The field of radio broadcasting has developed with such rapidity that the people have not been able to keep abreast of developments. The public has been left to the mercy of the frenzied rush to advertise, and the huge income obtained from this source has been used to build up an impregnable monopoly. As things stand now, two chains control radio broadcasting. On the other hand, radio stations either have to cooperate with the chains or go out of business. The immense income obtained from this form of advertising has created a powerful opposition which is countered by a formidable opposition is countered by a subtle flattery, and small opposition is smashed with the chains. The terror of millions who prefer the old type of entertainment has become general that advancing the terror of millions who prefer the old type of entertainment has become a new and different form of entertainment.