

HEINL RADIO BUSINESS LETTER

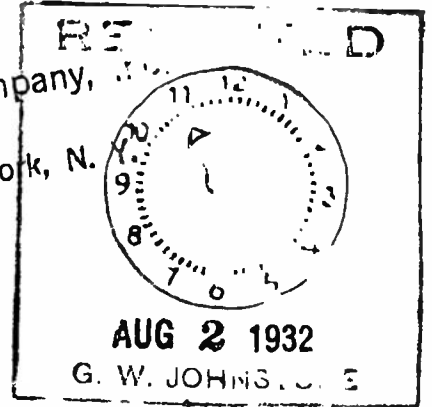
INSURANCE BUILDING

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

Desk

National Broadcasting Company,
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.



INDEX TO ISSUE OF AUGUST 1, 1932.

| | |
|---|----|
| Commission Considers Widening Of Broadcast Band..... | 2 |
| WCCO In 50 KW Class Sept. 1st..... | 4 |
| Harbord Career Praised..... | 5 |
| Long Wave Daylight Atlantic Signal Tables..... | 5 |
| Lawrence Sees Radio As Stimulus To Campaign Fairness..... | 6 |
| Radio Industry Now In Planning And Thinking Stage..... | 7 |
| Loud-Speaker Tested In Airplane Landing..... | 8 |
| Radio City Is "Free Port"..... | 9 |
| Applications Received By The Radio Commission..... | 9 |
| Decisions Of The Federal Radio Commission..... | 11 |

No. 549

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

COMMISSION CONSIDERS WIDENING OF BROADCAST BAND

Recommendations of a subcommittee of the Federal Radio Commission's "fact-finding" committee, which is investigating the possibility of widening the United States broadcast band by shifting or eliminating certain commercial frequencies, have just been submitted to the full Committee.

After compiling data obtained from questionnaires sent to all users of commercial frequencies, it was explained, the subcommittee made its suggestions as to whether the United States broadcast band might be extended below its present limit of 550 kilocycles.

The Committee does not wish at this time to make public the subcommittee recommendations.

After further consideration of the matter, the Committee will make recommendations intended to formulate the policy of the American delegation to the International Radio Conference in 1932, to be held at Madrid, Spain, in September.

European proposals have already suggested that the broadcast band be increased for European service, but as yet the United States has made known no similar proposal. Commission officials point out that "undoubtedly" the broadcast allocation will be increased for Europe whether the United States supports such action or not.

However, a solution to the broadcast problem in Europe might not in any way be suitable for adaption either economically or technically in North America. Instead of supporting outright the European suggestions, or instructing United States delegates to the Conference to insist upon a widening of the American broadcast band, a Committee was appointed to investigate the use of frequencies below 550 kilocycles, with a view to determining if any were unnecessary or could be reallocated so the broadcast band might be extended below its present limit.

The Committee, composed of Dr. C. B. Jolliffe, Commission engineer, Chairman; Dr. J. H. Dellinger, Bureau of Standards radio expert; and one representative each of the National Association of Broadcasters, the Army, the Navy, the American Steamship Owners' Association, the American Telephone and Telegraph Company, Aeronautical Radio, Inc., and the Airways Division of the Department of Commerce, is now engaged in making a thorough survey of the bands now used for commercial frequencies. When the subcommittee's report has been considered, the full committee will make its recommendations.

Frequencies between 110 and 550 kilocycles, the bands in question, are now used for ship services, land stations, fixed stations, Government stations, aviation services, and other commercial necessities.

Should the broadcast band in this country be extended below 550 to make room for more stations or to separate further existing stations, it would be necessary to reallocate certain commercial frequencies or to eliminate them. Commercial frequencies, however, are the lifeblood of the radio industry, whereas broadcasting merely is the industry's showroom.

The American delegation to the conference will therefore make no recommendations which will hurt commercial radio in the United States. If, however, it is found that it would be advisable to shift or eliminate certain commercial channels and extend the broadcast band so that it would in no way injure commercial services, it is likely that such a recommendation will be made.

Another possibility is that the conference will come to a decision allocating more frequencies to television. Certain European proposals have already fixed bands in the ultra-high frequencies for what is termed "broadcast" service, but which, if so allocated, will be used largely for television.

With present trends in visual broadcasting indicating that the ultra-high frequencies are better suited to sight transmission, the conference may decide to give television wider bands.

X X X X X X

RCA COMMUNICATIONS READY FOR FOREIGN PROGRAMS

The transition of international broadcasting from the developmental stage to that of a regular commercial service is seen in the completion of facilities for handling programs between the United States and many foreign countries including England, France, Germany, Switzerland, Italy, Vatican City, Spain, Japan, Philippines, Hawaii, Siam, Dutch East Indies, China, Venezuela, Argentine and Brazil.

According to W. A. Winterbottom, Vice President of R. C. A. Communications, Inc., the recent addition of a special switchboard in New York now enables the coordination of foreign programs with the split second schedules of this country's networks and individual stations. It places international programs on a basis that meets the close schedules of timing and high standards of quality now current in the United States.

"For several years we have worked very closely with the National Broadcasting Company in the development of this system", said Mr. Winterbottom, "and more recently we are also serving the Columbia System in their international program work. It is a highly specialized activity, presenting problems that are altogether different from those ordinarily encountered in the operation of regular broadcast stations. Experiments of our engineers in this field date from 1923 and since that time development of the service based on an endless amount of scientific data, has brought us at last to the position of being able to announce its readiness for any who may wish to use it.

"By the employment of these extensive facilities, American broadcasting companies have accomplished their ends in the most economical manner and have avoided the expense of installing and maintaining a great amount of apparatus for only occasional program use. They have, in addition, saved themselves a vast amount of research and experimental work, for the entire technique of long range radio transmission and reception is considerably different from that of broadcasting. The latter aims to serve all points within a reasonable radius of the transmitter, whereas the former focuses the energy transmitted at a 'target' thousands of miles away, with as little diffusion as possible in other directions of the compass."

X X X X X X X

WCCO IN 50 KW CLASS SEPT. 1ST

The following announcement has been made by E. H. Gammons, Vice-President of Station WCCO, Minneapolis:

"Effective September 1, WCCO will begin operating its new 50,000 watt Western Electric transmitter. In the opinion of engineers this is the finest transmitter yet to be installed in the United States. Operating on WCCO's cleared channel, 810 kilocycles, full time, in a territory where radio reception is excellent twelve months of the year, you can realize what this means.

"With this new equipment WCCO enters upon a new era of service as the radio gateway to the three-quarters of a million radio receiving sets in the great Northwest.

"Despite our heavy investment in this new equipment and the increased cost of operation, we have made every effort to keep our rates as low as possible. If you will check our rate card with the card rates of other 50,000 watt stations and compare their territories with that which WCCO serves, you will be convinced that we have one of the best radio buys in the United States.

"You can tell your story to each one of these three-quarters of a million radio equipped homes, fifteen minutes in the daytime, for thirteen one-thousandths of a cent - 750 homes for a dime."

X X X X X X X

HARBORD CAREER PRAISED

Writing in the "Saturday Evening Post" of July 30th, Christian Gauss, in an article, "The Education of General Harbord", praises the RCA head and sets forth at length his unusual career. General Harbord, as many doubtless suppose, was not a West Point graduate but a poor boy who pluckily worked his way up from the ranks.

The article includes an amusing anecdote in connection with an early meeting at the time of the Spanish American War of General Pershing and General Harbord. The friendship which began there was to later result in General Harbord becoming Chief of Staff for General Pershing in the World War.

General Pershing had just returned from Cuba with the 10th Cavalry, and in the course of numerous displacements and the hazards of active service, the regiment had lost a large part of its equipment, including 800 horses which Pershing had to account for. This was not in the least to Pershing's discredit, but he was responsible for straightening out the tangle. Where were the horses? They might have been lost in action or might have been left on a railroad siding. Pershing came down from Hankville, Ala. for his missing mounts. Harbord was stationed there and they lived in the same tent for two weeks.

Evidently, even then, Harbord had a knack for straightening out tangled situations. He found Pershing's 800 horses. Pershing was impressed and his confidence in Harbord dated from that event.

X X X X X X

LONG WAVE DAYLIGHT ATLANTIC SIGNAL TABLES

"The International Scientific Radio Union - Tables of North Atlantic Radio Transmission Conditions for Long-Wave Daylight Signals. For the Year 1931 and First Two Quarters 1932" has just been issued in multigraph form by the Bureau of Standards at Washington.

These tables are based on the method described in the September, 1931, issue of the Proceedings of the Institute of Radio Engineers.

Tables for the years 1922 to 1930, inclusive, were published in the April, 1932, issue of the Proceedings of the Institute of Radio Engineers.

X X X X X X X

LAWRENCE SEES RADIO AS STIMULUS TO CAMPAIGN FAIRNESS

Taking exception to an editorial in the "Editor and Publisher", David Lawrence, President of the Consolidated Press and "The United States Daily", who was an NBC commentator during the National Conventions, replied as follows:

"I have just seen your editorial in which you make reference to something I said in a radio speech. I think you are doing me an injustice in construing that paragraph of mine as implying an attack on the press as a whole. Far from it. I was merely trying to indicate that the radio has been and is going to be a stimulus toward fairness in campaigns.

"I wish I could agree with the implication of your editorial that all the newspapers of the United States print in full text the principal speeches of both candidates in a national campaign. I do agree with you that the press associations do a great job, but after all the press associations do not publish newspapers.

"One of the best things that could happen in the present system of American government would be to have an informed electorate, and the radio unquestionably is going to be helpful in producing such an informed electorate without in any way impairing the usefulness of the American newspaper, which, as you know, has been and always will be my first love.

"I think in fairness to me you ought to point out that the radio speech I was making was a general discussion of the travesty we call national conventions. I do not know of a single newspaper in the United States that printed the complete proceedings of the two national conventions, yet the radio did give the full proceedings to the public without charge and did not sell its service, as your editorial indicated was invariably the case with political addresses.

"You may say, and properly so, that most of the proceedings was not news, but I am one of those persons who believes that if the American people get the full proceedings of a few more conventions, they will try to find some other way of choosing their candidates."

X X X X X X

RADIO INDUSTRY NOW IN PLANNING AND THINKING STAGE

The radio industry now has settled down to the planning and thinking stage where sales drives must be worked out and production economies effected just as in every industry that is to endure, according to a special survey just completed by R. G. Dun & Co., of New York. The members of the trade who are conducting their establishments with full regard for these elementary factors are making a profit even if it is below expectations. Sensational demand is absent, but it has been replaced by a healthier demand, which can be met more profitably by reliable merchandise on which a fair mark-up can be obtained.

While low-priced sets have led the demand thus far this year, the current trend is decidedly toward the better grade of units. Some manufacturers are discontinuing the midget models to concentrate attention on the consolettes. Many merchants are sustaining volume by making a special drive for replacement business, the number of obsolete receivers now in use being approximately 4,500,000.

"The popularity of the radio grows unchecked", the report continues. "There is nothing which can be substituted for the relief it provides for the stupefying isolation that many must endure in thinly-populated districts. It is the salvation of the shut-ins, and the solace of the housewife with her innumerable harassments and endless duties. Besides, it provides education for thousands, and it is the recognized means of entertaining millions. It has swept the universe with all the fervor of a religious frenzy, and with all the subtlety of an unseen force. Even during the last two years when the necessity for economy has been brought to every household, the radio has been kept going, even though a time-limit for its enjoyment may have been set in many instances.

"Not only has the radio won a fixed place in the hearts of its owners, but the beauty of the form in which it is presented has given it a recognized place in all schemes of interior decoration; usually the place of outstanding prominence. The perfection of the tone quality has broken down the last resistance of those whose acutely sensitive ears decried the distorted sounds of the earlier sets. Besides the variety of the programs provides entertainment for even the most exacting tastes. In fact, it is an off night if there is not a \$100,000 performance on the air. That is a \$5.50 show brought right to the fireside.

"Despite the many adverse influences, radio broadcasting has been somewhat better during the last few months", the report asserts, "due to the willingness of many advertisers, national and local, to give the audible advertising medium at least a trial. Instead of losing renewal accounts, or being unable to acquire new ones, many broadcasters report business on the increase, particularly those situated strategically for serving favorable markets."

The report cites the fact that the National Broadcasting Company in 1927 received from advertisers for station time alone \$3,760,010. In 1928 the National Broadcasting Company and the Columbia Broadcasting System reported an income for time of \$10,252,497. This figure jumped to \$18,729,571 by 1929, and in 1930 rose to \$26,819,156. Although 1931 was not a particularly good year for any line of business, receipts continued to grow, reaching \$35,791,999. Out in Battle Creek, Mich., there is one firm that employs thirty-eight women who spend their entire time answering letters received from the radio audience.

With nearly 17,000,000 homes already equipped with radio sets, the next great outlet is expected to be the automobile. Of the 23,000,000 automobiles now on the American highways, it is estimated that at least 2,000,000 cars will be sold during the current year. Thus, with 25,000,000 automobile owners as prospects, it should not be difficult for the 125,000 automobile sets sold last year to be increased at least 300,000 before 1932 will have come to a close.

While collections with wholesalers are in fairly good shape, as they are fully cognizant of the value of selling only to accounts with a good rating, during the last few months, many retailers have not been taking advantage of cash discounts, but are permitting their invoices to run thirty to sixty days past the due date. With retailers, however, repossessions still are numerous, and collections are not so good as they are in other major appliance lines, such as electrical refrigerators and laundry equipment. Collections on accounts sold during the past few months have been fairly satisfactory, but both retailers and wholesalers have on their books many old accounts, which they are liquidating slowly.

The survey is lengthy, covering the equivalent of about 10 newspaper columns, and copies of it may be secured from the offices of R. G. Dun & Co. in New York and other cities.

X X X X X X X X

LOUD-SPEAKER TESTED IN AIRPLANE LANDING

Designed for directing landings of airplanes at night and through fog, a loud-speaker was tested last week at Merick, L.I., for the benefit of representatives of the French and Japanese navies. It is claimed that the speaker, which was mounted on a truck carrying three horns, can be heard for two miles.

The device is known as the Hoovenaire and its inventors are Frank G. Dilks, and William C. Eaves, and one of the speakers is said to be installed on the "U.S.S. Saratoga", the airplane carrier.

X X X X X X

RADIO CITY IS "FREE PORT"

Arthur Brisbane writes as follows about the new Radio City in New York City:

"The great Rockefeller City development in the heart of New York, seeking to avoid competition with other New York property owners, has wisely arranged to bring tenants from European countries.

"England and France, through their governments, will exhibit their finest products. Rockefeller City space and a bill signed by President Hoover makes that center, bounded by certain New York streets, a 'free port'.

Objects sent there for exhibition only can be admitted free of duty, no customs charge collected, unless the goods are sold."

X X X X X X

APPLICATIONS RECEIVED BY THE RADIO COMMISSION

July 27 - WKAV, Laconia Radio Club, Laconia, N. H., involuntary assignment of license to Harold E. Wescott, temporary receiver; KNOW, KUT Broadcasting Co., Austin, Texas, C.P. to install new transmitter; KXL, KXL Broadcasters, Portland, Ore., license to cover C.P. granted July 7, 1932, for auxiliary transmitter; P. H. Pigg & S. A. Harvey, doing business as Juneau Broadcasting Co., Juneau, Alaska, C.P. for a new station to use 1210 kc., 100 w., unlimited time; KROW, Educational Broadcasting Corp., Richmond, Calif., modification of license to change from sharing with KFWI to unlimited time.

July 29 - WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., C.P. to move transmitter from Philadelphia to Somerton, Pa., move studio locally, install new transmitter, and change from 1310 kc., 100 watts, sharing with WHAT to 1170 kc., 5 KW, unlimited, (facilities of WCAU, Philadelphia); Herman O. Halsted, Hazelton, Pa., C.P. for a new station to use 1420 kc., 100 watts, share with WILM (facilities of WILM); WSYB, trading as Philip Weiss Music Co., Rutland, Vt., modification of C.P. for extension of completion date to 9/28/32; WWSW, Walker & Downing Radio Corp., Pittsburgh, Pa., license to cover C.P. granted 7/5/32 for new transmitter and increase day power to 250 w.; WDAY, WDAY, Inc., Fargo, N. D., license to cover C.P. granted 3/25/32 to move transmitter locally and install new equipment; John E. McGoff, Ralph M. Sutcliff & Julius Schaffer, Newport, R. I., C.P. for a new station resubmitted requesting 1280 kc., 250 watts, 8 hours per day (amended as to power and name);

The following application was returned to the applicant:
A. H. Yeomans, Athens, Ga., C.P. for a new station on 1450 kc. (unsatisfactory equipment).

Applications, Other Than Broadcasting

July 26 - The Journal Co., portable, C.P. for 600000 to 400000 kc., 7½ w., general experimental service; license covering above construction permit; C.P. for 51400 kc., 7½ w., general experimental service, license covering above C.P.; Producers Steamship Co., on vessel "Louis W. Hill", renewal of license for 484 kc., 1 w., special experimental service; WNW, Tidewater Wireless Telegraph Co., Philadelphia, Pa., modification of C.P. for extension of construction period to July 23, 1932 to Oct. 23, 1932, marine relay and coastal service; WLOXA, Radiomarine Corp. of America, portable, renewal of general experimental license for 41000, 34600, 51400, 60000-400000 kc., 5 w.

Also, R.C.A. Communications, Inc.: WLL, Rocky Point, N.Y., modification of license for change in points of communication to communicate with Amsterdam; WJO, Rocky Point, N. Y., same except to communicate with Berlin and Amsterdam; WQW, Rocky Point, N. Y., same except to communication with Berlin, Monrovia and Capetown; WIL, Rocky Point, N.Y., modification of license to change serial number of apparatus to No. 47; W2XDC, Riverhead, N.Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 34600, 51400, 60000-400000 kc., 15 w.; W2XP, Riverhead, N. Y., renewal of general experimental license for 25700, 34600, 51400, 60000-400000, 401000 and above, 250 w.; W2XBI, Rocky Point, same as W2XP, except 10 KW; W2XBJ, Rocky Point, N. Y., renewal of special experimental license for 6740, 6950, 6957.5, 7400, 8930, 8940, 8950, 9470, 9490, 10610, 13180, 13855, 13870, 13915, 14800, 17860, 17900, 18900, 19020, 21220 kc., 30 KW; W2XAM, New Brunswick, N. J., and W2XD, Tuckerton, N. J., renewal of general experimental licenses for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 10 kw; W2XBC, and W2XBL, Rocky Point, N. Y., renewal of general experimental licenses for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 34600, 51400, 60000-400000, 401000 and above, 100 w.,

July 27 - KGTF, Aeronautical Radio, Inc., San Diego, Cal., modification of C.P. for extension of Construction period to 7/18/32-10/18/32, aero. and aero. point-to-point; Radiomarine Corp. of America: WLOXC, Portable, renewal of general experimental license for 34600, 41000, 51400, 60000 to 400000 kc., .5 watts, general experimental service; W8XJ, Bradley Rd., West Dover, Ohio, renewal of general experimental license for 2398, 3492.5, 4797.5, 6425 kc., 350 watts; Detroit Gold Cup Committee, Inc., Lake St. Clair, Grosse Pointe, Farms, Mich., new C.P.s(2) for 2480 or 2398 kc., 15 watts; R.C.A. Communications, Inc.: W2XS, Rocky Point, N. Y., renewal of general experimental license for 25700, 34600, 51400, 60000-400000, 401000 and above, 10 KW; W2XT, Rocky Point, N.Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100 kc., 80 KW; W3XV, Arneys Mount, N. J., renewal of general experimental license for 34600, 41000, 51400, 60000-400000, 401000 and above, 150 watts; RCA Victor Co.; Inc.: WLOXE, and WLOXT, Portables and Mobile, renewals of general experimental licenses for 34600, 41000, 51400, 60000-400000 kc., .5 watts; W3XAJ, Camden, N.J., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 watts; W3XAB, Camden, N.J.

renewal of general experimental license for 17310, 25700, 34600, 51400, 60000-400000 kc., 250 w.

July 28 - WEX, R.C.A. Communications, Inc., Rocky Point, N.Y., modification of license to change Serial No. of transmitter and primary points of communication; Aeronautical Radio, Inc.: KNWD, Bismarck, N.D., license covering C.P. for 2668, 2672 kc., 400 watts, aero. point-to-point; KNWE, Bismarck, N.D., license covering C.P. for 2854, 3005, 5377.5 kc., 400 watts, aeronautical service; W9XA, National Broadcasting Co., Inc., Denver, Colo. renewal of special experimental license for 830 kc., 12.5 KW; Thomas Morgan Hale, on Model B. Ford, Mobile, new C.P. for 56000 to 60000 kc., 15 watts, general experimental service; F.C. Carroll, Lakewood, Ohio, new C.P. for 3256, 6425, 12850 kc., 5 watts, special experimental service; Buzz Morrison Flying Service, Inc., NC-6645, new license for 60 megacycles, 5 watts, general experimental service; KGRU, American Radio News Corp., Denver, Colo., modification of C.P. for extension of construction period to 10/3/32-4/1/33.

X X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 29, 1932)

WDEV, Harry C. Whitehill, Waterbury, Vt., C.P. to change frequency from 1420 to 550 kc., increase power from 50 to 500 watts, change time from specified hours to daytime, and install new equipment; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., C.P. to move transmitter locally in Knoxville and install new transmitter; WHEB, Granite State Broadcasting Corp., Portsmouth, N.J., modification of C.P. to extend completion date to Aug. 8, 1932; WOOD, Kunsy Trendle Broadcasting Corp., Grand Rapids, Mich., modification of C.P. to make changes in equipment; WIP, Gimbel Bros., Inc., Glenside, Pa., license covering installation of new equipment and moving of studio from Elkins Park to Glenside, Pa., 930 kc., 25 KW, daytime; KGKY, Hilliary Co., Inc., Scottsbluff, Neb. renewal of license, 1500 kc., 100 watts, unlimited time; WJBI, Monmouth Broadcasting Co., Red Bank, N. J., temporary license extended to 3 A.M. EST August 22, 1932; WEHC, Emory & Henry College, Emory, Va., station authorized to remain silent until after rectifier tubes may be procured; WHAS, The Courier Journal Co. and The Louisville Times Co., Louisville, Ky., license covering installation of auxiliary transmitter at main studio location to be operated with 1 KW during construction of 25 KW transmitter 820 kc.

County of Hamilton, Tenn., Chattanooga, Tenn., C.P. for police service, 2470 kc., 100 watts; City of Klamath Falls, Klamath Falls, Ore., C.P. for police service, 2442 kc., 25 watts; American Telephone and Telegraph Co., Long Lines Dept., Ocean Gate, N. J., license for fixed public point-to-point tel. service, 19380 kc., 20 KW power, to communicate with Lima Peru, hours 12 noon to 5 P.M. EST, daily.

Also, RCA Communications, Inc.: WEJ, WQE, WQY, WEL, WPE, Rocky Point, N. Y., modification of fixed public point-to-point telegraph license for change in normal transmitter numbers and points of communication; KIND, Radiomarine Corp. of America, aboard "Falcon", authority not to exceed 60 days to operate pending receipt of formal application, frequency range 125 to 500 kc.; Mackay Radio & Telegraph Co., aboard "Northern Sword", 60 day authority pending receipt of formal application to operate station aboard "Northern Sword" ex Norma, other particulars of existing license for "Norma" unchanged.

The following stations granted regular renewal of broadcast station licenses: WAPI, Birmingham, Ala., WCBD, Zion, Ill., WMBI, Chicago, and KPCB, Seattle.

Each of the stations listed below were granted extensions to Sept. 1, 1932, of the working of Rule 145; all of licensees have ordered monitors from manufacturers which now have frequency monitors at Bureau of Standards being tested:

WOCL, Jamestown, N. Y.; KFBL, Everett, Wash.; KWKC, Kansas City, Mo.; WAWZ, Zarephath, N. J.; WHBC, Canton, Ohio; KCRJ, Jerome, Ariz.; KFJM, Grand Forks, N. Dak.; KXO, El Centro, Cal.; KUMA, Yuma, Ariz., WHDL, Tupper Lake, N. Y.; WCOH, Yonkers, N. Y.; KGNF, North Platte, Neb.; KFEL, Denver, Colo.; KGEZ, Kalispell, Mont.; KCCR, Watertown, S. Dak.; KWSC, Pullman, Wash., and KSTP, St. Paul,

Applications Dismissed

The following applications were dismissed at request of applicants: WTAQ, Gillette Rubber Co., Eau Claire, Wis., modification of license, 1330 kc., 1 KW, unlimited time; KSCJ, Perkins Bros. Co., The Sioux City Journal, Sioux City, Ia., modification of license 1330 kc., 1 KW, 2½ KW, LS, unlimited time; WNOX, WNOX, Inc., Knoxville, Tenn., C.P. 560 kc., 1 KW, 2 KW, LS, unlt'd. time.

Miscellaneous

WRAK, Clarence R. Cummins, Williamsport, Pa., granted authority to operate full time on 1370 kc., 100 watts, until completion of new station of Sun-Gazette Broadcasting Co., when the two stations will divide time equally on 1370 kc.; WRAK has abandoned appeal in Court of Appeals from decision of the Commission of April 1, 1932, granting renewal of license on half-time basis. Full time operation of WRAK not to extend beyond Nov. 1, 1932; KVOA, Robert M. Riculfi, Tucson, Ariz., denied petition for reconsideration of decision denying application for unlt'd. time.

WCAD, St. Lawrence, University, Canton, N. Y., granted renewal of license to operate on 1220 kc., 500 watts, daytime hours, sustaining Examiner with exception as to hours of operation; WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., denied C.P. to move studio and transmitter locally in Tupper Lake, install new equipment and operate on 1220 kc., 500 watts, share daytime hours with WCAD, reversing Examiner Ellis A. Yost.

X X X X X X

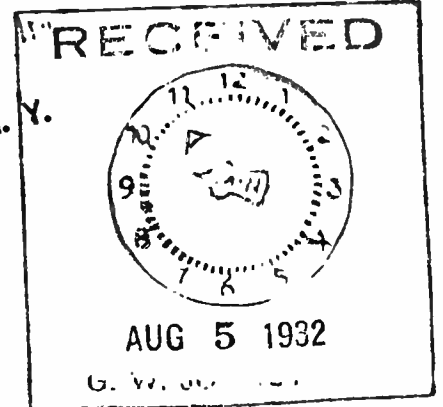
HEINL RADIO BUSINESS LETTER

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. :: ::

National Broadcasting Company,
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.



INDEX TO ISSUE OF AUGUST 4, 1932

Commission Busy Effecting Radio Division Consolidation.....2

More Channels May Be Needed For Broadcasters.....3

Roosevelt To Use Radio Frequently.....4

Printers Oppose Radio Advertising.....4

Siam Introduces Radio Advertising.....5

Far Easier Than In The Pie-Plate Days, Says Al.....5

Buck Pays Tribute To Ziegfeld.....6

Columbia New And Renewed Contracts.....6

U.S. International Radiotelegraph Conference Delegates Named.7

Ben Goes To Head Of Class.....8

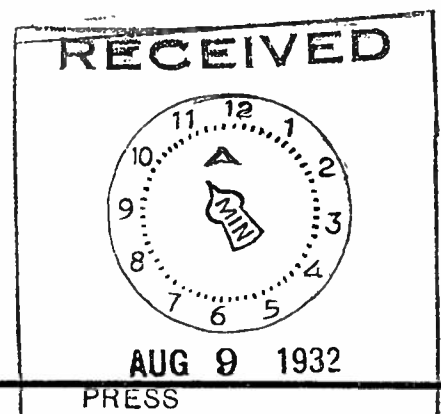
Hoover And Von Horthy Dedicate U.S.-Hungary Circuit.....9

I.R.E. Aids Unemployment.....9

Applications Received By Federal Radio Commission.....10

Decisions Of The Federal Radio Commission.....11

No. 550



SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

COMMISSION BUSY EFFECTING RADIO DIVISION CONSOLIDATION

While awaiting the appointment of the successor to Gen. Charles McK. Saltzman, the Federal Radio Commission, with Commissioner Eugene O. Sykes as Acting Chairman, has turned its attention towards the consolidation of the radio division of the Department of Commerce with the Commission, as provided in the executive order issued July 20, 1932.

A few days ago the Commission announced the forming of a Division of Field Operations, headed by William D. Terrell, former chief of the Radio Division. Further consideration has now been given the duties and personnel of the new division, with the result that it has been delegated to inspect all transmitting apparatus to ascertain whether in construction and operation it conforms to the requirements of the Radio Act of 1927, as amended, the rules and regulations of the licensing authority, and the license under which it is constructed or operated; to make measurements of frequencies and to make field intensity measurements when required; to maintain records incident to the monitoring of radio stations; to conduct examinations for applicants for operators' licenses; to investigate and report to the Commission facts concerning alleged violations by station operators of such laws, treaties and regulations as might result in the suspension of their licenses; to report to the Commission from time to time any violations of the Radio Act of 1927, the rules and regulations or orders of the Commission, or, of the terms and conditions of any license; and to perform such other duties as may hereinafter be assigned.

Fifteen persons were dismissed in order to effect the saving of \$34,000 made necessary by the new budget. There will be many more dismissals in the field service, which is still to be reorganized.

Among those in the Washington office found to be "not indispensable to the service" were Wilfred G. Clearman, chief investigator at a salary of \$4800; G. Lyle Hughes, attorney, \$3800; and P. B. Murphy, receiving and disbursing clerk, \$2900. Others dismissed were clerks and stenographers at salaries ranging from \$1440 to \$1980.

Among those designated for assignment to the Division of Field Operations was W. E. Downey, who will become assistant to W. D. Terrell, the same position he held in the old Radio Division.

From the staff of the radio division there has been created and established two new sections -- Accounts and Audit Section for the handling of all matters pertaining to the settlement of international accounts except disbursements; and the Division of Mail and Files.

The duties incident to prescribing the qualification of station operators and the classification of such operators according to the duties to be performed are assigned to the Engineering Division. Three clerks were transferred to this division.

The duties incident to assigning call letters to radio stations licensed by the Commission and the publication thereof are assigned to the license division of the Radio Commission. Eight of the radio division clerks were transferred to the license division to take care of this work.

The Legal Division was augmented by Ralph L. Walker, attorney, and two stenographers from the radio division.

The reorganization of the police and inspection force which is scattered all over the United States will be taken up by the Commission next. Since a saving of \$33,000 must be effected, it is likely that a complete new set-up will result.

X X X X X X X X

MORE CHANNELS MAY BE NEEDED FOR BROADCASTERS

The "high power" trend in broadcasting may develop within the near future so as to necessitate allocation of present local or regional channels as clear channels for United States broadcasting stations, it was forecast at the Commission recently.

As high-power experiments go forward it is not at all improbable that there will be a pressing necessity for more clear channels to accommodate the high-power transmitters, with a corresponding reduction in lower-powered stations.

This situation - in which more clear channels may have to be created - may be hastened by a transformation which certain broadcasting experts declare is now taking place. The present clear channels, they say, are being slowly but surely eliminated by private pressure and commercial expediency. If such is the case, and if the high-power trend develops as is anticipated, it will be almost inevitable that certain frequencies now used by lower-powered stations must be vacated, and used as clear channels for the high-power transmitters.

Forty clear channels were set aside by the Commission when it reallocated the radio facilities of the United States in 1928. Since that time, five of these channels, although remaining in name "clear", have become in reality shared-channels, through the Commission's authorizations that other stations be allowed to use them. Engineers estimate that the value of the former clear channels which are now shared, has declined materially, considering their "value" as the area they may consistently serve when one station alone operates on each frequency.

In a recent meeting at the Commission to determine the policy of American delegates to the International Radio Conference, to be held in September at Madrid, Spain, the question was raised as to how long it will be before Mexican stations with superpower interfere with operation of certain American stations to the

extent that the value of the channels used by Mexican stations is materially lessened to American broadcasters. It was pointed out that "if it were not for the depression, Mexican stations would already have rendered practically useless many American channels."

Should prosperity bring more Mexican stations with power enough to be heard throughout the southern part of the United States, and high power in this country develop proportionately, a condition of interference might result similar to that which existed when the Commission was formed in 1927 to straighten out the confusion in which broadcasters were transmitting at will on all frequencies, without regard to public service.

X X X X X X X X X X

ROOSEVELT TO USE RADIO FREQUENTLY

In his Albany speech last week Governor Roosevelt said that he hoped during the campaign to use the radio frequently.

"In the olden days", Governor Roosevelt continued, "campaigns were conducted amid surroundings of brass bands and red lights. Oratory was an appeal primarily to the emotions and sometimes to the passions. It always has been my feeling that with the spread of education, with the wider reading of newspapers and especially with the advent of radio, mere oratory and mere emotion are having less to do with the determination of public questions under our representative system of government. Today, common sense plays the greater part and final opinions are arrived at in the quiet of the home.

"In this quiet of common sense and friendliness, I want you to hear me tonight as I sit here in my own home, away from the excitement of the campaign. I am weighing all the things which I have learned in all my years in public service -- first in Albany, twenty-one years ago, then during eight busy years in Washington, interspersed with visits into all the States of the union and, during and after the war, to the nations of Europe; then, in these latter years, in my tasks as Governor of New York."

X X X X X X X X X X

PRINTERS OPPOSE RADIO ADVERTISING

Delegates to the convention of the New York State Allied Printing Trades Council at Glenn Falls, N.Y., last week, considered a resolution urging virtual banishment of advertising from the air, and after some discussion referred the resolution back to the resolutions committee for further consideration.

E. W. Edwards, president of the council, said that when advertising was introduced into a radio program many persons turned their instruments off.

"The only kind of effective advertising is the printed word", he said.

Delegates generally condemned radio advertising. Stephen A. Kelly, of New York, said it had "robbed the stage, killed the musicians' means of livelihood and has injured the printing industry."

John P. Burke, president of the International Brotherhood of Pulp, Sulphite and Paper Mill Workers, said that radio was one of the reasons why half the members of his organization were unemployed.

X X X X X X X X X X

SIAM INTRODUCES RADIO ADVERTISING

With the approval of the business interests of the country. Siam has recently introduced advertising into the programs of the Government-owned station at Bangkok. The Bangkok station broadcasts regularly, the language employed being for the most part Siamese, with Chinese and English used to some extent.

There are approximately 13,000 receiving sets in the whole of Siam, according to official estimates, about three-quarters of these being crystal sets. Last year the country imported about \$150,000 worth of radio equipment, the chief suppliers being Germany and the United Kingdom, with the United States third.

Although the superior quality of American radio equipment is generally admitted, its higher price serves to curtail extensive sales in Siam. The radio business in Bangkok has been hard hit by the current depression and it is probable that imports of United States equipment will not show any appreciable increase until the economic situation of the country improves.

X X X X X X X X X X

FAR EASIER THAN IN THE PIE-PLATE DAYS, SAYS AL

Discussing his campaign experiences with special reference to the radio phase of it, former Governor Alfred E. Smith said they soon found that their supporters all over the country expected to hear every speech made by the candidate for the presidency, no matter how many he made, and if any region happened to be left out, it was heard from promptly. This necessitated sometimes very difficult and costly arrangements.

"It was important and vital for the candidates at the head of the ticket to be heard nationally as often as possible,

but soon every local candidate and every speaker of any consequence wanted the same privilege", Governor Smith continued.

"I am told that the speakers' bureau was daily filled with a procession of aggrieved speakers who were not willing to give their services if they were not to have their voices go out over the microphone. I was told afterward of many local occasions on which microphones were placed in front of speakers, with wires that went nowhere, because with the best will in the world and the expenditure of well over \$600,000 for radio, not everybody could be heard everywhere every night.

"Undoubtedly radio will be an even more important feature of this coming campaign. Radio companies are already planning for it, and I am sure that both national committees are including it in their tentative plans.

"Many improvements have been made and it is far easier for a candidate to handle the microphone now than in the old pie-plate day, when it completely concealed his face from the audience; for he had to keep well behind a battery of these instruments, since he had to direct his voice straight into the microphone. I could never do that, because when I speak, I am thinking of what I have to say, and of my audience, rather than of the instrument which is conveying my words to them."

X X X X X X

BUCK PAYS TRIBUTE TO ZIEGFELD

A tribute to Florenz Ziegfeld by Gene Buck, President of the American Society of Composers, was accorded a prominent position on the dramatic page of the New York Times last Sunday.

Mr. Buck was a life-time associate of Ziegfeld and probably knew him as intimately as any man in the business. It has been the sad task of Mr. Buck to say farewell to three famous associates - Ziegfeld, Sousa and Victor Herbert.

X X X X X X X X

COLUMBIA NEW AND RENEWED CONTRACTS

Hecker H-O-Co., Inc., Buffalo, N. Y.; Agency - Gotham Advertising Co., Inc., New York City; Program "H-O Rance", Cowboy series, M.W.F. 5:00-5:15 P.M., 19 stations. - RENEWAL

Investors Syndicate, Minneapolis, Minn.; Agency - Erwin, Waver & Co., Chicago, Ill.; Program - to be determined, Sunday 7:30-7:45 P.M., 31 stations, - NEW.

X X X X X X

U.S. INTERNATIONAL RADIOTELEGRAPH CONFERENCE DELEGATES NAMED

The United States has formally announced its acceptance of the invitation of the Spanish Government to attend the fourth International Radiotelegraph Conference opening in Madrid, Spain, on September 3, 1932. Other radio conferences were held in Berlin in 1903, in London in 1912, and the last preceding one in Washington in 1927.

The President has approved the following delegates, and advisory and technical staff of the Delegation of the United States, to this conference:

Delegates: Eugene O. Sykes, Acting Chairman, Federal Radio Commission, chairman; Dr. Charles B. Jolliffe, chief engineer, Federal Radio Commission; and Walter Lichtenstein, executive secretary, First National Bank of Chicago.

Technical Advisers: Dr. Irvin Stewart, State Department; Lt. Com. Edward M. Webster, U.S. Coast Guard, Treasury Department; Maj. William F. Friedman and Lt. Wesley T. Guest, U.S. Army; Lt. Com. Joseph R. Redman, U.S. Navy; Dr. John Howard Dellinger, Chief, Radio Section, Bureau of Standards, Department of Commerce; H. J. Walls, Airways Division, Aeronautics Branch, Department of Commerce; Gerald C. Gross, Federal Radio Commission.

Secretary General: Richard Southgate, acting chief, Division of International Conferences, Department of State.

Secretary: Hugh Millard, Second Secretary, American Embassy, Madrid.

Assistant Secretary: R. Allen Haden, Foreign Service Officer, Department of State.

Disbursing Officer: Francis J. Sickel

Translators and Interpreters: Arthur L. Lebel, Alyre J. Gallant, John Geoffrey Will, Leon Dostert, Mrs. Fina M. Howell, Mrs. Amy D. Wilbur and Miss Rosario Romero.

Clerks: Miss Ruth J. Allen, Miss Virginia W. Collins, Miss Dorothy Tuggle, H. G. Kurtz, Maoma A. Burkhart, Mrs. Adeline N. Kincheloe, and Mrs. Gertrude C. Shallcross.

The Spanish Government also extended an invitation to certain private organizations to send representatives to the Conference. There follows a list of the companies which have accepted and the names of the representatives appointed:

Paul Goldsborough, Aeronautical Radio, Inc.; W.G.H. Finch, American Radio News Corporation; Kenneth B. Warner, Paul M. Segal, and Clair Foster, American Radio Relay League; Robert F. Hand and Harold L. Cornell, American Steamship Owners Association; and

Eugene S. Wilson, Herbert E. Shreeve, Lloyd Espenschied, and Laurens E. Whittemore, American Telephone and Telegraph Company; Milton M. Price and Michael Schwartz, Associated Telephone and Telegraph Company; Lawrence W. Lowman, Columbia Broadcasting System, Inc. and Ralph M. Heintz, Globe Wireless, Ltd.

Logan Rock and H. H. Buttner, International Telephone and Telegraph Company; Representatives of the affiliates of the International Telephone and Telegraph Company (a) John Goldhammer and Morgan Heiskell, All America Cables and Commercial Cables; (b) A. Y. Tuel and Haraden Pratt, Mackay Radio and Telegraph Company; and

F. G. Hummel, Mutual Telephone Company; Louis G. Caldwell, National Association of Broadcasters; Armstrong Perry, National Committee on Education by Radio; Joseph B. Pierson, Press Wireless, Inc.; Col. Samuel Reber, Radio Corporation of America; Col. Sam Reber, Loyd A. Briggs and W. A. Winterbottom, R.C.A. Communications, Inc.; Charles J. Pannill, Radiomarine Corporation of America; William E. Beakes, Tropical Radio Telegraph Company; and Stanley J. Goddard, C.P.R. Goode, A.J. Deldime and L. C. Smyth, Western Union Telegraph Company.

X X X X X X X X X X

BEN GOES TO HEAD OF CLASS

Niles Trammell, the courteous Georgian who is high-man for the National Broadcasting Company in Chicago, has appointed Ben K. Pratt the Director of Public Relations in the Chicago office. Newspaper radio editors will doubtless heartily approve this action, as Ben Pratt is one of the most efficient and popular press representatives in the business and has friends everywhere.

Ben is of the old-fashioned school -- so thoroughly reliable and accurate that newspaper men accept his material with the same confidence and assurance as they do from a press association. His promotion is in recognition of the good work he has done for the NBC in Chicago, which, as a radio center, is now second in importance only to New York.

A. R. Williamson will continue to be manager of the NBC Press Department in Chicago.

X X X X X X X X X X

The General Radio Company is developing for the Coast Guard a small portable signal generator. This generator will be used to realign trimming condensers in the types CGR-30 and 31 receivers and has been designated as CGR-44. The efficiency of these receivers depends to a great extent on the proper alignment of the trimming condensers.

X X X X X X X X X X

HOOVER AND VON HORTHY DEDICATE U.S.-HUNGARY CIRCUIT

For the first time direct radio telegraph communication between the United States and Hungary was made possible by service established last Saturday between the Postal Administration of Hungary and Mackay Radio and Telegraph Company, a subsidiary of the International Telephone and Telegraph Corporation. Greetings were exchanged over the new circuit that morning between President Hoover in Washington and Admiral von Horthy, Regent of Hungary, in Budapest, and between the Hungarian Minister of Commerce and Secretary of Commerce Lamont.

The Hungarian end of the circuit is located at Budapest. Mackay Radio handles traffic at the American end through its station at Sayville, Long Island.

X X X X X X

I. R. E. AIDS UNEMPLOYMENT

Considerable progress is reported by R. H. Marriott, Chairman of the Emergency Employment Committee, in the survey conducted by the Institute of Radio Engineers, for the purpose of providing employment for members out of work.

The Institute hit upon the idea of endeavoring to ascertain not only what the average radio set owner prefers in the way of entertainment but what he dislikes most that comes out of the speaker and what the different members of the family like and dislike.

Program sponsors admit that they do not know what kinds of programs will produce the largest number of listeners. The Institute surveys are to help find out what people will make an effort to tune in or listen to and the results of these surveys are now offered for sale to program sponsors.

Thus survey, which the Institute is making, would be very expensive in good times because of the great amount of time required to bring about unprejudiced extensive interviews in the home.

The results of the tabulation are all for sale. Incidentally, crooners and jazz performers tied women speakers, announcers and singers for first place in the greatest dislikes. Edna Wallace Hopper was the most disliked individual with Walter Winchell next. "Amos 'n' Andy" came first in what the listeners tune in regularly.

Anyone desiring to purchase copies of these surveys may either address the Institute of Radio Engineers, 33 West 39th Street, New York, or the chapter in any known city.

X X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 1 - WSMB, Inc., New Orleans, La., install automatic frequency control; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., extend completion date of C.P. to 9/1/32; WHEF, d/b as Attala Milling & Produce Co., Kosciusko, Miss., extend completion date of C.P. to 12/18/32; KUSD, University of South Dakota, Vermillion, S. D., C.P. to make changes in equipment and increase power to 1 kilowatt; KLS, d/b as Warner Bros., Oakland, Calif., license to cover C.P. granted 3/18/32 for changes in equipment;

The following applications were returned to the applicant: WNBW, d/b as Home Cut Glass & China Co., Carbondale, Pa., voluntary assignment of license to WNBW, Inc., (regulations not complied with); KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, change equipment and increase day power to 250 w. (rule 6a and c).

Applications Other Than Broadcasting

July 29 - WAI, American Radio News Corp., Atlanta, Ga., modification of C.P. for extension construction period to 9/30/32 to 3/15/33; D. H. Mathews, on Rankin Monoplane 12722, new license for aircraft on 51400 kc., 10 watts; K7XD, Telephone Bond & Share Co., Ketchikan, Alaska, modification of C.P. for extension of completion date to 8/18/33; KDG, Press Wireless, Inc., Honolulu, T.H., modification of license for 15910 kc., additional; WJER, portable, The Journal Co., initial location, Milwaukee, Wis., license covering C.P. for 1588, 2342 kc., 7.5 watts, temporary broadcast pickup service.

Also, National Broadcasting Co.: WLOXAP, portable, renewal of general experimental license for 17310, 25700, 34600, 51400, 60000-400000 kc., 7.5 watts; WLOXAN, same, except for 10 watts; W2XK, New York City, renewal of general experimental license for 41000, 51400, 60000-400000, 401000 and above, 2.5 KW; W3XL, Bound Brook, N. J., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 12862.5, 17310 kc., 100 KW; W2XBB, New York, renewal of general experimental license for 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 34600, 60000-400000 and above, 1 KW.

August 1, 1932 - WNC, American Telephone & Telegraph Co., Hialeah, Fla., modification of C.P. for extension of commencement date to 9/1/32 and extension of completion date to 12/1/32, point-to-point telephone service; WLXD, Submarine Signal Company, Boston, Mass., renewal of general experimental license for 1594, 2398, 3492.5 4797.5 kc., 15 watts; WLXA, Ed. C. Crossett, Wianno, Mass., renewal of general experimental license for 8655, 12862.5, 27100 kc., 500 watts; W4XB, Isle of Dreams Broadcasting Co., Miami Beach, Fla., license covering C.P. for 6040 kc., 2.5 KW, experimental relay broadcasting; WRL, Radiomarine Corp. of America, Duluth, Minn., modification of coastal and marine relay service licenses for change in hours of operation to 8 A.M. to 8 P.M., E.S.T., daily plus such additional hours as occasional local traffic conditions necessitate. WLOXB, Joseph Lyman, NC-508-W, renewal of general experimental license for 60000 to 400000 kc., 2 watts; General Electric Co.:

W2XAW, S. Schenectady, N. Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 34600, 41000, 51400 kc., 25 KW; W2XO, S. Schenectady, N. Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 25 KW.

X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 2, 1932)

KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., renewal of license for auxiliary transmitter; KFRU, Stephens College, Columbia, Mo., consent to voluntary assignment of license to KFRU, Inc.; WSAI, The Crosley Radio Corp., Cincinnati, O., authority to install automatic frequency control; KFJF, National Radio Manufacturing Co., Oklahoma City, Okla., authority to reduce power to 3 KW for period not to exceed 5 days (action taken July 29th); WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y., C.P. to move transmitter from Brooklyn to Long Island City, N. Y.

Also, WCFL-W9XAA, Chicago Federation of Labor, Chicago, Ill., authority to use WCFL 920 kc., and W9XAA 6080 kc., on July 30th to communicate with German Plane of Von Gronau (action taken July 29); WHCZ, Radiomarine Corp. of America, aboard vessel "Relief", 60 day authority to operate ET-3627-A, 200 watts, frequency range 313 to 500 kc., and ET-8002 150 watts, frequency 8200 to 17100 kc., replacing ET-3636-A (action taken July 29); KDSA, Same Co., aboard vessel "Swiftlight" 60 day authority to operate B-1 converted tube transmitter 200 watts; frequency range 375 to 500 kc., replacing RH-1 2 KW (action taken July 29); WCV, WNO, Michigan Wireless Telegraph Co., Wyandotte, Mich., fixed public point-to-point telg. license covering a new point-to-point radio telg. communication service in State of Michigan, between towns of Alpena, Wyandotte and Rogers City, 174 kc., 500 watts; WLD, Pere Marquette Radio Corp., Ludington, Mich., public coastal-coastal telegraph license, covering local move in Ludington, Mich.; WKDX, City of New York, Dept. of Plant and Structures, New York City, modification of license authorizing use of telephony in addition to telegraphy and to specify modified frequency range for transmitter - 1500-6000 kc., 200 watts.

Set For Hearing

KWXC, Wilson Duncan Broadcasting Co., Kansas City, Mo., WFIW, WFIW, Inc., Hopkinsville, Ky., renewal of licenses; WPRO-WPAW, Cherry & Webb Broadcasting Co., Providence, R. I., requests C.P. to move transmitter to near Graystone, R. I., change frequency from 1210 to 630 kc., increase power from 100 to 250 watts, install new equipment, and new antenna system to be operated directionally at night and non-directionally at daytime; James M. Caldwell, Goodland, Kans., requests C.P. 1310 kc., 100 watts, share with KGFW (facilities of KGFW); WMAL, M. A. Leese Radio Corp., Washington, D. C.,

requests modification of license to increase night power from 250 to 500 watts.

Application Denied

KGEW, City of Ft. Morgan, Ft. Morgan, Colo., denied extension of time in which to place order for a frequency monitor as required by Rule 145.

Affirmation of the conditional grant of an application for a new broadcasting station at Troy, Ala., was recommended to the Federal Radio Commission in an Examiner's report made public August 2nd.

The Commission after recently granting the application on a temporary basis, held a hearing to consider a protest by another station against the grant. The protesting station failed to appear for the hearing, according to Examiner Elmer W. Pratt's report, so he has recommended that the grant be affirmed.

The station will be operated by the Troy Broadcasting Company, using 1210 kilocycles, 100 watts, daytime hours.

Renewal of license for Station KGIX, Las Vegas, Nevada, and denial of an application to take over the station's facilities were recommended in an Examiner's report to the Commission made public August 2nd.

Chief Examiner Ellis A. Yost found that the Las Vegas station has served public interest, and that its future operation would mean continued good service for the Las Vegas area.

The Cannon System, Ltd., Glendale, Calif., which applied for the facilities of the Las Vegas station to erect a new station at Glendale, Mr. Yost found technically, financially, and legally qualified to operate the proposed new station, but he pointed out that grant of the application would bring about deletion of Station KGIX, and the people of Southern Nevada would be without dependable daytime broadcast service.

X X X X X X

HEINL RADIO BUSINESS LETTER

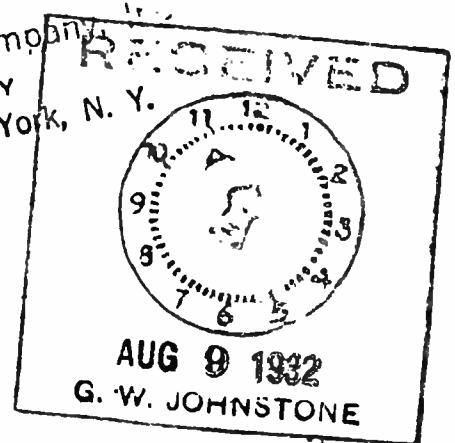
INSURANCE BUILDING

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. :: ::

[Handwritten signature]

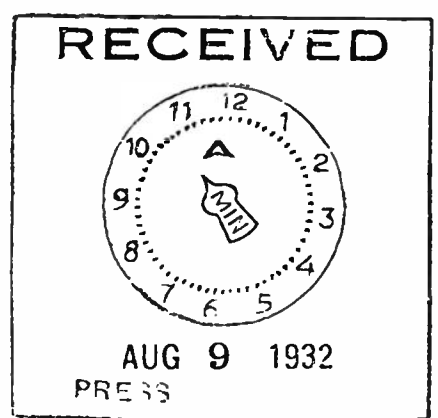
National Broadcasting Company
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.



INDEX TO ISSUE OF AUGUST 8, 1932.

| | |
|---|----|
| Radio Station Held Insurance Company's Agent..... | 2 |
| I.R.S.M. Issues June-July Journal..... | 3 |
| Olympic Games Facsimiles In World Capitals Within Hour..... | 3 |
| Spanish Only May Be Used In Advertising Messages In Argentina...3 | 3 |
| Kansas Newspapers Want Radio Advertising..... | 4 |
| Foreign Trade Opportunities..... | 4 |
| NBC New And Renewal Contracts Signed Up..... | 5 |
| Bing Crosby Sued for \$100,000 In Hollywood..... | 5 |
| Net Loss By R.C.A. In Second Quarter..... | 6 |
| Gain In Radio Sales To Japan Foreseen..... | 6 |
| Business Letter Briefs..... | 7 |
| Applications Received By Federal Radio Commission..... | 8 |
| Decisions Of The Federal Radio Commission..... | 10 |

No. 551



SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

RADIO STATION HELD INSURANCE COMPANY'S AGENT

Where a radio station broadcasts advertisements for a life insurance company and receives additional compensation for transmitting mail to the company, the station is an agent of the company. This was the holding of Attorney General Howard B. Lee, who ruled on the question at the request of the West Virginia State Auditor, Edgar C. Lawson. He held that the Holt-Rowe Broadcasting Co., of Fairmont, W.Va., which broadcasts advertisements for the Union Mutual Life Insurance Co., of Des Moines, Ia., is an agent.

The opinion follows:

"We have before us your letter with the correspondence of your office with the Holt-Rowe Broadcasting Company of Fairmont, W.Va., regarding the advertisement of the Union Mutual Life Company of Des Moines, Iowa. You are concerned as to whether or not said Union Mutual Life Company is doing business in the State of West Virginia, and whether or not the Holt-Rowe Broadcasting Company of Fairmont, W.Va., is acting in the capacity of an agent of said insurance company.

"It is contended that the business done by said Union Mutual Life Company is interstate commerce and that the radio communication requires a uniform system of control throughout the Nation which is exclusively vested in Congress and the agencies created by it. No doubt this is true if the communication was broadcast from the home office in the State of Iowa but the method used in broadcasting these advertisements is wholly of an intrastate character.

"The Holt-Rowe Broadcasting Company is a West Virginia corporation and does its broadcasting for the Union Mutual Life Company from Fairmont in the State of West Virginia. It uses records and a program in advertising the Union Mutual Life Company of Des Moines, Iowa, and requests that communications be addressed to the Holt-Rowe Broadcasting Company of Fairmont, W.Va., which communications are sent to the Union Mutual Life Company of Des Moines, Iowa, and a compensation paid for each communication to the Holt-Rowe Broadcasting Company.

"The system thus used clearly makes the Holt-Rowe Broadcasting Company an agent for the Union Mutual Life Company and the method of the latter constitutes intrastate business as contrasted with interstate business. Business thus carried on cannot hide behind the phrase "interstate commerce" and carry on an intrastate business and escape the consequences of the latter.

"This opinion is in keeping and not contrary to the holding and rules of the Federal Radio Commission and the case of Whitehurst vs. Grimes, 21 F. (2nd) 787, and United States vs. American Bond & Mortgage Co., et al., 31 F (2nd) 448, as the questions there involved the power to license which is under the control of Congress. The method of doing business determines the question of whether it is inter or intrastate.

X X X X X X X X X X X X

Showing that the newly organized Institute of Radio Service Men is stepping right along is the June-July issue of the Journal published by the Institute. It consists of about 250 printed pages and contains, in addition to the I.R.S.M. news, a number of technical papers contributed by members.

Sections have been organized in Chicago, New York, Rochester, Albany, Washington, D.C., Boston and New Orleans. One hundred and thirteen applications for membership have been approved by the Board of Directors, including those of three men in Canada, five in Hawaii and one in New Zealand.

Kenneth Hathaway, of 538 South Clark Street, Chicago, is the executive secretary of the organization.

X X X X X X X X X X X X

OLYMPIC GAMES FACSIMILES IN WORLD CAPITALS WITHIN HOUR

A hook-up of wire line and radio facsimile transmission facilities by means of which a picture taken at the Olympic games at Los Angeles may be received in London, Berlin and Buenos Aires within a single hour, has been provided.

For the occasion of this Olympiad, according to W. A. Winterbottom, RCA Communications, Inc. has supplemented its regular facsimile service to London and Berlin with a special circuit to Buenos Aires, in order that South America as well as Europe might have pictures of important events by the quickest means that modern science can devise.

"Many of us think of air mail as the fastest means of sending a photograph from one place to another", said Mr. Winterbottom, "but even if a plan could attain a speed of 1,000 miles per hour it would arrive in Berlin a full 8-hour working day later than we can deliver a picture to its destination. And the only reason that it takes radio and wire transmission a half hour each is because it is necessary to transmit the picture bit by bit, in sections so small as to be about a hundred thousand times more complicated than a jigsaw puzzle."

X X X X X X X X X X X X

SPANISH ONLY MAY BE USED IN ADVERTISING MESSAGES IN ARGENTINA

Radio advertising in Argentina must hereafter be conducted in Spanish, according to a report from Buenos Aires. Foreign programs have become increasingly popular in the Argentine capital, and have had the effect of making broadcasting stations lose their identity during the period of the foreign broadcasting. It was chiefly because of this development that the government decided to prohibit the use of foreign languages in radio advertising. The new regulation, however, does not affect in any other respect broadcasting in a foreign tongue. Advertising programs are presented in Argentina along much the same lines as in the United States, and many American products are advertised.

X X X X X X X X X X X X

KANSAS NEWSPAPERS WANT RADIO ADVERTISING

Following out the understanding arrived at by members of the Newspaper Association Managers, Inc., as to how to handle the declared purpose of national and other political campaign committees to use the radio for paid advertising this year, to a very large extent, the Kansas Editorial Association, Fourth District, has adopted the following resolution:

"Whereas, in the Presidential campaign of 1928 the national committees of both major political parties spent huge sums for paid advertising over the radio while newspapers were asked to donate their space for campaign publicity, even to publishing the speeches free, for which the radio had been paid; therefore, be it

"Resolved, that the newspapers of Kansas respectfully demand fair treatment at the hands of the national political committees. They have a known and proven audience to offer, they have given generously of their space in past years and they feel that it is unfair and unjust for the campaign committees of the two great political parties to spend their good money with the radio and give the newspapers handouts."

X X X X X X X X

FOREIGN TRADE OPPORTUNITIES

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

| | | | |
|---|------|------------------------|-------------------|
| Loud-speakers, electrodynamic, and transformers | †344 | Amsterdam, Netherlands | Agency |
| Radio sets, good quality | †303 | Brussels, Belgium | Purchase & Agency |
| Radio Sets, good quality | †304 | Brussels, Belgium | Both |
| Radio-phonograph combinations | *345 | Kingston, Jamaica | Purchase |
| Radio tubes and appliances for military radio | †378 | Rio de Janeiro, Brazil | Both |
| Radio tubes, and photoelectric cells | †306 | Paris, France | Agency |

X X X X X X

NBC NEW AND RENEWAL CONTRACTS SIGNED UP

RENEWAL - Chappel Bros., Chicago, Ill., (Ken-L-Ration); Agency - Rogers & Smith; Period - Thursdays, 8:30 to 8:45 P.M., starting August 11, 1932; Basic Blue network; Program - Rin Tin Tin Thrillers;

RENEWAL - General Electric Co., 120 Broadway, New York City (Electrical Appliances); Agency - Batten, Barton, Durstine & Osborn; Period - Sundays, 7:30 to 8:00 P.M., starting Sept. 18, 1932; Basic Red network NW, Orange; Program - "G E Circle".

RENEWAL - Tastyeast, Inc., Trenton, N. J., (Tastyeast); Agency - Stack Goble Advertising Agency; Period - Monday, 7:15 to 7:30 P.M., starting August 29, 1932; Basic Blue network; Program - "Tastyeast Jesters".

NEW - RKO Distributing Corp., 1560 Broadway, New York City (special new moving picture); Period - Friday, 10:30 to 10:45 P.M., starting August 26, 1932; Basic Red Network, Canadian, NW, SE, SC, SW, MT, Orange; Program - "The Phantom of Crestwood".

RENEWAL - W. A. Sheaffer Pen Co., Fort Madison, Wis.; (Fountain Pens); Agency - McJunkin Advertising Co.; Period - Sunday, 9:45 to 10:15 P.M., starting August 28, 1932; Basic Blue Network, Canadian, Mt., Orange; Program - "Sheaffer Lifetime Revue."

NEW - A. C. Gilbert Co. (Erector toys), 493 Blatchley Ave., New Haven, Conn.; Agency O Charles W. Hoyt Agency, 11 E. 36th St., New York City; Starts October 30, 1932, Sundays 5:45-6:00 P.M., EDST; WEAFF Basic Red Network, NW, ORANGE, KFSD, KTAR, KOA, KSL; Program - Semi-dramatic.

NEW - The Hills Bros. Co. (Dromedary Dates), 110 Washington St., New York City; Agency - Cecil Warwick & Cecil, 230 Park Ave., New York City; Starts September 26, 1932; Time Mon. Wed. & Fri., 5:15-5:30 P.M., EDST, WJZ Basic Blue Network, NW, Mt., Orange; Program - "Dromedary Caravan", - Dramatic sketch of the desert.

X X X X X X

BING CROSBY SUED FOR \$100,000 IN HOLLYWOOD

Grace Dobish, acting as assignee for Edward Small Co., theatrical agents, asked \$105,000 from Bing Crosby, alleging that between June 26, 1930, and June 26, 1932, Crosby made \$250,000 and is working under a contract now which will pay him \$800,000.

The action alleged the agents obtained the \$250,000 contract but that Crosby failed to pay the customary 10 per cent for which the plaintiff asked \$25,000, and for alleged wrongful dismissal of the agents she asked another \$30,000.

X X X X X X

NET LOSS BY R. C. A. IN SECOND QUARTER

Operations of the Radio Corporation of America for the second quarter of this year resulted in a net loss of \$283,818 after taxes, charges and reserves, contrasting with a net income of \$1,072,184 in the same period last year. Whereas no dividends were paid in the 1932 period, there was a deficit of \$228,353 after Class A and B preferred dividends a year ago.

For the first half of this year there was a net income of \$219,406, against \$2,638,703 in the first half of 1931. Deficit after Class A dividend of \$343,019 was \$123,614, comparing with surplus of \$35,294 after A and B preferred dividends in the first half of 1931. Surplus on June 30, 1932, was \$11,204,176, against \$11,487,994 on March 31, \$11,327,789 on Dec. 31, 1931, and \$30,045,832 on June 30, 1931.

Gross income from operations in the second quarter was \$15,629,961, against \$22,810,614 in the 1931 period, and total income was \$15,956,941, against \$23,130,355. Net earnings after cost of sales, general operating, development, selling and administrative expenses were \$1,348,189, against \$3,406,353.

For the six months gross operating income was \$35,952,369 against \$47,382,296, and total income was \$36,542,163, against \$47,973,727. Net earnings were \$3,598,508, against \$7,428,714.

X X X X X X

GAIN IN RADIO SALES TO JAPAN FORESEEN

Evidence of steadily rising interest in radio in Japan, particularly in the rural districts, is reported by Assistant Commercial Attache W. S. Dowd, Tokyo.

During the month of April there was a net increase of more than 45,000 receiving sets, making the total number in use throughout the Empire at the end of that month 1,103,548. Private operators in Japan, it is pointed out, pay a monthly fee of 25 cents.

A government prohibition against the use of the short wave in Japan prevents private owners of radio sets from receiving foreign broadcasts. Notwithstanding, Japanese interest in international broadcasting is very keen. International broadcasts from Tokyo have served to educate the public in the value of the short wave and it is hoped that eventually its use will be permitted by private operators. Should this happen, it would for a time, at least, be certain to stimulate imports of American receiving sets, it is pointed out. While domestic manufacturers are now supplying almost exclusively the demand for long-wave sets, there is no production of short-wave sets and these, for the time being at least, would have to be obtained in the United States or from other foreign sources.

Immediate action by the government in connection with a change in regulations applicable to radio, however, should not be anticipated by United States manufacturers, Dowd declares. Such matters, he points out, move very slowly in the Far East and the present situation is not propitious for speedy action in this direction.

X X X X X X

: BUSINESS LETTER BRIEFS :

Announcement is made by M. W. ("Tommy") Thompson that he is no longer with the Grigsby-Grunow Company. As the assistant advertising manager for three and one-half years, Mr. Thompson's work included the planning of the campaigns by Majestic radio in 1929 and 1930.

Previous to his Majestic connection, he was with the Kirkgasser Agency in Chicago on contact, plan and copy for industrial accounts.

Supplement No. 2 to the list of "Radio Broadcast Stations in the United States" is now available and may be obtained from the Federal Radio Commission. This supplement (as of July 1, 1932) contains alterations and corrections to the edition dated January 1, 1932, and Supplement No. 1.

Radio-telephone developments are expected to bring the business contacts of seven additional Latin-American countries bordering on the Caribbean Sea within the reach of telephones of this country before the close of the year. The additions will bring the total foreign countries within telephone reach of the United States to 45.

The new service connections planned necessitate the construction of a new radio station at Hialeah, Fla., near Miami. Equipment for the station has been ordered.

The countries to be reached by the new service are Panama, including the Canal Zone, Honduras, Nicaragua, Costa Rica, Colombia, Venezuela, and the Bahama Islands. The distances to be covered range from 200 miles to the Bahamas and 1200 miles to Colombia.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Aug. 3 - WRC, National Broadcasting Co., Inc., Washington, D. C., license to cover C.P. granted 3/29/32 for a new transmitter; WEBQ, First Trust & Savings Bank of Harrisburg, Ill., voluntary assignment of license to Harrisburg Broadcasting Co.; KVL, KVL, Inc., Seattle, Wash., license to cover C.P. granted 4/8/32 for changes in equipment; KPJM, A. P. Miller, Prescott, Arizona, voluntary assignment of license to M. B. Scott and Edward C. Sturm, doing business as Scott & Sturm.

August 4 - WMIL, Arthur Faske, Brooklyn, N. Y., install automatic frequency control; WBEN, WBEN, Inc., Buffalo, N. Y., direct measurement of antenna power, license to cover C. P. for changes in equipment (C.P. granted May 24, 1932); KIDW, The Southwest Broadcasting Co., Lamar, Colo., license to cover C.P. granted May 20, 1932, for a new station on 1420 kc.

Applications Other Than Broadcasting

Aug. 2 - RCA Communications, Inc.: WDC, Rocky Point, N.Y. WEC, WQS, WQQ, Rocky Point, N.Y., modification of licenses for change in serial number of transmitter and primary points of communication; Elgin National Watch Co.: W9XAN, Elgin, Ill., renewal of special experimental license for frequencies in amateur bands, 500 w.; W9XAM, Elgin, Ill., renewal of general experimental license for 4797.5 kc., 500 w.; W6XK, Don Lee, Inc., Los Angeles, Cal., renewal of special experimental license for frequencies in amateur bands, 500 w.; W2XAR, Radio Pictures, Inc., Long Island City, N.Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 500 w. on both transmitters; KGPJ, City of Beaumont, Beaumont, Tex., license covering C.P. for 1712 kc., 100 w., emergency police service; KGUB, Aeronautical Radio, Inc., Houston, Texas, 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., 400 w., aeronautical service; KWW, Joseph T. Bauer, six miles south of Chicagoff, Alaska, renewal of point-to-point license for 178 kc., 150 w.; also, renewal of coastal telegraph license for frequency not to exceed 1.5 kc., 150 w.

Aug. 3 - Red River Lumber Company: Portable in Shasta, Modoc, Tehama, Lassen & Plumas Counties, Cal., new C.P. for 3190 kc., 7½ watts, special emergency station; also, at Westwood, Calif., new C.P. for 3190 kc., 500 watts, special emergency station; also, Portable in the above named counties, new C.P. for 60 megacycles or thereabouts, 5 watts, special emergency station; Globe Wireless, Ltd. W2XBW, Garden City, L. I., N. Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5 kc., 500 watts; K6XAK, Portable - Island of Oahu, T. H., W7XA, Portable initial location, Portland, Ore.; W7XC, Portable, initial location, Edmonds, Wash.; W6XAJ, Portable, initial location, Cypress, Cal., renewal of general experimental licenses for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 100 w., 1 KW, 1 KW, and 1.5 KW respectively; W6XBB, Ralph M. Heintz, Portable in California, renewal of general experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850 kc., 500 w.; Drescher Solberg Corp., Inc.,

Brooklyn, N. Y., on plane Enna Jettick, new license for aircraft on 500, 5840, 6490, 8220, 12330 kc., 50 watts.

Aug. 4 - Mackay Radio & Telegraph Co.: At San Francisco, Calif., renewal of general experimental license; at Palo Alto, Calif., C.P. for installation of 6 new transmitters at Palo Alto, Calif., point-to-point telegraph stations, 20 kw on each; at Sayville, N. Y., C.P. for installation of 4 (four) 20-kw transmitters at Sayville, N. Y., point-to-point telegraph stations; W2XV, Radio Engineering Laboratories, Inc., Long Island City, N. Y., renewal of general experimental license; American Airways, Inc., 10 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 w.; Heintz & Kaufman, Ltd., portable in California, renewal of general experimental license; Also same for W6XF, same co., same application; KDL, Radiomarine Corporation of America, portable in San Francisco, renewal of special experimental license;

Also, Aeronautical Radio, Inc.: KGUO, Tucson, Ariz., 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 w., aeronautical station; WAEJ, Springfield, Ill., license covering C.P. for 2316 4115 kc., 50 w.; aeronautical point-to-point station; WAEF, license covering C.P. for 3232.5, 3242.5, 3447.5, 3457.5, 3467.5, 3485, 3257.5, 5602.5, 5612.5, 5632.5, 3222.5, 3917.5 kc., 50 w., aeronautical station; Seattle Broadcasting Co., Seattle, Wash., new C.P. for 1270 kc., 100 w., special experimental; W. B. Neal, Gallipolis, Ohio, new C.P. for 500, 2000 kc., 30 w., special experimental; W8XS, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa.; W8XI, W10XAQ, W8XP, portables; W1XAK, Chicopee Falls, Mass., renewal of general experimental licenses.

Aug. 5 - West Virginia University, Dept. of Physics, Morgantown, W. Va.: W8XAW, license covering C.P. for 1604 or 1594-401000 kc., 200 watts, general experimental station, and renewal for same; W9XJ, University of North Dakota, Grand Forks, N. D., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 500 watts; W1XQ, American Telephone & Telegraph Co., Bradley, Maine, renewal of special experimental license for 50 to 75 kc., 25 KW; W8XL, WGAR Broadcasting Co., Cuyahoga Heings Village, Ohio, modification of C.P. for extension of completion date to 2/25/33, experimental visual broadcasting station; W1XD, Submarine Signal Company, Boston, Mass., modification of general experimental license to permit the use of A-3 modulation in addition to A1 and A2; W2XC, Federal Telegraph Co., Newark, N.J., license covering C.P. for 34600, 41000, 51400, 80000-300000, 1000000-3000000 kc., 500 watts, general experimental station.

X X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 4, 1932)

WCAU, Universal Broadcasting Co., Philadelphia, Pa., modification of C.P. to extend completion date to Sept. 17th; WIOD-WMBF, Isle of Dreams Broadcasting Corp., Miami, Fla., license covering installation of new equipment and removal of experimental clause in regard to night power, 1300 kc., 1 KW, unlimited; WRBL, Radio Station, Inc., Columbus, Ga., license covering changes in equipment and increase in power from 50 to 100 w., 1200 kc., 100 w.; KMBC, Midland Broadcasting Co., Kansas City, Mo., license covering installation of new equipment 950 kc., 1 kw., unlimited time; WLS, Agricultural Broadcasting Co., Chicago, Ill., modification of license to use auxiliary transmitter of Station WENR-WBCN at same location as main transmitter; KRMD, Radio Station KRMD, Inc., Shreveport, La., authority to make tests and operate pending receipt of formal application for assignment of C.P. and application for license to cover C.P. (original permit authorized making changes in equipment and increasing power from 50 to 100 w.).

Also, KICK, Red Oak Radio Corporation, Red Oak, Iowa, authority to reduce hours of operation from unlimited to specified until decision is rendered by Commission on application for C.P. specified hours; KGCA, Charles Walter Greenley, Decorah, Iowa, authority to remain silent Aug. 3 and 4, 1932; KMA, May Seed & Nursery Co., Shenandoah, Iowa, WKBZ, Karl L. Ashbacker, Ludington, Mich., authority to postpone Rule 145 until Sept. 1., pending test of frequency monitor now at Bureau of Standards; WENC, Americus Broadcast Co., Americus, Ga., authority to operate unlimited time until Aug. 10 while station WFDW is silent (WFDW is now licensed to operate unlimited time on 1420 kc., but has requested to remain silent until Aug. 15th); WFDW, Alabama Broadcasting Co., Anniston, Ala., authority to remain silent from Aug. 1st to 15th, because frequency monitor cannot be delivered before August 15th, transmitter is being moved and application is being filed to install new crystal oscillator and automatic temperature oven; WBT, Station WBT, Inc., Charlotte, N.C., authority to begin tests with 50 KW, power beginning August 4, 1 to 6 A.M. in order to test capacity of transmitter.

Also, R. C. A. Communications, Inc.: W2XBJ, Rocky Point, N.Y. special authority to operate for period of 10 days on frequencies 7470 and 14940 kc., for equipment tests; Tropical Radio Telegraph Co., Hingham, Mass., C.P., fixed public point-to-point telegraphic service, covering installation of additional high frequency tube transmitter; Lawrence C. F. Horle, Newark, N. J., general experimental C.P., frequencies 51400 and 60000-400000 kc., 10 w.; Police Department, Wichita Falls, Tex., C.P. for police service, 1712 kc., 50 w.; WBEN, WBEN, Inc., portable within 25 miles of WBEN, Martinsville, N.Y., general experimental license, 51400 kc., 10 w.; KGPP, Bureau of Police, Portland, Oreg., license for police service, 2442 kc., 300 w.; KNWD, Aeronautical Radio, Inc., Bismarck, N. Dak., license aviation point-to-point, aeronautical; frequencies 2668 and

2672 kc., 400 w., also granted aviation aeronautical license, frequencies 2854 and 3005 kc., unlimited; 5377.5 kc., day only, 400 w.; WNW, Tidewater Wireless Telegraph Co., Philadelphia, Pa., modification of C.P. extending commencement date to July 23 and completion date to Oct. 23, 1932; WAL, American Radio News Corp., Carlstadt, N. J., WAK, Tinley Park, Ill., modification of fixed public press licenses to increase power from 10 to 20 kw.; KDG, Press Wireless, Inc., Honolulu, T. H., modification of fixed public press license for additional transoceanic frequency of 20800 kc., for use until December 1, 1932; W3XR, Bell Telephone Laboratories, Inc., Mandham Township, N. J., renewal of special experimental license, frequencies 278, 3415, 5592.5, 5642.5 kc., 10 w. on 278 kc., 400 w. on 3415, 5592.5 and 5642.5 kc.; WPI, Inland Waterways Corporation, Memphis, Tenn., renewal of marine relay license, 163 and 444 kc., 1 kw, and 100 w.; W3XAE and W3XAF, Carleton D. Haigis, Gloucester City, N. J., extension of time to complete construction of new general experimental station from Aug. 6th to Sept. 5, 1932; KINK, Radiomarine Corporation of America, New York City, authority not to exceed 60 days to operate station aboard vessel "Roanoke", frequencies 375, 425 and 500 kc., 2 kw, spark transmission; WOCC, Mackay Radio & Telegraph Co., San Francisco, granted 60-day authority to operate station aboard vessel "El Segundo", frequency 375 to 500 kc., 500 w.

The Commission also granted licenses for 368 amateur stations of which 193 were new, 127 renewals and 48 modifications.

Action On Examiners' Reports

Don Lee, Inc., San Diego, Calif., granted modification of station license to increase power from 500 w. to 1 kw, sustaining Examiner Ellis A. Yost; Q. C. Taylor, Austin, Tex., application for facilities of KNOW, Austin, Tex., remanded to hearing; KUT, Broadcasting Co., Austin, Texas, renewal of station licenses remanded to hearing.

Miscellaneous

W. H. Allen, Eugene Levy and S. B. Pearce, Alexandria, La., application for facilities of KWEA, Shreveport, La., remanded to docket. Examiner in report on May 12 recommended this application be denied. Application of KWEA for renewal of license was also remanded to docket; WKAV, Laconia Radio Club, Laconia, N. H., temporary license to Sept. 8, 1932.

Set For Hearing

WLEY, The Lexington Air Station, Lexington, Mass., requests C.P. to move transmitter from Lexington to Lowell, Mass.; R. W. and D.P. Lautzenheiser, Prescott, Ariz., requests C.P. 1500 kc., 100 w, unlimited time (facilities of KPJM); W2ZZDT, Charles M. Srebroff, Hollis, Long Island, N. Y., requests portable amateur radio station license to be operated in New York and Connecticut.

X X X X X X

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. :: ::

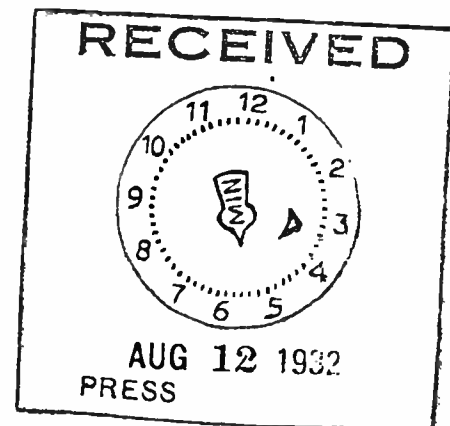
Desk

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

INDEX TO ISSUE OF AUGUST 11, 1932.

| | |
|---|---|
| A.S.C.A.P. Tells Broadcasters Terms Decided Upon For New Copyright Licenses..... | 2 |
| High Power To Improve Rural Radio Reception..... | 3 |
| KSL, Salt Lake City, Joins Columbia..... | 4 |
| Portable Public Address System Available..... | 5 |
| Highway Named For WBT..... | 5 |
| NBC New And Renewal Contracts..... | 6 |
| China And Japan Study American Television..... | 6 |
| Midgets Reach Portugal..... | 7 |
| Applications Received By Radio Commission..... | 8 |
| Decisions Of The Federal Radio Commission..... | 9 |

No. 552



SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

A.S.C.A.P. TELLS BROADCASTERS TERMS DECIDED UPON FOR NEW COPYRIGHT LICENSES

A complete standstill was reached in all negotiations between the American Society of Composers, Authors and Publishers and the broadcasters, when committees failed to reach any agreement. The broadcasters were represented by the National Association of Broadcasters Copyright Committee. It is believed that one last attempt will be made by the broadcasters to solve their difficulties with the composers in another meeting.

In the meantime, the American Society of Composers has declared that the following is the basis upon which the licenses of the Society will be available to any and all broadcasters, effective on September 1, 1932:

FIRST - Following the example set by the Government in the adoption of a tax schedule for broadcasting stations, a downwardly re-adjusted sustaining fee exactly equal for every station of equal power will be established.

SECOND - As to a station desiring a one-year license, the total charge by the Society will be made up of the fixed amount of the sustaining fee of the station in its class, plus five per cent of the amounts charged by the station to advertisers for the use of its facilities.

THIRD - As to stations desiring a license for a period of three or more years, the charge will be the fixed sustaining fee in the station's class, plus three per cent for the first year, four per cent for the second year - and five per cent for the third year and thereafter - of the amounts charged by the station to advertisers for the use of its facilities.

FOURTH - In the case of network broadcasts, the percentage of amounts charged for the use of the facilities of the entire network are to be paid by the key station.

FIFTH - The sustaining fee is to be paid in equal monthly installments simultaneously with payment of the percentage due the Society in connection with operations during the preceding month.

"The plan we propose substantially reduces the fees to be paid by the small stations - those who derive the least gross revenue from the use of music", E. C. Mills, general manager of the A.S.C.A.P. declared. "In the intermediate class of stations, it should slightly increase the rates; whereas for the largest stations - those which derive the greatest gross revenue from the use of copyrighted music - the rates are very substantially increased. In the case of key stations on networks, the cost is entirely on them in relation to a network broadcast, as to that particular program, for license fees to our Society. Obviously, the result of applying this plan is to greatly increase costs for the key stations of the two networks.

"It is our earnest belief, after more than eight years of experience and contact with all of the broadcasters, that the putting into effect of the above plan will bring into this situation from September 1st stability and security."

X X X X X X X X X X

HIGH POWER TO IMPROVE RURAL RADIO RECEPTION

A more equitable radio broadcast service for the 60,000,000 rural residents of the United States is expected to result from the high-power transmissions. Several new 50,000 watt transmitters will be on the air shortly in different parts of the country.

City residents now receive approximately 300 per cent more service than do rural dwellers, according to an investigation recently conducted by the Commission.

High-power transmission in which America has lagged behind other countries since the advent of broadcasting, it was explained, is developing rapidly in the United States, and soon will give the rural listener a fair share of broadcast service for which he pays.

Many rural listeners pay to support broadcasting stations they never hear, while city residents often hear many stations they do little or nothing to support. That is, the country dweller buys merchandise, or produces merchandise, which enables advertisers to pay stations to broadcast high-class entertainment, the rural listener, however, often does not hear the very program he helps pay for, because it is broadcast from a congested city section and never reaches his receiver in the country.

The city listener, on the other hand, may help support one or two stations in his city, yet gets the benefit of hearing programs from many stations in that city, a number of which are supported partly by the rural resident.

There is no question but that metropolitan areas receive a far more adequate service than do sections in less thickly settled country regions. Where the city listener has from 4 to 20 programs to select from, the rural listener has but one or two, and at best three or four.

The economic structure of broadcasting is largely responsible for this. If a station can serve an area of 100 square miles, it is natural for that station to want as many listeners as possible in that area. Thus the station is erected in a thickly populated urban section, where the broadcaster can tell advertisers he reaches so many hundred thousand persons, and thus command higher rates. The same station in a sparsely populated rural area would reach probably less than one-tenth this number of listeners, and finds it hard to contract with advertisers.

The rural listener receives his greatest service from clear channel stations which reach out over the country sections where small stations cannot cover. Thus high-power is the solution to the problem of the rural dweller.

The Commission recently granted an experimental license for a broadcasting station to operate with power of 500,000 watts. The highest power used by regular United States broadcasters on clear channels is now 50,000 watts.

Radio laboratories are beginning to take notice of what foreign countries are accomplishing with high power, and as a result are realizing the possibilities of high-power transmission in America. There are now several large firms experimenting with power of hundreds of thousands of watts, and these experiments are rapidly advancing toward a stage where they will no longer be tests.

When this stage is reached, and use of high power becomes practicable in the United States, the rural listener will receive a service more commensurate with that now received by the urban resident.

X X X X X X

KSL, SALT LAKE CITY, JOINS COLUMBIA

Station KSL, Salt Lake City, Utah, pioneer broadcaster in the Lake territory, will become a full time outlet of the Columbia Broadcasting System on September 1st, it was announced by William S. Paley, President of the network.

A 50,000-watt ultra-modern transmitter, now under construction for KSL, will be on the air some time between September 15th and October 1st of this year.

Owned and operated by The Radio Service Corporation of Utah, KSL transmits on a frequency of 1130 kilocycles which is an equivalent wavelength of 265.5 meters. Its present power is 5,000 watts.

With completion of its super-power transmitter KSL will be one of the two highest powered broadcasting stations in the far West. With its present 5,000-watt station KSL, during a recent survey, was established as three times as popular with radio listeners as any other station in the territory.

The Columbia Broadcasting System will not only supply KSL the full time network program schedule but will originate several presentations weekly there.

With the addition of KSL, ninety-second link in the Columbia network, plus the increase of this station's power, the Columbia Broadcasting System has the strongest voice in the inter-mountain empire. One of the reasons for such a strong signal, according to Earl J. Glade, its managing director, is that of a salt water ground system. KSL is a quarter of a mile from the famous salt beds of the Great Salt Lake and its ground system is anchored to water that carries about 23% in solution. Engineers realized the

advantages of a salt water ground and therefore built the station in such a location.

Although it was previously estimated that Columbia programs would pierce the air in October with an increased energy of 213,500 watts over the preceding year, the addition of KSL boosts this figure to 262,500 watts.

X X X X X X

PORTABLE PUBLIC ADDRESS SYSTEM AVAILABLE

The latest convenience for this year's political campaigners or any other speakers who address meetings where no amplifying facilities are available comes to light in the announcement of the Western Electric Company that there is available a complete public address system so small that it fits into a suitcase and is carried around by hand. This System was designed by Bell Telephone Laboratories. The amplifier in the system has a gain of 71 decibels, enough to magnify the speaker's voice from one to many thousand times its natural loudness according to the surroundings.

The entire equipment, including the case, weighs 70 pounds. The equipment includes the amplifier, a loudspeaker, a control unit and the necessary connections. It operates from the regular alternating current electric power supply.

To make its convenience complete, the miniature public address system is arranged for use with another miniature device developed by the same engineers, the so-called lapel microphone which came into prominence during the broadcasting of the national party conventions at Chicago. When the orator arrives at his indoor or outdoor meeting, all he does is set the case down in a good place, plug in on the electric light line, pin the tiny microphone on his lapel, step up on the platform and commence talking in his ordinary tone. The system can also be used with an electrical reproducer to amplify phonograph records or music or prepared speeches.

X X X X X X

HIGHWAY NAMED FOR WBT

And now a radio station has had a highway named after it. The highway commissions of the States of North Carolina and South Carolina have changed the name of the Nation's Ford road to the WBT Highway - all in honor of the first super-power transmitter constructed in the Carolinas. The newly named road is 17 miles in length and connects two arterial highways.

X X X X X X

NBC NEW AND RENEWAL CONTRACTS

RENEWAL - American Kitchen Products Co.; Agency - Batten, Barton, Durstine & Osborn, 3838 Madison Ave., New York City; Starts - September 7, 1932, Wednesday 10:15-10:30 A.M. EDST; WEA Network WEEI, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KYW, KSD; Program - "Steero Program with Jane Grant, the Cube Cook and Kuznetzoff and Nicolina", gypsy singers with balalaika and guitar accompaniment and cube cookery talk;

RENEWAL - American Tobacco Company; Agency - Lord & Thomas, 247 Park Avenue, New York City; Starts September 10, 1932; Time - Saturday, 10:00-11:00 P.M.; Basic red Network except WTIC (WFI WLS outlets) NW, SE, SC exc. WSM, SW exc. KVOO (outlet WBAP), KOA KSL, Orange, KGU, KFSD, KTAR; Program - "Lucky Strike Hour", guest orchestras with Walter O'Keefe

RENEWAL - American Tobacco Company; Agency - Lord & Thomas; Starts September 27, 1932; Time - Tuesday, 10:00-11:00 P.M. EDST; Basic Red network exc. WTIC (outlets: WFI, WENR); NW, SE, SC exc. WAPI, SW (WBAP) KOA, KSL Orange KTAR, KFSD; Program - "Lucky Strike Hour" - guest orchestras with Walter O'Keefe and police dramatizations.

NEW- National Biscuit Co. (Wheatworth Crackers), 449 West 14th St., New York City; Agency - Batten, Barton, Durstine & Osborn, 383 Madison Ave., New York City; Starts August 15, 1932 for 13 weeks; Mondays, Wednesday, Friday, 8:15-8:30 A.M.; WJZ Network, New York, Boston, Springfield, Baltimore; Program - "The Wheatworth Program" - one man program - singing, talking and piano.

X X X X X X X

CHINA AND JAPAN STUDY AMERICAN TELEVISION

Both Japan and China have representatives in this country studying American television systems and programs. During the past week Thomas Oeyang, a radio engineer representing the Chinese Government, and Yoshihiko Takata, director and chief engineer of the Broadcasting Corporation of Japan, have spent several nights observing the Columbia Broadcasting System television station, W2XAB.

Oeyang and Takata both expressed amazement at the rapid progress which the science of visual broadcasting has made in this country and were particularly impressed by the clarity of the Columbia pictures.

X X X X X X X

MIDGETS REACH PORTUGAL

Midget sets have reached Portugal and are very popular. In fact, they are in greater demand than any type of radio receiver. They cost about \$30 or less wholesale. Superheterodyne sets are likewise sought by the Portuguese and seven or more tubes are desired.

In the past, medium wave length sets have outsold short-wave sets at a ratio of about 50 to 1, but recently an increase in short-wave sets is noticeable, The Assistant American Trade Commissioner at Lisbon advises. When satisfactory combination short and medium wave sets with fixed coils are offered at lower prices they will doubtless meet with ready response in Portugal, although medium-wave reception is preferable during the Winter months. Atmospheric conditions from May to October are such that only short-wave programs can be obtained with satisfaction.

Since most of the people living in rural districts where electric current is not supplied are very poor, there is little demand for battery sets, and about 90 per cent of all sets sold are for attachment to the fighting socket. However, as many localities receive direct current there is a market for that type of set.

Broadcasting stations which may be readily received in Portugal with ordinary medium and long wave sets include those in England, France, Germany, Spain, Italy, Czechoslovakia, Morocco, and Algeria. Under reasonably favorable atmospheric conditions, owners of short-wave sets can receive stations in the United States, Soviet Russia, and other foreign countries.

There are no commercial broadcasting stations in Portugal although various semi-professional stations broadcast at regular intervals. These stations must depend upon personal funds for the operation of their stations, because the broadcasting of advertising is not permitted. As a result, the programs are often of indifferent quality and consist largely of phonograph music. A new 20-kilowatt broadcasting station is being erected by the Government near Lisbon at an estimated cost of \$64,000. This station, which will be completed within the next six months, will be so constructed that its power may later be increased to 100 kilowatts.

X X X X X X X

APPLICATIONS RECEIVED BY RADIO COMMISSION

August 8 - WNBX, The WNBX Broadcasting Corp., Springfield, Vermont, modification of C.P. requesting different transmitter location (local change); Peoples Broadcasting Corp., Jacksonville, Fla., C.P. amended to request 1370 kc., 100 watts, daytime instead of 1200 kc., 100 watts unlimited, still requests the facilities of WMBR, Tampa, Fla.; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, C.P. to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day, resubmitted without amendment; WGST, Georgia School of Technology, Atlanta, Ga. (supplement to report dated August 6, 1932) C.P. for change in equipment; increase power from 250 watts night, 500 watts day to 500 watts night, 1 KW day, facilities of WTFI, Athens, Ga.

August 9 - WKAQ, Radio Corporation of Porto Rico, San Juan, Porto Rico, license to cover C.P. granted June 10, 1932, for change in frequency and power from 890 kilocycles, 250 watts, to 1240 kilocycles, 1 KW, and changes in equipment; WJMS, d/b as Johnson Music Store, Ironwood, Michigan, voluntary assignment of license to WJMS, Inc.; The Building Industries Exhibit, Inc., Cincinnati, Ohio, C.P. for a new station on 900 kilocycles, 250 watts, daytime; KRMD, Robert M. Dean, Shreveport, La., voluntary assignment of C.P. granted 4/1/32 to Radio Station KRMD, Inc.; also license to cover C.P. granted 4/1/32 for changes in equipment and increase power from 50 to 100 watts; WISN, Evening Wisconsin Co., Milwaukee, Wis., voluntary assignment of license to American Radio News Corporation; WHO-WOC, Central Broadcasting Co., Inc., Iowa (studio to be determined) T-Mitchellville, Iowa, modification of C.P. issued 5/17/32 to extend the completion date to 2/17/33 for 50 KW station; KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, modification of license to increase power from 500 watts to 500 watts night, 1 KW day, requests facilities of KGKX, Lewiston, Idaho.

Applications Other Than Broadcasting

August 8 - W8XF, WJR, The Goodwill Station, Inc., Pontiac, Mich., modification of C.P. for extension of completion date to 1/25/33, experimental visual broadcasting station; Shortwave & Television Corp.: W1XG, Portable, renewal of experimental visual broadcasting license for 43000-46000, 48500-50300, 60000-80000 kc., 200 watts; W1XAV, Boston, Mass., renewal of experimental visual broadcasting license for 1600-1700 kc., 1 KW; W8XG, Ohio State University, Dept. of Electrical Engineering, Portable in Ohio, renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 200 watts; R.C.A. Communications, Inc WQH, WER, and WQJ, Rocky Point, N. Y., modification of point-to-point telegraph license for change in transmitter number and primary communication points;. There were also received 75 applications for amateur station licenses.

August 9 - W1OXAE, Edwin C. Ewing, Jr., NC-10164, renewal of general experimental license for 60000-400000 kc., 10 watts; The Journal Company: W9XAJ, portable, renewal of general experimental license for 51400 kc., 7½ watts; W9XAI, portable, renewal of

general experimental license for 6000-400000 kc., 7½ watts; KGZF, City of Chanute, Police Dept., Chanute, Kansas, license covering C.P. for 2450 kc., 5 watts, municipal police station; D. H. Mathews, Multanomah Co., Oregon, new C.P. for 51400 kc., 15 watts, aeronautical station; W10XAF, Larry L. Smith, Portable, license for 2398 kc., 5 watts, general experimental station; Bell Telephone Laboratories: W2XDJ, Ocean Twp., N. J., renewal of special experimental license for 3422.5, 4752.5, 7655, 7565, 7610, 8560, 9170, 9750, 9870, 10550, 10675, 10840, 12840, 13390, 14470, 14590, 15355, 16415, 16270, 17120, 18340, 19220, 19820, 21060, 21420 kc., 25 KW; W2XAV, Portable, Ocean Twp., N. J., renewal of special experimental license for 17310, 18310 plus or minus 3%, 100 watts; W10XAA, NC-417-H, renewal of special experimental license for 3415, 5592.5, 5642.5 kc., 50 watts. There were also received 64 applications for amateur Station licenses.

X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 9, 1932)

WELL, Enquirer-News Co., Battle Creek, Mich., C.P. to move studio locally in Battle Creek, and make changes in equipment; WDAY, Inc., Fargo, N. Dak., license covering local move of transmitter and installation of new equipment, 940 kc., 1 KW, unlimited time; KXL, KXL Broadcasters, Portland, Oregon, license covering installation of auxiliary transmitter at same point as main transmitter, to be used for auxiliary purposes only, 1420 kc., 100 watts; KFJF, National Radio Manufacturing Co., Oklahoma City, Okla., authority to discontinue operation pending action on formal application (action taken August 5); KXYZ, Harris County Broadcast Co., Houston, Texas, C.P. to make changes in equipment, change frequency from 1420 to 1440 kc., and increase power from 100 to 250 watts (facilities of KTLC); also authority to consolidate stations KTLC and KXYZ; KTLC, Houston Broadcasting Co., Houston, Texas, consent to voluntary assignment of license to Harris County Broadcast Co.; KLO, Interstate Broadcasting Corp., Ogden, Utah, C.P. to move transmitter from Riverdal Road, near Ogden to Salt Lake City, and move studio from Ogden to Salt Lake City.

Also, Drescher Solberg Corp., Inc., X 4864, Plane Enna Jettick, aviation license for transmitter to be installed in aircraft X 4864, which is to be used in flight from New York to Oslo, Norway, frequency 500, 5520, 6210, 8280, 11040, 12420 kc., 50 watts; WNC, American Telephone and Telegraph Co., Hialeah, Fla., modification of C.P. for extension of commencement date to Sept. 1, 1932, and extension of completion date to Dec. 1, 1932; R.C.A. Communications, Inc.: WQC, WQD, WKL, WQU, WET, WIY, modification of licenses for changes in transmitter number and primary points of communication; WLL, Rocky Point, N. Y., modification for change in transmitter number only; WQO, WQW, WEX, Rocky Point, N. Y., modification of license for change in serial number and primary points of communication.

Also, KDG, Press Wireless, Inc., Honolulu, T. H., modification of license for additional frequency 15910 kc.; KEXN, Radio-marine Corp. of America, aboard vessel "Lara", authority to operate for period not exceeding 60 days, frequency 125 to 500 kc., 750 watts; WIEK, Atlantic Broadcasting Corp., New York City, authority to operate station WIEK on 1542 kc., 50 watts, August 5 to 19 inclusive, aboard airplane NC-7563 in connection with broadcast of Womens endurance flights.

The following stations were granted suspension of working of Rule 145 to Sept. 1, 1932:

KOY, Phoenix, Ariz.; WOWO, Ft. Wayne, Ind.; WGL, Ft. Wayne, Ind.; WBBC, Brooklyn, N. Y.; WODA, Paterson, N. J.; WPHR, Petersburg, Va.; KRMD, Shreveport, La.; KXA, Seattle, Wash.; WJAK, Elkhart, Ind.; WKBN, Youngstown, Ohio; KRGV, Harlingen, Texas; WMCA, New York City; WLBL, Stevens Point, Wis.; KGBX, St. Joseph, Mo.; WIBA, Madison, Wis.; KICK, Red Oak, Ia.; WGAL, Lancaster, Pa.; WMBG, Brooklyn, N. Y.; WHBL, Sheboygan, Wis.; WAAW, Omaha, Neb.; WGRW, Chicago, Ill.; WDEL, Wilmington, Del.; WILM, Wilmington, WDAS, Philadelphia; WOAI, San Antonio, Tex.; WFAA, Dallas, Texas; WMIL, Brooklyn, N. Y.; WJSV, Alexandria, Va.; KWCR, Cedar Rapids, Ia.; WEHS, Cicero, Ill.; WKBI, Cicero, Ill.; WHFC, Cicero, Ill.; WSBC, Chicago; KGCU, Mandan, N. Dak.; KFI, Los Angeles, KFVS, Cape Girardeau, Mo.; KMPC, Beverly Hills, Cal.; WSUI, Iowa City, Ia.; WCAJ, Lincoln, Neb.; KFXF, Denver, Colo.; KVL, Seattle, KSOO Sioux Falls, S. D.; WHA, Madison, Wis.; KPPC, Pasadena, Cal.; KMTR, Los Angeles, WBEN, Buffalo, N. Y.; WJKS, Gary, Ind.; WIBU Foyette, Wis.; WTAR-WPOR, Norfolk, Va.; WEVD, New York; WHBQ, Memphis, Tenn.; KFYR, Bismarch, N. D.; WEEU, Reading, Pa.; WORC, Worcester, Mass.; WQBC, Vicksburg, Miss.; WPFB, Hattiesburg, Miss.; WRAW, Reading, Pa.; KFOR, Lincoln, Neb.; KFLV, Rockford, Ill.; EGH, Newport News, Va.; WQDM, St. Albans, Vt.; KFBD, Los Angeles; KDLR, Devils Lake, N. D.; KTAT, Fort Worth, Tex., WSVS, Buffalo, N. Y.; KPJM, Prescott, Ariz.; WFOX, Brooklyn, N. Y.; WQDX, Thomasville, Ga.; WIL, St. Louis, Mo.; WRR, Dallas, Texas.

Set For Hearing

Everett Joseph Riley & Joseph Franklin Riley, d/b as Wabash Valley Broadcasting Co., Attien, Ind., requests C.P. for new station 1210 kc., 100 watts, unlimited time (facilities of WHBF).

The City of Jacksonville, Fla., was granted a petition to intervene in the application of Peoples Broadcasting Corp. to transfer WMBR from Tampa to Jacksonville, Fla., set for hearing to be held August 15th.

Amateur Licenses

The Commission also granted licenses for 343 amateur stations, of which 170 were new, 128 renewals and 45 modifications.

X X X X X X X

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. :: ::

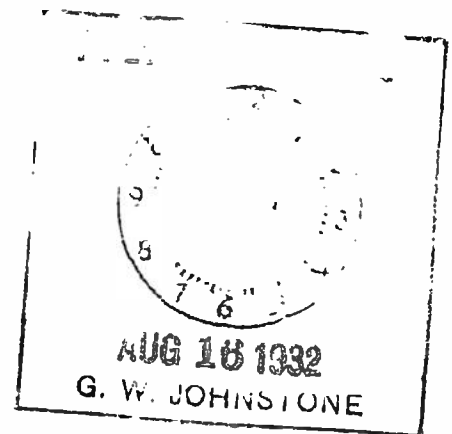
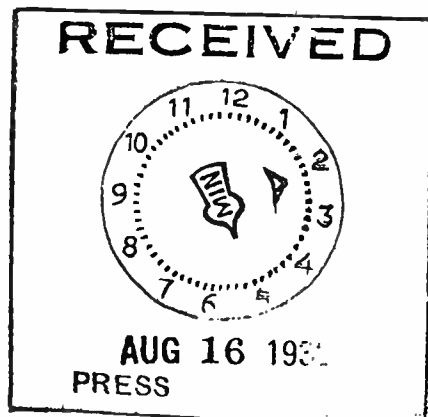
Desk

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

INDEX TO ISSUE OF AUGUST 15, 1932

Press Wants Representative In Madrid.....2
Schools Using Only One-Third Assigned Radio Time.....5
Improved Conditions In Argentine Radio Market.....6
Applications Received By Federal Radio Commission.....8
Decisions of the Federal Radio Commission.....9
Rep. Ewin Davis Defeated In Tennessee Primaries.....12
A.S.C.A.P.—BROADCASTERS Committees To Meet Again.....12
New Radio Commissioner Still Unnamed.....12

No. 553



SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

PRESS WANTS REPRESENTATIVE IN MADRID

Despite strong protests from newspaper and press association executives in this country and warning from American correspondents in Europe, the three American delegates, named August 4 by President Hoover to the impending International Telegraph and Radio-Telegraph Conference at Madrid, do not include any representative of press interests, nor especially concerned with questions of censorship, priority for press messages or transmission costs, all of which are prominent on the conference agenda, Editor and Publisher protests.

"Barring illness or death, there will be no change in the American personnel, it was learned at the State Department this week", the story continued. "The delegates are Commissioner Eugene O. Sykes of the Federal Radio Commission; Dr. Charles B. Jolliffe, Chief Engineer of the Radio Commission, and Walter Lichtenstein, Executive Secretary of the First National Bank of Chicago.

"Considerable criticism has been expressed by newspaper publishers and press association officials over these appointments, based on the feeling that the delegates would not have a sufficiently militant point of view on matters in which the American press has a vital interest. Censorship is the main question, several proposals with strong and sharp teeth against the transmission of 'unfavorable' news having already been put forward by European and Asiatic powers. These were outlined in "Editor & Publisher" of May 14, 1932, and were also the subject of a resolution adopted at the April convention of the American Newspaper Publishers' Association. The vital interest which the press has in this matter was placed before the State Department early, but departmental precedent prevailed in the selection of the American representatives.

"The three American delegates were approved ultimately by the President, but were chosen by Under-Secretary of State William H. Castle, Jr., on the principle that they be technical men and representatives of the public at large, rather than of special groups, such as the press or other large users of radio facilities.

"The State Department does not feel that there has been any discrimination against the press in this selection, Mr. Castle declared. "In fact, he stated, the delegates have been given definite instructions on matters concerning the press and particularly the censorship phase.

"I can say without hesitation that the American delegation will fight to the limit against attempts to increase the censorship provisions of the convention to be adopted at Madrid beyond those in the Washington convention of 1929', Mr. Castle said. 'We even thought that went too far.'

"The Washington convention provided that:

"Each government reserves the right to suspend international radio communication service for an indefinite period, if deemed necessary either generally or only for certain connections and/or for certain kinds of radio communication, provided that it shall immediately so advise each of the other contracting governments through the intermediary of the International Bureau of the Telegraph Union."

"The potentialities which lie in the proposals scheduled to come before the Madrid conference are fraught with greater dangers than generally realized. According to officials who have studied closely the latest texts deposited at the headquarters of the Telegraph Union at Berne, Switzerland (these are still held confidential) the proposals would 'authorize governments to limit, prohibit or withhold telegrams dangerous to the security of the State, contrary to the laws or its public order and morality', on the questionably liberal condition that 'the station of origin be notified, except in those cases where such notification would be contrary to public interest.'

"A Japanese amendment would even remove the obligation to notify the sender that his message has been censored or destroyed. The Austrians, Czecho-Slovaks, and even Chinese (who, as a struggling nation have profited more than any other country in recent years through the intervention of a liberal press) propose that 'telegrams which might be regarded damaging to the economic interests of a state' could be suppressed on the ground that despite the fact that they did not threaten a nation's security, they might, nevertheless, cause untold material suffering and damage its reputation.

"The effect of such an international agreement can more easily be pictured by American correspondents working abroad than by editors and publishers at home. At the present moment it is difficult enough to present true pictures and transmit legitimate news from many European countries. From Roumania one finds it well nigh impossible to cable interesting sidelights on the social activities of the picturesque King Carol; King Alexander of Yugoslavia, Premier Mussolini of Italy and General Pilsudski are likewise extremely touchy as to what is said either about their personal or political activities or the institutions they have built up.

"The 'backstairs' supervision of foreign news from such countries as France, Spain, Portugal and even Great Britain is too well known to need reviewing. Senator Louis de Brouckere, Belgian statesman, who is always fighting the implications of the Polish scheme for 'moral disarmament' at the Geneva conference, told a few plain truths when he denounced the official Press Bureaus, abolition of which he demands, on the grounds that they are merely governmental or party propaganda machines rather than information services. There is scarcely a country in Europe - not excluding Great Britain - which does not make use of its official press agents in coloring news of national interest. The adoption of the proposals before the Madrid conference would clothe these bureaus, which are often manned by inferior officials, with enormous powers for good or evil.

"It is not too late for President Hoover to add two capable press advisors to the Madrid delegation. It should be done.

"The present trend, in Europe at least, which is significant, can be summed up in a semi-official report which has gone to the United States Government. It says:

"To tell the truth, Europe at the present time, is an insatiable octopus of censorship with every little Balkan country boasting a full-fledged press bureau dueling with every other neighboring nation - over the wires, through the air and through the controlled or censored press."

"Mr. Castle said he had advised representatives of the press associations to confer with Mr. Lichtenstein before he sailed for Madrid so that he would be conversant with the needs of newspaper interests. He said he was personally acquainted with Mr. Lichtenstein, a classmate in college, and knew he possessed an unusually broad viewpoint. Both Mr. Castle and Commissioner Sykes said the American press need have no fear that its interests would not be well represented.

"Mr. Lichtenstein, while a banker, is not regarded in Washington as a representative of the banking interests, which also are large users of the radio. In fact, the bankers brought great pressure to bear for appointment of a New York man, who was turned down because he was regarded as a representative of special interests.

"The American delegation is expected by the Washington newspapermen to be stubborn rather than aggressive in its resistance to attempts by foreign nations to include stringent censorship provisions in the convention. It is not looked upon as especially weak, but as a group not so militant as it might be.

"Editor and Publisher is informed that the delegation would have had a different composition, probably more satisfactory to the press, except for two conditions - the Presidential campaign and Congressional economy.

"Leadership of the delegation would have been in the hands of Mr. Castle, except for the campaign. He is an old friend of the President and it is understood that he is remaining in Washington at Mr. Hoover's request.

"The small size of the American group and to a large extent, its personnel, can be attributed to the economy drive. The State Department had asked for \$120,000 for expenses of the American delegation and staff, but Congress cut this to \$80,000, and limited the expense of each delegate and staff member to \$6 per day.

X X X X X

SCHOOLS USING ONLY ONE-THIRD ASSIGNED RADIO TIME

Educational institutions operating broadcasting stations are actually using only about one-third of the time allocated to them by the Federal Radio Commission.

Sponsors of the movement for "more education by radio", can not yet show that educational interests are using the facilities already assigned to them, it was revealed. Commission records show that commercial stations offer a far greater total of educational programs than do stations licensed to educational institutions.

"Available facilities for radio broadcasting are so limited the public interest requires that each assignment be utilized to its utmost capacity, and the Commission has no choice in the matter", said a Commission official. "But even if the Radio Act did not so require, ordinary fairness and plain justice dictate that educators make full use of the facilities they already have assigned to them before demanding more.

"That the Commission is now and always has been sincerely interested in and sympathetic with education is evidenced by the growth in the number of hours per week devoted to educational broadcasts since the Commission became the licensing authority from almost nothing to approximately 3,457 out of the total 33,784 hours used by commercial stations in the United States as of January, 1931, this being better than 10 per cent of the total time used by such stations.

"While the percentage of total time used by educational stations devoted to educational broadcasts is somewhat less (7.74 per cent) than that of commercial stations, together they average about 10 per cent of the total time used. Since these figures were compiled, there has been some evidence of further increase in the number of hours devoted to educational broadcasts by the stations in the United States, and a definite tendency to continue in this direction is apparent.

"It appears, therefore, that education is fairly represented in hours per week devoted to its cause by stations all over the United States at the present time, and that looking into the future, this growth may be expected to continue. With all of the stations of the United States devoting at present 10 per cent or better of their total time to educational broadcasts, and a very real possibility of this percentage increasing, the public will be much better served than it can possibly be by confining education exclusively to a percentage of the whole number of existing stations."

X X X X X X

IMPROVED CONDITIONS IN THE ARGENTINE RADIO MARKET

The importation and consumption of radio receiving sets and equipment in Argentina, during the past 18 months, has shown a marked increase, even in the face of existing market conditions which have affected the importation of other classes of goods. Furthermore, it is the expressed opinion of those familiar with the situation that the market will continue strong for some time. Exports of radio apparatus from the United States to Argentina in 1931 were valued at \$2,420,880, of which radio receiving sets accounted for \$1,710,757. Shipments of tubes amounted to \$318,734. Exports of radio receiving sets to that country during 1930 were worth \$1,226,022.

The general quality of broadcasting has shown some change, although as far as the class of program is concerned, developments have not been so encouraging. The Asociacion Pro Fomento de Radio, organized especially to help improve the class of local programs, recently discontinued its efforts and the effect was noticed at once.

In the technical field there has been a more marked advancement. Several broadcasting stations have added to and perfected existing equipment. Engineers have been sent abroad to study foreign methods and have returned to incorporate modern improvements in their respective stations. Two local stations have installed complete new equipment, one using equipment of British manufacture and the other Telefunken apparatus.

Musical programs are still much of the phonograph record variety and local taste runs to tangos, rancheros, and American fox trots, named in accordance to their respective popularity. The programs of the Colon Theater, transmitted over L.S.I. continue to be the major attraction and during opera season radio interest is high.

The Direccion de Correos y Telegrafos continues to exercise close supervision over all forms of broadcasting and there are frequent station suspensions for infringement of rules and regulations.

Owing to the increased rate of duty on receiving sets, a thriving industry has sprung up during the past few months producing such items as coils, dials, chassis, frames, sockets, etc., with experimentation on several other parts. How successful this will prove to be is still problematical but these items can be produced very cheaply and may eventually supplant imported articles.

The second phase of this industry is the local assembly of sets. Many of the leading firms are importing, as component parts, receiving sets completely knocked down and assembling in their own shops. In this way manufacturers can so condense packing to reduce both freight charges and the gross weight, which is an important item in calculating the duty. Foreign manufacture

who have held out against this development are slowly losing ground, and distributors handling these lines are looking around for new representations.

Another point of comment is the domestic production of cabinets. A good grade of wooden cabinet is available at reasonable prices, and importers are finding it profitable to import only the chassis without cabinet or tubes. As a result of the trend pointed out, there has sprung up a good market for American manufacturers of component parts, who are not necessarily builders of complete radio sets.

The Argentine market has witnessed several major changes during the past few months that are very important. Chief among them was the increases in duty of last August which has changed the industry considerably. Heretofore, duty was collected on an ad valorem basis, figured according to the number of tubes to the set. Now it is calculated at a flat rate per kilo weight. This has placed a premium on the heavier type of apparatus. At present, the only classes of receivers being imported into the country in any volume are the light four and five tube sets, and component parts for local assembly.

A second major development is the local manufacturing of parts and the tendency toward local assembly.

Argentina has noted the rapid developments in perfecting, receiving equipment and is satisfied with a small, cheap midget set that can be discarded after a short while for a newer more highly perfected machine. This fact has favored the American manufacturer and has tended to gradually eliminate the European producer from the market. The more costly European receiver no longer meets with the favor of years past.

European tubes, however, are still a very important factor in the market. It is estimated that Philips, a Netherlands concern, and an American manufacturer secure about 80 per cent of the entire business, with the remainder scattered over a dozen or more manufacturers. The Marconi tube has gained favor in late months.

American exporters of radio receiving apparatus who desire to continue in the Argentine market, or who are shipping equipment for the first time, should take careful note of packing instructions. Duty which is now charged on the gross weight, includes only the first wrapping, and care should be exercised to reduce the weight to a minimum.

The cheapest radio set found in the market at present is the Philips Baby set, retailing at 135 paper pesos. (The paper peso, at present rate of exchange, equals \$0.25.) The dealer discount is 40, 40 and 10 per cent. The cheapest American four-tube set retails at around 175 paper pesos with similar dealer discounts. Most of the retail business is on the installment system.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 11 - WFAS, Westchester Broadcasting Corp., White Plains, N. Y., license to cover C.P. issued April 29, 1932, for change in location of transmitter and studio from Greenville, N.Y., and Yonkers, N.Y., respectively, to White Plains, N.Y., and changes in equipment; KVOO, Southwestern Sales Corporation, Tulsa, Okla., extend completion date of C.P. for 25 kw., power to December 17, 1932; WMC, Memphis Commercial Appeal, Memphis, Tenn., license to cover C.P. April 12, 1932, for auxiliary transmitter; Station WBT, Charlotte, N.C., license to cover C.P. issued Nov. 17, 1931, for 25 kw power; Intermountain Broadcasting Corp., Ogden, Utah, C.P. for new station to use 1400 kc., 500 w., unlimited hours, facilities of KLO, Ogden, Utah; KGIX, J. M. Heaton, Las Vegas, Nevada, C.P. for changes in equipment.

Applications Other Than Broadcasting

August 11, 1932 - Pan-American Airways, Inc.; NC-752-V, new license for aircraft, 333, 500, 1708, 2870, 3082.5, 5405, 5692.5, 8220, 12330, 16440 kc., 12 wats; KOS, Press Wireless, Inc., Honolulu, T. H., license covering C.P. for 7340, 7355, 7820, 7850, 8810, 10010, 15580, 15610, 15640, 15670, 15730, 15700, 15850, 15880, 15910, 18560, 20800, 16255, 17440, 14635 kc., 1 KW, point-to-point telegraph station; WJEP, Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y., C.P. and license for 2342 kc., 10 watts, temporary broadcast pickup station; W3XS, Philadelphia Storage Battery Co., Philadelphia, Pa., license covering C.P. for 8650, 17300 kc., 1500 watts, general experimental station; KTK, Globe Wireless, Ltd., Mussel Rock, Calif., C.P. to install new equipment for 3105, 5520, 6210, 8280, 11040, 12420, 16560, 22080, 3120, 6400, 8680, 11280, 12495, 16740, 21650 kc. 1500 watts, coastal telegraph station; WLXI, John Hays Hammond, Jr., Gloucester, Mass., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 500 watts. There were also received 337 applications for amateur station licenses.

August 12 - KGPW, Salt Lake City Police Dept., Salt Lake City, Utah, license covering C.P. for 2470 kc., 100 watts, municipal police station; W6XU, Radiomarine Corp. of America, San Francisco, Calif., renewal of special experimental license for 153, 157, 160, 400, 410, 454, 468, 5525, 6200, 8290, 8330, 11055, 12375, 16580 kc., 10 KW; KGUR, Aeronautical Radio, Inc., Burbank, Calif., modification of C.P. for extension of commencement date to 60 days after 8/11/32 and completion date to 11/11/32, aeronautical and aeronautical point-to-point stations; WHD, New York Times Company, New York, N. Y., C.P. for additional equipment, 6450, 8560, 11355, 16720, 22250 kc., 1 KW. Mobile press station; there were also received 132 applications for amateur station licenses.

X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 12, 1932)

WSM, National Life & Accident Insurance Co., Inc., Nashville, Tenn., license to cover C.P., 650 kc., 50 KW, unlimited; Detroit Gold Cup Committee, Inc., Grosse Pointe Farms, Mich. (2 applications) 4.P., temporary (private) point-to-point telephone, 2398 kc., 15 watts, A1 and A3 emission, for use only August 31 to Sept. 10, 1932;

Also, KGTF, Aeronautical Radio, Inc., San Diego, Calif., extension of commencement date of C.P. to 7/18/32 and extension of completion date of C.P. to 10/18/32; K7XD, Telephone Bond & Share Co. Ketchikan, Alaska, extension of completion date from 8/18/32 to 8/18/33; American Radio News Corp.: WAI, Atlanta, Ga., extension of commencement date to 9/30/32 and extension of completion date to 3/15/33; KGRU, Denver, Colo., extension of commencement date of C.P. to Oct. 3, 1932, and completion date to April 1, 1933; R.C.A. Communications, Inc.: WDC, Rocky Point, N. Y., modified license, primary points of communication: Paramaribo, Curacao; WEC, Rocky Point, N. Y., modified license, primary points of communication: Prague, Hamburg and Amsterdam; WQQ, and WQS, Rocky Point, N. Y., modified licenses, primary points of communication: Prague and Hamburg; WRL, Radiomarine Corp. of America, Duluth, Minn., Duluth, modified license (marine relay), hours of operation: 8 A.M. to 8 P.M., EST, daily, plus such additional hours as occasional local traffic conditions necessitate; WLXAK, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., renewal of license, (experimental), 990 kc., 50 kw., A3 emission.

Also, W6XN, Transpacific Communication Co., Ltd., Dixon, Cal., renewal of license (experimental special. exp.) frequencies 7565, 7610, 10840, 15355, 15415, 21060 kc., power 20 KW, emission A1, A2, A3 and special high quality telephony; KWW, Joseph T. Bauer, 6 miles south of Chicagoff, Alaska, renewal of license, frequency 178 kc., power 150 watts, emission A2, to communicate with Sitka and Juneau, Alaska; W8XO, The Crosley Radio Corp., Cincinnati, Ohio, extension of commencement date of C.P. from August 7 to Sept. 7, 1932; KPJM, Scott & Sturm, Prescott, Arizona, authority to operate station to Sept. 15, pending action on application for assignment of license; KGDY, The Voice of South Dakota, Huron, S. D., authority to remain silent for 10 days to reconstruct antenna system.

Also, Pan American Airways, Inc.: NC-752-V, authority to operate radio transmitter aboard airplane, frequencies 2870, 3082.5, 5692.5, 8220, 12330, 16440 kc., unlimited power, 10 watts, emission A1; KGZB, City of Houston, Houston, Texas, authority to change description of equipment: RCA-ET-3670, power 100 watts; KUJ, KUJ, Inc., Walla, Walla, Wash., authority to operate from 7:00 P.M. to 9:30 P.M. PST, August 16, 1932; WSYB, Philip Weiss, trading as Philip Weiss Music Co., Rutland, Vt., extension of completion date of C.P. from August 28, 1932 to Sept. 28, 1932.

The Commission granted the following applications for renewal of broadcast station licenses:

WAAF, Drovers Journal Publishing Co., Chicago, Ill.; WBEN, WBEN, Inc., Buffalo, N. Y.; WBEN (Auxiliary) WBEN, Inc., Buffalo, N. Y.; WBSC, Broadcasting Service Organization, Inc., Needham, Mass.; WCAC, Connecticut Agricultural College, Storrs, Conn.; WCAJ, Nebraska Wesleyan University, Lincoln, Nebr.; WCAO, The Monumental Radio Co., Baltimore, Md.; WDAF, The Kansas City Star Co., Kansas City, Mo.; WEAN, Shepard Broadcasting Service, Inc., Providence, R. I.; WEAO, Ohio State University, Columbus, Ohio; WEEI, The Edison Electric Illuminating Co., of Boston, Boston, Mass.; WGBI, Scranton Broadcasters, Inc., Scranton, Pa.; WGR, Buffalo Broadcasting Corp., Buffalo, N. Y.; WICC, The Bridgeport Broadcasting Station, Inc., Bridgeport, Conn.; WJAR, The Outlet Co., Providence, R. I.; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio.; WKBN, WKBN Broadcasting Corp., Youngstown, Ohio; WKY, WKY Radiophone Co., Oklahoma City, Okla.

Also, WKZO, WKZO, Inc., Kalamazoo, Mich.; WLBZ, Maine Broadcasting Co., Inc., Bangor, Maine; WLIT, Lit Brothers Broadcasting System, Inc., Philadelphia, Pa.; WMAL, M. A. Leese Radio Corp., Washington, D. C.; WMMN, Holt Rowe Broadcasting Co., Fairmont, W. Va.; WOBU, WOBU, Inc., Charleston, W. Va.; WOW, Woodmen of the World Life Insurance Association, Omaha, Neb.; WQAM, Miami Broadcasting Co., Miami, Fla.; WQAM (Auxiliary); WQAN, E. J. Lynett (Prop. The Scranton Times), Scranton, Pa.; WREC-WOAN, WREC, Inc., Memphis, Tenn.; WSAZ, WSAZ, Inc., Huntington, W. Va.; WSUI, State University of Iowa, Iowa City, Iowa; WTAR-WPQR, WTAR Radio Corp., Norfolk, Va.; WTMJ, The Journal Co., Milwaukee, Wis.; WTJ, The Evening News Association, Inc., Detroit, Mich.; KFDY, South Dakota State College, Brookings, S. D.; KFEL, Eugene P. O'Fallon, Inc., Denver, Colo.; KPRC, Don Lee, Inc., San Francisco, Calif.; KFUO, Evangelical Lutheran Synod of Missouri, Ohio and other States, Clayton, Mo.; KFXF, Colorado Radio Corp., Denver, Colo.; KFYR, Meyer Broadcasting Co., Bismarck, N. D.

Also, KGKO, Wichita Falls Broadcasting Co., Wichita Falls, Texas; KGW, Oregonian Publishing Co., Portland, Oregon; KHJ, Don Lee, Inc., Los Angeles, Calif.; KHQ, Louis Wasmer, Inc., Spokane, Wash.; KLX, The Tribune Publishing Co., Oakland, Calif.; KLZ, The Reynolds Radio Co., Inc., Denver, Colo.; KMTR, KMTR Radio Corp., Los Angeles, Calif.; KOAC, Oregon State Agricultural College, Corvallis, Oregon; KOMO, Fisher's Blend Station, Inc., Seattle, Wash.; KPOF, Pillar of Fire, Denver, Colo.; KPRC, Houston Printing Co., Houston, Texas; KSAC, Kansas State College of Agriculture and Applied Science, Manhattan, Kans.; KSD, The Pulitzer Publishing Co., St. Louis, Mo.; KSEI, Radio Service Corp., Pocatello, Idaho; KTAR, KTAR Broadcasting Co., Phoenix, Ariz.; KVI, Puget Sound Broadcasting Co., Inc., Tacoma, Wash.

Set For Hearing

John E. McGoff, Ralph M. Sutcliffe, and Julius Schaffer, Newport, R. I., requests C.P. for new station, 1280 kc., 250 watts, 8 hours per day; KNOW, KUT Broadcasting Co., Austin, Texas, C.P. to install new transmitter (maximum rated power 100 watts); KMLB, Liner's Broadcasting Station, Inc., Monroe, La., modification of license to change frequency from 1200 kc., to 1310 kc., (facilities of KRMD); WCGU, United States Broadcasting Corp., Brooklyn, N. Y., application for C.P. to move transmitter from Brooklyn to Long Island City because of protest of Station at Long Island City.

Ratification Of Acts Of Commissioners

KERJ, Radiomarine Corp. of America, New York, N. Y., authority granted for period not to exceed 60 days to operate Station KERJ aboard vessel "Diamond Head" as first and third class, auxiliary transmitter Type ET-3650, power 50 watts, emission A2, frequency range 375 to 500 kc.; WSM, National Life & Accident Insurance Co., Nashville, Tenn., authorized to conduct program tests for an additional period of 10 days pending action on license application; WCOH, Westchester Broadcasting Corp., Yonkers, N. Y., authorized to remain silent from 3 P.M. to 5 P.M., Wednesday, August 10 and Thursday Aug. 11, 1932; KVOO and WAPI, Southwestern Sales Corp, Tulsa, Okla., and WAPI Broadcasting Corp., Birmingham, Ala., authorized to operate radio stations KVOO and WAPI simultaneously August 11, 1932, between 8 and 9 P.M. CST with power of 1000 watts.

Miscellaneous

The following applications were dismissed at the request of the applicants: F. N. Blake Realty Co., Dracut, Mass., C.P. for new station, 680 kc., 250 w., daytime only; J. E. Richards, Greenville, S. C., C.P. for new station, 590 kc., 250 w., 500 w. LS, unlimited.

Action On Examiners' Reports

WCSH, Congress Square Hotel Co., Portland, Me., denied modification of license to increase power from 1 KW to 5 KW, sustaining Examiner Elmer W. Pratt; same for KOIN, KOIN, Inc., Portland, Oreg., WDAY, WDAY, Inc., Fargo, N. D.; WFIW, WFIW, Inc., Hopkinsville, Ky.

Commissioner Lafount dissented from the majority in the above cases and filed a minority opinion

Baton Rouge Broadcasting Co., Baton Rouge, La., denied application for C.P. for new station to operate on 1450 kc., 500 watts night 1 KW LS to share with KTBS; KTBS, Tri State Broadcasting System, Inc., Shreveport, La., renewal of license 1450 kc., 1 KW, sustaining Chief Examiner Ellis A. Yost (granted);

X X X X X

REP. EWIN DAVIS DEFEATED IN TENNESSEE PRIMARIES

Unofficial returns show that Rep. Ewin L. Davis, of Tullahoma, Tenn. was defeated in the State primaries by Rep. Ridley Mitchell, by a majority of some 1500 votes. A reapportionment of the House cost Representative Davis his seat. The fourth Tennessee district, represented by Mitchell, and the fifth district, which Davis has represented since 1919, were combined under the redistricting required by reapportionment.

Representative Davis is chairman of the House Merchant Marine, Radio and Fisheries Committee. It is likely that his successor to the chairmanship will be Rep. Schuyler Otis Bland, of Virginia, ranking Democratic member, should the Democrats retain control of the House. Should Rep. Bland decline the post, Rep. Clay Stone Briggs, of Texas, would be next in line. In the event the Republicans regain House control, Rep. Frederick R. Lehlbach, of New Jersey, would receive the chairmanship.

With the legislative passing of Rep. Davis, which will occur next March 4, if Rep. Mitchell's lead is sustained, the House will have no member outstanding in general radio legislation. However, Rep. Davis, according to Tennessee reports, is contesting the election returns.

X X X X X X X

A.S.C.A.P.—BROADCASTERS COMMITTEES TO MEET AGAIN

The date tentatively set for another meeting between the committees representing the American Society of Composers and the broadcasting interests in the fight over license fees for the performance of copyrighted music is August 23. One last attempt will be made by these committees to iron out the difficulties between them, before the ASCAP goes ahead with its plan to deal with stations individually.

X X X X X X X

NEW RADIO COMMISSIONER STILL UNNAMED

Although nothing definite is known, the general impression seems to be that President Hoover will not name the successor to Gen. Charles Mck. Saltzman, on the Federal Radio Commission until after the former's return to Washington from his fishing trip to the lower Chesapeake Bay.

The names of William S. Hedges, Station WMAQ, Chicago; Carl Ferguson, Shenandoah, Ia.; James W. Baldwin, secretary, Federal Radio Commission; and Robert D. Heinl, radio news writer, are still among those most frequently mentioned.

Mr. Hedges is understood to have the endorsement of the National Broadcasting Company; Mr. Ferguson—Senator Dickinson and Henry Field, Republican candidate for Senator, Iowa, and the Columbia Broadcasting System; Mr. Baldwin, Senator Robinson, of Indiana; and Mr. Heinl, Everett Sanders, chairman of the Republican National Committee.

—Florence V. Kaiser.

X X X X X X X

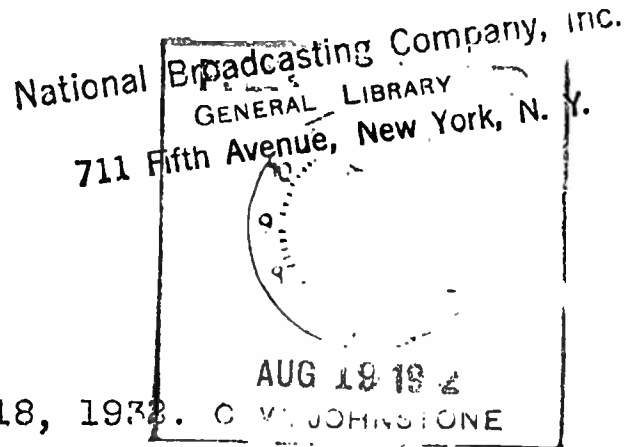
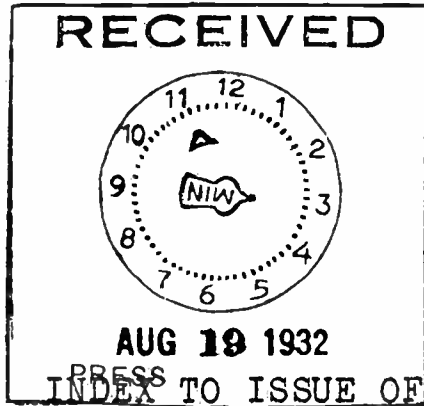
HEINL RADIO BUSINESS LETTER

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.** :: ::

Handwritten signature



| | |
|---|----|
| Radio Commission Field Personnel Reduced..... | 2 |
| Organized Labor Asks Permission To Build New Station At Newark... | 2 |
| Radio Rate Case May Be Taken To Supreme Court..... | 3 |
| Aviation Radio Stations Shown On New Map..... | 4 |
| American Delegation To Oppose Radio Communication Censorship..... | 5 |
| Strict Frequency Maintenance Said To Have Improved Reception..... | 5 |
| KDYL, Salt Lake City, Joins NBC Network..... | 5 |
| Columbia New And Renewal Contracts..... | 6 |
| German Broadcasting To Come Under Reich Control..... | 6 |
| NBC New Accounts And Renewals Signed Up..... | 8 |
| Applications Received By Federal Radio Commission..... | 9 |
| Decisions Of The Radio Commission..... | 10 |

No. 554

RADIO COMMISSION FIELD PERSONNEL REDUCED

Economy reduction of the Federal Radio Commission's field force was begun by dismissal of seven employes of the Grand Island, Nebr. monitoring station.

Four employes, whose salaries total \$9,220, will stop work August 31, while three others, whose salaries total \$5,040 will be discharged at a later date.

As a further economy measure, the Commission has decided not to operate radio test cars for broadcasting stations during the remainder of August and the month of September.

The Commission must reduce its field force expenses by \$35,000, and this is the first step in this economy. It is expected that at a later date about 15 more persons will have to be dismissed. These dismissals probably will be made at the Grand Island, Boston, New York, Chicago, and Detroit field stations.

Under the economy move, all field employes must take five days' legislative furlough each month, beginning in August and ending when 24 days' legislative furlough has been completed.

All field employes are now under the new "Division of Field Operations", instead of under the Radio Division of the Department of Commerce, as they were before the two agencies were merged by executive order under the economy bill.

X X X X X X X X X X

ORGANIZED LABOR ASKS PERMISSION TO BUILD NEW STATION AT NEWARK

America's Wage Earners' Protective Conference, an organization affiliated with the American Federation of Labor, has applied for permission to erect a new 5,000-watt broadcasting station at Newark, N.J. to operate from 6 to 8 p.m., using 1100 kilocycles, sharing time with Station WPG, Atlantic City.

It was explained that the new station is desired to give organized labor an eastern voice. The Chicago Federation of Labor operates Station WCFL, Chicago.

The new station would be assigned the facilities of Station WLWL, Missionary Society of St. Paul the Apostle, New York City. In an effort to vacate the 1100 kilocycle frequency for use by the proposed station, the Paulist Fathers, which now use the channel, have applied for permission to move to 810 kilocycles,

The Wage Earners application was filed by Matthew Woll, president, and M. J. Flynn, executive secretary. Mr. Woll is vice president of the American Federation of Labor, and recently appeared before a subcommittee of the Senate Committee on Inter-

state Commerce to support labor's plea for a clear channel in its own right.

The 810 kilocycle channel to which Station WIWL proposes to move is a clear channel, now used by Station WCCO, Minneapolis, and Station WPCW, New York City. The Minneapolis station has been granted a construction permit to increase its power from 5,000 to 50,000 watts. The New York station is operated by the City of New York, with power of 500 watts.

X X X X X X X X X X

RADIO RATE CASE MAY BE TAKEN TO SUPREME COURT

The question of the jurisdiction of the Interstate Commerce Commission to pass upon questions involved in charges made by radio broadcasting companies for so-called "transmission of intelligence for hire by wire or wireless", may be taken to the Supreme Court of the United States for final decision in the event the Commission holds it is without authority under existing law, Ernie Adamson, counsel for the Sta-Shine Products Company, of Freeport, L.I., has advised the Commission.

The Commission now is engaged in the consideration of the merits of the matter prior to rendering its final decision as to its jurisdiction to rule upon radio broadcasting rates, in a manner similar to rates for rail transportation.

The proceedings involve a complaint of the Sta-Shine Products Company, Inc., furniture polish manufacturing concern of Freeport, L.I., against Station WGBB, of that city, and the National Broadcasting Company. The complaint declared that both radio companies had violated the Interstate Commerce Act by their exaction of "unreasonable charges for the transmission of 'messages' for hire in interstate commerce, as well as in their refusal to grant the complainant company certain privileges accorded to others!"

Declaring that the rates and charges are too "exorbitant", the complainant company added to its charges that the radio concerns were engaged in the transmission of intelligence for hire by "wireless" by asserting that they also used the properties of telephone companies and relayed "messages" by wire as well from one station to another.

Both the National Broadcasting Company and H. H. Carman, proprietor of Station WGBB, declared in answer to the complaint that they were not common carriers within the meaning of the Interstate Commerce Act, and therefore not bound by the provisions of the Act. They held that they have never been engaged in "point-to-point" communication, or the sending of definite messages from a definite sender to a definite receiver, but rather used facilities for the broadcast of programs, largely of an educational or amusement nature, to all those who could pick up such programs on receiving sets.

Examiner W. M. Cheseldine, who conducted the hearings in the case confined so lely to the question of Commission jurisdiction, submitted a proposed report to the Commission April 6 last, recommending that the proceedings be discontinued and the complaint dismissed on the ground that the defendant companies are "not within the provisions of the Interstate Commerce Act".

The examiner asserted that as Congress established the Federal Radio Commission as its agency to supervise and control matters and things arising out of radio activities, "may it not be presumed that it gave to that Commission such power as it then deemed necessary and appropriate to adequately take care of and protect the public interest in radio broadcasting?"

During oral argument before the full Commission, Mr. Adamson declared that the term "broadcasting" is a trade expression that has grown up during the last few years, and, similarly, the term "radio" has come to be all wireless communication. He declared that such terms in reality mean the transmission of intelligence by wire or wireless in interstate commerce.

Mr. Adamson further pointed out that the Federal Radio Commission has been given no power to regulate the rate charged by the radio companies for the transmission of intelligence. The Federal Radio Act, he said, expressly gave the power to revoke the license of a company licensed by the Federal Radio Commission, if such company exacts "unreasonable" rates for the transmission of radio communications, or fails to accord reasonable facilities.

X X X X X X X X X X

AVIATION RADIO STATIONS SHOWN ON NEW MAP

The important part being played by radio in the growth and development of commercial aviation in the United States is emphasized by a map just prepared by the Federal Radio Commission, revised as of June 30, 1932.

The map discloses there are now 132 ground radio stations devoted to the exclusive use of aviation. Included in that list are 69 aeronautical point to point stations. In addition there are 20 airport stations located at strategic points.

Three hundred thirty-five transport passenger planes—those carrying passengers and mail—are daily in direct communication with the ground stations, as well as an average of 20 itinerant aircraft. Thus many of the hazards are removed.

The map gives, in colors, the three major transcontinental aviation routes, as well as the two routes to South America and the two to Canada. It can be obtained only from the Government Printing Office at ten cents per copy.

X X X X X X X X X X

AMERICAN DELEGATION TO OPPOSE RADIO COMMUNICATION CENSORSHIP

The United States intends to take a vigorous stand against all proposals for censorship which may be made at the International Radiotelegraph Conference to be held in Madrid, beginning September 3, according to the Department of State.

All American delegates have been instructed to this end. Irvin Stewart, radio expert of the Department of State, has been appointed one of the delegates, bringing the total membership to four, the Department announced.

Several countries have proposed censorship provisions in the international radiotelegraphic code which would increase restriction against press messages, according to information received at the Department of State. Several protests have been made to the Department because no representative of press associations have been appointed either as delegates or advisors on the American delegation.

Vigorous opposition to censorships, the position of the United States at the Washington radio conference four years ago, remains the attitude of the State Department. The American delegates to the Madrid conference will be instructed accordingly.

X X X X X X X X X X

STRICT FREQUENCY MAINTENANCE SAID TO HAVE IMPROVED RECEPTION

With broadcasting and commercial communication stations maintaining strictly their assigned frequencies, the Federal Radio Commission's recently created Division of Field Operations reports that radio generally is now better regulated than ever before.

The response of the broadcasting stations to the frequency-maintenance order has been excellent. The new division in regular tests and checks has noticed very few violations of frequency control regulations by commercial stations.

"Never since the Commission was organized in 1927", said an official, "has radio been so well regulated, and never has the public received such good radio service."

X X X X X X X X X X

KDYL, SALT LAKE CITY, JOINS NBC NETWORK

Station KDYL, in Salt Lake City, Utah, has become an associate station of the National Broadcasting Company, it was announced by George F. McClelland, vice president. KDYL replaces KSL as the NBC Salt Lake outlet. The station operates on 1290 kilocycles. It is owned by the Intermountain Broadcasting Corporation. KDYL is licensed for full time operation.

X X X X X X X X X X

COLUMBIA NEW AND RENEWAL CONTRACTS

NEW - La Choy Food Products, Inc.; N. W. Ayer & Son, Inc., Agency, Program - Tues. & Thurs. 11:00-11:15 A.M., 10 stations.

RENEWAL - General Foods Corp., (Postum); Agency - Young & Rubicon; Program - Friday 9:00-9:30 P.M., script and music, Basi, Don Lee, plus 6.

RENEWAL - F. W. Fitch Co. (Hair Tonic); Agency - Battenfield & Ball; Program - Fridays 11:15-11:30 A.M. "The Fitch Professor", Helen Mors, male trio, Basic network plus 4.

X X X X X X X X

GERMAN BROADCASTING TO COME UNDER REICH CONTROL

The Reich Government is about to bring the entire German broadcasting system, in which individual States and the political parties of the Centre and Left, still wield strong local influence, under centralized Reich control. State opposition, it is said, has led to some concessions which may enable Bavaria, for instance, to retain a large measure of independent control over all that is broadcast from Munich, but on the whole the control will be with Berlin.

Hitherto the Ministry of Posts, through a Reich Broadcasting Commissioner, appointed by it, exercised technical control of the "Deutschlandsender" at Konigswusterhausen, of the nine regional stations and of their sub-stations, but leased the transmission rights to companies to which it paid over a percentage of its revenue from licenses. Regional committees, on which the States and the Centre, Democratic, and Socialist Parties were strongly represented, supervised the programs. The regional companies, in which private interests were also represented, balanced their respective profits or losses through a covering company, which had no transmitting right, called the Reich Broadcasting Company.

The technical and business management of the entire system is now to be vested in the Reich Broadcasting Company, in which the Reich is to hold 51 per cent, and the six largest States 49 per cent of the shares. The Reich Broadcasting Company itself is to be controlled by two Reich Commissioners.

One commissioner, nominated by the Ministry of Posts, will supervise all matters of organization, business management, and technical operation; the other, appointed by the Minister of the Interior, will control programs, news services, and especially all political matters. The "Deutschlandsender" is to become the "Reichssender" and will thus come immediately under control of the Ministry of the Interior.

The "Wireless News Company", the board of which was controlled by Socialist, Centre, and Democratic representatives, and which had a monopoly of wireless news, is to be liquidated. Similarly the board of the Reich Broadcasting Company will have a majority of Reich Governmental Representatives.

The regional supervisory committees, which are among the last strongholds of Left-Centre politics, are to disappear in favour of States commissioners, in whose appointment the Reich again has the final word. Reich control is to be further strengthened by the acquisition of 51 per cent of the shares in all the regional transmitting companies.

"This appears to meet the Nazi claim that the wireless was too much under Socialist, Democratic, and Centre influence", comments the Berlin correspondent of the London Times, "but it is an integral part of the new arrangement that in future all political parties should be excluded from the wireless. The Government will retain its "wireless hour" and unlimited power of transmission over the Reichssender. The Communists have always been excluded.

"The Government's policy of inculcating the spirit of discipline and obedience to the State, as governed by the Right, is further expressed in a letter sent by Baron von Gayl, the Minister of the Interior, to the States announcing a new school Act. Baron von Gayl 'most sharply condemns' the agitation conducted by the political parties among the youth of today, admonishes teachers to be strictly impartial, and urges them to impart 'German and Christian instruction' in the interest of a State standing above party.

"The Government, by measures leading to the elimination of Socialist and Jewish officials or the lessening of Socialist and Jewish influence, and by its efforts through a new spirit in the schools to breed that hardy race which the Right desires for the tasks awaiting Germany in the future, is doing in an efficient and unostentatious way many of the things the Nazis have demanded. It is not, however, likely to go so far as a certain Nazi leader from the Brown House would like. He has proposed in a book called, 'The New Nobility of Blood and the Soil', that German womanhood should be divided into four classes, of which the first, restricted to a tenth of the whole, should comprise those for whom marriage and motherhood, in the opinion of a State-appointed 'selector' is eminently desirable; the second, those to whose marriage any motherhood there is no objection; the third, those who should only be allowed to enter childless marriages; and the fourth, those who should neither be allowed to marry nor procreate."

X X X X X X

NBC NEW ACCOUNTS AND RENEWALS SIGNED UP

NEW - General Foods Corp. (Diamond Crystal Salt), 250 Park Ave., New York City; Agency - Benton & Bowles, 444 Madison Ave., New York City; Starts October 5, 1932 for 26 weeks, Wednesdays, 8:00-8:30 P.M.; New York Boston, Springfield, Baltimore, Rochester, Pittsburgh, Cleveland, Detroit, Cincinnati in network. Program - "Captain Diamond" - dramatic sketches.

NEW- Premier Malt Sales Co (Blue Ribbon Malt), 720 North Michigan Ave., Chicago, Ill.; Agency - Matteson-Fogarty-Jordon Co., Inc., 307 North Michigan Ave., Chicago, Ill.; Starts September 13, 1932, for 52 weeks, Tuesdays, 9:00-9:30 P.M., EDST; WEAF Basic red network exc. WTIC, KSD, NW exc WIBA, WTMJ, WEBC; WVA only, SC exc. WAPI, WJDX, SW exc KTBS, KVOO, KTHS, KOA, KSL, only, Orange PC Supps.; Program - Ben Bernie and his orchestra.

NEW - (Originates NBC Chicago); Ralston Purine Co. (Cereals), 835 S. 8th St., St. Louis, Mo.; agency - Barton, Batten, Durstine & Osborn, 383 Madison Ave., New York City; Starts Sept. 27 for 26 weeks, Tuesday, Thursday, Saturday, 5:45-6:00 P.M., EDST? WEAF Network, WTAG, WEEI, WJAR, WCSH, WFBR, WRC, WGY, WBEN, WTAM, WWJ; Program - "Sekatary Hawkins".

NEW - (Originates NBC Chicago); Western Clock Co. (Ben Ben clocks), La Salle, Illinois; Agency - Batten, Barton, Durstine & Osborn; Starts, September 25, 1932, for 13 weeks, Sunday, 5:30 5:45 P.M. WEST; Basic red Network KSTP, WTMJ, KOA, KSL, KPO, KECA; Program - "Big Ben's Dream Dramas" - dramatized strange dreams.

RENEWAL - Iodent Chemical Co. (Tooth Paste); Agency - Maxon, Inc., 2761 East Jefferson Ave., Detroit, Mich; Starts August 21, for 52 weeks; Sundays 4:00-4:15 P.M., EDST; WEAF Basic red network, NW, SE, SC, SW, MT., Orange, KFSD, KTAR; Program - "Iodent Program with Jane Froman" - eight piece orchestra directed by Leroy Shield; Jane Froman, dramatic sketch.

RENEWAL- Lady Esther Company (Face Cream and Face Powder), 5720 Armitage Ave., Chicago, Ill.; Agency - Stack Goble Adv. Agency, Chicago, Ill.; Starts October 4, 1932, for 52 weeks; WEAF Network, WTAG, WEEI, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WTAM, WWJ, WSAI, WMAQ, KSD, WOC, WHO (WDAH, 8:30-8:45 only), WIBA; Time - Tuesdays, 8:30-9:00 P.M. EDST; Program - "Wayne King and his orchestra" and Lady Esther.

X X X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 15 - WBBC, Brooklyn Broadcasting Corp., Brooklyn, N.Y. C.P. extension completion date for auxiliary transmitter to Oct. 31, 1932; WOL, American Broadcasting Co., Washington, D. C., modification of license amended to request 1240 kc., instead of 1270 kc (also requests increase in power from 100 w. to 250 w.), C.P. to make changes in equipment and change from 1310 kc., 100 w. to 1240 kc., 250 w.; WHEB, Granite State Broadcasting Corp., Portsmouth, N. H., license to cover C.P. granted March 8, 1932, for a new station on 740 kc.; WOBU, WOBU, Inc., Charleston, W. Va., requests authority to change from 500 w. day, 250 w., night to 500 w. day and night (additional 250 w. night on experimental basis); WSAZ, WSAZ, Inc., Huntington, W. Va., requests authority to change from 500 w. day, 250 w. night to 500 w. day and night (additional 250 w. night on experimental basis).

Applications Other Than Broadcasting

KGPW, Police Department, Salt Lake City, Utah, license covering C.P. for 2470 kc., 100 w., municipal police station; W6XU, Radiomarine Corp. of America, San Francisco, Calif., renewal of special experimental license; KGUR, Aeronautical Radio, Inc., Burbank, Calif., modification of C.P. for extension of commencement date to 60 days after Aug. 11, 1932, and completion date to Nov. 11, 1932, aeronautical station; WHD, New York Times Co., New York, C.P. for additional equipment, 6450, 8360, 11355, 16720, 22250 kc., 1 kw., mobile press station; There were also received 132 applications for amateur station licenses.

Aug. 15 - KJZ, WCU, KGVQ, KGVR, KGVS, KGVT, KGVV, Continental Oil Co., portables, renewal of geophysical licenses for 1602, 1628, 1652, 1676, 1700 kc.; There were also received 74 applications for amateur station licenses.

Aug. 16 - R.C.A. Communications, Inc., Rocky Point, N.Y.: WQF, WKD, WIK and WIZ (New Brunswick, N. J.), WQL, modification of licenses for change in serial number of apparatus and primary communication points, point-to-point telegraph stations; WIEW, WIEK, WIEO, National Broadcasting Co., Inc., - Portables, initial locations, New York, N. Y., modification of licenses for authority to operate as Mobile stations in addition to portable station, temporary broadcast pickup station; WPI, Inland Waterways Corp., Memphis, Tenn., license covering C.P. for 3120, 4780, 4140, 5520, 6210, 6250, 438 kc., 250 watts, coasta telegraph station. There were also received 37 applications for amateur station licenses.

X X X X X X X X

DECISIONS OF THE RADIO COMMISSION

Applications Granted (August 16, 1932)

KTAB, Associated Broadcasters, Inc., San Francisco, Cal., authority to install automatic frequency control; WJDX, Lamar Life Insurance Co., Jackson, Miss., authority to remain off the air for approximately 24 hours while making certain changes in transmitting apparatus; WCDA, Italian Educational Broadcasting Co., Inc., New York, N. Y., permission to rebroadcast Arlington time signals in accordance with Rule 177; Same for WMSG, Madison Square Garden Broadcasting Corp, New York, N. Y., and WBNX, Standard Cahill Co., Inc., New York, N. Y.; WBT, Station WBT, Inc., Charlotte, N. C., authority for a 10 day extension of special authority to test with power of 50 KW between 1 A.M. and 6 A.M. EST; WESG, W. Neal Parker and Herbert H. Metcalfe, Glens Falls, N. Y., permission to discontinue operation from August 15th to Sept. 15, 1932; KGBX, KGBX, Inc., St. Joseph, Mo. authority to suspend operation during period of moving station to Springfield, Mo., from midnight Aug. 13 to 8 P.M., Aug. 27, 1932; WISN, The Evening Wisconsin Co., Milwaukee, Wis., voluntary assignment of license to American Radio News Corp.

Also, Mackay Radio & Telegraph Co.: WIQ, WMS, WMD, WIH, Sayville, N. Y., C.P. for installation of four new transmitters as follows: 1. Frequencies, Call letters and points of communication: Transmitter No. 1 - 6927.5 kc., - WIH - Vienna, Austria and Budapest Hungary; Transmitter No. 2 - 9070 kc - WIQ - Lima, Peru and Bogota, Columbia. Transmitter No. 3 - 18780 kc - WMD - Bogota, Columbia; Transmitter No. 4 - 20300 kc. - WMS - Lima, Peru. 2. Power: 20 kw each transmitter. 3. Emission: A1 and A2 4. Frequency tolerance; 105 per cent subject to Rule 227. 5. Equipment: Federal Telegraph Co. - VT Oscillator - Amplifier

Also, Mackay Radio & Telegraph Co., Inc., Palo Alto, Calif., KWQ, KNW, KWJ, KNK and two new stations - C.P.s for installation of six new transmitters as follows: 1. Frequencies, Call letters and points of communication: Transmitter No. 1 - 6875 kc - KNK - Honolulu, T. H.; Transmitter No. 2 - 13000 kc. - KWJ - Honolulu, T.H.; Transmitter No. 3 - 13960 kc. - KNW - Honolulu, T. H. and Japan; Transmitter No. 4 - 18260 kc. - KWQ - Honolulu, T. H.; Transmitter No. 5 - 17140 kc. (New - China and Japan; Transmitter No. 6 - 19560 kc. (New) China and Japan. 2. Power: 20 kw each transmitter. 3 Emission: A1 and A2. 4. Frequency tolerance: .05 per cent subject to Rule 227. 5 Equipment: Federal Telegraph Co. - VT Oscillator - Amplifier.

Also, W8XL, The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio, modification of C.P. (Exp. - Exp. visual broadcasting) for extension of completion date of C.P. from 8/25/32 to 2/25/33; WLXD, Submarine Signal Co., Boston, Mass., modification of license (Exp. - Gen. Exp.) as follows: Emission: A1, A2, A3 and special, provided the maximum communication band width plus tolerance does not exceed the frequency separation band width;

Also, R.C.A. Communications, Inc.: WQH, Rocky Point, N.Y. modification of license (fixed public point-to-point teleg.) as follows: primary points of communication: Brussels, Vienna and London. Equipment: Normal transmitter No. 38.; WER, Rocky Point, N. Y., modification of license (fixed public - point-to-point telg.) as follows: primary points of communication: Brussels and Londong; WQJ, Rocky Point, N. Y., modification of license (fixed public - point-to-point teleg.) as follows: primary points of communication: Paris, Angora, Teheran and Beyrouth. Equipment: Norman transmitter No. 49; W2XC, Federal Telegraph Co., Newark, N. J., license to cover C.P. as follows: frequencies: 34600, 41000, 51400, 80000 to 300000, 1000000 to 3000000 kc.; Power: 500 watts, Emission: A1, A2, A3 and special provided the maximum communication band width plus tolerance does not exceed the frequency separation band width; W3XAW, West Virginia University, Dept. of Physics, Portable in West Virginia, initial location, Morgantown, W. Va., license to cover C.P. as follows: Frequencies: 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-40000, 401000 and above. power; 200 watts; Emission: A1, A2, A3 and special, provided the maximum communication band width plus tolerance does not exceed the frequency separation band width.

Also, KGPJ, City of Beaumont, Beaumont, Texas, license to cover C.P. as follows: Frequency 1712 kc., Power: 100 watts; Emission: A3. To serve all municipalities in Jefferson County; American Airways, Inc.: NC-12121, NC-12120, NC-12119, NC-12118, NC-12117, NC-12116, NC-12115, NC-12114, NC-12113, licenses as follows: Frequencies: 3105, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5 kc., day only; 4917.5 kc., day only; power 50 watts, Emission A3, for communication with Brown chain stations; W2XBJ, R.C.A. Communications, Inc., Rocky Point, N. Y., authority to operate on frequencies 7470 and 14940 kc., for additional ten days to continue special tests.

Also, Aeronautical Radio, Inc.: WAEJ, Springfield, Ill., KGUB, Houston, Texas; ~~XXXXXXXXXXXXXXXXXXXX~~ licenses to cover C.P. as follows: Frequencies: 3232.5, 3242.5, 3447.5, 3457.5, 3467.5, 3485, 3257.5, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5, 4917.5 kc., day only, power: 50 watts, Emission: A1, A2, A3, points of communication: Primarily with Brown Chain Aircraft; WAEJ, Springfield, Ill., license to cover C.P. 2316, 2356, 4115 kc., 50 watts, A1 emission; Stations on Green Chain - authority (temporary) for all Green Chain aircraft and aeronautical stations to use frequency 4452.5 kc. (day only) for period ending December 15, 1932.

Also, Short Wave & Television Co.: W1XAU, W1XAV, W1XAL, Boston, Mass., authority to Sept. 10, 1932, to use all regularly licensed frequencies and in addition 1594, 2398, 3492.5, 4797.5 and 6425 kc., power as specified in existing license, Emission A1, A2, A3, and special provided the maximum communication band width plus tolerance does not exceed the frequency separation band width; W1XAV, Short Wave & Television Co., Boston, Mass., authority to Sept. 10, 1932, to use all regularly licensed frequencies and in

addition 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 60000-400000, 401000 and above; Power as specified in existing license; Emission: A1, A2, A3 and special, provided the maximum communication band width plus tolerance does not exceed the frequency separation band width; WLXAV, granted same authority as WLXAU.

Ratification Of Acts Of Commissioners

Flying Family, Inc., Geo. Hutchinson, aboard Plane NC-159-H (action taken 8/12/32), authorized to use transmitter during transatlantic flight beginning August 15, 1932; KBTM, W. J. Beard, Beard's Temple of Music, Paragould, Ark. (action taken 8/9/32), denied request to operate evening of Aug. 9 from 7 until midnight because consent of KGHI not received; WMIL, Arthur Faske, Brooklyn, N. Y. (action taken 8/12/32), C.P. 1300 kc., 1 KW designated for hearing; WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y. (action taken 8/12/32), authorized to operate pursuant to Rule 46; Milwaukee Marine Radio, Inc., Milwaukee, Wis. (action taken 8/9/32) authorized to take depositions in re applicant's application to be heard Aug. 29, 1932; WOCD, Mackay Radio & Telg. Co., San Francisco, Calif. (action taken 8/12/32) temporary authority granted not to exceed 60 days pending receipt formal application to operate station aboard vessel Hawaiian Standard. 500 watt tube transmitter, 375 to 500 kc., A1 and A2 emission; C. Reiss Steamship Co., Sheboygan, Wis. (Action taken 8/12/32) denied informal petition for reconsideration of denial of application of C. Reiss Coal Co. for renewal of license of Station WSK).

Designated For Hearing

H. Verne Spencer, Greensburg, Pa., C.P. for new station to operate on 590 kc., 250 watts, daytime; KROW, Educational Broadcasting Corp., Oakland, Calif., request for modification of license to change hours of operation from sharing with KFWI to unlimited time (facilities KFWI); WFAB, Defenders of Truth Society, Inc., New York, N. Y., request for voluntary assignment of license to Fifth Avenue Broadcasting Corp.

Amateur Licenses

The Commission also granted licenses for 279 amateur stations, of which 108 were new, 146 renewals and 25 modifications.

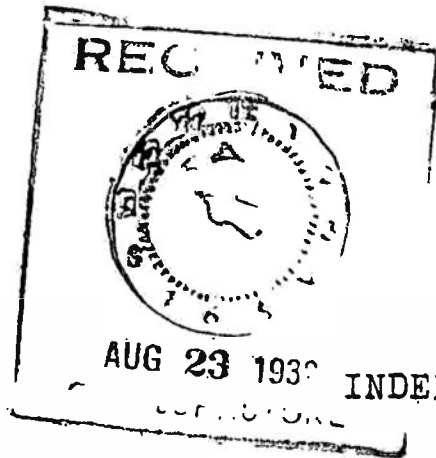
X X X X X X

HEINL RADIO BUSINESS LETTER

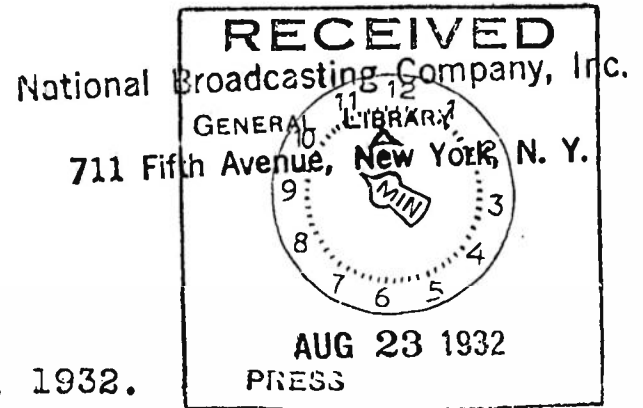
INSURANCE BUILDING

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.** :: ::



[Handwritten signature]



INDEX TO ISSUE OF AUGUST 22, 1932.

| | |
|---|----|
| Commission Issues 1932 Service Bulletin..... | 2 |
| One-Third Of German Schools Have Radio..... | 3 |
| Southern Newspaper Publishers Will Not Print Paid Radio Speeches..... | 4 |
| Wireless Companies File Contracts With Commission For Review..... | 6 |
| Foreign Trade Opportunities..... | 6 |
| WNYC Gets Monitor Extension..... | 7 |
| Germans Exhibit New Television Aid..... | 7 |
| Pittsburgh Presents New Radio Publication..... | 8 |
| NBC New Accounts And Renewals..... | 8 |
| Applications Received By Federal Radio Commission..... | 9 |
| Decisions Of The Radio Commission..... | 10 |

No. 555

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

COMMISSION ISSUES 1932 SERVICE BULLETIN

The 1932 Radio Service Bulletin, listing completely all changes during the fiscal year 1932 among all branches of radio, has just been issued by the Federal Radio Commission.

The bulletin outlines reallocations of facilities in all branches and in all divisions of the industry, as ordered by the Commission during the year, according to information obtained from the Commission. Copies of the bulletin may be obtained from the Commission.

The bulletin shows additions to commercial land stations; to commercial ship stations; to Government land stations; to Government ship stations; to airway radiobeacons; to airway marker radiobeacons; to commercial and Government land, ship, aircraft, radiobeacon, and direction-finding stations; to broadcast pick-up stations; to general experimental and special experimental stations; to visual broadcasting stations; to general experimental, special experimental, relay broadcasting, and visual broadcasting stations grouped by districts.

Alterations and corrections to commercial land stations; to portable commercial land stations; to commercial ship stations; to commercial aircraft stations; to Government land stations; to portable Government land stations; to Government ship stations; to marine radiobeacon stations; to airway radiobeacon stations; to airway marker radiobeacons; to direction finding stations; to stations transmitting time signals; to stations transmitting hydrographic reports; to stations transmitting weather reports; to stations transmitting airways weather reports; to commercial and Government land, ship, aircraft radiobeacon, and direction-finding stations alphabetically by call signals; to broadcast pickup stations; to general experimental and special experimental stations; and to portable stations.

Changes in the list of vessels equipped with radio compasses; opening of Land's End Radio, England, for direction-finding service; and transfer of the Radio Division of the Department of Commerce to the Federal Radio Commission.

Additions to lists of broadcast stations; and alterations and corrections among broadcasting stations.

X X X X X X X X X X

When the two new vessels of Seatrain lines start transporting loaded freight cars between New York, Havana and New Orleans in mid-September, radio will play an important part in their operation, according to W. G. Logue, of the Radiomarine Corporation of America. Each ship will have a radiotelegraph transmitter capable of operation on both the intermediate and shortwave length bands, as well as an RCA radio direction finder, to permit bearings to be taken at any time and in any weather.

X X X X X X X X X X

ONE THIRD OF GERMAN SCHOOLS HAVE RADIO

One school in three in Germany is now equipped with a radio, Dr. C. M. Koon, specialist in education by radio at the Federal Office of Education said, after studying new German figures. The German school radio programs now reach some 2,500,000 pupils and 65,000 teachers, he said in calling attention to a rapid development of interest in radio for educational purposes there.

School broadcasts last year numbered 2,000 with 24 per cent, the largest single percentage, devoted to music. Broadcasts on information about Germany ranked second and comprised 22 per cent of the programs, he said

On the basis of data received and compiled by the German Central Office for School Radio, educational broadcasts in Germany show a significant growth. In 1930 there were 13,000 schools equipped with radio apparatus compared with about 20,000 in 1931. As there are 55,000 schools in Germany, this means that every third school now affords the use of radio in teaching.

The majority of schools that lack radio equipment are included, as would be expected, among outlying rural elementary schools, and they represent 85 per cent of the whole number which participate in the work of "school radio", as educational broadcasts for school purposes are described. The remaining 15 per cent are divided between the elementary schools in the cities, representing ten per cent, and the secondary schools, representing 5 per cent.

The development of the German school radio on the listeners' side has been maintained by the broadcasting organizations cooperating with the school radio offerings. The number of offerings supplied for instruction in the schools has been increased correspondingly. In 1930 the total number of school broadcasts was about 1500. The number increased to 2,000 last year.

These broadcasts were distributed generally as follows: 480 musical offerings, 440 broadcasts about Germany, 340 foreign language presentations, 300 history and civic broadcasts, 240 presentations in natural science, questions in economics and technical problems, and 200 broadcasts on geographical information.

According to the age of listeners, these 2000 broadcasts ranged from 2 per cent for 7-year olds to 56 per cent for 14-year olds. They decreased progressively to 25 per cent for the 19-year olds.

X X X X X X X X X X

SOUTHERN NEWSPAPER PUBLISHERS WILL NOT PRINT PAID RADIO SPEECHES

Formal protest against discrimination by both major political parties against the press in favor of radio was made in behalf of the Southern Newspaper Publishers' Association by President James G. Stahlman, publisher of the Nashville Banner, in a communication to the national chairmen of those parties and to Senator Cordell Hull of Tennessee. Mr. Stahlman informed the chairmen that Southern newspapermen resented the use of paid radio time by candidates with the expectation that newspapers would publish their speeches as a matter of course. He declared, according to Editor and Publisher, that many Southern publishers have signified their intention to consign broadcast political speeches, except those of leading candidates, to the waste basket unless the speakers "spring something entirely new".

In his letter to Senator Hull, copies of which were sent to Chairman James Farley, of the Democratic National Committee, and to Chairman Everett Sanders, of the Republican National Committee, Mr. Stahlman wrote:

"It seems to have become a fairly well established policy among men in public life, first to 'say it over the air' and, second, to 'get the newspapers to print it'. This is no haphazard guess. It is the deliberate aim of most public men to think they have a message for the 'dear people'. President Hoover has been less guilty of this than most of his colleagues and subordinates, and, of recent date, he has seen fit to put most of his important proposals out first via the newspapers."

"Senator Borah recently made his debt revision announcement over the air, and subsequently announced, through the press, that he shortly expected to 'go on the air again' with another statement amplifying his debt position.

"One Cabinet official refused to give a press service an interview not so long ago, frankly saying that he was reserving the material for a radio address 'when the newspapers would carry it also'."

Mr. Stahlman then presented a brief resume of the discrimination suffered by the newspapers at the Democratic National Convention, which he attended. He explained, in opening his letter, that the newspapers and press associations had spent more than \$500,000 to cover both national conventions. At the Democratic Convention, he recalled, all possible courtesies were extended to the National Broadcasting Company and the Columbia Broadcasting System, even to the extent of allowing their men to roam all over the speakers' platform, while newspapers and press associations were allowed, only after bitter protest, to send one man at a time to the stand to conduct their business. Explaining that he was not objecting to the use of radio by politicians, Mr. Stahlman continued: "but I am protesting, not only as an individual

publisher, but as president of the Southern Newspaper Publishers' Association in behalf of all our members, against the rank discrimination on the part of both parties in favor of the radio as against the press.

"I am informed that one of the press associations has recently decided that it will not carry a speech and announce it as a radio broadcast, but will carry it solely on its news merits as a speech. I can say that so far as the Nashville Banner and a number of other Southern newspapers are concerned, we do not expect to feature or display speeches made solely for radio distribution on paid time transmission. As a matter of fact, most of the speeches broadcast over the radio will find their way to the editorial wastebaskets, unless, of course, the respective candidates spring something entirely new and of great general interest in each of their speeches, a thing which is not only unlikely, but practically impossible. Even then, such utterances will be played down as against one that is not broadcast.

"I am not any opponent of the radio chains. I think they are here to stay, and have their place in American life. I am, however, a most earnest and militant champion of the rights of the American press, and I cannot express to you, and through you to your associates in the Democratic and Republican national campaign organizations, in too vigorous terms the feeling of the newspapers of the country. You must recognize, as will any man conversant with the facts, that men in public life must ultimately depend upon the newspapers of the country for reaching the greatest number of citizens, as well as for such editorial support as both parties expect to be accorded during this and succeeding campaigns.

"Such being the case you will readily understand that the newspapers of the country do not feel called upon to bear a great part of the expense of publicizing the campaign while the radio, largely by reason of its novelty and the extravagant claims of vast nightly audiences, which are extremely doubtful, reaps the financial reward and gets the most breaks on the respective releases.

"There should not be any need to go into a comparison as to the numbers in the intangible audience claimed by the radio as compared with the certain, authentic, verified millions of readers of the daily newspapers of this country."

X X X X X X X X X X

WIRELESS COMPANIES FILE CONTRACTS WITH COMMISSION FOR REVIEW

All the foreign and domestic contracts which have been entered into by the ten American radio communication companies have been filed with the Federal Radio Commission. They were requested in connection with an investigation by the Commission into these contracts on the ground that some may be monopolies. The matter was brought to the attention of the Commission by the State Department, which had received communications on the subject from several foreign governments.

The General Counsel of the Commission, Duke M. Patrick, will review the contracts and make recommendations to the Commission for any corrective measures it may deem advisable. It was said that it will take the Counsel a month or so to complete his part of the work.

The companies that have filed copies of their contracts are R.C.A. Communications, Inc.; Mackay Radio and Telegraph Company; Press Wireless, Inc.; American Radio News Corporation, Globe Wireless, Inc.; South Puerto Rico Sugar Company; Southern Radio Corporation, and U. S. Liberia Radio Corporation.

X X X X X X

FOREIGN TRADE OPPORTUNITIES

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

| | | | |
|---|------|------------------------|-------------|
| Radio interference suppressors, automobile | †662 | Zurich, Switzerland | Agency |
| Radio sets, battery operated | *661 | Cayenne, French Guiana | Agency |
| Radio sets, short and long wave, low priced | †643 | Caracas, Venezuela | Sole Agency |
| Radio sets and phonographs, electric | *712 | Alexandria, Egypt | Agency |
| Phonographs, portable; and cabinets | *712 | Alexandria, Egypt | Agency |

X X X X X X X X

WNYC GETS MONITOR EXTENSION

Municipal broadcasting station WNYC in New York City, obtained an extension until September 30th for the installation of monitoring equipment to keep it within fifty cycles of its assigned frequency.

Up to June 22nd broadcasting stations were allowed to deviate as much as 500 cycles from their frequencies, but from that date on they had to keep within fifty cycles. A number of stations ordered apparatus which has not been delivered and the Radio Commission extended the time of installation in such cases.

WJZ, WEL and WET, of R.C.A. Communications at Rocky Point, N.Y., received authority to transmit weather maps and related hydrographic data for reception by ships at sea for two hours each day.

X X X X X X

GERMANS EXHIBIT NEW TELEVISION AID

One of the most important surprises of the Radio Exposition in Berlin was a device known as "interfilm television", developed by the Zeiss-Ikon works.

It has long been recognized that films reproduce better in television than from the scene direct. This new method reduces the time consumed in developing the film and getting it on the air to twenty seconds, and it is expected, among experts in Germany, that the intercalation of films may become an established practice in television.

Television experts in New York declare that the new German device should be an important step in the development of that field. O. B. Hansen, Manager of Plant Operations and Engineering of the National Broadcasting Company, pointed out that a big problem heretofore had been that of the time required in making and developing such films.

"I do not know", said Mr. Hansen, "whether or not such a device has been perfected in this country. If it has, I have not heard of it. But the device mentioned in the dispatch which reduces the time required for the production of such a film marks an extremely important step in the television field."

X X X X X X X

PITTSBURGH PRESENTS NEW RADIO PUBLICATION

A new magazine known as "Radio Review", will be on the Eastern market in September. It will be edited by Darrell V. Martin, formerly Radio Editor of the Pittsburgh Sun-Telegraph, who being at the very heart of radio in Pittsburgh is one of the pioneers in the business.

"Radio Review" will be illustrated. Its publication offices will be in the William Penn Hotel, Pittsburgh, Pa.

X X X X X X X

NBC NEW ACCOUNTS AND RENEWALS

RENEWAL (Originates WRVA) - Larus & Brother (Edgeworth Pipe Tobacco), Richmond, Va.; Agency - Batten, Barton, Durstine & Osborn, New York City; Starts - September 14, 1932 for 13 weeks, Wednesday 10:00-10:30 P.M. EDST; Network - WEA, WEEI, WTIC, WJAR, WTAG, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF, KGO, KFI, KGW, KOMO, KHQ, KOA, KSL, KGIR, KGHL; Program - "Corn Cob Pipe Club of Virginia" - informal rural singing and novelty program. Humorists, negro spirituals, dance band, novelty orchestra, barnyard imitations and other features.

NEW (Originates NBC Chicago) - J. A. Folger & Co. (Folger's Coffee), Kansas City, Missouri; Agency - Blackett-Sample-Hummert, Inc., Chicago, Ill., September 26, 1932 for 20 weeks, Monday to Friday inclusive, 3:00-3:15 P.M. EDST; Network - WOC, WHO, WOW, WDAF, KSTP, WEBC, SW exc. KTHS; Program - script show of interest to women, with incidental music.

NEW (Originates NBC, Chicago) - Reid, Murdock & Co. (Monarch Brand Food Products), Chicago, Ill.; Agency - Rogers & Smith, Chicago, Ill.; Starts - October 2, 1932 for 13 weeks, Sundays 2:00-2:15 P.M. EDST; Network - Basic Blue except WJZ, WBAL; Program - Mystery tenor and string trio.

NEW - Continental Oil Company (Petroleum Products), Ponca City, Okla.; Agency - Tracy-Locke-Dawson, Inc., Dallas, Texas; Starting - December 7, 1932, for 30 weeks, Wednesday, 10:30-11:00 P.M., EDST; Network - WFBR, WMAQ, KSD, WOC, WHO, WOW, WDAF, WTMJ, WIBA, KSTP, WEBC, WDAY, KFJR, WRVA, KTBS, WKY, WBAP, KPRC, WOAI, KOA, KSL, KGIR, KGHL, KGA; Program - "Exploring America with Conoco and Carveth Wells".

NEW - Firestone Tire & Rubber Company (Tires), Akron, Ohio; Agency - Sweeney & James, Cleveland, Ohio; Starts - December 5, 1932 for 52 weeks, Mondays 8:30-9:00 P.M., EDST, 11:30-12:00 Mid. EDST; Network - (Basic red, Canadian, SE, SC, SW 8:30-9:00); NW, MT, Orange, KFSD, KTAR, KGU, 11:30-12:00); Program - "Voice of Firestone", musical orchestra and guest artists.

RENEWAL - General Mills, Inc. (Flour), Minneapolis, Minn.; Agency - The McCord Company, Minneapolis, Minn.; Starts September 28, 1932 for 26 weeks, Wed. Fri, 10:45-11:00 A.M., EDST; Network - WAAF, WEEL, WJAR, WTAG, WCSH, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KYW, KSD, WOC, WHO, WOW, WDAF, WFBR, WRVA, WPTF, WJAX, WIOD, WFLA, KVOO, WKY, WBAP, KPRC, WOAI; Program - "Betty Crocker" - cooking talks.

NEW - Stephen F. Whitman & Son, Inc. (Candy), Philadelphia, Pa.; Agency - F. Wallis Armstrong Company, 16th and Locust Sts., Philadelphia, Pa.; Starts October 26, 1932 for 9 weeks, Wednesday, 7:45-9:00 P.M. EDST; Network - Basic Red, SE, SC; Program - Not yet decided.

X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 17 - WTBO, Associated Broadcasting Corp., Cumberland, Md., voluntary assignment of license to The Interstate Broadcasting System, Inc.; WSYR-WMAC, Executors of estate of Clive B. Meredith, Syracuse, N. Y., involuntary assignment of license from Clive B. Meredith to James G. Tracy and Edmund D. Smedberg, Executors of the estate of Clive B. Meredith; Edwin Drillings, Middle Village, N. Y., C.P. for new station to use 1500 kcs., 100 watts, share time with WWRL, WMIL and WMBQ; KONO, Mission Broadcasting Co., San Antonio, Texas, install automatic frequency control; KGRS, E. B. Gish (Gish Radio Service), Amarillo, Texas, install automatic frequency control; KFGQ, The Boone Biblical College, Boone, Iowa, modification of license for changes in specified hours of operation; KXL, KXL Broadcasters, Portland, Oregon, C.P. to move main transmitter 100 ft. from old location different room, same address; also, C.P. to move auxiliary transmitter 100 ft. from old location, different room, same address; KGFL, KGFL, Inc., Raton, New Mexico, modification of C.P. issued 5/17/32 to move station to Roswell, New Mexico.

August 19 - WQDM, A. J. St. Antoine and E. J. Regan, St. Albans, Vermont, C.P. for changes in equipment, change in frequency and power from 1370 kcs., 100 watts to 1340 kcs., 500 watts and changes in specified hours of operation; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., installation of automatic frequency control for auxiliary transmitter; Joseph de Palma, Jeannette, Pa., C.P. for new station to use 590 kcs., 100 watts, 8 A.M. to 11 P.M.; WMBH, Edwin D. Aber, Joplin, Mo., voluntary assignment of license and C.P. 4-P-B-2481 for change in equipment and local move to W. M. Robertson; WCFL, Chicago Federation of Labor, Chicago, Ill., modify C.P. issued 5/27/32 for change in location to York Township, Ill., new equipment, increase in power from 1½ KW to 5 KW and change hours to unlimited, to extend date of completion to 3/27/33; KMJ, James McClatchy Co., Fresno, Cal., modify C.P. issued 7/22/32 for local move, change frequency and power from 1210 kcs., 100 watts to 580 kcs., 500 watts, change in equipment, to make further changes in equipment.

(Continued on page 12)

DECISIONS OF THE RADIO COMMISSION

Applications Granted (August 18, 1932)

WMPC, The First Methodist Protestant Church of Lapeer, Lapeer, Mich., authority to suspend operation from Aug. 22 to 28, inc.; WRBX, Richmond Development Corp., Roanoke, Va., granted request for an additional ten days from Aug. 20 to suspend operation; WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., authority to operate simultaneously with Station WSBT, South Bend., Ind. from 3 to 3:45 p.m., CST, Aug. 18; WHO-WOC, Central Broadcasting Co., Inc., studio location to be determined, modification of construction permit - extension of completion date from 8/17/32 to 2/17/33, also change in equipment; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., modification of construction permit - extension of completion date from 7/28/32 to 9/1/32; also

KLS, S. W. & E. N. Warner, d/b as Warner Bros., Oakland, Calif., license to cover construction permit - 1440 kc., 250 watts, daytime; WSMB, WSMB, Incorporated, New Orleans, La. installation of automatic frequency control; WHEF, J. Nils Boyd Wholesale Grocery Co., J. O. Ashworth & J. R. Smithson, d/b as Attala Milling and Produce Co., Kosciusko, Miss., modification of C.P., authority to extend commencement date from 4/18/32 to 9/18/32 and extension of completion date of C.P. from 7/18/32 to 12/18/32; also

City of New York, Department of Plant & Structures, New York, N.Y., extension of working of Rule 145 to Sept. 30; WQS, WQN, WEL, WET, R.C.A. Communications, Inc., Rocky Point, N.Y., authority to transmit weather maps and related hydrographic data for reception by ships at sea about two hours each day from 4 of the licensee pt. to pt. teleg. stations at Rocky Point, N.Y., which are now licensed for international fixed service; also

New, City of Newton, Police Department, Newton, Mass., granted C.P. (Emergency Police) 1712 kc., 50 watts, A3 emission; New, Red River Lumber Co., portable in Shasta, Modoc, Tehama, Lassen, and Plumas Counties, Calif., CP (special emergency), 3190 kc., 7½ w. and A1 emission. Emergency at fires only. Points of Comm. Westwood, Calif., accordance Rule 340; New, Red River Lumber Co., Westwood, Calif., CP 3190 kc. 500 w. (fires only); W8XF, WJR, The Good Will Station, Inc., Pontiac, Mich., modification of CP, extension of completion date to 2/25/33; KGZF, City of Chanute, Chanute, Kans. license to cover CP (emergency police) 2450 kc., 5 w. A3 emission; KGUO, Aeronautical Radio, Inc., Tucson, Arizona, license to cover CP 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc. 50 watts. Emission A1, A2, A3. Points of communication: Primarily with aircraft flying Brown Chain; W10XAF, Larry L. Smith, portable, license (gen. experimental) 2398 kc., 5 w. Emission A1, A2, A3, and special provided maximum communication band does not exceed freq. separation band width.

Applications Denied

WBCM, Bay City Broadcasting Assn., Bay City, Mich., denied authority to operate with 1KW daytime experimentally for a period of one week to determine accurately daytime field strength of station so as to ascertain interference that may be created to other stations on the channel due to such operation; New, Erie Broadcasting Corp., Erie, Pa., CP 800 kc., 2½ kw. daytime. applicant failed to enter appearance for hearing within specified time.

Applications Dismissed

New, George F. Bissell, Glen Falls, N.Y., CP 1370 kc., 50 w. unlt'd. time; WMIL, Arthur Faske, Brooklyn, N.Y., mod. of license - 1500 kc. 100 w. spec. hrs. (fac. WLBX); WKZO, WKZO, Inc. Kalamazoo, Mich., mod. of license - 590 kc. 250 w. 1 kw. LS, unlt'd. time.

Ratification of Acts of Commissioners

KHIL, Goodyear Tire & Rubber Co, authorized to use broadcast pickup station for 20 minutes 2478 kc. 15 w. A3 emission (Action taken 8/15/32); New, Flying Family, Inc., authorized add. freqs. 500 & 8280 kc. amending Comm. action 8/13. (Action taken 8/15/32); KDAO, Tropical Radio Teleg. Co., Boston, Mass., authorized for period not exceeding 60 days pending receipt formal appln. to operate aboard vessel Esparta, as first class. Other particulars present license unchanged (Action taken 8/15/32); KGGM, N.M. Broadcasting Co., Albuquerque, N.M., authorized to remain silent until noon Aug. 13 (Action taken 8/13/32); WHIS, Daily Telegraph Printing Co., Bluefield, W.Va., special authorization to operate unlt'd. time for period ending Aug. 20, incl. provided station WRBX remains silent (Action taken 8/16/32); KFMK, Mackay Radio & Teleg. Co., New York, authority granted for period not to exceed 6 weeks pending formal appl. granted to Cleveland Cliffs Steamship Co., to operate 100 watt tube transmitter aboard vessel Pioneer. Frequency range 375 to 500 kc. A1 and A2 emission. Other particulars unchanged (Action taken 8/16/32)

Action On Examiners' Reports

WOC, Canton Broadcasting Co., Davenport, Ia., appl. for CP to synchronize with WHO, Des Moines, withdrawn without prejudice, at request of applicant, Ex. Report 392; WNBW, G. F. Schiessler & M. E. Stephens, d/b as Home Cut Glass & China Co., Carbondale, Pa. granted renewal license on 1200 kc. with 100 w. day, 10 w. night, sustaining Chief Examiner Ellis A. Yost, Ex. Report 385; Ray-o-Vision Corp. pf. America, Los Angeles, Calif., denied application for CP (experimental) to operate on 2800 kc., 500 w. sustaining Examiner Elmer W. Pratt. Commissioner Lafount voted in favor of grant. Ex. Report 382.

Amateur License Renewed

WBRL, Chas W. Endres, Buffalo, N.Y., alleged improper operation of station explained to the satisfaction of the Commission. Applicant warned violations of rules in future will not be condoned.

X X X X X X X

Applications Other Than Broadcasting

August 17 - W1XE, license covering C.P. for 60000-400000 kc., 25 watts, general experimental; W1XAU, Shortwave & Television Corp., Boston, Mass., renewal of special experimental license for 1550 kc., 500 watts; KIP, American Radio News Corp., S. San Francisco, Calif., modification of C.P. for extension of Construction period to 12/1/32 to 5/31/33, point-to-point telegraph station; Mutual Telephone Co.: K6XO, Kalepa, T. H., modification of point-to-point telephone license for change in frequency to 46200 kc.; K6XB, Manawahua, T.H., modification of point-to-point telephone license for change in frequency to 47300 kc.; Aeronautical Radio, Inc.: WSDW, Newark, N. J., modification of C.P. for extension of construction period to 10/30/32 12/19/32, airport station; KGTI, Salt Lake City, Utah, modification of C.P. for extension of construction period to 11/6/32-1/5/33, airport station; WSDY, Atlanta, Ga., modification of C.P. for extension of construction period to 10/23/32-12/22/32, airport station; KGUX, same as for WSDY; WSDU, Boston, Mass., modification of C.P. for extension of construction period to 10/20/32-12/19/32, airport station; WSDV, Columbus, Ohio, same as for WSDU. There were also received 72 applications for amateur station licenses.

August 18 - W2XH, American Radio News Corp., New York, N.Y., renewal of special experimental license for 95, 99 kc., 750 watts; R.C.A. Communications, Inc.: WFX, WEB, WKP, WKJ, WQB, WEZ, Rocky Point, N. Y., modification of point-to-point license for change in serial number and primary communication points. There were also received 46 applications for amateur station licenses.

August 19 - New England Telephone & Telegraph Co., Boston, Mass., C.P. for new special experimental station, 2322 kc., 50 w.; City of Anderson, Anderson, Indiana, C.P. for new municipal police station, 1712 kc., 50 w.; KGZG, City of Des Moines, Des Moines, Iowa, license to cover C.P. for a municipal police station, 2470 kc., 100 w. There were also received 134 applications for amateur station licenses.

4

X X X X X X X

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. **REC'D - CONFIDENTIAL - NOT FOR PUBLICATION.** :: ::

Desk

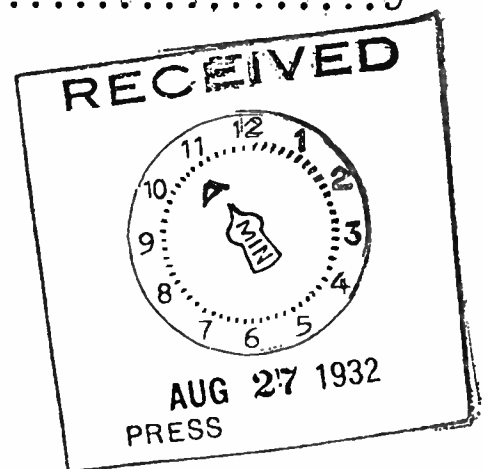


INDEX TO ISSUE OF AUGUST 25, 1932.

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

| | |
|--|---|
| Cost Of Television Retards Growth..... | 2 |
| Paul Klugh and J. G. Grunow Will Go To Madrid..... | 3 |
| WFLA-WSUN Issues Historical Broadside..... | 3 |
| American Radios Liked In New Zealand..... | 4 |
| Dublin To Have Radio Exhibition..... | 4 |
| Mackay Radio Expanding..... | 4 |
| Broadcasters Agree To Pay Composers Percentage Of Annual Receipts..... | 5 |
| Broadcasters Give Schuette Dictatorial Powers..... | 6 |
| Eclipse Radio Effect To Be Studied..... | 7 |
| Applications Received By Federal Radio Commission..... | 8 |
| Decisions Of The Federal Radio Commission..... | 9 |

No. 556



COST OF TELEVISION RETARDS GROWTH

Television has passed the stage where there is any doubt that it is scientifically practicable, and now faces the problem of being developed inexpensively enough so as to be commercially practicable, declares Harold A. Lafount, acting chairman of the Federal Radio Commission.

"Reports from experimental laboratories reveal that slowly but steadily and inevitably, the scientific barriers are being surmounted", he said. "Television's scientific practicability is inevitable - the chief problem now is to cut down manufacturing and operating expenses so television will become a commercial industry".

Although no recent official reports have been received by the Commission, it is understood significant progress has been made during the last few months in the experimental laboratories. Obstacles which have heretofore seriously worried scientists seeking to develop television, have apparently been overcome sufficiently to assure their standing in the way no longer.

Laboratories are working now harder than ever before, and are concentrating their efforts on reducing expenses of manufacturing and operation of television apparatus. As things are now, it is impractical to forecast any immediate time when apparatus will be inexpensive enough to come within the reach of the average pocketbook. And until cheaper methods of manufacture and operation are found, there is no chance that television will develop into a great industry.

Its potentialities, however, are almost limitless. In combination with broadcasting, television will become one of this country's greatest industries, affecting every resident of the United States.

"Ever since its creation the Commission has been frequently petitioned to put television on a commercial basis", said Commissioner Lafount, "as if the Commission by the passing of rules and regulations could create for an industry a state of technical perfection which the best engineers in the country have not been able to achieve.

"The position of the Commission is very clear and quite simple in this respect. As soon as the television art is perfected to the point where the average layman can expect a comparatively fair amount of entertainment from his television receiver, it seems reasonable to suppose the Commission will not arbitrarily bar the way to economic progress in this field.

"If what has the essentials of a huge industry in the making must grow, live and prosper within perhaps only 10 channels, as is now the case, only the most extreme caution in the original granting of television licenses can prevent chaos."

X X X X X X X X X

PAUL KLUGH AND J.G. GRUNOW WILL GO TO MADRID

Paul B. Klugh, president of the Zenith Radio Corporation, Chicago, and James G. Grunow, of the Grigsby-Grunow Co., Chicago, will represent the American radio industry at the international radio conference opening at Madrid, Spain, September 3. The announcement that the industry would be represented at the conference was made following a meeting of the Radio Manufacturers Association in Cleveland on August 23.

About 75 members of the RMA were present at the meeting. New by-laws were adopted and new officers elected for the coming year.

Fred D. Williams, of Indianapolis, was reelected president. Austin T. Murray, of Springfield, Mass., was chosen chairman of the radio sets division and first vice president; S. W. Muldowney, of New York City, chairman of the tube division, and second vice president; Leslie F. Muter, of Chicago, chairman of the parts, cabinets and accessories division and third vice president, and Richard A. O'Connor, of Fort Wayne, Indiana, chairman of the amplifier and sound equipment section and fourth vice president.

E. N. Rauland, of Chicago, was named treasurer, and Bond P. Geddes, executive vice president.

X X X X X X X X X X

WFLA-WSUN ISSUES HISTORICAL BROADSIDE

Following the dedication of the new station WFLA-WSUN, owned by the cities of Clearwater and St. Petersburg, Fla., an 8-page, newspaper size broadside has been issued containing historical and other references to the undertaking. WFLA-WSUN now operates with 1000 watts power at night, and 2500 watts in the daytime.

It is operated by the Florida West Coast Broadcasting Company and according to W. Walter Tison, executive vice president, it is the first broadcasting station to make use of the directional antenna.

The broadside sets forth the advantages of WFLA-WSUN coverage and carries with it two articles explaining the directional antenna system- one by Benjamin Adler, sales agent of the RCA-Victor Co., and the other by Commander T.A.M. Craven, USN, retired. The station operates full time on 620 kilocycles. It operates through a jointly-owned transmitter, located at Bayview, Clearwater, and is affiliated with the National Broadcasting Company.

X X X X X X X X X X

AMERICAN RADIOS LIKED IN NEW ZEALAND

Fully 75 per cent of all the radio sets sold in New Zealand are of American make, according to Trade Commissioner Julian B. Foster's report to the Department of Commerce.

Local manufacturers, he says, are making substantial progress, but have not yet seriously threatened United States trade. English makers have not been able to produce a set capable of getting long-distance stations at a price which can compete with the American article.

The steady increase in radio sales throughout New Zealand has been a striking feature of the general business slump. Although 11,000 sets were distributed in the country during 1931, it appears probable, according to Foster, that 1932 will see a larger number sold and that sales will continue to expand for another two years at least.

The New Zealand demand is for the low-priced, four, five and six-tube superheterodyne electrically operated sets. It is estimated that there are more than 70,000 radio sets in use in the country at the present time.

X X X X X X X X X X

DUBLIN TO HAVE RADIO EXHIBITION

Ireland's annual radio and gramophone exhibition will be held in Dublin this year from September 19 to 24. Arrangements are being made by the committee, it is said, for a really representative display of modern wireless and radio apparatus. Many exhibits of television apparatus are also expected to be shown.

It is pointed out that the annual exhibition has met with increasing success each year and is important as an advertising medium, aiding materially in the increased sale of radio sets in the Free Press in recent years.

The volume of trading in radio has shown steady improvement throughout the Irish Free State.

X X X X X X X X X X

MACKAY RADIO EXPANDING

The granting of construction permits for ten new transmitters for oceanic radio communication to the Mackay Radio and Telegraph Company, means the entrance of that company into international radio communication on a large scale. Engineers of the commission estimate that the installation of these additional transmitters will cost about \$1,000,000. All the transmitters will be of 20,000 watts power. Four will be at Sayville, L.I. for additional transatlantic and South American traffic, while six will be located at Palo Alto, Cal., for transpacific work.

X X X X X X X X X X

BROADCASTERS AGREE TO PAY COMPOSERS PERCENTAGE OF ANNUAL RECEIPTS

The long-waged battle between composers and broadcasters over payment for the use of copyrighted music on the radio, which reached a deadlock in July, resulted in an amicable agreement yesterday when the National Association of Broadcasters consented to pay the American Society of Composers, Authors and Publishers a substantially increased annual fee, the New York Times reports.

The terms of the new three-year license, effective on September 1, require the broadcasters to pay 3 per cent tax for the first year on the net receipts from the sale of time on the air, a 4 per cent fee for the second year and a 5 per cent toll for the third year. In addition, a "sustaining" license fee, equivalent to the toll exacted under the present system of flat assessment is required.

The terms of the new contracts were announced by E. C. Mills, general manager of the society, who dealt directly with the broadcasters in the negotiations.

With the broadcasters' present contract expiring on September 1, there had been considerable speculation in broadcasting and musical circles on the outcome of the copyright tax situation, which apparently had reached an impasse, threatening to result in a boycott of all copyrighted music on the radio.

Station officials at first opposed payment on a percentage basis. Instead of paying \$933,000, the amount the broadcasters were taxed in 1931, they offered a flat fee of \$1,250,000 a year, which was rejected by the committee representing the composers. Then the terms of the new contract were offered. This also was rejected at first, and the announcement of the acceptance caused some surprise.

"We are grateful for the decent, fair and generous attitude that the broadcasters have taken in this matter", Mr. Mills said. "We are confident that they had no thought of depriving the American public of the opportunity of hearing copyrighted music over radio stations throughout the country. We are cognizant of the fact that, especially in these times of depression, the substantially increased fee might place a considerable burden upon certain broadcasters, but we were left with no alternative other than seeking a higher fee.

"Since the tremendous decline in the sale of sheet music and phonograph records, which may be traced directly to radio broadcasting, the composers' chief revenue must necessarily come from radio. It was an economic emergency measure that prompted the increased tax in order that those engaged in the composition of musical works might be adequately compensated for their efforts.

"In the case of network programs the increased tax on gross receipts will be payable by the key stations, two or more stations operating simultaneously being considered a network.

Naturally this places the greatest burden on the networks, where it properly belongs, since they are the greatest users of music and since they derive the largest share of the profits in the employment of copyright music.

"But the fact remains that the new rate will make the gross tax considerably lower for 310 stations, with approximately 100 stations paying a higher rate. The reason for this is that the society's present contract is based upon station power, radio population and service area.

"The new system of assessment, while it may seem drastic and to impose the greatest burden on the networks, was the only course open to the society and it is in conformity with its policy of sharing in the revenues of copyright users who exploit the products of their owners for financial gain."

The society derived about \$933,000 from its present system of flat assessments on broadcasting stations during 1931 and will collect that revenue as a "sustaining" charge in addition to increasing it with the new percentage tax. The total time sold to clients on the air last year brought to the broadcasting stations between \$50,000,000 and \$60,000,000, according to Mr. Mills. Based on the \$50,000,000 figure, the society would derive \$1,500,000 in the first year under the new tax, \$2,000,000 the second year, and \$2,500,000 the third year, in addition to the "sustaining" charge.

X X X X X X X X X X

BROADCASTERS GIVE SCHUETTE DICTATORIAL POWERS

The following statement by Harry Shaw, president of the National Association of Broadcasters, was announced today (Thursday) from the Washington headquarters of the Association:

"The Board of Directors of the National Association of Broadcasters has conferred dictatorial powers on Oswald F. Schuette, of Washington, D. C. to cope with the pressing problems confronting the broadcasting industry. His first duty will be to negotiate the details of contracts between individual members of the Association and the American Society of Composers, Authors and Publishers to carry out the new percentage basis of royalties which was accepted at a special meeting of the Board held at the Hotel Commodore in New York City.

"Mr. Schuette will cooperate with Philip G. Loucks, managing director of the National Association of Broadcasters.

"The appointment of Mr. Schuette by the Board of Directors was intended as a vigorous protest on the part of the leaders of the industry against the attempt to levy extortionate royalty fees on the industry at this critical time. We hope, therefore, that the final contracts will be such that the American broadcasting industry can accept them and at the same time continue the high grade of its public service."

X X X X X X X X X X

ECLIPSE RADIO EFFECT TO BE STUDIED

Three scientists of the Commerce Department's Bureau of Standards' staff are on their way to Nova Scotia to study the eclipse of the sun there on August 31, in an effort to obtain data which may lead to information on causes of fading and interference of radio reception, according to information made public by Acting Director Lyman J. Briggs, of the Bureau.

This will be the last opportunity for about 30 years for scientists to study a solar eclipse in this part of the American continent. The Bureau of Standards' scientists are the only ones who will be making observations from the standpoint of radio transmission exclusively.

The scientists, T. R. Gilliland, K. A. Norton, and E. Carnes, are taking two trucks with their equipment. Their observations will be made over a three-day period prior to the eclipse, which occurs at 3:30 p.m., EST, and for three days subsequent to the eclipse.

At the same time observations will be made from the Bureau in Washington, D.C. This work will be under the direction of S.S. Kirby, who will be assisted by L.V. Berkner. The latter was a radio expert with Commander Byrd on his South Pole expedition.

The observations to be made by the Bureau of Standards scientists do not depend upon clouds or other weather conditions, as the entire work is done by radio and can be performed quite as effectively on a cloudy day as on a clear day. Even if the sun is not visible it is known to a second when the eclipse will occur.

Observations made during the eclipse are considered valuable because at such a time a study can be made of the Kennelly-Heaviside layer much better than at any other time. This layer, so called, apparently exists about 70 or 80 miles above the earth and reflects radio beams much like a mirror reflects light. The layer changes in intensity and height above the earth and as it changes it causes skipping and fading of radio beams, both of which are familiar to radio listeners.

According to Dr. Briggs, the observations may give radio engineers and scientists additional information about this layer. It is now believed that the Kennelly-Heaviside layer is, in reality, two layers. The lower layer is more consistent in its performance than the upper one.

In making their observations, the scientists will use two radio cars. One will send messages into space and the other will receive them as the radio beams are reflected back from the Kennelly-Heaviside layer. The measurement of the time it takes the beams to go to the layer and return determines the height of the layer.

X X X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 22 - WCAC, Connecticut Agricultural College, Storrs, Conn., C.P. for changes in equipment and increase power from 250 watts to 250 watts night, 500 watts day to local sunset; WHIS, Daily Telegraph Printing Co., Bluefield, W. Va., modification of license to change hours from shares equally with WRBX to unlimited, facilities of WRBX, Roanoke, Va.; Roanoke Broadcasting Co., Roanoke, Va., C.P. for new station to use 1410 kcs., 250 watts, share with WHIS, requests facilities of WRBX, Roanoke, Va.; KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., special authorization to operate experimentally 8 hours daytime on 970 kcs., share night with KRLD on 1040 kc.; KRLD, KRLD Radio Corp., Dallas, Texas, special authorization to operate experimentally with unlimited day hours, share night with KTHS on 1040 kcs: KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P. to move transmitter outside city limits of Kansas City, Kans.; KGHL, Northwestern Auto Supply Co., Billings, Mont., license to cover C.P. issued 4/29/32 for change in studio location, change in equipment, increase day power to 2½ KW (1 KW night); KFRC, Don Lee, Inc., San Francisco, Calif.; KGB, San Diego, Cal., and KHJ, Los Angeles, Cal., - voluntary assignment of licenses to Don Lee Broadcasting System.

August 23 - WJMS, Johnson Music Store, Ironwood, Mich., modification of license to request unlimited hours of operation instead of daytime only; KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., license for authority to use special experimental station W8XAR as alternate transmitter at KDKA; KRMD, Radio Station KRMD, Inc., Shreveport, La., modify C.P. issued 7/22/32 for local change of transmitter to request changes in equipment and increase in power from 50 to 100 watts; WTSL, G. A. Houseman, Laurel, Miss., voluntary assignment of license to The Southland Radio Corporation; KGCU, Mandan Radio Association, Mandan, N.D. license to cover C.P. issued 5/24/32 for changes in equipment

Applications Other Than Broadcasting

WSDR, Aeronautical Radio, Inc., Madison, Wis., C.P. to rebuild station destroyed by fire, 2854, 3005, 5377.5 kc., 400 w., (mobile), 2668, 2672 (fixed), aeronautical and point-to-point aeronautical; American Radio News Corp.: WAL, Carlstadt, N. J., and WAK, Tinley Park, Ill., renewal of point-to-point telegraph licenses for 95, 99 kc., 20 kw., and 10 kw. respectively; WEEW, Carlstadt, N. J., and W9XL, Tinley Park, Ill., renewal of point-to-point telegraph license for 7625, 7640, 9230, 9390, 10090 kc., 1 kw., and 500 watts respectively; Don Lee, Inc.: W6XS, near Gardena, Cal., W6XK, and W6XAO, assignment of C.P.s and licenses to Don Lee Broadcasting System, visual broadcasting and special experimental;

Also, R.C.A. Communications, Inc.: WDS, Rocky Point, N.Y., modification of license for change in serial no. of transmitter to #25 and primary communication points to Rio de Janeiro, Pernambuco, point-to-point telegraph; WEF, Rocky Point, N. Y., modification of license for change in serial no. of transmitter to #45 and primary communication points to Rio de Janeiro, point-to-point telegraph;

WKW, Rocky Point, N. Y., modification of license for change in serial no. of transmitter to #40 and primary communication points to Buenos Aires, point-to-point telegraph; WDB, Rocky Point, N. Y., modification of license for change in serial no. of transmitter to #35 and primary communication points to Paramaribo, Curacao, point-to-point telegraph; The San Francisco Chronicle, San Francisco, Calif., C.P. for 1550-1700 kc., 50 watts, broadcast pickup (temporary); Westinghouse Elec. & Mfg. Co., New Portable - C.P. and license for new station 1566 kc., 100 watts, temporary broadcast pickup. There were also received 137 application for amateur station licenses.

August 23 - W5XC, Ozark Radio Corp., Shreveport, La., voluntary assignment of license to Capitol Radio Transmitting & Detection Corporation, general experimental station; W4XB, Wade H. Dellinger, Charlotte, N. C., license to cover C.P. 41000, 51400, 60000-100000 kc., 15 watts, general experimental station; KGHO, State of Iowa, Des Moines, Iowa, modification of license, change in frequency to 1534 kc., and increase in power to 1000 watts, State police station; Durham Life Insurance Co., portable, initial location in or near Raleigh, N. C., 60000 to 400000 kc., 15 watts, C.P. for a new general experimental station. There were also received 78 applications for amateur station licenses.

X X X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 23, 1932)

WRC, National Broadcasting Co., Inc., Washington, D. C., license to cover C.P., 950 kc., 500 w., unlimited; authority to use present equipment as an auxiliary transmitter; WBEN, WBEN, Inc., Buffalo, N. Y., license to cover C.P., 900 kc., 1 KW, unlimited; also, input power with following additional power specifications: Antenna current 6.12 amperes for 1 KW. Antenna resistance - 26.7 ohms, Antenna: Type inverted "L" - length 140 ft; height of vertical lead 140 ft.; counter poise; towers, wooden poles; W. S. Bledsoe & W. T. Blackwell; KTSM, El Paso, Texas, and WDAH, El Paso, Texas, consent to voluntary assignment of license to Tri-State Broadcasting Co., Inc.; WEBQ, First Trust & Savings Bank, Harrisburg, Ill., consent to voluntary assignment to license to Harrisburg Broadcasting Co.; WHAS, The Courier-Journal and the Louisville Times, Louisville, Ky.; temporary authority to test transmitter construction by virtue of authorization with full rated power of 50 KW, authorization permits power of 25 KW; WSYR-WMAC, James G. Tracy & Edmund M. Smedberg, executors of estate of Clive B. Meredith, Syracuse, N. Y., involuntary assignment of license from Clive B. Meredith to James G. Tracy & Edmund M. Smedberg, Executor of estate of Clive B. Meredith.

Also, Westinghouse Electric & Manufacturing Co.: New Portable, C.P. (temp. broadcast. pickup), 1566 kc., 100 watts, Emission: A3 and special high quality telephony; also New Portable, 1566 kc., 100 w., emission: A3 and special high quality telephony. Authority granted to use this station Aug. 23 to 26, inc., in connection with National Air Races to be held at Cleveland, Ohio; Aeronautical Radio, Inc.: WSDR, Madison, Wis., C.P. (Aviation, aero point-to-point aero) (a) 2854, 3005 kc., unlimited, 5377.5 day only (b) 2668, 2672 kc., unlimited. Power: 400 w. Emissions: A1, A2, A3, (b) Points of comm.: frequs.: (a) primarily with aircraft flying the Brown Chain west and north of Chicago (b) Aeronautical point-to-point station west and north of Chicago; Howard A. Seyse, Mobile in Erie Co., N. Y., C.P. 51400 kc., 10 w., Emission: A1, A2, A3 and special, provided max. comm. band width plus tolerance does not exceed the frequency separation band width; Also, granted frequencies: 51400, 60500, 70500, 80500, 90500, 100500kc.; Power: 10 w. Emission A1, A2, A3 and special, provided max. Comm. band width plus tolerance does not exceed frequency separation band width.

Also, Pan American Airways, Inc.: Portable, Miami, Fla., C.P. (Gen. Exp.) Frequencies: 51400, 200000 and 300000 kc., Power: 1 w. Emission: A1, A2, A3, and special, prov. max. comm. band width plus tolerance does not exceed frequency separation band width; Also, on NC0752-V, license (aviation - Aircraft), 333, 500, 1708, 2870, 3082.5, 5405, 5692.5, 8220, 12330, 16440 kc., 12 watts, A1 emission; Stromberg-Carlson Telephone Manufacturing Co.: WJEP, Rochester, N. Y., C.P. (temp. broadcast pickup), 2342 kc., 10 w., A3 emission; also, license to cover C.P. 2342 kc., 10 w., A3 emission; will be used for special event broadcasts after permission is granted by Federal Radio Commission for each event; W3XS, Philadelphia Storage Battery Co., Philadelphia, Pa., license to cover C.P. (gen. exp.), 8650, 17300 kc., 1500 w., A1, A2, A3, emission unlimited, Rule 308; WPDM, City of Dayton, Police Dept., Dayton, Ohio, license to cover C.P. (emergency municipal police), 2430 kc., 150 watts, A3 emission.

Also, Aeronautical Radio, Inc.: KGUR, modification of C.P. (aviation - Aero. Point-to-point) to extend commencement date to within 60 days after 8/11/32 and completion date to 11/11/32; also modification of C.P. (aviation - aero.) to extend commencement date to 60 days after 8/11/32 and completion date to 11/11/32; KGPW, Salt Lake City (A municipal Corp.), Salt Lake City, Utah, license to cover C.P. (emergency municipal police) 2470 kc., 100 w., A3 emission; WJER, The Journal Co. (The Milwaukee Journal) Portable, initial location Milwaukee, Wis., license to cover C.P. (temp. broadcast pickup), 1566, 2390 kc., 7.5 watts, A3 emission, to operate so as to cause no interference; John M. Wells, NC-12603, license (exp. - gen. exp.) 60000 to 400000 kc., power: less than 50 watts, A1 and A3 emission; Flying Family, Inc., NC-150-H, granted (aviation -aircraft) license 500, 3105, 5520, 8280 kc., 15 watts, A1 and A3 emission.

Also, National Broadcasting Co., Inc.: WIEW, WIEX, WIEO Portables, initial location, New York, modification of license (temp. broadcast pickup) to operate an existing portable broadcast pickup station on board mobile units.

The following were granted temporary licenses pending action on docket cases:

WCOC, Mississippi Broadcasting Co., Inc., Meridian, Miss.; WKRC, WKRC, Inc., Cincinnati, Ohio; WMT, Waterloo Broadcasting Co., Waterloo, Iowa; WNAX, The House of Gurney, Inc., Yankton, S. D.; WNOX, WNOX, Inc., Knoxville, Tenn.; KARK, Arkansas Radio & Equipment Co., Little Rock, Ark.; KELW, Magnolia Park, Ltd., Burbank, Calif.; KTAB, The Associated Broadcasters, Inc., San Francisco, Cal.; KTM, Pickwick Broadcasting Corp., Los Angeles, Calif.;

The following applications were granted for renewal of broadcast station licenses:

WFI, WFI Broadcasting Co., Philadelphia, Pa.; WIBW, Topeka Broadcasting Association, Inc., Topeka, Kans.; WSYR-WMAC, James G. Tracy and Edmund H. Smedberg, executors of estate of Clive B. Meredith, Syracuse, N.Y.; WLBL, State of Wisconsin, Department of Agriculture and Markets, Stevens Point, Wis.; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn.; WTAG, and Auxiliary, Worcester Telegram Publishing Co., Inc., Worcester, Mass.; WOS, Missouri State Marketing Bureau, Jefferson City, Mo.; WWNC, Citizen Broadcasting Co., Inc., Asheville, N. C.; KFDM, Sabine Broadcasting Co., Inc., Beaumont, Texas; KFKA, The Mid-Western Radio Corp., Greeley, Colo.; KFSD, Airfan Radio Corp., Ltd., San Diego, Calif.; KUSD, University of South Dakota, Vermillion, S. D.; WGST, Georgia School of Technology, Atlanta, Ga., granted temporary license subject to such action as Commission may take upon certain applications to be filed to effectuate transfer of license to such parties as are in legal control of station; KGFX, Dana McNeil, Pierre, S. D., temporary license conditioned upon any decision Commission may render upon application of WNAX, which had hearing June 15, 1932.

Applications Designated For Hearing

WOR, Bamberger Broadcasting Service, Inc., Newark, N. J.; KFPM, Dave Ablowich, trading as The New Furniture Co., Greenville, Texas, facilities applied for; WOL, American Broadcasting Co., Washington, D. C., C.P. to make changes in equipment and modification of licenses to change frequency from 1310 kc., to 1240 kc., increase power from 100 w. to 250 w.; Allen Wright Marshall, Jr., Allen Wright Marshall, Sr., and Aaron Malcom, LaGrange, Ga., C.P. 1500 kc., 100 w., specified hours (facilities WRD); Peoples Broadcasting Corp., Jacksonville, Fla., C.P. 1370 kc., 100 w., specified hours (facilities WMBR);

Miscellaneous

WLBW, Broadcasters of Penna., Erie, Pa., Commission reaffirmed its action of 6/3/32 granting applicant permission to move station from Oil City, Pa. to Erie following withdrawal of protest of WERE, Erie; WEVD, Debs Memorial Fund, New York, N. Y., right to join in protest against the removal of transmitter of WCGU from Brooklyn to Long Island City. This application was recently set for hearing on protest of WWRL, Long Island City.

Ratification Of Acts Of Commissioners

KHNLO, Drescher Solberg Corp., Inc., Merrick Long Island, N.Y., special authority to operate on 16560 kc., in addition to authority of August 9th, and granted authority to use maritime calling frequencies assigned for secondary purpose of communicating with amateur stations on condition that such transmission shall not interfere with primary use of these frequencies for regular comm. maritime communication and provided that the messages to be exchanged with amateur stations will contain no material savoring of a commercial transaction or for publicity or publication purposes (date of action: 8/20/32); WJBI, Monmouth Broadcasting Co., Red Bank, N. J., extended temp. license from August 22 to 3 A.M., Sept. 22 (date of action 8/20/32); WIEK, Atlantic Broadcasting Corp. New York, authorized to use broadcast pickup station August 19 to 20, frequency 1542.5 with con. arrival transatlantic flyer, Mollison also, authorized to use broadcast pickup station August 20 to 31, incl., connection broadcast Womans Endurance Flight (Com. action 8/17/32)

Also, WMBH, Edwin D. Aber, Joplin, Mo., consent to voluntary assignment of license to W. M. Robertson (Comm. action 8/19/32); also license to cover C.P. 1420 kc., 100 w., night 250 w. day, specified hours (Comm. action 8/19/32); KFBI, Farmers & Bankers Life Insurance Co., Milford, Kans., authorized suspension of working of Rule 145 provided station strictly complies with Rule 144 (Com. action 8/19/32)

Action On Examiners' Reports

Sparks-Withington Co., Jackson, Mich., ^{granted} C.P. for visual broadcast station to be operated upon the bands 1600-1700, 43000-46000, 48500-50300, 60000-80000 kc., with 100 w., also C.P. for special experimental station to be operated on the same bands and in addition 1550 kc., with 100 w., sustaining Examiner Elmer W. Pratt; Bernard Hanks, Abilene, Texas, denied application for C.P. for new broadcast station to operate upon 1340 kc., 100 w., power unlimited time sustaining Examiner Elmer W. Pratt; WCSH, Portland Maine, KOIN, Portland, Oregon, WDAY, Fargo, S. D., and WFIW, Hopkinsville, Ky., denied petition for reconsideration of refusal to grant increase of power to 5 KW, oral argument was also denied and request for amendment of regulations.

Amateur Licenses

The Commission granted licenses for 399 amateur stations, of which 77 were new, 274 renewals and 48 modifications (action taken 8/19/32).

The Commission also granted licenses for 255 amateur stations, of which 122 were new, 122 renewals and 11 modifications (August 23, 1932).

X X X X X X

HEINL RADIO BUSINESS LETTER

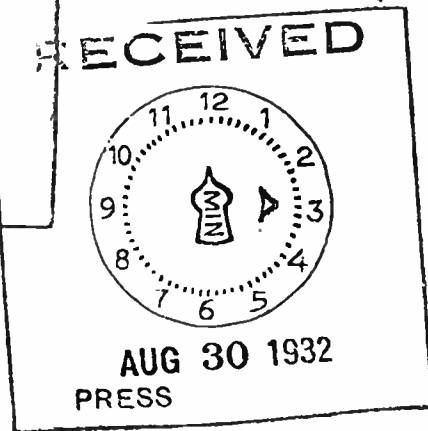
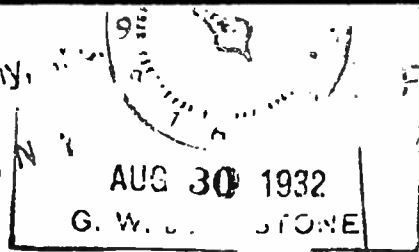
INSURANCE BUILDING

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.** :: ::

Desk

National Broadcasting Company,
GENERAL LIBRARY
721 Fifth Avenue, New York, N. Y.



INDEX TO ISSUE OF AUGUST 29, 1932.

| | |
|--|----|
| Schuette Begins Negotiations With Composers..... | 2 |
| Wisconsin Provides State Mouthpiece For Government Speakers..... | 2 |
| Radio Pioneer Announces New Line..... | 3 |
| Gleasant Opens Office As Radio Consultant..... | 4 |
| New RMA Board And Division Committees Announced..... | 5 |
| NBC New Accounts And Renewals..... | 6 |
| Those Were The Happy Days..... | 7 |
| Placards Used To Wage War On Crime..... | 7 |
| NBC Engineers To Study Eclipse Effects..... | 8 |
| New Cuban Tax On Receivers..... | 8 |
| W. E. Develops New Radio-Plane Phone..... | 9 |
| Columbia's New And Renewed Contracts..... | 9 |
| Applications Received By Federal Radio Commission..... | 10 |
| Opposes Educational Station Time Selling..... | 11 |

No. 557

SCHUETTE BEGINS NEGOTIATIONS WITH COMPOSERS

Following a preliminary meeting in New York the latter part of last week, it is understood E. C. Mills, general manager of the American Society of Composers, will meet again tomorrow (Tuesday) in New York City for a further discussion of the new contracts between the composers and the broadcasters.

At the first meeting it was decided that it would be best to extend the licenses of all stations using 500 watts or less until October 1, thus enabling the composers and broadcasters to give their attention to the larger stations first.

Mr. Schuette, who represents the National Association of Broadcasters, will attempt to iron out the difficulties of the individual broadcasters in the making of their new contracts with the composers.

Broadcasting stations in all parts of the country are said to be greatly upset by the new license fees. Several of them are said to be planning to disregard the agreement entered into by the organized broadcasters and to carry the matter into the courts, charging the American Society of Composers with being an "illegal monopoly". Acceptance of the new license terms certainly does not settle the matter. Far from it. It is almost certain that the Capitol will be the scene of a legislative fight over the matter during the coming winter.

X X X X X X X X X X

WISCONSIN PROVIDES STATE MOUTHPIECE FOR GOVERNMENT SPEAKERS

Wisconsin is the first State in the Union to allow all political parties to broadcast their campaign views on Government free of charge.

Governor La Follette, in a report on radio programs dealing with governmental matters recently transmitted to the Office of Education, calls attention to the broadcasting of programs sponsored by political groups during political campaigns as one of three types to be broadcast by the State stations. The other two consist of programs giving information on noncontroversial subjects and programs giving both sides of controversial subjects.

The experiment introduces an effort to treat impartially party questions by radio and is of great significance. The cost element also is met by the free use of the State-owned stations. The State will undertake no censorship, but limits the programs to State and national interests.

X X X X X X X X X X

RADIO PIONEER ANNOUNCES NEW LINE

Word has been received from Paul B. Klugh, Vice-President and General Manager of the Zenith Radio Corporation, of Chicago, that all Zenith distributors have received their new "All Star" 1933 Zenith receivers. They are now holding dealer meetings in various parts of the country and demonstrating the new sets.

"The reaction has been most favorable", says Klugh, "and sufficient orders have been booked to keep our plants going on a full time basis for some time to come. In comparison with a year ago, there is a decided increase in firm and non-cancellable orders.

"In the past six months we have added men and equipment in our engineering laboratories, furniture plant and cabinet designing departments. The investments have been well worth while, as evidenced by the enthusiastic distributor and dealer response. The furniture in the line is the most beautiful we have ever produced. The performance of the sets is not in our opinion excelled. So well have our engineers worked that we have publicized the following:

"We challenge anyone to name a single demonstrable improvement known in radio which is not found in the Zenith 1933 line, and we further challenge anyone to name a radio line which contains all the improvements found in our Zenith 1933 line.'

"But performance and beauty of cabinets is not the whole story. The prices of our radios are astoundingly low, competitive in every sense of the word and especially low from the Zenith standpoint, for Zenith has in the past built the highest priced sets ever manufactured. The same quality which characterized Zenith in the past is in every Zenith set built today.

"We have fourteen models in all, in five different chassis styles, ranging in price from \$49.95 to \$184.00, including tubes and tax paid. This includes Short Wave, Standard Band and Long Wave circuits. Typical of the values in our new line is a beautiful console cabinet selling at \$62.50, and an Automatically Tuned six legged console at \$102.50 - the lowest price at which a Zenith with this exclusive, patented, "Press-the-button - there's your station" feature, has ever been sold.

"But the greatest stride forward, made in the entire radio industry this year, is the Zenith type '59 seven prong tube. It is so new that only recently has the tube association assigned a number to it - and as yet no other set manufacturer has had time to adopt it. The Zenith '59 tube is an indirectly heated Cathode tube, replacing all former filament types of power tubes. It combines every advantage of both Class A and Class B amplification - and none of the disadvantages. Hum is eliminated entirely and there is no distortion, even at lowest volume.

"There are other features, of course, which contribute to the perfect whole - such as our new automobile dash type instrument panel; illuminated by four dial lights. This feature permits the user to actually log not only the kilocycles of the station but the desirable volume of tone on one indicator, and the preferred tone shade on another illuminated indicator. Our new catenary control takes its place among radios great technical developments. In essence, it serves as an automatic mixing chamber for tone shades at all volumes, and assures perfect balance of tone at all times. Two speakers share with each other the peak loads - and an advanced type of Zenith automatic volume control avoids annoying blasting and noise between stations as well as preventing fading. Automatic Tuning - that exclusive patented Zenith feature which no one else has yet been able to duplicate or provide a substitute for, continues in several models.

"All in all, we believe Zenith has not only a desirable line of merchandise for the consumer, but a line which any dealer should be proud to sell - for Zenith today stands almost alone as an advocate of clean selling - with no blemish on its seventeen year record for cut price or dumped merchandise. And it is to the best of our knowledge the only nationally known manufacturer who continues to build and sell radio receivers - and nothing but radio receivers."

X X X X X X

CLEARMAN OPENS OFFICE AS RADIO CONSULTANT

W. J. Clearman, former chief investigator for the Federal Radio Commission, has opened offices as a radio consultant in Washington, D. C.

Mr. Clearman entered the Commission as the Assistant Secretary within a month after its first meeting and acted in the capacity of chief investigator for four years.

He will serve radio stations in cooperation with their attorneys in the preparation of cases - making field investigations, taking depositions of witnesses and attending to other matters in connection with hearings before the Federal Radio Commission.

Mr. Clearman's offices are located at 3824 Warren Street, N. W., Washington, D. C.

X X X X X X

Fred P. Guthrie, manager of the Washington offices of the Radio Corporation of America, will accompany his brother, who is Professor of Astronomy at the Louisiana State University, to New Hampshire, where they will make a study of the eclipse on Wednesday.

X X X X X X

NEW RMA BOARD AND DIVISION COMMITTEES ANNOUNCED

The new Board of Directors elected and placed in control of the RMA, comprising twelve leading set manufacturers, three tube manufacturers, two parts and accessory manufacturers, and one director representing sound equipment and amplifier manufacturers follows:

A. Atwater Kent, President, Atwater Kent Manufacturing Co.; James M. Skinner, President, Philco Radio & Television Corp.; W. Roy McCanne, President, Stromberg-Carlson Telephone Manufacturing Co.; J. R. McDonough, President, RCA Victor Co., Inc.; William Sparks, The Sparks-Withington Co.; Powell Crosley, Jr., President, The Crosley Radio Corp.; J. Clarke Coit, President, U. S. Radio & Television Corp.; Arthur T. Murray, President, United American Bosch Corp.; A. S. Wells, President, Gulbransen Co.; Franklin Hutchinson, Jr., President, Kolster Radio, Inc.; Paul B. Klugh, Vice-President, Zenith Radio Corp.; B. J. Grigsby, President, Grigsby-Grunow Co.; Elmer T. Cunningham, President, RCA Radiotron Co., Inc.; S. W. Muldowny, Chairman of the Board, National Union Radio Corporation; George Lewis, Vice-President, Arcturus Radio Tube Co.; Leslie F. Muter, President, The Muter Co.; Richard A. O'Connor, President, Magnavox Co., Ltd.; Fred D. Williams, Vice President, P. R. Mallory & Co., Inc.

Several new companies, notably the Zenith Radio Corporation and the Grigsby-Grunow Company, of Chicago, were elected to RMA membership and also to representation on the Board of Directors.

Creation of four distinct divisions in the RMA to press special interests of manufacturers in each of the four groups is a feature of the reorganized RMA. These are the Set Division, the Tube Division, the Parts, Cabinet and Accessory Division, and the Amplifier and Sound Equipment Division. Initial organization meetings of each division were held at Cleveland following the general membership meeting.

Chairmen and representative executive committees to function for each division were chosen, and all of the divisions began discussion of plans and programs and important industry problems.

Following are the Chairmen and Executive Committees chosen of the four new RMA divisions:

SET DIVISION - Chairman, Arthur T. Murray, President, United American Bosch Corp., Springfield, Mass.; James M. Skinner, President Philco Radio & Television Corp., Philadelphia, Pa.; W. Roy McCanne, President, Stromberg-Carlson Tel. Mfg. Co., Rochester, N.Y.; Paul B. Klugh, Vice-President Zenith Radio Corp., Chicago, Ill.; Powell Crosley, Jr., President, The Crosley Radio Corporation, Cincinnati, Ohio.

TUBE DIVISION - Chairman, S. W. Muldowny, Chairman of the Board, National Union Radio Corp., New York, N. Y.; B. G. Erskine, President, Hygrade Sylvania Corp., Emporium, Pa.; H. S. Schott, Sales Manager, National Carbon Co., Inc., New York, N. Y.

PARTS, CABINET AND ACCESSORY DIVISION - Chairman, Leslie F. Muter, President, The Muter Co., Chicago, Ill.; Arthur Moss, President, Electrad, Inc., New York, N. Y.; R. T. Pierson, Sales Manager, General Cable Corp., Fort Wayne, Ind.; N. P. Bloom, President, Adler Manufacturing Co., Louisville, Ky.; H. H. Eby, President, The H. H. Eby Manufacturing Co., Inc., Philadelphia, Pa.; H. B. Richmond, Treasurer, General Radio Co., Cambridge, Mass.; G. H. Bunch, Sales Manager, The Acme Electric & Mfg. Co., Cleveland, Ohio; Ernest Searing, President, International Resistance Co., Philadelphia, Pa.; H. E. Osmun, Sales Manager, Central Radio Laboratories, Milwaukee, Wis.; F. C. Best, President, Herbert H. Frost, Inc., Elkhart, Ind.

AMPLIFIER AND SOUND EQUIPMENT DIVISION - Chairman, Richard A. O'Connor, President, Magnavox Co., Ltd., Fort Wayne, Ind.; J. B. Hawley, President, Hawley Products Co., St. Charles, Ill.; E. N. Pauland, President, The Pauland Corp., Chicago, Ill.

Later there will be chosen additional members of the Executive Committees of the Tube and the Amplifier and Sound Equipment Divisions.

All four division chairmen also were elected Vice Presidents of the RMA and, with President Williams, will compose the Executive Committee, Finance Committee and Budget Committee of the Association.

X X X X X

NBC NEW ACCOUNTS AND RENEWALS

NEW - Manhattan Soap Co., 441 Lexington Ave., New York City; Agency - Peck Advertising Co., New York City; Starts - Sept. 14, 1932 for 13 weeks, Wednesdays 11:45 to 12 noon; Basic Blue Network up to and including Chicago only WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WENR; Program - Sweetheart Program - talk by Ruth Jordan with incidental music.

NEW - E. Fougere & Co. (Vapex), New York City; Agency - N. W. Ayer & Son, Inc., New York City; Starts - October 3, 1932 for 13 weeks, daily except Sunday, 5:15 to 5:30 P.M.; Network - WTAM only; Program - Twilight Tunes - musical cooperative program with one minute announcements.

NEW - General Foods Corp., New York City; Agency - Benton & Bowles, New York City; Starts - September 19, 1932 for 26 weeks, Monday, Wednesday, Friday, 5:15 to 5:30 P.M.; Network - WEA, WBEN, WWJ, WSAI, WGY only; Program - dramatic - children's stories written and dramatized by Paul Wing.

RENEWAL - George W. Muft Co. (Tangee), Long Island City, Long Island; Agency - Cecil Warwick & Cecil, Inc., New York City; Starts - September 6, 1932, for 13 weeks, Tuesday and Thursday, 5:15 to 5:30 P.M.; Network - Eastern Blue up to and including Chicago, WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WLW, WENR; Program - 14 piece orchestra dn narrator.

X X X X X

THOSE WERE THE HAPPY DAYS

In reflecting back across the years, on the occasion of the dedication of the new WFLA-WSUN transmitter, owned by the cities of Clearwater and St. Petersburg, Fla., W. Walter Tison, Director of Broadcasting, told of the days when he did everything at the station from staring the "old coffee grinder" at night to announcing the programs and answering the fan mail.

Radio was still new and Mr. Tison related some of his exciting and memorial experiences. These included the time when a maniac locked the doors and took over the station for a religious service, a situation which was saved by the station going off the air until the studios could be forced open and the man carried to the local jail.

Another incident, Tison recalls, was when someone pulled the main switch cutting off the entire building where the station was located during the midst of a program featuring a noted local soprano just as she reached a high note. Still another he remembers was when the station did not receive its license in time from the government to start the transmitter one night.

Then when a telephone line carrying an important program out in town fell into a high power line and almost blew up the transmitter, tubes and all. Also the time when the operator went to sleep at the transmitter and Mr. Tison had to ride eight miles to shut it off for the night. Still another when the amplifier was left on and studio conversation was broadcast, this time the conversation was not printable.

X X X X X X X X X X

PLACARDS USED TO WAGE WAR ON CRIME

An example which other police departments in various parts of the country might follow has been set by Police Commissioner Mulrooney, who has caused the following placards to be displayed all over New York City:

"If you see a crime committed
"If suspicious persons loiter about your premises
"If danger threatens in any way
"Telephone Police Headquarters
and the new police radio system will bring you
assistance in a hurry
"Help Fight Crime".

(Signed) Edward P. Mulrooney
Police Commissioner

X X X X X X X X X X

NBC ENGINEERS TO STUDY ECLIPSE EFFECTS

The first observation of the effect of a total eclipse of the sun on ultra-short wave radio transmission will be conducted by National Broadcasting Company engineers.

Extensive measurements of reception strength are being planned by the radio technicians in an effort to obtain information which may throw much additional light on many of the problems which surround transmission on the ultra-high frequency wave band.

Observations will be conducted before, during and after the eclipse on broadcasting, short and ultra-short waves, according to O. B. Hanson, NBC engineering and plant operation manager, but it is the ultra-short waves which will receive the greatest attention. Broadcasting and short waves have been observed during an eclipse before.

For the purpose of the experiments, signals will be sent out on all three groups of wave lengths and the reception strength carefully tested at various points of vantage. As a result of these tests, it is hoped that deductions can be made, particularly in the ultra-high frequency range, which will add to the technical knowledge of the phenomenon of fading, as well as increase understanding of transmission as it is affected by the sun.

X X X X X X X

NEW CUBAN TAX ON RECEIVERS

New Cuban radio taxes which cover all types of receiving sets are expected to reduce the already small profits of radio dealers in the Republic, according to advices to the Commerce Department from its Havana office. The former tax on radios, it is pointed out, covered only those with nine tubes or over and therefore affected comparatively few owners.

Under the new law graduated taxes based on the number of tubes range from \$3 to \$10 annually. While these taxes appear to be nominal, and are presumed to be paid by the owner, dealers believe that in most cases they will have to be absorbed by them, at least for the first year.

It is also believed in the trade that the new taxes will result in the return of a considerable proportion of sets now in possession of installment buyers who will not want to pay additional levies. Some criticism has been heard, the report declares, of the method in which the schedule has been applied. It is pointed out that sets that use five or six tubes but that retail for \$250 or more will be assessed less than the more modern cheap sets which are using over eight tubes.

X X X X X X

W. E. DEVELOPS NEW RADIO-PLANE PHONE

After three years of operation in which the radio telephone has flown millions of miles over the air routes of the United States, a new type of equipment has been developed by the Western Electric Company in cooperation with the leading transport companies.

While the equipment embodies improvements throughout its entire design, one of the chief features is the use of superheterodyne circuits in the airplane receiver and a special crystal oscillator to stabilize the oscillator frequency. The new equipment also makes it possible for the pilot to use any one of three frequencies for transmitting by merely pulling a lever.

The receiver has such sharp selectivity that the occasional interference which has entered from adjacent radio channels is eliminated, thus making it unnecessary for airports to repeat messages that were interrupted. The output of the transmitter has been so increased in efficiency that pilots can speak to airports from greater distances than has been possible heretofore.

X X X X X X

COLUMBIA'S NEW AND RENEWED CONTRACTS

RENEWAL - Cream of Wheat Corp., (Cream of Wheat); Agency - J. Walter Thompson; Starting September 11; - Program - Angelo Patri - "Your Child", Sun., Wed., 7:45-8 P.M., rebroadcast 11:15-11:30; Network of 30 stations;

RENEWAL - Sterling Products, Inc., (Phillips' Dental Magnesia); Agency - Blackett, Sample, Hummert; Starting Sept. 27; Program - "Sterling Products Program", Tuesday, Thursday, Saturday, 8:15-8:30 P.M., Network of 22 stations.

RENEWAL - Lavoris Chemical Co. (Lavoris); Agency - Blackett-Sample-Hummert; Starting Sept. 26, Tuesday, Thursday, Saturday, 7:15-7:30 P.M.; Program - "Easy Aces", Network of 25 stations.

RENEWAL - William Wrigley, Jr. Co.; Agency - Frances Hooper Advertising Agency; Starting August 29, Monday through Friday inclusive, 7:00-7:15 P.M., rebroadcast 10:45-11:00; Program - "Myrt and Marge"; Network of 32 stations. "The Lone Wolf Tribe", an Indian Story, Monday, Wednesday, Friday, 6:45-7:00 P.M., 24 stations.

RENEWAL - Lehn & Fink (Pebeco); Agency - U. S. Advertising Agency; Starting September 16th; Tuesday, 11:15-11:30; Program - "Stories of the Living Great", Ida Bailey Allen; Network of 23 stations

RENEWAL - Time, Inc.; Agency - Batten, Barton, Durstine & Osborne; Starting November 4, Friday, 8:30-9:00 P.M.; Program - March of Time; Network of 33 stations

NEW - Spool Cotton Co. (J. & P. Coates Sewing thread and Clark's O N T); Agency, Paul Cornell Company; Starting September 6, Tuesday, 9:15-9:30 P.M.; Program - "Threads of Happiness"; Network of 43 stations.

RENEWAL - Charis Corp. (Corsets); Agency - John L. Butler Co.; Starting September 6, Tuesdays 2:15-2:30 P.M.; Program - "Charis Musical Revue"; Network of 45 stations.

RENEWAL - Congress Cigar Co. (La Palina); Agency - Batten, Barton, Durstine & Osborn; Starting Sept. 12, 8:30-8:45 P.M., Monday, Tuesday, Wednesday; Program - "Kate Smith and Her Swanee Music"; Network of 28 stations.

NEW - Stephen F. Whitman (Candy); Agency - F. Wallis Armstrong; Starting October 27, Thursday, 8:45-9:00 P.M.; Program - to be decided; Network of 38 stations.

RENEWAL - Del. Lack. & Western (Coal); Agency - Ruthrauff & Ryan; Starting October 2, 5:30-6:00 on Sundays; Program - "Blue Coal Revue"; Network of 10 stations.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 26 - WILM, Delaware Broadcasting Co., Wilmington, Del., modification of license to change hours of operation from unlimited to specified hours, 10 A.M. to 9 P.M.; Arkansas Radio and Recording Co., Little Rock, Ark., C.P. for new station to use 890 kcs., 250 watts night, 500 watts day to local sunset; unlimited hours, requests the facilities of KARK, Little Rock, Ark.; Carrington Brothers, Eagle Pass, Texas, C.P. for new station to use 1210 kcs. 150 watts, daytime only.

The following application was returned to the applicant: WTEL, Foulkrod Engineering Co., Philadelphia, Pa., C.P. to move transmitter from Philadelphia to Somerton, Pa., move studio locally, install new transmitter, and change from 1310 kc., 100 watts, sharing with WHAT to 1170 kc., 5 KW, unlimited (facilities of WCAU, Philadelphia), (Rule 49).

Applications Other Than Broadcasting

Department of Conservation & Development of the State of New Jersey - Portables #1, #2, #3, #4 - C.P. and licenses to cover C.P., 34600, 41000, 51400, 60000 to 400000 kc., .5 watts, general experimental station. There were also received 88 applications for amateur station licenses.

August 26 - American Telephone & Telegraph Co.: W3XO, Portable in Sussex, Morris, Essex, & Somerset Counties, N.J., renewal of special experimental license, 6640-7330, 8570-10400, 11550-12890, 13720-15250, 17280-19530, 20000-22070 kc., 10 watts; W2XA, Rocky Point, N. Y., renewal of special experimental license, 45-75 except 46, 54, 56, 64, 66, 75 kc., 190 KW; R.C.A. Communications, Inc.: WEO, WDA, WBU, WDD, Rocky Point, N. Y., modification of point-to-point telegraph license for change in transmitter number and change in primary points of communication; WKO, WED, modification of point-to-point telegraph license for change in transmitter number.

Also, Tropical Radio Telegraph Co.: WBJ, WBV, WBW, WBY, WCE, WBQ, WBO, licenses to cover C.P. for 6770, 6777.5, 10450, 10460, 12940, 12955, 17580 kc., 1 KW, point-to-point telegraph; W1XN, Wesleyan University, Dept. of Physics, Middletown, Conn., renewal of general experimental license, 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 watts; W1OXAR, Western Electric Co., Portable, renewal of special experimental license for 278 kc., 10 watts. There were also received 63 applications for amateur station licenses.

X X X X X

OPPOSES EDUCATIONAL STATION TIME SELLING

A vigorous attack is made in the bulleting of the National Committee on Education by Radio on the practice of educational stations selling time.

"Not satisfied with having crowded nearly half the educational stations off the air, the commercial monopoly radio interests are seeking to destroy the others by boring from within", the Bulletin asserts. "The station is approached with the subtle suggestion that it sell time for advertising or that it take the national chain advertising programs originating in New York.

"Glowing pictures are painted of the profits that can be made. An institution which does not see far ahead is sometimes induced to sell its birthright for a mess of pottage. How can we expect freedom of teaching, which is the one excuse a university has for being, if the radio station is under obligation to commercial interests whose primary interest is not truth or common sense values but profits?

"To turn the college stations commercial is to destroy them, and the monopolists know this."

X X X X X X X