

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

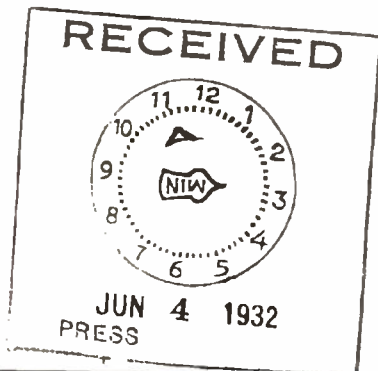
ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::



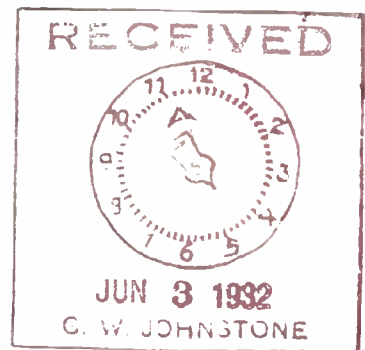
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No. 533



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## RIGHT OF CHAINS TO RADIO WAVES IN WEST ARGUED

The question of unequal distribution of radio broadcast facilities between national chain networks, never formally before the Federal Radio Commission, was heard for the first time May 26th when the Commission sat en banc on the case of license assignment of Station KPO, San Francisco, to the National Broadcasting Co. Attorneys appearing before the Commission termed the case "the first of its kind and of great importance for the precedent it will establish.

Evidence was offered by the Commission to show that in the Fifth Zone the National Broadcasting Co. owns, operates, controls, or serves broadcasting stations whose total quota units are approximately four times those of stations owned, operated, controlled or served by the Columbia Broadcasting System.

Andrew W. Ring, Commission engineer, testified that in the Fifth Zone, NBC stations' quota units total 42.8, while Columbia's stations' units amount to 10.55. Total units assigned to the zone are 94.3, leaving 40.71 to be allocated to independent stations, he stated.

The case involved the application of Station KPO, Hale Bros. Stores, Inc., and the Chronicle Publishing Co., San Francisco for voluntary assignment of license and 50,000 watt construction permit to the National Broadcasting Co., Inc., Louis G. Caldwell appearing as attorney for Station KPO. NBC was represented by A. L. Ashby and Philip J. Hennessey, Jr.

Testifying were J. W. Laughlin, manager of Station KPO; Don E. Gilman, Vice-President of NBC, and Andrew W. Ring, Commission engineer.

Mr. Laughlin traced the history of Station KPO from its origin in 1922 as a 100 watt station to the granting to it recently of a construction permit for 50,000 watts. It now operates with 5,000 watts while the 50,000 watt equipment is being installed. He said the station has lost money every year it has been in existence, but had done so because it preferred to advertise conservatively instead of accepting accounts involving price quotations and other practices looked upon as unethical.

Hale Bros. and the Chronicle, he declared, propose to sell the station to NBC for \$600,000, payable without interest in five yearly deposits of \$100,000 each, then two annual \$50,000 payments. Under NBC ownership, he declared, the station will decrease its deficit materially because of the high favor chain programs have over local programs on the Coast.

Mr. Gilman told the Commission NBC planned no radical changes in the station's policies or operations, as it already is used as the key station of the company's gold network on the Coast. He said, however, programs probably would be better because as the deficit is decreased there will be more money available for program management and hiring of talent.

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## SYNCHRONIZATION EXPERIMENTS TO END JUNE 15TH

Synchronous operation of high-power broadcasting stations has proved to be a failure, and, until the art is more highly developed, will be restricted to low-power stations, the Federal Radio Commission announced May 27th in a decision which brings to an end synchronization experiments between Stations WTIC, Hartford, Conn., and WBAL, Baltimore, Md.

The Commission's decision, reached after it sat en banc recently to hear oral argument urging continuation of the experiments, denies permission to carry on operation, effective June 15th.

In its statement of facts and grounds, the Commission found the experiments "have resulted in impairment and reduction of a substantial portion of the good broadcast service otherwise received" in densely populated areas surrounding the synchronizing stations.

"Synchronous operation of broadcast stations is in a preliminary stage", the decision pointed out, "and it appears that experiments seeking its successful conclusion could be conducted with advantage over lower-powered stations with more flexible installations, and so located as to result in a minimum of inconvenience to radio listeners."

The stations involved in present experiments, WTIC and WBAL, with WEAJ and WJZ, both of New York City, are regularly licensed to operate on clear-channel assignments serving extensive and populous areas, it was explained, and it does not appear that the ultimate achievement of successful synchronization depends upon the use of such stations for experiments in this field.

Although plans for installation of new and improved equipment were advanced by the stations when they applied for permission to continue synchronization, the Commission decided that "serious and objectionable interference will still exist even though the proposed equipment were to function perfectly, since the solution of several of the causes for the interference arising from the synchronous operation of these stations has neither been found nor contemplated."

The decision indicates that the Commission will deny the applications of Stations WBBM, Chicago, and KFAB, Lincoln, Nebr., for permission to operate synchronously on much the same plan as WBAL and WTIC, it was stated at the Commission. The Chicago-Lincoln case was set recently for hearing.

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## FRANCE EASES BAR UPON U. S. IMPORTS

The United States and France concluded yesterday (June 1st) a trade agreement which cleared the way for increased American imports and wiped out bothersome uncertainties against which American business men have been forced to struggle under the French quota system.

The accord, concluded after long negotiations conducted by Ambassador Walter E. Edge, grants the United States most-favored nation treatment on imports now limited by quotas. American business men had made numerous protests against the quotas, which were frequently changed and resulted, therefore in instability in the importing trade. They also had attacked the quotas as unfair to American products.

United States trade has suffered about \$2,500,000 as a result of the quotas. It was estimated that yesterday's agreement would recoup \$500,000 of this loss. In general, it restores American imports to the 1931 level.

For instance, radio sets permitted to enter the country from the United States were increased about 20 per cent, and radio tubes 45 per cent.

Mr. Edge convinced French officials that the old quotas had been unfair shortly after another diplomatic triumph - the negotiation of an accord which eradicated the double taxation burden carried by American business organizations with branches in France. These two agreements will form the base of a general commercial treaty for which Mr. Edge will negotiate when he returns to his post after his vacation.

Yesterday's agreement, which was set forth in the form of a decree signed by Premier Andre Tardieu, was described by Mr. Edge as a genuine manifestation of Franco-American understanding.

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## FOREIGN TRADE OPPORTUNITIES

Information concerning the following foreign trade opportunities may be obtained by writing the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.:

Radio apparatus and parts	†58076	Berlin, Germany	Purchase & Agency
Radio Sets	*58055	Dublin, Ireland	Agency
Radio Supplies	†58077	Berlin, Germany	"

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## I. T. & T. EQUIPMENT FOR 21 STANDARD OIL SHIPS

A contract has just been closed with the Standard Oil Company of California by which the Mackay Radio and Telegraph Company, a subsidiary of the International Telephone and Telegraph Corporation, is to install and service, for a period of five years, marine radio equipment, including Kolster Radio Direction Finders, in the entire fleet of 21 ships belonging to the oil company. Prior to the execution of this contract, 3 ships of the Standard Oil of California fleet were served by Mackay Radio but under the new arrangement the entire fleet will be served exclusively in all of its radio requirements by the Mackay Radio and Telegraph Company.

Advices just received from London state that the Anchor Line has just accepted the proposal of the International Marine Radio Company, Ltd., also an associated company of the International Telephone and Telegraph Corporation organization for short wave telephone and telegraph equipment. The installation of this equipment is to begin at the earliest possible date.

Since the beginning of 1931, the Mackay Radio and Telegraph Company has made contracts for complete radio installation in more than 100 ships.

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## RMA REDUCES MEMBERSHIP DUES

Reduction of the RMA membership dues and expenses was voted at the first meeting of the new administration and the new Board of Directors, with President Fred D. Williams presiding. The reduced dues are planned to be effective August 1, 1932, with the beginning of the new fiscal year of the Association. This was the first act of the new Board of Directors and the new administration of Mr. Williams.

A special Budget Committee, headed by President Williams, E. N. Rauland, and other Directors, with the addition of A. S. Wells, of Chicago, was authorized to make definite recommendations at the next Board meeting, which will be held about the middle of July.

Bond Geddes was re-elected Executive Vice-President and also elected Executive Secretary following the resignation last April of Martin F. Flanagan, of Chicago. Mr. Geddes will be in charge of both the Chicago and the New York RMA offices. The New York offices will be temporarily closed during the Summer months.

John W. Van Allen, of Buffalo, was re-elected General Counsel of the Association and Frank D. Scott, of Washington, D. C. was re-elected Legislative Counsel.

President Williams appointed, and the Board confirmed, Committee Chairmen and group Chairmen to continue the Association's work. The RMA continues group organizations to deal with the special interests of each group.

Sylvester W. Muldowny, of New York, is Chairman of the Tube group. Chairmen of the Receiving Set and other groups will be appointed later.

Other RMA chairmanships are: Harry Simpson, Chicago, Credit Committee; Dr. C. E. Brigham, Newark, N. J., Director of Engineering Division; E. N. Rauland, Chicago, Chairman of the Finance Committee; Arthur Moss, New York, Foreign Trade Committee; H. B. Richmond, Cambridge, Mass., Legislative Committee; N. P. Bloom, Louisville, Ky., Membership Committee; A. C. Kleckner, Racine, Wis., School Manual Committee, and Leslie F. Muter, Chicago, Trade Show Committee.

Upon recommendation of the leading set and tube manufacturers, the RMA Directors decided not to endorse any public radio shows this year. RMA sponsorship for the New York and Chicago public show under private management had been sought but in view of the present and prospective general conditions, it was decided to withhold endorsement from any public show this year.

#### NEW RMA OFFICERS

Fred D. Williams, President of P. R. Mallory & Co., Inc., of Indianapolis, Ind., was elected President of the Radio Manufacturers' Association at the Eighth Annual Convention and Trade Show at the Stevens Hotel, Chicago, Ill.

Other Officers were elected as follows:

First Vice-President, Harry A. Beach, of the Stromberg Carlson Tel. Manufacturing Co., Rochester, N.Y.; Second Vice-President, Meade Brunet of the R.C.A. Radiotron Co., Inc., Harrison, N. J.; Third Vice-President, Leslie F. Muter, of the Muter Co., Chicago; and Treasurer, E. N. Rauland of the Rauland Corp., Chicago.

Four new members of the Board of Directors to serve for three years were elected as follows:

W. S. Symington, President of the Colonial Radio Co., Buffalo; S. W. Muldowny, Chairman of the Board of the National Union Radio Corp., New York City; C. B. Smith, President of the Stewart-Warner Corp., Chicago; and Franklin Hutchinson, President of Kolster Radio, Inc., Newark, N. J.

Four resignations from the Board and equal number of replacements were announced. Resignations were accepted from A.L. Walsh, of Newark, N. J.; R. W. Jackson, New York City; E. E. Kauer, Providence, R. I.; and E. V. Hughes, Peru, Ind. They were replaced by J. M. Spangler, of the National Carbon Co., New York, J. Clarke Coit, President of the U.S. Radio & Television Corp., Marion, Ind., and past president of the RMA; R. A. O'Connor, President of Magnavox, Ltd., and Roy Burlew, President of the Kenrad Corp., Owensboro.

## REFUSES TO REOPEN SHORT WAVE CASE

The District of Columbia Court of Appeals denied a petition of the Radio Commission to reopen the reallocation of forty domestic short-wave channels which the Commission recaptured from the bankrupt Universal Wireless Communications Company. The 40 channels when allocated were estimated to be worth \$1,000,000 each.

No written decision was rendered by the court, and members of the Commission refused to comment on the Court's action until after they had considered it.

At the time the court originally ruled on the short-wave case, Justice Robb, in a separate opinion, stated that the forty recaptured channels should be allocated to the Radio Corporation of America and the Mackay Radio and Telegraph Company.

"The public is entitled to service", he said. "The Radio Corporation of America and the Mackay Radio and Telegraph Company on the record before us, have demonstrated their ability to furnish this service. I think the case should be remanded, with directions to the Commission to allocate the 40 frequencies to these two companies in such manner as will best promote the public interest or convenience or necessity."

Following the bankruptcy of the Universal Company and the recapture of the short-wave frequencies, the Commission began to reallocate these frequencies to the two companies under an order of the Court. The reallocation was stopped while the Commission asked the Court to either clarify its order or authorize the Commission to reopen the case and hold further hearings in view of the radio changes which had taken place since the short-wave frequencies were reallocated.

The court in its decision recently refused to clarify its former order. The Radio Corporation and the Mackay Company had obtained a Stay Order precluding the Commission from granting the frequencies to any other applicants pending final determination of the case. This Stay Order is still in effect.

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## CROSLY ANNOUNCES NEW AUTOMOBILE SET

The new Crosley Roamio, the first standard automobile radio manufactured to retail, complete with tubes for as little as \$37.50, has been announced by the Crosley Radio Corporation.

The small, compact, new Roamio is contained in a gray-silver metal case of a size small enough for easy installation either on the floor in front between the driver and passenger, below the dash, in the rear either fitted snugly against the back

of the driver's seat or between the passengers in front of the rear seat.

Many new and distinctive mechanical features have been incorporated in the design of this most recent Crosley model whose extreme simplicity is one of its most desirable points. The Roamio's 6-tube superheterodyne chassis includes Screen Grid tubes, new type 6-volt heater tubes which decrease "A" battery drain, full floating moving coil dynamic speaker.

One of the several exclusive features of the Roamio is its "under-car" antenna. Eliminating the expense and trouble involved in installing the old style antenna beneath the upholstery, this Crosley improvement is attached to the frame of the automobile chassis by two clamps with extending flexible rubber insulators.

Tubes used in the Roamio are as follows: One -36 as oscillator detector, one -37 as second detector and automatic volume control tube, one -39 as first intermediate frequency amplifier, one -36 as second intermediate frequency amplifier, one -37 as audio frequency amplifier, and one -41 pentode output tube.

The new Crosley Roamio, according to Powel Crosley, Jr., President of the Crosley Radio Corporation, is the result of insistent demands on the part of distributors and dealers for a simply constructed, quality automobile radio which might be sold at a price well within reach of the average American automobile owner. Crosley agreed with this theory that to bring the automobile radio out of the one-hundred-dollar class meant to open a vast market heretofore untouched. The result is this new Crosley in the low-priced radio field -- the Crosley Roamio, retailing for \$37.50 with an added \$12.45 for accessories for complete installation, a total of \$49.95.

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#### LOTTERY BY RADIO NETS 5 SENTENCES

Four men and a woman were convicted in Federal Court at Corpus Christi, Texas, last week of violating United States laws in the operation of a lottery advertised over radio station XED at Reynosa, Mexico. Will Horwitz, Houston theater man, was sentenced to eighteen months in the Federal Penitentiary at Leavenworth, Kans., and fined \$5,000. He gave notice of appeal.

Government prosecutors said Horwitz, who was convicted on ten counts of sending lottery literature through the mails, owned the radio station. Mrs. Horwitz was given a six-month jail sentence, which was suspended for five years during good behavior.

Horwitz testified the largest single prize paid in the lottery was \$4,000. He said the Mexican government collected taxes on the prizes.

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## APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

May 25 - WGCP, May Radio Broadcast Corp., Newark, N. J., license to cover C.P. granted 2/5/32 to move transmitter locally and make changes in equipment; WAPI, WAPI Broadcasting Co., Birmingham, Ala., modification of C.P. for 25 KW, requests extension of commencement and completion dates to 6/15/32 and 12/15/32 respectively; WSOC, WSOC, Inc., Gastonia, N. C., install automatic frequency control; WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., modification of license resubmitted requesting change from 1120 kc., to 580 kc., amended to omit request for increase power to 500 watts; KFXF, Colorado Radio Corporation, Denver, Colo., license to cover C.P. granted 1/15/32 to move transmitter locally; KVOA, Robert Marion Riculfi, Tucson, Ariz., install automatic frequency control;

May 26 - WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, modification of license to change from unlimited time to specified hours; WNBX, First Congregational Church Corp., Springfield, Vt., voluntary assignment of license to the WNBX Broadcasting Corp.; WJBI, Monmouth Broadcasting Co., Red Bank, N. J., C.P. to make changes in equipment; WOPI, Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn., WHBF, Beardsley Specialty Co., Rock Island, Ill., KBPS, Benson Polytechnic School, Portland, Ore., all to install automatic frequency control; WENC, d/b as Americus Broadcast Co., Americus, Ga., license to cover C.P. granted 2/19/32 for a new station on 1420 kc.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., C.P. to move transmitter locally and make changes in equipment; KGNO, Dodge City Broadcasting Co., Inc., Dodge City, Kans., C.P. to change from 1210 kc., 100 watts, unlimited, to 1340 kc., 250 watts, unlimited, and make changes in equipment; KUJ, KUJ, Inc., Walla Walla, Wash., modification of license to change from specified hours to daytime; KOY, Nielson Radio & Sporting Goods Co., Phoenix, Ariz., modification of license amended to request 500 w., 1 KW LS, instead of 1 KW day and night on 1390 kc.

May 27 - WERE, Erie Dispatch Herald Broadcasting Corp., Erie, Pa., modification of license for change of corporate name to Erie Broadcasting Corp.; WJR, The Goodwill Station, Inc., Detroit Mich., automatic frequency control; KWNG, The Brownsville Herald Publishing Co., Brownsville, Tex., voluntary assignment of license to Frank P. Jackson.

The following applications were returned to the applicant: WHBC, Edward P. Graham, Canton, Ohio, C.P. for 100 w., unlimited time (Rule 49-A); WELL, Enquirer-News Co., Battle Creek, Mich., voluntary assignment of license to WELL, Inc. (Rule 43); WHBD, F. P. Moler, Mt. Orab, Ohio, voluntary assignment of license to Southern Ohio Broadcasting Corp. (Rule 43); KMAC, W. W. McAllister, San Antonio, Texas, voluntary assignment of license to Walmac Co., Inc. (Rule 43).

June 1 - WHAM, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., WNAD, University of Oklahoma, Norman, Okla., install automatic frequency control; WHAT, Independence Broadcasting Co., Philadelphia, Pa., license to cover C.P. granted 4/15/32 for new

equipment and local transmitter move; WWSW, Walker and Downing Radio Corp., Pittsburgh, Pa., C.P. to install new transmitter and increase power from 100 watts to 100 w. 250 w. LS; WBIG, North Carolina Broadcasting Co., Inc., Greensboro, N. C., modification of license to increase power from 500 w. to 500 w., 1 KW, LS; WSPA, The Voice of South Carolina, Spartansburg, S. C., modification of license to change from 1420 kc., 100 w., 250 w., LS, unlimited time, to 880 kc., 250 watts, unlimited time; Allen Wright Marshall, Jr. and Sr., La Grange, Ga., C.P. amended to request transmitter and studio location for new station locally; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa., C.P. to make changes in equipment and change from 100 watts to 100 w., 250 w. LS

#### Applications, Other Than Broadcasting

May 25 - American Airways, Inc.: NC-10858, NC-10814, NC-12168; NC-10892, NC-10872, NC-10845, new licenses for aircraft on 3105, 3222.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., 50 watts; WPDV, City of Charlotte, Police & Fire Dept., Charlotte, N. C., C.P. for new equipment change in frequency to 1712 kc., and change in power to 100 watts, Municipal Police service; KQR/KET, R.C.A. Communications, Inc., Bolinas, Cal., license covering C.P. for additional transmitter on 18040, 9480 kc., 60 KW, point-to-point telegraph service; W2XH, American Radio News Corp., New York, N. Y., renewal for 95, 99 kc., 750 watts, special experimental service.

May 26 - RCA Victor Co., Inc.: W1OXT, and W1OXE, portables, licenses covering C.P.s for 34600, 41000, 51400, 60,000-400000 kc., 5 w., general experimental service; Police Dept., Des Moines, Ia., C.P. for 1712 kc., 100 w., municipal police service; WUGG, Aeronautical Radio, Inc., Chicago, Ill., amendment to application to change frequencies to 3162.5, 3172.5, 3182.5, aeronautical service 3320, 3325, 3322.5, 5592.5, 5572.5, 5582.5, 5662.5 kc.

May 27 - Warner Bros. Broadcasting Corp., portable, amendment to C.P. changing frequencies to 1518, 2342 kc., temporary broadcast pickup; City of Lexington, Lexington, Ky., C.P. for municipal police station, frequency not requested 500 watts; Karl Hansen: KPR, Port Alexander, Alaska, renewal for 500, 460, 274, 227, 222 kc., 200 watts, coastal telegraph and point-to-point service; WEEX, American Radio News Corp., Tinley Park, Ill., modification of C.P. for extension of completion date to 1/15/33; Metro-Goldwyn-Mayer Corp.: Portables (4) new C.P.s for 4140, 7500, 15025 kc., .2 watts (2) and 50 watts (2) respectively, special service; Gordon Sayre Humphrey, Pitcairn Autogiro, NC-11631, new license for aircraft about 60 mc. 2 watts; Goodyear Tire & Rubber Co., of Calif., Inc., NC-8-A, new license for aircraft on 3105, 5520 kc., 15 watts; W6XAD, James W. Whiteford & Milton A. Ausman, San Francisco, Cal., assignment of general experimental license to Vickerson Radio Laboratories.

June 1 - Mutual Telephone Co.: KLN, Hilo, T. H., license covering C.P. for new transmitter on 3195, 3225, 5720, 5750 kc., 1 KW, point-to-point telegraph service; KOG, Honolulu, T. H., license covering C.P. for 442 kc., 500 watts, point-to-point

telegraph service; Edwin C. Ewing, Jr., NC-10164, new license for 60 to 400 megacycles, 10 watts, aircraft; W9XH, Ford Motor Co., Lansing, Ill., renewal of special experimental license for 389 kc., 1 KW; KGZA, City of Fresno, Police Dept., Fresno, Cal., license covering C.P. for 2414 kc., 100 watts, Municipal police; KGTT, Aeronautical Radio, Inc., Cheyenne, Wyo., license covering C.P. for 2906, 3072.5, 3082.5, 3088, 5510, 5540, 5672.5, 5692.5 kc., 50 watts, aeronautical service; W3XV, R.C.A. Communications, Inc., Arneys Mount, N. J., license covering C.P. for 34600, 41000, 51400, 60000-400000, 401000 and above, 150 watts, general experimental service.

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## DECISIONS OF THE RADIO COMMISSION

### Applications Granted (May 27, 1932)

WCFL, Chicago Federation of Labor, Chicago, Ill., C.P. to move transmitter from Navy Pier, Chicago, to York Township, Ill., install new equipment, increase power from  $1\frac{1}{2}$  KW to 5 KW, and change time from limited to unlimited experimentally; WDEV, Harry C. Whitehill, Waterbury, Vt., permission to operate on May 29 from 10:30 A.M. to 10:30 P.M., and on May 30 from 11 A.M. to 12 noon, EST, WMBH, Edwin D. Aber, Joplin, Mo., authority to operate from 8 to 9 P.M., CST, May 29, June 5, 12, 19 and 26, instead of from 7:30 to 8:30 P.M.; WNBH, d/b as New Bedford Broadcasting Co., New Bedford, Mass., C.P. to make changes in equipment and increase day power from 100 to 250 watts; WKBZ, Karl L. Ashbacker, Ludington, Mich., C.P. to make changes in equipment and increase power from 50 to 100 watts; JKBB, Sanders Bros. Radio Station, Joliet, Ill., C.P. to move transmitter and studio from Joliet, Ill. to RFD #1, East Dubuque, Ill., change frequency from 1310 kc. to 1500 kc., change hours of operation from sharing with WCLS to specified hours; WCAU, Universal Broadcasting Co., Philadelphia, Pa., modification of C.P. to change type of equipment authorized by C.P. for auxiliary transmitter.

Also, WLTH, Voice of Brooklyn, Brooklyn, N. Y., license covering changes in equipment 1400 kc., 500 watts, share with WCGU, WFOX, and WBBC; WCLO, WCLO Radio Corp., Janesville, Wis., license covering installation of new equipment 1200 kc., 100 watts, limited time; KGCA, Charles Walter Greenley, Decorah, Ia., modification of license to increase power from 50 to 100 watts; KRE, First Congregational Church of Berkeley, Berkeley, Cal., modification of license to change specified hours of operation; WCAH, Commercial Radio Service, Co., Columbus, Ohio, and WHP, WHP, Inc., Harrisburg, Pa., renewal of licenses, application heretofore set for hearing, reconsidered and granted as request for their facilities has been withdrawn; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., authority to operate unlimited time from June 13 to October 3rd; KUSD, University of South Dakota, Vermillion, S. Dak., authority to discontinue operation from June 4 to Sept. 13th.

The following stations were granted authority to install automatic frequency control: WNBR-WGBC, Memphis, Tenn.; WAAM, Newark, N. J.; WKBB, Joliet, Ill.; KFJM, Grand Forks, North Dakota, and KUJ, Walla Walla, Wash.;

WSB, Atlanta Journal Co., Atlanta, Ga., granted 30 day extension in which to continue field intensity measurements for location of new 50 KW transmitter; WMCA, Knickerbocker Broadcasting Co., Inc., New York, granted modification of license 570 kc., 500 watts, share with WNYC; WPCH, Eastern Broadcasters, Inc., New York, modification of license 810 kc., 500 watts, daytime to Sunset at Minneapolis; WNYC, City of N.Y., Dept. of Plant & Structures, New York, modification of license 570 kc., 500 watts, share with WMCA.

Also, W9XX, The State University of Iowa, Iowa City, Ia., license experimental visual broadcasting station, 2000-2100 kc., 100 watts; KJU, Mackay Radio & Telg. Co. (Cal.), Kailua, T. H., modification of license to change frequency 19560 to 4410 kc., and change point of communication to San Francisco; W2XAG, General Electric Co., South Schenectady, N. Y., renewal of special experimental license; 660, 790 kc., 50 KW; 200 KW PM, unlimited A.M.; KPV, Port Walter Herring & Packing Co., Big Port Walter, Alaska, renewal of pub. coastal harbor and telg. license; frequencies 500, 2320, 425 kc., 200 watts, and 100 watts; also granted renewal of fixed public point-to-point telg. license, frequencies 178, 227, 268, 3190 kc., 100 watts on 3190 and 200 watts on other frequencies; WOKO, WOKO, Inc., Albany, N. Y., authority to rebroadcast routine communications carried on by aircraft and ground stations of brown chain; W9XAB, Chicago Federation of Labor, Chicago, Ill., permission to use broadcast pickup in order to broadcast description of yacht trip from winter anchorage down through the business section of Chicago, May 26, 27, 28, 2342 kc., 7½ watts; WHES, Radiomarine Corp. of America, aboard vessel "Acadia", temp. authority, not exceeding 60 days, to operate transmitter using 750 watts; frequency 143 to 500 kc., also one transmitter using 50 watts, 375 to 500 kc.

#### Renewal of Licenses

The following stations were granted regular renewal of licenses: WABI, Bangor, Maine; WABZ, New Orleans, WGAX, Burlington, Vt.; WJAK, Elkhart, Ind.; WLBG, Muncie, Ind.; WSAJ, Grove City, Pa., and WKBC, Birmingham, Ala.

KRMD, Radio Station KRMD, Inc., Shreveport, La., temp. license granted subject to such action as the Commission may take on licensee's pending application for renewal; KGEK, Beehler Elec. Equipment Co., Yuma, Colo., and KGEW, City of Fort Morgan, Ft. Morgan, Colo., temp. license and designated said application for hearing; WMBG, Havens & Martin, Inc., Richmond, Va., temp. license for period June 1 to June 22, 1932, for auxiliary transmitter, 1210 kc., 10 watts, unlimited time, except on Sundays when WBBL operates between 10:30 A.M. and 1:30 P.M., 5:30 and to 7:00 P.M., and 7:30 to 9:30 P.M.

Applications Granted  
(May 31, 1932)

KGEW, City of Fort Morgan, Ft. Morgan, Colo., license covering changes in equipment 1200 kc., 100 watts, share with KGEK; WABZ, Samuel D. Reeks, New Orleans, La., authority to install automatic frequency control; WABC-WBOQ, Atlantic Broadcasting Corp. Long Island, N. Y., authority to discontinue use of auxiliary broadcast transmitter; WNBR-WGBC, Memphis Broadcasting Co., Memphis, Tenn., regular renewal of license, 1430 kc., 500 watts, unlimited time (application was designated for hearing because WQBC had requested its facilities; WQBC has withdrawn its application); WBAA, Purdue University, Lafayette, Ind., authority to discontinue operation from May 28th to October 1, 1932; WAPI, WAPI Broadcasting Co., Birmingham, Ala., modification of C.P. to extend commencement date from Nov. 17 to June 15, 1932, and completion date from May 16 to Dec. 15, 1932.

Also, W3XJ, Jenkins Labs., Inc., near Wheaton, Md., experimental license, 1550 kc., 500 watts; WAEC, Aeronautical Radio, Inc., Pittsburgh, Pa., license for aviation services; 2906, 3072.5, 3082.5, 3088, \*5510, \*5540, 5672.5, 5692.5 kc., 400 watts (\*available until March 1, 1933); Bell Telephone Labs., Inc.: W10XAA, NC-417-H, W2XBX, NC-952-V, renewal of special experimental license; 3415, 5592.5, 5642.5 kc., 50 watts; W6GOT or W6USA William A. Lippman, Jr., Cottage 301, Olympic Village, Los Angeles, Cal., authority to operate amateur station for 3 months at Cottage No. 301, Olympic Village, Los Angeles, Cal.; Radiomarine Corp. of America, New York City, authority not exceeding 60 days to operate aboard vessel Commercial Quaker; frequency 375 to 500 kc., 200 watts;

Also, Bernard Hanks, Abilene, Texas, authority to take depositions in re his application for C.P. to be heard June 16, 1932; Seattle Broadcasting Co., Seattle, Wash., authority to take depositions in re application of Symons Broadcasting Co., KFPY, for modification of license, depositions to be taken on June 2nd in Seattle; KGPH, Okla. County Police Radio, Oklahoma City, Okla. authority to operate with maximum power of 250 watts for period ending June 30, 1932, for demonstration and test purposes; American Tel. and Tel. Co.: at Hialeah, Fla., C.P., point-to-point service, 4097.7 kc., 400 watts, unlimited time, direct toward Bahama Islands; WNB, Lawrenceville, N. J., modification of license to change frequency to 10675 and 5852.5 kcs.

Applications Denied

W9ICW, Floyd Cecil Sherman, Mishawaka, Ind., amateur license; W2DMK, Frank M. Bloom, Jr., Belmar, N. J., modification of amateur license; KCGF, Hugh J. Powell & Stanley Platz, Coffeyville, Kans., modification of license 1010 kc., 500 w., 1 KW, share with WHAD - all applicants failed to enter appearances within time allowed.

### Applications Dismissed

Shreveport Broadcasting Co., Shreveport, La., C.P. 1310 kc., 100 w., unlimited time; Dr. F. P. Cerniglia, Monroe, La., C.P. 1420 kc., 100 watts, simultaneous daytime with WJBO, share with WJBO at night - at request of applicants.

### Set For Hearing

W. T. Hamilton, Greenville, S. Carolina, requests C.P. for new station, 1240 kc., 250 watts night, 500 watts LS, unlimited; South Carolina Broadcasting Co., Inc., Greenville, S. C., requests C.P. 1310 kc., 100 watts, unlimited time (facilities of WROL); KORO, Koro, Ltd., Eureka, Cal., requests C.P. 1500 kc., 100 watts, unlimited time; KTAR, KTAR Broadcasting Co., Phoenix, Ariz., requests modification of license to increase night power from 500 to 1000 watts; Radio Institute of Cal., W. G. Buffinger, Los Angeles, Cal., requests C.P. for visual broadcasting service.

Also (May 31) WPRO-WPAW, Cherry & Webb Broadcasting Co., Providence, R. I., requests C.P. to move transmitter from Cranston to Providence, R. I., install new equipment, change frequency from 1210 to 630 kc., and increase power from 100 to 250 watts; WOC, Central Broadcasting Co., Davenport, Iowa, requests C.P. to operate station WOC as a 500 watt booster station in Davenport when WHO at Des Moines moves to Mitchelville, 17 miles east of Davenport, and increases its power to 50 KW; Claude Raymond Brand Deadwood, S. Dak., requests amended C.P. for new station 1200 kc., 100 watts, 3 hours daily (facilities of WCAT with exception of 1 hour daily, 1:30 to 2:30 P.M., CST).

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# HEINL RADIO BUSINESS LETTER

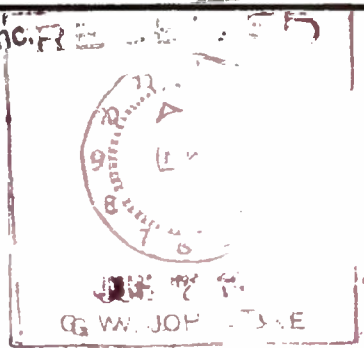
INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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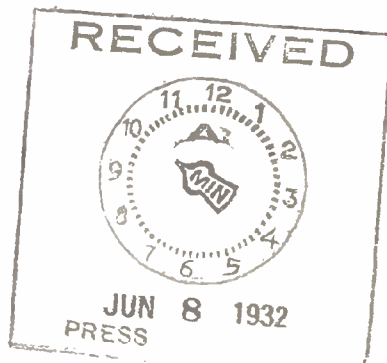


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## BROADCASTING ABROAD ANALYZED BY EDUCATION ADVISORY COUNCIL

Listeners' license fees averaging about twenty-five cents per month per set are the chief support of radio broadcasting in nearly every country in the world except the United States a report on "Broadcasting Abroad", issued by the National Advisory Council on Radio in Education, reveals. Fees are collected by postmen, since radio broadcasting abroad is usually under the supervision of the Postal Administration, and penalties of varying severity exist for the non-payment of fees.

The bulletin is a compilation of facts and figures made available by the Geneva Union, Levering Tyson, Director of the Council, points out. In the foreword he says, "Without attempting in the slightest degree a defense of American broadcasting or a criticism of the European variety, it is apparent to the casual first-hand observer that European broadcasting conditions are by no means ideal. In a comparatively young art or industry this is, of course, to be expected. Anyone who has had the opportunity to get first hand experience with the systems operated in Great Britain and on the continent discovers that what is said and written in America about European broadcasting, to say the least, is highly colored. No comparison between broadcasting in the United States and abroad has been made in this report. Our purpose in publishing it is to present facts as given to the Council by the Geneva Union."

The bulletin deals with the organization of broadcasting abroad, the general composition of programs in Europe, and educational broadcasting in Europe.

Advertising, the bulletin discloses, is not permitted in Czecho-Slovakia, Hungary, Holland, Russia, Switzerland and Sweden. In other countries it is allowed but not encouraged. There is no radio advertising in Great Britain. In Germany and Norway it is permitted outside the normal program hours. In Italy it is allowed only under the conditions that it is kept within the least objectionable forms, does not prejudice the artistic quality of the programs, and is not allowed to occupy more than 10% of the program time. In Turkey broadcasting of advertisements is permitted, but this form of broadcasting is kept distinct from the musical parts of the program. Other countries in which a part of the revenue for broadcasting comes from radio advertising are France, Ireland, Poland, Spain, Roumania, Jugoslavia, Lithuania and Australia.

"By permission of the copyright owner" is being heard less and less in Italy as a result of a recent decree that places at the disposal of the broadcasting organization, subject to the



payment of fees to be mutually agreed upon, all theatrical and other works of musical or artistic character after they have been performed three times in public.

Dr. Irvin Stewart of the Department of State in Washington, in an introduction to the report says, "The facts presented in this bulletin with respect to the amount of time devoted to educational programs will be of interest to those persons who have pictured Europe as being so blessed with educational programs that at any time of the day the listener need only choose from a variety of such programs." The most recent table prepared by the International Broadcasting Office covering a period of three months shows the following average composition of the programs of fifteen European countries to be as follows: Music and musical entertainments, 44.3%; literature, 5.4%; talks 10.5%; criticism and news, 12.7%; religious transmissions, 3.65%; miscellaneous, 25.1%.

In Europe, as elsewhere, the possibility of broadcasting as a medium of information for the listening masses was realized in the first days, and "talks" were given a place alongside musical transmissions. Today, however, the courses of talks are arranged, not as a subsidiary activity of a much-harassed program director, but by educational authorities or under the advice of a Council of experts.

In an ever-growing group of countries educational broadcasting is being extended into the school hours of the afternoon, and the highest authorities in the land are talking to students on subjects intimately related to their school curriculum. This, of course, entails close collaboration with the educational authorities. In Great Britain this collaboration has been assured by the creation of Consultative Committees, consisting of representatives of all the interested departments of educational activity.

In the case of adult education, emphasis is already being laid upon the importance of giving the listener a more positive part than has been the case hitherto. The practice is growing of forming listening "groups" who meet in public libraries or educational institutes, and, under the direction of a trained leader, follow up the educational broadcasts with debates, etc. In other countries the listeners are encouraged to visit the museums, art galleries, etc., and examine personally the exhibits in the light of the information that has been broadcast.

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FRANK ARNOLD GRANTED LEAVE OF ABSENCE

Frank A. Arnold, Director of Development of the National Broadcasting Company since its organization in 1926, has been granted three months' leave of absence by his company.

During the Summer, Mr. Arnold will complete a new book which he is writing on "Radio As A Social Force", and also prepare a course of thirteen lectures to be delivered at City College, New York, this Winter.

He plans to resume his direct contact with the industry in the Fall.

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HERTEL JOINS WHBL

Andrew Hertel, formerly manager of the Radio Department, Williams & Cunyningham, Chicago, has been named Business Manager of Station WHBL, at Sheboygan, Wis., owned and operated by the Sheboygan Press

Mr. Hertel has been in advertising since 1925 when he joined the Milwaukee Journal as a copy writer. Later he was named radio editor of the Journal and director of Station WTMJ.

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FOREIGN TRADE OPPORTUNITIES

Information concerning the following foreign trade opportunities may be obtained by writing to the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.;

Amplifiers, electric, for phonographs	£58106	Alexandria Egypt	Purchase & Agency
Motors, phonograph, electric	£58136	Brussels, Belgium	Both
Radio Sets	£58105	Buenos Aires, Argentina	Purch.
Radio Sets and accessories	£58101	Harbin, China	Agency
Radios, and signaling equipment	£58186	Epernay, France	Agency

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## ARCTURUS ANNOUNCES NEW 2.5 VOLT SERIES

The new series of 2.5 volt tubes, types 46, 56, 57, 58 and 82, is announced by Arcturus Radio Tube Company, Newark, N. J., which is in production on all five types.

The type 46 is a duo-grid power amplifier tube, for use as a Class "B" amplifier or as a driver tube in Class "A" amplifiers. It is possible with a pair of 46's when used as Class "B" amplifiers to secure an output up to 20 watts of undistorted power.

Type 56 is of small size and can be used as a detector, amplifier or oscillator. It is of the indirectly heated cathode type, designed for relatively low heater power consumption.

Type 57, screen-grid detector amplifier and type 58 variable- $\mu$  r.f. pentode tubes are of the "dome" type construction. The shield arrangement in the dome decidedly reduces the output capacitance, making these tubes ideal for sensitive short-wave receivers.

The Arcturus 82 fills the demands for increased power and the use of Class "B" amplification. The voltage drop across the tube remains almost constant as the load is increased until the total emission of the filament is approached, insuring improved regulation and long life.

All of these tubes, because of their reduced size, contribute to economical set design.

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## ARTISTS SERVICE HEAD NAMES NEW ASSISTANTS

Coincident with the announcement of the appointment of Frances Rockefeller King to take charge of the recently coordinated Private Entertainment Bureau of NBC and RKO, George Engles, Managing Director of NBC Artists Service, announces the following appointments to his staff:

William B. Murray, recently of the Judson Radio Program Corporation in charge of booking popular talent for radio and personal appearances.

Marks Levine, of NBC Artists Service, in charge of booking classical talent for concert and operatic engagements for both radio and personal appearances.

Ernest Chappell, formerly of the staff of WHAM, NBC associated station at Rochester, N. Y., and more recently with Adams Broadcasting Service to act as NBC Artists Service contact man between NBC program and sales departments.

Ernest Cutting, to act as contact man between NBC Artists Service and Radio-Keith-Orpheum Corporation.

Clifford Cairns, manager Artists and Repertoire Division RCA-Victor and his assistant, Joseph Higgins, and their respective staffs, to join NBC Artists Service in charge of recordings and booking dance orchestras.

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#### HEARINGS SCHEDULED BY FEDERAL RADIO COMMISSION

June 8 - Ray-O-Vision Corp. of America, Los Angeles, Cal.,  
C. P., 2800 kc., 500 w.; Others notified: Chicago Federation of Labor, Chicago, Philadelphia Storage Battery Co., Philadelphia; Purdue University, W. Lafayette, Ind., Atlantic Broadcasting Corp., New York City.

Sparks-Withington Co., Jackson, Mich., C.P. A band in 2750-2850, 2000-2100, 2100-2200 kc., preferably 2000-2100, also band in 43000-46000, 48500-50300, 60000-80000 kc., 100 watts. Others notified: State Univ., of Iowa, Iowa City; Jenkins Labs., Silver Spring, Md.; Jenkins Television Corp., Passaic, N. J.; DeForest Radio Co., Passaic, N. J.; Western Television Corp., Chicago; WJR, The Goodwill Station, Detroit; WGAR Broadcasting Co., Cleveland, Ohio; Pioneer Mercantile Co., Bakersfield, Cal.; National Broadcasting Co., New York; RCA Victor Co., New York; General Electric Co., Schenectady, N. Y.; Westinghouse Electric & Manufacturing Co., E. Pittsburgh, Pa.; Don Lee, Inc., Los Angeles, Cal.; Chicago Fed. of Labor, Chicago; Philadelphia Storage Battery Co., Philadelphia; Purdue Univ. W. Lafayette, Ind.; Atlantic Broadcasting Corp., New York; The Journal Co., Milwaukee, Wis.; Shortwave & Television Lab., Inc., Boston; Radio Pictures, Inc., New York; Kans. State College of Agr. & Applied Science, Manhattan, Kans.

June 10 - Steubenville Broadcasting Co., Steubenville, Ohio, C. P.  
1420 kc., 100 watts, specified Hours; Others Notified: WTBO, Cumberland, Md.; WERE, Erie, Pa., WMBC, Detroit, Mich., WCAH, Columbus, Ohio; KQV, Pittsburgh, Pa., WJW, Mansfield, Ohio; WHBC, Canton, O., WHK, WGAR, WJAY, Cleveland, Ohio, and WALR, Cambridge, Ohio.

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## NEW NBC ACCOUNTS AND RENEWALS

The Sales Promotion Department of the National Broadcasting Company reports the following new accounts and renewals:

NEW - G. W. Luft Co., Long Island City; Agency - Cecil Warwick & Cecil; Period - Tuesday and Friday, 11:15-11:30 A.M., starting June 7, 1932; Basic Blue Network; Program - "Tangee Musical Dreams", 14 piece orchestra and narrator. Product - Tangee Lipstick.

RENEWAL - Bayuk Cigars, Inc., (Cigars), Philadelphia, Pa.; Agency - N. W. Ayer & Son., Sunday 9:15-9:45 P.M., starting Sept. 11, 1932; Basic Blue Network; Program - "Bayuk Stag Party".

RENEWAL - Cream of Wheat Corp., Minneapolis, Minn., Breakfast Food; Agency - J. Walter Thompson Co., Daily except Saturday and Sunday, 7:45-8 A.M., 8:45-9 A.M., starting September 26, 1932; 7:45-8:00 A.M., Eastern Blue Network, 8:45-9:00 A.M., Western Blue Network; Program - Dramatic Skit, "Jolly Bill & Jane".

NEW - General Foods Corporation, 250 Park Avenue, New York City, Maxwell House Coffee; Agency - Benton & Bowles; Period - Monday, Wednesday and Friday, 7:30-7:45 P.M., 11:15-11:30 P.M., starting July 1, 1932, NBC Red Network; Program - Maxwell House Tune Blenders - Lanny Ross, tenor and Don Voorhees' Orchestra (Eastern cities 7:30-7:45 P.M., Western cities 11:15-11:30 P.M.).

RENEWAL - The Pepsodent Company, Chicago, Ill., Toothpaste and Antiseptic; Agency - Lord & Thomas and Logan; Daily except Sundays, 7:45-8:00 P.M., starting July 13, 1932; NBC Red Network; Program - "The Goldbergs", dramatic skit.

NEW - Sun Oil Co., 1608 Walnut Street, Philadelphia, Pa., gasoline and oils; Agency - Williams & Cunnynham, Inc.; Period - Daily except Sat. & Sun., 6:45-7:00 P.M., starting June 13, 1932; NBC Blue Network; Program - Lowell Thomas, "Today's News".

RENEWAL - W. A. Sheaffer Pen Co., Fort Madison, Iowa, Fountain Pens; Agency - McJunken Advertising Co.; Period - Sunday, 9:45-10:00 P.M., starting June 12, 1932; NBC Red Network; Program - "Sheaffer Lifetime Revue".

NEW - Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., Household appliances; Agency - Fuller Smith & Ross; Period - Mon. Wed. & Frid., WJZ only 12:45-1:00 P.M.; Tues. & Thurs., WEAJ only, 12:45-1:00 P.M., starting Mon., Wed. and Fri., June 27th, Tues. and Thurs., June 28th; Program - "Bill and Henry", Song and Patter with Al. Cameron and Pete Bontesema.

RENEWAL - Kellogg Co. (Cereals), Battle Creek, Mich., Agency - N. W. Ayer & Son, Inc., 500 Fifth Ave., New York City; Starts May 4, 5:30 EDST, and 7:00 EDST, Sept. 26, 6:15 EDST; Daily except Sat. & Sun, 5:30-5:45 P.M. EDST 5/4; 7:00-7:15 P.M. EDST, 5/4; 6:15-6:30 P.M. EDST 9/26; Network - 5:30-5:45, WJZ, WBZ, WBAL, WHAM, WGAR, KDKA, WJR Cincinnati; 7:00-7:15 - WENR, KWK, KWCR, KOIL, NW and SW groups; 6:15-6:30 WENR, KWK, KOIL, KWCR, WREN, NW and SW groups; Program - Singing Lady - program directed to children mainly songs and informal talk.

RENEWAL - Swift & Co. (meats, butter and eggs), Chicago, Ill.; Agency - J. Walter Thompson & Co., Chicago, Ill.; Starts - May 2, 1932; daily except Sat. & Sun. 7:30-7:45 EDST, WJZ basic blue, except KWCR, orange, mountain except KGIR, KGHL; Program - The Stebbins Boys - dramatic sketch.

NEW - Porto Rican-American Tobacco Co. (Cigars), 744 Broad St., Newark, N. J.; Agency - Federal Advertising Agency, 444 Madison Ave., New York City; starts October 1, 1932; Saturday 9:00-9:30 P.M., EDST; Network - WJZ Basic Blue, SC, Dallas, Ft. Worth, Houston; Program - Ohman and Arden, Orchestra, Gus Van and Pickens Sisters.

RENEWAL - Stanco, Inc., (Flit, Mistol, Trim, Nujol, Daggett & Ramsdells), 26 Broadway, New York City; Agency - McCann, Erickson, Inc., 285 Madison Ave., New York City, starting January 4, 1933; Time - Wednesday, 8:00-8:30 P.M., EDST; Network - WEA, WEAF, WEEI, WJAR, WTAG, WGSB, WLIT, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WLS, KSD, WOC, WHO, WOW, WDAF, WFBR; Program - Humorous Sketches from life of a song and dance man, 12 piece orchestra under orchestra direction of Joseph Bonime. "Big Time".

NEW - Lambert Pharmacal Co. (Listerine-Listerine Tooth Paste), 250 Park Ave., New York City; Agency - Lambert & Feasley, Inc., 400 Madison Ave., New York City, starting June 20, 1932; Daily except Sat. & Sun., 10:00-10:15 P.M. EDST, WJZ Basic Blue; Program - Dramatic Sketch with Phillips Lord, "The Country Doctor".

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#### CBS NEW ACCOUNTS AND RENEWALS

Bourjois, Inc., New York City, Redfield-Coupe, Inc., Agency; Program - "Lanin's Evening in Paris, dance orchestra with Alice Remsen", Monday 9:30-9:45 P.M., 18 stations - RENEWAL.

NEW - General Mills, Inc.; Agency - Blackett-Sample-Hummert, starting July 11, "Skippy" Dramatic Mon. through Sat., 5:30-5:45 P.M. 22 stations;

RENEWAL - Barbara Gould; Agency - Redfield-Coupe, starting July 7, Program - Barbara Gould Beauty Talk, Thursday, 10:45-11:00 A.M., 19 stations.

(Continued bottom of Page 9)

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: BUSINESS LETTER BRIEFS :  
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The production activities of the Dubilier Condenser Corp., are now headed by Joseph F. Cook, according to the announcement of the management. Mr. Cook, an M.I.T. man, goes to Dubilier from the RCA-Victor plant in Boston, where he has been identified with engineering and production activities mainly bearing on receiving and transmitting condensers. He is also recognized as an authority on centralized radio technique. For five years prior to the acquisition of the plant by RCA-Victor, he was identified with the Wireless Specialty Apparatus Company.

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The entire fleet of Goodyear non-rigid airships will shortly be equipped with RCA aircraft radiotelegraph and telephone apparatus, according to announcement by Charles J. Pannill, Executive Vice-President of the Radiomarine Corporation of America. Radio equipment on the airship "Defender" in service in the Middle West, has been in operation for some time and the airship "Puritan", at present in Florida, has just been equipped. Work on installations in other of the non-rigid airships in the Goodyear fleet will go forward in the near future.

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The Federal Radio Commission on June 3rd approved the following frequency monitor for use in broadcast stations in order to comply with Rule, 145, and assigned the approval number given below:

Doolittle & Falknor, Inc., (Manufacturer), Type FD-1, Approval Number 1455.

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CBS NEW ACCOUNTS AND RENEWALS (Continued)

NEW - Standard Brands, Inc., Chase & Sanborn's Tea; Agency - J. Walter Thompson Co.; Program - "Chase & Sanborn's Tea Program", starting June 2nd, Georgia Price and Benny Kreuger's Orchestra, Tues., Thurs., 7:45-8:00 P.M., 12 stations.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

June 3 - WSYB, Philip Weiss, trading as Philip Weiss Music Co., Rutland, Vt., modification of C.P., request for authority to make change in present transmitter location, instead of installing new transmitter at new location; WMCA, Knickerbocker Broadcasting Co., Inc., New York, N. Y., C. P. for auxiliary transmitter at 1697 Broadway, New York, N. Y., instead of Hoboken, N. J.; WCGU, United States Broadcasting Corp., Brooklyn, N. Y., modification of license to increase power from 500 w. to 500 w. 1 KW, local sunset; F. N. Blake Realty Co., Providence, R. I., C.P. for new station to use 1140 kc., 250 w., limited time; WJZ, National Broadcasting Co., Inc., New York, N. Y., install automatic frequency control for auxiliary transmitter; WEAF, National Broadcasting Co., New York, N. Y., install automatic frequency control for auxiliary transmitter; WCAX, Burlington Daily News, Inc., Burlington, Vt., install automatic frequency control.

WRC, National Broadcasting Co., Inc., Washington, D. C. WLWL, Missionary Society of St. Paul the Apostle, New York, N. Y., install automatic frequency control; WFBR, The Baltimore Radio Show, Baltimore, Md., determine license power by direct measurement of antenna power; WOR, Bamberger Broadcasting Co., Inc., Newark, N. J., determine license power by direct measurement of antenna power; WMBG, Havens & Martin, Inc., Richmond, Va., install automatic frequency control for auxiliary transmitter; WFBG, The William F. Gable Co., Altoona, Pa., license to cover C.P. granted Nov. 3, 1931, for new transmitter; WMMN, Holt-Rowe Broadcasting Co., Fairmont, W. Va., voluntary assignment of license to A. M. Rowe, Inc.; The Greenville News-Piedmont Co., Greenville, S. C., C.P. for a new station to use 560 kc., 1 kw., unlimited time, facilities of WNOX, Knoxville, Tenn; The Greenville Community Hotel Corporation, Greenville, S. C., C.P. for a new station to use 800 kc., 1 kw., limited time;

Also, The Tennessee State Press Co. (publishers of The Knoxville Times), Knoxville, Tenn., C.P. for a new station to use 560 kc., 1 kw, 2 kw, local sunset, unlimited time, facilities of WNOX, Knoxville, Tenn.; WCSC, South Carolina Broadcasting Co., Inc., Charleston, S. C., modification of C.P. for a new transmitter request for authority to move transmitter locally; J. B. Sanders, Center, Texas, C.P. for a new station on 1310 kc., amended to request different specified hours - facilities of KFPM, Greenville-Texas; WPCC, North Shore Church, Chicago, Ill., C. P. to install new transmitter; WMAQ, National Broadcasting Co., Inc., Chicago, Ill., install automatic frequency control; WENR-WBCN, National Broadcasting Co., Inc., Chicago, Ill., install automatic frequency control; KSEI, Radio Service Corp., Pocatella, Idaho, modification of C.P. amended to omit request for increased power on 890 kc., and requesting extension of completion date to Sept. 7, 1932;

The following applications were returned to the applicant:



R. S. Gavin, D. W. Gavin and Jeff Carter, doing business as Meridian Broadcasting Co., Meridian, Miss., C.P. for a new station on 1400 kc. (request of applicant); WJTL, Oglethorpe University Oglethorpe University, Ga., direct measurement of antenna power (request of applicant).

### Applications Other Than Broadcasting

City of Philadelphia, Police Department, mobile on police scout care, new C.P. for 2470 kc., 25 w., emergency police service; W3XO, American Telephone & Telegraph Co., portable in New Jersey, renewal for 6640-7330, 8570-10400, 11550-12890, 13720-15250, 17260-19530, 20000-22070 kc., 10 w., special experimental; W8XAW, West Virginia University, Department of Physics, portable in West Virginia, C.P. for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34700, 41000, 51400, 60000-400000, 401000 and above, 200 w., general experimental service; WLOZAR, Western Electric Co., Inc., portable, renewal for 278 kc., 10 w., special experimental service.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (June 3, 1932)

WLBW, Broadcasters of Penna., Inc., Oil City, Pa., C.P. to move station from Oil City to Erie, change power from 500 watts night maximum, 1 KW daytime exp. to 500 watts, 1 KW without the exp. clause; also to change corporate name to the Broadcasters of Penna., Inc.; WOAI, Southern Equipment Co., San Antonio, Texas, modification of C.P. to extend completion date to June 27, 1932; WCOH, Westchester Broadcasting Corp., White Plains, N. Y., modification of C.P. to install new transmitter; WFBR, The Baltimore Radio Show, Inc., Baltimore, Md., license covering installation of new equipment, 1270 kc., 500 watts, unlimited time; WGY, General Electric Co., Schenectady, N. Y., license covering installation of new equipment 790 kc., 50 KW, unlimited time; KGKX, Sandpoint Broadcasting Co., Sandpoint, Idaho, authority to conduct field intensity measurements in metropolitan area of Lewiston, Idaho, for purpose of determining suitable site for transmitter; WTAG, Worcester Telg. Publishing Co., Inc., Worcester, Mass., extension of special authority to October 1, 1932, to operate with 500 watts.

Also, KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., authority to operate from 9 P.M. to 12 midnight, Monday, June 6, 1932; WPTF, Durham Life Insurance Co., Durham, N. C. permission to operate simultaneously with KPO, June 4th until 1 A.M., EST, in order to broadcast election returns; WMBH, Edwin D. Aber, Joplin, Mo., modification of special authorization granted on May 3, as follows: to operate from 9:30 to 10:45 P.M. on June 5, 6, 7, 8, 9, 10, 17, 18, 19, 20, 21, 22, 23, 27, 28 and 29, 1932, CST; WSUI, State University of Iowa, Iowa City, Ia., authority to operate Friday June 3, 1932 from 10 P.M. to 12 midnight; on Sunday, June 5, from 11 A.M. to 12 noon, and 5 to 6 P.M., CST; WJAY, Cleveland

Radio Broadcasting Corp., Cleveland, Ohio, and WMBO, WMBO, Inc., Auburn, N. Y., authority to install automatic frequency control.

Also, KDAE, Tropical Radio Telg. Co., SS "Carrilio", temp. authority to operate ship station on additional regular ship frequencies above 1500 kc., for purpose of determining utility value of special shortwave adapter attached to transmitter; Goodyear Tire & Rubber Co., of Cal., Inc., NC-8A, aviation license 3105, 5520 kc., 15 watts; KHL, Mutual Tel. Co., Wailuku, (Maui Co., T. H., and KHM, Lihui, (Kauai Co.) T.H., C.P., pt. to pt. telg. 3195, 3225, kc., unlimited 5720 and 5750 kc day only, 500 watts; KGPJ, City of Beaumont, Texas, Beaumont, Texas, C. P. to change maximum power from 50 to 100 watts and change equipment; WEEW, American Radio News Corp., Paterson Plank Road, Carlstadt, N. J., modification of C.P. to extend commencement date to July 1 and completion date to January 3, 1933; WJM, Press Wireless, Inc., Washington, D. C., modification of C.P. pt. to pt. telg. to extend completion date to December 31, 1932; KGXF, International Packing Co., Sand Point, Alaska, renewal of pt. to pt. telg. license, 252 kc., 25 watts.

Also, Karl Hansen, KPR, port Alexander, Alaska, renewal of fixed public and public coastal, pt. to pt. telg. and coastal telg. license, 460 working, 500 kc., calling, 200 watts power; 274 kc. for communication with WXH, 227 for communication with WTG; 222 kc. for communication with other pt. to pt. stations in vicinity, 200 watts; KGTJ, and KGTH, Aeronautical Radio, Inc., Las Vegas, Nev. and Salt Lake City, Utah, authority to use frequency 6350 kc., day only, for period ending July 18, 1932; KGTJ, Las Vegas and KGTH, Salt Lake City, with power and types of emission now specified in aeronautical pt. to pt. station license; KUKD, Mackay Radio & Telg. Co., aboard "Point Sur", temp. authority, not exceeding 60 days, to operate Marconi type SE843 No. 274M, 375, 425, 454, 500 kc., 2 KW power; KESQ, Radiomarine Corp. of America, aboard "Bidwell", temp. authority not exceeding 60 days to operate transmitter types 3626C 705 W., range 125 to 500 kc., ET3650 50 watts, range 375 to 500 kc.

#### Set For Hearing

WHAT, Independence Broadcasting Co., Philadelphia, Pa., application to move locally in Philadelphia, heretofore granted, reconsidered and set for hearing because of protests received.

#### Applications Dismissed

H. Verne Spencer, Jeannette, Pa., C.P. 1420 kc., 100 watts, daytime; KGEZ, Donald C. Treloar, Kalispell, Mont., C.P. 1260 kc., 250 watts, specified hours - at request of both applicants.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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## RADIO GETS SENATORIAL VOTES FOR FIELD.

Personal popularity gained through his radio station, KFNF, at Shenandoah, Ia. is responsible for the race Henry Field gave United States Senator Smith W. Brookhart for the Republican senatorial nomination in the Iowa primary. Henry Field, largely through the instrumentality of radio, has developed his seeds mail order house into a large general merchandise trade.

When Field began broadcasting in 1925 his gross sales were \$900,000. In 1927 the gross sales leaped to \$2,500,000. In less than eight months he is said to have sold more than \$340,000 worth of automobile tires. In six months' he disposed of \$50,000 worth of shoes.

Field was a pioneer of "direct selling", that is, mentioning the price of an article over the air. He developed into a popular broadcaster. Being a farmer himself, he knew the proper appeal to the agricultural audience "out where the tall corn grows". Field made his establishment a sort of community center, had week-end picnics and assemblies, listeners coming from several states to meet Field personally, look his plant over, and incidentally buy some goods. About 30,000 visitors came to a flower show he staged. A birthday celebration brought 226,000 telegrams.

Henry Field is a native of Shenandoah, which has a population of only 5000 and is 61 years old. He has eleven children - Frank, Faith, Hope, Phillip, Jessie, Josephine, Mary, Ruth, Georgia, John Henry and Letty. He is tall, sallow, and has a large black moustache.

"Henry Field is the past master at selling to bargain hunters on the radio", Orrin E. Dunlap, Jr., writes in his book, "Radio in Advertising". "Has he made friends or enemies? Let us see what the owner of another western station that does not broadcast sales talk says about this pioneer merchant of the air.

" 'A listener is either dead against Field', said this entertainment competitor, 'or he turns on the loudspeaker and lets Henry come to his fireside with bargains. Many in the Corn Belt consider him a friend, but should his waves reach New York they would probably be given a cold shoulder and tuned out. Henry is a showman as well as a salesman. He knows what the public wants. He gives listeners the old fiddler's devotional exercises, the sweet voice of the seed house canary, and the old classics that touch the heart with their melodies. He broadcasts a news digest and then confides with listeners for an hour as to the mail he has received from them. He becomes a friend who can sit down in his shirt sleeves before the microphone and tell the millions all about his seeds, bacons, tires, pig meal, fresh hams, radio batteries, prunes, tea, paint, shirts, shoes,

socks, sparrow traps, overalls, chicken feed, ladies' and gents' hosiery, bibles, and what-not. His waves spread over Iowa, Nebraska, the Dakotas, Minnesota, Missouri, and Kansas, but they strike with the greatest force in Iowa and Nebraska.'

"The secret of Henry's success is that he appeals to the farmers. He is one of them. He knows what they want when they want it. There are no Metropolitan Opera stars to grace KFNF's studio. Home talent entertains and actuates the microphone with 'Swanee River', 'Silver Threads Among the Gold', 'Sweet Bye and Bye', 'Onward Christian Soldiers', and so forth. But the ace of the air is Henry in person.'

"Mr. Field told those who seek fame and fortune by selling to invisible customers that the secret of success is 'Be Yourself'. That is his formula. When talking over the air he dispenses with his coat just to be one of the common people. Then he chats with his 'folks' with such phrases as 'we was' and 'ain't got'. He has cast aside all 'hifalutin' words and ways.

"Henry Field has voice, personality, and sincerity in his nasal twang. When he begins to sell this is what he says, 'Howdy, folks. This is Henry, Henry Field talking, folks. Henry Field, himself'. Then his voice weakens a trifle as he turns from the microphone to ask Sally, 'What's your next number goin' to be?' How different from the prim voice of a New York announcer's 'Good evening ladies and gentlemen of the radio audience.'

"Henry Field's broadcasting studio is a modern version of the old-fashioned farmhouse parlor, and he appropriately calls KFNF, 'the friendly farmer station'."

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#### AYLESWORTH DELIVERS DRAKE COMMENCEMENT ADDRESS

Merlin H. Aylesworth, President of the National Broadcasting Company, and Kent Cooper, General Manager of the Associated Press, received honorary Doctor of Laws degrees from Drake University on Monday.

Mr. Aylesworth, son of Barton O. Aylesworth, President of the University from 1889 to 1897, delivered the Commencement address to the 225 graduates.

He drew a contrasting picture of the overflowing granaries of the country, while on the other hand, he pointed to nine million American unemployed, "ready to compete with you for an opportunity to work."

"We have failed to keep the balance between mass production and mass consumption", he told the graduates.

He saw an encouraging angle, however, in "the fact that some of our great leaders \* \* \* are seeking solutions to our economic ills which will approximate permanent cures and not be mere palliatives.

"The vicious circle of unemployment, which results in lowered standards of living, which in turn causes more unemployment and renewed lowering of the standard of living is already operative", he declared.

"Let us not accelerate this vicious circle. Let us try to maintain the high standard of living which, through our scientific industrial advances, America has earned.

"How shall we proceed?

"It seems obvious that the road out of this valley of dissolution and depression leads up the hill to the satisfying of a higher standard of living through the employment of more workmen.

"We can create and we can maintain this higher standard of living only if we solve the problem of providing an equitable distribution of the fruits of labor."

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#### DULUTH HAS ADEQUATE RADIO SERVICE

The following letter was received from the Head of the Lakes Broadcasting Company:

"Our attention has been drawn a number of times in the past few days to an article appearing in a recent issue of your service, stating that Duluth is without any broadcasting station of regular service.

"Station WEBC, for the past six years, has maintained offices and studios in the Spalding Hotel in Duluth. More than 50% of the stock in the corporation is owned by Duluth and Minnesota people. Every effort is made to take care of local interests, and we have heard little, if any, complaint. Our transmitter, however, is located in Superior, and we also have studios in Superior.

"We do not discriminate in favor of either city, but work in the interest of the two cities, which are separated only by the St. Louis River, and have a common interest, the only difference being that Duluth happens to be in Minnesota, and Superior in Wisconsin. Inasmuch as a larger portion of the population lies on the Minnesota side, we announce our station as 'Duluth and Superior, Station WEBC.'

"I might say, in conclusion, that this community has a total population of about 140,000. I believe that between ourselves and WCCO, a service is afforded this section second to none."

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## MANUFACTURERS SCRUTINIZE NEW FEDERAL TAX ON RADIO

No policy or recommendations regarding extension of the manufacturers' tax of 5% on radio apparatus to distribution channels or the public have been made by the Radio Manufacturers' Association and such recommendations at this time would at most be advisory.

This tax is expected to place a burden either directly or indirectly of \$11,000,000 upon manufacturers and the buying public, though the contention was made at the hearings that a 5% tax, because of the condition of the industry at the present time, would not bring in any where near \$11,000,000.

"The Revenue Bill as finally adopted by the House and Senate makes no material changes in the provisions to those carried in the bill as originally adopted by the House relating to radios, phonographs and refrigerators", former Representative Frank D. Scott, legislative counsel of the Radio Manufacturers' Association explained.

"The law will impose a five per cent tax on the manufacturer's selling price of chassis, cabinets, tubes, reproducing units, power packs, phonograph mechanisms and records for phonographs.

"It also imposes a five per cent tax on the manufacturer's selling price on household type refrigerators (for single or multiple cabinet installations) operated with electricity, gas, kerosene, or other means. If 'refrigerator components', such as cabinets, compressors, condensers, expansion units, absorbers and controls are sold separately, rather than as a completed refrigerator or refrigerating or cooling apparatus, then the five per cent attaches to the price of such refrigerator components so sold.

"If the manufacturer, prior to May 1, 1932, made a bona fide contract for the sale of any of the articles above enumerated, and if such contract does not permit the adding to the amount to be paid under such contract of the whole of such tax, then (unless the contract prohibits such addition) the vendee (or purchaser) shall pay so much of the tax as is not so permitted to be added to the contract price. Such taxes so computed shall be paid to the manufacturer at the time the sale is consummated, and shall be collected, returned and paid to the United States by such manufacturer in the same manner as is provided for the usual payment of taxes herein. In case of the failure or refusal of such vendee (or purchaser) to pay such taxes to the manufacturer (or vendor) the manufacturer shall report such facts to the Commissioner of Internal Revenue, who shall cause collection of such taxes to be made from such purchaser (or vendee).

"The Revenue Law becomes effective on the fifteenth day after it is signed by the President.

"Every person liable for taxes hereunder shall make monthly returns under oath in duplicate and pay the taxes imposed to the collector for the district in which is located the principal place of business of such person, or, if he has no principal place of business, then such returns and taxes shall be made to the Collector at Baltimore, Maryland. The returns shall contain such information as shall be prescribed in the regulations to be formulated by the Commissioner of Internal Revenue. A penalty of one per cent per month from the time the tax became so due until paid is imposed for the failure to make returns in accordance with the foregoing provisions."

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### BOND HAILS FROM PAW PAW

A lot of people these days never heard of a paw paw. Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, however, was born there - Paw Paw, Ill.

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### "I AM RADIO AND EVERY INCH OF ME IS MAGIC"

An ode to radio, composed by Mr. Izaac A. Hedges, of St. Louis, written and dedicated to J. Clarke Coit, of Chicago, former President of the Radio Manufacturers' Association, follows:

"I am the Radio, made of metal, glass, and wood; every cubic inch of me is magic.

"Out of the space there comes through my body the music of the spheres, divine symphonies flood the air, mighty chorouses break forth, the organ peals, bands play, the voice of the singer enchants, stringed instruments enthrall the senses, countless orchestras interpret the spirit of jazz, and the saxophone is heard throughout the land.

"The actor and the entertainer tell their story to laughter or to tears. The lecturer lifts up his voice, and millions listen and learn, the statesman and the politician make their plea, and the destiny of a Nation is decided.

"I am the conservator of Man, on land and in the air, on the sea, and under the water; in time of disaster my appeal goes forth and aid comes to the distressed.

"What a boon I am to mankind! In the home of the rich and the cottage of the poor, in spacious apartment and lowly tenement, on the farm, and within prison walls, to young and old, to the sick and blind, I bring my message, in every tongue, and in every clime.

"I am the Radio, God's great gift to humanity!"

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## THAD BROWN TO ATTEND EDUCATION BY RADIO INSTITUTE

Col. Thad H. Brown, Commissioner from the Second Zone, will represent the Federal Radio Commission at the Third Annual Institute for Education By Radio now in session at Ohio State University, Columbus, Ohio.

Chairman C. McK. Saltzman made the announcement in a telegram to F. H. Lumley, of the Bureau of Educational Research of the University in response to a request that the Commission send a representative to take part in the discussion. Colonel Brown is attending the Institute today (June 9th).

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

June 6 - WBMS, WBMS Broadcasting Corp., Hackensack, N. J., install automatic frequency control; KEX, Western Broadcasting Co., Portland, Oregon; KGA, Northwest Broadcasting System, Inc., Spokane, Washington; KJR, Northwest Broadcasting System, Inc., Seattle, Wash., KOA, National Broadcasting Co., Denver, Colorado - all to install automatic frequency control; WWNC, Citizen Broadcasting Co., Inc., Asheville, N. C., license to cover C.P. granted 3/25/32 to install new transmitter; Britt A. Rogers, Jr., Tupelo, Miss., C.P. to erect a new station at Tupelo, Miss., to use 990 kc., 500 watts, daytime; KFBI, The Farmers and Bankers Life Insurance Co., Milford, Kansas, modification of license to move main studio from Milford, Kans., to Abilene, Kans.; WBBM-WJBT, WBBM Broadcasting Corp., Chicago, Ill., license to cover C.P. granted 2/5/32 as modified, to install new transmitter.

### Applications Other Than Broadcasting

KGPA, Seattle Police & Fire Depts., Seattle, Wash., C.P. for change in equipment, including automatic frequency control, 2414 kc., 250 watts, emergency police; WPDP, City of Philadelphia, Pa., Philadelphia, Pa., C.P. for new equipment and increase in power to 500 watts; Salt Lake City Police Dept., Salt Lake City, Utah, new C.P. for 2470 kc., 100 watts, municipal police service; WNAU, Aeronautical Radio, Inc., Moline, Ill., modification of license for change in description of transmitter to read "Boeing, Type B8C"; Mackay Radio Telegraph Co., Inc., near Montauk, N. Y., C. P. for 500, 392 kc., 5 KW, coastal telegraph service; KPK, Radiomarine Corp. of America, Portland, Oregon, modification of license for change in hours of operation to continuous operation, coastal and marine relay.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

The following applications were granted June 7th:

WSVS, Seneca Vocational High School, Buffalo, N. Y., and KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P.s to install new transmitter; KXL, KXL Broadcasters, Portland, Ore., C.P. to install auxiliary transmitter at present transmitter location; KNX, Western Broadcast Co., Los Angeles, Cal., C.P. to make changes in equipment and increase power from 5 to 25 KW; KFXF, Colorado Radio Corp., Denver, Colo., license covering move of station locally, 920 kc., 500 w. (experimental night), share with KFEL; KFXU, The University of Kansas, Lawrence, Kansas, authority to remain silent from June 15th to September 15th, and on September 15th inaugurate a new time sharing division with WREN in accordance with agreement signed by both stations.

Also, WCAC, Connecticut Agricultural College, Storrs, Conn., authority to operate on June 12th from 11 A.M. to 12 noon; on June 15th from 10:30 A.M. to 12 noon, EDST, if station WICC remains silent; WNBO, John Brownlee Spriggs, Silver Haven, Pa., 30 day license to operate present transmitting equipment, pending construction of new transmitter, 1200 kc., 100 watts; WJBU, Bucknell University, Lewisburg, Pa., authority to operate from 8 P.M. to 10 P.M. on Sunday, June 5th (action taken June 4); KGDA, Mitchell Broadcasting Corp., Aberdeen, S. Dak., authority to take depositions in re applicant's applications for renewal of license and C.P., hearing on which is scheduled for June 15th (action taken June 3).

The following stations were granted authority to install automatic frequency control: WHBF, Rock Island, Ill.; WSIX, Springfield, Tenn.; WBAP, Fort Worth, Tex., KGFW, Kearney, Neb., WAGM, Presque Isle, Me., and WDAG, Amarillo, Texas.

Also, granted, Carleton D. Haigis, Gloucester City, N. J., two general experimental C.P.s, frequencies 27100, 34600, 51400, 60000-400000 and above, 250 watts, portable, initial location Gloucester City, N. J., with additional authority to operate on mobile units; The Goodyear Tire & Rubber Co., Inc., Suffield, Ohio, general experimental C.P. 2398, 3492.5, 4797.5, 6425, 8655 kc., 150 watts; The Crosley Radio Corp., near Mason, Ohio, special experimental C.P. 700 kc., 100 to 500 KW, hours of operation 1 A.M. to 6 A.M. daily; City of Lexington, Lexington, Ky., C.P. police service, 1712 kc., 200 watts; City of Chanute Police Dept., Chanute Kans., C.P., police service, 2450 kc., 5 watts; Warner Bros. Broadcasting Corp. portable, C.P. for temporary broadcast pickup, 1518 and 2342 kc., 250 watts; WLD, Pere Marquette Radio Corp., Ludington, Mich., modification of C.P. to extend completion date to June 30, 1932;

Also, W3XAL, National Broadcasting Co., Inc., Bound Brook, N. J., modification of license, experimental relay broadcasting to increase power from 20 to 35 KW; KE2, RCA Communications, Inc., Kahuku, T. H., and KEB, Bolinas, Cal., modification of licenses

to change frequencies from 6890 to 7370 kc., and 7370 to 6890 kc. respectively; WPEI, E. Providence Police Dept., E. Providence, R. I., police service license, 1712 kc., 50 watts; KOBP, WJIU, Mackay Radio & Telg. Co., New York City, 30 day authority to operate station KOBP aboard vessel "Scanpenn" and WJIU, aboard vessel "Scanyork", using 2 KW spark, range 375 to 500 kc., 100 watts, range 5515 to 16660 kc., 1st Cl. Public Service (action taken June 2nd); Tex Rankin, aboard airplane, authorized to use transmitter for 30 days aboard airplane during endurance refueling flight, 3105 kc., 50 watts; H. H. Hanseth, Eureka, Cal., authority to take depositions in re application for C.P. for station to be erected in Eureka, hearing on which is scheduled for July 11th (action taken June 3); W2XBV, Knickerbocker Broadcasting Co., Inc., New York City; granted authority to use Station June 8th, 10 and 11, in connection with rebroadcast from Hudson River Day Boat (action taken June 3rd)

### Renewal of Licenses

The following stations were granted regular renewal of licenses:

WMPC, Lapeer, Mich., WPDA, Paducah, Ky.; WSVS, Buffalo, N. Y., WSYB, Rutland, Vt.; KGAR, Tucson, Ariz.

(June 3rd) WBTN, Danville, Va.; WCBM, Baltimore; WDAS, Philadelphia; WDEV, Waterbury, Vt.; WEHS, Cicero, Ill.; WGL, Fort Fort Wayne, Ind.; WHBQ, Memphis, Tenn.; WHFC, Cicero, Ill.; WILM Wilmington, Del., WJMS, Ironwood, Mich., WJTL, Oglethorpe Univ., Ga.; WKBI, Cicero, Ill., WKBV, Connersville, Ind., WKBZ, Ludington Mich., WLBF, Kansas City, Kans.; WLEY, Lexington, Mass.; WLVA, Lynchburg, Va., WMBC, Detroit, Mich.; WMBH, Joplin, Mo., WNBF, Binghamton, N. Y.; WOPI, Bristol, Tenn., WPFB, Hattiesburg, Miss.; WRAM, Wilmington, N. C.; WRDO, Augusta, Me., WRJN, Racine, Wis., WTBO, Cumberland, Md.; WWSW, Pittsburgh, Pa.; KABC, KCMC, Texarkana, Ark.; KCRC, Enid, Okla.; KDB, Santa Barbara, Cal.; KFBL, Everett, Wash.; KFJM, Grand Forks, N. Dak.; KGFF, Shawnee, Okla.; KGFG, Oklahoma City, Okla.; KGFI, Corpus Christi, Tex., KGFK, Moorhead, Minn.; KGFL, Raton, N. Mex.; KGKB, Tyler, Tex.; KGIW Trinidad, Colo.; KGKL, San Angelo, Tex.; KICK, Red Oak, Iowa; KMAC, San Antonio, Tex.; KONO, San Antonio, Tex.; KOOS, Marshfield, Ore.; KPJM, Prescott, Ariz., KPQ, Wanatchee, Wash., KREG, Santa Ana, Cal.; KUJ, Walla Walla, Wash., KWCR, Cedar Rapids, Ia., KWKC, Kansas City, Mo., and KXYZ, Houston, Tex.

Also, WQDM, A. J. St. Antoine, St. Albans, Vt., granted renewal of license 1370 kc., 100 watts, hours of operation specified; KBPS, Benson Polytechnic School, Portland, Ore., renewal of license, 1420 kc., 100 watts; share time with KXL, as follows: KBPS 1/7 time, KXL 6/7 time; KXL, KXL Broadcasters, Portland, Ore., renewal of license, 1420 kc., 100 watts, share with KBPS as follows: KXL 6/7 time, KBPS 1/7 time.

### Set For Hearing

WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, requests modification of license to change hours of operation from unlimited daytime, sharing with KQV at night, to unlimited (night time

facilities of KQV are requested); KSO, Iowa Broadcasting Co., Clarinda, Iowa, requests C.P. to move transmitter from Clarinda to Des Moines; and move studio from Clarinda to Des Moines; change frequency from 1380 to 1370 kc., reduce power from 500 watts to 100 w. night, 250 w. daytime, increase hours of operation from unlimited daytime, sharing with WKBH at night, to unlimited and install new equipment (this application originally requested authority to move from Clarinda to Creston, Ia., which application was designated for hearing on May 10th, and has now been amended as above set forth).

Miscellaneous

WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio, application for modification of license to change frequency from 610 to 590 kc., set for hearing, withdrawn without prejudice at request of applicants; WHAS, The Courier Journal Co., & Louisville Times Co., Louisville Times Co., Louisville, Ky., WWVA, W. Va. Broadcasting Corp., Wheeling, W. Va., KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., renewal of licenses for these stations set for hearing because of applications for use of the clear channels 1020 and 1160 kc.; WRAX, WRAX Broadcasting Co., Philadelphia, Pa., and WPEN, Wm. Penn Broadcasting Co., Philadelphia, Pa., applications to consolidate set for hearing (these stations have filed applications to consolidate and operate on 920 kc.; WSAN, Allentown Call Pub. Co., Allentown, Pa., and WCBA, B. Bryan Musselman, Allentown, Pa., denied petition for reconsideration of application to increase power on experimental basis from 250 to 500 watts; KGKX, Sandpoint Broadcasting Co., Sandpoint, Idaho, denied protests of A. L. Alford and Lewiston Chamber of Commerce, to granting of application of Sandpoint Broadcasting Co., for C.P. to move station KGKX from Sandpoint to Lewiston, Idaho.

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RADIO DATA TRANSMITTED TO SENATE

The most complete report on the radio industry yet compiled was transmitted to the Senate at noon today (Thursday), in accordance with the Couzens-Dill resolution asking for full information. The data was obtained by the Federal Radio Commission through circulation of a questionnaire.

Contents of the report cannot be made public until the Senate has released it, but will be carried in this bulletin as soon as available.

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## WLW TO TEST WITH 500,000 WATTS

A new 500,000-watt experimental broadcasting station, which may pave the way for a series of ultra-high power stations on United States cleared channels, has been authorized by the Federal Radio Commission and will begin operation in the near future.

The new station will be operated by the Crosley Radio Corp. of Ohio, and will be the highest powered broadcaster ever used in this country. It is expected signals from the powerful transmitter will be received throughout the country three and one-half times stronger than signals from a 50,000-watt station, the highest power operating regularly in the United States, it was explained.

The station will be operated on a frequency of 700 kilocycles, that now used by Station WLW, at Cincinnati. Test broadcasts with ultra-high power will be carried on daily from 1 A.M. to 6 A.M. The experiments will interfere in no way with regular broadcasts from WLW.

Although there are other stations in Europe operating with power of hundreds of thousands of watts, this will be the first attempt in this country to broadcast with power of more than 400,000 watts.

There are two other experimental stations now testing ultra-high power broadcasts - Westinghouse Electric and General Electric stations. The former operates with maximum power of 400,000 watts; the latter with 200,000. The minimum power used by each in experiments is 50,000 watts; The Crosley station will operate with maximum 500,000 watts power, using a minimum of 100,000 watts.

In addition to more than tripling signal intensity, it is expected broadcasts from the station will be received with a minimum of fading and other objectionable interference. Located centrally in the United States, the new station will be ideal for carrying on such experiments in view of the fact that WLW already is recognized as a purely national station. Wherever radio programs are heard, listeners report fair reception from the Cincinnati station.

An economic barrier is the only obstacle which now confronts high-power broadcasting in the United States. If a station can broadcast so it is received well regularly in all sections of the country, it will be an excellent medium for national radio advertising. If good reception is not regular, naturally the station loses much of its value as an advertising medium.

If tests prove that reception will be universally regular, or nearly so, among all listeners, high power will be a commercial success and will be employed more widely in America. If good reception is not regular, high power will be a commercial failure. And, if it cannot support itself, there is no excuse for its existence.

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## PATENTS, PATENT SUIT AND TRADEMARKS

The following patents were granted during the week ending June 7, 1932:

- 1,861,453. Gaseous Discharge Device. Stephen P. Sashoff, Swissvale, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed July 30, 1930.
- 1,861,462. Radio Station. Virgil E. Trouant, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed May 3, 1928.
- 1,861,561. Oscillator. Leroy J. Buttolph, Grantwood, N. J., assignor to General Electric Vapor Lamp Co., Hoboken, N. J. Original application filed December 11, 1926. Divided and this application filed December 7, 1928.
- 1,861,571. Amplifier Circuit. Lewis M. Hull, Boonton, N. J., assignor, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed December 23, 1926.
- 1,861,581. Gaseous Electric Discharge Device. Marcello Pirani, Berlin-Wilmersdorf, Karl Becker, Berlin-Steglitz, and Martin Reger, Berlin, Germany, assignors to General Electric Co. Filed July 24, 1930, and in Germany August 29, 1929.
- 1,861,585. Neutralizing Circuit. Walter van B. Roberts, Princeton, N. J., assignor to Radio Corporation of America. Filed September 3, 1927.
- 1,861,587. Audion Amplifier Circuit. Harold A. Snow and Lewis M. Hull, Boonton, N. J., assignors, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed August 13, 1925.
- 1,861,621. Combination Gap and Condenser for High Frequency Circuits. Leroy J. Buttolph, Grantwood, N. J., assignor to General Electric Vapor Lamp Co., Hoboken, N. J. Filed December 11, 1926.
- 1,861,637. Production of Alkali Metal Tubes. John W. Marden and Ernest A. Lederer, East Orange, N. J., assignors to Westinghouse Lamp Co. Filed October 27, 1927.
- 1,861,707. Radio Frequency Amplifying System. William K. McIver, Elgin, Ill., assignor to Benjamin Electric Manufacturing Co., Chicago, Ill. Filed January 20, 1927.
- 1,861,739. Radio Receiver. Earl W. Davidson, Terre Hill, Pa. Filed January 12, 1928.

- 1,861,794. Filament Support. Ralph M. Heintz, Palo Alto, Calif., assignor to Heintz & Kaufman, Ltd., San Francisco, Cal., Filed January 26, 1931.
- 1,861,862. Piezo-Electric Crystal Oscillator System. August Hund, Bethesda, Md. Filed June 7, 1929.
- 1,862,020. Means for Preventing Hum Due to Interelement Capacities in Vacuum Tubes. Walter Louis Krahl, Montclair, N. J., assignor to Arcturus Radio Tube Co., Newark, N. J. Filed December 7, 1928.
- 1,862,062. Sound Reproducing Apparatus. Freeman H. Owens, New York, N. Y., assignor to Owens Development Corp., New York, N. Y. Filed September 9, 1929.
- 1,862,119. Automatic Direction Finder. Donald G. Little, Edgewood, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed September 2, 1926.
- 1,862,137. Signaling System. Richard C. Curtis, and Clarence A. Boddie, Wilkesburg, Pa., assignors to Westinghouse Electric & Manufacturing Co. Filed July 30, 1928.
- 1,862,138. Carbonized Electrode and Method of Producing Same. Howard M. Eley, Oakmont, Pa., assignor to Westinghouse Electric & manufacturing Co. Filed May 3, 1928.
- 1,862,174. Sound Reproducer. Igor S. Bobrovsky, Rochester, N. Y. Filed November 15, 1929.
- 1,862,327. Sound Recording. Samuel M. Bagno, Bronx, N. Y., assignor to Radio Corporation of America. Filed January 18, 1930.
- 1,862,393. Thermionic Amplifying Circuits. Erich Asch, Berlin-Sudende, Germany, assignor to Radio Patents Corp., New York, N. Y. Filed October 24, 1928, and in Germany November 10, 1927.
- 1,862,394. Continuous Current Amplifier. Erich Asch, Sudende, near Berlin, Germany, assignor to Radio Patents Corporation, New York, N. Y. Filed January 3, 1930, and in Germany January 8, 1929.
- 1,862,455. Television Scanning Device. William John Barnecut, Highland Park, Mich. Filed March 11, 1931.

#### Patent Suit

1,231,764, F. Lowenstein, Telephone relay; 1,426,754, R. C. Mathes, Circuits for electron discharge devices; 1,128,292, E. H. Colpitts, Electric wave amplifier; 1,504,537, H. D. Arnold, Power limiting amplifying device, appeal filed April 31, 1932, C.C.A. 2d Cir., Doc. , Western Electric Co., Inc. v S. Wallerstein.

Disclaimer

1,770,205 - Alfred N. Goldsmith and Julius Weinberger, New York, N. Y. Television System. Patent dated July 8, 1930. Disclaimer filed May 18, 1932, by the patentees, assignee, RadioCorporation of America, assenting.

Disclaim from the scope of claim 10 in the above named patent all television sound transmission systems except those systems wherein the sound signals related to the television signals occupy a relatively small, single and continuous portion of the entire continuous frequency band for both television and sound signals, and wherein the sound frequency signals are adjacent to, or adjoin, the television signals on one side only.

Trade-Marks

Ser. No. 324,860. Vi-Zor-Tena Company, Kansas City, Mo. Filed March 7, 1932. "Vi-Zor-Tena" Trade Mark. No claim is made to the representation of the goods and the words "Trade-Mark" apart from the mark shown in the drawing. For Radio Antenna in form of automobile windshield visor. Claims use since March 4, 1932.

Ser. No. 319,888. John Field, New York, N. Y. Filed Oct. 9, 1931. "Voice Record". No claim is made for the words "Voice Record" apart from the mark shown in the drawing. For Recording reproducing phonographs and records thereof. Claims use since Spt. 29, 1931.

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# HEINL RADIO BUSINESS LETTER

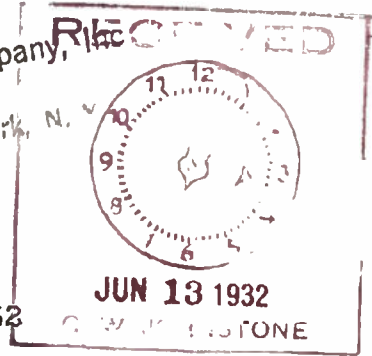
INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::



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## FEDERAL RADIO COMMISSION SENDS VOLUMINOUS REPORT TO CONGRESS

The most extensive survey of the broadcasting industry yet made is contained in a report of the Federal Radio Commission, recently submitted to the Senate in response to the Couzens-Dill resolution passed last January. A questionnaire was sent out to radio broadcasting stations and other interests closely allied to radio broadcasting. Compilation of this information is perhaps the greatest single task ever undertaken by the Federal Radio Commission, with the result that there is now available a veritable encyclopedia on radio broadcasting. For the first time the public has a fair picture of American broadcasting based on actual facts and figures, not hearsay and guess work.

Although the information is now in the hands of the Senate, it is unlikely that any legislation will result for several months. Since the chances are that this information will not be available in printed form for some time, a fairly complete digest of the 300 page report is given.

The first thing asked for by the Senate committee which framed the resolution was available information on the feasibility of government ownership and operation of broadcasting facilities. The Commission was able to base its reply on the experiences of certain European nations only, since there has been no governmentally owned broadcasting system in North America. Conditions in Europe and the United States are so totally different that none of these systems could be applied practically in the United States.

"There are many possible broadcasting systems which could be operated in the United States under government control", the report points out, "but the determination of a proper technical system depends upon the aim to be accomplished. The United States is made up of 48 political subdivisions having varying areas, populations, and interests. The policy adopted might take into account the particular interests of the people of the various states with the selection of programs in the control of each State, or all stations could be nationally owned and operated with the selection of all programs in the control of a national organization.

"Each policy requires a different system of technical operation, and it is not possible to formulate a definite plan of technical operation without a determination of policy. For example, it might be decided that each person in the United States, no matter where located, is entitled to receive the same number of programs, each with a satisfactory signal free of interference. Such a service might be accomplished by means of a large number of low power stations operated in several synchronized chains. It is estimated that such a system would require approximately 1000 stations for each program. To supply three programs would require an initial cost for installation of approximately \$120,000,000 with an annual technical maintenance of approximately \$100,000,000.

"Another possible policy might be to give two or more national programs which could be heard at night throughout the United States and provide one or more stations to be operated independently by each state to give programs of interest to the States. The national coverage could be provided by several high-power stations geographically arranged so as to give satisfactory rural service. The state stations would vary in power depending on the area of the state to be served. To give such a service would require an initial investment of approximately \$50,000,000 with an annual technical maintenance of approximately the same amount.

"These two plans are simply examples which have been developed to show the possibilities and to give some idea of cost".

The cost of talent was not included in the above estimate.

"The Federal Radio Commission is ready to prepare detailed plans for a technical arrangement to meet the needs of any policy which may be determined if it should be decided that government ownership and operation of broadcasting is desirable in the United States", this phase of the report concluded.

Brief reviews of the broadcasting systems in use in Argentina, Australia, Austria, Brazil, Canada, Chile, France, Germany, Great Britain, Italy, Mexico, Russia and Spain were submitted at this point.

"Radio broadcasting in the United States has grown to be a very large industry", the report continues. "This industry engages 607 stations located geographically so as to insure consistent radio reception at night over about 46 per cent (56.2 per cent daytime) of the total area of the continental United States and by about 89.6 per cent (94 per cent daytime) of its total population. The entire area and total population of the United States receive intermittent service at night. Actual investments as of December 31, 1931, totaled approximately \$48,000,000. During the year 1931 gross receipts amounted to \$77,758,048.79, and gross expenditures amounted to \$77,995,405.68, which included \$20,159,656.07 for regular employes, \$4,725,168.23 for equipment, and \$36,226,144.47 for miscellaneous expenditures."

The report reminds that the quality of the sustaining programs depends upon the amounts received from sale of time for commercial purposes. Of the total hours used by 582 stations during the period of the survey 63.96 per cent was used for sustaining programs and 36.14 per cent was used for commercial programs. Of the total hours used by this same group of stations, 12.52 per cent was used to broadcast educational programs, 80.04 per cent of which were presented as sustaining features.

Detailed arrangements between the networks and their affiliated stations are set forth, giving production costs and information about the type of program material offered by the networks.

The National Broadcasting Company made available to its networks during the year 1931, 20,160 hours and 15 minutes of program service divided as follows: Sponsored, 6823 hours, 35 minutes (33.8 per cent); Sustaining, 11,544 hours, 35 minutes (57.3 per cent); Institutional (programs for which all costs are borne by NBC, such as Metropolitan Opera, Damrosch Hour), 1792 hours, five minutes (8.9 per cent).

The total cost of non-commercial programs, including talent and proportionate share of expenses including wire or line charges amounted to approximately \$8,729,000 in the year 1931. The NBC estimated that it gave time worth approximately \$2,000,000 for the broadcasting of 430 hours of speeches by government, state or city officials.

The Columbia Broadcasting System operates only one network of radio stations. It made available 6,550 hours, 30 minutes of programs, of which 1,437 hours, 15 minutes (21.94 per cent) were commercial, and 5,113 hours, 15 minutes (78.06 per cent) sustaining. The total cost of sustaining programs, including talent and proportionate share of expenses, including wire or line charges amounted to \$3,357,731.00 for the year.

Columbia estimates that, at regular rates, it gave time worth \$1,407,586.00 based on total network or \$844,171.50 based on average hookup of 45 stations, for broadcasting of 98 hours, 15 minutes of speeches by the government, state and city officials.

Station powers and zones are taken into consideration in the analysis of rates. Figures for one-quarter of an hour at night for sponsored programs are averaged as follows: 100 watts- \$15.32-\$18.80; Over 100 watts but under 500 watts - \$34.02; 500 watts- \$44.11; 1000 watts- \$56.37; Over 1000 watts but under 5000 watts- \$80.00; 5000 watts- \$99.28; Over 5000 watts - \$172.95.

The Commission replies to the question: "To what extent are the facilities of a representative group of broadcasting stations used for commercial advertising purposes?" as follows:

"During the seven day period covered by the survey, 582 stations that furnished satisfactory reports used 43,054 hours, 58 minutes to broadcast programs during the hours 6 a.m. to 12 midnight. Of the 43,054 hours, 58 minutes, about 68 per cent was used between 6 a.m. and 6 p.m. and about 32 per cent was used between 6 p.m. and 12 midnight.

"Of the 29,356 hours and 39 minutes used between 6 a.m. and 6 p.m., 48.77 per cent were local sustaining programs and 16.96 per cent were chain sustaining programs; 29.57 per cent were local commercial programs and 4.7 per cent were chain commercial programs.

"Of the 13,698 hours, 19 minutes used between 6 p.m. and 12 midnight, 47.08 per cent were local sustaining programs and 12.77 per cent were chain sustaining programs; 25.37 per cent were local commercial programs and 14.78 per cent were chain commercial programs.

"Therefore, of the total number of hours used during the seven broadcast days, 63.86 per cent were sustaining programs and 36.14 per cent were commercial programs. Of the total number of hours used to broadcast sustaining programs, 75.53 per cent were local and 24.47 per cent were chain; and of the total number of hours used to broadcast commercial programs, 78.12 per cent were local and 21.88 per cent were chain.

"Sales talks or a description of commodities advertised, consumed 2,819 hours, 7 minutes. This represents 6.55 per cent of the total hours used for both sustaining and commercial programs and 18.11 per cent of the hours devoted only to commercial programs."

The above figures are the first ever made available showing the ratio between local and chain broadcasting; local commercials and chain commercials; local sustaining and chain sustaining features.

In answer to the question: "To what extent the use of radio facilities for purposes of commercial advertising varies as between stations having power of 100 watts, 500 watts, 1000 watts, 5,000 watts and all in excess of 5000 watts?", the Commission prepared the following table:

100 watts - 201 stations reporting total of 13,679 hours, 23 minutes on air, divided as follows: Commercial programs, 4,733 hours, 14 minutes. Hours used for sales talk, 899 hours, 38 minutes. Percentage of hours for sales talk, 6.58 per cent. Percentage of commercial hours for sales talk, 19.01 per cent.

500 watts - 125 stations reporting total of 8,874 hours, 24 minutes on air, divided as follows: Commercial programs, 3,131 hours, 34 minutes. 608.06 hours used for sales talk. Percentage of hours for sales talk, 6.85 per cent. Percentage of commercial hours for sales talk, 19.41 per cent.

1000 watts - 99 stations reporting total of 9,061 hours, 15 minutes on air, divided as follows: Commercial programs, 3,562 hours, 45 minutes. 580 hours, 47 minutes used for sales talk. Percentage of hours for sales talk, 6.41 per cent. Percentage of commercial hours for sales talk, 16.30 hours.

5000 watts - 33 stations reporting total of 3,159 hours, 29 minutes on air, divided as follows: Commercial programs, 987 hours, 42 minutes. 144 hours, 22 minutes used for sales talk. Percentage of hours for sales talk, 4.56 per cent. Percentage of commercial hours for sales talk, 14.60 per cent.

Above 5000 watts - 32 stations reporting total of 3,009 hours, 22 minutes on air, divided as follows: Commercial programs, 1294 hours, 45 minutes. 179 hours, 29 minutes used for sales talk. Percentage of hours for sales talk, 5.97. Percentage of commercial hours for sales talk, 13.86 per cent.

The Commission based its answer to the question, "What plans might be adopted to reduce, to limit, to control, the perhaps, to eliminate the use of radio facilities for commercial advertising purposes?" upon the premise that the present system of broadcasting will be retained.

"Any plan the purpose of which is to eliminate the use of radio facilities for commercial advertising will, if adopted, destroy the present system of broadcasting," the report continues.

"Any plan to reduce, limit and control the use of radio facilities for commercial advertising purposes to a specific amount of time or to a certain per cent of the total time utilized by the station, must have its inception in new and additional legislation which either fixes and prescribes such limitations or specifically authorizes the Commission to do so under a general standard prescribed by that legislation. While the Commission may under the existing law refuse to renew a license to broadcast or revoke such license because the character of program material does not comply with the statutory standard of public interest, convenience and necessity, there is at present no other limitation upon the use of radio facilities for commercial advertising.

"Such regulation whether specifically undertaken by Congress or delegated by it to the Commission could extend both to the quality and quantity of commercial advertising. While the quality and quantity of commercial advertising could be limited to certain hours in the day or night and to a certain number of such hours; also, provision could be made limiting the advertising matter to a certain per cent of the time devoted to total programs or commercial programs.

"Any such system of regulation should, however, recognize and apply the differences in the needs and requirements of stations of the several classes, i.e. clear, regional and local. Also, basis for classification may exist in the fact that certain programs are originated locally for local consumption, whereas others are originated by chain companies for the edification and entertainment of the country as an entirety or at least for very large sections thereof.

"Thus, it will be observed from the matter collected in this report that while sales talks, etc., consumed 6.55 per cent of the total hours used during the sample week by the 582 stations of all classes and that such matters consumed 18.11 per cent of the total commercial hours of such stations, sales talks and related matters consumed only 11.27 per cent of the commercial programs of chain stations as compared to 20.02 per cent of the commercial programs of local stations. A flat restriction based upon the amount of time used for sales talks without regard to the location, power and activities of stations, would, in all probability, work inequitable results.

"Moreover, and in any case or class, limitations upon the use of time for commercial advertising, if too severe, would

result in a loss of revenue to stations which, in all probability, would be reflected in a reduction in the quantity and quality of programs available to the public.

"The Radio Act of 1927 was obviously designed to permit the licensees of broadcasting stations the maximum of latitude in the matter of program material. Such licensees are in a singularly favorable position to learn what the audience wants to hear and to make the necessary changes in program material and in methods of presentation that will cause their programs to be favorably received by a substantial majority of the listeners. The adoption of regulation of the sort herein described should be undertaken only when it clearly appears that a majority or at least a considerable number of the licensees have failed to operate their stations in a manner acceptable to a majority of the listening public. If, in the opinion of Congress, that time has now arrived, we conceive it to be advisable to enact such legislation as will permit the Commission to impose such regulations as the circumstances from time to time seem to warrant rather than legislation imposing specific restrictions and inflexible limitations."

In a letter attached to the report, the Senate is advised that "Commissioners Saltzman and Lafount do not agree with the statement contained in the views expressed in the above answer, believing that the provisions of Section 4 of the Radio Act of 1927 give the Commission the necessary authority.

"Broadcasting systems in foreign countries that are supported entirely by revenue derived by a tax or license fee for receiver-set ownership or by government subsidy do not as a rule, accept commercial advertising, whereas stations owned and operated by private interests are supported mainly from advertisements and subsidies paid voluntarily by the listening public", the report replies to the question about rules and regulations adopted by other countries to control or to eliminate the use of radio facilities for commercial advertising purposes.

"A few foreign governments have rules and regulations to insure high quality programs by simply restricting advertising matter to short announcements or according to the amount of time consumed -- generally from 10 to 40 minutes daily. In other countries, there is no censorship on advertising but they have rules and regulations to prevent the broadcasting of objectionable statements, prejudicial to the government. Ten of the thirteen foreign countries that were investigated permit commercial advertising and with one exception have laws, rules or regulations governing advertising."

"It would not appear to be practicable and satisfactory at the present time, and in the ordinary case, to permit only the announcement of sponsorship of programs by persons or corporations", is the Commission's reply as to the practicability of

that sort of regulation.

"The American system of broadcasting is predicated upon the use of radio facilities as a medium for local and national advertising. Upon this use depends the quantity and quality of commercial and sustaining programs. The competition between advertisers insures the employment of the best talent available and a variety in kind of commercial programs. The commercial programs furnish the principal source of revenue to stations. The quality and character of sustaining programs are dependent upon the revenue received from the sale of time for commercial advertising purposes.

"A radio broadcast station can present sustaining programs that are of great educational value and rich in entertainment only in a degree measures by the revenue derived from the sale of time for purposes of commercial advertising.

"Information made available to the Commission shows that sponsorship of programs by name would amount, in ordinary cases, only to good-will advertising. A few products and their uses may be so well and generally known as to permit this. On the other hand, and as to the majority of products, such advertising would involve an expense which national advertisers are not now willing and in a position to bear.

"It should be borne in mind that if a restriction permitting sponsorship by name only should cause a number of advertisers to discontinue the use of radio facilities as a medium for commercial advertising, such non-use would immediately and inevitably be reflected in a decrease both in the quantity and quality of programs available to the public.

"As a matter of fact, the situation should have its own cure within itself. There should be a keener appreciation by both the broadcaster and the advertiser that radio facilities not only offer perhaps the greatest opportunity for reaching the greatest number of people but that their use imposes upon them a very great responsibility for the manner in which programs are presented.

"The employment of national surveys of program and station popularity, better showmanship and tact by advertisers, and a strict supervision of all programs by the licensees of stations should develop a technique that would be more satisfactory to the listening public and beneficial to the industry."

In support of this reply, several letters from advertisers, advertising agencies and a detailed reply from the American Association of Advertising Agencies were offered as exhibits.

The next questionnaire division asked for any information available concerning the investments and net income of a number of representative broadcasting companies or stations.



Invested capital ranged from \$15,000 for a 10-watt station to \$200,000 for a 50 kilowatt station. The reports from 558 stations showed an invested capital of \$36,845,045.94.

Investments, according to wattage, were set forth as follows:

Under 100 watts - 33 stations - \$288,202.05 - approximate average investment - \$8,700; 100 watts - 191 stations - \$4,107,502.18 - approximate average - \$21,500; over 100 watts and under 500 watts - 54 stations, \$2,395,354.37 - \$44,400; 500 watts - 123 stations - \$5,659,815.49 - \$54,100; 750 watts - 1 station - \$20,500 - \$20,500; 1000 watts - 95 stations - \$9,889,802.17 - \$104,100; over 1000 watts but under 5000 watts - 4 stations - \$200,455.56 - \$50,100; 5000 watts - 31 stations - \$5,221,464.78 - \$168,400; and/over 5000 watts - 26 stations - \$8,061,119.34 - \$310,000.

The chain companies show actual invested capital as follows: National Broadcasting Company (NBC) - \$6,193,670.16. Columbia Broadcasting System (CBS) - \$4,527,459.12. Shephard Broadcasting Service (Yankee Network) - \$313,074.02. Total investment of the chains is \$11,034,203.30.

The combined total for independent stations and chains is an aggregate investment of \$47,879,249.24.

A total investment in technical equipment, generators, transmitters, antenna, etc. approximated \$20,196,137.22 for 570 stations. Good will estimates aggregated \$18,264,215.00 for the same group of stations. Real estate, furniture and fixtures, etc. account for the balance.

Gross receipts reported for individual stations varied from a few hundred dollars to over \$1,500,000, aggregating \$38,461,302.41 were reported by 525 stations for last year.

The National Broadcasting Company reported a gross advertising revenue of \$25,895,959.34; Columbia, \$11,621,424.31; Don Lee, Inc., \$999,832.79; and Shepard Broadcasting Company (Yankee network) \$779,529.94, or a total of \$39,296,746.38.

Gross receipts reported for single stations and chain companies totaled \$77,758,048.79.

Expenditures of 571 individual stations for talent, programs, employes, equipment and other expenses, totaled \$37,354,082.68. Chain companies reported expenditures of \$40,641,323.00 for the same purposes. Total expenditures were \$77,995,405.68. Of this total expenditure \$20,159,656.07 was estimated to have been spent for talent alone, while employes received \$16,884,436.91. The total value of equipment was \$4,725,168.23.

Differences between receipts and expenditures showed a loss of \$2,241,757.12 for NBC; a gain of \$749,724.89 for CBS, a gain of \$107,562.01, for Don Lee, Inc., and a loss of \$5,106.40 for the Shepard Broadcasting Company.

"For individual stations separate statements were obtained of profit or loss, to be computed without counting depreciation as an expense", the report concluded this financial section. "Profits thus computed were reported for 333 stations aggregating \$5,451,717.05 and varying from \$13.94 to \$376,279.00 for particular stations. Losses similarly computed were reported for 180 stations, aggregating \$2,200,743.76 and varying from \$22.50 up to \$178,535.72 in the case of a company operating two stations."

"Since education is a public service paid for by the taxes of the people and therefore the people have a right to have complete control of all the facilities of public education, what recognition has the Commission given to the application of public educational institutions?" is the next question listed.

"In the period from February 23, 1927 to January 1, 1932", the Commission granted radio station licenses to 95 educational institutions, 51 of which have been classified as public educational institutions, and 44 of which are private educational institutions. As will be seen, 44 of these stations were in operation as of January 1, 1932; the licenses of 23 had been assigned voluntarily at the request of the educational institution to a person or corporation engaged in commercial enterprise; 18 had been deleted by reason of voluntary abandonment; and 10 had been deleted for cause".

Several tables, detailing the above, were set forth.

"In the period from February 23, 1927 to January 1, 1932", the Commission declared, in reply to the question, "What applications by public educational institutions for increased power and more effective frequencies have been granted since the Commission's organization? What refused?", "the Commission considered 81 applications from educational institutions for additional and more effective radio facilities. 32 of these applications were granted in full; 27 were granted in part; 10 were denied after having been designated for public hearing; 10 were dismissed at request of applicant after having been designated for public hearing; and 2 were retired to files for lack of prosecution after having been designated for public hearing.

"In no case has the exclusive use of a clear channel been granted to an educational station. However, three educational stations are authorized to share time on clear channels, and in addition, four educational stations are authorized to operate on clear channels during certain hours specified in licenses."

"How many quota units are assigned to the National Broadcasting Company and the other stations it uses? To the Columbia Broadcasting System and other stations it uses? To other stations under control of educational institutions?" is the next

inquiry.

"During the period covered by the survey (November 8 to 14, inclusive, 1931), there were charged to stations owned, controlled and operated by the National Broadcasting Company 44.27 units and to the other stations it was using 140.63 units, a total of 184.90 units", the report continues. "During the period covered by the survey there were charged to the stations owned, controlled or operated by the CBS 29.07 units and to other stations it was using 85.03 units, a total of 114.10 units. During the period covered by the survey there were charged to stations under control of educational institutions 24.14 units, of which 18.33 units were charged to publicly controlled educational institutions and 5.81 units were charged to privately controlled educational institutions."

"There are two instances in which the Commission did grant licenses to commercial stations for facilities applied for by educational institutions", the report stated in reply to the next question. Copies of its decisions in the high power cases in which WSB, Atlanta, Ga. was given preference over WAPI, Birmingham, Ala. An application of the Mississippi Agricultural and Mechanical College to build and operate a station on 1270 kilocycles was denied because the institution was shown to be unable to finance and operate the station.

It was shown that in four cases the Commission granted applications filed on behalf of educational stations for facilities used by commercial stations. Six applications filed on behalf of educational institutions for commercial station wave lengths were denied by the Commission.

"To what extent are commercial stations allowing free use of their facilities for broadcasting programs for use in schools and public institutions? To what extent are such programs sponsored by commercial interests? By chain systems?", is the next Senate question.

Definitions of "education" and "educational programs" were given before the following information was offered:

"Of 533 stations that submitted reports, exclusive of stations that are operated by educational institutions, 521 (97.75 per cent) reported that they had offered their facilities to local educational institutions and 12 (2.25 per cent) reported that they had not offered their facilities to local educational institutions. Of the 521 that offered their facilities, 444 (85.22 per cent) reported that their facilities were offered free; 21 (4.03 per cent) reported that their facilities were offered free except for the cost of remote control equipment; 38 (7.29 per cent) reported that their facilities were offered free but that they specified the programs must be meritorious, of high quality and in the public interest; 4 (0.77 per cent) reported that their facilities were offered free but that they specified the programs be restricted to talks

or that programs be presented according to a regular schedule; 6 (1.15 per cent) reported that their facilities were offered free but that they restricted their use to meet the convenience of the station; 2 (0.385 per cent) reported that their facilities were offered at actual cost of operation; 2 (0.385 per cent) reported that their facilities were offered at regular rates and 4 (0.77 per cent) failed to state any term or condition. The 444 stations that have offered their facilities free and without qualification include all but one of the authorized amounts of power and are well distributed geographically.

"Of 5,390 hours, 14 minutes used by 582 stations during the second week of November, 1931, to broadcast educational programs 1,076 hours, 8 minutes (19.96 per cent) were sponsored by commercial interests. Of the 5,390 hours, 14 minutes, 519 hours, 9 minutes (9.63 per cent) were chain commercial and 556 hours, 59 minutes (10.33 per cent) were local commercial.

"Because the period of time named in the Commission's questionnaire (November 8 to 14, inclusive) covered 'National Education Week', a supplemental questionnaire was addressed to the stations requesting identical information concerning educational programs for the week beginning November 1. Five hundred twenty-eight stations that answered the supplemental questionnaire reported a total of 4,783 hours, 51 minutes were used to broadcast educational programs during the week November 1 - 7, inclusive. Of these 1,078 hours, 55 minutes (22.55 per cent) were sponsored by commercial interests. Of the 4,783 hours, 51 minutes, 496 hours, 14 minutes (10.31 per cent) were chain commercial and 565 hours, 41 minutes (12.24 per cent) were local commercial. The average amount of educational time per station for the first week in November was 9 hours 4 minutes and for the second week 9 hours 16 minutes.

"During the calendar year 1931 the two major chain companies used a total of 5,562 hours 47 minutes to broadcast educational programs. Of these, 3,496 hours 38 minutes (62.86 per cent) were sustaining and 2,066 hours, 9 minutes (37.14 per cent) were commercial.

"The present attitude of the broadcasters justifies the Commission in believing that educational programs can be safely left to the voluntary gift of the use of facilities by commercial programs."

Of the 540 stations that answered the question, "Has the use of your facilities been requested by local schools, colleges and universities", 367 (67.96 per cent) answered 'yes' and 173 (32.04 per cent) answered 'no'. Of the 367 that answered 'yes', 43 qualified their answer by such remarks as 'little', 'varies', 'occasionally', 'rarely', 'not lately', etc.

Of the 538 stations that answered the question, "To what extent have your local schools, colleges and universities used your station?", 343 (63.75 per cent) reported the use of

698 hours, 33 minutes per week, 103 (19.15 per cent) reported the use of their facilities 'occasionally', 'irregularly', or 'seldom', 92 (17.10 per cent) reported their facilities were not used by local educational institutions.

Of 534 stations that answered the question, "Are you now broadcasting for any local schools, colleges and universities? If so, during how many hours per week and under what schedule?", 298 (55.21 per cent) reported they were broadcasting for local educational institutions, 1118 hours, 03 minutes per week, 40 (7.49 per cent) reported they were broadcasting for local educational institutions but did not indicate the amount of time used, and 196 (36.70 per cent) reported that they were not broadcasting for local educational institutions.

In reply to the question, "Do local educational institutions use all the time you are willing to provide?", 525 stations answered, 496 (94.48 per cent) in the negative and 29 (5.52 per cent) in the affirmative.

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#### BIGGEST RADIO CHAIN FOR CONVENTIONS

Four years ago when President Hoover had a 107 station hookup and Gov. Alfred E. Smith spoke over 108 stations simultaneously, it was the talk of broadcasting, and everyone thought chain broadcasting had reached its peak. However, if both NBC networks and the CBS network are on the air simultaneously, there will be a total of 177 stations carrying one voice from the Republican and Democratic National Conventions.

In addition short wave stations may pick up important addresses for transmission to distant parts of the world.

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#### WOR ANNOUNCERS LOSE IDENTITY

Because Station WOR, at Newark, N.J., one of the first broadcasting stations in the country, feels that the listening audience is no longer interested in the identity of the announcer, names will no longer be used over the air in signing off programs. The only exception is when the announcer has had a part in the preparation of the continuity or the program.

With the passing of distance tuning, listeners have become accustomed to turning the dial for the programs themselves, not to hear a certain announcer say that is Station So-and-So.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::



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No. 537

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## RADIO INDUSTRY INJECTS NEW LIFE INTO SIROVICH BILL

The broadcasting industry has centered its attention on Washington during the past week. The cause of this interest was the resurrection of the amended Sirovich Copyright bill in a new angle of the fight the broadcasters are making on the American Society of Composers.

Two or three weeks ago the Sirovich bill was taken up in the House of Representatives under a special rule. But Chairman Sirovich had not accepted the "anti-monopoly" amendment asked by the broadcasters and the bill was killed.

In the meantime, the broadcasters had organized under the leadership of Oswald F. Schutte, who had led the five year fight of the independents against the so-called "radio trust". This organization united not only the 250 stations and the two great chains which comprise the National Association of Broadcasters, but also won the cooperation of more than 300 smaller stations throughout the country. They got busy at once.

Radio stations scattered from the Atlantic to the Pacific wrote and telegraphed the Congressmen in their districts. The amended bill was scheduled for consideration under the Calendar Wednesday rule two weeks ago but the Labor committee used up the entire session.

Now the bill is at the head of the calendar for Wednesday, June 23, and Representatives from every state in the Union have aligned themselves behind the amendment which the broadcasters have induced Chairman Sirovich to accept. The amendment will be offered by Representative Chindblom, of Illinois.

It is aimed at the American Society of Composers and proposes:

"If, in any suit for infringement for the unauthorized broadcasting of any copyright musical work or works, it shall appear that the suit is brought by or in behalf of any association, society, corporation, or combination which deals with or in the issue or grant of licenses for the broadcasting of such works and which exercises in the United States a substantial control of the performing or broadcasting rights in such works or in any class thereof, recovery shall be limited to an amount which will justly compensate the plaintiff for the use made of such work or works and shall in no event exceed the amount of a reasonable fee for a license which, under similar circumstances, would have authorized the infringing acts complained of. In determining the amount of just compensation or of such reasonable license fee, the prices currently paid for similar rights under similar circumstances shall be considered.

"Upon payment of a reasonable license fee, as found by the court, the infringer shall, in the discretion of the court, be entitled to continue the infringing acts complained of, upon such terms, and for such reasonable license period, as the court shall deem just. No injunction shall issue in respect to any works other than those proved to have been infringed."

## DUNLAP WRITES NEW TELEVISION BOOK

The era of television is dawning and with it a new industry is unfolding that is destined to do much in leading the world out of the economic depression, according to "The Outlook for Television" by Orrin E. Dunlap, Jr., radio editor of the New York Times, published by Harper & Brothers, New York.

John Hays Hammond, Jr., has written the introduction and William S. Paley, president of Columbia, the foreword. There is an epilogue in which the possibilities of television are discussed by prominent men.

Col. Theodore Roosevelt, Governor General of the Philippines, outlines the possible effects television will have on politics and presidential campaigning. Rear Admiral Richard E. Byrd covers television's possibilities in exploration. Bishop James E. Freeman, of Washington, discusses television's influence on religion. Bruce Barton predicts television's relation to print and the effect it is likely to have on newspapers, magazines and advertising.

Dr. George B. Cutten, president of Colgate University, discusses the educational opportunities in seeing by radio. Maj. Gen. James G. Harbord relates what he foresees as television's role in war. S. L. Rothafel (Roxy), reveals what the theatres and motion pictures may expect television to do to them. Dr. Lee de Forest discloses what he anticipates as the effect of radio-vision on home-life, on the stage and screen.

A practical feature of the book is a complete calendar of "Wireless-Radio-Television" in which every important step in the development of the science is compiled chronologically.

John Hays Hammond, Jr., distinguished for his wireless controlled torpedoes, pilotless ships and television "eye" for aircraft, declares in the introduction, "In radio the gold rush is over. Today television is opening its eyes."

"Television will have a considerable influence on politics, especially in national and state-wide campaigns", said Colonel Roosevelt. "It, combined with radio, will undoubtedly cut down the number of places in which the national or state candidates speak, but it will merely cut them down. It will not eliminate them. There is something which a candidate gets from appearing in the flesh before an audience, from visiting the town or city, which neither television nor radio can replace. The result will normally be that we may expect more intelligent, more concerted action from an electorate. The people will think more for themselves and less simply at the direction of local members of the political machines."



Dr. Lee de Forest sees one grand advantage in television over radio, for which all apartment dwellers might be devoutly thankful. The neighbor's vision will not disturb others - that is, of course, if they will obligingly subdue the vocal accompaniment.

"Within ten years television, by wire or radio, will be in the majority of homes of the well-to-do in the more thickly populated sections of America", predicts Dr. de Forest.

Bruce Barton believes television will inevitably have an important influence on advertising, newspapers and magazines, but it seems unlikely to him that it will completely displace any of these.

"I recall", said Mr. Barton, "that in the early days of the telephone, the telephone company advertised: 'Don't travel. Telephone'. This appeal was promptly withdrawn, because they discovered that the more people traveled, the more they telephoned. It seems to me likely that the more the public of the future is informed and educated by television the more, rather than the less, it will appreciate and depend on the newspaper and magazine."

"With television 'eyes'", General Harbord predicts, "strengthened by telescopic lenses, aircraft flying over enemy territory may carry back to future army headquarters the view that would lie before an aircraft observer with high-powered field glasses, to supplement airplane pictures and maps.

"On such information plans for attacks could be made. It is within the realm of bad dreams or delirium that unmanned aircraft loaded with explosives and guided by remote control may be sent far into enemy territory. Men at a television screen may see the country under such aircraft and select targets as accurately as if they were in the cockpits. Television equipped torpedoes may follow ships, no matter how they dodge.

"The television watcher may see in his living room motion pictures of his nation's soldiers in foreign prison camps, for example, and to offset that, be given convincing looks at his well-trained, well-equipped troops at the front."

Television eyes trained on the face of the master clock of the Naval Observatory in Washington, and on the countenance of Big Ben atop the House of Parliament in London, will offer the correct time to all who tune to fixed waves that always carry the faces of these famous time-pieces.

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## UNIQUE MEMORIAL FOR VICTOR HERBERT.

The only man in the world, probably, and very likely the first, to have a concert in his memory broadcast over a nationwide network each year is Victor Herbert. This is done under the auspices of the American Society of Composers, which Mr. Herbert founded.

This year's concert will be heard from New York on Sunday evening, June 19, at 5:45 o'clock, E.S.T. (6:45 o'clock, E.D.S.T.) through WEAJ and associated stations. As usual, the prime movers will be Gene Buck, president of the Society and E. C. Mills, general manager. No man ever had two more devoted friends and associates than Buck and Mills, who not only were the originators of the unique annual Victor Herbert Memorial Broadcast but saw to it, immediately after Herbert's death, that the Composers erected a statue to him in Central Park.

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## CAP SPARKS TAKES UP TELEVISION

The latest concern to seriously enter the television field is the Sparks Withington Company, of Jackson, Mich., manufacturers of the Sparton radio set.

Capt. William Sparks appeared before the Federal Radio Commission last week seeking an experimental television permit. Likewise Leland S. Bisbee, of Jackson, counsel, and James O'D. Moran, of Washington, assistant counsel.

Dr. Albert Ahronheim, of Berlin, an engineer of the Sparks-Withington Company, told the Commission of his new method of transmission, whereby he can send a picture on one-half the frequency band required by other methods. It was explained that although the frequency band had been cut in half, the details of the picture transmitted was retained.

Captain Sparks testified that his company had spent \$90,000 in the past year in television research.

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## NEBRASKA COURT HOLDS STATION OWNER LIABLE FOR RADIO UTTERANCES

The owner of a broadcasting station may be adjudged liable for defamatory statements uttered by a person broadcasting an address over the station's facilities, according to the ruling of the Supreme Court of Nebraska, handed down recently. The appellate court reversed the judgment of the lower court and remanded the suit of C. A. Sorensen, Attorney General, against Richard F. Wood and the KFAB Broadcasting Company, seeking damages for alleged libelous statements made by the former while broadcasting by means of the latter's facilities.

The jury in the lower court had assessed damages for libel against Mr. Wood but the broadcasting company had been relieved from liability.

In its opinion, the State Supreme Court states that the Federal Radio Act confers no privilege to broadcasters to publish defamatory utterances and that the defense of the company that it is a common carrier within the meaning of the Interstate Commerce Act is not available under the evidence in the case.

It also was held that when one writes libelous words and reads them before a microphone with the consent of the owner of the broadcasting station, the reader and the owner unite in the publication of a libel and may be joined as defendants.

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#### MACKAY RADIO SERVICE SHOWS INCREASE

Radio is referred to as follows in the 1931 annual report of the Postal Telegraph Company:

"It is the policy of your Corporation to utilize radio telegraph as an integral part of its system of record communications, and to link it closely with the wire and cable system. In line with this policy Mackay Radio is constantly adding to its services and increasing its importance in the radio telegraph field.

"From its station at Sayville, Long Island (New York), Mackay Radio now operates a transcontinental circuit to San Francisco, circuits to Lima, Peru; Buenos Aires; Camaguey, Cuba; Vienna, Austria; and Bogota, Colombia; as well as ship to shore service, which is also provided at West Palm Beach, Fla.; Rockland, Me.; and New York City.

"From its station at Palo Alto, California, Mackay Radio operates circuits to Honolulu and Manila, as well as a transcontinental service to New York. Mackay Radio also provides ship-to-shore services at Los Angeles, San Francisco and Portland, Oregon.

"In addition domestic point to point service is given on the Pacific Coast between San Francisco, San Diego, Los Angeles, Oakland, Portland, Tacoma and Seattle.

"During the year 1931 the revenue messages handled by the Mackay Radio System increased by approximately 17 per cent over 1930. The number of ships with which it has contracts for ship to shore service increased by 67 per cent.

"On December 5, 1931, the central New York radio office was moved from 20 Broad Street to 67 Broad Street, the same location as the main New York operating rooms of All America Cables and Commercial Cables, thus providing improved coordination of

services with flexibility of operation and resulting in a more expeditious handling of international traffic. Here the cable, telegraph and radio are all operated under one roof, each supplementing and assisting the other in providing a nearly universal service. Your Corporation has the only system in the world in which these three activities are coordinated in this manner."

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#### HARBORD FOR VICE-PRESIDENT?

The mention of the name of Gen. James G. Harbord for Vice-President is music to the ears of his many friends in the radio industry. General Harbord, like General Dawes, is very outspoken as one may gather by reading his book, "Leaves From A War Diary". There is perhaps no franker discussion of the principal figures in the World War than appears in this volume.

General Harbord and General Dawes served together overseas and are intimate friends of many years' standing.

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#### SUGGESTS CALL LETTERS WFFV FOR STATION WJSV

WFFV have been suggested as the new call letters for Station WJSV by Oswald F. Schuette, of the National Broadcasters' Association.

"Since the station is located in Virginia, what could be more appropriate than WFFV", Mr. Schuette said, "the 'FFV', of course, being the initials of the 'First Families of Virginia.'"

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#### WEST. ELEC. SYSTEM OPERATES 3000 SETS ON ONE ANTENNA WIRE

A system whereby as many as 3,000 radio receiving sets can operate independently on the same antenna without interfering with each other has been perfected, according to an announcement by the Western Electric Company. By adding further apparatus, the number of sets can be increased indefinitely without impairing the quality of reception. The sets can be of any make the individual chooses. A city's roofs freed of the fire hazard and the unsightly tangle of innumerable individual antennas thus becomes a scientific possibility.

The system is designed primarily for hotels, apartments and other multiple dwellings and is aimed to overcome the increasing problems which dwellers in such buildings face in obtaining good antenna facilities for their radios at reasonable cost. Modified forms of the system have also been designed to operate a much smaller number of radio sets. The same technical improvements devoted to the large community receiving system are embodied in these smaller forms and are made available on a scale that is suitable even for the individual home owner and his one radio set.

The system was designed by engineers of Bell Telephone Laboratories and employs the principles used in long distance telephone circuits. These principles have for some time shown their effectiveness in the broadcasting end of radio and have become standard there. In this type of construction, the broadcasting transmitter is connected to its antenna by a transmission line several hundred feet long. In the new type of receiving system, the same principles of construction which meet the rigid requirements of the broadcasting station for transmission and for protection from outside interference are, generally speaking, used in reverse order.

The receiving system is protected against "man-made" static, those interferences which the ordinary lead-in wire commonly picks up from sources within a building, such as elevator motors and other electrical devices. The loss in receiving power usually caused by the great length of the lead-in wire and its high capacity to ground is overcome. Every receiving set connected to the system is electrically isolated so that it cannot put any noises back into the system to disturb the operation of others on the line.

In connection with the announcement of the new system, the Western Electric Company has issued a 24 page illustrated booklet, "Radio Frequency Distribution Systems."

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#### TO TEACH BROADCASTING

Oglethorpe University, Atlanta, Ga., is believed to be the first institution in the world to offer a full Bachelor of Arts degree in radio broadcasting. The courses will begin this Fall, according to an announcement made by Dr. Thornwell Jacobs, President of the University.

Expressing the belief that broadcasting has developed into one of the major professions of the day and that its permanency is assured, Dr. Jacobs feels that trained technical and staff men and station directors will be in demand.

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## NEW AND RENEWED NBC ACCOUNTS

NEW - W. F. Young Co., (Absorbine, Jr.), Springfield, Mass.; Agency - Erwin Wasey & Co., 420 Lexington Ave., New York City; Starts - June 6, 1932, Monday, Wed. Thurs. 10:15-10:30 P.M., WJZ Basic Blue Network; Program - Whispering Jack Smith and the Humming Birds, Arnold Johnson & orchestra.

NEW - Pineapple Association (Canned Pineapple), 410 N. Michigan Ave., Chicago, Ill.; Agency - J. Walter Thompson Co., 410 N. Michigan Ave., Chicago, Ill; Starts - October 4, 1932, Tuesdays 9:00-9:30 P.M., WEAJ Network Basic Red, SE, SC, SW, NW, Mt., Orange KFSD, KTAR; Program - not yet completed.

NEW - Food Town Kitchens, Inc. (Breakfast Food), 526 W. 18th St., Chicago, Ill.; Agency - McJunkin Advertising Agency, 228 N. LaSalle St., Chicago, Ill.; Starts - June 7, 1932; Time 7:45-8:00 P.M., EDST, Pgm to WGN only 6/6/32-6/17/32 incl. only; 6:30-6:45 P.M. EDST (6/32-7/8/32 incl. only); 7:15-7:30 P.M. EDST, (6/32-7/8/32 incl. only); 7:30-7:45 P.M. EDST (6/32-7/8/32 incl. only); Daily except Sat. & Sun. Note: July 11, 1932 to June 3, 1933 program will be changed to 5:15-5:30 P.M. (Basic Red, east of Chicago; and 6:15-6:30 P.M. (Basic Red, Chicago and West plys NW except WIBA); Network, originates NBC Chicago: 6/7/32 to 7/8/32 - 6:30-6:45 WTAM, WWJ (WSAI Start 7/1)(WENR 6/20); 7:15-7:30 KSD, WOC, WHO, WOW, WDAF, 7:30-7:45 WTMJ, KSTP, WEBC, WDAY, KFYZ; 5:15-5:30 Basic Red, east of Chicago (7/11), 6:15-6:30 Basic Red, Chicago & West plus NW except WIBA (8/11); Program - "Pops Pirate Club"- Dramatic show describing Pirates adventures on the Spanish Main.

RENEWAL - Dunn and McCarthy, Inc., (Enna Jettick Shoes), Auburn, N. Y.; Agency - H. C. Goodwin, Inc., 70 Exchange Place, Rochester, N. Y.; Starts - May 1, 1932, Sunday 9:00-9:15 P.M., EDST; WJZ Basic Blue Network, Canadian, NW, Mt., KFSD, KTAR, Orange (SE, SC, SW up to and including 6/26/ only); Program - "Enna Jettick Melodies", Ralph Kirbery, baritone; Eddi Dunham, organ; Enna Jettick Song Bird - soprano; Enna Jettick Mixed Quarter and Male Quartet, Robert Armbruster, Conductor.

RENEWAL - National Sugar Refining Co. (Jack Frost Sugar), 129 Front St., New York City; Agency - Gotham Advertising Agency, 250 Park Ave., New York City; Starts - June 29, 1932; Wednesdays 8:30-9:00 P.M., EDST; Network, WJZ, WBAL, WHAM, KDKA, WGAR, WJR, Cincinnati, Chicago; Program - "Jack Frost's Melody Moments" - musical program, Joseph Pasternack, orchestra leader, Oliver Smith, tenor.

RENEWAL - Davey Tree Expert Co. (Tree Surgery), Kent, Ohio; Agency - J. Walter Thompson Co., Wrigley Building, Chicago, Ill.; Starts - December 25, 1932; Sundays 4:30-5:00 P.M. EDST, December 25, 1932; Network - WEAJ Basic Red; Program - "Davey Tree Program" - Goldwithe, organist and mixed quartet - talk by Mr. Davey.

NEW - Malted Cereals Co. (Maltex), Burlington, Vt.; Agency - Redfield Coupe, Inc., 247 Park Ave., New York City; Starts Sept. 9, 1932, Tues. & Friday 5:45-6:00 P.M., EDST; WEA Network, New York, Boston, Hartford, Providence, Worcester, Portland, Schenectady, Buffalo, Cleveland, Detroit; Program - Sam Lloyd the Puzzle Man and Neeley's Saxatones.

NEW - Wheatena Corp. (Wheatena), Rahway, N. J.; Agency - McKee and Albright, 1528 Walnut Street, Philadelphia, Pa.; Starts - Sept. 11, 1932, Sun., Mon., Tue., Wed., Thurs., 7:15-7:30 P.M. EDST, WEA Network except WTAG, WOSH, WFBR, WBEN; Program - "Wheatena Ville" - Dramatic sketch by Raymond Knight.

NEW - Lady Esther Co., Chicago, Ill., (Cosmetics); Agency - Stack Goble Advertising Agency; Starts - June 12, 1932, Sunday, 3:00 to 3:30 P.M., Mountain, Orange, NW and SW Network; Program - Wayne King and his orchestra.

NEW - Swift & Co., U. S. Yards, Chicago, Ill., (Quick Arrow Soap Flakes and Sunbrite Cleanser); Agency - Stack Goble Advertising Agency; Starts - July 18, 1932, daily except Sunday 12:15 to 12:30 P.M.; Basic Blue Network; Program - "Pat Barnes in Person", Pat Barnes in a series of dramatic sketches with incidental organ music by Larry Larsen.

RENEWAL (Correction) - Larus & Bros. Co., Richmond, Va. (Edgeworth Smoking Tobacco); Agency - Batten, Barton, Durstine & Osborn; Starts - June 15, 1932, Wednesday, 10:00 to 10:30 P.M., Basic Red Network - coast-to-coast; Program - "The Corn Cob Pipe Club of Virginia".

RENEWAL - Health Products Corporation, Newark, N. J.; (Feenamint and White's Cod Liver Oil Concentrate); Agency - McCann Erickson; Starts - June 23, 1932, Thursdays, 9:00 to 9:30 P.M.; Basic Blue Network; Program - "Danger Fighters"

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#### APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

June 8 - WCAO, The Monumental Radio Co., Baltimore, Md., install automatic frequency control for auxiliary transmitter; WKBW, Buffalo Broadcasting Corp., Buffalo, N. Y., install automatic frequency control; WHOM, New Jersey Broadcasting Corp., Jersey City, N. J., license to cover C.P. granted 4/8/32 to move station locally and install new equipment; WKAQ, Radio Corporation of Porto Rico, San Juan, Porto Rico, C.P. amended to request 1240 kc., instead of 950 kc.; WQDM, A. J. St. Antoine, St. Albans, Vermont, C.P. to make changes in equipment; WMMN, Holt-Rowe Broadcasting Co., Fairmont, W. Va., modification of license to increase power from 250 w., 500 w., LS to 500 watts day, 500 watts night experimentally.

Also, WASH, Kunsky-Trendle Broadcasting Corporation, Grand Rapids, Mich., modification of license to use transmitter of station WOOD at proposed new location at Grand Rapids, Mich.; WACO, Central Texas Broadcasting Co., Inc., Waco, Texas, install automatic frequency control; Maurice L. Barrett, East St. Louis, Ill., J.P. amended to request 1500 kc., instead of 1310 kc.; KWJJ, KWJJ Broadcast Co., Inc., Portland, Oregon, C.P. to make changes in equipment; J. B. Taylor, Aberdeen, S. D., C.P. to erect a new station to use 920 kc., 500 watts, daytime only (facilities of KS)), Sioux Falls, S. D.); KFJI, KFJI Broadcasters, Inc., Klamath Falls, Oregon, install automatic frequency control; Richmond J. Morrow & Ronald F. Brill, Roseville, Calif., C.P. amended to request 1500 kc., instead of 1420 kc., and change in specified hours of operation; Paul M. Brewer & William R. Stevens, Santa Paula, Calif., C.P. to erect a new station to use 1280 kc., 30 watts, daytime.

The following application was returned to the applicant: KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa., modification of license to increase power from 100 watts to 100 watts, 250 watts, LS. (Request of applicant).

June 10 - WJAR, The Outlet Co., Providence, R. I., application for modification of license amended to request 1 KW, experimentally, instead of 500 w., experimentally; KYW-KFKX, Westinghouse Electric & Manufacturing Co., Chicago, Ill., C.P. to move transmitter from Bloomingdale Road & Old Army Trail, Bloomingdale Twp., Ill. to near Essington, Tinicum Twp., Pa.; move main studio from Chicago, Ill. to Philadelphia, Pa.; KGNO, Dodge City Broadcasting Co., Inc., Dodge City, Kans., license to cover C.P. for changes in equipment granted 5/3/32.

The following applications have been returned to the applicants:

John E. McGoff & Ralph M. Sutcliff, Newport, R. I., new station on 1280 kc. (Rule 120); WDEV, Harry C. Whitehill, Waterbury, Vermont, C.P. to install new equipment, change frequency from 1420 kc., to 1470 kc., increase hours of operation, and increase power from 50 w. to 500 w., (Equipment, Rules 119 and 125); WSAJ, Grove City College, Grove City, Pa., C.P. to move transmitter locally and make changes in equipment (request of applicant); Lancaster Broadcasting Service, Inc., Lancaster, Pa., new station on 920 kc. (Rule 49-a); WSOC, WSOC, Inc., Gastonia, N. C., install automatic frequency control (request of applicant); Henderson Bros. Elec. Co., Belle Fourche, S. Dak., new station on 1200 kc., (Rule 6 (a) and (c)); Central Broadcasting Co., Davenport, Ia., new station on 600 kc., (Rule 123); "The Community Station of the West Deerfield Precinct", Elsie, Nebr., new station on 1210 kc. (equipment); KWJJ, KWJJ Broadcast Co., Inc., Portland, Oregon, C.P. for changes in equipment (not necessary).

June 13 - WOV, International Broadcasting Corp., New York, N. Y., license to cover C.P. granted 2/16/32 for changes in equipment; WEAO, Ohio State University, Columbus, Ohio, license to cover C.P. granted 4/26/32 to install new transmitter;



WCAE, WCAE, Inc., Pittsburgh, Pa., C.P. to move transmitter from Pittsburgh, Pa. to Baldwin Twp., Pa., and make changes in equipment; WSAJ, Grove City College, Grove City, Pa., C.P. to install new transmitter at slightly different location on college campus; WBHS, The Hutchens Co., Huntsville, Ala., modification of license to increase power from 50 watts to 100 watts; Rev. J. L. Neville, Tulsa, Okla. C.P. to erect a new station at Tulsa, Okla., to use 1500 kc., 25 watts, unlimited time; KGIX, J. M. Heaton, Las Vegas, Nevada, install automatic frequency control; KGY, KGY, Inc., Olympia, Washington, license to cover C.P. granted 1/22/32 to move station from Lacey, Wash., to Olympia, Wash., install new equipment, increase power from 10 watts to 100 watts, change frequency from 1200 to 1210 kc.

The following applications were returned to the applicants:

The Garden State Radio Co., Bridgeton, N. J., new station on 1200 kc., (equipment); WDEL, WDEL, Inc., Wilmington, Delaware, modification of license requesting 500 watts night power, experimentally (Rule 123).

#### Applications Other Than Broadcasting

June 9 - KUP, Examiner Printing Co., San Francisco, Calif., license covering C.P. for 6440, 8350, 11340, 16700, 22225 kc., 1250 watts, mobile press service; Robert M. Riculfi, portable, initial location, Tucson, Ariz., new C.P. for 5 meters, 1 watt, general experimental service; KGUO, Aeronautical Radio, Inc., Tucson, Ariz., modification of C.P. for extension of C.P. to 6/5/32 - 8/5/32, aeronautical service.

June 10 - W2XBV, Knickerbocker Broadcasting Co., Inc., portable, license covering C.P. for 1518 kc., 100 watts, temporary broadcast pickup service; WAZ, R.C.A. Communications, Inc., New Brunswick, N. J., modification of license to include Port-au-Prince, Haiti, in points of communication, point-to-point telegraph; The Goodyear Tire & Rubber Co., NC-14-A, new license for aircraft on 3105, 5520 kc., 10/15 watts; R. C. Powell & Co., Inc., New York, N. Y., new C.P. for 45 and 60 mc., 50 watts, general experimental service; Visual Radio Corporation, Atlantic City, N. J., new C.P. for 2200 to 2300 kc., 1 KW, experimental visual broadcasting; Harvard Seismograph Station, Portables #1 and #2, new C.P.s for 1600, 1602, 1604, 1628, 1652, 1676, 1700, 2464 kc., 5 watts, geophysical service.

June 13 - KGPP, City of Portland, Bureau of Police, Portland, Ore., license covering C.P. for 2442 kc., 500 watts, municipal police service; Aeronautical Radio, Inc.: KGTN, Las Vegas, Nevada, modification of C.P. for change in location to 605 Laurel Ave., and extension of construction period to 60 days after 8/4/32; KGTV, 2 miles southwest of Beaumont, Cal., license covering C.P. for 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., 50 watts, aeronautical service; WCV, Michigan Wireless Telegraph Co., Wyandotte, Mich., license for 174 kc., 500 watts, point-to-point telegraph service; WNO, Michigan Wireless Telegraph Co., Alpena, Mich., license for 174 kc., 750 watts, point-to-point

telegraph service; WPEQ, Louisiana State, Bureau of Identification, Baton Rouge, La., license covering C.P. for 1574 kc., 100 watts, State police; KGSC, Aeronautical Radio, Inc., Oklahoma City, Okla., license covering C.P. for 2906, 3072.5, 3082.5, 3088, 5672.5, 5692.5, 5510, 5540 kc., 400 watts; WGU, R.C.A. Communications, Inc., San Juan, Porto Rico, modification of license to include Port-au-Prince in points of communication.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION.

### Applications Granted (June 10, 1932)

WCAT, South Dakota State School of Mines, Rapid City, S. Dak., C.P. to install new transmitter; KICA, W. E. Whitmore, Clovis, New Mexico, permission to remain silent during time of removal and not to exceed 30 days; WKAQ, Radio Corporation of Porto Rico, San Juan, P. R., C.P. to make changes in equipment, change frequency from 890 to 1240 kc., and increase power from 250 watts to 1 KW.

Press Wireless, Inc.: KOS, Los Angeles, Cal., C.P. (point-to point telgraph) for change in location of transmitter from Los Angeles to Honolulu, T. H., and change rating power of transmitter from 5000 watts to 750 watts; WJU, Hicksville, L. I., New York, modification of C.P. to extend completion date to Dec. 31, 1932; Mackay Radio & Telegraph Co.: KJA, Kailua, T. H., modification of point-to-point telegraph license to change frequency from 6875 kc. to 6815 kc.; KNK, Palo Alto, Cal., modification of license to change frequency from 6815 to 6875 kc.; KGUT, Aeronautical Radio, Inc., Robertson, Mo., authority to operate aeronautical and aeronautical point-to-point station transmitters installed in Lambert St. Louis Airport, Robertson, Mo., by remote control from a location 1500 ft. from actual transmitter location.

### Renewal Of Licenses

The following stations were granted regular renewal of licenses: WPEN, Philadelphia, Pa.; WELL, Battle Creek, Mich.; KFIZ, Fond du Lac, Wis., KFJZ, Fort Worth, Texas; KGIZ, Grant City, Mo.; and KVL, Seattle, Wash.

### Set For Hearing

Tri County Broadcasting Co., Los Gatos, Cal., requests C.P. for new station, 1420 kc., 100 watts, half time; KELW, Magnolia Park, Ltd., Burbank, Cal., renewal of license, set for hearing because their facilities have been applied for; KYW, Westinghouse Electric and Manufacturing Co., Pittsburgh, Pa., requests authority to move station from Chicago to Pittsburgh, Pa.

Action On Applications Heard Before Commission En Banc

KPO, Hale Bros. Stores & The Chronicle Publishing Co., San Francisco, Cal., permission granted to voluntarily assign license and C.P. to the National Broadcasting Co.; WJSV, WJSV, Inc., Alexandria, Va., granted application to voluntarily assign license to The Old Dominion Broadcasting Co., a subsidiary of the Columbia Broadcasting System. WJSV was granted permission to go off the air until September 15, 1932, during reconstruction. This order is effective at once but station can close down at its convenience.

Application Dismissed

The following application was dismissed at request of applicant: Sonora Manufacturing Co., Chicago, Ill., CP, 43000-46000; 48500-50300; 60000-80000 kc., 5 KW.

Miscellaneous

WHAT, Independence Broadcasting Co., Philadelphia, Pa., denied protest of Station WDAS filed against application to move WHAT locally and install new equipment. Case dismissed from hearing docket and application granted; KGDA, Mitchell Broadcasting Corp., Mitchell, S. Dak., granted petition of John B. Taylor to intervene in application of this station to move to Aberdeen, S. Dak.

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FORMER NBC EMPLOYEE SEEKS RADIO CONNECTION

John Meehan, Jr., who has been employed by the National Broadcasting Co. for the past four years, is available for a position in the radio field. For the past two years he has worked in the Station Relations Department of the NBC handling traffic details and making up the Traffic Department weekly operation report. Due to the coordination of activities throughout the entire company at the present time, it was necessary to curb certain of the functions of the Station Relations Department for the summer months. Previous to his joining this Department, he was employed as an engineer in various capacities connected with the technical operation of the NBC. Also, he was employed for eight months in the Development and Research Department of the American Telephone & Telegraph Company prior to his connection with NBC.

Mr. Meehan is 27 years of age and single. He was educated in the Loyola preparatory school, New York City, and graduated from the Cooper Union Institute of Technology in 1928 with the degree of bachelor of Science in Electrical Engineering. He also attended the law school at Fordham University.

Mr. Meehan may be reached by addressing him at 270 West End Avenue, New York City.

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# HEINL RADIO BUSINESS LETTER

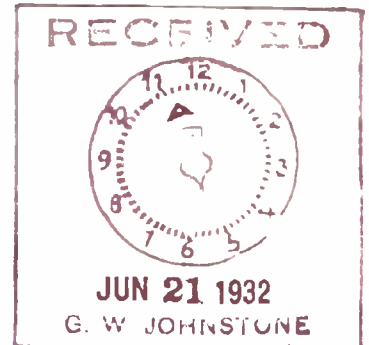
INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 538

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## BIG FIGHT BREWING OVER 1020 KILOCYCLE ASSIGNMENT

The foundation of what promises to be an interesting scrap is the application of Station KYW, Chicago, leased by the Chicago Herald-Examiner and associated with the National Broadcasting Company, for permission to remove its transmitter to the City of Philadelphia, followed by the applications of Stations WCAU and WFAN, both of Philadelphia, for the 1020 kilocycle channel. KYW now shares 1020 kilocycles with KFKX, both owned by the Westinghouse Electric & Manufacturing Co., and WRAX, a 250-watt Philadelphia station, operated by WRAX Broadcasting Company.

The granting of a single one of these applications promises a grand Summer shakeup of Eastern and Middlewestern broadcasting assignments. Already eleven stations are involved and there may be more.

The thing has become so complicated that it now resembles a Chinese puzzle, pored over by the Federal Radio Commissioners. Under the 1928 allocation, 1020 kilocycles was assigned to the Second Zone. However, practically all the Second Zone stations were happy in their assignments but there was a great deal of confusion and crowding in the Third Zone. Unable to find any other way out of his difficulties, Judge Ira E. Robinson, who represented the Second Zone, made a deal with Sam Pickard, then a Commissioner from the Third Zone, whereby the 1020 kilocycle frequency was loaned to the latter zone for use by KYW. In exchange for this cleared channel, the Second Zone borrowed the 1160 kilocycle regional channel and others. A couple of times since the 1020 kilocycle channel has been the bone of contention in Commission hearings but the Commission has not seen fit to return it to the Second Zone.

Recently, however, there have been numerous applicants from the Second Zone for the use of this channel and the Commission will attempt to dispose of the matter once and for all after hearing the evidence in the hearing beginning July 18th.

Under the surface there is every indication of a grand scrap between the chains over this situation. If KYW should be granted permission to move its transmitter to Philadelphia, the 1020 kilocycle channel would be returned to its rightful zone in the move, thus stalling off the strong opposition of the applicants. In addition, the installation of KYW would give the National Broadcasting Company an entering wedge in the Philadelphia broadcasting business. WCAU, owned and operated by the Universal Broadcasting Company, of which Dr. Leon Levy, brother-in-law of William S. Paley, is President, is associated with the Columbia Broadcasting System. Philadelphia has proved a very fertile field and WCAU has had a practical monopoly on the bigger business in Philadelphia.

When the application for 50,000 watts was heard, Dr. Levy testified that this station made in excess of \$300,000 per year, and that with the granting of the maximum power, it was believed

the business would be in the neighborhood of \$750,000 yearly. Naturally, WCAU is going to be averse to having such a rival as KYW in the Philadelphia field.

Because the Commission requires a 50 kilocycle separation between stations located in one city, it will be necessary to shift numerous stations if the KYW move is sanctioned.

The stations called for hearing so far are: KYW-KFKX, Chicago, requesting authority to move to Philadelphia. Station WRAX had previously requested to move from 1020 kilocycles to the 920 channel.

Station WOWO, Fort Wayne, Ind., for construction permit and modification of license to operate with 25,000 watts on 1160 kilocycles, unlimited time, using hours now assigned to WWVA, Wheeling, W. Va.

Station WWVA, for renewal of license on 1160 kilocycles, with 5,000 watts power, sharing with Station WOWO.

Station WJAS, Pittsburgh, for construction permit and modification of license to operate unlimited time with 5,000 watts on 820 kilocycles, requesting the facilities of Station WHAS, Louisville, Ky., and asking that Station KYW-KFKX's 1020 kilocycle channel be assigned to Station WHAS.

Station WIBG, Elkins Park, Pa., for modification of license to increase power from 25 to 100 watts, and change frequency from 930 to 970 kilocycles.

Station WRAX, Philadelphia, for renewal of license and for construction permit to change frequency from 1020 to 920 kilocycles and share with Station WPEN, Philadelphia, using the same transmitter.

Station WPEN, for construction permit to operate sharing with Station WRAX on 920 instead of 1020 kilocycles.

Station KYW-KFKX, Chicago, for renewal of license and for construction permit to move from Chicago to Philadelphia, using 10,000 watts on 1020 kilocycles with unlimited time.

Station WHAS, for renewal of license, using 10,000 watts on the 820-kilocycle channel.

The Kunsy-Trendle Broadcasting Corporation, Detroit, for construction permit for a new station at Detroit to use 1020 kilocycles with 10,000 watts power, unlimited time, requesting the facilities of Station KYW-KFKX.

Station WFAN, of Philadelphia, asks for a construction permit to install a new transmitter, location to be determined, to change its frequency from 610 kilocycles to 1020, and to increase its power from 500 watts to 1,000 watts, sharing time with Station WIP.

Finally, the Commission requested Stations WORK, York, Pa., WHN, New York City, WRNY, New York City, and WQAO-WPAP, New York City to file renewal applications pursuant to Rule 17 to be heard with KYW's application to move to Philadelphia, and related applications.

Announcement that the settlement of this situation is at hand will no doubt bring applications from several other stations who will want to have something to say about the disposition of 1020 kilocycles. "It's a terrible snarl", said one member of the Commission, "and it's going to get worse. We're allowing a solid month for hearings on the matter."

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#### RADIO WAS STEPPING-STONE FOR EVERETT SANDERS

Everett Sanders, Chairman of the Republican National Committee, began making political history as far back as 1924 when he organized the first radio bureau of the Republican party. Mr. Sanders, then a member of Congress from Indiana, was the head of the Speakers' Bureau with headquarters at Chicago, in the campaign to elect Calvin Coolidge.

Sanders quickly saw the possibilities of radio and instead of tiring out his principal speakers, who included such men as General Dawes, Secretary of State Hughes, and Secretary of Commerce Hoover, by chasing them about the country, arranged for their appearances at strategic points and had their speeches broadcast as widely as possible. It was the beginning of the political networks as we now know them.

Walter Newton, secretary to President Hoover, was then assistant to Mr. Sanders and was put directly in charge of the radio work. "Oom Paul" Gascoigne, of Washington, and Col. Ben Pratt, of Chicago, developed radio activities in subsequent campaigns.

Calvin Coolidge, though once credited with having characterized radio as "a lot of noise" was nevertheless delighted with the results it attained for him in the campaign. In fact, he was so pleased with the radio and other work of the Speakers' Bureau in connection with his election to the Presidency, that he persuaded Mr. Sanders to forego leaving public life, as the latter had intended doing at the conclusion of his term in Congress, and serve as his secretary.

In the White House Mr. Sanders was never too busy to see to it that the proper arrangements were made for the broadcasting of each and every one of Mr. Coolidge's speeches. On one of these occasions, however, Everett almost met his Waterloo.

It developed afterward that President Coolidge had made an important speech before an assembled audience at the Washington Auditorium before a dead microphone and that the thousands of listeners who were especially tuned in for the address had been disappointed. There were whisperings that enemies of the President had cut the telephone line. Mr. Coolidge became very warm under the collar. Sanders immediately called the radio people on the carpet.

In those days all they did in preparation for a Presidential broadcast was to string up a single telephone line. The inside story of the Coolidge mishap was that a stage-hand snapped the wire when he leaned against a piece of scenery. The radio officials passed the buck to the telephone company who, after several days' investigation, solemnly reported to Mr. Sanders that the interruption of Mr. Coolidge's speech had been due to the "Aurora Borealis".

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#### WBAL GETS SYNCHRONIZATION EXTENSION

Everyone who wondered at the silence with which Station WBAL greeted the Commission's order that the synchronization with Station WJZ, which had been in effect experimentally for several months, cease on June 15th, reckoned without Frederic R. Huber, manager of the Baltimore broadcaster. He got busy immediately following the Commission's announcement, and a few days ago Senator Millard E. Tydings, of Maryland, left the offices of the Federal Radio Commission with an extension of time until September 1st for WBAL. In addition to his personal plea for WBAL, he presented the Commission with a letter from Governor Albert Ritchie, asking that the experiments be continued.

The Commission's decision which declared synchronization in its present state of development a failure was due largely to the testimony of Rep. John Q. Tilson, of Connecticut, that several sections of Connecticut were receiving poor service because of the WEAJ-WTIC synchronization, listeners being unable to hear either clearly, while WEAJ and WTIC, operating separately, were received clearly at all times.

Senator Tydings pointed out to the Commissioners that this was not true of the WJZ-WBAL synchronous operation and that WJZ signals direct were not dependable in Baltimore. Therefore, the Commission reconsidered and consented to the continued operation of WBAL and WJZ during the Summer months anyway.

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## N.A.B. AT ADVERTISING FEDERATION CONVENTION

The following program will be given at the Advertising Federation of America's convention in New York Tuesday morning at 9:30, June 21st, at the Waldorf-Astoria, under the auspices of the National Association of Broadcasters:

Presiding - Harry Shaw, President, National Association of Broadcasters, Station WMT, Waterloo Broadcasting Company, Waterloo, Iowa.

"Sohio on the Air" - Leslie G. Smith, Standard Oil Company of Ohio, Cleveland, Ohio.

"Radio Merchandising Problems in the Agency" - Capt. Howard Angus, Batten, Barton, Durstine & Osborn, New York City.

"Behind the Manager's Desk in a Broadcasting Station" - Harry Howlett, Commercial Manager, Station WHK, Cleveland, Ohio.

Tuesday Afternoon, 1:30 o'clock:

"A Regional Network - Its Management and Its Place in the Advertising Campaign" - Linus Travers, Director of Productions, The Yankee Network, Boston, Mass.

"Radio for Retail Advertisers" - J. Thomas Lyons, Executive Vice-President, The Monumental Radio Company, Baltimore, Maryland.

"Coast-to-Coast Network Statistics" - Paul Kesten, Director of Sales Promotion, Columbia Broadcasting System, New York.

"Commercial Broadcast Problems" - Roy Witmer, Vice-President in Charge of Sales, National Broadcasting Company, New York City.

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## NEW AND RENEWAL ACCOUNTS OF NBC

RENEWAL - Quaker Oats Co. (Breakfast Foods), Chicago, Ill., Lord & Thomas and Logan, Chicago, Illinois; Starts August 29, 1932, daily except Sunday 8:00-8:15 A.M., EDST, 9:00-9:15 A.M. EDST; WEAf network 8:00-8:15 Eastern Red up to and including Philadelphia plus WGY, WBEN, WCAE, 9:00-9:15 Cleveland and West plus WRC, WFBR; Note - Effective Sept, 26, 1932, and thereafter with return to Standard Time, Washington, Baltimore, Cleveland, Detroit and Cincinnati are to be on the 8:00-8:15 A.M. NYT broadcast; Program - Gene and Glenn - comedy team.

RENEWAL - Bayer Co., Inc., (Bayer Aspirin Tablets) 170 Varick St., New York City; Agency - Blackett Sample Hummert, Inc., 250 Park Ave., New York City; Starts July 17, 1932, Sunday 9:15-9:45 P.M., EDST; WEAf Basic red network, WRVA, WJAX, WIOD, WFLA,

SC, SW except KTBS, KOA, KSL, Orange; Program - "The American Album of Familiar Music" - Gus Haenschen's concert orchestra with Frank Munn, Ohman and Arden, Veronica Wiggins and Bayer Quartet.

NEW - Buick, Oldsmobile, Pontiac Sales Corp. (Motor cars), General Motors Building, Detroit, Mich.; Agency - Campbell Ewald Co., General Motors Building, Detroit, Mich.; Starts - July 8, 1932, Friday 10:00-10:30 P.M., EDST; WEAFBasic red Network, NW, KOA, KSL, Orange; Program - "Paul Whiteman's Orchestra".

NEW - RKO Distributing Corp. (Special New Moving Picture), 1560 Broadway, New York City; Agency - None; Starts August 26, 1932, Friday 10:30-10:45 P.M., EDST, WEAFF Basic red Network, Canadian, NW, SE, SC, SW, Mt. Orange KFSD, KTAR; Program - "The Phantom of Crestwood". Contest for best original ending written by listeners.

RENEWAL - W. A. Sheaffer Pen Co. (Fountain Pens), Fort Madison, Ia.; Agency - McJunkin Advertising Co., Inc., 228 N. LaSalle St., Chicago, Ill.; Starts - August 28, 1932; Time - Sunday 9:45-10:15 P.M., EDST; WJZ Basic Blue Network, Canadian, Mt. Orange; Program - "Sheaffer Lifetime Revue" - orchestra under direction of Leopold Spitalny, vocal solos and Gill and Demling, comedy duo.

RENEWAL - Swift & Co. (Vigoro - Fertilizer), U. S. Yards, Chicago, Ill.; Agency - J. Walter Thompson Co., Wrigley Building, Chicago, Ill.; Starts - January 29, 1933; Sundays 5:30-6:00 P.M., EDST, WEAFF Basic Red network; Program - "Swift Garden Hour" - outstanding guest soloists, vocal groups and orchestras.

NEW - R. B. Davis & Co. (Cocomalt), 38 Jackson St., Hoboken, N. J.; Agency - Ruthrauff & Ryan, Inc., Chrysler Building, New York City; Starts - October 3, 1932, Mon. Wed., Fri., 5:30-5:45 P.M., EDST, WEAFF Basic Red Network; Program - "The Flying Family" - dramatic sketch featuring George Hutchinson, Mrs. Hutchinson, their two little girls, in stories about their flight around the world. Incidental music will be used.

NEW - Ball Brothers (Fruit Jars), Muncie, Indiana; Starts June 21, 1932; Time Tuesdays and Thursdays, 2:30-2:45 P.M., EDST; WJZ Network New York, Baltimore, Pittsburgh, Detroit, Cincinnati (WLW), WLS, Chicago, St. Louis, Minneapolis, Fargo; Program - "Ball Brothers Canning Time" - Quartet in familiar songs and Grace Viall Gray in canning talks.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (June 14, 1932)

WOOD, Kunsy-Trendle Broadcasting Corp., Grand Rapids, Mich., C.P. to move transmitter from Furnwood to Grand Rapids, Mich.; WJR, WJR, the Goodwill Station, Inc., Detroit, Mich., and WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., authority to install automatic frequency control; KUJ, KUJ, Inc., Walla Walla, Wash., modification of license to change hours of operation from specified hours one half time, to unlimited daytime; WEW, The St. Louis Univ., St. Louis, Mo., authority to discontinue operation during the months of July and August, with exception of broadcasting Government reports; WSVS, Seneca Vocational High School, Buffalo, N. Y., authority to discontinue operation June 21st and remain silent until new equipment is installed; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., authority to operate from 7 to 8 P.M. CST, each Monday and Friday, for period ending Oct. 1, 1932, if station WBAA remains silent.

(June 17, 1932)

KRSC, Radio Sales Corp., Seattle, Wash., C.P. to make changes in equipment and increase operating power from 50 to 100 watts; WFBR, The Baltimore Radio Show, Inc., Baltimore, Md., authority to make direct measurement of antenna power; WFBG, The William F. Gable Co., Altoona, Pa., license covering installation of new equipment, 1310 kc., 100 w., share with WJAC; WAGM, Aroostook Broadcasting Corp., Presque Isle, Me., modification of license to change time from unlimited to specified hours; WBIG, North Carolina Broadcasting Co., Inc., Greensboro, N. C., modification of license to increase day power from 500 w. to 1 KW; WQBC, Delta Broadcasting Co., Vicksburg, Miss., authority to operate at night with power of 500 w., on 1360 kc., until November 1st, with some conditional clause as present special authorization (action taken June 15th); WABC-WBOQ, Atlantic Broadcasting Corp., New York City, permission to test on 810 kc., in addition to 860 and 900 kc., 2 to 4:30 Am., for period ending June 18th (action taken June 15th).

Also, KFGQ, Boone Biblical College, Boone, Iowa, authority to operate from 6 to 8:30 A.M., CST, Sundays, beginning June 19 and ending August 28, provided station WIAS remains silent; WSB, The Atlanta Journal, Atlanta, Ga., permission to extend date of beginning construction of its C.P. to install 50 KW transmitter, for 30 days, due to delay in procuring suitable site; WFLA-WSUN, Clearwater Chamber of Commerce and St. Petersburg Chamber of Commerce, Clearwater & St. Petersburg, Fla., special authority to operate on 620 kc. unlimited time, with power of 1 KW night and 2½ KW day until Sept. 1, 1932, in order to make tests; WDEV, Harry C. Whitehill, Waterbury, Vt., authority to operate from 10:45 A.M. to 12 Noon, EST, Sunday June 19th; WHAT, Independence Broadcasting Co., Inc., Philadelphia, Pa., program test period extended for 15 days pending action on license application (action taken June 14th).

## Applications Other Than Broadcasting

June 14 - W2XE, Atlantic Broadcasting Corp., near Wayne, N. J., modification of C.P. (experimental) to change type of equipment and extend period of construction to begin August 1 and to be completed November 1, 1932; WPED, Town of Arlington, Arlington, Mass., license (police service), 1712 kc., 50 watts power; W3XL, National Broadcasting Co., Bound Brook, N. J., modification of Exp. license to change power from 20 KW to 100 KW; RCA Communications, Inc.: W2XBJ, Rocky Point, N. Y., renewal of experimental license; freqs: 6740, 6950, 6957.5, 7400, 8930, 8940, 8950, 9470, 9490, 10610, 13480, 13855, 13870, 13915, 14800, 17860, 17900, 18900, 19020, 21220 kc., 80 KW; W3XV, New Brunswick, N. J., license (exp.) 4797.5, 6425, 8655, 12862.5, 17310, 25700, 34600, 51400, 6000-400000 kc., 80 KW; W1X2, American Tel. & Tel. Co., Dept. of Development & Research, Bradley, Maine, renewal of experimental license; freqs: 50 to 75 except 54, 56, 58, 64, 66 and 75 kc., 25 KW power.

Also, KSEI, Radio Service Corp., Pocatello, Idaho, special authority to operate on 890 kc., 250 watts night, 500 watts day, pending action on application for modification of license; WHEW, A. B. Raymond, agent for Richard E. Byrd, Oakland, Cal., temporary authority not exceeding 60 days, pending receipt of application, aboard vessel "Bear of Oakland", frequency range 375 to 500 kc., and 3105 to 22150 kc., 500 watts; KFZT, E. F. McDonald, Jr., Chicago, Ill., temporary authority not exceeding 30 days to operate station aboard yacht "Mizpah", frequency range 375 to 500 kc., and 5515 to 16580 kc., 750 watts; KDFH, Mackay Radio & Telg. Co., New York, temporary authority, not exceeding 60 days to operate station aboard Steamship "Black Eagle", formerly "Tomalva", all particulars same as in license for "Tomalva".

June 17 - City of Des Moines, Police Dept., Des Moines, Ia., C.P. for police service; 2470 kc., 100 watts; WEEX, American Radio News Corp., Tinley Park, Ill., modification of C.P. to extend completion date to January 16, 1933; Aeronautical Radio, Inc.: KGUO, Tucson, Ariz., modification of C.P. to extend commencement date to June 5 and completion date to August 5, 1932; KGTT, Cheyenne, Wyo., license for Aviation Service, 2906, 3072.5, 3082.5, 3088, 5510\*, 5540\*, 5672.5, kc., 50 watts (\*Available to March 1, 1933 only); WNAU, Moline, Ill., modification of license to change type of transmitter to Boeing, Type B8c, range 1500-6000 kc.; WUCG, Chicago, Ill., modification of license to change frequencies to 3162.5, 3172.5, 3182.5, 3322.5, 5582.5, 5592.5, 5662.5 kc., 400 watts, 1 transmitter 400 watts, 1 transmitter 10 watts; American Airways, Inc., aviation licenses for 6 planes; frequencies 3105, 3232.5, 3242.5, 3257.5, 3447.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5, 4917.5 kc., day only, 50 w.

Also, Detroit Police Dept., Detroit, Mich., license for police service, 1558 kc., 10 watts; KGZA, City of Fresno Police Dept., Fresno, Cal., license for police service, 2414 kc., 100 watts; W2XAH, Bell Telephone Laboratories, Inc., S. Plainfield, N. J., special experimental license, 278 kc., 10 watts; W1OXT, RCA Victor Co., Inc., and W1OXE, Same Co. - Portables, general experimental licenses 34600, 41000, 51400, 60000-400000 kc., 0.5 watts; KQR-KET, RCA Communications Inc., Bolinas, Cal., license, fixed public point-to-point telegraph

service transmitter No. 11, 40 KW, No. 56, 60 KW; Radiomarine Corp. of America; W8XJ, W. Dover, Ohio, renewal to October 1, 1932, of general experimental license, frequencies 2398, 3492.5, 4797.5, 6425 kc., 350 watts; W6XU, San Francisco, Cal., renewal of special experimental license, frequencies 153, 157, 160, 400, 410, 454, 468 5525, 6200, 8290, 8330, 11055, 12375, 16580 kc., 10 KW; WPBT, aboard "Santa Barbara", authority for 60 days to operate additional transmitter frequency range 8240 to 16660 kc., power 200 watts; KGZB, City of Houston, Municipal Police, Houston, Texas, extension of time to complete construction of station, 90 days from June 26, 1932; WHER, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., authority to broadcast pickup transmitter June 17 and 18 in connection with program from "SS Boston"; W9XAB, Chicago Federation of Labor, Chicago, Ill., authority to use broadcast pickup transmitter 2342 kc., June 20 to 23 inc., in connection with program from "SS City of Grand Rapids"; R. C. Powell & Co., Inc., New York City, C.P. 51400 and 60000 kc., 50 watts; WAX, Tropical Radio Telegraph Co., Hialeah, Fla., modification of point-to-point license for additional frequencies of 4260 kc.

The following stations were granted authority to install automatic frequency control: WBMS, Hackensack, N. J.; WLWL, New York City; WRC, Washington, D.C.; WEAF, New York; WNAD, Norman, Okla, and KVOA, Tucson, Arizona.

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#### RMA DISCUSSES RADIO TAX DETAILS AT TREASURY DEPARTMENT

About twenty representatives of the leading radio set and tube manufacturers met with W. E. Dodge, Deputy Internal Revenue Commissioner, at the Treasury Department this (Monday) morning and discussed with him the new regulations for administration and collection of the new radio manufacturers' tax. The radio delegation was headed by Frank D. Williams, President of the RMA; Bond P. Geddes, Executive Secretary; and Frank D. Scott, legal counsel.

Printed copies of the regulations will not be ready for about ten days, in fact, it is understood that the Treasury Department still has to work out several problems in connection with the matter.

One of the important questions discussed was how the radio set and tube manufacturers were to account to the Treasury Department, how bills and invoices should be made out, etc. The RMA will send a full report to its membership within a few days.

Among those present were Capt. William Sparks, Sparks-Withington Co.; Maj. I. E. Lambert, Radio Corporation of America; S. W. Muldowney, National Union Tube Co.; George Scoville, Stromberg-Carlson Company; R. W. Marsh, Champion Co., James Knapp, National Carbon Company, and James Schwank, Atwater Kent Manufacturing Co.

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# HEINL RADIO BUSINESS LETTER

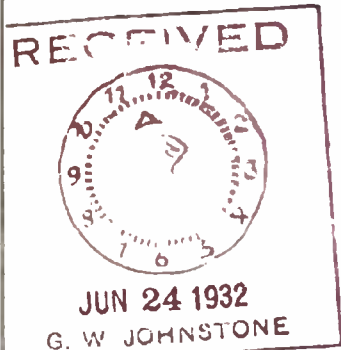
INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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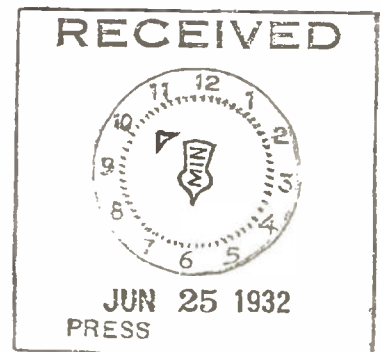
National Broadcasting Company, Inc.  
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No. 539



## HARBORD TARGET FOR TEXAS CONGRESSMAN

While discussing the payment of adjusted-service certificates, Representative Blanton, Democrat, of Texas, staged quite a verbal bombardment with Gen. James G. Harbord, President of the Radio Corporation of America as the target.

"I resent the condemnation that General Harbord has passed upon our ex-service men who have seen fit to come to their Nation's Capital. Who is General Harbord that he should tell these men that they have no right to come to Washington? Who is General Harbord that he should tell these men that they should leave their own Capital and go home? Why, of all the men in the Nation, he should not be the one to do that. For 30 years he was educated by the Government at tremendous expense, and it has cost the Government thousands of dollars to complete and polish that education, and for years he has reveled in the lap of luxury at the people's expense."

Whereupon Gen. Charles H. Martin, who was a Division Commander in the World War, and now is a Democratic Representative in Congress from Oregon, arose.

"I resent this attack on General Harbord", Representative Martin declared. "He is one of the finest men in the country."

"My colleague from Oregon (General Martin) and General Harbord are in the same box", Representative Blanton retorted. "They are each drawing \$6,000 a year retired pay, in addition to their big salaries."

Representative Blanton asserted that General Harbord received at least \$50,000 a year from the Radio Corporation of America and it was rumored that he drew as high as \$100,000 from the RCA.

"I object", Representative Martin broke in as Blanton proceeded with his attack. "The gentleman from Texas is insulting one of the most honorable men in the country."

"You sit down. I am going to give you orders now. Sit down! This is one time that you a Major General", Blanton countered, "are going to take orders from a private. You sit down!"

"These retired generals have been so used to giving orders when they were in command that they can not get out of the habit. These ex-service men have just as much right to come to Washington as General Martin or General Harbord have and they have just as much right to stay here as long as they want to as these retired generals have.

"It is strange, indeed, just what changes occur as the passing years roll around", Mr. Blanton continued. "Gen. James G. Harbord had his name before the National Republican Convention at

Chicago, as an active candidate for Vice-President on the Republican ticket. The keynoter at this Republican convention was our former colleague who once served with us in the House, L. J. Dickinson, of Iowa, who is now a United States Senator. All of you older colleagues remember the futile efforts Congressman Dickinson made in 1923 to keep this same Gen. James G. Harbord from taking advantage of the people of the United States. You will remember that when he was only 56 years of age, in the very prime of manhood, General Harbord succeeded in getting the Secretary of War in President Harding's Cabinet, to retire him on a salary of \$6,000 a year for life, with all of his other many perquisites.

"I want all of my colleagues and the country to note", Representative Blanton went on to say, "that the Republican keynoter, Senator Dickenson, of Iowa, on January 17, 1923, called attention to the fact that this 56-year-old Major General had gotten himself retired on \$6,000 a year for life and had been taken over by 'the most powerful aggregation of capital in the world', the General Electric Co., and the J. P. Morgan interests, who were placing General Harbord at the head of their big monopoly, the Radio Corporation of America. Please be sure to note that Keynoter Dickinson in 1923 said that they were taking over General Harbord not because he was a radio expert but 'on account of the influence that they hope he will have in selling their products to the United States Government.' Keynoter Dickinson then further said:

"The purpose of getting General Harbord in this job is on account of his acquaintance with the people who are occupying positions in the Army and Navy whom they hope to influence. That is all."

"Was not that an indictment?"

"This House on said January 17, 1923, passed the Dickinson amendment, and the Senate finally killed it, but for which action General Harbord would not have been able to draw his retired pay of \$6,000 per year from the Government, while this financial monstrosity used him, as Keynoter Dickinson then said, to influence big contracts out of the Government for it.

"Just why do we continue to allow these conditions to exist?" Representative Blanton concluded. "Why have we not passed the Dickinson amendment? Why have we not stopped Army officers and Naval officers from drawing retired pay and additional big salaries, Navy officers from retiring in the prime of life to take lucrative positions with big corporations, and sell their influence? We must stop it. I wonder why Keynoter Dickinson got lukewarm on this subject? Why has he not pursued it? It is just as important a problem to be solved today as it was in January, 1923."

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## MAJESTIC STAGES CONTESTS FOR DISTRIBUTORS

Nationwide interest among distributors and dealers has been aroused by two contests just announced by the Grigsby-Grunow radio sales department as part of the promotion plans under way for The President Line of Majestic receivers. "It will be recalled by the trade that last year we staged a DX contest", says Floyd Masters, sales manager, "and it was a success from all angles."

The "Demonstrate for Sales" Contest (a demonstration of Synchro-Silent Tuning) originally planned for the period from June 15th to 30th inclusive, has been extended through July 9th. Dealers are provided with special contest forms on which space is provided for signatures and addresses of people to whom they or their salesmen have demonstrated a Majestic President Model. This is to be sent back to the distributor together with an account, in not over 150 words, on "How Synchro-Silent Tuning Helped Me Sell A Majestic Radio."

In the second contest, Majestic distributors' salesmen are competing for fifty handsome wrist watches. There is a watch for each territory to be given to the salesman piling up the largest number of points, which are given on each sale of a Majestic receiver.

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## TEXAS STATION'S NEWSPAPER BEGINS

Combining radio station advertising with that of a newspaper which Station KRGV at Harlingen, Texas, has just started, "The Valley Voice" began publication last week with an edition of 15,186 copies delivered to every family in 26 towns and every rural route in Cameron, Hidalgo and Willacy counties, Texas.

Mr. M. S. Niles, President of Station KRGV reports that the second issue of "The Valley Voice", which is a weekly, will show an increase from 8 to 12 pages. Mr. Niles said that as a result of KRGV establishing its own publication that several new advertisers have already been added for the combination proposition.

Cooperating with the station, "The Valley Voice" will broadcast daily programs and news about merchants, advertisers and other business events.

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## DISCUSSION OF RADIO LIBEL RESPONSIBILITY DECISION

"Radio stations have been held equally accountable with the author of libelous statements broadcast over their facilities, in a decision of the highest court in Nebraska, reversing a contrary trial verdict. It is the first ruling that sets forth this vital principle clearly, and it imposes a curb that is clearly dictated by public police", declares an editorial in Editor and Publisher.

"In this case, an attorney sued for damages based on a statement broadcast by another attorney in a municipal campaign in Lincoln. Had the statement been published in a newspaper, there would have been no question of its libelous nature or of the newspaper's liability. The trial court's instructions were hazy, informing the jury that the utterances were libelous per se, but adding some legalistic jargon that permitted the jury to think it might determine either the fact or the degree of the libel. The verdict was dismissal of the complaint against the station, and nominal damages against the lawyer who uttered the libel.

"An interesting defense interposed by the broadcaster, Station KFAB of Lincoln, was upset by the Supreme Court summarily. The station contended that the speaker was using time that another had paid for, after his political opponent had spoken and that the broadcasting authority had no right therefore to censor his remarks. It contended also that broadcasting stations were common carriers and therefore could not refuse or limit the use of their facilities.

"The court ruled that Congress in preventing the censorship by radio stations of political and partisan utterances did not intend to permit the stations to assist in the publication or libel nor to grant any immunity from the consequences of such action. 'The Federal Radio Act,' the decision states, 'confers no privilege to broadcasting stations to publish defamatory utterances.'"

"That is fundamentally good law. It faces the fact that broadcasting stations are established channels of public communication, engaged in a commercial business, but, like newspapers, having neither the responsibilities nor the immunities of common carriers. It recognizes that a libel may not be the less damaging because it is not printed in a permanent record. If this is judicial recognition of radio's arrival as a medium of communications, it also recognizes that the infant striving for man's estate must put aside the things of a child and assume the full consequences of its actions. The irresponsible days of radio, both as a news purveyor and as a channel for all sorts of advertising, must necessarily end soon and this Nebraska decision is as good a start as any for sane, mature, control of the service."

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: BUSINESS LETTER BRIEFS :  
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Lieut. Miles Reber, White House aide and instructor at the Army Engineer School at Fort Humphreys, Va., has been ordered by the War Department to the Military Academy at West Point as an instructor in engineering. Lieutenant Reber is a son of Col. Samuel Reber, retired, of the Radio Corporation of America, and a grandson of the late Gen. Nelson A. Miles.

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There are 31,859 licensed amateur radio stations in the United States, compared with 22,739 last year, William D. Terrell, Chief of the Radio Division of the Department of Commerce, told the Atlantic Division of the American Amateurs Relay League, in convention here recently. Mr. Terrell said he was not certain why there should have been a 40 per cent increase in a year.

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The Mackay Radio and Telegraph Company has made greater progress in the last two years of depression than in the preceding two years, according to A. Y. Tuel, operating Vice-President, and developments are being pushed so that the company will be ready to handle a larger proportion of business when conditions improve.

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THEY'LL TUNE 'EM OUT -- QUICK

"Roosevelt Nominating Speeches To Take  
3 Hours, All Others 4" - Newspaper Headline.

Chicago hotel keepers will probably greet this announcement with joy - anything to keep the crowd in Chicago a few days longer - but the radio audience wouldn't listen to a three-hour oration by Julius Caesar.

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## CHAIN OF WIRELESS STATIONS PLANNED IN BRITISH ISLES

A chain of small wireless stations for the use of yachts, fishing vessels and other light craft, is to be thrown around the coasts of Great Britain and Ireland if plans of the British Post Office materialize, according to a report from the Commerce Department's London office.

Within the past two weeks more than 45 of these small installations have been placed into operation for various owners. A British company is offering two types of small telephone installations, one of 300 watts power and one of 60 watts. Messages sent by telephone to the coast stations will be transmitted as telegrams to their destination on land.

While the plan is still in a stage of development, orders have been placed by the General Post Office for the installation of wireless telephone equipment in stations about the coast of Britain. The wireless stations at Wick, Fishguard and Humber have had telephone equipment for some time, but the present temporary scheme will provide for a chain around both Britain and Ireland. If the idea proves a success, it will be made permanent.

New stations to be equipped will be Cullercoats, North Foreland, Niton, Land's End, Seaforth, Port Patrick, Malin Head, and Valentia.

It is said that there has already been great activity at the fishing ports of Hullax and Grimsby in having wireless equipment in trawlers.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

June 21 - WEAN, Shepard Broadcasting Service, Inc., Providence, R. I., modification of license amended to request 1 KW power on experimental basis instead of 500 watts on 780 kc.; WFI, Strawbridge & Clothier, Philadelphia, Pa., voluntary assignment of license to WFI Broadcasting Co.; KFPY, Symons Broadcasting Co., Spokane, Wash., modification of license to change from 1340 kc. to 890 kc.; George F. Bissell, Glens Falls, N. Y., C.P. for a new station to use 1370 kc., 50 watts, unlimited time, facilities of WESG, Glens Falls, N. Y.; Edward Tomajko, Sr., Greenburg, Pa., C.P. for a new station to use 620 kc., 250 watts, daytime.

Applications Other Than Broadcasting

June 20 - W2XAV, Bell Telephone Laboratories, Inc., portable initial location Ocetn Twp., N. J., renewal of special experimental license for 17310, 18310, plus or minus 3%, 100 watts; KKL, R.C.A. Communications, Inc., Bolinas, Cal., modification of license to include Bangkok (Siam) in points of communication; W8XK, Westinghouse Electric & Manufacturing Co.,  $\frac{1}{2}$  mile s. of Saxonburg, Pa., license covering C.P. for 6140, 9570, 11870, 15210, 17780, 21540 kc., 40 KW; W2XCF, American Radio News Corp., Carlstadt, N. J., modification of C.P. for extension of construction period to 8/17/32-2/17/33, general experimental service; Radio Service & Engineering Laboratories, Harrisburg, Pa., new C.P. for 12862.5, 4797.5, 8655 kc., 100 watts, general experimental service; WBEN, WBEN, Inc., portables within 25 miles of WBEN, new C.P.s for 6000 kc., and 51400 kc., 10 watts, temporary broadcast pickup.

June 21 - Pere Marquette Railway Co.; On vessel "C. F. Pere", On vessel "C. F. City of Flint 32", On vessel "C. F. City of Saginaw 31", On vessel "C. F. Pere Marquette 21", - new licenses for 484 kc., 1 watt, special experimental service on vessels; Walter S. Franklin & Frank C. Nicodemus, Jr., Receivers of Ann Arbor Railroad Co.; On vessel "C. F. Wabash", on vessel "C. F. Ann Arbor No. 7", On vessel "C. F. Ann Arbor, No. 5", also another vessel not named - new licenses for 484 kc., 1 watt, special experimental service on vessels; Pierce County, Washington (Tacoma Field), Tacoma, Wash., license covering C.P. for 278 kc., 15 watts, airport station; Inland Waters Corp.: WPI, Memphis, Tenn., modification of C.P. for extension of construction period to 7/1/32 to 8/15/32; KQP, Minneapolis, Minn., renewal of coastal license for 163, 438, 3120 4780, 6210, 6250 kc., 2 KW, 50 watts; KICZ, Mutual Telephone Co., Honolulu, T. H., license covering C.P. for 3195, 3225, 5720, 5750 kc., 1 KW, point-to-point telegraph.

Also, Neil H. Williams, Portable, initial location, Dept. of Physics, University of Michigan, Ann Arbor, Mich. - W8XV and W8XU, licenses covering C.P.s for 34600, 41000, 51400, 60000-400000 kc., 15 watts and 5 watts respectively, general experimental service; KFT, Pacific Communication Co., Everett, Wash., modification of license for change in hours of operation of coastal telegraph station; Federal Telegraph Co., Newark, N. J., new C.P. for 34600, 41000, 51400, 80000 to 300000, 1000000 to 3000000 kc., 500 watts, general experimental service; WAEI, Aeronautical Radio, Inc., Detroit, Mich., modification of C.P. for extension of construction period from 6/18/32 to 9/18/32; WPEK, City of New Orleans, New Orleans, La., modification of C.P. for extension of completion date to 7/15/32; KIDV, Libby, McNeill & Libby, Moored Tally Scow, Alaska, license covering C.P. for 3190 kc., 2 watts, point-to-point telephone service.

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DECISIONS OF THE RADIO COMMISSION

Applications Granted  
(June 21, 1932)

The following stations were granted authority to install automatic frequency control:

WCAX, Burlington, Vt.; WJZ, New York, WHAM, Rochester, N.Y.; WKBW, Buffalo, N. Y.; WABI, Bangor, Me.; WOPI, Bristol, Tenn.; WACO, Waco, Texas; WENR-WBCN, Chicago, Ill.; KEX, Portland, Ore.; KGA, Spokane, Wash.; KJR, Seattle, Wash., and KOA, Denver, Colo.

Other applications granted: WBAA, Purdue University, Lafayette, Ind., authority to operate from 1:45 to 5 P.M., CST, October 1 and 15, provided stations WKBF and WCMA remain silent; WSIX, 638 Tire & Vulcanizing Co., Springfield, Tenn., renewal of license for regular period (This station was given a license expiring June 22nd due to the fact that transmitter could not be held within 50 cycles. Approved equipment has now been installed); KICA, W. E. Whitmore, Clovis, New Mexico, permission to correct location of transmitter as given in C.P. to that as shown in application for license; WJSV, Old Dominion Broadcasting Co., Alexandria, Va., permission to move transmitter to Mt. Vernon Highway, between Washington and Alexandria and install new transmitter; KOAC, Oregon State Agricultural College, Corvallis, Oregon, authorized to remain silent from 8:30 June 17 to 6:30 June 21st.

Also, WSYB, Philip Weiss Music Co., Rutland, Vt., modification of C.P. to modify C.P. as to equipment at present location; WCSC, South Carolina Broadcasting Co., Inc., Charleston, S. C., modification of C.P. to move transmitter locally 1 mile on Savannah Highway; WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., authority for direct measurement of antenna power; WEAO, Ohio State University, Columbus, Ohio, license covering installation of new equipment, 570 kc., 750 watts, specified hours; WWNC, Citizen Broadcasting Co., Inc., Asheville, N. C., license covering installation of new equipment 570 kc., 1 KW, unlimited time; WENC, Americus Broadcast Co., Inc., Americus, Ga., license covering erection of new station, 1420 kc., 100 watts, daytime.

The following stations were granted temporary licenses subject to such action as the Commission may take on their pending applications for renewal of licenses:

WHDL, Tupper Lake, N. Y.; WJBO, New Orleans, La.; WMBR, Tampa, Fla.; KFYO, Lubbock Texas; KGDA, Mitchell, South Dakota; KGIX, Las Vegas, Nevada, and KNOW, Austin, Texas.

Also, KGNO, The Dodge City Broadcasting Co., Dodge City, Kansas, granted license covering changes in equipment 1210 kc., 100 watts, unlimited time; WJBI, Monmouth Broadcasting, Red Bank, N. J., 30 day extension of temporary license granted which expires June 22nd, pending action on C.P. application covering changes in transmitter equipment.

The following stations were granted renewal of licenses for the regular period:

WHBD, Mt. Orab, Ohio; WSPA, Spartanburg, S. C.; KORE, Eugene, Oregon; KRE, Berkeley, Cal., and KXO, El Centro, Calif.

Applications Other Than Broadcasting Granted:

WEIP, New England Tel. and Tel. Co., aboard "Gertrude Fauci", temporary authority not to exceed 60 days, frequency 2322 kc., public coastal harbor vicinity, Boston; 2738 kc. for ship harbor stations; 2362 public coastal harbor vicinity New York, 50 watts; Radiomarine Corp. of America: KOJR, aboard "Scanmail", temporary authority not to exceed 60 days to operate additional transmitter; frequencies in accordance with Rule 285, other particulars same as existing license; KPK, Portland, Oregon, modification of coastal telg. license, frequencies 143, 500, 141, 170, 476 kc., 750 w., also granted modification of Marine relay license to change hours of operation from 8 A.M. to 12 midnight, local standard time, to continuous; W2XBV, Knickerbocker Broadcasting Co., Inc., Portable, license for broadcast pickup service, 1518 kc., 100 watts; KUP, Examiner Printing Co., San Francisco, Cal., mobile press license, frequencies: 6440, 8350, 11340, 16700, 2225 kc., 1250 watts.

Also, WAZ, RCA Communications, Inc., New Brunswick, N. J., modification of point-to-point telg. license for additional point of communication (primarily Mexico City and Port au Prince, Haiti); The Goodyear Tire & Rubber Co., Inc.; aircraft license, 3105 and 5520\* kc., 15 watts (\*for communication with ships and coastal stations only when in flight over sea); Mutual Telephone Co.: KHK, Wahiawa, T. H., coastal telg. license, 16560 kc., calling, 16920 working, 500 watts; also coastal telg. license, frequencies 5520 calling, 6380 working, 500 watts; also coastal telg. license, frequencies: 143 calling, 163 working, 2000 watts; KLN, Hilo, T. H., point-to-point telg. license, 442, 3195, 3225, 5720, 5750, kc., 1 KW; KOG, Honolulu, T. H., point-to-point telg. license, 442 kc., unlimited, 500 watts.

Set For Hearing

WPSC, The Penn. State College, State College, Pa., renewal of license set for hearing because applicant has not the new equipment necessary; Thirty-First St. Baptist Church, Indianapolis, Ind., C.P. for new station, 600 kc., 250 watts, daytime hours; G. C. Redfield, Rapid City, S. Dak., C.P. for new station 570 kc., 1 KW, share with WNAX; Samuel E. Yaste & Burrel Barash, Galesburg, Ill., C.P. for new station, 1310 kc., 100 watts, unlimited time (facilities of WKBS); KFBI, The Farmers & Bankers Life Insurance Co., Milford, Kansas, modification of license requesting authority to change hours of operation from limited time, discontinuing operation at sunset at Hollywood, Cal., to limited time discontinuing operation two hours after sunset at Hollywood experimentally, facilities in terms of quota units of stations KWKC, WCRW, WEDC, WSEC and WJAG, are requested.

Action On Examiners' Report  
(June 17, 1932)

Shreveport Broadcast Co., Shreveport, La., denied C.P. for television service, sustaining Examiner Pratt.

Application Denied

Merle K. Berger, Upper Tyrone Twp., Pa., C.P. 1420 kc., 100 watts, hours 8 A.M. to 6 P.M. (failed to enter appearance within time allowed.

Miscellaneous

WNOX, WNOX, Inc., Knoxville, Tenn., indefinite continuance of application of this station and associated applications for removal to Greenville, S. C., granted, set for hearing June 22nd; WKRC, WKCR, Inc., Cincinnati, Ohio, hearing on application for renewal of license postponed indefinitely pending report on operation of directional antenna at station WFLA-WSUN, Clearwater, Fla.; KSD, Pulitzer Publishing Co., St. Louis, Mo., and KWK, Thomas K. Patrick, Inc., St. Louis, granted permission to intervene in application of Virgin V. Evans to move WFBC from Knoxville, Tenn. to Greenville, S. C.; WFEA, New Hampshire Broadcasting Co., Manchester, N. H., denied application to operate on 1440 kc., unlimited time experimentally; KFBK, James McClatchy Co., Sacramento, Cal., granted permission to intervene in application of Morrow & Brill for a new station at Sacramento.

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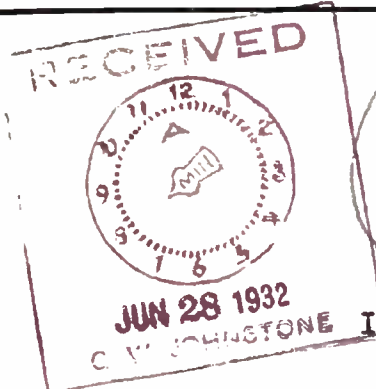


# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

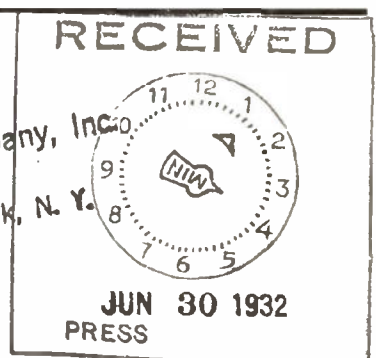
WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::



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No. 540

## NORMAN BAKER BUILDING 150,000 WATT STATION IN MEXICO

Norman Baker, who lost his license to operate Station KTNT, at Shenandoah, Iowa, in a tussle with the Federal Radio Commission, is now building a 150,000 watt station at Nuevo Laredo, Mexico. One of the main uses of the new transmitter, which will be the most powerful in operation on this continent, will be to promote the candidacy of Baker, who is running for Governor of Iowa on an Independent ticket.

Baker is the second United States citizen to set up a broadcasting plant below the Rio Grande after having been denied use of the air in this country. The other was Dr. J. R. Brinkley, the "goat gland" specialist from Milford, Kansas, who now operates XER at Villa Acuna, Mexico.

"Voters in every part of the State, from all reports, view with lots of enthusiasm and satisfaction the entrance of Norman Baker, of Muscatine, in the race to replace Dan Turner as Governor of Iowa", writes the "As We See It" columnist in the Midwest Free Press. "With the exception of the political 'clique' which has ruled Iowa for almost 50 years, Norman Baker has always commanded the esteem and confidence of the farmers and ordinary citizens of the State and The Free Press firmly believes that they are going to prove it at the polls in November.

"That Norman Baker is well equipped for the Governor's position is generally conceded by all who know him, irrespective of party affiliations. It is also unanimously admitted that, if elected, he would make an able and efficient chief executive who would prove an honor to the State and not be dominated by any political machine.

"Mr. Baker represents the best type of American citizenship. In early life he laid the foundation for his later years of success by giving himself a practical education. Days of struggle and adversity were overcome by persistency and tireless effort and today he stands as a self-made man who has made good in a wonderful way.

"True, Mr. Baker's enemies in Iowa by bringing powerful pressure to bear upon the Federal Radio Commission did succeed in closing up his Station KTNT in Muscatine, but that did not stop Norman Baker. Undaunted and more determined than ever he opened negotiations with the friendly Mexican government and he is now engaged in the construction of the world's largest radio station - XENT, 150,000 watts - at Nuevo Laredo, Mexico.

"Attorney General Fletcher's office assistant, Gerald Blake, announced through the daily press that 'Norman Baker would be arrested if he returned to Iowa to run for Governor.' We wonder if Mr. Blake thinks that his unproven charge 'conspiracy to violate the medical laws' is going to scare Mr. Baker from returning to his own State. Arrest or no arrest. Turner, Fletcher and Blake should be told right out loud and they will be when XENT gets on the air late in August or early in September, Norman Baker is coming back to Iowa just as soon as his radio station is completed and he is going to carry on a tireless state-wide campaign to replace Dan Turner as Governor of Iowa. However, they don't have to call out the militia because Mr. Baker is a peaceful and law-abiding citizen who just wants to clean up Iowa politics.

"The record at the State Capital speaks for itself. Governor Turner's administration is not only the most discredited in the history of the State but the most extravagant. The appropriations of the last legislature for the State House offices was \$363,949.33 greater than those of the previous legislature. The highlights of the Turner administration were the expensive and pointless investigations of the State University at Iowa City, the \$200,000 'cattle war' that could have been averted if judgment and discretion had been used, the placing of \$2,000,000 of State money in a 'tottering' bank at Davenport, and the \$118,000 gasoline bootlegging case.

"Iowa needs a new deal. Iowa needs independent, conscientious and competent officials. The State Capital needs a thorough house cleaning. November is the time to do the job.

"Vote for Norman Baker for Governor."

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#### NEW INTERNATIONAL CALL LIST

The International Bureau of Telegraph Union, Radiotelegraph Service, Berne, Switzerland, now has available for distribution the 1932 (third) edition of this list, at 35 Swiss gold francs (\$6.76), including supplements to the end of the current year and postage.

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#### INTERNATIONAL POW-WOW DATE OFFICIALLY SET

It has been officially decided that the International Radio Conference at Madrid will convene at 11 o'clock on the morning of September 3, 1932. The International Telegraph Conference will be inaugurated at the same time.

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## PROPOSES ADVISORY BOARDS FOR BROADCASTING STATIONS

Every broadcasting station that is losing money should appoint from the business and professional men of its community an Advisory Board, to serve the station and the public and make broadcasting generally a better public utility, suggests Harold A. Lafount, Federal Radio Commissioner.

"If financially unstable stations appointed such an Advisory Board, chosen from reputable business and professional men", he explained, "there would be many stations showing profits instead of losses. In addition, appointment of these boards would do much to better broadcasting generally and give the residents of each community just what they want in radio reception."

Mr. Lafount believes that Advisory Boards, although there is an immediate need for them in stations which are losing money and are unable to give their listeners the service they should have, could well be adopted by profit-making stations to improve their programs.

These Boards would act as guides to the station - suggesting methods of advertising, pointing out errors in business management, and stimulating the interests of the station in the community and the community in the station.

"Just because these men are not trained radio broadcasters, the station manager should not laugh the plan aside", Mr. Lafount said. "Instead, he should realize that they have business and professional knowledge and connections which he can combine with broadcasting knowledge, to produce better service and to put more money into the station's treasury.

"If the majority of small and medium sized stations appointed such Boards, selecting men interested in the success of the community and in the part broadcasting can play in that success, there would be business increase, advertising gains, better communities, and generally improved conditions throughout the United States".

There are approximately 500 broadcasting stations, most of them with less than 1,000 watt power, which reach nearly every community in this country. If the Board works conscientiously to find what the community needs, and what it wants in the way of radio entertainment, Mr. Lafount feels certain the station can meet these wants and fill the gaps.

"Too many stations", he points out, "let the burden of the work of finding out what the people and the community want and need rest upon the station manager and one or two others. Business and professional men usually are willing and eager to do anything they sincerely believe will help their community, whether it be by means of broadcasting, newspapers or some other medium. If such Boards were appointed all over the country, broadcasting would become a much more perfect public utility in that it would serve the public better by giving the people what they want."

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## FEDERAL RADIO COMMISSION SETTLED FOR SUMMER

The Federal Radio Commission is now re-installed in the Interior Department Building, from which it moved because of insufficient space about two years ago, and is ready to go on with the Summer's work. The move from the National Press Building to the Government building was necessary because of the retrenchment policy. An annual rental bill of \$59,200 is saved by this sharing of space with the Interior Department, made vacant by the moving out of units of the Veterans' Administration.

Federal supervision of radio will not be relaxed this Summer, as it has been in past years, while the rulers of the ether took long inspection trips and vacations. The Commissioners, having had an extremely busy year, deserve vacations but the Congressional situation has kept them at home and now the 8.3 per cent salary cut coupled with loss of their annual leave will keep them in Washington indefinitely. No doubt they will enjoy week-ends away from the city but none of them has planned an extended trip.

No inspection trips will be made because conditions in the various zones are such that there is no real necessity for personal supervision at this time. If there were vital problems awaiting attention just now, however, it would be almost impossible for the Commissioners to go because all travel allowances have been cut off.

While there is nothing pressing away from Washington, there is plenty here at home to make the Commissioners forget the salary cut, lack of vacation, etc. One of the things they are faced with is the straightening of the snarl which began with the loaning of the Second Zone's 1060 kilocycle channel to a Third Zone station when the reallocation was made several years ago.

And then there is the problem of merging the Radio Division of the Department of Commerce with the Radio Commission. It is likely that the old radio districts will be re-divided and a number of changes will be necessary.

Last year's work was heavy but the Commission will probably vote that they have worked even harder during the year which ends June 30th. One of the major tasks accomplished was the compilation of the report in response to the Senate Resolution, which is a regular encyclopedia of radio.

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## RCA AND MACKAY SEEK ALLOCATION OF RECAPTURED SHORT WAVES

Representatives of the Radio Corporation of America and the Mackay Radio Telegraph Company conferred with officials of the Federal Radio Commission in connection with the allocation of the 40 frequencies recaptured by the Commission from the Universal Wireless Communications Company, Inc., and used for domestic point-to-point communication.

The reallocation of the frequencies is to be made by the Commission at the direction of the Court of Appeals of the District of Columbia.

While officials of the Commission refused to discuss the situation at this time, and while the commercial companies have several days in which to answer the Commission, it is understood that they will refuse to sign a stipulation desired by the Commission postponing the matter until Autumn, at which time new hearings would be held. The Commission is said to feel that new hearings are necessary because of economic changes since the matter was first brought up.

Because of the advancement in radio since this matter was originally discussed, the Radio Commission could allocate all the frequencies desired by both of the companies for their proposed radio chain and still have frequencies left over for others who might want them.

This is due to the fact that these frequencies used to be separated by two-tenths of a meter, but are now separated by only one-tenth because of changes made in transmitters and receivers.

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## RMA BANS RADIO TRADE SHOW THIS FALL

During the Radio Manufacturers' Association Trade Show held recently at the Stevens Hotel, Mr. U. J. Herrmann, Managing Director of the Radio World's Fair and Chicago Radio Shows, advised the officers of the RMA, as well as the large set and tube manufacturers that he would forego the conducting of any Radio Shows this coming Fall, if the radio interests were in accord with the thought that the shows should not be conducted.

Following this announcement, the large set and tube manufacturers, as well as the Directors of the RMA, had a meeting and voted unanimously not to support any trade shows whatever during 1932, and further agreed that if conditions warranted in 1933, they would then go ahead and support radio shows conducted by U. J. Herrmann as heretofore.

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## APPLICATION IS DENIED FOR TELEVISION STATION

The application of the Ray-O-Vision Corporation of America, Los Angeles, for permission to erect an experimental visual broadcasting station, was recommended for denial last Friday in an Examiner's Report made public at the Federal Radio Commission.

The report, submitted by Examiner Elmer W. Pratt, pointed out that it does not appear that the applicant is financially able to operate the station, nor has the applicant sufficient technical resources to assure that the station would be operated in a manner which would advance the television art.

Examiner Pratt declared also that the applicant's request for the 2800 kilocycle frequency does not indicate that experiments will prove helpful to the art, for progressive experiments are being carried on on the ultra-high frequencies.

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## FOREIGN TRADE OPPORTUNITIES

Information concerning the following foreign trade opportunities may be obtained by writing the Bureau of Foreign and Domestic Commerce, Commerce Department, Washington, D. C.:

Radio accessories and parts	*58412	Coimbatore, India	Agency
Radio loud speakers, photo cells, amplifiers, and pick-ups	‡58392	Lima, Peru	"
Radio sets and accessories, loud speakers and pick-ups	‡58463	Barcelona, Spain	"

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## DE FOREST RECEIVERS NAMED

Federal Judge John P. Nields appointed Leslie S. Gordon, of Ridgewood, N. J., and William Bergland, of Wilmington, as receivers until further order of the court for the DeForest Radio Co., of Passaic, N. J., according to an Associated Press dispatch from Wilmington.

The bill of complaint was filed by Sarlat Bros., Inc., of New York, a creditor with claims of \$13,134. It was alleged and admitted that the company is unable to meet maturing obligations. Receivers for the concern were appointed by the New Jersey courts.

The Sarlat bill stated the company has outstanding \$208,600 in notes payable by July of next year and \$50,000 in other notes,

part of which are payable June 30th of this year, and about \$34,000 owing to creditors.

Assets of the concern, the bill stated, consist of valuable patents, plant equipment worth about \$650,000 and materials worth about \$300,000.

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#### BALTIMORE STATION EXECUTIVE ADVOCATES HOUSE CLEANING

"Unfortunately, many radio stations are not operated by men who understand advertising or merchandising", the National Association of Broadcasters' session of the American Federation Advertising convention in New York was told by J. Thomas Lyons, Executive Vice-President of the Monumental Radio Company, Baltimore.

"The radio situation today reminds me of the moving picture industry about 30 years ago when things were chaotic. In fact, many radio stations do not appear to be conscious of the wonderful asset they have, and they do not put a sufficient value upon it.

"For that reason, you will find radio stations cutting rates to get business letting the advertiser dictate the policy and terms, and I recently received a letter from an insurance company in the West saying that 170 stations were handling their business on a basis by which the station received so much per sale. This is a destructive condition, because unless a station is built on a real foundation, it will never get anywhere.

"I am quite convinced that every station must see the handwriting on the wall, and clean house to the point where its rates will be the same to everybody that there will be no trade deals, that when an agency tries to tear down ethics, the station will not deal with that particular account. Furthermore, the amount of business that can be handled by a radio station is, necessarily, limited. For that reason, a station should deal only with those people who want to operate in the right way, and it is well worth while to cultivate a clientele of this sort, and when this is done in a sincere manner you generally get what you deserve.

"Radio could step in now and render sincere constructive help to the retailers. I do not believe in strong-arm salesmanship. I do believe in intelligent solicitation, and the only way that we can develop our business is to make the people who deal with us more prosperous because of our relationship. For this reason, every radio station should have on its staff at least one man who knows something about retailing and merchandising.

"Radio still has some racketeers - every line of business has them for that matter, but they will be ruined by their own efforts in time. We should realize that our success depends absolutely on the success of the advertiser, and unless the advertiser gets results through our station, we cannot stay in business."

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HEARINGS SCHEDULED BY RADIO COMMISSION

June 30 - Gustav A. Jenkins, Antonito, Colo., C. P., 1200 kc., 100 w. share with KGEK & KGEW. Others notified: KGEK, Yuma, Colo., KGEW, Fort Morgan, Colo., KOB, State College, N. Mex., WOAX, San Antonio, Texas.

KGEK - Elmer G. Beehler, Beehler Electric Equipment Co., Yuma, Colo., renewal of license, 1200 kc., 100 w., share with KGEW; Others notified: KGEW, Fort Morgan, Colo., Gustav A. Jenkins, Antonito, Colo.

KGEW - City of Fort Morgan, Fort Morgan, Colo., renewal of license, 1200 kc., 100 w., share with KGEK; Others notified: KGEK, Yuma, Colo., Gusav A. Jenkins, Antonito.

July 1 - WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., modification of license, 1310 kc., 100 w., share with WHAT, WTEL and WHAT not to operate when WCAM is operating. (Req. WCAM be required to enter into time-sharing agreement with WTEL and WHAT); Present Assignment: 1310 kc., 100 watts, shares with WHAT, WTEL & WHAT not to operate when WCAM is operating; Others notified: WHAT, Philadelphia, WCAM, Camden, N. J. (see hearing notice for parties notified because of pending applications.

WTEL, Foulkrod Radio Engrg. Co., Philadelphia, Pa., modification of license 1310 kc., 100 w., share with WHAT, WTEL & WHAT not to operate when WCAM is operating. (Req. time assigned to but not used by WCAM and WHAT); Others notified - as above.

WCAM, City of Camden, Camden, N. J., renewal of license, 1280 kc., 500 watts, shares with WOAX and WCAP; Others notified: WTEL, Philadelphia, and WHAT, Philadelphia.

WHAT, Independence Broadcasting Co., Philadelphia, Pa., renewal of license, 1310 kc., 100 w., shares with WTEL, WHAT, and WTEL not to operate when WCAM is operating; Others notified: WCAM, Camden, N. J., WTEL, Philadelphia.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

June 24 - F. N. Blake Realty Co., Dracut, Mass., C.P. for a new station to use 680 kc., 250 watts, daytime; WEAO, Ohio State University, Columbus, Ohio, modification of license to use old main transmitter as auxiliary transmitter; WTAQ, Gillett Rubber Co., Eau Claire, Wis., install automatic frequency control; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, C.P. to make changes in equipment and increase power from 100 watts to 100 w., 250 w., LS; WHA, University of Wisconsin, Madison, Wis., modification of C.P. to make changes in equipment and increase power from 750 watts to 1 kilowatt; WCGU, United States Broadcasting Corp., Brooklyn, N.Y., install automatic frequency control.

The following applications were returned to the applicant:

WCGU, United States Broadcasting Corp., Brooklyn, N. Y., increase day power to 1 KW (Rule 6c and d); Rev. J. L. Neville, Tulsa, Okla., C.P. for a new station on 1500 kc. (Rules 121 and 6).

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## DECISIONS OF THE RADIO COMMISSION

### Applications Granted (June 24, 1932)

WHAS, The courier-Journal Co., Louisville Times Co., Louisville, Ky., C.P. to install auxiliary transmitter to be operated with 1 KW power at 300 w. Liberty St., Louisville, Ky.; WOV, International Broadcasting Corp., New York City, license covering changes in equipment 1130 kc., 1 KW, 6 A.M. to 6 P.M., and not when any local station within less than 50 kc is operating; WHAT, Independence Broadcasting Co., Philadelphia, Pa., license covering move of station locally and installing new equipment, 1310 kc., 100 watts, share with WTEL (not to operate when WCAM is on the air); WASH, Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich., modification of license to use transmitter of WOOD at proposed new location, providing WOOD is granted authority to move transmitter from Furnwood to Grand Rapids, Mich.; KSEI, Radio Service Corp., Pocatello, Idaho, modification of license to change frequency from 900 kc. to 890 kc.; KGDA, Mitchell Broadcasting Corp., Mitchell, S. Dak., extension of the working of Rule 145 until a decision is reached on KGDA's application for renewal of license.

Also, WMAQ, National Broadcasting Co., Inc., Chicago, Ill., and WMBC, Havens & Martin, Inc., Richmond, Va., authority to install automatic frequency control; WNBX, 1st Congregational Church Corp., Springfield, Vt., consent to voluntary assignment of license to the WNBX Broadcasting Corp.; WOC-WHO, Central Broadcasting Co., Davenport, Ia., a suspension of further working of Rule 145 with respect to WOC; WTAG, Worcester Telg. Pub. Co., Inc., Worcester, Mass., authority to install one RCA 1652 Tube in last radio stage to replace two UV-851 tubes; KFMX, Carleton College, Northfield, Minn., suspension of working of Rule 145 until decision is reached regarding application of WRHM for facilities of KFMX; KSO, Iowa Broadcasting Co., Clarinda, Iowa, authority to discontinue operation during summer months, until decision is reached on application for authority to move to Des Moines, and change frequency power and hours of operation.

Also, WRBL, WRBL Radio Station, Inc., Columbus, Ga., authority to discontinue operation for period of one week so as to complete installation of new equipment covering increase in power and installation of automatic frequency control; WLS, Agr. Broadcasting Co., Chicago, Ill., authority to rebroadcast two way com-

munication between Army planes and Station WLS June 22 to 26 in connection with George Washington Bicentennial Military Tournament (action taken June 20); WJBY, Gadsden Broadcasting Co., Gadsden, Ala., permission to cease operation beginning June 21st for period of 30 days due to inability of station to comply with 50 cycle limitation (action taken 6/21); WRBX, Richmond Dev. Corp., Roanoke, Va., permission to remain silent for 30 days from June 20, for purpose of moving main studio locally (action taken 6/22).

Also, WPEQ, Louisiana State Bureau of Identification, Baton Rouge, La., license for police service; frequency 1574 kc., 100 watts; Aeronautical Radio, Inc.: KGSC, Oklahoma City, Okla., license for aviation service, frequencies: 2906, 3072.5, 3088, 5672.5 5692.5, 5510\*, 5540\* kc., 400 watts (\*Available to March 1, 1933 only); KGTV, near Beaumont, Cal., aviation license, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., 50 watts; KGTV, Las Vegas, Nevada, modification of C.P. extending commencement date of C.P. within 60 days after April 5th, and extending completion date to 60 days after August 4, 1932; change in location of transmitter locally in Las Vegas; WLA, American Tel. and Tel. Co., Ocean Gate, N. J., authority to operate station at Ocean Gate, N. J., for special experimental service for period of 30 days from June 27th, to determine feasibility of extending their regular point-to-point tel. service to Lima, Peru.

Also, Radiomarine Corp. of America: KDHI, aboard Yacht "Intrepid", 60 day authority to operate additional transmitter, frequency range 8240 to 16660 kc., 150 watts (authority granted June 20.); KEXL, aboard vessel "Scanstate-Exsaguache", authority for 60 days to operate transmitter using 150 watts and frequency range 8240 to 16660 kc., and spark transmitter with 2 KW, frequency range 375 to 500 kc.

#### Renewal Of Licenses

WFDV, Rome, Ga.; WFDW, Anniston, Ala., and KFLX, Galveston, Texas; WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, granted renewal of license, 1420 kc., 100 watts, hours of operation: daily 9 A.M. to 1 P.M.; 3 to 7 P.M., EST; KGCC, The Golden Gate Broadcasting Co., San Francisco, Cal., renewal of license, with hours of operation assigned on a temporary basis pending hearing and decision on licensee's pending application.

The following applicants were granted temporary licenses subject to the Commission's decision on their pending applications for renewal of licenses which are designated for hearing:

WHDF, Calumet, Mich., WMBQ, Brooklyn, N. Y.; WMIL, Brooklyn, N. Y.; WRDW, Augusta, Ga.; WWRL, Woodside (L.I.) New York; and KCKY, Scottsbluff, Neb., WERE, Erie, Pa.

### Set For Hearing

Roberto Mendez, San Juan, P. R., requests C.P. for new station, 1370 kc., 100 watts, unlimited time; Allen Wright Marshall, Jr., and Allen Wright Marshall, Sr., La Grange, Ga., requests C.P. for new station 1500 kc., 100 watts, daytime only, sharing with WRDW; James M. Caldwell, Goodland, Kans., requests C.P. for new station, 1500 kc., 100 watts, share with KGEY; Richmond J. Morrow and Ronald F. Brill, Roseville, Cal., requests C.P. 1500 kc., 100 watts, specified hours; WMMN, Rolt-Rowe Broadcasting Co., Fairmont, W. Va., requests modification of license to increase night power from 250 to 500 watts, experimentally; WERE, Erie Dispatch-Herald Broadcasting Corp., Erie, Pa., requests C.P. to install new equipment and modification of license to change corporate name to Erie Broadcasting Corp.

Applications for renewal of licenses for the following stations were designated to be included with the applications to be heard on July 18, 1932, involving the 1020 channel:

WOWO, Ft. Wayne, Ind., WIBG, Elkins Park, Pa., WCAU, Philadelphia, WVVA, Wheeling, W. Va., WIP, Philadelphia, and WFAN Philadelphia.

### Miscellaneous

KGGF, Powell & Platz, Coffeyville, Okla., petition to set aside Commission's action of May 31st, defaulting their application for modification of license because of their failure to file "Notice to be heard". Application restored to hearing docket to be heard.

### Application Denied

The following application heretofore set for hearing was denied because applicant failed to enter their appearance within the time allowed:

Plattsburgh Broadcasting Corp., Plattsburgh, N. Y., C.P. 1420 kc., 100 watts, specified hours; facilities of WHOL.

### Action On Examiner's Report

1st National Television Corporation, Kansas City, Mo. granted application for television station, subject to rules governing experimental stations, reversing Examiner R. H. Hyde.

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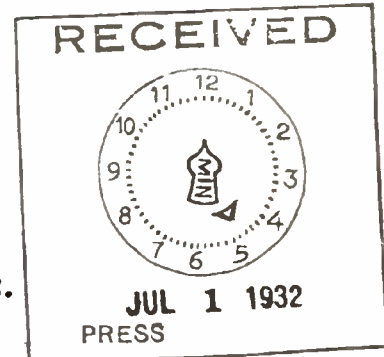
# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 541



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## GREAT RADIO SHAKEUP MAY FOLLOW INTERNATIONAL CONFERENCE

Within the next year the Federal Radio Commission may have to reorder the entire radio set-up in the United States in order to conform its allocations and licenses to the changes which may be worked out at the International Radio Conference in Madrid next September. This prediction was made by Senator Wallace White (R) of Maine, co-author of the radio act, while defending appropriations for the Commission.

"If that burden of reallocating all the radio channels in the country is placed upon the Radio Commission," Senator White declared, "it will be a responsibility calling not only for its present personnel, with all the resources now contemplated, but it may place a burden on the Commission which would call for very enlarged personnel and additional resources."

"There will be a conference at Madrid for the revision of the international radio treaty. This international radio treaty makes an allocation, not to nations but to services, of the entire radio spectrum. It says what wave length and what channels may be used for ship-to-shore communication, for ship-to-ship communication, for aircraft communication, for point-to-point communication continentally, for point-to-point communication internationally, and it fixes the broadcasting bands which all the nations of the world must respect."

Senator White also called attention to the fact that under pending legislation Congress is proposing to transfer all of the functions of the Radio Division of the Department of Commerce to the Federal Radio Commission, and that means imposing upon the Federal Radio Commission some substantial duties and obligations not now vested in them by law.

The Radio Division of the Department of Commerce at this time has the responsibility of issuing all of the operators' licenses in the United States, and there are outstanding approximately 37,000 licenses to operators of all classes within this country. That burden, under proposed legislation, is now to be placed upon the Federal Radio Commission.

"The Radio Division of the Department of Commerce, as matters now stand, has the responsibility of making all the inspections of radio stations within the United States," Senator White explained. "They inspect, and have a staff for that purpose, all the land stations within the United States, and all stations upon ships of the United States. That is a burden to be transferred to the Federal Radio Commission."

"Under existing law, and in pursuance of international treaty, the Radio Division of the Department of Commerce has full responsibility with respect to international accounts arising out of international communications by radio, and that is a

troublesome and a burdensome duty, and that, too, is to be transferred to the Federal Radio Commission.

"Then, under existing law, the Radio Division of the Department of Commerce publishes from time to time the call letters of every station in the United States. That is a further burden which is to be transferred to the Federal Radio Commission.

"We are imposing, therefore, substantial and new burdens upon the Federal Radio Commission, and I have grave doubt, in the light of these added responsibilities, as to whether there is justification for making the reductions which the bill contemplates!"

An increase of \$12,000 - making the total annual appropriation asked for \$366,000 -- for the Federal Radio Commission was asked for by Senator Copeland, of New York.

"The purpose of this increase", Senator Copeland explained, "is to provide money for stenographic reporting. They have spent this year \$14,868 for stenographic reporting. They feel that they can do it next year for \$12,000. It must be remembered that the Federal Radio Commission is a judicial body, and its hearings have to be reviewed by the courts, and it is necessary that there should be stenographic reports of these hearings."

Senator Couzens, of Michigan, argued that \$350,000 was quite enough, even to include the stenographic item which he (Couzens) agreed was quite necessary. Senator Copeland replied that General Saltzman, chairman of the Radio Commission, thought otherwise and had made a strong plea for it.

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#### PRESIDENT WILSON'S LAST BROADCAST

Contributing a bit of unwritten history, Jack Foster, celebrated New York chronicler of radio events, has a dramatic recital of what he describes as the last radio address of former President Woodrow Wilson. It was on Armistice Day, November, 1923, at Mr. Wilson's home in S Street, Washington.

"I am told", Mr. Foster concludes, "that part of the speech was impressed on a magnetic wire and this record is supposed still to be in existence. If this is so, what a tremendously gripping broadcast it would make today when the whole nation owns radio receivers! The newspapers noted at that time that Mr. Wilson was heard by the greatest audience up to date'. Three stations - WCAP, Washington, which call letters since have been transferred to New Jersey; WEAJ, New York, and WJAR, Providence - formed the primitive network. This 'greatest audience up to date' could not greatly have exceeded a mere 20,000 listeners."

Thus Mr. Foster takes us back to a day many years ago, when a man named O'Reilly, if memory is correct, invited us to an improvised laboratory in the Colorado Building, in Washington,

to hear some records of radio broadcasts which he had made on a small steel wire.

We were familiar enough with phonograph records at that time but the idea of recording a radio broadcast was fantastic. Yet a visit to the laboratory verified both assertions. There were records and they were recorded on steel wire. And the first record heard was the address of President Wilson which Foster speaks of.

Having attended press conferences we were familiar with the voice of Mr. Wilson, and though he was fatally ill at the time the record was made, we were struck by the faithful reproduction. And not the least remarkable was the device itself -- a small steel wire whirling between two small revolving wooden spools -- the wire winding up on one as it unwound from the other.

The operator explained that it was recorded by a magnetic process invented by a Russian and that any part of the wire could be demagnetized thus erasing that portion of the record. The wire could be used over and over again.

O'Reilly died shortly after that and where the record of President Wilson's speech is, if indeed it is still in existence, we do not know. There was also a record of a broadcast by President Harding-- the delivery of an address at Hoboken over the bodies of the first soldiers brought home from the World War.

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#### FEDERAL HEAD SAYS FIVE YEARS BEFORE EDUCATORS KNOW NEEDS

It probably will be five to ten years before educators can tell what they want in the way of radio facilities, William John Cooper, United States Commissioner of Education, declared recently. Commissioner Cooper said educators could not at present employ the fifteen per cent of the total number of channels they are now asking Congress for.

"How much time will we want for the work we have to do? This is a field in which there is no conclusion", he replied. "The educational people have asked for fifteen per cent of the channels. Undoubtedly they cannot use them at the present time. Whether they can or cannot in the immediate future remains to be seen. There is no doubt, however, that this much of the time ought to be kept from falling into the hands which will not return it and for this purpose a committee is at work. It is attempting to get Congress to act in the matter.

"A bill has been before Congress during the present session, but it seems that nothing will be done. Whether one may count on a bill passing at the next session remains to be seen. At the present time, therefore, we must say that so far as progress in education is concerned there has been little during the



past two years and so far as the time on the air is concerned, it appears that in its present state, education has enough time.

"Insofar as the future is concerned, it appears that the educators themselves desire 15 per cent but no case has been made to show that they are or are not entitled to this much. Probably during the period of depression work in radio is still going on.

"It is doubtful, however, whether much work in radio education is in progress. If ways and means are found of using radio for the better education of people, doubtless they will go into effect as soon as the depression is passed. At least it will probably be five or ten years before we can tell exactly what we want."

Turning his attention to the advertising phase of the situation, the Federal official said:

"If we could bring into the classroom radio advertising, let us say, advertising upon bread, and could subject that advertising to real tests of accuracy that would take into consideration the matter of nourishment and the healthfulness of the product, what a great thing it would be for the school as well as for the use of the product. Perhaps after a time this would result in one particular brand of bread having the lead of all the others. Or if we could handle the advertising of toothpaste in this fashion and subject that advertising to verification of the various claims made; if we could also check the facts which were not stated, perhaps we would find that after all there is little more to toothpaste than the mere soap and that anyone who was willing to have the taste of soap in his mouth would be saved all this outlay.

"It is this intermediate step which is hard for a school which exists at the expense of all the people to take for it seems to favor some persons above others and therefore appears to be unfair. If radio advertising is actually treated to such methods the 'ballyhoo' and exaggerations would be shown up."

One of the first things which Commissioner Cooper believes will come to pass will be that the radio will bring into the classroom the actual outside world.

"At the present time we are afraid to let this happen. There are men who are interested in what goes on in a classroom and who are interested in classroom advertising. They would advertise their own goods in school if they could do it without getting caught. But the man who has nothing to gain from the use of a classroom does not want someone else to gain. Accordingly, teachers must be careful."

Radio will make teachers more expert the Commissioner believes.

"At the present time there are a great many teachers in the schools who are not adapted to broadcasting", he continued. "Radio demands experts - experts in the sense of personalities and experts in the sense of people who have good voices. Those who have those qualities are said to possess radio personalities. At the present time not enough people are required for broadcasting to use more than a small portion of all who teach."

A field crying for recruits is the guidance field.

"The American School of the Air has made some experiments in this field with a moderate degree of success", Commissioner Cooper concluded. "I believe, however, that much more can be done and will be done. This work is admirably adapted to treatment by States. I can see no reason at all why there may not come a time when there may be in each State some one who may speak intelligently and interestingly upon the law, the ministry, medicine, teaching, business, and the various trades, until all of the professions and trades have been covered."

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#### GREAT STATIC AUTHORITY DEAD

Dr. L. W. Austin, President of the International Scientific Radio Union, who died Monday, June 27th, was one of the world's greatest authorities on static. Ocean static interested him particularly. His laboratory at the Bureau of Standards in Washington was a maze of antennae and mysterious instruments by means of which Dr. Austin and assistants listened day and night to static conditions in all parts of the world.

Dr. Austin was soft-spoken and modest. A true son of Vermont, he was a man of few words. One time a new radio editor, sensing a big story, dashed out to the Bureau of Standards, and asked, "Dr. Austin, what do you know about conquering static that you did not know a year ago?"

A scientist less sure of himself would have been considerably more verbose but Dr. Austin replied, "Not much!" Although a highly technical man, he took the greatest pains to make himself clear to the lay interviewer, though his subject frequently was so involved that the layman at times hardly understood what the scientist was talking about. Dr. Austin was always courteous, kindly, and infinitely patient.

Dr. Austin died at George Washington Hospital after an illness of several weeks following an operation. He was 65 years old,

Since 1904, he had been with the Bureau of Standards. Prior to that time, he was an instructor in Physics at the University of Wisconsin, and was in the employ of the German government from 1902 to 1904. He was educated in this country and Germany, receiving the degree of doctor of philosophy from the University of Strasburg in 1893.

Shortly before his last illness, Dr. Austin was elected President of the International Scientific Radio Union, and was ratified by the member countries while he was ill. He was a member of the American Physical Society and scientific organizations in foreign countries, and received the medal of the American Institute of Radio Engineers in 1927. He is survived by his widow, Laura A. Austin.

Funeral services were held Tuesday afternoon, June 28th, at 5 o'clock at St. Albans Church, National Cathedral Close, in Washington.

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#### CANADIAN RADIO RIGHTS INVOLVED IN WJAR-WEAN CASE

The question of increasing the power of a United States broadcasting station on one of the new Canadian-shared channels came up in a recent hearing at the Federal Radio Commission.

The hearing involved the applications of Station WJAR, and Station WEAN, both at Providence, Rhode Island, for permission to increase their power from 250 to 1000 watts. Station WEAN, the Shepard Broadcasting Company, is on 780 kilocycles, a channel on which Canada proposed to erect a 1,000 watt station under the recent United States-Canadian agreement. Station WJAR, the Outlet Co., is on an exclusive United States channel, and is not involved in the Canadian agreement, except insofar as its possible interference with Station WEAN is concerned. The Commission will decide the issue in the near future.

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#### APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

June 27 - WHBC, Edward P. Graham, Canton, Ohio, C.P. to install new equipment and increase operating power from 10 watts to 100 watts; WSB, Atlanta Journal Company, Atlanta, Ga., modification of C.P. for 50 KW, request for approval of proposed equipment and proposed transmitter location near Atlanta, Ga.; J. H. French, Decatur, Ala., C.P. for a new station resubmitted requesting 1420 kc., 16 watts, daytime; KGRS, E. B. Gish (Gish Radio Service), Amarillo, Texas, modification of license to change from 1410 kc. to 1340 kc., also for change in specified hours; KFDM, Magnolia

Petroleum Co., Beaumont, Texas, voluntary assignment of license to Sabine Broadcasting Co., Inc.; KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, C.P. to rebuild station; transmitter location Mile Five, Wards Cove Road, near Ketchikan, Alaska, studio location 336 Front St., Ketchikan, Alaska, also change in specified hours.

June 28 - WMBO, WMBO, Inc., Auburn, N. Y., license to cover C.P. granted 5/24/32 for local station move; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., license to cover C.P. granted 12/4/31, to move station locally and make changes in equipment; KPCB, Queen City Broadcasting Co., Inc., Seattle, Wash., license to cover C.P. granted 4/26/32 for auxiliary transmitter.

Applications Other Than Broadcasting

June 27 - WLD, Pere Marquette Radio Corp., Ludington, Mich., modification of C.P. for extension of construction period to 6/27/32, -7/15/32, coastal and point-to-point service; Harry Shaw; Portables - C.P. for new station 4100, 51400, 60000-400000 kc., .5 watt, 50 watts, general experimental service and license covering same (3 portables); Aeronautical Radio, Inc., 36 various locations, modification of licenses for 3322.5, 5592.5 kc., additional frequencies at 36 various locations, aeronautical service; Pacific Air Transport, Inc., on 15 planes, modification of licenses for 3322.5, 5592.5 kc., additional frequencies on 15 planes; Varney Air Lines, Inc., on 9 planes, modification of licenses for 3322.5, 5592.5 kc., additional frequencies on 9 planes; Boeing Air Transport, Inc., on 35 planes, modification of licenses for 3322.5, 5592.5 kc., additional frequencies on 35 planes.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

June 28- KFLX, George Roy Clough, Galveston, Texas, C.P. to make changes in equipment 1370 kc., 100 watts, unlimited time; WMCA, Knickerbocker Broadcasting Co., Inc., New York City, modification of C.P. extending completion date from July 11th to October 11, 1932, covering removal of transmitter from Hoboken, N. J., to College Point, Causeway, Flushing, N. Y.; KGO, National Broadcasting Co., Inc., San Francisco, authority to install automatic frequency control; KWWC, Brownsville Herald Publishing Co., Brownsville, Texas, consent to voluntary assignment of license to Frank P. Jackson; WBHS, The Hutchens Co., Huntsville, Ala., modification of license to increase power from 50 to 100 watts; KFBI, The Farmers & Bankers Life Insurance Co., Milford, Kans., modification of license to move main studio from Milford to Abilene, Kansas.

Also, WJAG, Norfolk Daily News, Norfolk, Neb., authority to operate unlimited time July 17th in order to broadcast a program in celebration of 10th anniversary of the station; WBAP, Carter Publications, Inc., Fort Worth, Texas, authority to start installation of automatic frequency control equipment; WNBW, Home Cut Glass & China Co., Carbondale, Pa., authority to discontinue operation to October 1st pending consideration and decision of hearings on applications; KWSC, State College of Washington, Pullman, Wash., authority to reduce hours of operation during period from June 20th to Sept. 15th, as follows: Daily except Sunday, 6:30 to 8:30 A.M., 9:05 A.M. to 12 noon; 3:30 to 5:30 P.M., daily except Thursday and Sunday, 6:30 to 8:30 P.M.; WRBQ, J. Pat Scully, Greenville, Miss., authority to discontinue operation after June 26th, in order to make changes in equipment; WDEV, Harry C. Whitehill, Waterbury, Vt., permission to change specified hours of operation on Sundays during June, July and August (action taken 6/25/)

Also, KELW, Magnolia Park, Ltd., Burbank, Cal., permission to take depositions of matters pertaining to applications of KTM and KELW for modification and renewal of license (action taken 6/24); KTM, Pickwick Broadcasting Corp., Ltd., Los Angeles, permission to take depositions in hearing on renewal of license and associated applications (action taken 6/24); KVI, Puget Sound Broadcasting Co., Tacoma, Wash., renewal and modification of license 570 kc., 500 watts, unlimited time, issued in accordance with order of the Commission dated April 1, 1932; renewal effective from June 25; KXA, American Radio Tel. Co., Seattle, Wash., renewal of license, 760 kc., 250 w., 500 w., LS, limited time, effective from June 25th, issued in accordance with order of the Commission dated April 1, 1932.

Also, WTMJ, The Journal Co., Milwaukee, Wis., petition to intervene in the application of KTAR for modification of license to be heard Sept. 12, 1932; South Carolina Broadcasting Co., Columbia, S. C., granted, without prejudice, and withdrawn from hearing docket, application for new station to operate on 1310 kc., 100 watts, unlimited time (facilities of WROL, Knoxville, Tenn.); WWNC, Citizens Broadcasting Co., Asheville, N. C., regular renewal of license, and application heretofore set for hearing withdrawn from docket. Satisfactory equipment has now been installed; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., protest of applicants against the Commission's authorization of May 24, 1932, granting C.P. for new station at Troy, Ala., to operate on 1210 kc., 100 watts, daytime by the Troy Broadcasting Co., Station WHET. Application of WHET designated for hearing to be heard upon issues contained in WJBY's protest; WERE, Erie Broadcasting Corp., Erie, Pa., granted protest of applicants against the authorization allowed WLBW to move station from Oil City to Erie, Pa., and directed WLBW's application be designated for hearing upon the issues contained in WERE's protest.

Also, KGPA, Seattle Police & Fire Dept., Seattle, Wash., C.P., police service, to change equipment replacing the present frequency control apparatus with new equipmeht; KGPW, Salt Lake City, a municipal corporation, Salt Lake City, Utah, C.P. for police service, 2470 kc., 100 watts; W8XAW, W. Va. University, Dept. of Physics, Morgantown, W. Va., C.P. for general experimental service; frequencies: 1594, 2392, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34700, 41000, 51400, 60000-400000, 401000 and above, 200 watts; Mackay Radio Telg. Co., Inc., near Montauk, N. Y., coastal telg., C.P. calling 500 kc., working 392 kc., 5 KW; W2XCF, American Radio News Corp., Carlstadt, N. J., modification of general experimental C.P. to extend completion date from August 17, 1932 to Feb. 17, 1933.

Also, W3XE, Philadelphia Storage Battery Co., Philadelphia, experimental visual broadcasting license, 2750-2850, 48500-50300, 60000-80000, 43000-46000 kc., 1500 watts; RCA Communications, Inc: WGU, San Juan, P. R., modification of point-to-point telegraph license for additional point of communication - Port au Prince; KKL, Bolinas, Cal., same as above, points of communication Saigon, Panama, Bangkok, Siam; W2XAV, Bell Telephone Laboratories, Inc., Portable, Ocean Twp., N. J., renewal of special experimental license, 17310 and 18310 kc., 100 watts, plus or minus 3%.

### Renewal Of Licenses

WESG, W. Neal Parker & Herbert H. Metcalfe, Glen Falls, N. Y., granted regular renewal of broadcast license;

The following stations were granted renewal of licenses on a temporary basis, subject to such action as the Commission may take on their pending applications for renewal:

WIBM, Jackson, Mich., and WJBK, Detroit, Mich.

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WRDO, WRDO, Inc., Augusta, Maine, the Commission reconsidered its action of June 3, 1932, granting renewal of license for this station with transmitter location at Augusta House, Augusta, Maine, and directed a renewal be issued showing transmitter location at 341 Water Street, Augusta, Maine.

### Set For Hearing

WJAG, The Norfolk Daily News, Norfolk, Neb., renewal of license set for hearing because station's facilities have been applied for; The Tennessee State Press Co., (Publishers of Knoxville Times), Knoxville, Tenn., requests C.P. for new station, 560 kc., 1 KW night, 2 KW, LS, unlimited (facilities of WNOX);

Maurice L. Barrett, E. St. Louis, Ill., requests C.P. for new station, 1500 kc., 100 watts, unlimited time (facilities of WKBS); KGNO, The Dodge City Broadcasting Co., Inc., Dodge City, Kans., requests C.P. to change frequency from 1210 to 1340 kc., increase power from 100 watts to 250 watts, and make changes in equipment; Visual Radio Corp., Atlantic City, N. J., requests C.P. for visual broadcasting service.

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### NEW EXPERIMENTS IN BROADCASTING ABROAD PLANNED

International radio broadcast hookups to stimulate the foreign trade of the United States will be a significant influence in developing American commerce abroad during the next 10 years, according to the Federal Radio Commission.

The depression has temporarily cut down experiments in international broadcasts but major companies are planning new tests which will lead to the international hookups being as frequently and commercially used as the nation-wide hookup of today.

During 1925, 1926, 1927 and 1928, experiments in relay broadcasting to foreign countries gained headway rapidly. Major companies carrying on tests were enthusiastic in predictions that broadcasts from the United States to foreign countries would become regular features for radio entertainment, and would as such have great commercial value in bringing America closer to other countries creating good will, and affording a valuable opportunity for stimulation of foreign trade.

As business began to drop, however, these companies were forced to cut down on their experiments, with the result that for the last two or three years, developments in international broadcasting have been virtually at a standstill.

Although there have been comparatively few practical tests of relays to foreign countries, these companies have not been idle. In laboratories they have developed new ideas which have proved successful in domestic relay tests, and which are expected to make international hookups function with more stability.

Particularly in reception have these experiments advanced. Tests on short waves, over which international programs are relayed, have resulted in better reception, more stable and with less interference than ever before.

The American Telephone & Telegraph Co., one of the organizations which have taken the lead in international relay experiments, is now considering laying a new transoceanic cable of permalloy, a new metal composition which is expected to improve transoceanic wire service. Other companies are planning to revive

their experiments, with the result that relay broadcasting tests soon may take up their rapid progress where they left off when economic conditions temporarily slowed their development.

Broadcasts to the United States of the Geneva conference were received here satisfactorily, and were a factor in stimulating new interest in international relay service.

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### SECOND APPEAL FILED IN SHORT-WAVE CONTROVERSY

A second appeal for rehearing in the dispute over short-wave radio telegraph frequency allocation was filed June 28th with the Court of Appeals of the District of Columbia by the Federal Radio Commission, citing "economic distress" in the communications business as the basis on which new hearings should be held.

The petition, filed by Duke M. Patrick, General Counsel for the Commission, requests that the Court clarify or amend its mandate of January 6, 1931, in which the Court instructed the Commission to allocate to R.C.A. Communications, Inc., and Mackay Radio and Telegraph Company, 40 short-wave frequencies left vacant when the Universal Wireless Communications Company became insolvent. A previous petition asking for rehearing, filed with the Court November 25, 1931, was denied.

The Commission bases its appeal on the fact that due to changed economic conditions further hearings are necessary if the vacant frequencies are to be allocated justly, and points out that with all telegraph companies now operating at a loss, and handling fewer revenue messages than at any time during the last few years, allocation of the 40 frequencies to the applicants "would, at the present time, tend to still further aggravate an already existing condition of economic distress" in the telegraphic communications field.

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### DEMAND FOR RADIO SETS INCREASING IN ARGENTINA

A marked seasonal increase in the demand for radio receiving sets developed in Argentina coincidentally with the opening of the opera season, according to a cablegram from Commercial Attache A. V. Dye, Buenos Aires. Radio sets from the United States are popular in the Southern Republic, and interest is centered around the four and five tube chassis. The opening of the opera season comes at the beginning of the radio season in the Southern Hemisphere.

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## PATENTS, PATENT SUITS, TRADE-MARKS

The following patents were granted during the week ending June 30, 1932:

- 1,864,527. Measuring Apparatus. Theodore G. Castner, East Orange, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed October 4, 1930.
- 1,864,528. Vacuum Bulb Mounting. Allen I. Crawford, New York, N.Y., and Myron S. Glass, East Orange, N. J., assignors to Bell Telephone Laboratories, Inc., New York, N. Y. Filed January 27, 1930.
- 1,864,543. Frequency Measuring Circuits. Joseph W. Horton, Millburn, N.J., assignor to Western Electric Co., Inc., New York, N. Y. Filed March 2, 1927.
- 1,864,560. Synchronizing System. Theodore A. Smith, Ridgewood, N.J., assignor to Radio Corporation of America. Filed November 30, 1928.
- 1,864,591. Thermionic Device. Julius E. Foster, Pittsburgh, Pa., assignor to Radio Corporation of America. Filed January 8, 1925.
- 1,864,615. Sound Reproducing Apparatus. Edwin Jay Quinby, Yonkers, N. Y., assignor to Radio Corporation of America. Filed December 6, 1929.
- 1,864,670. Electrooptical System. Frederick W. Reynolds, Grantwood, N. J., assignor to American Telephone and Telegraph Co. Filed February 12, 1929.
- 1,864,753. High Frequency Synchroscope. Alexander McLean Nicolson, New York, N. Y., assignor to Communication Patents, Inc., New York, N. Y. Filed July 25, 1930.
- 1,864,809. Loud Speaker. Burgess Dempster and Arthur B. Bruehl, Berkeley, Calif., assignors to The Magnavox Co., Oakland, Cal. Filed January 8, 1930.
- 1,864,875. Tuning Dial for Radios. Joseph J. Warren, Pittsburgh, Pa. Filed April 17, 1931.
- 1,864,882. Static and Interference Eliminator Control Unit for Guard Drain Circuits. Alexander Graham Anderson, Whiteland, Ind. Filed June 17, 1929.
- 1,864,890. Electrical Reproducer. Raymond T. Cloud, Chicago, Ill., assignor to Orchestraphone Co., Chicago, Ill. Filed November 19, 1927.

- 1,864,921. Method and Apparatus for Broadcasting Sound. Paul M. Titus, Binghamton, N. Y. Filed February 21, 1928.
- 1,864,963. Electron Discharge Device. Herbert Vadersen, Elizabeth, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed February 27, 1926.
- 1,865,036. Radio Circuit and Apparatus. David A. Nicosia and Harry Sippel, Chicago, Ill. Filed March 16, 1927.
- 1,865,065. Screen Grid Tube. Balthasar van der Pol, and Klass Posthumus, Eindhoven, Netherlands, assignors to Radio Corporation of America. Filed November 22, 1927, and in the Netherlands, November 19, 1926,
- 1,865,142. Means for Supporting the Electrodes of Thermionic Devices. Henry Joseph Round, London, and William James Picken, South-end-on-Sea, England, assignors to Radio Corporation of America. Filed February 23, 1922, and in Great Britain March 21, 1921.
- 1,865,171. Apparatus for Recording and Reproducing Sound. Harry E. Chipman, Springfield, Mass., assignor, by direct and mesne assignments to Andrew LeRoy Chipman. Filed May 3, 1928.
- 1,865,190. Synchronizing System for Television Apparatus. Charles W. Jefferies, Lake Charles, La., assignor of one-fourth to Mason P. Erwin, Lake Charles, La. Filed October 23, 1929.
- 1,865,210. Electrical Apparatus. William Spencer Purser, London, England, assignor to Columbia Phonograph Co., Inc., Bridgeport, Conn. Filed July 25, 1928, and in Great Britain, September 9, 1927.
- 1,865,271. Radio Receiver. Horace E. Osmun, Harry W. Rubinstein, and Erwin R. Stoekle, Milwaukee, Wis., assignors to Central Radio Laboratories, Milwaukee, Wis. Filed October 17, 1930.
- 1,865,395. Radio Telephonograph. John Bailey Browning, Camden, N. J. Filed April 16, 1925.
- 1,865,421. Hot Cathode Electron Discharge Tube. Hubert M. Freeman East Pittsbufgh, Pa., and Wallace G. Wade, New York,

Patent Suits

- 1,533,858, L. A. Hazeltine, Method and means for neutralizing capacity coupling in audions, D. C., S.D. N.Y., Doc. E 54/122, Hazeltine Corp. v. General Motors Radio Corp. et al. Consent decree for plaintiff (notice May 4, 1932).
- 1,763,380, 1,798,962, C. E. Trube, Electric coupling system, D.C. S.D. N.Y., Doc. E 59/254, Hazeltine Corp. v. General Motors Radio Corp. Dismissed (notice May 4, 1932).

Trade-Mark Application Received

Ser. No. 326,372. L. Klein, Inc., Chicago, Ill. Filed April 22, 1932. "GOLD COAST - L. KLEIN-CHICAGO". Applicant disclaims the words "L. Klein - Chicago" apart from the mark as shown in the drawing. The representation of a name plate is disclaimed. For Radio Receiving Sets. Claims use since February 15, 1932.

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