992,685, which compares with $25,435,774 for the same period last year.

The NBC September revenue from its several networks was $1,897,795, which compares with $1,951,826 in September, 1931. The CBS September revenue was $10,094,846, which compares with $7,889,100 in September, 1931.

Increases over August were shown in the clothing and dry goods, confectionery and soft drinks, financial and insurance, foods and food beverages, house furnishings and furnishings, jewelry and silverware, paints and hardware, stationery and publishers and miscellaneous classifications. Decreases from the previous month were shown in auto-motive, tobacco, drugs, oil, machiney, shoe, soap and sporting goods accounts.

Whetstones Form New Network Plan

Few Stations Lined up so Far; Other Schemes Reported

PROPOSITIONS to broadcasting stations throughout the East to help in a new network still are being made by a group headed by Walter Whetstone and Walter Whetstone, Jr., of New York, heretofore associated in the public utilities field but now engaged in broadcasting locally in New York and other communities.

First launched several months ago as a projected transcribed program, which was called the “Pan-American Broadcasting System”, the Whetstone enterprise now is seeking to line up a regular network, with outlets in the population centers of the east and middle west, as far as can be learned no definite scheme has been worked out, and few stations definitely have been aligned. The new "live" network would be called the “Metropolitan Broadcasting System”.

Efforts to purchase outright or to lease time in a number of cities have been made by the group, with which Paul A. Green, former chief engineer of CBS, is associated. Of the cities in which stations have been approached are Washington, Chicago, Baltimore, Boston, Cleveland, Philadelphia and Providence, R. I., in addition to New York.

Other Nets Proposed

BESIDES the Whetstone enterprise, however, a number of other groups have negotiated here and there with stations concerning new regional networks. All have as their idea the lining up of stations in the larger population centers of the east, and perhaps of the middle west, so that the substantial portion of the nation’s population may be covered with a minimum of outlets, and therefore a maximum of wire charges and of costs to the advertiser.

All, however, are in the formative stage. Because so many such enterprises seem to come at once, and most stations are exercising extreme caution, and, while naturally in receptive moods on all business propositions, are not signing papers or commitments of any kind until they are absolutely certain of their ground.

S. E. Group Forms

GROUP promotion and advertising were considered by six NBC-affiliated Southeastern stations, meeting recently in Columbus, S. C., to form a sectional organization. John Shepard, WWNC, Ashe ville, N. C., was elected president, and G. Richard Shafts, WIS, Columbia, was named secretary-treasurer of the temporary organization, the name of which is to be selected.

Others attending were C. T. Lucy, WRVA, Richmond; H. K. Carpenter, WBT, Charlotte; W. R. Lewis, WSO, and Nathan Bauer, WIOD, Miami.

Detective Series Disks
Adopted by Iodent Co.

IODENT CHEMICAL Co., Detroit, (toothpaste and brushes) has taken over the “Adventures of Detectives Black and Blue,” for the last 18 months a sensational success on the Pacific coast, for a transcription campaign east of the Rockies. Test campaign started Oct. 24 over WOR, WLW, KSTP, KMBC and CK0. The first two weeks will be marked with street car cards, billboards, newspapers, window displays, envelope stuffers, etc. To both wholesale and retail trades.

The transcription is an Earnshaw-Morgan production, recorded by Freeman Lang, Los Angeles, with time placement through Scott Howe Bowen, Inc. Earnshaw-Morgan, Los Angeles, is also producer of “Chandu” and the new CBS program “Omar Khayyam” for the California Walnut Growers Association.

Tarzan Test Succeeds

THE MONTH’S test program, dramatizing “Tarzan of the Apes” on 15-minute transcriptions, five days a week, spotted on WBBM, Chicago, and CKOK, Detroit-Windsor, has proved so successful that the sponsor has also signed for a 13-week series over a mid-western CBS network. Sponsor is the Foulds Milling Co., New York, (macaroni products). Account was placed by Gothan Advertising Co., New York, and, with billboard tie-ins, proved highly successful in both test territories, increasing sales substantially.

KSO Joins Blue Net

KSO, Clarinda, la., one of the group of Iowa stations owned by the Des Moines Register & Tribune, will be added to the NBC network Nov. 1. The station recently was granted authority by the Radio Commission to move into Des Moines, but it files a protest court appeal by WMT, Waterloo, la., denied the same authority, as reported elsewhere in this issue.
Success of National Advertisers is Cited as an Example;
New Technique, Patient Understanding Are Needed

ONE REASON for the unprofitable condition of retail business may be its failure to take advantage of "more advanced methods of distribution," of which radio is an outstanding example, suggests the writer, who directs the advertising of one of New York's leading department stores. Like Kenneth Collins, whose article we published in the preceding issue, he holds that retailers have usually gone on the air haphazardly and have failed to take radio seriously.

Calls Retailers Blind

IN MY OPINION, retailers have been blind to the inevitable power and growth of radio as an instrument for the expansion of their publicity, and grossly negligent in their dismissal of it if they have considered it seriously at all. With a few notable exceptions, retailers who have tried it have done so with a blunt cudgel instead of the sharp, sensitive instrument it really is.

A recent survey conducted by the National Retail Dry Goods Association disclosed that of the 1,500 major department stores in the United States, 2, 77 had experimented with radio. Of these, 35 used it for less than one year, 16 from 1 to 2 years, 19 from 2 to 3 years—and but 7 for three years or more. From these facts we can safely state:

That in the face of the provable and increasing results from radio advertising for national products, that the limited number of retailers active in working with radio (77 out of 1,000) indicates either a lack of interest, apathy or resourcefulness. To this conclusion must be appended this interesting fact culled from Dr. Ralph H. Elder's interesting article, "Radio and the Retailer's Business." It is significant to note that in most cases radio made heavier inroads on the popularity of local brands or brands regarded as advertising at the expense of strongly nationally advertised articles.

In other words, it has been relatively easier for advertising of national products through radio to break down local sales resistance and create national customer awareness. Add to this the fact that each city of any respectable size has developed a favorite local radio station which can be made an effective medium for the retailers' message and you have further evidence in the case: the retailers' gross negligence in failing to embrace radio.

The second thing we find: That in instances where merchants have had the courage and confidence to use radio and grow with it, the results have been impressive both from the point of view of profit to the store-owned station itself and in the direct sale of merchandise. The outstanding example of this is the Bamberger store in Newark with its powerful radio station, WOR, on which the first direct merchandise selling program (with price) was introduced some five years ago with immediate and profitable results. If one store can stay with radio and put it to work as an extra publicity arm, why should other stores fail?

Patience Required

THE ANSWER is that radio is a new and highly specialized instrument that requires a patient understanding of its use. Selling from radio's point of view should by this time fairly cry out a warning to merchants that they can no longer dismiss radio as too modern or remotely profitable an instrument any more than the railroads can make light of aviation. Both are interesting and essential elements of the scheme of living and business operation.

In obvious then, that retailers by large have failed to take radio seriously enough. In such instances where they have played with it as an experimental evil, the results find them today in the embarrassing position of having failed to employ the most priceless and powerful instrument for subtle and direct propaganda that the age has given us. My advice to this conference and to retailers, then, is to study radio and radio results. Take a successful leaf out of the national advertiser's book. Study the results in your local territory, the fact that the average listener tunes in four hours a day—then plan to use radio carefully but intelligently as the voice of your store.

The Retailer's Advantage

ONE POINT which appeared in Dr. Elder's paper is particularly interesting to anyone in the retail field: "...one of the biggest jobs we have to do; to find out what makes people buy as they do; to know, not to guess, how a dollar spent on radio can increase productivity with a dollar spent there."

In this respect, the retailer is far advanced—not because he is any more intelligent, but by virtue of his fortuitous position. He is able to check directly on the results of his advertising right in his own store. He has the advantage of seeing the customers face to face—unlike the national advertiser, who with his large campaign must depend upon charts and statistics, frequently after it is too late to alter or eliminate a medium, a product or a plan. The one sees faces and the other sees statistics.

The greatest tribute that can be paid to the newspaper has been the consistent and specific results in item-selling and store-building that it has achieved for American merchants. No one, not even the radio enthusiasts, will deny this. It remains now for the merchant to study radio, to apply himself seriously to the problem, but face the reachable possibilities for his business. The newspaper, in my opinion, will continue to remain his basic selling tool and should be supplemented by intelligent use of radio. For with the imminent advent of radio's baby brother, television, national or city newspapers can any longer dare ignore or fail to harness for their own profit, this revolutionary advertising and democratizing force.

Department Store Uses KQV Talent

STATION PROVIDES ADVERTISING; CROWDS ARE TURNED AWAY

THIRTY THOUSAND persons attended a radio show held by Boggs & Buhl, Pittsburgh department store, during the last week in September, and all advertising, save on the opening day, was done over KQV, which was also paid for, according to Harry Lewis, buyer of the store's radio department.

The radio show was held in the store, and distributors of several makes of radio sets were invited to enter exhibits. Display advertising in the newspapers was limited to a 7-column advertisement in each of the three Pittsburgh afternoon papers on the opening day. Programs were broadcast from the show three times daily over KQV: 15 minutes at 1 o'clock, 30 minutes at 3 o'clock, and 15 minutes at 8:45 p.m. Talent used was "Uncle Henry and his Radio Rascals," a feature which has been carried by KQV for more than three years.

Announcements that request numbers would be broadcast were carried over the Boggs & Buhl Swimming pool operators were so swamped with telephone calls that the invitation had to be discontinued.

Attendance became so great at night that admission had to be limited to adults.

High Power Transmitter

Of KSL Goes on the Air

A 24-HOUR program dedicated the recently completed 50,000-watt transmitter of KSL, link of CBS, at Salt Lake City on Oct. 22, an hour of the broadast day, the weather permitting. The high power transmitter with its ten-acre copper network grounded to the shore-waters of Great Salt Lake has the strength of a 100,000-watt station, according to staff engineers, because of its ideal location. On the day of the dedication program a new six-mile highway, a link of U. S. 40, and named it in honor of KSL.
Copyright Issue Awaits NAB Meeting

Newspaper Stations Hold Back as Dill Raps Mills Deal; Advertiser Enters Fight; Broadcasters Threatened

Copyright Developments

1. Final adjustment of the copyright problem, probably through a new royalty contract for payment of fees only on programs employing music controlled by the American Society of Composers, Authors & Publishers, rather than on receipts from all sources, is expected to await the new NAB convention.

2. Newspaper-owned stations, which were accorded "special" contracts at the ASCAP, substantially reducing their payments in recognition with ASCAP were laid before the NAB. ASCAP and newspaper stations to music, were instructed by the special negotiating committee not to sign the contracts pending further negotiations.

3. In an unsolicited letter to BROADCASTING, Senator Dill, (D.) of Nebraska and co-author of the Radio Act, assailed the proposed ASCAP-newspaper station deal and said he is convinced that Congress must at an early date pass legislation "to compel fair treatment" by copyright pools so there will be no unreasonable fees, no unjust requirements, and, above all, no discriminatory agreements.

4. Invasion of the program sponsor into the copyright situation was made by a letter to BROADCASTING from Sol Taishoff, copyright director of the Los Angeles Soap Co., sponsor of "Chadu, the Magician," contending that it is inequitable to expect a sponsor to pay any such tax when the programs contain no music controlled by ASCAP.

5. Threats of infringement suits against several small stations were made by local ASCAP representatives, eliciting immediate protest from the NAB.

By SOL TAISHOFF

CONFUSED by negotiations on several fronts, but with definite progress made on the main issue of levying royalties on programs using music controlled by the American Society of Composers, Authors & Publishers, the music copyright problem is slated for full consideration at the NAB convention to be held in St. Louis beginning Nov. 15.

Out of the conferences between E. C. Mills, general manager of ASCAP, and Oswald F. Schuette, copyright director of the NAB representing the rank and file of the industry, comes an assurance from the former, according to the NAB, that ASCAP will not seek to the approval of his board, to offer a new contract scaling down royalty payments to ASCAP music only, rather than on all station receipts as is demanded under the present contract. Mr. Mills has indicated he is willing to make such a proposal effective unless the broadcasting industry, with a reasonable degree of unanimity, is willing to accept it. For that reason, the whole proposition will be considered at the broadcasters assembled in convention.

Newspaper Deal Delayed

MEANWHILE, the separate negotiations conducted by Mr. Mills with newspaper-owned stations, which have already obtained licenses in recognition of the "substantial contributions" of newspapers to the promotion of music, remain unresolved and the special committee formulating these favorable contracts notified all stations which were offered them not to affix their signatures, pending further negotiations. The newspaper-station contracts presumably to cut sharply, and would have cut sustaining fees in half, but the report was current that certain of the stations found the "minimum" clause of the proposed contract, which would have guaranteed a minimum return to the ASCAP of four times the sustaining license, might have wiped out most of the savings and in some cases would actually have penalized them. Certain stations, however, would have benefited.

Little could be learned officially concerning the newspaper-station troubles. It was reported that a group negotiating with Mr. Mills now is seeking a flat $3 1/3 per cent decrease from the regular rate scale. In his original letter to newspaper stations, Mr. Mills said a committee of three had worked out the new scale. He named them as H. Dean Fitzer, WDAP, Kansas City, Cinnci, WTMJ, Milwaukee, KANSAS CITY STAR, WINS, New York, and Lambdin Kay, WB, Atlanta, JOURNAL. Plans for the formation of a new association of newspaper-owned or controlled stations were considered at a meeting in Chicago Oct. 15, attended by the special newspaper committee. Although detailed information was not available, it was reported that a score of stations were represented, of the more than 65 invited, and that a temporary organization was formed with the same committee to continue.

It was reported further that the group decided to reject the ASCAP proposal as offered, to form the committee to endeavor to procure a flat $3 1/3 per cent reduction under the rates given all other stations. Mr. Danno and Mr. Fitzer held another conference with Mr. Mills in New York following the meeting, as future organization details to await the outcome of the copyright negotiations.

From the meeting came word that Mr. Danno, in an address, reiterated his previous statement (Continued on page 36)

An Unsolicited Letter from Senator Dill

To the Editor of BROADCASTING:

I HAVE just read the article by Sol Taishoff concerning the proposed American Society of Authors and Composers to discriminate in their royalty charges in favor of newspaper-owned stations, as printed in your October 15th issue of BROADCASTING.

This latest attempt of the American Society to curry favor with the great newspapers of this country is a new illustration of their attempt to use every possible influence by the ASCAP and the Federal opinion to keep down opposition to their tyrannical and arbitrary use of the power which they exer by control over broadcasting stations.

I sincerely hope that radio stations owned by newspapers will not be induced by this mess of pottage to endanger their birthright to run radio stations.

There is already a growing sentiment in the country that newspapers should not be permitted to own radio stations. I have never believed that Congress should legislate to that extent, but if the newspaper-owned stations are to be special favorites of this monopolistic music organization, then there is the reason for legislation that will prohibit the newspapers from owning and operating radio broadcasting stations.

I am more and more convinced that Congress must at an early date pass legislation to compel fair treatment by any organization controlling any considerable amount of copyrighted music, to the extent of compelling them to charge no unreasonable fees, make no unjust requirements and above all, make no discriminatory agreements.

Sincerely yours,

C. C. DILL

Spokane, Wash.

Oct. 20, 1932.

Page 10

NEWSTATION URGED

A NEW 100-watt station in East St. Louis, to operate full-time on 1500 kc, was recommended to the Radio Commission Oct. 25 by Chief Examiner Yost, over the objections of WIL and WKBW in St. Louis. The proposed station would be owned by Maurice L. Barrett and Nelson W. Darragh, the latter president of KMOX, and would be established with a capital of $25,000. Yost recommends that the request be granted, license of WBGS, Galesburg, Ill., by default, for failure to appear at the hearing Sept. 27. This would meet the quota situation, Yost stated.

"Bad Time" Stories

DURING his recent vacation, Perry Charles, program director of WHN and WPAP, New York, wrote and produced a series of 19 electrical transcriptions for N. W. Ayer & Son, New York. Mr. Charles also took part in another program. The series, sponsored by Kresge Stores, is based on the program director's "bad-time" story program held in past years with WHN and WPAP. Mr. Charles will soon start work on a series of movie shorts.

GETS CURWOOD RIGHTS

JOSEPH H. NEEBE, vice president and general manager of CKLW, Detroit, has purchased the radio and newspaper strip rights to all the James Oliver Curwood stories, except "River's End" and "God's Country and the Woman."
The Local Station and National Advertising

By S. H. BLISS
General Manager, WCLO
Janesville, Wis.

100-Watters Are in Strategic Positions Because of Hold
On Audiences; Seen as Supplementary to Chains

DO NATIONAL advertisers depend solely on magazines or national newspapers to reach readers of the printed page? Of course not! Then why should they confine their radio advertising to chains or so-called national stations? Thus the case of the 100-watt or local station is presented by this successful manager. The local station, if it is worthy of its license, has a hold on its audiences that networks cannot hope to attain, Mr. Bliss contends, chiefly because it presents local news, local talent, caters to local tastes.

Mr. Bliss

WHAT WOULD any city or town be without a publicity outlet to-day? Just suppose there were but two national newspapers to provide news, information, entertainment, news and emergency relief. Now suppose some great catastrophe, for instance a cyclone, struck a certain concentrated area. Hundreds of people were left homeless, farm produce and stock were lost, and traffic was con-

trasted traffic threatened every human being on the highways of the devastated area. Could and would these two national publicity mediums offer the immediate assistance necessary? This may seem like a far cry to carry a point, but let's get down to cases:

On the evening of Tuesday, Sept. 22, 1931, at 7:30 o'clock, just such a cyclone struck the country and totaled a strip of land a mile wide and 20 miles long just north of Janes-

ville, Wis. Houses and barns were flattened to the ground, others were lifted from their foundations and carried hundreds of yards, trees were uprooted and tossed into the air like tooth picks, people and livestock were killed and injured.

Ultra-Modern Reporting

AN INCOHERENT report was phoned to the WCLO studios; staff members sped on the word to the staff reporters of the JANESVILLE WISCONSIN GAZETTE, with which WCLO is affiliated. Within a half hour all the departments of both organizations were a bee hive of activity. Authentic reports were now pouring in—the news was flashed through the ether momentarily. Like a bullet, they pierced the homes of thousands of people throughout southern Wisconsin and northern Illinois. Thousands, tene-

with excitement, appalled by the horror of it all, strung their ears to catch every word as the professionally distinct, authentic and unerring voice of the WCLO an-

nounced unfolded the story of the tragedy. A call for help went out. Doctors, nurses and the Red Cross responded; people offered their homes and the American Legion sent a hundred men to patrol the highways rapidly filling with traffic. Another call went out for tar-

paulins to cover the sheltered produce. These were brought from miles around.

Value of a Local

WCLO chartered an airplane. Aerial photographs were taken of the entire course of the cyclone and appeared along with the only complete and authentic stories in a JANESVILLE GAZETTE extra the next morning. A 15-minute broadcast by the aerial photographer told the detailed story of the tragedy to a waiting audience that knew it would hear everything from its local station. Just so, this audi-

eence, which is typical of all audi-

ences in all communities through-

out the United States, tunes regu-

larly to its local station for local news. And thereby hangs the tale of the value of a local station. Managers of 100-watt stations all over the country could recite stories equally interesting.

Now, if we can reconcile ourselves to the fact that a local audience wants local news and that the local station and newspaper are the only mediums able to disseminate this information, doesn't it stand to reason that these mediums must have that audience at least part of the time?

Reaching the Audience

IT IS SAID that the average intel-

ligence of our radio audience rep-

resents the mental development of a fourteen-and-a-half-year-old. What portion of the fourteen-and-a-half-

year-olds in this country can ap-

preciate such fine musical tert, harmony, and art? What portion of them can appreciate sophisticated wit? And it is the key to the success of radio and television advertising.

Newspaper Buys WHBF

WHBF, Rock Island, Ill., has been purchased by the ROCK ISLAND Argus, daily newspaper, which will operate it under a subsidiary cor-

Page 11

November 1, 1932 • BROADCASTING

www.americanradiohistory.com
Broadcasters Run For Political Jobs
Brinkley and Shuler Among Long List of Candidates

MORE THAN ordinary interest attaches to the forthcoming national elections from the broadcasters' point of view, inasmuch as practical broadcasters are among those seeking election to Congress. In the state campaigns, at least one practical broadcaster is seeking a gubernatorial post.

Seeking election to the Senate is Henry Field, owner of KFNF, Shenandoah, Ia., who won the Republican nomination from Senator Brookhart. In the Iowa race, Field is captured not only by the Democratic candidate but by Senator Brookhart, running as an independent.

Shuler is Independent

ALSO SEEKING election to the Senate is the Rev. Robert P. Shuler, former operator of KGEF, Los Angeles, who is running as an independent in opposition to William G. McAdoo, Democratic nominee, and Tallant Tubbs, Republican candidate. Shuler, who was filtrationed out of the air by the Radio Commission, ran in both Republican and Democratic primaries and though defeated for nomination, polled such a large vote that he is giving the regular party leaders plenty of cause for worry.

Seeking election to the House is Dr. Frank Elliott, former manager of WHO-WOC, Des Moines, Iowa, for a seat in the House. As National Republican nominee in the Davenport district, he has given an excellent chance to win. Seeking reelection is H. I. Shott, publisher of various West Virginia newspapers, one of which, the BLUEFIELD TELEGRAPH, operates WVIU.

In Kansas, Dr. John R. Brinkley, who built XER in Mexico and developed the Brinkley device by which the size and frequency of his license for KFKB, Milford (now KFNF, Abilene), is reported making a strong independent race for the governorship.

Radio Incumbents

REP. RALPH A. HORR, Seattle, will return to Congress next December as a lame duck, having been defeated in the Republican primaries. He formerly was receiver for the Northwest Broadcasting Co. and introduced various to House liberal sections. Also eliminated in the primaries was Rep. Evin Davis, of Tennessee.

Democratic chairman of the Mobile committee, American Association of Advertising Agencies, which is adhering to the prescribed standard rate card form prescribed by the American Association of Advertising Agencies, which last year drew up the form along the lines of the standards prescribed for publications.

That few stations, however, are adhering to the standard form, was pointed out at a joint meeting of station owners and officials of the A.A.A. in New York Oct. 17. According to A.A.A., only one standard rate card furnishes the logical order of exact information that agencies and advertisers want. The instructions for preparing the rate card are here repeated for the convenience of station executives:

"The card should be exactly 6 x 3 1/2 inches in size.

"The double form should be printed on a card 6 x 7 inches, and folded across the middle. The first page should be printed on the lower half of the card, so that the fold appears immediately above the name of the station.

"The numbers and letters should always be used to indicate the divisions and sections as illustrated on the sample card. If there is no information to be given under a certain heading, the numbers and letters should not be omitted, but should be left blank.

"The type on the back should be printed as large as that on the front, so that when the card is turned bottom over top, the reading will be continuous.

"Print in one line across the bottom of the card, in italics, 'Prepared by American Association of Advertising Agencies.'"

Haven for Ideas

WILLING to "try anything once," the broadcasting industry has opened its program laboratory at which any idea, no matter how fantastic, will be given a trial, providing it is imaginative. Suggestions must first be submitted to Program Director John McCormick in writing.

Another Man Supplanted by the Machine

RADIO LOSES ON CAMPAIGN
Conflicts With Popular Commercial Periods Kill Profits
And Bring Protests From Listeners

FAR FROM being a source of profitable revenues for radio, as a whole, the current presidential campaign, although the candidates' speeches and those of their spokesmen are being paid for, is often causing networks and stations a dead loss. More than that, the constant setting aside of highly popular commercial features has led to a veritable storm of protest from many thousands of radio listeners who apparently like the musical and variety programs better than they do the outpourings of the politicians.

The losses to networks and most stations are occasioned by the fact that contracted sponsors must relinquish their time in favor of political addresses which are often scheduled almost at the eleventh hour and which, especially in the case of the presidential candidates, have almost invariably run beyond schedule. Rebates must be given the sponsors, and the contracted artists must be paid by the broadcasters. Some stations, however, definitely are profiting from the campaign, particularly through the use of their facilities for local political broadcasts.

Only One Protest

THE PARTIES, of course, are paying for the political time they use, and there have been few if any recriminations on the score of favoritism toward one party or another. Only one outburst against radio has been heard during this campaign, and it came from the radio-baiting National Committee on Education by Radio, the group seeking 16 percent of the wave lengths for educational purposes.

In a letter addressed to members of Congress and rushed into the public prints, Joy Elmer Morgan, of the National Education Association, chairman of the committee, charged that candidates were not being given a full and impartial public hearing. Inquiry developed that this complaint was based on the fact that the Coolidge speech for Hoover and one by a Senator were not heard over Washington stations.

Fault Laid to Parties

THE FACTS are that the Republicans and Democrats, through their radio departments, are booking the stations they want and paying for them less agency discounts. So the handling is direct. They usually select the outlets where the listeners mean most to them. Indeed, Washington has been included on most of the hookups in spite of the fact that the District of Columbia vote is negligible, the regular residents there having no franchise.

If there have been omissions, and if some of the radio bookings have been ill-advised, the fault may be attributed directly to the radio managers of the major parties, few of whom are experienced radio men. Orrin Dunlap, Jr., (Continued on page 32)
ANALYSING THE RADIO AUDIENCE—ITS SIZE AND MAKEUP

U.S. Census Bureau Breakdown Based on 1930 Count Shows Distribution of Receivers Among City and Farm Homes and by Color and Nativity of Families

**Valueable Index to Audience**

**Color and Nativity of Families Having Radios**

<table>
<thead>
<tr>
<th>Total</th>
<th>Urban</th>
<th>Rural-farm</th>
<th>Rural-nonfarm</th>
<th>Total farm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All families</td>
<td>29,094,663</td>
<td>17,372,524</td>
<td>6,606,837</td>
<td>5,015,292</td>
</tr>
<tr>
<td>Per cent</td>
<td>100.0</td>
<td>72.0</td>
<td>21.1</td>
<td>6.9</td>
</tr>
<tr>
<td>Native white</td>
<td>22,689,111</td>
<td>14,568,633</td>
<td>4,296,178</td>
<td>3,824,300</td>
</tr>
<tr>
<td>Per cent</td>
<td>77.9</td>
<td>49.7</td>
<td>14.2</td>
<td>12.9</td>
</tr>
<tr>
<td>Foreign-born white</td>
<td>6,274,581</td>
<td>2,804,504</td>
<td>1,650,166</td>
<td>1,130,720</td>
</tr>
<tr>
<td>Per cent</td>
<td>21.4</td>
<td>8.9</td>
<td>5.0</td>
<td>3.8</td>
</tr>
<tr>
<td>Negroes</td>
<td>631,971</td>
<td>598,787</td>
<td>16,142</td>
<td>6,852</td>
</tr>
<tr>
<td>Per cent</td>
<td>2.2</td>
<td>3.6</td>
<td>0.3</td>
<td>0.4</td>
</tr>
</tbody>
</table>

*Includes 64,044 urban-farm families living in.*

(Continued on page 32)

November 1, 1932 • BROADCASTING
Radio Circus Wins Plaudits As of Old Gilmore Oil Co. Attributes Increased Sales to Feature; Variety in Programs Necessary on Air, However

By CHET CRANK
Vice President and Los Angeles Manager, Botsford, Constan- tine and Gardner Ad- vertising Agency

THE GILMORE Circus has been on the air out on the Pacific Coast for more than five years. The program, like many other commer- cials, has had its "ups and downs", especially its "Down, Gilmore, Downs." By this I don't mean that we were necessarily taking this time to find PRI to get it right. Instead, we were necessarily taking this time to find what the public wishes. It means, rather, that the public's taste isn't always a fixed item. It changes with the times and we are constantly in contact with the firing line to gauge public appreciation.

Circus Still Popular
THOUGH, through various ramifications of the circus program, it has sometimes gone into winter quarters, curtailed activities, or been thoroughly renovated and dry cleaned, the fact stands out that the central circus theme has withstood the acid test of time and has become synonymous with Gilmore.

The smell of animal actors, the glitter of spangles, the hoarse raucous bellow of the huckster and circus speaker are all as near and dear to the hearts of this generation as they were a decade ago. It is an acknowledged fact that such men as Henry Ford, the late Thomas Edison, and others equally prominent, have all outgrown their circus pleasures.

So the Gilmore Oil Company's Greater Gilmore Circus has embraced its winter tour via the NBC Orange Network on the Pacific Coast, for an hour each Friday night, at 8:30 o'clock, PST.

Fan Mail Heavy
LAST SPRING, when the circus went into temporary quarters, more than 10,000 written protests were received. Now, with the acts on the air again, the fan mail continues in such a volume, week by week, that the peak number with applause cards.

An ever entertaining feature is the contest for the Longest Song in the World. Prizes are offered each week for the three best verses submitted with additional monthly awards of $100, $50 and a cash prize. These verses are sung and the names of the winners announced in the press. Thus, the circus theme has remained unchanged, the public has made its desires felt from time to time in voicing a plea for changing acts. Though the old time circus repeated performances day after day in new towns, the air circus must of necessity give a brand new performance each week.

Range of Entertainment
A CAST of fifty persons contributes talent to the Gilmore Circus, not including a vast array of music arrangers, continuity writers and others.

AUTO DEALERS MEET ON AIR
75,000 Plymouth Salesmen in 25 Cities Linked by Radio; Program Insured for $500,000

AN INTERNATIONAL trade meeting is scheduled to be held by Walter P. Chrysler, automobile manufacturer, for the first time, to be carried by CBS on Nov. 1. More than 75,000 persons connected with the sale of Plymouth cars in 25 key cities will be gathered around receiving sets to hear addresses by Mr. Chrysler and other key executives in the Plymouth Corporation. The 1933 Plymouth Six will be introduced.

The program also sets another precedent in that it is insured for $500,000 against unforeseen interference with the broadcast, such as breaks in land wires or failure of any part of the CBS equipment.

The policy is carried by the National Surety Co. Edward Allen, president of the company, said the new broadcast "opens a new field for insurance." Mr. Chrysler explained that he took out the policy because of the importance of a 90-minute radio conference to the future business of Chrysler Mo tors.

William S. Paley, president of CBS, said the program will be the first of its kind to be underwritten by an insurance company. A statement by Mr. Chris tler follows in part:

"Chrysler Corporation has one of the most important business matters in its history to discuss with its dealer organizations simultaneously. To hold a meeting of Chrysler Motors' dealers who handle Plymouth cars in the United States and Canada, it would be necessary to hire an auditorium the size of Madison Square Garden. A dealers' convention, attended by an average of two men from each De Soto, Dodge and Chrysler dealer organization, the two men being the two persons. To bring such a group to Detroit would entail tremendous expense.

"With this situation confronting us, we decided to use radio as a means of personal communication with our Plymouth dealers. "The radio meeting will be conducted in two parts. The first hour, from 1 until 2 p.m., EST, will be devoted to a dramatized presentation depicting the evolution of the new Plymouth Six in the plant in Detroit. It will be divided into several scenes carrying the listeners through various departments of the factory. During the second part of the broadcast an expert will conduct the presentation. "The second half of the program will be on the air from 2:45 until 3:15 p.m., and, during this half hour, dealers' questions will be answered. The interval between the two parts of the program has been arranged to permit Plymouth dealers to telegraph their questions to New York. The entire broadcast will be knit into a unified business conference."

DESPITE the preference of the younger generation for a more modern form of entertainment, the old-time circus still has a horde of followers, as is clearly illustrated by the popularity of the Gilmore Air Circus on the Pacific Coast. Although frequent changes in presentation have been necessary to meet changing public taste, the central circus theme has stood the test of time. Last spring, when the feature went off the air temporarily more than 10,000 written protests were received by the sponsor. Constant experimentation has enabled the program director to achieve a remarkable reproduction of the old circus atmosphere.

There is a 16-piece military band; the Gilmore Clowns, known as Slip and Slide (Ken Gilllum and Duke Atteberry); male quartet; a novelty sextet; a group of acrobats and instrumental soloists; gag men; girls' trio, and others.

So realistic has the Gilmore Cir cus become that people often say they can almost scent the sawdust in the arena and visualize the ani mals going through their paces as well as the hustle and bustle of the big top activities. A postcard came from a man in Portland, Me., says he looks forward to the weekly 3000-mile radio travel to the Gilmore Circus. With the same beating anticipation he experienced in his boyhood three mile trot to the circus after playing hockey from school.

Variety Preferred
BRIEFLY, and by way of recapitu lation, I think we can say that the arrangement and presentation of the Gilmore Circus, originating at KFI, Los Angeles, has taught its sponsor that while fans may clamor for regularity they each week, they also want a constantly moving program and a cast that changes every while.

Especially in times that are not of the best, the average radio fan likes occasionally to drift away into a land of pipe-and-chimney and forget every-day troubles.

Transportation to a carnival atmos phere, into a world where you can drift away more or less automati cally, is as good a way as any. Better still, via radio the cost is practically nil, and there is no danger of jostling comfort of milling crowds and sweltering sultry weather.

Proves Radio's Power
THE GILMORE Circus pulled down its big top in March, 1932, because Gilmore was working on the speedway to perfect a new type of oil gasoline. In September of that year the Gilmore Circus made its first return engagement in conjunction with the announcement of Gilmore Red Lion gasoline. Most dealers were supplied with it a day or two previous, and on Saturday and Sunday after the first Greater Gilmore Circus program, the demand for Gilmore Red Lion set in and it has increased every day since.

Of course the Gilmore Circus was supported by a billboard and newspaper campaign. Nevertheless, the results of the first month's programs indicated the pulling power of radio. In this period Gilmore Red Lion sales increased over July, and the sales chart has shown a consistent upward curve ever since.

Radio-News Tiesup

A NEW radio affiliation for the WASHINGTON (D. C.) Post was made recently when that daily newspaper featuring periodical news flashes over WMAL, Washington, which also carries newscasts of the WASHINGTON EVENING STAR. Arrangements were made by M. A. Leese, president of WMAL, with Ernest J. Leese, the newspaper's advertising manager. At the same time, Harry Butcher, director of News Bureau and Overseas of CBS outlet in the capital, an nounced that arrangements for daily news flashes had been made by the WASH-INGTON HERALD AND TIMES, Hearst newspapers; the Washington Daily News, Scribner's, and the ALEXANDRIA GAZETTE.

BROADCASTING • November 1, 1932
Gentlemen Be Seated!

TO THE SWELLEST MINSTREL SHOW ON THE AIR, NOW AVAILABLE FOR SPONSORSHIP AT A SURPRISINGLY LOW COST

LASSES WHITE

All Star Minstrels

ORIGINAL
AUTHENTIC
PROVEN POPULARITY

Lasses White, himself, assisted by Honey Wilds and a smart supporting cast, including, Tiny Stowe, The Vagabonds, John Lewis, Claude Sharpe, Beasley Smith and his orchestra, and many others with a proven record of heavy mail response and tremendous following.

TESTED MERCHANDISING PLANS READY NOW

This program not only entertains, but lends itself to adroit merchandising: a "workable" mailing list; contagious point of sales material and features; Publicity, and happy hearted identification with the product. Plans and complete cooperation from our own merchandising department.

For details and quotations wire or write

Now 50,000 WATTS UNLIMITED TIME CLEAR CHANNEL

WSM
NASHVILLE, TENNESSEE

Owned and Operated by the NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.

November 1, 1932 • BROADCASTING
I. C. C. Holds It Lacks Power To Regulate Broadcast Rates

Majority Finds Stations Not Common Carriers; Sta-Shine Case Dismissed, Chairman Dissents

BY MAJORITY vote, the Interstate Commerce Commission ruled in an opinion Oct. 26 that broadcasting stations are not public utilities, nor common carriers, and that the I. C. C. does not have jurisdiction over them. The opinion, written by Commissioners Meyer, Farrell, Aitchison, and Chairman Chesaldine, of the Commission co, of New York, against NBC and WGBB, Freeport, N. Y., attacking the rates, regulations and practices of the broadcasters.

A minority opinion held that stations are common carriers and that the I. C. C. does have jurisdiction.

Pointing out that the case was the first ever to be filed attacking the rates and practices of broadcasting companies, the Commission majority held that the Commission had no jurisdiction whatever over broadcasting, first, because rates are not within the purview of the I. C. C. at the time the law was passed, and, secondly, because a broadcasting station cannot be defined as a common carrier.

Chairman Porter Dissents

THE MAJORITY report was drafted by Commissioners Meyer, Brainerd, Farrell, Aitchison, Mahaffie, Eastman and Lewis. The dissenting report was submitted by Chairman Claude R. Porter and co-authored by Commissioner Frank McManamy.

The Sta-Shine Company, a little-known corporation engaged in manufacturing and selling labels and the Commission to prescribe reasonable rates and practices for the future and to award damages on the past and to determine the I. C. C. jurisdiction under the law. After a hearing in January, 1931, however, the majority failed to confine the issue to that of the Commission's jurisdiction over broadcast rates and practices, rather than take up the merits of the case. Examiner W. M. Chesaldine, of the Commission, last April held that it had no jurisdiction, and urged that the complaint be dismissed. The Commission now sustains the examiner.

Broadcasters Sustained

THE CONTENTIONS made by counsel for Shenandoah, a. L. Ashby, vice president and attorney of NBC, Frederick H. Wood and C. Howland Chase, were also sustained and the Commission now sustains the examiner.

BAR RAPS COURT BROADCASTS

National Association Condemns Practice of "Invasion of the Sanctity" of the "Place of Justice"

BROADCASTING of murder, divorce or other sensational trials has been condemned by the American Bar Association as a "breach of decorum". Its annual convention in Washington in October. The convention adopted a resolution offered by its committee on professional ethics and grievances, to the effect that court broadcasts an "interference with the administration of justice."

In a recent service of propriety of court broadcasts first arose last year in Los Angeles and in the trial of former Deputy District Attorney, David S. Sontag, Los Angeles, for murder. Superior Judge Harry W. Falk allowed several local radio stations to make phone calls in the courtroom on the theory that trials should be broadcast when the public interest warranted. Thereafter, when the same privilege had been denied during the first trial by another judge, immediately drew the first broadcast.

At the time Judge Falk said that opposition to broadcasting was based on an ancient prejudice rather than on sound reasoning. "I predict," he declared, "that within 10 years American citizens will be able to sit in their homes and hear broadcast a murder trial or hear but see public events, including trials."

Following the controversy, the committee on improper proceedings of the Los Angeles Bar Association adopted a resolution assailing the practice. It was submitted to the national association for action.

The national association's committee made little comment in presenting the resolution. It was noted that among the ancient decrees which the association has seen fit to embrace, the resolutions of judicial ethics is Lord Bacon's statement that "the place of justice is a sacred place."

All judicial tribunals, and particularly those which determine the liberties and at times the lives of individuals, the more so the most serious of human institutions, the committee said. "It would seem incredible that an institution, an assembly of pillars of room, such as that referred to, could be thought to be compatible with the dignity which should surround the administration of justice according to law."

Last Minute Poll

REPUBLICAN and Democratic party leaders, both of whom claim New York state, will divide the last-minute poll be conducted by CBS in New York City on Oct. 27. Tony Farrell in the role of re- porter will interview passers-by regarding their voting intentions, in the sep- arated sections of the met- tropolis, with the aid of the lapel microphone and HERB- BAR RAPS COURT BROADCASTS

Religious Disk Series

FRANKLIN FORD, who leased his stations WHAP, New York, and WOAX, Trenton, N. J., last spring, has moved his organization, the Religious Broadcasting Society of Washington, with headquarters in the Washington Building, and is releasing a record of religious talks designed "to promote good relations among various religions."

The disk record is being made by World Broadcasting Industries, of Los Angeles, and other stations on Oct. 23 were placed with WLW, Cincinnati; KNX, Los Angeles, and WCPM, Chicago. An addition of other stations is contemplated, according to Mr. Ford.
The World's Most Modern Broadcasting Studios

WCAU will shortly occupy the first building in the United States especially designed for radio broadcasting. Not only has the architect designed a building of striking beauty that is a distinct and noteworthy addition to Philadelphia's finest business street, but radio engineers and acoustical experts have co-operated in creating the most modern broadcasting studios in the world.

There are seven of these studios, each with separate control rooms, containing the most advanced and scientifically correct equipment yet devised.

WCAU will achieve a perfection not heretofore obtained.

The New WCAU Transmitting Building

housing the 50,000 watt equipment installed by RCA Victor Laboratories.

The antenna system, consists of a 500 feet vertical boom shaped radiator of structural steel with almost ten miles of wire forming the ground network.

This new building is located in Delaware County, Pennsylvania.
KTM, KELW Seek To Sell To Hearst

APPEARENTLY anticipating the Radio Commission's adoption of Chief Examiner Yost's recommendation that both be denied a renewal of their licenses, KTM and KELW, Los Angeles, have applied to the Radio Commission for voluntary assignments of their licenses to Hearst newspaper. The reported purchase price is to be $35,000 for KTM and $15,000 for KELW if the transfer is approved.

At the same time, various other applications for the 780 kc. frequency, whose programming time-sharing share, were received by the Radio Commission. One from Don Lewis, president of the network of California stations, seeks the channel for a station it proposes to erect at an undetermined point to add to its network. Another was from Earle C. Anthony, operating KFI and KECA, who is understood to want the frequency for the latter station. The third application came from Guy Earl, Jr., president of the KXKN, a new station. It is also understood that KFAC, San Francisco, and KDYL, Salt Lake City, will seek the 780 kHz assignment.

It is probable the assignment application to the Hearst newspapers will be denied, for a hearing at which other interference was drawn for the channel will also present their claim. KTM and KELW were granted a request for a hearing following a hearing before Mr. Yost at which each sought the other's time so as to get a full time assignment. The commission then determined that neither station had shown it was operating in the public interest and in a surprise move urged that both be denied license renewals. Exceptions to the report have been filed by John Littlepage, counsel for KFER, Manton Weyvoll, counsel for KELW.

STICKS TO STATION WMAL Announcer Declines to Go from Local to Network

FACED with the choice of remaining with WTMJ, Milwaukee, where he has served as announcer for the local addresses and other speeches by dignitaries of the network, he will now join the network's new Washington affiliate, WJSY, Stanley Bell, WTMJ announcer, who recently stayed with the 500-watt station which severed its CBS affiliation Oct. 20, announced.

Mr. Bell, who was chosen because of his ability to move to the CBS, or of joining the network's new Washington affiliate, WJSY, Stanley Bell, WTMJ announcer, who recently stayed with the 500-watt station which severed its CBS affiliation Oct. 20, announced.

New Radio Weekly PUBLISHING programs of WBFG, Altoona, Pa., and of radio general of Radio Brewster, a page tabloid newspaper, made its appearance as a weekly Oct. 8. Its editor is Byron C. Miller, and its contributing editors include Lester C. Davis, chairman of the Altoona Radio Commission and well known among radio men, and M. T. Wyvell, counsel for the company's electrical department; Harold Barker, Barker School of Music, and Robert F. Thompson, director of WBFG.

Standard Order Form Drafted for NAB Meet

A STANDARD order form for the handling of accounts placed by agencies with stations, designed to eliminate the varying kinds of forms now in use, has been drawn up, together with a list of conditions, for presentation to the NAB convention at St. Louis, Nov. 13-16. It is understood to have had the approval of the American Association of Advertising Agencies, executives of which met with the NAB commercial section in New York Oct. 17 to consider the proposal.

Those attending the meeting were: H. K. Carpenter, WPTF, Raleigh; John Patt, WQAR, Cleveland; Roy Harlow, WNAS, Boston; Philip G. Loucks, managing editor and A. C. Benson, president A.A.A.A.; Fred Gamble, executive secretary, A. A. A. A.; Charles F. Gannon, Erwin Wasey & Co., vice chairman of the committee, A.A.A.A.; Howard Angus, Batten, Barton, Durstine & Osborn; P. W. Pumphrey, Fuller & Smith & Ross, and Mrs. I. W. Mackenzie, A.A.A.A.

U.S. Delegation Favors Canadian Plan To Widen Broadcast Band at Madrid

Government and Ship Services Block State Department Approval by Deadlocking Washington Conference

WIDENING of the broadcast band to make available to North America seven additional channels of 10 kc. each, a request which has already been proposed by the Canadian delegation to the International Radio Conference at Madrid as the solution to the London location problem and is endorsed by both Mexico and Cuba. The American delegation, however, also favors the step, but has met with opposition from government and ship services of this country now that negotiations have been opened.

Radio officials in Washington held conferences Oct. 24 and 26 with Undersecretary of State Castle, but could reach no agreement. Commissioner Starbuck, in charge of the engineering division, declared that the Commission favored the Canadian compromise plan. Also endorsing the plan were Philip G. Loucks, executive director of the Broadcasters Association of Cleveland; Roy Harlow, CBS Washington director, and Arthur W. Scharf, Washington attorney, representing the broadcasting industry; Bond Geddes, executive vice president and general manager of the RMA, and representatives of the Department of Commerce.

Opposing the plan, designed to widen the band down to 470 kc. and to move the international distress frequency (S.O.S. channel) from 500 to 375 kc., were the Navy, Army, Coast Guard, Commerce and Agriculture government units, along with certain shipping agencies which would be forced to move to another portion of the spectrum. Opposition centered largely on the removal of the distress channel, 540 kc., which has been found by WBDJ, WJSY, WWSY, WJWY and WJWU to be crowded with interference to the 540 kc., one of the channels of the network.

The plan, however, would also cut inhalf the frequency broadcast by WJJW, Madison, Wis., and WDKY, Brooklyn, N. Y., which frequencies were removed in 1940 and would move to the 470 kc. spots.

CBS Stations Get Booking Authority

Privilege at Present Includes Network's Bands Only

OUT-OF-TOWN booking arrangements for the 36 bands under contract to CBS will be handled by all key and affiliated stations of the network if a bill is enacted into law by the new Congress. The new idea, which makes every local station an affiliate of the Central Booking Bureau, is expected to save time and money by obviating the necessity of trips to distant cities by representatives of the New York and Chicago offices. Local station managers or their representatives will carry on all negotiations for bookings in their territory.

Under the new arrangement the local manager will query New York on a proposed booking and, if the particular band in which he is interested is not engaged for the date desired, he is permitted to go ahead with the booking. The local station will split the booking with the New York office. Only CBS bands will be booked through this system. Should the idea prove successful, it could be used for bookings of other artists under CBS contracts.

Before making the system official CBS tried it out in an experiment with WBDB, Roanoke, Va. This station booked Paul Tremaine and his orchestra very satisfactorily, and Ralph Wonders, head of the Artistic Bureau, followed the experiment with a general directive making the idea throughout the network.

"We look for a substantial saving in overhead charges for bookings of out-of-town arrangements," Mr. Wonders said in a statement to Broadcasting, "and we feel confident that our new idea will be highly successful, not only as a money-saver but as a means of cutting down the time element in booking.

Texaco on Tour

ED WYNN and the Fire Chief Band, popular NBC Texaco feature, are on a tour, accompanying "The Laugh Parade," which Texaco sponsors, only for the weekly broadcast. While in New York Ed Wynn and his Texaco act have performed at the Times Square studio each Tuesday night with complimentary tickets issued weeks in advance.

As the new channel now is used by radio companies throughout the world. The other channels, however, would be cleared immediately upon ratification of the new treaty by the various countries. It is expected to receive the approval of the Madrid conference—a step that might require a year or more. It is hoped that the State Department will notify the American delegation that no agreement could be reached on the terms of opposition to the proposed Canadian plan in this country, leaving the delegation more or less to its judgment in its final stand on the question.

Indications are that the Madrid conference will continue through November and probably into December.
REVEALING STATISTICS

WMAQ MARKET A LEADER HAS 1-5 U. S. AUDIENCE MID-WEST RADIO MINDED

WMAQ offers advertisers access to a market which is almost without exception the finest in the United States; The Bureau of the Census on October 17 issued a newspaper release giving detailed statistics showing the number of families having radio sets by color, nativity and residence. Of the 29,924,665 families in the United States in 1930, a total of 12,048,762 have radio sets. Forty-four and four-tenths per cent of the native white families had radio sets; 43.6% of the foreign born white families likewise had radio in their homes and 75% of the negro families had radio sets.

More than three-fourths of all the radio sets were in the homes of native white families—a total of 10,515,228; 2,500,540 radio sets, were possessed by families of which the head was a foreign born white person and a total of 209,779 negro families had radio sets.

WMAQ's major market, comprising the states of Illinois, Indiana, Iowa, Michigan and Wisconsin, had a total of 2,683,427 families having radio sets. Thus, it can be seen that 21.4% of the radio audience of the United States is included in the major market served by WMAQ. The states served by WMAQ are among those states having the largest percentage of families equipped with radio receiving sets. Those percentages are as follows: Illinois—55.5%; Wisconsin—51.0%; Michigan—56.6%; Iowa—46.5% and Indiana—41.6%.

Only four states in the Union have a higher percentage of families with radio than Illinois and Wisconsin. Those states are New York, New Jersey, Massachusetts and Rhode Island.

More than 95% of WMAQ's audience in the United States is located in the five states—Illinois, Indiana, Iowa, Michigan and Wisconsin—accounting for 93.3% of all mail received during the first nine months of 1932.

The distribution of WMAQ's audience is as follows:

- Illinois: 67.742%
- Indiana: 5.096%
- Iowa: 2.213%
- Michigan: 5.365%
- Wisconsin: 15.229%
- Total 5 States: 95.555%
- Other States: 4.445%
- United States: 100.000%

STOKELY ON WMAQ 3rd SUCCESSIVE YEAR

DAYTIME PERIODS SELECTED TO SELL CANNED VEGETABLES

Stokely Brothers & Company, canniers of quality vegetables, for the third successive season have returned to WMAQ for a fall and winter campaign of radio programs. The account was placed by the Gardner Advertising Agency of St. Louis, Missouri.

The program this year consists of a series of electrical transcriptions which will be broadcast each day between 10:00 and 10:15 a.m., a time selected to reach the vast women's audience in the WMAQ market.

Stokely's return with its nationally advertised campaign for the third successive series is strong evidence of the ability of WMAQ to perform a real selling job in the Chicago market.

CLOTHING FIRM ON WMAQ EACH FRIDAY

Klee Brothers & Company, who operate three clothing stores in the city of Chicago, have turned to radio as one of the major methods of advertising during this fall and winter. Station WMAQ was selected because of its great popularity in Chicago.

The show is produced by Marian and Jim and two hundred guests of the stores are admitted to the studio each Friday night that the program is presented. The tickets of admission are obtainable only at the Klee Brothers stores.

STAMP TALKS DRAW BIG MAIL RESPONSE

It is said that there are more than three million people in the United States who are stamp fans. Only a few days ago, a stamp collection of a man who was killed by a Chicago man to one of his friends.

WMAQ has for two years broadcast a series of talks on stamps by Ralph Kimble, one of the nation's outstanding philatelists. During the first three months of 1932, the WMAQ talks received 26,289 letters not only from fans within the WMAQ major market but, likewise, from listeners in practically every state in the United States, every province of Canada, and several points in Mexico.

The talks are of interest not merely to stamp collectors but, likewise, to the general public, since each talk includes a brief, concise and interesting story of the history relating to the stamp. Practically all of the letters that have come in have been requests for copies of the talks. Many school teachers are included in the list of people who have asked for complete sets of the talks for the benefit of their history classes.

The program is broadcast on Sunday afternoons at 1:15 o'clock. Although carried as a sustaining program, it is available for commercial sponsorship.

STATION ACCOUNTS


www.americanradiohistory.com
WGAR will assist you with publicity—window displays—car cards—bill boards—display advertising—letters to the trade commending your broadcast to dealers, or with any tested services employed as tie-ins for radio campaigns.

Every sales problem becomes our particular job, in which sponsors profit by our knowledge of the rich Cleveland market.

WGAR tells Clevelanders about its features constantly. It has won the highest prestige and confidence through program quality. Careful advertisers are profiting on the rising tide of WGAR popularity.

CLEVELAND'S FRIENDLY STATION
G. A. RICHARDS, President
John F. Patt, General Manager
Studios—Hotel Statler
CLEVELAND
PLUS SERVICE

WJR announces a service to its clients that is second to none in the radio field.

Practical Merchandising Counsel—Tested promotional plans—Go getter sales builder ideas—Expert tie-in plans, layout, etc., by men who come direct from the national advertising field.

All this is now available to sponsors of time on the air, over WJR . . . .
Michigan’s most powerful, most popular Radio Station.

10,000 CENTERS OF THE DIAL

WATTS

In the Golden Tower of the Fisher Building

DETOIT

G. A. Richards
President

Leo J. Fitzpatrick
V. P. & Gen. Mgr.
BROADCASTING
THE NEWS MAGAZINE of THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TASHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: 85.00 a Year - 15c a Copy - Copyright, 1932, by Broadcasting Publications, Inc.
Eastern Representative: The Spencer Young Co., 299 Madison Ave., Murray Hill 2-4578, New York City.
Western Representative: Warwick S. Carpenter, 28 E. de la Guerra, Santa Barbara, Calif.

A Ripe Field

THAT radio advertising, properly handled, can stimulate the sale of almost any product, goes without saying. That it builds good-will for any institution that employs it, is also a truism. Yet the broadcasters, and the agencies handling the accounts of many large local retail institutions, have with few exceptions run into a veritable stone wall in trying to persuade them to give the radio medium a full and fair trial. We refer particularly to the efforts to direct more department store advertising toward radio.

The views of leading figures in retail advertising, not only about what they think theoretically about radio but what they have done with it in a practical way, were accordingly sought by the editors of this magazine, with the result that we have been privileged to publish several notable articles—and hope to be able to offer more in ensuing issues—that should be of direct aid to broadcasters and agencies in proving the case of radio to recalcitrant retailers.

That the broadcasters and agency executives are seizing upon the words of these men, is attested by the tremendous demand we have had for copies of our October 15 issue containing the exclusive article by Kenneth Collins, advertising chief of R. H. Macy & Co., New York, the world's largest department store. His words, and those of L. A. Hirschmann, president of A. T. & T. and a New York, appearing in this issue, carry a challenge to the whole radio fraternity interesting in signing this important new business.

To our minds these men prove the case of radio beyond question. More than that, they show certain advantages in radio—Mr. Collins, whose company spends 10 per cent of its “space” dollar on radio, especially pointing out its direct selling and institutional advertising potentialities, if properly done. Both miss no words in blaming the failure of radio to the “stupidity” or “blindness” of the advertisers. Mr. Hirschmann gives us the surprising news that a recent survey by the National Retail Dry Goods Association showed only 77 of the 1,600 department stores in the United States as having used radio, and most of these for less than one year!

Here is a ripe field for new broadcast advertising according to the instruments by leaders in their professions that should persuade almost any local advertiser—these arguments plus, of course, some good, constructive program ideas that must be developed according to the peculiar local conditions. It was with a view to helping sell the radio idea to department stores, that the business manager of Broadcasting ordered a special run of these articles and sent marked copies to advertising managers of department stores throughout the United States. The requests we have had for additional copies of the October 15 issue, exhausting our supply, and the notes of appreciation we have had from station managers, whom we informed of what we had done and whom we urged to go after this business, have been gratifying in the extreme.

NAB's Future

IN A FORTNIGHT the NAB holds its annual convention at St. Louis. The program calls for the discussion of the usual economic and regulatory problems, with an added dose of constructive suggestions. But the convention means more than that. The very existence of the NAB is at stake.

That may sound like a bold, groundless statement to many broadcasters. But to those who have been active in the Association's affairs it is true only to well known. Many broadcasters are indignant over the NAB's showing during the past year, particularly on copyright. Properly or not, they believe there should be a sweeping basic reorganization, not only of its activities, but also of the constitution under which the association functions. If they have their way, the organization will be stripped of everything but its name and built on a new foundation.

These things are definitely on the agenda. But they are running through the minds of certain members. They will come into the open at St. Louis. Unless the situation is quickly taken in hand and a definite constructive program for reorganization is worked out, the dissatisfaction may result in disintegration of the association and a breakdown of the organized influence of broadcasting. Certain newspaper stations, although they do not believe there should be a sweeping basic reorganization, will also hold their views to the NAB's showing during the past year, particularly on copyright. Properly or not, they believe there should be a sweeping basic reorganization, not only of its activities, but also of the constitution under which the association functions. If they have their way, the organization will be stripped of everything but its name and built on a new foundation.

These things are definitely on the agenda. But they are running through the minds of certain members. They will come into the open at St. Louis. Unless the situation is quickly taken in hand and a definite constructive program for reorganization is worked out, the dissatisfaction may result in disintegration of the association and a breakdown of the organized influence of broadcasting. Certain newspaper stations, although they do not believe there should be a sweeping basic reorganization, will also hold their views to the NAB's showing during the past year, particularly on copyright. Properly or not, they believe there should be a sweeping basic reorganization, not only of its activities, but also of the constitution under which the association functions. If they have their way, the organization will be stripped of everything but its name and built on a new foundation.

Copyright will be only one of the big problems at the convention. The importance of this year's meeting cannot be overemphasized. A second question, never broached before in the open, is that of line charges to stations by the A. T. & T. Broadcasters pay from $8,000,000 to $10,000,000 a year to that monopoly on a scale of unexplained tolls that vary amazingly in different parts of the country. There's the question of widening the broadcast band, as an outgrowth of the Madrid conference, with its potential far-reaching affects on broadcasting.

Numerous other problems confront the convention, but most important of all is the necessity of uniting broadcasters into a strengthened organization, manned by able leaders, supported by all and guaranteeing alike a square deal for the 50-watter and the 50-kilowatt. By all means, Mr. Broadcaster—and you, too, Mr. Agency Executive—be on hand at this 1932 convention.

The Radio Bookshelf

IN AN ARTICLE titled "Europe's Air and Ours" in the October ATLANTIC MONTHLY, William Hard, radio reporter of international politics, contrasts the radio restrictions that opposing candidates for political office in European countries suffer with the expansive freedom of the air enjoyed by candidates under the American system of commercially financed broadcasting. Citing instances in the last German, French and British elections, in which only those who had "ministerial authority" were heard by the voters, Mr. Hard asserts that "American private broadcasting gives a more hospitable welcome to contending and contradictory schools of political and economic thought than any other broadcasting known at present to the world." Much the same views were set forth by Mr. Hard in his address before the annual convention of the National Advisory Council on Radio in Education at Buffalo on May 20.

With due respect, however, to the European governmental system, Mr. Hard finds that it has its merits, and he is willing to concede "that European governmental broadcasting generally exceeds American private broadcasting in the potential cultivation of good taste—by a graceful margin. I will contend that American private broadcasting exceeds European governmental broadcasting, in any European country, in the potential cultivation of free citizenship—by a vital margin."

A NEW U. S. Census Bureau tabulation, showing the number of homemakers in each state and their employment status, has just been issued by that federal agency and is available without cost either by writing to the U. S. Census Bureau, Washington, or to the offices of BROADCASTING. It is an excellent guide to the determination of market potentialities, especially when used in supplement to the radio census figures published in this issue of BROADCASTING. It shows the number of homemakers in each state when the 1930 census was taken, breaking down the figures by color and nativity and according to whether the homemaker is employed at home or away from home in professional, office, industrial, servant and sales pursuits.

"CRYSTAL Control of Radio Commission Hearings" titles an amusing, yet wholly instructive, article on procedure before the Commission when John Q. Amateur develops "excessive grid bias in his relations with the federal government," appearing in the October issue of QST. The author is Paul M. Stewart, Washington radio attorney and general counsel of the American Radio Relay League.

COPYRIGHT owners may be confronted with several unexpected results in what they first interpreted as an important victory. E. Stuart Sprague, New York attorney, declares in an article in the October issue of "Copyright—Radio and the Jolson-La Salle Case" in the October AIR LAW REVIEW.
PHILIP GEISELMAN LOUCKS

LOUCKS, youthful managing director of the National Association of Broadcasters, justly belongs the credit for bringing that organization out of a state of innocuous esquitude to the vital and active leadership of the broadcasting industry. Picked by the administration of "Bill" Hedges just two years ago for a job that badly needed competent attention, he lunged into it with a vigor and cunen born of a splendid experience—despite his years—in radio.

Like many another radio executive, Phil Loucks rose from the ranks of journalism. But in addition to his newspaper experience, he had a thorough legal education and was well started on a modest yet competent law practice when he was called to his present post.

It was while he was covering the Federal Radio Commission as a reporter, and between assignments attending Georgetown Law School, that Phil Loucks first became interested in the radio business. He became proficient in the field with the radio commissioners and their staff were the intimate and informal companion of any of a reporter but of a "likely ad" who was also fascinated by his technical and legal developments in the radio art. There have been a few reporters who have enjoyed as free and easy and cordial an intimacy with the individual radio commissioners from the very inception of the Commission.

Attending law school while doing newspaper work, the idea grew in his mind that he might specialize in the practice of radio law. He began that practice, and had an income of 100 per cent "batting average" for his clients when he was invited to take over the NAB directorate. The story of how he moved NAB headquarters from New York to Washington, put its house in order, established its new bulletin, carried forward the policies of its directors and otherwise brought it to a sizable trade association stature, is only too well known.

His two-year administration has seen the NAB membership increase nearly threefold, attests to the results he has been achieving.

Phil Loucks was born in Jacobus, Pa., Aug. 8, 1899, the son of Mr. and Mrs. Addison P. Loucks, of a pioneer Pennsylvania Dutch family. He was graduated from the York, Pa., high school in 1917, going from there to the York Collegeate Institute. He left that institution to enter Dickinson College in 1919. At both schools, as at high school, he was a basketball star and pole-vaulter at the New York Collegeate he captained both basketball and track teams.

Working his way through college, he was variously employed as a director of municipal sports, railroad clerk, water company hand, landscape gardener (he had specialized in forestry for a time) and trucker—and of all things—molder of false teeth in a large factory devoted to that purpose. But his most interesting jobs were as reporter, sports editor and news editor of various southeastern Pennsylvania newspapers.

While in newspaper work, he decided to go to Washington to attend Georgetown University. He was graduated from its law school in 1925, and admitted to the District of Columbia bar in 1926. In the meantime, he was employed on the staffs of the Washington bureau of the United Press and the General Press Association, continuing with the latter from 1925 to 1929. His appointment to the managing directorate of the NAB took place at the annual convention of the NAB in Cleveland in 1925.

In 1925, he married his high school classmate, Marguerite Livingston. He is a member of the National Press Club, the American Bar Association, Delta Chi fraternity,

November 1, 1932 • Broadcasting

Page 23

PHILIP GEISELMAN LOUCKS
DON BALL, CBS announcer, and Virginia Arnold, CBS staff pianist, were married at Hastings-on-Hudson, N. Y., Oct. 16. The bride is the daughter of Mr. and Mrs. Charles Arnold of Lawrence, Kan. Ball formerly was with WCAH, Columbus. He is the third of CBS announcerial staff to wed in the last few weeks, the other two being Carlyle Stevens and Paul Douglas. When Jack Benny begins his new series with Ted Weems and orchestra on CBS Thursday night, starting Oct. 30, he will introduce a new artist to the national audience—Andrea Marsh, styled "indigo-central" when Ted Weems discovered on KSTP, St. Paul.

FELIX BERNARD (Felix of the three Peleco Playboys), heard on WABC, has been disclosed as composer of the popular hit of 10 years ago, "Dardeila," which he wrote during a trip through the Dardanelles.

GENE EDWARDS, formerly with WHAS, Louisville, has joined the announcing staff of WJJD, Chicago, for a daily early morning spot.

TRUMAN BRADLEY, formerly with the CBS in New York and KMET, Hollywood, has been signed as regular announcer for WBBM, Chicago. He will announce under the name of "Captain Jack." Bradley also takes the role of "Brad" in the "Easy Aces" dramatic serial on CBS.

STEWART DAWSON, formerly with KYW and WIBO, has joined the announcing staff of NBC, Chicago.

NORMAN BARRY has taken over the position of personal announcer to Mark Fisher, whose orchestra broadcasts over WJJD, Chicago. Barry formerly was chief announcer of WBBM, Chicago.

SEVERAL well-known performers of the WLS National Barn Dance presented over the Chicago station each Saturday evening, have concluded a brief theatrical tour to Rockford, Aurora, and Elgin. Elgin included Rube Tronson, and his Texas Cowboys, the Maple City Four, the Arkansas Woodchopper, the Three Little Mijds, Ralph Waldo Emerson, and Hal O'Halleran.

BOHN, to Ford Bond, NBC announcer in New York, and Mrs. Bond, a daughter, Alice Marylyn, in Brooklyn, Oct. 14. She has organized a new 10-piece house band, WICA also reports the addition of Ray Winters, Bob Bingham and Perry King to its announcing staff, the first two return ing to the station from RCA Victor Laboratories, New York, and the third to NBC Staff.

JOHN STEVEN McARDY, author of the Mission Play in California will give his initial radio series over KEER, Long Beach, Calif., with Sunday broadcasts on books and literature dealing with early Southern California history.

THE GIRLS' trio at KFOX, Long Beach, Calif., (Rolly Wray, Pauline and Christine Stafford) late in October left the station on a 1-month enga ge with the Los Angeles Opera at the Hollywood Bowl.

LUCILLE FOWLER, contralto of KOA, Denver, for several years, has moved to Hollywood. Her Southern California radio debut was made the middle of October via KFWB from the Los Angeles Breakfast Club.

"THE HARMONY KINGS," radio and vaudeville artists of the mid-west who have joined the staff of WAGL, Lancaster, Pa., during their first appearance in that city have been broadcasting for a half hour each afternoon over WAGL.

LYNN CHURCH, formerly KFRC announcer, has joined KYA, San Francisco, in similar capacity.

ELSAL CRAG MacCOll, graduate of Royal College of England and winner of the Clementi Scholarship, will broadcast a series of programs over WIP, Philadelphia. The internationally known pianist has just completed a tour of the capitals of Europe.

PHILIP JAMES, composer of the prize-winning "Station WGBX" an conductor of the Little Symphony Orchestra on WOR, Newark, will be the topic of Walter Damrosch's twelfth music appreciation program on NBC.

ARTHUR TRACY, the Street Singer heard on CBS, and Beatrice Marg were married recently.

IRVIN SELIG, musical director of WCAU, New York, has organized a new 10-piece house band, WICA also reports the addition of Ray Winters, Bob Bingham and Perry King to its announcing staff, the first two return ing to the station from RCA Victor Laboratories, New York, and the third to NBC Staff.

FRANK CRUMIT, NBC singer, has been elected Shepard of the Lamb Club, the highest office in the famous old theatrical organization which has counted America's greatest actors as its members for the last 58 years.

THE GIRLS' trio at KFOX, Long Beach, Calif., (Rolly Wray, Pauline and Christine Stafford) late in October left the station on a 1-month enga ge with the Los Angeles Opera at the Hollywood Bowl.

LUCILLE FOWLER, contralto of KOA, Denver, for several years, has moved to Hollywood. Her Southern California radio debut was made the middle of October via KFWB from the Los Angeles Breakfast Club.

"THE HARMONY KINGS," radio and vaudeville artists of the mid-west who have joined the staff of WAGL, Lancaster, Pa., during their first appearance in that city have been broadcasting for a half hour each afternoon over WAGL.
Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE.

. . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . .

Inquiries will receive immediate attention.

* * * * * *

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY
GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES
WHEN YOU MEASURE COVERAGE... don't forget percentage modulation

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

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

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

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

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

IN THE CONTROL ROOM

EDWIN K. COHAN, technical director; S. G. McAllister, construction engineer; A. B. Chambers, chief engineer, and W. B. Lodge, engineer, of the New York CBS staff, were in Washington Oct. 20 (for the inaugural of WJSV, Alexandria, Va., new capital outlet of CBS).

PHIL. MERRYMAN, formerly with WBC, Washington, has joined the operating staff of WJSV, Alexandria.

MAX KELCH, one time at KMTR, Hollywood, is now an operator for KKKD, Los Angeles.

WALTER PARKER, pioneer amateur radioman, who handled the pickup for the first nation-wide network feature from a Navy airplane for CBS during the Hoover inaugural in 1928, has joined the operating staff of WMAL, Washington.

BORN, to Don Alexander, engineer of WAAF, Chicago, and Mrs. Alexander, a 9-pound son, Donald William, III, Oct. 3.

THE ENGAGEMENT of Joseph Chambers, technical supervisor of WLB, Cincinnati, to Miss Cecilia Byron, of Ft. Thomas, Ky., has been announced.

LESTER BOWMAN, chief engineer of WJJS, Alexandria, Va., was severely burned Oct. 22 while repairing a lighting coil that interrupted the station's operation for nearly two hours.

LOUIS SUMNER BOOKWALTER, former New York division engineer of CBS, now technical director of KOIN, Portland, Ore., has just completed the installation of a master control and modern studio equipment for KOIN.

OTHER INSTRUMENTS

By General Radio

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

DON WOODWARD, formerly KDKA, Pittsburgh, and Lloyd Wiggard, formerly with RCA Victor Co. of Camden, N. J., have joined the engineering staff of WGBR, Cleveland.

ALBERT RUTHERFORD, former with WFBM, Indianapolis, has joined the engineering staff of CKOK, Windsor-Detroit.

WKBK Sale Option

CURTIS Radiocasting, Inc., announced Oct. 21 that it has granted an option to Chicago interests for the sale of WKBK, Indianapolis. Details have not been made public. James D. Carpenter, in charge of WKBK, said that no changes in the personnel are contemplated in the event of the sale, but the genera program style will be revised. While definite confirmation is lacking, it was said that WKBK possibly will become a member station of the NBC red network. The Curtis group operate stations at Evansville, Indianapolis, Terre Haute, Culver and Decatur.

Community Booster

A SPONSOR that carries only five words of advertising, the name of his company, presents a weekly 5-minute community feature over WGBL, Lancaster, Pa. He is Charles S. Goodman, manager of the local Bricker Baking Co., who dedicates each program to the community's civic clubs, organizations and educational group, presenting 5-minute speakers and announcing only that the series is offered by the "Bricker Baking Co., domestic experts." Series of 26 programs renew over WGBL Nov. 2.

Improve Your Broadcast and Beautify Your Studio with USG Sound Control Service

USG Sound Control Service not only provides the kind of acoustics that put your broadcast on the air in the most effective manner, but also provides studio decoration that will convince your clients of the efficiency and up-to-dateness of your studio.

Among the many studios we have assisted to combine satisfactory acoustics with beautiful interiors are the following: KDRA, KQX, WHW, WBRC, WMAV, WEQI, WBC, WNBC, WEAC, WBNJ, WBBM, WMAQ, WCFL, WHCF, WCHL, KMBC, WHK, WIBA, WCCO, WMJ, KOX, KWMQ, KLX, WBB, WWVA, WTMG, WACO, WHO, WSPD, WSM.

Consult some of the officials of the above studios when you meet them at the NAB Convention. They can give you a possible listen in on one of their broadcasts. Visit one of their studios.

We ask an opportunity to show you how USG Sound Control Service can be made to help improve your broadcast to the end that you may profitably serve more advertisers. A letter or post card will put a trained USG Acoustical Engineer at your service. Address United States Gypsum Company, 300 West Adams St., Chicago.

United States Gypsum Co.

SOUND CONTROL SERVICE

Broadcasting • November 1, 1932

Cambridge A, Massachusetts
The Mixing Bowl
The Outstanding Radio Cooking School

The Mixing Bowl is not just another cooking school, its three weekly presentations embrace thirty minutes of editorially treated food values offered in a human way, after the product has been tested and prepared in a model kitchen. Into each discourse is woven the merits of the advertised product. Recipes given over the air tell how products should be prepared and served.

As an extra measure of service to advertisers, the recipes are then printed and mailed to listeners, over 10,000 of whom have been provided with an attractive loose-leaf binder to retain the recipes. These copies are widely distributed in New England homes. All this at no cost to the advertiser.

The Mixing Bowl is under the direction of Miss Florrie Bishop Bowering, a noted home economist, who has been associated with WTIC for 3 years.

*A well-known Connecticut manufacturer of an electric kitchen appliance contracted with the Mixing Bowl for a thirteen-week test campaign starting October 1, 1931. Upon the basis of his returns from the Mixing Bowl he bought on November 2, 1931, thirteen stations on the Blue Network and followed a month later by clearing the entire Blue Network out to the Pacific Coast. This concern is today one of the enthusiastic clients of the Mixing Bowl. The factory has been working full time since he began radio advertising.

*A manufacturer of a food product used daily in the home, after advertising in WTIC's Mixing Bowl for a year, has just renewed his contract for another twelve-month period. Last year he took part in every New England radio cooking school. This season, after a study of returns, he has decided to use WTIC alone.

(*Names upon request)

WTIC

50,000 WATTS — Dominates Prosperous New England

THE TRAVELERS BROADCASTING SERVICE CORP.

HARTFORD, CONNECTICUT • ASSOCIATE N.B.C

November 1, 1932 • BROADCASTING
STATION ACCOUNTS

SPONSORED by the Rumford Chemical Co., Rumford, R.I., a Radio Cooking System, and Wednesday evenings from 7 p.m. to 8 p.m. through July 22, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1937, with "Sons of Liberty," a series of weekly talks on history. Wednesday evenings from 7 p.m. to 8 p.m. through July 29, 1 BULLISH BUSINESS—Scan the records as you will, you won't find any direct connection between running a herd of prize Hereford bulls and running a broadcasting station. But that happens to be the situation with WLBH in Chicago, which has five prize-winning bulls from its farms just west of Lawrence entered. It's one of the most impressive herds of prize Hereford bulls in the middle west. Left to right, with a bull's width separation between them, are M. Conrad McGrew, Leland Barrows and Ernest Pontius, WREN announcers, and Vernon H. “Bing” Smith, WREN manager, all of whom have been with the station practically since its inception.
Gateway to the Great Northwest

MINNEAPOLIS WCCO SAINT PAUL

MINNEAPOLIS WCCO SAINT PAUL

NO. DAKOTA

WHEAT

ORE DOCKS

IRON MINES DULUTH

FARMERS

FORESTS

WHEAT

ORE DOCKS

IRON MINES DULUTH

FORESTS

MINNESOTA WCCO

50,000 WATTS

50,000 WATTS

WCCO Presents

Featuring:

Norvy Mulligan and his 11-piece band, which has just completed a four months' engagement at the Hotel Lowry, St. Paul.

Douglas Baldwin as Master of Ceremonies. Creator of the Sears Roebuck Down Home Hour, the Jamesway Barn Dances, the Gold Medal Feed programs and other WCCO features.

Jim Jennings the Wyoming cowboy yodeler in his first radio engagement.

The Banjo Twins a string and vocal harmony team heard both locally at WCCO and in Columbia chain broadcasts.

And other features.

Participation in Noon Hi-Lites may be purchased in periods of from 5 minutes up

NORTHWESTERN BROADCASTING, Inc.

H. A. BELLOWS, Pres.

Offices: Nicollet Hotel, Minneapolis

E. H. GAMMONS, Vice Pres.

November 1, 1932 • BROADCASTING
CONSIDER THIS...

When you advertise over the radio, you are talking to family groups in their own homes. To have your message listened to and absorbed, you must be on friendly terms with “the folks.” For over two-thirds of a century the owners of WNAX have been making friends of the families living in North and South Dakota, Minnesota, Iowa, and Nebraska. That’s why messages from WNAX are received in a friendly spirit. That’s why these messages get a response that “ticksle the advertiser ’most to death.”

You can take advantage of this friendly spirit by advertising with

W YANKTON • SOUTH DAKOTA

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM
**WMT Fights KSO Removal in Court**

**AN APPEAL from the decision of the Radio Commission granting the application of KSO to Clarinda to Des Moines, la., was filed with the Court of Appeals of Iowa Oct. 20 by WMT, Waterloo, Iowa, through its counsel, Paul P. Spearman. WMT itself is an applicant for removal to Des Moines, la., but was denied authority to operate on 600 kc. with 500 watts regular power. Veredore once operated in that band, but went out of business when it could not compete with KSO.

Extensions of time for the filing of briefs by one side or the other were granted by the court during special sessions of the court set for Oct. 23 and 26. And the court ruled that WLOE, Boston, Fred H. Goss, Boston, and WNYC, New York, while other miscellaneous motions were acted upon respecting other pending appeals.

**Ireland’s Station**

With a power rating of 60 kw., the immediately Free State station at Athone, projected to operate along American lines and to be on the air in mid-November, has been delayed because of the low power which was authorized. A power of 120 kw. was scheduled to go into operation at the end of October.
Why Allow Transmitter Operating Costs to Remain Unreasonably High?

**TYPE 100-B  100 WATT**

**BROADCAST TRANSMITTER**

- Class "B" modulation with extremely low tube cost and operating cost.
- Contains two quartz crystals with separate temperature ovens and thyatron temperature control.
- Separate power supplies for modulated amplifier, crystal control apparatus and special speech amplifier.
- Construction allows immediate accessibility to all vacuum tubes and each individual part of transmitter.
- Operates from 115 volts 60 cycles. Can be installed in a few hours. Completely A.C. operated.

Technical Data On Operating Cost Furnished on Request.

DOOLITTLE & FALKNOR

INCORPORATED

1306-1308 WEST 74th STREET

Telephone: STEWART 2810

CHICAGO, ILL.

---

**Analysing the Radio Audience**

(Continued from page 13)

...cities had radios; and that the proportions are somewhat smaller among native white, foreign-born white and Negro rural families.

Census a General Guide

TOO MUCH emphasis cannot be laid on the fact that the figures are more than two and a half years old, having required all this time for compilation. This means that the totals and percentages have increased substantially in the interim, so that at best these figures can serve only as a general guide. It is well known that the number of radios sold since April, 1930, has been considerable both among urban and rural dwellers, so that the size of the radio audience has been considerably enlarged. It is also well known that many persons, fearing the radio count of 1930 was a precursor of a radio tax, failed to answer the radio question when interviewed by the Government enumerators.

A conservative estimate of the increase in number of the radio-owning homes since the 1930 census was taken would be 20 to 30 per cent; for current purposes, the figures in each of the accompanying classifications should be increased accordingly.

In the April, 1932, issue of Broadcasting there appeared a complete tabulation of the estimated increase in the total number of American homes having radios since the 1930 census; it brought the over-all census figure up to 15,677,253, showing that practically every home in the country, urban and rural, had a radio at that time. It is believed the figure is now nearer 18,000,000.

Broken down by geographical groups, states, color and nativity in the accompanying charts, the figures are valuable in the extreme despite their belated release. The tabulations show the number of families (not including institutions, etc.) having a radio set at the time the decennial census of population was taken. Not only because they are 31 months old, but because they do not count extra sets in the home, sets in hotels, offices, boarding houses and institutions, the figures are incomplete. But they are here offered for what they are worth.

**Adds Transcriptions**

REPORTING a consistent 50 per cent increase in local time sales thus far this year over the same period last year, WRC, Washington, which hitherto has not handled transcriptions, has installed a new RCA Victor 33 1/3 and 78 r.p.m. turntable and will hereafter accept transcription accounts. It is the G. Washington Coffee "Sherlock Holmes" program, regularly presented as a "live" show weekly over the NBC-WJZ network. Being on the NBC-WEAF network, WRC will handle the same episodes on transcriptions under a 26-week contract which started Oct. 24. Nine other stations not on the WJZ hookup are also reported scheduled to get the series via transcriptions.

---

SOUTHWEST WILLYS COMPANY

Distributors of Willy's Overland Products

2000 LOCUS

ST. LOUIS, MO.

October 21, 1932.

Radio Station W I L,
St. Louis, Mo.

Gentlemen:

The series of broadcasts which we started over your station three weeks ago has been so successful that we have decided to extend our existing contracts. In addition to the sale of 25 used cars, we secured a number of good prospects for the sale of cars. In all, our results have been so entirely satisfactory that we would not think of discontinuing our present radio method of merchandising.

We are convinced that through WIL we can cover the surrounding territory as is not possible through any other local medium.

Yours very truly,

BURLINGTON WILLYS CO.,

[Signature]

[Signature]

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

**Broadcasting** • November 1, 1932

---

[Additional contentENS not fully legible]
Radio Loses on Campaign
(Continued from page 12)

radio editor of the New York Times, in his Oct. 23 column, had
his to say about the management ofradio by the politicians:
"The broadcasters complain that the politicians do not cooperate on
well-planned programs. The result is that such parties often
broadcasts in competition with it-
self. For example, time is pur-
chased for President Hoover at the same hour that on other stations
Republican spellbinders are on the
air. And while Governor Roose-
velt is making radio arrangements
for other stations. Radio sells for entertainment and show-
manship. The politicians, never-
theless, neglect to add an element
of entertainment to attract a large
audience, which otherwise would
not tune in. The major parties
should have efficient organizations
to cooperate with the broadcasting
stations, otherwise much of their
effort is wasted."

Mr. Dunlap pointed out specific
cases where the politicians have
crossed themselves up with unwise
bookings, and expressed the broad-
casters' hope that "by 1936 the
parties will perfect radio commit-
ments that understand the mechanics
of broadcasting."

Listeners Displeased

DEMOCRATS are handling their
radio bookings from New York
headquarters. Republicans are
making most radio arrangements
out of Chicago, though they also
have on their radio staff Paul Gas-
 devised, an employee of the Ches-
apeake & Potomac Telephone Co., in
Washington, whose position and
authority are only vaguely defined
who has been on leave from A. T. & T. to aid the Hoover
radio campaign. He was once
mentioned for the first zone radio
commissionership, a reward antic-
pated after his radio work for
Hoover in the 1928 campaign.

That a great portion of the audi-
cence dislikes having political
speeches pouring out of its favor-
izable radio stations is attested by no
less an observer than William
Hard, the NBC political commen-
tator and a widely known newspa-
der and magazine writer. Wrote
Mr. Hard in one of his recent Con-
solidated Press dispatches:
"This campaign is marked by a
considerable number of curious
features. "The first is the slenderness of
the campaign funds. If the Re-
publicans get two million dollars
to spend they will be satisfied. If
the Democrats go up much above
one million they will be gratified.

"The use of radio by the two
parties will perhaps be only one-
half of what it was four years
ago. At the same time there have
been torrents of complaints from
radio auditors against the intru-
sions of political speakers into
periods usually reserved for their
favorite musical and comic enter-
tainers. A great multitude of
voters seem to prefer those enter-
tainers even to the presidential
candidates themselves.

Evasid Crooners

"ONE OF THE two parties has re-
solved that never again will it al-
low any of its speakers to go on
speaking into the customary peri-
ods of certain radio topnotch
entertainment artists. It has come
to believe that the eminent states-
man who pushes a popular crooner
off the air makes more enemies
than friends.

"The radio chains are not dis-
pleased with the decline this year
in the number of political party
programs. Those programs are
not profitable when they supersede
ordinary commercial programs. It
pains a broadcasting company to
have to pay an expensive troupe of
radio entertainers while a distin-
guished political orator is har-
anguing in their time. The con-
solidation of the radio officials is
only that they can perhaps argue
themselves into thinking that they
are thus performing a public patri-
tic service.

"Meanwhile a large proportion
of radio listeners do not regard it
apparently as a service at all.
Once last year when Senator
Borah himself was addressing the
radio audience, the telephone girls
of the studio from which he was
speaking spent his whole period
of speaking remonstrances from
listeners who wished to listen to the
professional entertainment team
which he was displacing. Editor-
ial writers may make such
suitable comments as may occur
them on the tastes of voters."
Applications...

**OCTOBER 15**

**WJEJ, Hagertown, Va.**—Modification of CP issued 7-9-32 to give new station to give exact transmitter location and change equipment.

**WKEX, Erie, Pa.**—License to cover CP issued 8-23-32 and modification of CP issued 10-6-32 to move station from WCAH, Erie, Pa., to new location (Erie County). Pa.

Applications returned: WMCA, New York—Special authority to increase power from 500 w. to 500 w., with an additional 500 w., experimentally; KPCB, Seattle—CP to change equipment and change hours from 190 to 256 w.

**OCTOBER 17**

**NEW, St. Louis, Mo., Missouri Broadcasting Corp.—CP for 2542 kc., 50 w.; temporary broadcast pickup station.**

**OCTOBER 18**

**WCBA, Allentown, Pa.**—Modification of license to increase operating power from 250 to 500 w.

**WSAN, Allentown, Pa.**—Modification of license to increase operating power from 250 w. to 1000 w. on CP.

**KFLX, Galveston, Tex.**—License to cover CP issued 6-8-32 to change equipment.

**KPQ, Wenatchee, Wash.**—CP to change equipment and increase operating power from 50 to 100 on CP.

**WHS, Hinsdale, Ill.**—License to change power from 500 w. to 500 w., unlimited hours.

**WUP, Buffalo, N. Y.**—License for new station to use 1570 kc., 100 w., unlimited hours, (facilities of WQBC). N. Y.

**WSAX, Jackson, Mich.**—License covering CP for 1600-1700, 45000-46000, 45800-50300, 60000-60000 kc., 100 w., visual broadcast station.

**OCTOBER 19**

**W9XAK, Manhattan, Kansas.**—License covering CP for 2100-2200, 125 w.; experimental visual broadcasting station.

**OCTOBER 20**

**WCAD, Canton, N. Y.**—Install automatic frequency control equipment.

**WKAV, Laconia, N. H.**—Modification of license to change specified hours.

**WEDR, Buffalo, N. Y.**—License to cover CP issued 7-9-32 for auxiliary service.

**WOOD, Grand Rapids, Mich.**—License to cover CP issued 6-14-32 and modification to change equipment and move transmitter from Furwasaw, Mich.

**WWL, New Orleans—Modification of license to change hours (facilities of WKKH). La.**

**KGA, Gainesville, Ga.**—Modification of license to make change in specified hours.

**File attachment of CP to extend date of completion to 5-17-33.**

**KPS, San Francisco—Modification of CP to extend date of completion to 5-17-33.**

**OCTOBER 22**

**WJSV, Alexandria, Va.**—License to cover CP issued 6-10-32 for auxiliary service (facilities of WBJE). Va.

**WJW, Akron, O.**—License to cover CP issued 9-8-32 change location from Mansfield, O. to new location for CP issued 9-8-32.

**NEW, Abilen, Tex.**—Time Period for CP to use 1420 kc. 100 w. share with KABC, San Antonio. Tex.

**KGKX, Lewiston, Idaho—Modification of CP issued 5-10-32 gives exact location transmitter; change in equipment.**

**KTM, Los Angeles—Voluntary assignment of license to Evening Herald Publishing Co.**

**KELW, Burbank, Calif.—Voluntary assignment of license to Evening Herald Publishing Co.**

**NEW, Tyrone, Pa.**—License to use 780 kc., 500 w. night, 1 kw. local sunset; unlimited hours; facilities of KTM, Los Angeles, and KELW, Burbank, Calif. N. Y.

Applications returned: NEW, R. E. Warnack & A. E. Waterman, Oswego, Calif.—to use 1575 kc., 15 w. 4 hours a day; WPAD, Paducah, Ky.—change equipment and power from 1420 kc. to 1120 kc., 250 w.; NEW, The Building Industries Exchange, Inc.—to use 900 kc., 250 w.; D. WLV, Lynchburg, Va.—CP to change equipment, frequency and power hours from 1570 kc., 100 w.; shares with WTMY, 1550 kc., limited power, 250 w., local sunset, unlimited (facilities WRBIX, Roanoke, Va.).

**OCTOBER 23**

**WQYT, Chester Springs, Pa.**—Modification of CP issued 9-5-32 to make changes in equipment. Pa.

**WBAX, Wilkes-Barre, Pa.**—CP for changes in equipment, power and frequency changes from 1210 kc. 100 w., specified hours, to 1230 kc., 250 w., unlimited hours.

**WACO, Waco, Tex.—Install automatic frequency control equipment.**

**WENC, Americus, Ga.—Modification of license to change power and hours from 100 w. D. to 50 w. night, 100 w. local sunset, unlimited hours.**

**KBIX, Springfield, Mo.**—License to cover CP issued 7-9-32 to change equipment and increase power from 5 to 25 kw.

**KJU, Fresno, Calif.—Modification of CP issued 7-22-32 to give exact transmitter location and change in antenna.**

Applications returned: WKDB, Indianapolis—Modification of license to change hours to share with WMCA and WBAA; KKFN, Shenandoah, Ia.—Modification of license to change hours to share with KUSK, Vermillion, S. D.—Modification of license to change hours to share with KFPP and WFL and to remove time clause: WILL, Urbana, Ill.—Modification of license to change hours to share with KFNN and KUSD and to remove time clause: KUJ, Walla Walla, Wash.—Modification of license to change from D. to unlimited time.

**OCTOBER 27**

**WABF-WDOQ, New York, N. Y.—CP to move to new location from Long Island, N. Y. to location of main transmitter, one-half mile from Wayne, N. J.**

**WACO, Waco, Tex.—Modification of license issued 7-15-32 to give exact transmitter location.**

**NEW, Lansing, Mich.—N. M. Rader for CP to use 580 kc., 100 w., unlimited hours amended to request 125 w.**

**WRBIX, Roanoke, Va.—Modification of license to change hours of operation from shares equally with WHIS to shares equally with WMAC.**

**KASA, Elk City, Okla.—License to cover CP issued 7-32-32 to include new station W2WS, 1420 kc., 50 w., unlimited hours.**

**NEW, Joplin, Mo.—Capitol Radio Transmitting & Detection Corp. for CP to use 1420 kc., 100 w., unlimited hours.**

**NEW, New York—Modification of license to change location and studio legally and change equipment.**

**NEW, Hutchinson, Kan.—Hutchinson Broadcasting Corp. for CP to use 1420 kc., 100 w.**

**WKBI, LaCross, Wis.—Modification of license to change hours of operation from simultaneous day and night.**

**KGJF, Los Angeles, Calif., and KLZ, Denver—Install automatic frequency control equipment.**

**Decisions...**

**OCTOBER 18**

**WCAU, Philadelphia—Granted license, 1170 kc., 50 kw., unlimited time, covering move of transmitter from Delaware to New Jersey, installation of new equipment and increase in power from 10 to 50 kw.**

**KEX, Houston—Granted license to use 1440 kc., 250 w., unlimited hours, covering frequency in power equipment.**

**KDG, Denver—Granted license to use 1570 kc., 110 w., unlimited time, covering frequency in power equipment.**

**KGUS, Springfield, Ill.**—Granted consent to voluntary assignment of license to WCBS, Inc.

**KELW, Burbank, Calif.—Granted authority to operate simultaneously Nov. 8 from 6 p.m. to midnight, and to continue until 3 a.m. CST, Wednesday, Nov. 8, with 1 kw. power, in order to broadcast election returns.**

**KGW, Fort Morgan, Colo.—Granted authority to discontinue operation until Dec. 1.**

**Washington Visitors**

H. K. Carpenter, WPF, Raleigh, N. C. N. C.


E. K. Cohan, A. B. Chamberlain, S. G.

L. A. Barber, A. C. Bennett, C. S.


**J. C. Brimmers, Westford, Mass.—Granted permission to take depots in its possession for renewal of license hearing.**

**J. B. Adams, F. J. O. C., New York—Case to be heard by Commission on Nov. 16. Oral arguments, scheduled for Oct. 15, cancelled.**

**KTAR, Phoenix, Ariz., and WTJW, Milwaukee—Hearing date continued to Nov. 29.**

**WJSV, Alexandria, Va.—Equipment test extended for period of 10 days after Nov. 17.**

**The Commission, on Oct. 4, decided not to extend further the working of Rule 145 in case of broadcast stations that have installed approved frequency monitors but that have not obtained a satisfactory check of the calibration of these monitors. The Commission has also approved the installation of a signal monitor in all cases where the frequency monitor is in all details operating according to the requirements of Rule 145. The frequency monitor in a studio is installed and due diligence is being exercised in obtaining a check and the required calibration, Rule 145 may be considered to have been met.**

**OCTOBER 21**

**WMAL, Washington, D. C.—Granted CP to install auxiliary transmitter, 75 kw., on peak.**

**KGM, Albuquerque, N. M.**—Granted CP to move (Continued on page 31)
THE NEW YORKER Picked Three Radio Features... All Originated by W-G-N

MARCH 22, 1930

ON THE AIR

The Wet, the Dry, and the Red—Green Days Suspense—Historical

The progran
dial hour on the radio is full of excitement. Every evening at a quarter before seven, Floyd Gibbons joins the air with his daily report of the Literary Digest's News wires over no inhibition. The news is artfully chosen. In the news, where dinner is late, he comes to his audience at the most moist time of the day. In the dry states, where there is no diversion to delay the serving of the soup, he speaks to people who have finished supper and are seated against temptation.

Mr. Gibbons fills in his time with news-items, and he manages to put an eight-column headline on the air. After the first page of the Herald Tribune's Observer also sends out radio flashes. It is the heavily-censored news-broadcast of all that because it is sent from the pressroom and you may fear the press may resume in the background. In addition to the news-items—some selected with editorial discrimination—the Herald Tribune sends out short talks by members of the staff.

As for W-G-N, the studio has gone beyond all control. The radio never has had a more amusing feature, not one that has crept into much favor. For Amos 'n' Andy, like Sidney Smith with his Andy Gump, have finally mastered the trick of creating suspense. With a half-dozen plots running through their sketches, they hold the dramatic tension in a way to arouse the admiration of Professor Bilderbeck. For the week the King Fish's Great Homestead topped over, with Madame Queen's fifty dollars involved in the rain, was the blackest since that night in Old-town after the stock-market dive.

These sketches are broadcast at eleven o'clock by W-G-N in New York, and the Peabody Company must be going mad with joy over their success. Never before has a toothpaste soared to such dizzy heights. The motion-picture fighter is complaining that Amos 'n' Andy have cut into the patronage of what is known as the support show; in fact several bright managers have installed radio in the theaters so that the performance may be interrupted for fifteen minutes while the sketches are broadcast.

All sorts of legalities are involved. Probably one of the questions which Chief Justice Hughes has to decide is whether or not Amos 'n' Andy may be used to lure patrons to the movies.

As for me, when Amos has lost his dog and when I hear nothing of a character named Fas Pending, I feel desolate.

The Majestic Hour—over WABC on Sunday night—has started a new feature that can go on forever, as far as I am concerned. Quin Ryan, who is Chicago's own McNamara, is avoiding out rebroadcast of Big Moments in the air, supplemented by radio descriptions of events that unfortunately took place before science had made all public events also public property.

Mr. Ryan's opening program for Majestic was almost too much. He gave a rebroadcast of that seventh round of the Dempsey-Tunney fight, thereby starting all the old arguments for fermenting again, and a sketch—of the Kentucky Derby of 1925—of it won by Whisket. Both these events were described against a background of appropriate oaths and pikes.

But the masterpiece of the broadcast was Mr. Ryan's description of the Chicago fire of 1871. With the help of incidental music, which included everything from the Irish songs of the O'Leary's party in the burning of the old courthouse bell, Mr. Ryan worked himself up into a fine frenzy of excitement over the sixty-year-old tragedy. After vividly describing the hopeless citizens standing up to their necks in Lake Michigan to save themselves from the flames, Mr. Ryan ended his talk by saying, you, too, to visit Chicago in 1933 and see the Great World's Fair. He almost implied that Chicago in its warm-hearted hospitality, would stage another little fire to please the guests.

Anyway, these, Majestic broadcasts have originality and their possibilities are endless. I, for one, vote for rebroadcasts of the Battle of Waterloo, the Half-Mills murder, Steve Hulder's leap, and that World Series baseball game made memorable by Mr. Marble's failure to touch second base. —A.S.

"AMOS 'N' ANDY," originated and developed by W-G-N under the name of "Sam 'n' Henry."

FLOYD GIBBONS, introduced and coached by W-G-N for radio after his more than a decade of "headline hunting" the world over for the Chicago Tribune . . . .

QUIN RYAN, now manager of the station, who since early 1924 has faced the W-G-N mikes in a greater variety of distant national news events and radio features than any other announcer . . . . At the time of the New Yorker's column, he was acting as master of the continent over the Columbia chain, borrowed pro tem from W-G-N . . . .

The station that gives the world daily such chain features as Super-Suds "Claire, Lu, 'n' Em," Kellogg's "Singing Lady," and Ovaltine's "Little Orphan Annie," has similar peaks for you today, all ready for picking . . . .

As for station popularity, just take an honest poll in Zone 7—pick, say, Grand Rapids, Peoria, South Bend, Cedar Rapids and Green Bay . . . or any others.

THE CHICAGO TRIBUNE STATION ON THE Drake HOTEL

416.4 METERS—790 KILOCYCLES

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

November 1, 1932 * BROADCASTING
Copyright Issue Awaits NAB
(Continued from page 10)

that the new association would in no wise conflict with the NAB, and denied that it would have the effect of splitting the industry. It was reported also that Mr. Damm had been elected president of the new organization, and Mr. Fitzerman secretary.

Dill Attacks Dealings
AN UNEXPECTED and important repercussion to the ASCAP negotiations with newspaper stations was the receipt by Broadcasting of an unsolicited letter from Senator Dill, (D.) of Washington, radio leader of Congress and co-author of the Radio Act of 1927, in which he assailed "this latest attempt of the American Society to curry favor with the great newspapers of this country." Characterizing it as a new illustration of ASCAP's attempt "to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of the power which they exert by control of 90 per cent of the copyrights on the most popular music," Senator Dill said, he sincerely hoped that newspaper stations will not be "induced by this mess of potage to endanger their birthright to run radio stations."

Senator Dill, in conclusion, said he was "more and more convinced that Congress must at an early date pass legislation to compel fair treatment by any organization controlling any considerable amount of copyrighted music, to the extent of compelling them to charge no unreasonable fees, make no unjust requirements and, above all, make no discriminatory agreements."

Split in Ranks Seen
IN CONNECTION with the newspaper-station negotiations, a number of influential newspapers operating stations, such as the Chicago Tribune (OWGN) is at the very outset that they would refuse to accept the Mills proposition for a more favorable contract in view of the basic iron which it was offered. It was their view that the ASCAP move was designed to split the radio ranks and that such a move could arouse resentment in the industry.

Further complicating the copyright situation, and tending to show the inequity of the ASCAP demand for 3, 4 and 5 per cent of the "net receipts" of stations during the next few years, pre-readjusted sustaining fees, which would swell the ASCAP coffers from $300 to $500 per year for previous broadcasting annuities, was the entrance of a leading program sponsor into the field.

Mr. Louis with the letter to Broadcasting, H. C. Graham, director of radio of the Los Angeles Soap Co., sponsors of "Chandu, the Magician," attacked ASCAP's stand that the 3 per cent of net receipts be paid on programs whether or not they use ASCAP music. Many stations have adopted the practice of passing the royalty on to the program sponsor, since absorbing it themselves might mean the difference between keeping in business and going into receivership.

New Rift Predicted
"THE CONTROVERSY between ASCAP and the NAB, although temporarily settled, will soon be torn open again—this time by a third party—royalty structure. In the opinion of his board as to whether he can offer a new contract changing the basic royalty structure. In the opinion of observers, it will be the only time in the NAB history that its membership will have been called upon to take action on a concrete situation of such magnitude involving dollars and cents."

Negotiate Eight Weeks
THE COPYRIGHT situation will be presented to the convention after eight weeks of persistent negotiation between Mr. Mills and Mr. Schuette, during which they have been unable to reach an accord, though they have driven for an understanding. The first real step forward was made when ASCAP on Oct. 10 abandoned its intent to collect the revenue on political addresses. That broke down the demand that fees be paid on all revenues. Then the initial contract offered newspaper-owned stations by which they would not pay royalties on "public service" programs, as well as sustaining fees, opened the way for similar contracts to all stations.

Certainly, the newspaper-station contract is up in the air at this time, and also should be brought into the open at St. Louis, prior to its consummation. The upshot of all these conflicting activities and negotiations has been that
Announcing

RADIO STATION

WGNY

1210 Kilocycles . . . . 50 Watts

CHESTER, N. Y.

- A Radio Station Is No Larger Than Its Audience

To the Federal Radio Commission:

We express our appreciation for its recognition of Orange County's need for a high calibre local broadcasting station.

To Orange County's 150,000 People:

We pledge the character of broadcasting service previously unavailable in this area.

To the Broadcasting Industry:

We will strive to show that a local station, operated in accord with the highest ideals of the craft, has a true and indispensable place in radio.

To Advertising Agencies and Advertisers:

We will endeavor to prove that a station is no larger than its audience, and that WGNY will build a loyal, worthwhile audience in Orange County, a strictly agricultural community, which practically borders on the very metropolitan and manufacturing area of New York City.

- 33½-78 r. p. m. Turntables
Completely RCA Equipped

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

November 1, 1932 • BROADCASTING
The Other Fellow's Viewpoint

Hospital Listeners

To the Editor of Broadcasting:

There comes a time in the radio business when all good men must surrender the old appendix. I've just surrendered mine, and am now eligible for membership in the "Incision Commissaries Club of America," into which Ted Husing and I started the club today.

But that's not what I started to write about. Three weeks flat on the back in Beth Israel Hospital gave me an idea which, I believe, can be used by radio stations everywhere. It has already been put in operation at WMCA. Here's the story:

One of the first things I noticed (outside of gas pains) when the anesthetic wore off was that the Chief Engineer of the hospital seemed content to tune in on the master set which feeds the bed-heads and let it go at that.

Now I'm a very funny guy about my radio programs. Being in the business, I can take 'em or leave 'em alone. It wasn't long until I ran into one of these programs that didn't interest me in the least, whereupon I called the Chief Engineer (whom I've seen) to see what could be done about it. With a bit of effort I made him understand that there were things on the air that I'd much rather hear than a Nicolletian formula for making crispy crumpets, or how to take a discarded soapbox, stuff it up with three yards of tulle, and have a

very serviceable dressing table after you got through with the churning up process.

So the fellow tuned in a few things I wanted to hear. When I was able to wheel-chair around the place a bit I visited other patients, trying to find out what they thought of the practice of tuning one set and letting it go all day. They were unanimous in their opinion that variety would provide spice in radio as well as in life—and that something ought to be done about it.

So, we have done something about it.

In our program releases now we check especially for radio-equipped hospitals the programs we sincerely believe will bring a bit of joy to bedfast persons. We have contacted the engineers in charge of tuning in programs, explaining what we're trying to do, and they've agreed to cooperate.

The average daily population of hospital patients in the New York area served by WMCA exceeds 30,000. These listeners naturally will not always be confined in hospitals. They'll go home to their homes. They'll be potential customers for what radio has to sell. And by telling them about radio they'll know something about how to use radio for having pointed the way to interesting programs for their enjoyment while they were sick.

Maybe it's a good idea. If so, I'd like to see every station put it into operation.

George Bricker, Station WMCA

New York City

Oct. 20, 1932.

PROFESSIONAL DIRECTORY

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

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Bldg., Washington, D. C.

J. C. McNARY
Consulting Radio Engineer
Directional and Non-Directional Antenna Installations.
Field Intensity Surveys.
9490 112th Ave. N., R. D.
Chevy Chase, Maryland

GLEN D. GILLET
Consulting Radio Engineer
Synchronous Generators
Field Strength and Station Location Surveys
Antenna Design
Wire Line Problems
National Press Bldg., Washington, D. C.
N. Y. Office: Englewood, N. J.

KEMP

Fostering progress in Broadcasting...

Sells Some Time

To the Editor of Broadcasting:

In view of the inaccurate statements made in the third column of page 10 of your issue of October 15, whose basis is dif- fuse, to understand, I beg the oppor- opportunity of presenting the facts to the matter.

In my call letters of Station WEAL owned and operated by Cornell University, have been changed to WESG. No call has been made or is contemplated in ownership, control of program or operation. No application pending or contemplated to remove the station to Elmira or discontinue in any respect its educational programs present by the University for the past three years. The station has prospered, as it has in the past, selling some of its unused time and block of time has been contracted for by an Elmira organization for commercial programs, originating in Elmira, N. Y.

WILLIAM C. BALLARD, Jr.
Professor, School of Electrical Engineering, Cornell University, N. Y.

Oct. 17, 1932.

Editor's Note—As stated in the article in question, the information therein came from official and therefore reliable sources, we regret the error and are glad to publish this explanation by Prof. Ballard.

Curtis Backs Professo

For Job on Commission

VICE PRESIDENT Curtis j. c. Jensen, engineering instructor of Nebraska Wesleyan University and director of its station WCAJ, at Lincoln, to the Radio Commission as successor to Maj. Gen. Charles McK. Saltzman, who resigned the chairmanship last July. Letters endorsing Prof. Jensen have been sent by Mr. Curtis to the White House and to the Radio Commission.

Prof. Jensen also was recom- mended for the post by Senato Nye (Rep.) of North Dakota, an is understood to have the endorsement of the National Committee on Education by Radio, the organization opposed to commercial broadcasting and fostering legislation to set aside 15 per cent of the available waves for educational stations. He is only one of a dozen candidates for the post.

KEMP
THE NEW WJSV

Is on the air ... bringing a complete Columbia Network Service to the National Capital Area...

PREFERRED PROGRAMS

Kate Smith, Guy Lombardo, The Boswell Sisters, The Mills Brothers, Morton Downey and the whole galaxy of Columbia's famous features now reach the National Capital Area on a full and uninterrupted schedule through the new WJSV. Ninety per cent of WJSV's evening time is devoted to these programs, ranked first in popularity by every impartial survey.

10,000 WATTS

Operating with 10,000 watts power, within 4 1/2 miles of the White House and with a well-nigh perfect ground system embedded in the tide-swept banks of the Potomac ... the new WJSV is laying down by far the strongest average signal received by the 150,000 receiving sets in its intensive service area. On special tests, recently conducted, WJSV has verified reports of reception from coast to coast and from Canada to the Gulf.

PRIMARY MARKET

The new WJSV effectively covers a rich market embracing a population of 766,999 persons who purchase $395,810,000 worth of merchandise every year. This market is entirely within the "one millivolt per meter line" of the new WJSV.

WESTERN ELECTRIC TURNTABLES

Western Electric Turntables—33 1/3 and 78 R.P.M.—lateral or hill and dale pick-up are standard equipment. A number of preferred positions during both day and night are now available for recorded programs of high quality.

*WRITE FOR RATES AND OPEN TIME.*

WJSV

10,000 WATTS

OLD DOMINION BROADCASTING COMPANY

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

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

November 1, 1932 • BROADCASTING
ROCKEFELLER CITY—the city within a city—is rapidly becoming a reality. First units of this great amusement center to be completed will be the RKO Theater and the International Music Hall. These two theatres are being equipped with the finest and most elaborate sound systems yet devised. Eighty Velocity Microphones will be an important part. The engineers who planned the equipment for these theatres found that only by the use of these new microphones could they meet the high standard of reproduction which was specified. That other engineers have had similar experience is proven by the fact that almost every high-quality audio installation now going forward is planned for use with Velocity Microphones.

ENGINEERING PRODUCTS DIVISION
RCA Victor Company, Inc.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
CAMDEN, N. J.
“RADIO HEADQUARTERS”