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Stations Cry for Justice

1,500 COMPETE IN FREE DEBUT

With a list of applicants totaling 1,500, auditions for the free concert-radio debuts offered by the National Broadcasting Company for new young artists selected by the National Music League has begun. An audition committee of ten, chosen by the League, will pass on the candidates.

George Engles, director of the National Broadcasting and Concert Bureau, which is arranging for the debuts, said that final decision as to the winners will rest on a double audition heard by two groups of judges. One group, seated in the auditorium with the artist, will decide on his abilities as a concert performer; the other group will hear the performance over an amplifier and pass upon the artist's broadcasting qualifications. Such a final test is essential, Engles explained, because the debuts will be of a combined concert and radio nature.

Practically every state in the country is represented on the list.

Arthur Moss Rises to Electrad Presidency

Arthur Moss, treasurer of Electrad, Inc., in charge of sales and advertising since the company was formed, has been elected president of the company.

Electrad, Inc., about five years ago began manufacturing a wide range of high-class radio parts at 428 Broadway, New York City, which address was retained until the beginning of last year. From the very inception of the company its line met a ready acceptance on the part of both the general public and of radio set manufacturers.

Under Mr. Moss' management, the company's sales have rapidly increased, until it is now recognized as one of the leaders in the industry. Since January, 1927, the company has been located at 175 Varick Street, in much more commodious space and with greatly expanded factory facilities.

Mr. Moss' accession to the presidency of Electrad, Inc., was hailed as indicating a distinctly progressive policy within the organization that points to still further growth.

FREED-EISEMANN Radio Corporation announces the appointment of Philip Van Doren Stern as advertising manager. He was the company's first advertising manager when broadcasting began.

Blind Man's Log Is in Raised Letters

Cincinnati

When the simple erasure of penciled figures and the writing in of a few more will remake a radio log, reallocations of radio stations mean little to the dial-twister.

Changing a radio log becomes an undertaking, however, when a blind listener must tabulate stations in raised letters known as New York Point.

Writing to station WLW, a Danville, Ind., man describes his raised-letter radio log and his elaborate method of listing his favorite stations.

"One chart lists the daily features by station call letters and hours of broadcast from the most dependable stations," he writes. "The other chart lists the weekly feature in a similar manner."

SPLITDORF REIN GOES TO EDISON

Thomas A. Edison & Co. acquired "a substantial interest" in the Splitdorf Radio Corporation. Splitdorf products will be taken off the market by the end of the year. The company will devote itself almost entirely to making radio equipment for the controlling company.

The new officers of the Splitdorf Radio Corporation will be Charles Edison, chairman of the board; Walter Rautenstrauch, president; Donald Ross, vice-president and secretary; Arthur L. Walsh, vice-president in charge of sales; Ralph H. Allen, vice-president in charge of finance and operation; H. F. Miller, treasurer, and Henry Lanahan, general counsel. The newly created finance committee, consisting of Charles Edison, Mr. Allen and Mr. Ross, will control the finances of the Splitdorf Radio Corporation and the Splitdorf Bethlehem Electrical Company, parent company of all Splitdorf interests.

A RADIO INFORMATION clearing house is announced by John F. Rider, president of the Radio Treatise Co., 270 Madison Ave., N. Y. City, to supply radio data of all nature, in addition to a regular consulting service. Wiring diagrams of old and present-day manufactured receivers, and also of the popular kit receivers, have been compiled.

Reallocation Severe on Some Big Broadcasters with Many Hundreds of Thousands of Dollars Invested—Board Lis- tens to Appeals from Re- assignment Effect.

That there are kinks in the reallocation, principally as to wavelength and time on the air, and to a lesser degree as to power allotment, and that these deficiencies must be ironed out, or great dissatisfaction will result, was obvious from recent hearings held by the Federal Radio Commission.

The Commission expected some injustices would become apparent as the reallocation was tried out. Some of the problems presented are so knotty that, under the Davis law, it may be fairly said there is no solution, but it is a case of equal distribution of necessary injustice. Big stations are as hard hit as small ones.

Washington.

Representatives of three Illinois broadcasting stations, two of them in Chicago and the third in Zion, appeared before the Federal Radio Commission on applications for increased broadcasting time, all on the 870 kilocycle channel. One of the stations, WENR, owned by seven public utility corporations in Chicago, also requested permission to operate with 50,000 watts, instead of the present assignment of 5,000 watts.

Spent \$750,000

WLS, owned by The Prairie Farmer Publishing Co., and WCBF, Zion, also were heard on their applications for modification of their licenses.

John E. Wing, counsel for WENR, told the Commission that approximately \$750,000 had been expended for new transmitting and other equipment and that under the new allocation the station was allowed only two-sevenths of the broadcasting time.

Wilbur Glenn Voliva, overseer of Zion City, on behalf of WCBF, requested return of the 870 kilocycle channel with five hours of night broadcasting during the week. Under the new allocation which went into effect November 11th, WCBF

WLS and WENR in Hot Fight

was placed on 1,170 kilocycles for daylight operation only.

Favors No Particular Station

William R. Dawes, President of the Association of Commerce of Chicago, and brother of Vice-President Dawes, testified that his organization was interested in having for the city and the Central West the largest amount of broadcasting facilities possible to obtain. Explaining that the organization favored no particular station, he said that WENR, with its new facilities, is capable of serving the entire Central West.

Referring to the utilities companies owning WNER, Mr. Dawes said:

"They would not use the station in any manner that would be harmful to the people. The Insull companies are desirous of developing facilities to the utmost in order to perform the greatest public service."

Personal Friendship

Replying to a question asked by counsel for WCBD, the Zion City station, he said:

"Personal friendship with Mr. Insull is not the cause of my presence here. We want to get the best broadcasting facilities possible for the Radio Commission to give."

John V. L. Hogan, consulting engineer of New York, appeared for WENR and testified as to the technical details of reception on the 870 kilocycle channel. He said that interference that would be produced by a 50 kilowatt station would be less on the 870 kc channel than on other cleared channels and that the value to the public would be enhanced in that millions more people would be within reach of the station. A 50 kilowatt station would have a service range of 1,000 miles whereas a 5,000 watt station would have a range of only 300 miles.

Senators Norris of Nebraska, Brookhart of Iowa and Walsh of Montana, were present in the interest of WLS, which also asked full time on the 870 kc channel.

The Commission heard the appeal of WNYC, New York municipal station, that it be allowed to operate full time on the 570 kilocycle channel, which it is now sharing under the reallocation with WMCA.

The delegation for WNYC was headed by Grover A. Whalen, who was Commissioner of Plant and Structures at the time the station was installed. Mayor James J. Walker was detained in New York, but George P. Nicholson, Corporation Counsel, told the Commission that the mayor was "heart and soul in favor of the station." He also said that the station does not enter into any commercial contracts.

Educational Advantages

Mr. Whalen argued that the station was a vital educational factor in the life of the people.

Albert Goldman, present Commissioner of Plant and Structures, explained the "City Air College," conducted over WNYC, benefits those people who had no educational opportunities in their younger days. He also said that the station was needed for experiments in conducting fireboats and to keep in touch with the police stations throughout the city.

Dr. Frederick B. Robinson, president of the College of the City of New York, William A. Boylan, Assistant Superintendent of Schools, and Dr. Henry T. Fleck, of Hunter College, testified to the educational benefits of WNYC. Others who testified for the station were Dr.

SENATORS CALL WENR SELFISH

Washington

Three United States Senators, before the Federal Radio Commission, opposed granting full time to WENR, Chicago, on the ground it was owned by the public utility interests that wanted to broadcast propaganda. The Senators were Norris, of Nebraska, Walsh, of Montana, and Brookhart, of Iowa.

The Great Lakes Broadcasting Corporation operates the station. This corporation is composed of seven public utility companies. At present WENR shares time with WLS, formerly owned by Sears-Roebuck, but now owned by "The Prairie Farmer."

"The power trusts have controlled a good part of the earth," said Senator Norris. "They ought to let us have the air."

Senator Norris referred to the disclosures before the Federal Trade Commission of dubious practices by utility companies in spreading propaganda. Senator Walsh went into this subject in detail.

John A. Wing, attorney for WENR, said the three Senators knew very little, if anything, about the station's programs. Mr. Wing submitted telegrams from Governor Small and Governor-elect Emerson, as well as from other Illinois officials, commending WENR as a station of public service, convenience and necessity.

Shirley Wynne, Health Commissioner of New York City; Gilbert T. Hodges, president of the Advertising Club of New York; General Robert Lee, Bullard and John D. Flynn, representing the National Security League; Hugh Lynch of the Merchants Association of New York; William J. Russell, secretary of the Chamber of Commerce of the Borough of Queens, Christie R. Bohnsack, managing director of the station, and Representative Emanuel Celler of New York.

"Useless Tax Burden"

Eight witnesses appeared for station WMCA. Frank D. Scott, counsel, called Thomas J. Noonan of the Rescue Society, New York, Oswald G. Villard, editor of "The Nation," Milton Remer, Charles T. Root, and John A. Meeker, representatives of the Christian Scientists of New York, George Edelhertz, editor of "The American Hebrew"; Edgar Felix, a radio engineer; W. K. Wing, editor of "Radio Broadcast"; and Harry Mack, studio director of WMCA.

The witnesses for WMCA attacked WNYC on the grounds that it was a useless burden on the taxpayers of the city, that it was lacking in technical perfection, that it was defective in transmission and that it lacked continuity of good programs.

Satisfaction Not General

New York and Chicago are not the only large cities in which there is much dissatisfaction over the reallocation. Word comes from Cincinnati, Ohio that although reports of the Radio Commission label the new arrangement of wavelengths as in general "satisfactory," listeners in Cincinnati and in all of the Ohio Valley are working themselves into a frenzy of

desperate disfavor because of the loss of the night programs of WSAI.

Newspapers in Cincinnati and in surrounding cities began sending a renewed barrage of vitriolic telegrams to the Radio Commission as WSAI fans reported that Sunday night's first thrill of getting the signals of a few distant stations would in no way compensate for the loss of consistently good radio reception.

Numerous reports from listeners all over the United States indicate that to many set owners, station WLW with its new 50 kilowatt transmitter is the one bright spot in an otherwise dreary broadcast outlook.

Enough word has been received at the Crosley station to indicate conclusively that practically the whole United States is depending on the high powered transmitter for 75 per cent of its programs.

Immensely Popular

Contributing to the immense popularity of the station at the moment of the reallocations probably is the fact that WLW was permitted to continue broadcasting on the 700 kilocycle wave band it has occupied since the radio allocations of 1926. Dealers experienced no difficulty in locating the station in its accustomed place while other radio stations were forced to change their frequency.

Little opportunity to measure the efficiency of WSAI on its new 800 kilocycle location has been given the Crosley corporation since simultaneously with its change from 830 kilocycles, it was limited to daylight operation and its programs were greatly curtailed.

Lynch Ends Work

As CeCo's Agent

In a letter, addressed to all the CeCo jobbers in the New York Metropolitan District, Arthur H. Lynch announces that his relations with CeCo have terminated.

Lynch says that he approves of this move on the part of the CeCo Manufacturing Co. He makes no bones about the fact that the change is not of his own choice. He expresses his thanks for co-operation and the support jobbers gave him.

Edward Fiske, formerly assistant sales manager for CeCo, is taking over the metropolitan territory.

15% of AC Homes

Have AC Receivers

Cincinnati.

Although there are approximately 9,500,000 American homes equipped with alternating current, only about 15% of them, at most, are provided with AC radio receivers, said H. Curtiss Abbott, general sales manager of the Crosley Radio Corporation.

Most of those who have electric sets obtained them during the present year and every radio manufacturer has been taxed to his production ability to provide this output.

THE GEORGE W. WALKER CO., merchandizers of Victoreen products, has opened quarters at 25 West Broadway, New York City, for the convenience of fans and the trade at large. Here a complete stock of the Victoreen products is carried and complete sets, amplifiers and power packs are on display.