# Whalen Reveals Vast Profits In Sale Of "Radio Advertising"

## SEVERAL SEEK SOLE RIGHTS

**American Telegraph and Telephone Company Sued for Alleged Monopoly**

**MAY BROADCAST POLITICAL SPEECHES IN NEXT CAMPAIGN**

**Use of Air For Follies is Illegal and Un-American, Claim Authorities**

Huge profits from the selling of advertising sent out over radio were promised in statements made by Commissioner Whalen of New York city a few days ago.

"Station WEAF (American Telephone and Telegraph company, New York) gets $10 a minute for their advertising," said Commissioner Whalen, pointing out the great possibilities of this type of financial enterprise. "Figures based on the officials' estimates show that a $5,000,000 yearly gain might be secured from this station alone."

Station WEAF is the only American station now regularly making an income through the sale of advertising. So far, they state, this is the only adequate way of getting any return on the large investment needed to operate a broadcasting station.

**Prohibitory Assured**

Radio advertising, authorities state, will spring into national prominence probably by the first time when the next presidential election comes around. Thousands of political speeches are being planned, which, if legislation does not intervene, will be transmitted from American stations when the political battle draws near.

The legality or advisability of radio advertising has been a topic of hot contest in radio circles for the past year. It is now one of the big points in the suit between the American Telephone and Telegraph company and Station WHN, of the city of New York for patent infringement. Officials of WHN charge that the A. T. and T. is attempting to obtain a monopoly on the broadcasting of the country. It is trying to do this, they found the new idea of perpetual wireless telephony. The A. T. and T. are also charged with attempting to establish a complete control of the matter, withdraw patents and educational that is broadcast to the American public.

**Must Pay**

One opinion on the subject of radio advertising expressed yesterday by an American broadcaster, and held by a number of officials, follows:

"Something has got to be arranged so that broadcasting can be made, at least in some measure, to pay for itself. I believe the transmission of certain types of advertising matter, provided it is clearly labelled and made known as such. I most emphatically do not believe in allowing speakers to broadcast political propaganda under the guise of public addresses in return for payment of a certain fee. That, it seems to me, is against the fundamental policy of the American government, and a violation of the most important principle of honest publicity," he concluded.

## What The Wild Waves Are Saying

"This is the red-headed music maker, Everready battery entertainin', yuraah! Now I'm goin' to sing a song for my little girl in Chi-ca-go," are words familiar and mighty welcome to every listener, yaraah. Wendell Hall, the wandering minstrel of radio, has now sung in more than 50 of the biggest stations of the country, in almost as many cities. Among them are Chicago, New York, Pittsburg, and during the past week, Detroit.

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It used to be the movies that got all the blame. Then a while ago a New Jersey man sued for divorce because he claimed his wife and children spent all of their time listening in on the radio.

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A musicians' union is trying to put through a rule requiring all members of their organization to charge for all work for radio broadcasters. Heretofore the players have been more than glad to do their stuff for the advertising it gave them. Apparently the union wants to force them to charge for their services.

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"I'm from Missouri," has been the attitude of theatrical producers on the question of broadcasting their shows as a method of increasing box-office receipts, but apparently they have been "shown." Every time it has been tried, dozens have come to the box-offices the next day and bought tickets after mentioning that they had heard part of the show by radio and wanted to see it and hear the rest. It is now a common practice in a number of large cities, and was tried with success in Detroit a few days ago.

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Queer as it sounds, many of the singers premier entertainers are completely upset when they come face to face with a broadcasting microphone. There is something about the little contraption that gives one a very unsteady feeling. Station WMAQ, the Chicago Daily News, has found that they can overcome this "mike-fright" on the part of performers by concealing the microphone under a beautiful floor-drop.

## Gets Fort Worth On One-Bulb Set

"You are listening to Station WBAP, located at Fort Worth, Texas," was the remark which gives to a local amateur, operator of the "Chicago" station, the record for long distance on a one-bulb-set. This is a straight-line run of approximately 1,166 miles. The set in question is one of those used in connection with The Daily radio department and is of a special design, so far as known never previously duplicated.

The above record is not advanced as final by any means, according to the radio department. Ann Arbor radiofans, faculty, students, and townspeople alike, are invited to send to The Daily the records they have made together with the number of bulbs or the crystal used in the set and any other details they care to add.

## Beware Of Spring Electrical Storms

Fire and insurance officials are joining in a warning to amateur radiofans in regard to lightning arresters. Within a few weeks the most spring electrical storms will begin to arrive and many who have gone unprotected during the winter months will be in danger unless adequate measures are taken to safeguard against accident.

There are a number of "arresters" on the market, which when properly connected, will insure against damage to radio instruments and at the same time act as a lightning rod for the house. It is highly important, however, fire experts assert, that the wire leading from the arrester to the ground be sufficiently heavy and that the ground-pipe be so placed and long enough to assure a good contact with surrounding damp soil.

## Radio Points

Are your signals weak? Additional plate voltage may help in your reception. If you are using a one tube receiver with 22½ volt plate potential, amplification can be obtained by inserting an additional B battery in the series.

Difficulties in the erection of antennae are lessened by the use of the new copper ribbon aerial. Not only are they more convenient than the cumbersome flat top; they are also quite efficient due to their area—approximately 12 square inches per foot.

Dirty condenser plates do much to lessen the effectiveness and cut down the selectivity of the receiving set. In sets which are not enclosed in cabinets, the condenser plates are especially liable to accumulate dust. The operator of such a set should inspect the condensers frequently, or better yet, have it boxed up.

It is becoming more and more customary to speak in terms of kilocycles rather than in meters. A kilocycle, it may be said, is the unit of measurement of frequency. The length of a wave is equal to its velocity divided by its frequency, and in order to convert kilocycles into meters, one should divide 300,000,000, the velocity of a wave in meters, by the given frequency. On the other hand, to convert meters into kilocycles the velocity should be divided by the frequency.

Denver, Colo. March 29.—Preparations are under way for a big radio show similar to the ones held recently in Chicago and New York. The date set is April 9.

## EXTENSION COURSES IN RADIO MAY BE BROADCAST

Extension courses by radio is one of the impending developments in the field of college broadcasting. It will be one of the main topics of discussion, advance reports indicate, at the convention May 8 to 10 of the National Association of Extension Division directors at Madison, Wisconsin.

Already more than a score of educational institutions have transmitted matter of a distinctly educational type, but none have organized specific courses. Among the former are Michigan, Wisconsin, Illinois, St. Olaf's college, Lake Forest college and Massachusetts Institute of Technology.

The nearest thing to such a course has been the series of programs broadcast every other night recently on the study of the Spanish language. These lectures were sent out by Station WJAZ, the super high powered Zenith-Edgewater Beach hotel of Chicago.

## Suggests Limiting Size Of Antennae

Legislation limiting the amount of energy which a radio fan may draw from the air is foreseen as a probability of the near future by Maj. E. H. Armstrong, pioneer radio engineer. A large number of receiving sets absorbing waves at their maximum capacity do much to dampen the strength of the broadcast signal, he claims.

Just the amount of energy to which a fan is entitled, and the manner in which the regulation may be effectively accomplished, is the problem of the legislators and engineers. Perhaps the simplest method of going about it is to establish a limit on the size of the amateur antennae.

## 45,000 Listen In On Daily Radio Edition

More than 45,000 persons have listened to The Michigan Daily Radio Edition, it was estimated by staff officials yesterday. The figures are based on the number of issues broadcasted, the number of communications received by Station WCBX, from which the broadcasting is done; and a standard formula of the ratio of listeners to writers.

The Radio Edition is prepared twice a week by the radio department of The Daily especially for broadcasting from the University station. The articles are brief, often semi-humorous, accounts of campus happenings, intended to interest not only Michigan alumni, students, and Ann Arbor residents, but also the vast general public which forms a large percentage of the total audience.

As far as the editors have been able to discover, The Radio Edition is the pioneer newspaper of its kind in the world. It never appears in published form, but is sent out direct from the news "copy."

In addition to its function as purveyor of news, The Radio Edition, in connection with the radio department of The Daily, also handled all the details of the broadcasting of play by play accounts of three basketball games during the past season, from station WCBX of the electrical engineering department. This feature, it is hoped, will be continued in the future, and plans are under way to transmit a full account of very baseball game as a part of the regular Radio Edition during the coming season. The Daily has received hundreds of commendations for this work.

## Headliners

**Programs**

TODAY

12:00 noon—KYW Chicago, 536 meters: Church service.

2:30 p. m.—WCX Detroit, 517 meters: Chapel service.

7:00 p. m.—WJAZ Chicago, 448 meters: Musical.

MONDAY

2:00 p. m.—WWJ Detroit, 517: Orchestra.

5:30 p. m.—WMAQ Chicago, 447.5: Musical.

9:00 p. m.—WHAZ Troy N. Y., 380: Music and features.

TUESDAY

6:00 p. m.—WBAS Louisville, 400: Orchestra.

9:40 p. m.—WMAQ Chicago, 447.5: Musical.

10:00 p. m.—WCX Detroit, 517: Red Apple club (musical).

WEDNESDAY

7:00 p. m.—WWJ Detroit, 517: Orchestra.

8:30 p. m.—WCX Detroit, 517: Musical.

11:00 p. m.—WJAZ Chicago, 448: Musical.

THURSDAY

4:15 p. m.—WCX Detroit, 517: Musical.

10:00 p. m.—WWJ Detroit, 517: Dance orchestra.

11:00 p. m.—WJAZ Chicago, 448: Musical.

12:00 p. m.—WCBC Ann Arbor, 286: Michigan Daily Radio Edition and features.

FRIDAY

12:00 noon—WWJ Detroit, 517: Dance orchestra.

4:15 p. m.—WCX Detroit, 517: Musical.

11:00 p. m.—WJAZ Chicago, 448: Musical.

SATURDAY

9:00 p. m.—WWJ Detroit, 517: Orchestra.

9:00 p. m.—WCBC Ann Arbor, 286: Michigan Daily Radio Edition and features.

11:00 p. m.—KYW Chicago, 536: Late show;

WJAZ Chicago, 448: Musical.

Notre Dame, March 29—Coach Rockne of Notre Dame has signed a new six-year contract to remain as athletic director of Notre Dame.

Urbana, Ill., March 29—Subscription payments are coming in so slow that the Stadium treasury is on the point of going broke.

South Bend, Ind., March 29—The annual "Girls Number" of the Juggler, humorous magazine of Notre Dame, will make its appearance in April.

"Jimmie the adtaker" sells anything quickly.—Adv.




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