

# HEINL RADIO BUSINESS LETTER

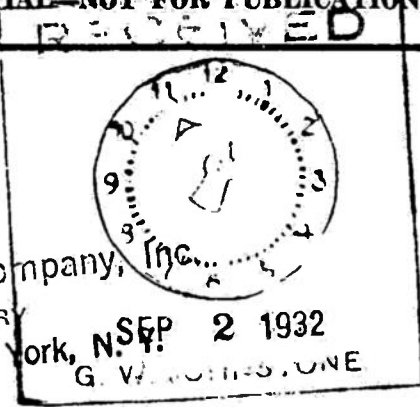
INSURANCE BUILDING

WASHINGTON, D. C.

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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

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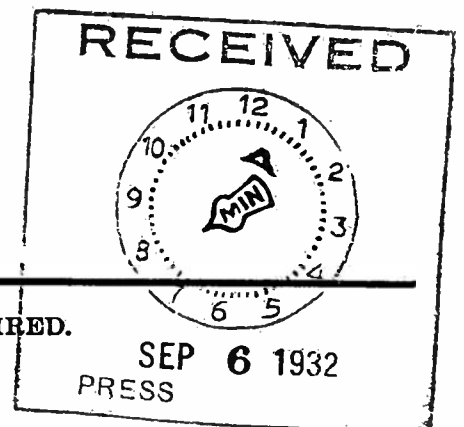
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No. 558

Note: Since Monday, September 5th, is a holiday, there will be no issue of the Business Letter on that day

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



## BOTH PARTIES SLASH RADIO EXPENSES

The hopes of the broadcasting companies for a rich harvest from political campaign broadcasting have faded.

The 1928 campaign on the air took more than \$1,000,000 from the war chests of the major parties for radio. This year the maximum expenditure is not expected to exceed \$500,000.

The complete radio schedule for the Republican campaign has been approved by former Senator Henry J. Allen, of Kansas, who is in charge of all Republican publicity. Mr. Allen was in New York conferring with radio officials. The oratory has been dovetailed with the regular radio programs. The final schedule, subject to last minute changes to take care of so-called strategic moves, was delivered at the White House for approval by President Hoover.

"As it looks now, the Republicans will spend about \$250,000 for radio facilities", said a member of the Republican Radio Committee. "The broadcasters do not expect the Democrats will pay any more. There are too many places for the funds from the war chests. Money is not as plentiful as in 1928, therefore the smaller sum must be spread over a larger surface."

According to present plans, the National Broadcasting Company will get about \$175,000 from the Republican campaign and the Columbia Broadcasting System about \$80,000. The difference is attributed to the fact that NBC operates two networks, namely, WJZ and WEAJ with affiliated stations, while Columbia has one coast-to-coast chain.

Furthermore, rates charged for time on the air have soared since 1928. Facilities of the combined networks could be purchased for an hour in 1928 for about \$17,000, against \$35,000 now. The indication, therefore, is that less time will be used on the air this year.

Mr. Hoover will make four or five broadcasts, according to the Republican program as now drawn. The complete schedule of radio speeches with the exact periods assigned for broadcasting will not be released until it is approved by Mr. Hoover.

Little time will be purchased from local stations, except a few spots in the Middle West. Most of the expenditure will go to the networks.

Possibilities of electrical transcriptions are being investigated but it is doubtful if the recorded broadcasts will play much of a role this year. No part in the campaign has been assigned to television.

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## NEW COMMISSIONER NOT YET NAMED

There have been no indications from the White House as to when the President will appoint a successor to General Charles McK. Saltzman, who retired about six weeks ago.

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## TELETYPE ADAPTED TO RADIO COMMUNICATION

The teletype machine, an instrument that at the pressing of a typewriter key converts alphabetical characters into sequences of dots and dashes to be sent over a wire line to a recording mechanism that reverses the process and rewrites the letters on a sheet of paper, has been adapted for long-distance radio and is now in use between San Francisco and the Hawaiian Islands, according to W. A. Winterbottom, Vice-President of R.C.A. Communications, Inc.

Up to this time teletype operation has been confined to wire lines. Only after much research and experimental work by engineers of the Radio Corporation of America, has the present achievement been attained, Mr. Winterbottom said. Tests are under way to immediately extend the service from San Francisco to New York, and other links are to be established in the near future.

Development work performed by the engineers to adapt teletype from wires to radio has brought within sight the possibility of multiple communication on a single radio frequency, he said. He expects that transmitting and receiving equipment now in use may be made to carry two or possibly three messages at the same time without interference. Such a result would greatly relieve congestion on wave lengths now employed for world-wide communication purposes.

Although teletype machines have been utilized experimentally in radio for some time, extensive engineering work had to be carried out before the engineers were satisfied with it as a medium for commercial messages. The radio obstacles were surmounted with the aid of a device called a "vacuum-tube impulse relay." Transmission and reception at San Francisco and Hawaii is handled solely by the RCA organization.

"Much development work had to be done to adapt teletype to radio", said Mr. Winterbottom. "Before the fruits of this effort could be realized there had to be a quality of transmission between intervening points considerably above the requirements of regular radio-telegraph operation.

"During the last few years the perfection of short-wave directional transmission and the diversity method of reception (method of eliminating fading has had much to do with providing the desired unvarying transmission. The one directs a maximum

amount of energy on the distant point and the other overcomes fading in reception. Now we have a means of transmission that is 300 per cent as rapid as the mechanical speed limit of the teletype, and we are investigating whether full advantage cannot be taken of this excess tolerance by working three services on a single radio channel. Development in central office equipment was closely coordinated with each transmission advance, and for purposes of teletype operation the final realization has been brought about by substituting vacuum tube relays for the customary direct current relays at critical points in the apparatus."

Mr. Winterbottom said all RCA communications traffic is now being handled between San Francisco and Hawaii by this method. It is not unlikely that in the near future a single radio circuit can be made to carry several different types of service, and this goal is clearly in sight, he added.

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#### COMMISSION GETS FEWER ADVERTISING COMPLAINTS

A member of the Federal Radio Commission declares that radio advertising of an offensive or monotonous nature has been almost entirely eliminated since the report of that body's recent advertising investigation was made public.

Since the report was published, showing to broadcasters for the first time the true figures on percentages of advertising in radio programs, the Commission, it is said, has not received a single objection to superfluous sales talk or any other kind of advertising.

For some time before the report was issued the Commission received regular complaints objecting to various methods of advertising.

"Until the report was made public", the Commissioner declared, "broadcasters never really knew just how much time was being devoted to sales talks. The investigation revealed that, on commercial programs, 18.11 per cent of the total hours were devoted to sales talks, while in all programs the percentage was 6.55.

"Broadcasters' reaction to these figures apparently has been a rational realization that advertising has occupied too much time. With nearly one-fifth of all commercial programs devoted to direct advertising sales talks, the listening public could not be criticized for their objections.

"The effect of showing broadcasters these figures is already noticeable. Not only has the amount of sales talk been materially reduced, but the manner in which advertising is presented is now less objectionable. The only reports received by

the Commission concerning advertising have expressed satisfaction with the manner in which advertising is now presented.

"It took some time to work out a solution, and to hit a happy medium satisfactory to both advertisers and listeners; but this apparently has been done. When broadcasters discovered their fault they were quick to remedy it.

"Instead of stopping an entertainment program or interrupting it, to announce direct sales talks, as has been done usually, advertising is now in many instances worked into the program itself. This practice is finding more favor among advertisers and broadcasters daily, and seems to be the best answer to listeners' complaints."

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#### ROY DURSTINE AND VIRGINIA GARDINER WED

The marriage of Miss Virginia Gardiner, daughter of Mr. and Mrs. Archibald Theodore Gardiner, and Roy Sarles Durstine, took place in New York City on Tuesday, August 30th.

Miss Gardiner is a dramatic actress, featured in many National Broadcasting Company productions. Mr. Durstine is a Vice-President of the advertising firm, Batten, Barton, Durstine & Osborn.

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#### SHORT RADIO WAVES CLEARER IN ECLIPSE

While static clicked somewhat more than usual yesterday afternoon, radio men studied the effects of the eclipse on transmission and reception and gathered data to ponder over for weeks in an effort to solve some of the mystery of the sun's influence on world-wide communication, writes Orrin E. Dunlap, Jr., in the New York Times.

"A general increase in static was evident on the longer waves", Mr. Dunlap continues. "Fading seemed to be greater on signals sent from East to West across the United States and very slight on messages travelling in the opposite direction.

"An unusual report came from engineers of the WABC system who were conducting a test with a radio-equipped airplane over Long Island. The 195-meter wave of the plane faded out entirely for an hour during the height of the twilight over New York's skyscrapers.

"Slight fluctuations were noted in the strength of the Canadian Marconi Company's 22-meter wave as received at Riverhead, L.I., but otherwise reports indicated that radio acted much the same as on other days.

"Engineering bulletins, after more careful study, may reveal unusual happenings, but last night those who engaged in careful tests of the waves could say little about the expected 'radio eclipse.'

"The effect on broadcasting stations in this vicinity, if there was any, was not noticeable to the ear with the exception of the slight spurt in static. It is believed that the lunar shadow was confined to a band too narrow to affect distance reception,

"The general opinion among New York engineers last night was that all the data collected at the various observational outposts must be correlated and studied before anything definite can be determined relative to the Kennelly-Heaviside layer, or 'radio roof.'

"One of the most interesting of the reports that reached New York last night came from the National Broadcasting Company. It referred to "indications that the eclipse of the sun added distance and signal strength to ultra-short-wave radio transmission." The finding is especially significant in that Marconi recently reported he had discovered a method of bending the ultra-short or quasi-optical waves around the earth's surface, thereby greatly increasing their range and utility.

"These small waves, less than a yard long, were transmitted from the top of the Empire State Building and received with unusual strength and clarity at Riverhead, L.I., about eighty miles away, and were picked up at a special receiving depot installed for the occasion atop Greylock Mountain, near North Adams, Mass., about 135 miles away.

"The point of reception was conducted by RCA-Victor Company engineers on the edge of the path of totality. The waves thus made one of the longest hops recorded in this country. On previous occasions even the eighty miles between Riverhead and the Empire State Building has been too great for the diminutive waves to cover without flying off into space. Marconi reported covering a distance of 167 miles in experiments conducted from his yacht, the Ellettra.

"The unusual behavior of the ultra-short waves transmitted from the Empire State Building appears to be closely related to the conditions occasioned by the eclipse, according to C. W. Horn, General engineer of the National Broadcasting Company, who was in constant touch with both sending and receiving depots. Reports indicate that only receiving stations between the Empire State Building and the path of totality were affected, and that in New Jersey, on the opposite side of the building, reception was clear, steady and normal.

"Regarding the results of the engineers of the Columbia Broadcasting System who went aloft over Long Island<sup>1</sup> radio-equipped plane to study the effect of the shadow on waves below the broadcast band, it was reported that the plane's 195-meter wave faded out entirely for an hour during the period of greatest darkness.

"Earlier in the day the wave had conveyed messages perfectly to two receiving stations on the earth, near Valley Stream. The signals began to fade steadily as the moon's disk ate into the face of the sun, and communication became more and more unreliable and then failed utterly, only to return slowly after the height of the eclipse had passed. The engineers offered no explanation of the phenomena.

"Regarding the results of the airplane test, E. K. Cohan, director of technical operations of Columbia, said it was exceptionally interesting because the wave used was not a short wave, but one that is near the lower end of the regular broadcast band, where fading is not usually expected. 'It would not be normally expected', said Mr. Cohan, 'that the cosmic effects on these frequencies would be noticeably different from the effect within the broadcast band itself. If anything, one would normally expect an increase in signal strength at these frequencies during the time the sun's radiation is obscured from the earth.

"Another interesting result of our observation was the noticeable increase in static during the period of totality. It was noticeably cooler while the sun was obscured, and one expects a decrease in static with the fall in temperature, provided local weather conditions are good.'

"The Radio Corporation of America reported no marked effect of the eclipse on transoceanic radio communication. From Berlin, however, came a report that reception of an 18-meter signal from America had greatly improved.

"Unusually heavy static was reported by the Mackay Radio and Telegraph Company, which began two hours before the eclipse and increased to a maximum at the point of greatest obscuration. Interference was pronounced on the 2100 meter wave, while most short waves were found normal."

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#### APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 30 - WPG, WPG Broadcasting Corp., Atlantic City, N.J., modification of license to request additional specified hours of operation - facilities of WLWL, New York, N. Y.; WSYB, Philip Weiss, Music Co., Rutland, Vermont, modification of license to request change in specified hours of operation, requests one less hour on weekday evenings; WOAI, Southern Equipment Co., San Antonio, Texas, license to cover C.P. issued 12/11/32 for 5 KW auxiliary transmitter; KTAT, S.A.T. Broadcast Company, Fort Worth, Texas, modification of license to change name to KTAT Broadcast Co., Inc., in accordance with amended charter; WREC-WOAN, WREC, Inc. Memphis, Tenn., install automatic frequency control; KGEZ, Donald G. Treloar, Kalispell, Montana, license to cover C.P. issued

4/29/32 to move transmitter and studio locally; KMTR, KMTR Radio Corp., Los Angeles, Calif., modification of license to increase operating power from 500 watts to 1 KW.

The following applications were returned to the applicant

WTSL, G. A. Houseman, Laurel, Miss., voluntary assignment to Laurel Broadcasting Co. (request of applicant); WTSL, G.A. Houseman, Laurel, Miss., voluntary assignment to Evangeline Broadcasting Company (request of applicant).

#### Applications Other Than Broadcasting

Aug. 27 - WAX, Tropical Radio Telegraph Co., Hialeah, Fla., C.P. to modify point-to-point transmitter to WAP for use as coastal transmitter at WAX, 482, 500 kc., 2 KW; WIEZ, Chicago Federation of Labor, Portalbe, initial location, Chicago, Ill., renewal of special experimental license for 1518, 2342 kc., 7.5 watts; Modesto Irrigation District, Modesto, Calif., application to amend pending application for C.P. to request 3190 kc., 150 watts, special emergency; also application to amend pending application for C.P. to request 3190 kc., 7.5 watts, special emergency. There were also received 8 applications for amateur station licenses.

August 29 - KGZD, City of San Diego (Police Department), San Diego, Cal., license to cover C.P. for 2430 kc., 100 watts; KGZI, City of Wichita Falls, Tichita Falls, Texas, license to cover C.P. for installation of new equipment, 2442 kc., 50 watts; W2XDK, Polin, Inc., renewal of general experimental license for 4797.5 kc., 15 watts; W10XAY, Polin, Inc., Portable, renewal of general experimental license for 60000-400000, 401000 and above kc., 250 watts; WJP, Press Wireless, Inc., Hicksville, N. Y., modification of point-to-point telegraph license for additional frequency, 6920, 7850, 7925, 7955, 8810, 10010, 11640, 15700, 15730, 15760, 15850, 15910 kc., 5 KW;

Also, R. C. A. Communications, Inc.: WEN, New Brunswick, N. J., modification of point-to-point telegraph license for change in normal transmitter number to #55 and #46 and primary points of communication to Havana, Port-au-Prince, Santo Domingo; WEV, New Brunswick, N. J., modification of point-to-point telegraph license for change in normal transmitter number to #BX and primary points of communication to Managua; WJT, New Brunswick, N. J., modification of point-to-point telegraph license for change in normal transmitter number to #55 and #46 and primary points of communication to Santo Domingo, Port-Au-Prince; WQI, Rocky Point, N. Y., modification of point-to-point telegraph license for change in normal transmitter number to #46 and #38 and primary points of communication to Panama, San Jose, Managua; WGT, San Juan, P.R., modification of point-to-point telegraph license for change in primary points of communication to Havana, New Orleans, Panama, Caracas, Trinidad; K6XO, Kahuku, Hawaii, renewal of special experimental license for 6890, 7520, 11680, 15985, 16030 (6890 kc. to be replaced by 7370 kc), 80 KW; W6XI, Bolinas, Calif., renewal of special experimental license for 6845, 6860, 9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060, 20780 kc., 80 KW. There were also received 87 applications for amateur station licenses.



## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (August 30, 1932)

WBAL, Consolidated Gas Electric Light & Power Co., Baltimore, Md., extension of special authority to operate on a synchronized basis with WJZ, New York, experimentally for an additional period of 3 months beginning September 1, 1932; KFOR, Howard A. Shuman, Lincoln, Neb., C.P. to move transmitter locally to location to be determined, in order to comply with city zoning ordinance; KXL, KXL Broadcasters, Portland, Oregon, C.P. to move main transmitter and auxiliary transmitter to different room in same building; WKAQ, Radio Corp. of Porto Rico, San Juan, Porto Rico, license to cover C.P. 1240 kc., 1 KW,  $\frac{1}{2}$  time, effective September 1st; WFAS, Westchester Broadcasting Corp., White Plains, N. Y., license to cover C.P. 1210 kc., 100 w., shares with WGBB, WJBI and WMRJ, uses  $\frac{1}{4}$  time; WHEB, Granite State Broadcasting Corp., Portsmouth, N. J., license to cover C.P. 740 kc., 250 watts daytime; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., license to cover C.P. 780 kc., 500 watts, auxiliary purposes only, effective September 1st; WBT, Station WBT, Inc., Charlotte, N.C., license to cover C.P. 1080 kc., 25 KW, unlimited.

Also, KPJM, A. P. Miller, Prescott, Arizona, license to cover C.P. 1500 kc., 100 w., unlimited; KIDW, The Southwest Broadcasting Co., Lamar, Colo., license to cover C.P. 1420 kc., 100 w., shares with KGIW; WNBX, The WNBX Broadcasting Corp., Springfield, Vt. modification of C.P. to change location of transmitter authorized by C.P. from  $1\frac{1}{4}$  miles from Springfield, Vt., to  $1-7/8$  miles N.E. of the center of Springfield, Vt.; WBBC, Brooklyn Broadcasting Corp. Brooklyn, N. Y., modification of C.P., extension of completion date of C.P. from 8/23/32 to 10/31/32; WHAS, The Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., modification of C.P. extension of completion date of C.P. from 8/17/32 to 10/17/32; KVOO, Southwestern Sales Corp., Tulsa, Okla., modification of C.P. extension of completion date of C.P. from 8/17/32 to 12/17/32; WMMN, Holt Rowe Broadcasting Co., Fairmont, W. Va., consent to voluntary assignment of license to A. M. Rose, Inc.; KONO, Mission Broadcasting Co., San Antonio, Texas, installation of automatic frequency control equipment; KGRS, E. B. Gish (Gish Radio Service) Amarillo, Texas, installation of automatic frequency control equip.

Also, WFLA-WSUN, Clearwater Chamber of Commerce & St. Petersburg Chamber of Commerce, Clearwater, Fla., and St. Petersburg, Fla., license to cover C.P. 620 kc., 1 KW night and  $2\frac{1}{2}$  KW day, directional antenna; KUJ, KUJ, Inc., Walla Walla, Wash., special authority to operate 6 P.M. to 10 P.M., Pacific Standard Time, September 1, 2 and 3, 1932; granted with express understanding that it may be terminated by the Commission at any time without prior notice or hearing if in its discretion the need for such action arises; KFGQ, Boone Biblical College, Boone, Iowa, special authority to operate from 6 A.M. to 8:30 A.M., CST, on Sundays only, from 9/4/32 to 10/30/32 incl., provided WIAS remains silent; granted with express understanding that it may be terminated by the Commission

at any time without prior notice or hearing if in its discretion the need for such action arises; WJMS, Johnson Music Store, Ironwood, Mich., authority to operate until 7:15 P.M., CST, during month of September instead of to 6:15 P.M. as auth. by license; KRMD, Radio Station KRMD, Inc., Shreveport, La., special authority to operate from 1:00 P.M., to 2:00 P.M., and from 5:00 P.M. to 6:00 P.M., CST, on Saturdays only, from 9/3/32 to 3 A.M., EST, 12/1/32; granted with express understanding that it may be terminated by Commission at any time without prior notice or hearing if in its discretion the need for such action arises; KGPQ, City & County of Honolulu, T.H., Honolulu, T.H., authority to use municipal police station now licensed, for purpose of communicating with mobile fire units on land;

The Commission granted following applications for renewal of broadcast station licenses: WFAN, Keystone Broadcasting Co., Philadelphia, Pa.; WGBF, Evansville on the Air, Inc., Evansville, Ind.; WILL, University of Illinois, Urbana, Ill.; WIP, Pennsylvania Broadcasting Co., Inc.; WJAX, City of Jacksonville, Jacksonville, Fla.; KFNF, Henry Field Co., Shenandoah, Iowa; KFRU, KFRU, Inc., Columbia, Mo.

Also, WHD, New York Times Co., New York, N. Y., C.P. to install an additional high frequency transmitter, 6450, 8360, 11355, 16720, 22250 kc., 500 w., Emission: A1 and A2; equipment: Composite VT Type T-1B, frequency tolerance: 0.04%; The San Francisco Chronicle on yacht, San Francisco, Calif., C.P. (temporary broadcast pickup) 1518 kc., 50 w., Emission: A3; to use transmitter September 18 and September 25 in accordance with Rules 217 and 218; Aeronautical Radio, Inc.: WSDW, Newark, N. J.; and WSDU, Boston, Mass., modification of C.P. (Aviation) to extend commencement of construction to 10/20/32 and extension of completion date to 12/19/32; WSDV, Columbus, Ohio, same with exception of completion date to 12/22/32; WSDY, Atlanta, Ga., and KGUX, Dallas, Texas, same as for WSDV; KGTI, Salt Lake City, Utah, modification of C.P. extension of commencement date to 11/6/32 and extension of completion date of C.P. to 1/5/33; WSDQ, Cleveland, Ohio, request to operate as a broadcast pickup station on Sept. 1, 1932, in connection with National Air Races to be held at Cleveland.

Also, KIP, American Radio News Corp., near Redwood City, S. San Francisco, Calif., modification of C.P. (Fixed Public Press Service) to extend commencement date to 12/1/32 and extend completion date to 5/3/33; Mutual Telephone Co.: KGXO, Kalepa (Island of Kauai), T. H., modification of license (fixed public point-to-point telephone) to change from 47300 to 46200 kc.; KGXB, Manawauha (Is. of Oahu), T. H., same except to change frequency from 46200 to 47300 kc.; Robert J. Wood: NC-8450, license (general experimental) 56000 to 60000 kc.; W1XE, Charles Newton Kraus, Providence, R.I., license to cover C.P. (general experimental), 60000-400000 kc., 25w; W4XB, Island of Dreams Broadcasting Corp., Miami, Fla., license to cover C.P. (experimental relay broadcasting) 6040 kc., 2.5 KW; KGZG, City of Des Moines, Iowa, license to cover C.P. (Emergency police) 2470 kc., 100 w.

Also, WLOXAA, Bell Telephone Labs., Inc., NC-417-H, renewal of license (special experimental) 3415, 5592.5, 5642.5 kc., 50 watts; also same for W2XBX, NC-952-V; W9XA, National Broadcasting

Co., Inc., Denver, Colo., renewal of license (special experimental) 830 kc., 12.5 KW; KGRTG, American Airways, Inc., Cleveland, Ohio, granted same request as for WSDQ, Aeronautical Radio, Inc.; City of Lexington, Lexington, Ky., authority for 90 days additional time to construct municipal police station; Atlantic Broadcasting Corp.: WIEQ, WIER, WIEI, WIEL, WIEK, WIEJ, Portable and mobile, authority to operate on mobile units.

#### Application Denied

Tennessee State Press Co., Knoxville, Tenn., Denied C.P. 560 kc., 1 KW, 2 KW LS, unlimited time (facilities WMOX), failed to enter appearance within time allowed.

#### Set For Hearing

KLRA, Arkansas Broadcasting Co., Little Rock, Ark., C.P. to make changes in equipment and to change power from 1 KW to 1 KW night and 2½ KW LS; KPJM, A. P. Miller, Prescott, Arizona, voluntary assignment of license to Scott & Sturm; KTFI, Radio Broadcasting Corp. Twin Falls, Idaho, modification of license to increase daytime power from 500 w., to 1 KW (facilities of KGKX); WIXAU, Shortwave & Television Corp., Boston, Mass., renewal of license 1550 kc., 500 w.; W2XV, Radio Eng. Labs., Inc., Long Island City, N. Y., renewal of license (gen. exp.) 4797.5, 8655, 17310 kc., 500 w., to be heard with applications designated for hearing August 9, 1932.

#### Dismissed

WBCM, James E. Davidson, Bay City, Mich., modification of license, 1410 kc., 500 w., 1 KW, LS, unlimited (dismissed at request of applicant); WLEY, Carl S. Wheeler, Lowell, Mass., C.P. 1370 kc., 100 w., 250 w LS, SH. request authority to move (dismissed at request of applicant).

#### Ratification Of Acts Of Commissioners

W. N. Growden, Poorman, Alaska, C.P. for new point-to-point station at Poorman, Alaska, in order to communicate with signal corps at Ruby, Alaska, 2994 kc., 50 watts (date of action 8/22/32); WJEV, Westinghouse Electric & Manufacturing Co., E. Pittsburgh, Pa., authority to use station WJEV, 1566 kc., August 27 to September 5 connection National Air Races (date of action 8/23/32); KDRD, Mackay Radio & Tel. Co., aboard R. J. Hanna, authority not to exceed 60 days pending receipt formal application to operate on frequencies 375, 425, 468, 500 kc., 500 w., tube transmitter (date of action 8/23/32); National Broadcasting Co., Inc.: WIEK, WIEW, New York, N. Y., authority to operate transmitters using 1566 and 2390 kc., 50 w., August 28 to 31st conn. broadcast. description of eclipse; WIEK, Atlantic Broadcasting Corp., New York, N. Y., authorized use 1542 kc. 50 w. August 26 to 29th, connection broadcast polo match Sandpoint Club; W2XBJ, R.C.A. Communications, Inc., Rocky Point, N. Y., authorized 10 day extension of telegraphic authority granted 8/16 to operate on frequencies 7470 and 14940 kc., for test purposes with same conditions as authorized 8/16.

Also, WFDV, Rome Broadcasting Corp., Rome, Ga., special authority to operate from 3 P.M. to 6 P.M. CST, Sat. Aug. 27th granted with express understanding that it may be terminated without prior notice or hearing if in its discretion need for such action arises; W9XB, Chicago Federation of Labor, Chicago, Ill., authority to use existing general exp. station for fixed location as portable station to conduct trans. and recep. tests from captive balloon on World's Fair Grounds; KDWZ, Radiomarine Corp. of America, Vessel Pan America, temp. auth. not to exceed 60 days, pending formal application to operate transmitter ET-3650, 50 w, A2 emission, frequency range 375 to 500 kc., (date of action: 8/26/32);

Also WBT, WBT, Inc., Charlotte, N. C., authority to operate with 50 KW between time station KMOX signs off and 6 A.M. 8/25 to 9/4; KUMA, Albert H. Scherman, Flagstaff, Ariz., authorized extension of program test 30 days from 8/25/32; KFXJ, Western Slope Broadcasting Co., Grand Junction, Colo., authority to remain silent from 7 P.M. to 8 A.M. 8/29; KMIJJ, Transamerican Airlines Corp., Detroit, Mich., authority to operate aircraft station as broadcast pickup, frequency 2342 kc., 8/30 to 9/1 connection Harnsworth Trophy Races, Clair, Detroit, Mich; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., permission to suspend operations from Aug. 20 to Sept. 20 due to inability to obtain necessary equipment;

#### Action On Examiners' Reports

KGGF, Powell and Platz, South Coffeyville, Okla., remanded to docket to permit KEBI, Milford, Kansas, to be heard, applicant desires to move to Coffeyville, Kans.; KFWI, Radio Entertainments, Ltd., San Francisco, Calif., denied application to increase day power from 500 watts to 1 KW, license renewed on 950 kc., with 500 watts, sharing with KROW, Oakland, Calif., sustaining Examiner R. H. Hyde; J. T. Griffin, Tulsa, Okla., denied C.P. for new station to operate on 1400 kc., with 250 watts night, 500 watts day, sustaining Examiner R. H. Hyde; Troy Broadcasting Co., Troy, Alabama, granted C.P. for new station to operate on 1210 kc., with 100 watts power daytime, sustaining Examiner Pratt; W7BFN (amateur station, George A. Watson, Portland, Oregon, denied renewal of license as in default, applicant failed to appear at hearing sustaining Chief Examiner Ellis A. Yost.

#### Miscellaneous

WMBQ, Paul J. Gollhofer, Brooklyn, N. Y., granted permission to join in protest of removal of transmitter of WCGU from Brooklyn to Long Island City.

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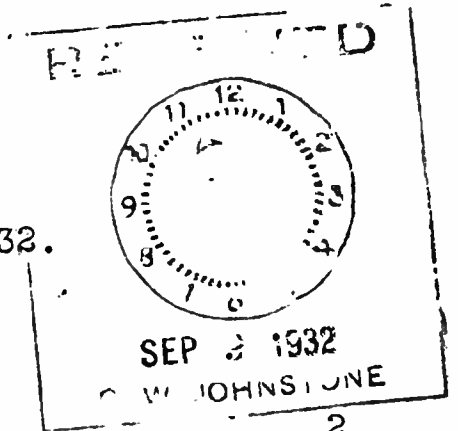
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INSURANCE BUILDING

WASHINGTON, D. C.

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No. 559

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## MILLS AND SCHUETTE DISCUSSING SUSTAINING FEES

A second meeting between E. C. Mills, General Manager of the American Society of Composers, Authors and Publishers, and Oswald F. Schuette, director of copyright activities for the National Association of Broadcasters, was held in New York City last week. They will meet again today.

Mr. Mills and the attorneys for the NBC and CBS drew up contracts for the key stations of the networks and chain-owned stations. These contracts are said to be practically completed. It is assumed that these contracts will be the basis of contracts to be offered to other chains.

At their last conference, Mr. Schuette and Mr. Mills talked, for the most part, about a revision of the sustaining fees in the contracts for individual stations. One of the important questions upon which they have agreed is that the broadcasters shall pay the percentage only on the amount of money actually received by them. There will be a rebate for bad debts. It is the understanding, however, that money received later on for bad debts is to be accounted for.

One point which has puzzled many broadcasters is whether the three per cent charge applies on programs which make no use of music, such as talks, spot announcements, sports broadcasts, and so forth. The tax does apply to all programs from which revenue is received. The broadcaster must pay three per cent of his gross revenue, in addition to the sustaining fee, during 1933, four per cent during 1934, and five per cent during 1935.

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## JUDGE OLNEY RETURNS TO WASHINGTON

Judge Warren Olney, Jr., has returned to his desk in the Department of Justice after a leave of absence during which he visited his home in California. Judge Olney is preparing for the hearing in the Wilmington, Delaware, courts of the Government's "trust suit" against the Radio Corporation of America, et al. for which he is the special prosecutor.

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## PALEYS HAVE LUNCHEON WITH PRESIDENT

Mr. and Mrs. William S. Paley were guests of the President and Mrs. Hoover for luncheon at the White House recently.

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## WCCO TO DEDICATE NEW TRANSMITTER

The Board of Directors of the Northwestern Broadcasting Company, Inc., have issued invitations for a dinner on Thursday, September 15th, at 7 o'clock at the Nicollet Hotel in Minneapolis, to mark the completion of the fifty thousand watt transmitter of Station WCCO.

From ten until five o'clock during that day, WCCO's new transmitter at Anoka, Minnesota, will be open for inspection to the guests of the Board of Directors. Special automobiles will leave Minneapolis at frequency intervals during the day, and guests wishing to visit the transmitter are invited to assemble at the offices of the company on the twelfth floor of the Nicollet Hotel, where transportation to Anoka will be arranged.

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## A RADIO BUILT TO PLEASE WOMEN

It is generally conceded that women dislike mystifying technical devices, which to the contrary please the average man.

A good example is the automobile dashboard, replete with many instruments.

The Zenith Radio Corporation has endeavored to simplify or eliminate as many of its operations which might be termed "technical" on their new radio receivers. For example, tuning accurately in the past has been accomplished to a great degree by the swinging hand of a meter. This has proved to be too confusing and difficult for the average person to see.

Zenith has produced a new, simple, easily seen tuning device known as "Shadowgraph." As one turns to the desired station a wide shadow appears on a translucent strip. As the peak of resonance is reached this wide shadow becomes narrower and narrower. When it reaches its narrowest point, the station is tuned exactly and scientifically at the proper peak. It is impossible to tune inaccurately.

This is assurance of the finest tone quality obtainable on the receiver, for it is generally known that when the station is not tuned to the exact peak of resonance, tone quality is poor. It is said that the Zenith "Shadowgraph" tuning device is one of the greater advances in radio developments this year.

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## ECHOPHONE RADIO TO ADD 300 TO PAY ROLL

The expansion program of Echophone Radio Manufacturing Co., Waukegan, Ill., and Western Television Corp., Chicago, authorized by the respective Boards of Directors, is to be headed by Arthur T. Haugh, former President of the Radio Manufacturers' Association and of National Standard Parts Association.

Mr. Haugh replaces, as President of Echophone Radio, A. U. Magnan, resigned. He was also elected a director of the company as well as of Western Television Corp., which is affiliated with the former company.

New models in all lines have been approved and 300 employees will be added to the Waukegan factory pay roll as soon as tools and dies are completed.

Echophone is to manufacture and distribute the television apparatus; formerly made by Western Television, as well as its own line of radio receivers. Western Television will engage exclusively in television research and the manufacture of television broadcast equipment.

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## NBC NEW ACCOUNTS AND RENEWALS

NEW - Horlick's Malted Milk Co., Racine, Wis.; Agency - Lord & Thomas, Chicago, Ill; Starts September 27, 1932 for 25 weeks, Tuesday and Friday, 8:30 to 8:45 P.M.; Basic Blue Network including WLW, WLS; Program - "Adventures in Health" - health talk by Dr. Buridesen.

NEW - S. S. Kresge Co., Detroit, Mich.; Agency, N. W. Ayer & Son, New York City; Starts - September 16, 1932, for 13 weeks, Friday 9:00 to 9:30 A.M.; WGY only; Program - "Friday Varieties" - electrical transcription of outstanding musical numbers.

NEW - General Mills, Inc. (Bisquick), Minneapolis, Minn.; Agency - Blackette Sample Hummert, Inc., Chicago, Ill.; Starting - October 10, 1932, for 52 weeks, Monday to Friday inclusive, 3:00 to 3:15 P.M.; Basic Blue Network except KWCR; Program - Sally & Bob, script of interest to housewives.

NEW - Malted Cereals, Inc. (Maltex), Burlington, Vermont; Agency - Samuel C. Croot, Inc., New York City; Starts September 9, 1932, for 26 weeks, Wednesday and Friday, 5:00 to 5:15 P.M.; Network WAAF, WEEI, WTIC, WJAR, WTAG, WCSH, WGY, WBEN, WTAM, WWJ; Program - "Maltex Safety Soldiers" - dramatized children's program by Miss Hardenman supported by George Shackley and orchestra.



NEW - Standard Oil Co. of New Jersey; Agency - McCann Erickson Co., New York City; Starts - September 26, 1932, for 6 broadcasts, daily except Sunday between 7 and 9:30 P.M.; WRC only; Program - 6 - 100 word announcements.

RENEWAL - The Calsodent Company (Calsodent Mouth Wash), New York City; Agency - J. Walter Thompson, Co., New York City; Starts - September 15, 1932, for 26 weeks, Thursday 9:00 to 9:15 A.M. WEAJ only; Program - "Mouth Health" - talk by Marley Sherris.

RENEWAL - The Calsodent Company (Calsodent Mouth Wash), New York City; Agency - J. Walter Thompson, New York City; Starts -- September 13, 1932, for 26 weeks, 9:45 to 10:00 A.M. Tuesday; WJZ, and WBAL only; Program - "Mouth Health" - talk by Marley Sherris

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#### APPLICATIONS OF WERE FAVORED BY EXAMINER

Applications of the Erie Dispatch-Herald Broadcasting Corp., Erie, Pa. (Station WERE) for a construction permit for new equipment, for modification of license to change corporate name, and for renewal of station license, were all recommended for grant in an Examiner's report made public by the Federal Radio Commission.

The report, submitted by Chief Examiner Ellis A. Yost, declared that the station is operating in public interest, and that granting the three applications would increase its public service.

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#### RMA GETS TREASURY DEPARTMENT RULING

The Radio Manufacturers' Association is just in receipt of the following statement from the Treasury Department relative to its ruling on chassis and cabinets:

"You are advised that under the law and regulations, manufacturers of cabinets and chassis for radio receiving sets cannot sell such articles tax free under exemption certificate. However, where a manufacturer of a complete radio receiving set purchases various taxpaid components for use in the manufacture thereof, he may sell the complete set at a specified price and will be permitted to pay tax only on the taxable articles manufactured by him, provided, such records are kept that will show specifically the selling price of the articles manufactured by him."

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## MEXICO TO DISCUSS RADIO PACT WITH U. S.

That Mexico is finally willing to treat with the United States on the allotment of wave lengths to clear up radio interference in the United States from south of the Rio Grande, is one of the outstanding developments of the first day of the International Radio and Telegraphic Conference, which was opened by Premier Azana, was the news from Madrid in a wireless to the New York Times on September 3rd. Representatives of 125 nations and of most of the leading private companies of the world are attending.

The Spanish Premier welcomed the gathering in the Senate building, where the League of Nations met four years ago. The delegates are to sign an international protocol clarifying control of the air and private agreements to speed up the arteries of world communication and cut technical costs.

Emilio Torres let the position of the Mexican delegation be known. He said the group had been empowered to discuss a private arrangement with the United States delegation; composed of thirty-five, including State Department representatives. While any decision reached would have to be approved by the Mexican Government, since the delegation had plenary powers only for signing a general international agreement, Senor Torres remarked that an agreement with the United States would be one of the principal tasks of the Mexican delegation.

Mexico has consistently refused official overtures to make an agreement with the United States, and interference from Mexican stations made broadcasting next to impossible in certain parts of the United States. The most famous case is that of the Milford (Kan.) "goat gland specialist," Dr. John R. Brinkley, who, after having his broadcasting license revoked in the United States, established a powerful station just south of the Rio Grande.

With Soviet Russia represented for the first time and delegates present from lands as far apart as Iceland and Polynesia, the conference aims to reach a complete world-wide understanding on just how air, land and under-water communications are to be correlated and controlled, and agreement seems possible for the first time. While the question of press censorship will be brought up, the consensus is that it will not occupy so important a place as preliminary reports indicated.

Four thousand resolutions, dealing with everything from changing codes and raising the minimum number of words in various kinds of telegrams to widening broadcasting bands, will be discussed. It is thought possible that new radio and cable hook-ups will be discussed by private companies.

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## RADIO CARS REPLACE SIGNAL LIGHTS IN NEW YORK CITY

Because of the success of the recently installed system of broadcasting police alarms by radio, the 201 green lights by which patrolmen on post were signaled from their station houses in emergencies have been discontinued in New York City. In place of the signal-light system, a radio-equipped police automobile will be in the vicinity of each station house to answer emergency calls.

The abolition of the light system will result in a saving of about \$2,400 a year. The lights were attached to the top of police phone-box pillars and were known as "blinking Irishmen."

Between February 25th, when the radio-alarm system was put into operation, and July 12th, Mr. Mulrooney, Commissioner, said that 295 major arrests were credited to its effectiveness. There are 250 radio-equipped cars in use.

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## TO RECONSIDER FOOTBALL BROADCASTING BAN

The broadcasting companies expect the Eastern Intercollegiate Association to lift the ban on radio descriptions of football games this Autumn which was announced in June by Major Philip B. Fleming, representative of the United States Military Academy and president of the association. A meeting of the association is scheduled to be held tomorrow (Friday) at which time the radio decision will be reconsidered.

Representatives of the Columbia Broadcasting System, the National Broadcasting Company and other stations plan to hold a conference with several members of the intercollegiate organization prior to the association's meeting. The radio men will endeavor to prove that broadcasting does not keep the public away from the stadiums.

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## CBS NEW AND RENEWED COMMERCIAL ACCOUNTS

NEW - Campana Corp., Batavia, Ill. (Campana's Italian Balm); Agency - McCann-Erikson, Inc., Chicago, Ill.; Time - Monday, 8:45-9:00 P.M., 22 Basic stations plus 1; Program - "Fu Manchu", dramatic and orchestra.

RENEWAL - Funk and Wagnalls, (Literary Digest); Agency - Samuel C. Groot Co., Inc., New York; Monday, Wednesday, Friday, 8:00-8:15 P.M., rebroadcast to coast 11:00-11:15 P.M., 22 basic stations plus 15; Program - Talk - Edwin C. Hill.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 2 - WFOX, Paramount Broadcasting Co., Brooklyn, N.Y., install automatic frequency control; WEEL, The Edison Electric Illuminating Co., of Boston, Mass., direct measurement of antenna power; Atlas Broadcasting Corp., Fort Lee, N. J., C.P. for new station to use 1450 kc's., 500 w., limited time to operate 10 hours per day; WSPA, Vergil V. Evans, doing business as "The Voice of South Carolina", Spartanburg, S. C., modification of license to change from 1420 kcs., 100 w. night, 250 w. day, unlimited hours; WCSC, South Carolina Broadcasting Co., Inc., Charleston, S. C., license to cover c.p. for new equipment and local change of transmitter; KOMA, National Radio Manufacturing Co., Oklahoma City, Okla., C.P. for changes in equipment and change location of transmitter exact location to be determined by tests; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., modification of license to change modulation system of auxiliary transmitter and operate same with 1 kw. power instead of 500 w.

### Applications Other Than Broadcasting

Sept. 1 - W. N. Growden, Poorman, Alaska, C.P. for point-to-point telephone station 2994 kc., 50 w.; KGTU, Aeronautical Radio Inc., Lake Charles, La., license to cover C.P. for aeronautical station: 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5002.5, 5612.5, 5632.5 kc., 50 w.; Chicago Federation of Labor, portable, Chicago, Ill., C.P. for a general experimental station, 60000 to 100,000 kc., 30 w.; W10XI, Aircraft Radio Corporation, NC-9746, renewal of general experimental station, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 60000-to 400000 kc., 10 w.; W3XW, Same Co., Boonton N. J., renewal of general experimental station 3492.5, 6425 kc., 50 w.; National Air Transport, Inc.: NC-424-H, license for aircraft station 3105, 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 w. There were also received 73 applications for amateur station licenses.

Sept. 3 - R.C.A. Communications, Inc.: KQG, and KEM, Bolinas, Cal., WJT, San Juan, Puerto Rico, modification of license for change in serial number and primary communication points; KEN, Bolinas, Cal., modification of license for change in primary communication points; KEI, Bolinas, Calif., and WQZ, San Juan, Puerto Rico, modification of license for change in serial number of transmitter; KGXY, Gulf Production Co., portable, mainly southwest United States, renewal of geophysical license for 1602, 1628, 1652, 1676, 1700 kc., 10 w.; W1XAL, Shortwave Broadcasting Corp., Boston, Mass., renewal of relay broadcasting license for 6040, 11790, 15250, 21460 kc., 5 kw; WJET, and WJEU, Detroit Gold Cup Committee, Inc., Lake St. Clair, Mich., licenses covering c.p.s for 2398 kc., 15 w., point-to-point telephone service; There were also received 164 application for amateur station licenses.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 6, 1932)

KUMA, Albert H. Schermann, Yuma, Ariz., authority to operate from 9 P.M. to 12 midnight MST, Sept. 13, 1932; WCFL, Chicago Federation of Labor, Chicago, Ill., modification of C.P. extending completion date to March 27, 1932; KMJ, James McClatchy Co., Fresno, Calif., modification of C.P. to make changes in equipment (original C.P. authorized move of transmission locally, changing frequency from 1210 to 580 kc., increasing power from 100 to 500 w. and installing new equipment);

Also, W2XAH, Bell Telephone Laboratories, Inc., South Plainfield, N. J., renewal of special experimental license 278 kc., 10 w.; New England Telephone & Telegraph Co., Boston, Mass., C.P. for special experimental service, 2322 kc., 50 w.; Seattle Broadcasting Co., Seattle, Wash., special experimental C.P. to construct portable station 1270 kc., 100 w., 1 A.M. to 6 A.M. P.S.T. for period of one month, to make field intensity measurements. Also granted 30-day license to cover above; Tropical Radio Telegraph Co.: WBJ, WBW, WCE, WBO, WBV, WBY, WBQ, Hingham, Mass., license fixed public point-to-point telegraph service 6770, 6777.5, 10450, 10460, 12940, 12955, 17580 kc., 1 kw; WPI, Inland Waterways Corp., Memphis, Tenn., private coastal telegraph license, frequencies 4140, 5520, 6210 kc., calling: 438, 3120, 4780, 6250 kc., working, two transmitters; 100 and 250 w.

### Applications Granted (Sept. 8, 1932)

WTAG, Worcester Telg. Pub. Co., Inc., Worcester, Mass., authority for direct measurement of antenna input power; WWSW, Walker & Downing Radio Corp., Pittsburgh, Pa., license covering installation of new equipment and increase in day power, 1500 kc., 100 watts night, 250 w. LS, unlimited time; KDKA, Westinghouse Electric and Manufacturing Co., Pittsburgh, Pa., license covering alternate transmitter constructed under experimental license, 900 kc., 50 KW, unlimited time; KGCU, Mandan Radio Association, Mandan, North Dakota, license covering changes in equipment 1240 kc., 250 watts, specified hours; KFRC, KGB, KHJ, Don Lee, Inc., San Francisco, San Diego, and Los Angeles, Cal., respectively - consent to voluntary assignment of license to Don Lee Broadcasting System; WRBX, Richmond Development Corp., Roanoke, Va., extension of working of Rule 145; KFBI, Farmers & Bankers Life Insurance Co., Abilene, Kans extension of working of Rule 145 until frequency monitor can be repaired; WFFI, J. Pat Scully, Greenville, Miss., extension of working of Rule 145; WJSV, Old Dominion Broadcasting Co., Alexandria, Va., authority to remain silent until November 1, 1932.

Also, Dept. of Conservation & Development of State of N.J. Portable #4, Portable No. 3, 2 and 1, general experimental C.P., frequencies 34600, 41000, 51400, 60000-400000 kc., 5 watts; Durham Life Insurance Co., - Portable, initial location in or near Raleigh,

N.C., general experimental C.P. 60000 to 40000 kc., 15 watts; Chicago Federation of Labor, Portable - general experimental C.P. 60000-100000 kc., 30 watts; Delbert E. Replogle, Ridgewood, N.J., C.P. special experimental service 17310, 23100, 25700, 26000, 27000, 34600, 51400 kc., 60000-400000, 401000 and above, 1 KW; KTK, Globe Wireless, Ltd., Mussel Rock, Cal., C.P., public coastal telg. to install additional high frequency transmitter; W. N. Crowden, Poorman, Alaska, C.P. fixed public point-to-point tel. service, 2994 kc., 50 watts; KGZD, City of San Diego, Police Dept., license for police service, 2430 kc., 100 watts; KGZI, City of Wichita Falls Wichita Falls, Texas, license for police service, 1712 kc., 50 watts; WPDH, City of Richmond, Richmond, Ind., license for police service 2442 kc., 50 watts; Dept. of Conservation & Development of State of New Jersey, Portables No. 1, 2, 3 and 4, general experimental licenses 51400, 34600, 41000, 50900-400000 kc., .5 watts, to October 1, 1933

Also, R.C.A. Communications, Inc.; WQP, WAJ, WQX, WQW, KW, WEF, WDB, WEO, WDA, WEG, Rocky Point, N. Y., modification of license fixed public point-to-point telg. to change primary points of communication and transmitter number; WIK, WIZ, New Brunswick, N. J., same as above; WQL, WEB, WKP, WKJ, WEZ, WFX, WDS, same; WKM, WQL, Rocky Point, N. Y., modification of license fixed public point to point telg. service for change in serial no. of transmitter. WQB, for change in serial No. only; WKO, WED, modification of license to change transmitter no; WBU, WDD, to change transmitter number and points of communication.

Also, W4XC, Wade H. Dellinger, Charlotte, N. C., license general experimental service, 51400, 41000, 60000-100000 kc., 15 watts; Orson B. Slocum, NC-661-N, experimental license 51400 and 60000-400000 kc., 5.5 watts; KGTU, Aeronautical Radio, Inc., Lake Charles, La., aviation license; W3HP, Bell Telephone Laboratories, Inc., Whippany, N. J., renewal of special experiential license, 650, 1100, 1480 kc., 50 KW; W1XD, Submarine Signal Co., Boston, Mass., renewal of general experimental license, 1594, 2398, 3492.5, 4797.5 kc., 15 watts; W1XN, Polin, Inc., and W10XAY, Portables renewal of general experimental license, 4797.5 kc., 15 watts and renewal of general experimental license, 60000-400000, 401000 and above, 250 w., respectively.

Also, W10XM, Ford Motor Co., NC-8405, renewal of general experimental license, 6425 kc., 7.5 watts; W8XAR, Westinghouse Electric and Manufacturing Co., Saxonburg, Pa., renewal of special experimental license; 900 kc., 50 to 400 watts; Don Lee, Inc.: W6XS, near Gardena, Cal.; W6XK, Los Angeles, W6XAO, Los Angeles, consent to voluntary assignment of C.P. to Don Lee Broadcasting System.

#### Set For Hearing

The Greenville News-Piedmont Co., Greenville, S. C., requests C.P. for new station 590 kc., 250 w., night, 500 w., LS, unlimited time, experimental; WSAZ, WSAZ, Inc., Huntington, W. Va., and WOBU, WOBU, Inc., Charleston, W. Va., requests special authorization to increase night power from 250 w. to 250 w. with additional 250 w. experimental WHBF, Beardsley Specialty Co., Rock Island, Ill. renewal of broadcast station license.

Sept. 8 - F. C. Carroll, Requests C.P. for special experimental service; KLO, Intermountain Broadcasting Corp., Ogden, Utah, requests application to move station from Ogden to Salt Lake City. Set for hearing because of protest of KDYL. On Aug. 9, 1932, the Commission granted application subject to Rules 45 and 46.

Ratification of Acts Of Commissioners

KGBX, KGBX, Inc., St. Joseph, Mo., extension of time to remain silent from Aug. 27 to Sept. 10, while moving; WJBU, Bucknell University, Lewisburg, Pa., authorized to suspend operation temporarily due to emergency caused by fire; KDMR, Mackay Radio & Telg. Co., Vessel "W. S. Miller" 60 day authority to operate high frequency transmitter pending receipt of formal application 3105 to 22100 kc., 500 watts; WIEX, National Broadcasting Co., Inc., New York, authority to operate station using 1566 and 2390 kc., 50 watts, September 8 to 20; aboard "Derelict" in connection with Explorer Beebe descriptive broadcast; WMPI, Commonwealth of Mass. Dept. of Police, Framingham, granted special authority to operate on 1574 kc., 10 watts, subject to filing formal application; KUTJ, Mackay Radio & Telegraph Co., Vessel "S. A. Perkins", granted 60 day authority to operate aboard vessel "S.A.Perkins" 375 kc., to 500 kc., 2 KW; KTAB, Associated Broadcasters, Inc., San Francisco, authorized to remain silent from 11 P.M. to 7:30 A.M. from August 31st to Sept 4.

W1ARV, Kenton Emerson Quint, North New Portland, Me., authorized ~~to operate station near Mt. Washington, N. H., provided messages be for general public, in conformity with Amateur Rules; WJBU, Bucknell University, Lewisburg, Pa., authorized to suspend operation temporarily due to emergency caused by fire; KDMR, Mackay Radio & Telg. Co., Vessel "W. S. Miller" 60 day authority to operate high frequency transmitter pending receipt of formal application 3105 to 22100 kc., 500 watts; WIEX, National Broadcasting Co., Inc., New York, authority to operate station using 1566 and 2390 kc., 50 watts, September 8 to 20; aboard "Derelict" in connection with Explorer Beebe descriptive broadcast; WMPI, Commonwealth of Mass. Dept. of Police, Framingham, granted special authority to operate on 1574 kc., 10 watts, subject to filing formal application; KUTJ, Mackay Radio & Telegraph Co., Vessel "S. A. Perkins", granted 60 day authority to operate aboard vessel "S.A.Perkins" 375 kc., to 500 kc., 2 KW; KTAB, Associated Broadcasters, Inc., San Francisco, authorized to remain silent from 11 P.M. to 7:30 A.M. from August 31st to Sept 4.~~ to operate station near Mt. Washington, N. H., provided messages be for general public, in conformity with Amateur Rules; WGCP, May Radio Broadcasting Corp., Newark, N. J., authorized to suspend operation from 12:01 A.M., Sept. 4 to 12 P.M., Sept. 5; KUJZ, Radiomarine Corp. of America, Vessel "Oregon", authorized to operate 60 days pending receipt of formal application to replace spark transmitter 375 to 500 kc., 200 watts; WIEK, Atlantic Broadcasting Corp, authorized to use station at Conway, N.H., in connection with broadcast of eclipse on August 31; also authorized to use station to broadcast polo matches Sept. 2 to 4 inclusive; also authorized to use station at Municipal Airport, Cleveland, Aug. 23 to Sept. 5;

Also, KFSD, Airfan Radio Corp., Ltd., San Diego, Cal., authorized to take depositions in re Docket case 1756; WRDR, and WIEN, Township of Grosse Point, Detroit, Mich., authorized to use Station WRDR and WIEN to intercommunicate during period of Harmsworth Trophy Meet; KWEA, Hello World Broadcasting Corp., Shreveport, La., denied request to take depositions in re Docket cases 1295 and 1472; WENC, d/b as Americus Broadcasting Co., Americus, Ga., authorized to operate each week-day night from Aug. 30 to Sept. 14 until 9 P.M.; Grosse Pt. Police Dept. & Detroit Police, Dept.; WIEN, WCK, WRDC, WJET and WJEU, authorized to establish intercommunication in connection with Harmsworth Trophy Races; KRMD, Radio Station KRMD, Inc., Shreveport, La., granted modification of C.P. to change equipment and increase power from 50 to 100 watts.

Also, KGFW, Central Neb. Broadcasting Corp., Kearney, Neb., authorized to change hours of operation from unlimited to specified hours, during month of September; WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, authorized to operate from 7 to 8:30 EST., Sept. 3; WSDQ, Aeronautical Radio, Inc., Cleveland, Ohio, authorized to operate aeronautical station on broadcast pickup station on Sept. 5 in connection with National Air Races at Cleveland; KHRTG, Aeronautical Radio, Inc., NC-712-Y, authorized to operate aircraft station on plane NC-612-Y in connection with National Air Races to be held at Cleveland Sept. 5; WINS, American Radio News Corp., New York, authorized to operate 8:15 to 9:00 P.M., Sept. 5, 1932; KFYR, Meyer Broadcasting Co., Bismarck, N.D. authorized to operate from 12:30 P.M. to 2 P.M., CST, Sept. 5, if KFDY remains silent.

Also, WIEW, National Broadcasting Co., New York, authorized to operate station Sept. 5 in connection with broadcast description of Seaman Life Boat Race; KDML, Mackay Radio & Telegraph Co., San Francisco, authorized to operate station KDML aboard vessel "S C.T. Dodd" for 60 days; WKAV, Harold E. Wescott, Receiver, Laconia, N. H., authorized to operate station as temporary receiver for additional period of 30 days from Sept. 5; KSOO, Sioux Falls Broadcasting Association, Inc., Sioux Falls, S. Dak., authority to take depositions in re its application for renewal of license scheduled for hearing Sept. 19th/

The Commission also granted 314 licenses for amateur stations, of which 64 were new, 201 renewals, and 49 modifications. Of these 314 amateur stations, 44 are licensed for portable use, the balance as fixed stations.

#### Action On Examiners' Reports

KTAB, Associated Broadcasters, Inc., San Francisco, Cal., granted renewal of license on 560 kc., 1 KW, unlimited time, sustaining Chife Examiner Ellis A. Yost; KFWF, St. Louis Trust Center, St. Louis, Mo., and WIL, Missouri Broadcasting Corp., St. Louis, Mo., applications for renewal of licenses remanded to docket; WJW, Mansfield Broadcasting Association, Mansfield, Ohio, granted permission to move station from Mansfield to Akron, Ohio, using same facilities, i.e., 1210 kc., 100 watts, unlimited time, reversing Examiner R. H. Hyde

#### Applications Dismissed

WOL, American Broadcasting Co., Washington, D. C., modification of license 1240 kc., 250 w., unliited time; Steubenville Broadcasting Co., Steubenville, Ohio, C.P. 1420 kc., 100 watts, special hours; dismissed at request of applicants.

#### Miscellaneous

WNOX, WNOX, Inc., Knoxville, Tenn., application for renewal of license dismissed from hearing docket and granted, because Tenn. State Press Co., failed to file an appearance withint time allowed; WREC, WREC, Inc., Memphis, Tenn., granted permission to intervene in application of 31st St. Baptist Church, Indianapolis, for C.P. for broadcasting station, application to be heard Sept. 22nd;



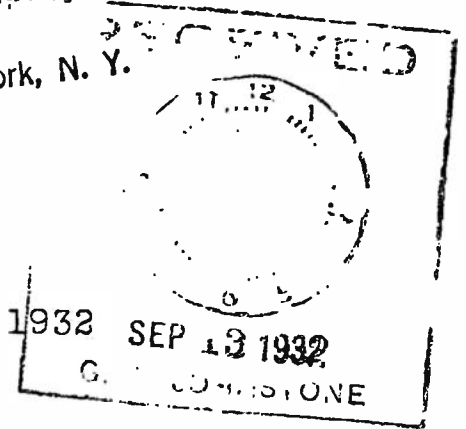
# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 560

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

## RADIO REGISTERS AIR CONDITIONS IN ARCTIC

Radio meteorographs are the newest devices for bringing down to earth information on atmospheric conditions high above the clouds. Several of these instruments have just been calibrated by the United States Weather Bureau and sent to Alaska for use in obtaining facts for the Second International Polar Year, which started August 1st.

A radio meteorograph consists of an automatic temperature and pressure recording device and a compact radio sending apparatus. It is attached to a balloon for release at any desired point.

As the balloon rises the changes in barometric pressure and in temperature cause a metal finger to move across various contact points, thus transmitting radio signals. The observer on the ground below picks up these signals with a receiving set and, from calibrations of the instrument previously made, determines the corresponding temperatures and heights.

In thickly settled areas instruments that automatically record atmospheric changes on tracing paper are often sent up in balloons. Attached to a parachute and bearing a tag asking that they be returned to the nearest Weather Bureau station, they stand a good chance of being recovered.

In the uninhabited polar regions, however, they are not likely to be seen again. The radio meteorograph was, therefore, designed for use there.

Atmospheric records at all levels up to about 4 miles can be obtained by pilots in airplanes. To get records at higher levels, however, balloons are necessary. They go 10 miles or more up into the stratosphere before they burst.

Radio meteorographs are designed to promote that part of the polar year program which calls for a determination of the relationship between weather conditions in the polar regions and those in the lower latitudes. They will also help toward a better understanding of the general circulation of the atmosphere over the earth.

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## MAJESTIC ANNOUNCES EIGHT NEW MODELS

In announcing the complete new line of Majestic radio receivers for Fall and Winter, B. J. Grigsby, President of the Grigsby-Grunow Company, declares, "with due consideration of Majestic's past record of achievements, I sincerely believe that our new models surpass all that has gone before. They represent the latest developments in radio, with new refinements and advancements giving simple and easy operation, providing a tone quality that is the nearest approach to perfection yet attained. The beautiful new cabinets show an intelligent application of pleasing motifs designed to harmonize with the present day trend of furniture making."

The reception accorded the first showing of these new Majestic receivers at various distributor and dealer meetings seems to verify Mr. Grigsby's statement. D. M. Compton, Vice-President and General Manager, also said, in part, "not only have we given the public outstanding and remarkable radio receivers both in performance and beauty, but priced them so low that they represent the most amazing values ever offered. There are eight models within a price range of from \$44.50 to \$149.50, complete with tubes and Federal tax paid, with prices slightly higher on the West Coast. We have voluntarily cut our margin of profit to the lowest point in the history of our company, a profit so small as to be almost negligible, in order that Majestic dealers may profit thereby, and at the same time offer to their trade a high quality radio at startling low prices."

The new Majestic line comprises eight models, of which two are table models. The chassis employed are all superheterodynes, two each of 7, 9, 11 and 12 tubes. Of the two 12-tube radios, one is a broadcast and short wave receiver providing a range of from 15 to 550 meters. The other 12-tube is Model No. 324, and termed the "Anniversary Model". This receiver combines all the Majestic features in a beautiful six-legged console of Gothic design with matched butt walnut doors. Its list price is \$149.50, including tubes and Federal tax paid. Dealers are permitted an extremely generous trade-in margin on this model and it should prove popular both with dealers and the owners of obsolete receivers.

Among some of the features of these new Majestic radio receivers may be mentioned Automatic Synchro-Silent Tuning, full-range Tone Control, Automatic Volume Control, Visual-Lite Tuning Dial, Twin Super-Dynamic Speakers, Duo-Diode Detection, full pentode amplification, new resistance-coupled push-pull output, and mercury vapor rectification.

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## NEW WASHINGTON COLUMBIA STATION TO OPEN NEXT MONTH

Secrets which have lain hidden behind the vague evasions and blank expressions of Columbia's local staff are coming out thick and fast these days, according to Don Craig, Jr., Washington radio scribe. "The new WJSV is taking form - in stone and steel - and there's no denying it", Mr. Craig writes.

"The little brick bungalow on the Memorial Highway, near Alexandria, Va., and across the river from the National Capital, which will house Columbia's Washington, D.C., outlet, is more than half completed. The 310-foot towers are up. And the little coupling house, standing in the swamp between them, is receiving its final touches.

"It's a beautiful layout. No expense has been spared to bring WJSV into Washington as nearly perfect as is possible. But, with all due respect to Columbia's crack N. Y. architect, I don't see why they made the studios so small.

"There will be two of them in the highway bungalow. The largest is 22 x 15 feet. Both WRC and WMAL in Washington have studios with an area of more than 500 square feet over this. And there have been times when even WRC has been crowded for space.

"Of course, it would make a swell story if Columbia invited half the Marine Band to the highway studios and the other half to the Shoreham Building studios. But the resulting program is problematical.

"The date for the opening of WJSV is now set for October 20th."

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### NBC NEW ACCOUNTS

NEW - Frigidaire Corp. (Electric refrigerators), Dayton, Ohio; Agency - The Geyer Co., Dayton, Ohio; Starts September 15, 1932 Tuesday, Wednesday, Thursday, 5:00-5:15 P.M., Basic Blue Network, Northwestern SE, SC, SW, Mt. Orange, KFSD, KTAR; Program - "The Frigidairians" - Charles Allen speaker and orchestra.

NEW - C. F. Mueller Co. (Macaroni and Spaghetti), Jersey City, N. J.; Agency - Thomas M. Bowers Advertising Agency, New York City; Starts - September 29, 1932, for 13 weeks, Thursday, 11:00-11:15 A.M., EDST, Basic Blue Network except KWCR; Program - Mrs. A. M. Goudiss - cooking talks.

NEW - Kraft Phenix Cheese Co. (Mayonnaise), Chicago, Ill; Agency - J. Walter Thompson Co., Chicago, Ill; Starts - September 27, 1932, for 13 weeks, 11:00-11:15 A.M., Tuesdays, EDST; Basic Blue network except KWCC; Program - Mrs. A. M. Goudiss - cooking talks.

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## ILLUSTRATED VOICE ENTERS RADIO ADVERTISING FIELD

Evidently designed to enter into competition with commercial broadcasters in the advertising field is the "Illustrated Voice", a device put forward by the Western Union Telegraph Co. and the Fairchild-Wood Visaphone Company, of New York City. Apparently the idea is an adaptation of radio advertising and evidently was suggested by the success of the latter.

It is a machine which Western Union messengers will take into homes, operate and take back when the performance is finished. It projects pictures with accompanying music and advertising, the latter furnished by a phonograph record. The photographs shown are not moving pictures but of the still variety.

One of the first uses to which it will be put will be the projection of political speeches.

"The service is expected to prove popular even for afternoon teas and bridge parties", said W. Wadsworth Wood, its inventor. "For instance, Mrs. X may telephone for the 'third lesson on contract bridge' by a noted bridge authority and receive it by messenger in a few minutes for the entertainment of her guests. A number of large corporations have contracted for the service, including General Electric, Westinghouse and du Pont. Pictures, diagrams, charts and other visual matter have been coordinated with the recorded voice for a wide variety of subject matter, and the scope and distribution of the service will be rapidly broadened."

About 100 machines are now in use and service is said to be available in upwards of twenty cities.

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## COOLIDGE IS REPUBLICANS STAR BROADCASTER

If former President Coolidge contributes a nation-wide broadcast to the Hoover campaign, as reported, the chances are that from a radio standpoint he will make a workmanlike job of it. Never enthusiastic about the radio as a means of entertainment, Mr. Coolidge has ample faith in it for political and business purposes and has, with characteristic chrewdness availed himself of it frequently.

As President, Mr. Coolidge, through his secretary, Everett Sanders, now Chairman of the Republican National Committee, always saw to it that his important speeches were widely broadcast. He has used the radio since with good results, it is reported, in behalf of the insurance company of which he is a director.

Once to his regret. For it was in one of these insurance speeches that the former President made an assertion which allegedly reflected upon a certain type of insurance. Upon learning of his error, Mr. Coolidge, with his usual spirit of fairness, sent Mr. Sanders to St. Louis to soothe the outraged complainant with a cash settlement rather than resort to a legal subterfuge.

Mr. Coolidge has a splendid microphone voice and admittedly is one of the Republican party's best radio speakers. It is expected that the entire nation will hear his address if he decides to make one.

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#### ON A SILVER PLATTER - SAYS "O. H."

The following editorial written by O. H. Caldwell appears in the September issue of Radio Retailing:

"I have just come from the studios of the great broadcasting systems. They are all 'steamed up' and busy as bee-hives with big plans for program features this Fall and Winter. They are spending money for talent and novelties at a rate of prodigality to make Ziegfeld turn over in his untimely grave. And all this parade of million-dollar programs, news features, music and education will help radio dealers sell sets this Fall!

"I have just bumped into some of my Washington friends who are now in the thick of politics. Never, they tell me, was so much interest manifested in an election. This Fall, they say, people will be sitting close to their receivers, carefully taking in every word. Never was an election held that meant so much, personally, to so many people. Radio will be the battleground for ballots. News will be in demand early and late, every night this Fall. And here again the radio dealer wins!

"I have talked with the radio-set manufacturers. They have new models that are wonders, - with new depths of beauty of tone, new appeals for purchasers to bring out hoarded dollars. The manufacturers have given the dealers fine merchandise to sell, and at prices that must move the goods.

"Nowhere else is any group of merchants blessed with such an opportunity as is now laid at the feet of the radio dealers of America in this Fall of 1932. Programs, concerts, stage stars, news events, politics, the campaigns, the elections, improved merchandise, - all combine to make radio the most important item in any home.

"We have all been through some tough times together, these past two years. But now it looks as if the gods of politics and the gods of broadcasting had contrived to hand us opportunity galore - hand it to us on silver platters. Radio's 'big push' is on!"

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## BELGIUM TAKES UP WIRED RADIO PLAN

Citizens of the ancient city of Ghent, Belgium, will henceforth only have to plug in a loud speaker and pay about 25 cents a month for their radio programs.

This will tend to reduce costs to the listeners, for there will be no sets to purchase and install. Less static will also result from this new development, since the programs will reach the home directly by wires. Considerable revenue will also doubtless accrue to the city, after the initial cost of installation has been paid off.

A new broadcasting station will shortly be established in the city capable of receiving and distributing programs on short, intermediate, and long waves. City authorities announce the station will have a maximum capacity for serving 20,000 subscribers and anticipate that 3,500 will be served immediately upon completion of the installation.

Four station programs will be made available by wire to the home of the radio subscriber, and each subscriber will be provided with an outlet plug and changeover switch for selection of any one of the four. Loud speakers may be purchased from the city or upon the open market.

While the subscription rate for this service has not been definitely fixed, financing of the scheme will probably be fixed at a fee of 2 francs per week (franc equal to about 2.8 cents U.S. currency). It is expected that the service will be inaugurated sometime during the Spring of 1933.

City electricity is being changed over from direct to alternating current, and the old cables will be used to transmit the programs, thus expediting the starting of the service.

Similar systems have been applied in part to other countries, notably The Netherlands and Switzerland. For instance, in Switzerland, telephone subscribers in Basel, Berne, Geneva, Zurich, Chur, Lausanne, Lugano, Locarno, Bellinzona and Montreaux, may enjoy radio broadcasts without actually owning a set. To date there are approximately 2,000 such installations in use.

Also early this year the well-known Philips Radio Works at Eindhoven, The Netherlands, stated that they had completed tests showing the practicability of distributing "simultaneously several radio programs over the ordinary electric light net". Tests showed that the programs could be sent over long distances by the high-voltage transmission lines, in no way endangering the dependability of the ordinary electric net.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 7 - WSYB, Philip Weiss Music Co., Rutland, Vermont, modification of C.P. issued 8/12/32, change of equipment and transmitter locally, to extend date of completion to 11/28/32; WHAM, Stromberg-Carlson Telephone Manufacturing Co., Rochester, N.Y., modification of C.P. issued 11/17/31 to extend date of commencement and date of completion; WNBW, Home Cut Glass & China Co., Carbon-dale, Pa., voluntary assignment of C.P. and license to WNBW, Inc.; KASA, E. M. Woody, Elk City, Okla., modification of C.P. issued 7/1/32 for new station, to change equipment and move transmitter and studio locally; KGFI, Eagle Broadcasting Co., Inc., Corpus Christi, Texas, license to cover C.P. issued 4/19/32 for changes in equipment.

Also, WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., voluntary assignment of license to Ingram Broadcasting Co.; John Tindale, Abilene, Texas, C.P. for new station to use 1420 kcs., 100 watts, share time equally with KABC. Requests facilities of KABC, San Antonio, Texas; WCCO, Northwestern Broadcasting, Inc., Minneapolis, Minn., license to cover C.P. issued 11/17/31 as modified for new equipment and operate with 50 KW power; KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, license to cover C.P. issued 4/26/32 change in equipment and increase operating power from 100 to 250 watts.

### Applications Other Than Broadcasting

September 7 - Westinghouse Electric & Manufacturing Co.:  
W10XAQ, Portable on any aircraft, initially on NC-1771, C.P. for authority to operate as a ground station at Hampden Co., Mass., frequency 2398, 3492.5, 6425, 12862.5, 1594, 4797.5, 8655, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above 250 watts, general experimental station; also license covering above C.P.; Also, at Chicopee Falls, Mass., new C.P. for 1594, 2398, 3492.5, 4797.5, 6245, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, variable up to 250 watts, general experimental; WHER, Portable, initial location "SS St. John", Boston, Mass., renewal of broadcast pickup license for 1566, 2390 kc., 15 watts.

Also, Howard A. Ssyse: W8XAK, Portable in Erie County, New York, license covering C.P. for 51400 kc., 10 watts, general experimental station; W8XAJ, Portable in Erie Co., New York, license covering C.P. for 51400, 60500, 70500, 80500, 90500, 100500 kc., 10 watts, general experimental station; WIEF, Miami Broadcasting Co., Inc., Portable - initial location, Miami, Fla., renewal of broadcast pickup license for 2342 kc., 15 watts; W2XDV, Atlantic Broadcasting Corp., New York, N. Y., renewal of general experimental license for 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 50 watts; Prof. Neil H. Williams: W8XV, and W8XU, Portables, initial location, Ann Arbor, Mich., renewal of general experimental licenses for 34600, 41000, 51400, 60000-400000 kc., 15 and 5 watts respectively.



Also, Carleton D. Haigis: W3XAF and W3XAE, Portables - initial locations, Gloucester City, N. J., licenses covering C.P.s for 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 250 watts, general experimental station; There were also received 19 applications for amateur station licenses.

September 8 - R.C.A. Communications, Inc.: KIO, Kahuku, T. H., and KKW, KET, KEL, KEJ, Bolinas, Calif., modification of license for change in primary communication points: point-to-point telegraph station; W9XAL, First National Television Corporation, Kansas City, Mo., modification of C.P. for extension of completion date to October 15, 1932, experimental visual broadcasting station; Kohler Aviation Corporation, license for aircraft, 51400, 60000 kc., 15 w., general experimental station. There were also received 77 applications for amateur station licenses.

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#### DECISIONS OF THE FEDERAL RADIO COMMISSION

The effective date of Rule 145, which requires stations to keep within 50 cycles of their assigned frequencies, for the following stations was extended to September 30th since the licensees have ordered frequency monitors to be delivered before that date:

WLBZ, Bangor, Maine; WSYY, Rutland, Vermont; WMAS, Watertown, Mass.; WCOC, Meridian, Miss.; WSBT, South Bend, Ind.; WFAM, South Bend, Ind.; WJBO, New Orleans, La.; WCGU, Brooklyn, N.Y.; VSJS, Winston-Salem, N. C.; WHOM, Jersey City, N. J.; WTAX, Springfield, Ill.; KMJ, Fresno, Cal.; KGKY, Scottsbluff, Neb.; KERN, Bakersfield, Cal.; KOH, Reno, Nev.; WEDC, Chicago, Ill.; KFJF, Oklahoma City, Okla.; KGIX, Las Vegas, Nev.; KGFW, Kearney, Neb.; WPAD, Paducah, Ky.; WWAE, Hammond, Ind.; KFXM, San Bernardino, Cal.; WHBD, Mount Orag, Ohio; KICA, Clovis, N.M.; WIBX, Utica, N.Y.; WSAN, Allentown, Pa.; KTSM, El Paso, Texas; WDAH, El Paso, Tex.; WBAX, Wilkes-Barre, Pa.; WCBA, Allentown, Pa.; KWJJ, Portland, Oregon; KVOA, Tucson, Ariz.; KGCX, Wolf Point, Mont.; KARK, Little Rock, Ark.; WCOD, Harrisburg, Pa.; KGHF, Pueblo, Colo.; WSYR-WMAC, Syracuse, N. Y.; WAGM, Presque Isle, Maine; KVOS, Bellingham, Wash.;

Also; KFQ, Wenatchee, Wash.; KUOA, Fort Smith, Ark.; KGBU, Ketchikan, Alaska; KFJD, Anchorage, Alaska; KNOW, Austin, Texas; WOWO, Fort Wayne, Ind.; WGL, Fort Wayne, Ind.; WPHR, Petersburg, Va.; KXA, Seattle, Wash.; WKBN, Youngstown, Ohio; KRGV, Harlingen, Texas; WLBL, Stevens Point, Wis.; WIBA, Madison, Wis.; KICK, Red Oak, Iowa; WGAL, Lancaster, Pa.; WJSV, Alexandria, Va.; WILM, Wilmington, Del.; WOAI, San Antonio, Texas; WMIL, Brooklyn, N. Y.; KWCR, Cedar Rapids, Iowa; WSBC, Chicago, Ill.; KGCU, Mandan, N. D.; WCAJ, Lincoln, Neb.; KVL, Seattle, Wash.; WHA, Madison, Wis.; KPPC, Pasadena, Cal.; WTAR, Norfolk, Va.; WEVD, New York, N. Y.; KFYR, Bismarck, N. D.; WPFB, Hattiesburg, Miss.; WRAW, Reading, Pa.; KFOR, Lincoln, Neb.; WGH, Newport News, Va.; KTAT, Fort Worth, Tex

Also, WSVS, Buffalo, N. Y.; KPJM, Prescott, Ariz.; WFOX, Brooklyn, N. Y.; WIL, St. Louis, Missouri; KWSC, Pullman, Wash.; WKBZ, Ludington, Mich.; WAWZ, Zarephath, N. J.; WBMS, Hackensack, N.J.; WBTM, Danville, Va.; WCAL, Northfield, Minn.; WCAX, Burlington, Vt.; WCBD, Zion, Ill.; WCBS, Springfield, Ill.; WCOH, Yonkers, N.Y.; WERE, Erie, Pa.; WHBC, Canton, Ohio; WHDL, Tupper Lake, N. Y.; WKBH, LaCrosse, Wis.; WOCL, Jamestown, N. Y.; WORK, York, Pa.; WRAK, Williamsport, Pa.; WRRL, New York, N. Y.; KCRJ, Jerome, Ariz.; KFBL, Everett, Wash.; KFEL, Denver, Colo.; KFJM, Grand Forks, N. D.; KGCR, Watertown, S. D.; KGEK, Yuma, Colo.; KGEZ, Kalispell, Mont.; KGFX, Pierre, S. D.; KGNF, North Platte, Neb.; KGVO, Missoula, Mont.; KMA, Shenandoah, Iowa.; KPOF, Denver, Colo.; KSEI, Pocatello, Idaho; KSTP, St. Paul, Minn.; KTFI, Twin Falls, Idaho; KUMA, Yuma, Ariz.; KWKC, Kansas City, Mo.; KXL, Portland, Oregon; KXO, El Centro, Cal.

The Commission granted the following applications for renewal of general experimental station licenses for experimental service. Authority is granted in each case to use A-1, A-2, A-3 and special emission, provided the maximum communication band width, plus tolerance, does not exceed the frequency separation band width.

Bell Telephone Laboratories, Inc.: W2XAA, Portable Mobile W2XAV, Portable and Mobile, W2XG, Ocean Township, N. J., 1 KW, 1 K7 and 10 KW respectively - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above; W9XAM, Elgin National Watch Co., Elgin, Ill., 500 watts, 4797.5 kc.; W10XB, Joseph Lyman, NC-508-W, 2 watts, 60000-400000 kc.; The Journal Co. (The Milwaukee Journal), - Portable and Mobile: W9XAJ, W9XAI - 7.5 watts, - 51400, 60000-400000 kc.;

Massachusetts Institute of Technology: W1XP, South Dartmouth, Mass. - 1 KW - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000 kc.; W1XM, Cambridge, Mass., 500 watts - 1594, 2398, 3492.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 4797.5 kc.; National Broadcasting Co., Inc.: W10XAP, and W10XAN, Portable and Mobile, 7.5 and 10 watts respectively - 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above; W10XAS, The Pacific Telephone & Telegraph Co., Portable and Mobile, 50 watts, 1594, 2398, 3492.5, 4797.5 kc.

Also, R.C.A. Communications, Inc., Portable and Mobile - W2XDC, 15 watts - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 34600, 51400, 60000-400000 kc.; Radiomarine Corporation of America: W10XC and W10XA, Portable and Mobile - .5 watts - 34600, 41000, 51400, 60000-400000 kc.; W1XAN, Round Hills Radio Corp., Portable, 500 watts, - 1594, 2398, 3492.5, 4797.5, 6425 kc.; W9XJ, University of North Dakota, Grand Forks, N. D., and W8XAW, West Virginia University, Morgantown, W. V., 500 and 200 watts respectively - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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

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No. 561

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

## COLUMBIA MOVES TO SHORTEN SALES TALKS

A revolutionary step in radio advertising has been taken by the Columbia Broadcasting System with the announcement by its president, William S. Paley, of the adoption of a new tentative policy affecting the length and nature of sponsored programs.

According to a statement issued by Mr. Paley to advertisers and advertising agencies, the restriction which heretofore has prevented advertisers from mentioning on the network the prices to be paid for their products will be eliminated on and after Thursday, September 15th.

To this end the following schedule has been drawn up:

(a) Not more than two price mentions on a 15-minute program, provided that: -- the total length of all "sales talk" shall not exceed one and a half minutes; (b) Not more than three price mentions on a 30-minute program, provided that; -- the total length of all "sales talk" shall not exceed three minutes; (c) Not more than five price mentions on a 60-minute program, provided that: -- the total length of all "sales talk" shall not exceed six minutes.

Mr. Paley emphasized that prices mentioned must be of the article or articles advertised and must be in no sense competitive or comparative.

As a further service to the listening public, Columbia proposed to its advertisers that they, by mutual agreement, avoid the conflict of successive commercial continuities. In other words, every effort will be made to prevent a sales talk at the end of one program and another at the beginning of the following one.

In connection with the release of his announcement, Mr. Paley was quick to point out that although the first object of the new policy was to reduce the amount of "sales talk", it might also have a tremendous effect upon economic recovery.

"At the new price levels", said Mr. Paley, "there are many bargains for the public. We in Columbia feel that the mention of these prices should provide an undoubted impetus to buying."

"It has been pointed out to us by men who have been closely identified with the trend we have mentioned, that it lay within the power of the Columbia Broadcasting System to remove a major difficulty in the path toward briefer and more potent 'sales talks'", Mr. Paley explained. "The inability to crystallize a selling story into a mention of the price of the advertised product, they have felt, often made necessary hundreds of added words to compensate, in length, what the sales story lacked in definite price appeal. Or putting it conversely, a single price mention would be worth hundreds of added words of product description or sales persuasion.

"We have tried to analyze this problem carefully from the viewpoint of the advertiser, the audience, and the network. We have recognized, frankly, that price is an important and often decisive part of the news about a product or a service. Highly aware of the abuses to which price mention might be put if it were indiscriminately permitted on network programs, we have sought for a solution to the problem which would obviate those abuses and evoke, instead, higher standards of radio broadcasting, and a still higher degree of return for the advertiser.

"We realize that such a solution, though it may be proposed or initiated by us, rests ultimately in the hands of advertisers and advertising agencies, and that no final decision as to precedent or policy can be made soundly without a period of test and trial.

"We should like to propose, as the second part of this plan, a further strategy whose execution requires a certain degree of cooperation between advertisers and agencies and whose fulfillment could not fail to benefit every program on the air:

"We propose that advertisers, by mutual arrangement, avoid the conflict of commercial continuities in direct succession. In other words, that advertisers space their continuities so that if one program ends with a sales talk, the next program shall not begin with one. Under the present system, the listener is often exposed to a two-minute talk on, for instance, bath soap, immediately followed (after the station break) by perhaps a two-minute talk on coffee.

"Regardless of the relative degree of compatibility or incompatibility of two different sales talks in direct juxtaposition, emphasis is reduced, some effectiveness must be lost, and the radio listener is exposed to double the amount of continuous sales talk that either advertiser would consider a surfeit on his own respective program. We believe that if advertisers whose programs follow each other arranged, by agreement, to avoid this conflict, any given amount of sales talk on the air would at once appear substantially reduced and would be, in ratio, substantially more effective.

"We believe a conviction is current among advertisers that the past twelve months have demonstrated the effectiveness of radio as a direct selling weapon to a degree that was scarcely hoped for in the early days of broadcasting. We offer the foregoing program as a means of increasing still further the effectiveness of radio as a medium by (1) rendering a more complete and satisfactory service to the listening public, (2) clarifying and emphasizing the advertising message, and (3) reducing commensurately the length of the commercial continuity.

"Our specific contribution toward this end is the permitting of price mention. The permanence of this policy must rest with the response which it meets among program builders and radio

listeners. The Columbia Broadcasting System reserves the right to revoke this policy without prior notice if, in its judgment, it fails to meet with satisfactory response on the part of either the former or the latter or fails of its purpose to elevate the standards of radio broadcasting."

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While there has been no formal announcement from the National Broadcasting Company, it is believed they are in sympathy with the new Columbia policy. Prices were quoted during the program of the A. & P. Gypsies last Monday night.

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#### MAJESTIC SPONSORS \$100,000 CONTEST

From September 15th to October 15th, Majestic Dealers throughout the country will conduct a new type of contest to "find the oldest radio". The contest is divided into two parts - the national search and the community search. In the former, prizes are to be awarded as follows: To the owner of the Majestic Radio of earliest model and earliest serial number - \$1,000. Second oldest - \$500. Third oldest - \$100. Fourth oldest - \$50. To the next ten - \$25 each, and ten awards of \$10 each.

The other part of the contest is entirely local, and unlike most contests someone in every community where there is a Majestic dealer has a chance to win a prize award. There will be as many local prize winners as there are dealers. The prize to be awarded in the community contest is a genuine Silex Coffee Maker with a retail value of \$12.95, the same type of coffee maker now used in the better restaurants through the country. These prizes will be awarded to communities regardless of the make of receiver, thus giving an opportunity for everyone to participate.

All one has to do to become eligible for a prize is to enter the make, model and serial number of their radio with Majestic dealers. In addition, every contestant will be given a special trade-in allowance on any set entered in the contest.

Attractive window displays have been designed for dealers' use during the contest and "Saturday Evening Post" advertising will also carry the story of this contest.

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## AIR TRANSPORT TO EXPERIMENT WITH ULTRA-HIGH RADIO WAVES

The first attempt by a commercial aircraft company to experiment with ultra-high frequencies for air-ground communication by radio will be made by the Koehler Aviation Corporation, the Federal Radio Commission pointed out in its decisions handed down September 13th. The Commission granted a construction permit for the experiment for the use of 51400 kc.

The concern operates a fleet of airplanes between Detroit and Milwaukee via Grand Rapids. Many individuals, firms, and corporations, the Commission states, are now actively engaged in research work in the ultra high frequency field and encouraging results are being reported. The statement of the Commission in reference to high frequency experiments follows:

"The Commission granted the application of the Koehler Aviation Corp. for the use of the frequency 51400 kilocycles on an experimental basis; to determine the value of the high frequencies for airground communication. This is the first case where a commercial aircraft company has decided to experiment with the very high frequencies for this purpose.

"Another interesting experiment in the ultra high frequency field has just been authorized by the Commission which granted to the Department of Conservation and Development of the State of New Jersey permission to use four portable stations for the development of a communication system to be used in combatting forest fires. These stations will use the frequencies 34600, 41000, 51000, 50000-400000 kc., with 5 watts.

"Many individuals, firms and corporations are now actively engaged in research work in the ultra high frequency field and encouraging results are being reported. Experiments are being conducted in that field in general research work, point-to-point communication, emergency police service, visual broadcasting, local broadcasting and aircraft control. The Government is also experimenting with the high frequencies."

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## \$100,000 LIBEL SUIT FOR BOSTON STATION

The owner of a Boston radio studio faces a suit for \$100,000 as the result of the broadcasting of news items. Dr. James C. Rowley, of Lynn, has brought suit for that amount against the Edison Electric Illuminating Co. of Boston, owner of WEEI. The physician charges that his reputation was injured and his business damaged as the result of a new item broadcast from WEEI.

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## POWEL CROSLLEY, SR. DIES

Powel Crosley, Sr., prominent Cincinnati attorney, whose son, Powel Crosley, Jr., is President of the Crosley Radio Corporation, died in Christ Hospital on Tuesday. He was 82 years old.

Mr. Crosley was born on a farm near Lebanon, Ohio. He was eleven when the Civil War started, and being a good reader, would read newspaper accounts of the war to groups of neighboring farmers.

After leaving the farm he taught school, served as school principal in Clarkville, Ohio, became manager of a commercial house in St. Joseph, Mo., and then gave up business to study law. Graduating from Ann Arbor Law School in 1876, he at once began the practice of law in Cincinnati. He and his law partners took part in many important cases, but he always was considered "chief counsel".

In 1890, Mr. Crosley obtained from the Pike estate a perpetual lease of the Pike Opera House with privilege of purchase. His lease was sold several years later and the Sinton Hotel was built on the site of the opera house.

He was the Republican nominee for Common Pleas judge in 1891. He was a charter member of the Lincoln Club.

Mr. Crosley was a pioneer in taking an interest in wireless and radio, which since have carried the family name to all parts of the world through the two Crosley radio stations. He bought some stock in Marconi's original company after the letter "G" was first flashed across the Atlantic Ocean.

His son, Powel, became interested in radio as a boy, buying parts and building sets. That was the beginning of The Crosley Radio Corporation.

On the occasion of the eightieth birthday of Mr. Powel Crosley, Sr. in 1929, there was a reception and family reunion. Despite his advanced age he had enjoyed good health until recently, and went to his law office daily.

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## ARCTURUS EXPORTS INCREASE 70%

An indication of the great popularity of American-made radio tubes is evidenced in figures released by Walter A. Coogan, Export Manager of the Arcturus Radio Tube Company, Newark, N. J.

"For the first six months of this year", says Mr. Coogan, "our export sales have increased over 70% in comparison to the first six months of 1931. This is gratifying when it is considered that our export sales for 1931 showed an 87% increase over the year of 1930.

"With more set manufacturers in the United States, as well as a multitude of foreign set manufacturers, using Arcturus Tubes as initial equipment, our distribution extends into 76 foreign countries. I know of no other tube that has an equal world-wide distribution. In many countries Arcturus leads from the standpoint of volume sales.

"This world-wide distribution and acceptance is reflected in the fact that more and more set manufacturers in the United States are equipping their receivers with Arcturus Tubes as initial equipment. There is hardly a foreign radio market of any consequence where Arcturus tubes and service cannot be obtained."

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## COLUMBIA NEW AND RENEWED ACCOUNTS

Primrose House, Inc., New York City (Cosmetics); Agency - Erwin, Wasey & Co., New York; Program - "Primrose House Hour", Mary Olds, talk, and Edwin Knells, baritone; Time - Wednesday and Friday, 9:45-10:00 A.M., current New York time, starting September 14th; Stations: WABC.

Chr. Hanson's Laboratory, Inc., Little Falls, N. Y. (Junket); Agency - Mitchell-Faust-Dickson & Wieland, Chicago; Program - to be determined; Time - Tuesday and Thursday, 5:45-6:00 P.M. CNYT, starting November 15, 1932; Stations: WABC.

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## PLANS TO REDUCE CAPITAL

Stockholders of Sparks-Withington Company will vote on a proposal to reduce capital by retiring 12,850 treasury shares amounting to \$252,562 and by reducing the stated capital from \$4,445,223 to \$2,251,685. If this action is approved, the company plans to write off the balance sheet such items as good-will, patents and trade names, now carried at \$312,544, and also to write off entirely the values of tools and dyes.

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## RADIO CONTEST INCENTIVE TO YOUR COMPOSER

The prize contest of Deems Taylor and the NBC last season proved a great incentive to at least one young American composer. Apparently orchestra conductors are falling over one another in an effort to secure the privilege of playing "Traffic" composed by Carl E. Eppert, conductor of the Milwaukee Symphony Orchestra, who won second prize in the NBC contest.

The orchestra score is now being published by H. T. Fitz Simons, of Chicago, and among those who have requested copies for performances this Winter are Stokowski, of the Philadelphia Orchestra and Sokoloff, of the Cleveland Orchestra.

"Traffic" made such a fine impression under the baton of Frederick Stock, of the Chicago Orchestra, at Hollywood Bowl that he is to repeat it in Chicago. Goosens has likewise accepted it for the Cincinnati Orchestra.

Hans Kindler, of the Washington Symphony Orchestra, was a judge in the NBC contest. Mr. Kindler thus happened to be among those who heard the original broadcast of "Traffic" but did not know at the time that Carl Eppert, whom he had formerly known in Berlin, was its composer.

Encouraged by his success in winning an award in the nation-wide contest with "Traffic", Mr. Eppert this Summer turned out a sequel to it called "City Nights". Oddly enough this was composed out in the country where Mr. Eppert writes, "we hardly heard an auto".

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 9 - WDEV, Harry C. Whitehill, Waterbury, Vt. modification of C.P. issued 7/29/32 changes in equipment and extend date of completion; WOR, Bamberger Broadcasting Service, Inc., Newark, N.J., C.P. to move transmitter to Shore Road, Tremley, N.J., change equipment and increase operating power from 5 KW to 50 KW; WFIW, WFIW, Inc., Hopkinsville, Ky., C.P. to change location of transmitter and main studio to Louisville, Ky., exact location to be determined by tests; WCSC, South Carolina Broadcasting Co., Inc., Charleston, S. C., modification of license to change frequency and power from 1360 kc., 500 watts to 1450 kcs., 500 watts night, 1 KW day, requests exchange of frequency with WTFI, facilities of WTFI, Athens, Ga.; WTFI, Liberty Broadcasting Co., Athens, Ga., C.P. to change location of transmitter and main studio to Greenville, S.C., new equipment, change frequency and power from 1450 kcs., 500 watts to 1360 kcs., 500 watts night, 1 KW day; requests exchange of frequency with WCSC, facilities of WCSC, Charleston, S. C.

Also, KFYO, T. E. Kirksey, trading as Kirksey Brothers, Lubbock, Texas, license to cover C.P. issued 7/19/32 for change in equipment; KUSD, University of South Dakota, Vermillion, S. D., modification of license to change hours to share with KFNF and WILL, to remove time clause from license; KFNF, Henry Field Company, Shenandoah, Iowa, modification of license to change hours to share with KUSD and WILL; to remove time clause from license; WILL, University of Illinois, Urbana, Ill., modification of license to change hours to share with KFNF and KUSD; to remove time clause from license; KTBR, M. E. Brown, Portland, Oregon, voluntary assignment of license to KALE, Inc.

Correction - WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., modification of license to change modulation system of auxiliary transmitter and operate same with 1 KW power instead of 500 watts.

Sept. 13 - WMIL, Arthur Faske, Brooklyn, N. Y., modification of license to increase hours of operation; requests 1/3 time, formerly used by WLBX now deleted; WESG, W Neal Parker and Herbert H. Metcalfe, Glens Falls, N. Y., voluntary assignment of license to O. T. Griffin and G. F. Bissell, Hudson Falls, N. Y., C. P. to move station from Glens Falls, N. Y. to Hudson Falls, N. Y., and install new equipment; WEEU, d/b as Berks Broadcasting Co., Reading, Pa., voluntary assignment of license to Berks Broadcasting Co., a corporation; KOMA, National Radio Manufacturing Co., Oklahoma City, Okla., C.P. amended to give exact location of proposed transmitter as 7½ miles N.E. of Oklahoma City on U.S. Highway No. 66, and additional data on proposed equipment; KFBB, Buttrey Broadcast, Inc. Great Falls, Mont., license to cover C.P. issued 3/25/32 for changes in equipment.

#### Applications Other Than Broadcasting

Sept. 9 - Aeronautical Radio, Inc.: KGUR, Burbank, Cal., and KGUB, modification of license for authority to remote control transmitter, aeronautical station (KGUR, also point-to-point station); WJER, The Journal Co., Portable, initial location, Milwaukee, Wis., renewal of broadcast pickup license for 1588, 2342 kc., 7½ watts. There were also received 138 applications for amateur station licenses.

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### DECISIONS OF THE FEDERAL RADIO COMMISSION

#### Applications Granted (Sept. 13, 1932)

Herman G. Halsted, Hazleton, Pa., C.P. for new station to operate on 1420 kc., 100 watts, share with WILM (facilities of WILM): WILM, Delaware Broadcasting Co., Wilmington, Del., modification of license to reduce hours from unlimited to specified - 10 A.M. to 9 P.M., EST.

Also, R.C.A. Communications, Inc.: WEN, WEV, New Brunswick, N. J.; WQT, WQI, Rocky Point, N. Y., and WGT, San Juan, P. R., modification of licenses, fixed public point-to-point telg. for change in primary points of communication and transmitter number; (WGT, to change primary points of communication only); WKD, Rocky Point, N. Y., modification of fixed public point-to-point telg. license to change serial number and primary points of communication; KDL, Radiomarine Corp. of America, Portable - in San Francisco Bay and vicinity, renewal of special experimental license for 1 year, 375 kc., 10 watts; W3XN, Bell Telephone Laboratories, Inc., Whippany, N. J., renewal of general experimental license; WDM, Wabash Radio Corp., Menominee, Mich., modification of public coastal and fixed public telg. license for change in hours of operation to: 8 A.M. to 12 noon, and 1 P.M. to 5 P.M. CST, each day in week.

Also, W8DLP, Charles W. Endres, Buffalo, N. Y., granted new amateur license; W5BWD, Andrew J. Edgar, Afton, Tex., application for renewal of amateur license and temporary operator's license; W8XQ, Goodyear Tire & Rubber Co., Suffield, Ohio, extension of time to complete construction to October 6, 1932; Kohler Aviation Corp.: General experimental C.P. 51400 and 60000 kc., 250 watts, Portable G. R. Airport, Paris Twp., Mich; Same - Portable in Aircraft NC-139-H, general experimental license 51400 and 60000 kc., 15 watts.

### Renewal of Licenses

The Commission granted renewal of licenses for the regular period, to the following stations:

WACO, Waco, Tex.; WASH, Grand Rapids, Mich.; WBRC, Birmingham, Ala.; WCAE, Pittsburgh, Pa.; WCSH, Portland, Me.; WDAE, Tampa, Fla.; WDAY, Fargo, N. Dak.; WDBJ, Roanoke, Va.; WDEL, Wilmington, Del.; WDOD, Chattanooga, Tenn.; WDSU, New Orleans, La.; WEAI, Ithaca, N. Y.; WEBC, Superior, Wis.; WEBC (Auxiliary), Superior, Wis.; WFBM, Indianapolis, Ind.; WFBM (Auxiliary), Indianapolis, Ind.; WFBR, Baltimore, WHAD, Milwaukee, Wis.; WIBA, Madison, Wis.; WJDX, Jackson, Miss., WLBW, Oil City, Pa.; WNAC-WBIS, Boston, Mass.; WNBZ, Saranac Lake, N. Y.; WOOD, Grand Rapids, Mich.; WREN, Lawrence, Kans.; WRR, Dallas, Tex.; WSBT, South Bend, Ind.; WTAW College Station, Tex.; WTOC, Savannah, Ga.; WXYZ, Detroit, Mich.; Detroit, Mich.; KDYL, Salt Lake City; KFIO, Spokane, Wash.; KFKU, Lawrence, Kans.; KFQD, Anchorage, Alaska; KFSG, Los Angeles, Cal.

Also, KFUL, Galveston, Tex.; KFWB, Hollywood, Cal.; KGBZ, York, Neb.; KGCA, Decorah, Ia.; KGGF, So. Coffeyville, Okla.; KGGM, Albuquerque, N. Mex.; KLPM, Minot, N. Dak.; KMA, Shenandoah, Ia.; KMBC, Kansas City, Mo.; KOIL, Council Bluffs, Ia.; KOIN, Portland, Ore.; KOL, Seattle, Wash.; KQW, San Jose, Cal.; KRSC, Seattle, Wash.; KTAT, Fort Worth, Tex.; KTFI, Twin Falls, Idaho; KTRH, Houston, Tex.; KTSA, San Antonio, Tex.; KVOR, Colorado Springs, Colo.; KWLC, Decorah, Ia., and KYA, San Francisco, Cal.

Also, WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., special authorization to operate temporarily on 580 kc., with 250 watts on experimental basis. This authorization is granted subject to termination at any time without hearing or prior notice if the need arises; also subject to Commission's decision on application for modification of license.

### Amateur Licenses

The Commission also granted licenses for 378 amateur stations, of which 146 were new, 183 renewals and 49 modifications. The 378 stations represent every radio district and section of the United States, including Alaska and Hawaii.

### Ratification Of Acts Of Commissioners

WSCQ, Radiomarine Corp. of America, New York, granted 60 day authority to operate transmitter aboard vessel "Rawleigh Warner", frequency 125 to 500 kc., 750 w.; WFCE, Same Co., aboard vessel "Lewis Luckenbach", granted 60 day authority to operate station as combination 1st and 3rd class public service; WIEK, National Broadcasting Co., Inc., New York, authorized to operate station on board non-registered Steam Lighter "Freedom", instead of "Derelict" formerly HMS (action taken Sept. 8); KUJ, KUJ, Inc., Walla Walla, Wash., authorized to operate unlimited time Sept. 13 and Nov. 8th, and to operate after midnight on said dates; WISN, American Radio News Corp., Milwaukee, Wis., granted temporary authority to use transmitter of WHAD under call letters of WISN until repairs can be made for period not over 30 days; WIEK and WIEL, Atlantic Broadcasting Corp., New York, authorized to use stations Sept. 10 and 11th at Westbury and Sands Point, L. I. in connection with broadcast of polo matches, 1542 kc., or 2478 kc.

Also, W2XBJ, R.C.A. Communications, Inc., Rocky Point, N.Y., extended special authorization for 10 days to operate on fixed service frequencies 7470 and 14490 kc., to test equipment to be used at Bogota, Colombia; WKFI, J. Pat Scully, Greenville, Miss., granted extension of program test period for 30 days pending action on license application; WWRL, Long Island Broadcasting Corp., Woodwide, N. Y., authorized to operate from 10 to 12 P.M. Sept. 13th; KGCM, N. M. Broadcasting Co., Albuquerque, New Mexico, authorized to move transmitter within same building and remain silent Sept. 11th; WDEV, Harry C. Whitehill, Waterbury, Vt., authorized to change Sunday hours of operation from 2:30 P.M. to 4 P.M. to 10:30 A.M. to 12:30 P.M. EST for period not later than Nov. 29, 1932; KVOA, Robert M. Riculfi, Tucson, Ariz., authorized to operate from 9 P.M. to 12 midnight, MST, on Sept. 12 and 13; WAGM, Aroostook Broadcasting Corp. Presque Isle, Me., authorized to operate from 7 P.M. to midnight EST, Sept. 12th.

### Action On Examiners' Reports

WAAB, Bay State Broadcasting Corp., Boston, Mass., denied, modification of license to increase power from 500 watts to 1 KW, sustaining Examiner E. W. Pratt; Harold N. Hanseth, Eureka, Cal.

granted C.P. for new station to operate on 1210 kc., 100 watts, daytime hours and 12 midnight to 2 A.M. on condition that a suitable transmitter site shall be selected by applicant and approved by the Commission before the construction authorized shall be commenced. Examiner E. W. Pratt sustained.

Miscellaneous

KPJM, A. P. Miller, Prescott, Ariz., reconsidered action of August 30th, in granting license to A. P. Miller and designated application for hearing. License to be recalled and temporary license issued to M. B. Scott and Ed. C. Sturm to be extended pending outcome of hearing, when R. W. and D. P. Lautzenheiser's application for facilities of this station will be considered; KICK, Red Oak Radio Corp., Red Oak, Ia., affirmed action of May 6, 1932, granting C.P. to move studio and transmitter to Carter Lake, Iowa, using same frequency and power, i.e. 1420 kc., 100 watts, unlimited time.

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Experimental licenses for research work in the ultra high frequency field have been granted by the Commission at various times to the following:

Atlantic Broadcasting Corp., New York City; Bell Telephone Laboratories, Inc., New York City; DeForest Radio Co., Passaic, N. J.; Wade H. Dellinger, Charlotte, N. C.; Federal Telg. Co., Palo Alto, Cal.; General Electric Co., Schenectady, N. Y.; Mackay Radio & Telegraph Co., New York City; Massachusetts Institute of Technology, Boston, Mass.; National Broadcasting Co., Inc., New York City; Press Wireless, Inc., Chicago, Ill.; Radiomarine Corp. of America, New York City; Radio Pictures, Inc., New York City; R.C.A. Communications, Inc., New York City; Rev. L. W. Stewart, Shreveport, La.; Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa.; WJR, Goodwill Station, Inc., Detroit, Mich.; Jenkins Laboratories, Inc., Wheaton, Md.; The Journal Co., Milwaukee, Wis.; Don Lee, Inc., Los Angeles, Cal.; Philadelphia Storage Battery Co., Philadelphia, Pa.; RCA Victor Co., Inc., Camden, N. J.; The Sparks-Withington Co., Jackson, Mich.; United States Radio & Television Corp., Marion, Ind.; Orson B. Slocum, Cedar Bend Heights, Okemos, Mich.

Also, The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio; Lawrence F. Horle, Newark, N. J.; R. C. Powell & Co., Inc., New York City; Robert J. Wood, Syracuse, N. Y.; John J. Long, Jr., Brighton, N. Y.; Chicago Federation of Labor, Chicago; Charles Newton Kraus, E. Providence, R. I.; Radio Corp. of America, New York City; Dept. of Conservation & Development of the State of N.J., Trenton, N. J.; Carleton D. Haigis, Gloucester, N. J.; Heintz & Kaufman, San Francisco, Cal.; W. Va. University, Morgantown, W. Va.; Neal H. Williams, Ann Arbor, Mich.; Harry Shaw, Waterloo, Ia.; Shortwave & Television Co., Boston, Mass.; Pan American Airways, Inc., New York City; Howard A. Seyse, Buffalo, N. Y.; WBEN, Inc., Buffalo, N.Y.; Airfan Radio Corp., Ltd., San Diego, Cal.; Polin, Inc., New York; Durham Life Insurance Co., Raleigh, N.C.; Delbert E. Replogle, Passaic, N. J.; Kohler Aviation Corp., Detroit, Mich.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 562

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## CONGRESS MAY INQUIRE INTO PROPRIETY OF DIRECT SELLING

The opening of the ether to national advertisers for direct sales campaigns may lead Congress to make an inquiry into the matter. While the Congress has several other radio matters on its mind, some of which it hopes to settle during the next session, any violent reaction on the part of the listeners to direct selling over the air will be almost sure to lead to an investigation.

The move on the part of William S. Paley, President of Columbia, was considered a very bold one in Washington, inasmuch as price announcements, up to this time, have been frowned upon by the Federal Radio Commission, although the Commission, under the law, has not had any more authority over direct selling than it has over censorship matters. Nevertheless, at hearings, it has usually been a point against the station before the bar to admit the quotation of prices.

Heretofore the mention of prices has been confined almost solely to daytime programs and on at least one occasion the Commission very seriously considered the drafting of a regulation to control these broadcasters. However, it was learned that the Federal body had no real authority, so the matter was dropped.

Although Radio Commissioners are non-committal, they apparently were as surprised as anyone when Mr. Paley's announcement was made. As far as we have been able to learn, the Radio Commission was not consulted with regard to the move nor was their approval sought. At least one member of the Commission seemed to show irritation about the Paley announcement when asked if he had anything to say about it, replying: "No, but we shall observe very closely how the thing works out. Really it is a matter for Congressional approval or disapproval."

Should the networks be summoned before Congress to explain the move they will doubtless argue that a short, concise sales talk which includes mention of the price of the article to be sold is better for the listening public than long-winded sales argument which includes every possible attempt to convey the price. Sales talk will be very much curtailed, the broadcasters will argue. Therefore, they will very likely contend the new move is in the public interest.

Also Columbia's announced practice of breaking up the advertising messages by arranging to have them fall at the end of one program, in the middle of the next one, and so on, thus giving the listener protection from two sales arguments, separated only by call letters and chimes. Congressional action in the matter may result in a series of set rules for all broadcasters on the subject, settling once and for all the question about whether the Government ether should be allowed to be given into the hands of commercial interests for their direct benefit.



Broadcasting in this country, like Topsy, "just grewed". However, in the early days it was the understanding of practically every radio station operator that it would seem to be unethical to use Uncle Sam's ether for the furthering of selfish ends. Yet the money to help the growth of the industry had to come from some source, so "good will advertising" came into the picture. By slow degrees, programs were sponsored by large companies, mostly in the very early days, by radio manufacturers and electrical concerns, who had the welfare of the industry at heart. For two or three years, broadcasting continued to prosper and "good will" programs were heard nightly from one end of the country to the other.

Then one day, something came out of the Middle West to startle the entire broadcasting art. Henry Field, at Shenandoah, Iowa, recent successful Democratic Senatorial candidate, was quoting prices over the air! And his business was said to be increasing! One or two more broadcasters joined the caravan after they had watched Henry Field develop the largest mail order business in the Middle West by speaking simply and plainly into a square box called a microphone. Despite this fact, however, the other broadcasters looked askance at "such goings on" and continued to do business the old way. They agreed among themselves that "we would ruin the very good will we have labored so hard to build and maintain by such practices."

News of the success of Henry Field, Earl May, who operated Station KMA, and others, was kept in circulation and before very long it had reached Chicago. Direct selling then became the practice of several stations in the Windy City, mostly on behalf of several of the largest department stores. Several of these operators were questioned by the Federal Radio Commission, but with little result. In the meantime, broadcasters in other parts of the country, growing bolder, started talking louder and longer about the products of their advertisers. Listeners began to complain to the stations and later to the Federal Radio Commission, which finally led to an investigation by Congress into the whole broadcasting field. The result of the inquiry is now in the hands of Senator Couzens, who will act upon it, probably during the next session.

In the meantime, the chains have decided to take matters into their own hands and to prescribe their own remedy. It is a shortened sales talk with a plainly visible price tag. A new era in radio broadcasting has begun and its success or failure is the latest subject of speculation wherever the art is discussed.

Canada, where radio advertising has not, at any time, reached the proportions it has in this country, recently made a very decisive stand against air advertising. It has recently passed regulations drastically revising its practices with regard to air credits. Apparently the United States is going to see what will happen if a country goes as far in the opposite direction.

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## KLUGH REPRESENTS RMA AT MADRID

Mr. Paul B. Klugh, of Chicago, is representing the Radio Manufacturers' Association at the Radio Conference at Madrid. He carried credentials not only from the RMA, but also from the United States Chamber of Commerce. B. J. Grigsby, of Chicago, who also was appointed an RMA delegate to the Madrid Conference, was not able to make the trip.

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## RADIO TO COUNTERACT ROOSEVELT WHISPERING CAMPAIGN

The Democratic plan to use the radio, William A. Thomson, Director of the Bureau of Advertising of the American Newspaper Publishers' Association, told the New York State Publishers' convention, hinged in a large part on the intention to counteract a "whispering campaign" to the effect that Governor Roosevelt is in bad health, the idea being that his voice, splendidly adapted to the radio, will correct that impression.

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## NBC CUTS GIBBONS' LEGION ASSIGNMENT

The engagement of Floyd Gibbons, staff correspondent for Universal Service, to broadcast the proceedings at the American Legion convention in Portland, Ore., last week was suddenly terminated on Monday and the assignment turned over to local announcers. The action, according to a National Broadcasting Company official, was "purely an executive action and entirely within our province since the company - and not Floyd Gibbons - is in complete charge of broadcasting programs over its chain."

A Universal Service dispatch from Portland September 13th, inferred that cancellation of Mr. Gibbons' engagement was connected with a story appearing in newspapers under his by-line a few hours before the NBC took action. This story severely criticized Attorney General Mitchell's defense of the Hoover Administration in its eviction of the Bonus Army from Washington. In his story Mr. Gibbons declared that less than three per cent of the B.E.F. had criminal records, while 10 per cent of former President Harding's cabinet had been convicted and served time behind the bars and concluded with the remark, "and it wasn't for parking in front of a fire plug either."

The decision to take the announcing assignment away from Mr. Gibbons, it was said at NBC headquarters, was prompted by the Hearst correspondent's injection of personal comment in the running account of convention proceedings. He had announced the preliminary session and other activities preceding the Commander's banquet Monday evening. On Monday he received the following warning by telegraph from John F. Royal, Director of Programs for NBC:

"Please be careful about making any editorial comment while on the air."

This reached Mr. Gibbons while he was broadcasting the Monday session. He paused in his running account long enough to read it, and then continued his task.

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#### WMCA ASKS FOR 1000 WATTS

Broadcasting station WMCA, in New York, operating on a frequency of 570 kilocycles and sharing time with WNYC, New York City's municipal station, asked the Federal Radio Commission last week for an additional 500 watts power for experimental use. Station WMCA now operates with 500 watts.

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#### RADIO TRANSMISSIONS OF STANDARD FREQUENCY

The Bureau of Standards transmits standard frequencies from its station WWV, Washington, D. C. every Tuesday. The transmissions are on 5000 kilocycles per second. Beginning October 1st, the schedule will be changed. The transmissions will be given continuously from 10 A.M. to 12 noon, and from 8:00 to 10:00 P.M., EST. (From April to September, 1932, the schedule was from 2 to 4 P.M. and from 10 P.M. to midnight). The service may be used by transmitting stations in adjusting their transmitters to exact frequency, and by the public in calibrating frequency standards, and transmitting and receiving apparatus. The transmissions can be heard and utilized by stations equipped for continuous wave reception through the United States, although not with certainty in some places. The accuracy of the frequency is at all times better than one cycle per second (one in five million).

From the 5000 kilocycles any frequency may be checked by the method of harmonics. Information on how to receive and utilize the signals is given in a pamphlet obtainable on request addressed to Bureau of Standards, Washington, D. C.

The Bureau desires to receive reports on the transmissions, especially because radio transmission phenomena change with the season of the year. The data desired are approximate field intensity, fading characteristics, and the suitability of the transmissions for frequency measurements. It is suggested that in reporting on intensities, the following designations be used where field intensity measurement apparatus is not used: (1) hardly perceptible, unreadable; (2) weak, readable now and then; (3) fairly good, readable with difficulty; (4) good, readable; (5) very good, perfectly readable. A statement as to whether fading is present or not is desired, and if so, its characteristics, such as time between peaks of signal intensity. Statements as to type of receiving set and type of antenna used are also desired. The Bureau would also appreciate reports on the use of the transmissions for purposes of frequency measurement or control.

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#### NBC NEW ACCOUNTS AND RENEWALS

NEW - S. S. Kresge Co. (Department Store), Detroit, Mich.; Agency - N. W. Ayer & Son, Inc., New York City; Starts - September 18, 1932 for 13 weeks; Time - Friday, 10:45-11:15 A.M. (WENR), 9:00-9:30 A.M. (WMAQ) Chicago Time; Network - WMAQ and WENR only; Program - "Friday Varieties" - electrical transcription of musical program.

NEW - Sterling Products, Inc. (Diamond Tints), Wheeling, W. Va.; Agency - Blackett Sample Hummert, Inc., New York City; Starts - September 27, 1932, for 26 weeks, Tuesday, Wednesday, Thursday 2:15-2:30 EDST; WEAFF only; Program - "The Girl Who Lives Next Door" - dramatic.

RENEWAL - Westinghouse Electric & Manufacturing Co. (Household Appliances), New York City; Agency - Fuller & Smith & Ross, New York City; Starts - September 27, 1932, Monday, Wednesday, Friday, 12:45-1:00 P.M. EDST, WJZ only; Program - "Bill and Henry" - songs and patter with Al Cameron and Pete Bontesema.

RENEWAL - Bayer Co. Inc. (Bayer's Aspirin), New York City; Agency - Blackett Sample Hummert, Inc., New York City; Starts - October 16th for 13 weeks; Time - Sundays 9:15-9:45 P.M. EDST; Network - WEAFF, WJAR, WTAG, WCSH, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WFBR, WCKY, WRVA, WIOD, WFLA, WSM, WMC, WSB, WJDX, WSMB, KVOO, WKY, KTHS, WFAA, KPRC, WOAI, KOA, KDYL, Orange; Program - "American Album of Familiar Music" - Gus Haenschen Orchestra, Frank Munn, Veronica Wiggin, Bertrand Hirsch.

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## STANLEY GETS THE BALL AND CHAIN

An announcement has just been received in Washington of the marriage of Stanley E. Hubbard, of Station KSTP, at St. Paul, Thursday, September 15th. The bride was Miss Didrikke Stub, the daughter of Mr. Jacob Hall Ottesen Stub and the wedding took place in Minneapolis.

Mr. and Mrs. Hubbard will be at home after October 1st at 2123 Saint Clair, St. Paul, Minnesota.

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## CABLE AND RADIO PARLEY DEBATES RATES

Approval by the Rate Committee of the International Conference of Telegraphy and Radio Telegraphy of a proposal that the urgent rate henceforth be double instead of three times the base rate aroused considerable discussion at Madrid. It centered about whether the projected change would affect transatlantic traffic to the United States.

Some authorities held it would be possible to apply this schedule to American traffic if the convention approved the plan. The result would be a new urgent rate of 40 cents a word instead of the present so-called preferred rate of 25 cents.

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## BOND GEDDES NOW RMA GENERAL MANAGER

Giving the RMA a more compact and effectual reorganization for vigorous and prompt action, the Committee set-up of the Association was radically revised at a Directors' meeting at Cleveland last week, reduced in size and all RMA activities placed under general direction of Bond Geddes as Executive Vice-President and General Manager. This is to effect unified administration of all RMA affairs under the direction of President Fred D. Williams and the Board of Directors. The promotion of General Manager Geddes came after five years of service in the RMA in varied capacities. He is also Secretary of the Association, with headquarters at Chicago, the New York office having been closed. John W. Van Allen, of Buffalo, was reelected General Counsel of the RMA, and Frank D. Scott was reelected Legislative Counsel of the Association at Washington.

Further reorganization of the Association for more aggressive and efficient action was effected by reducing materially the number of RMA committees, transferring their functions to the four new divisions of the Association. These are: the Set Division.

Arthur T. Murray, Chairman; Tube Division, S. W. Muldowny, Chairman; Parts, Cabinet and Accessory Division, Leslie F. Muter, Chairman, and Amplifier and Sound Equipment Division, Richard A. O'Connor, Chairman.

The other and only remaining Association Committees and their Chairmen elected are: Credit Committee, Leslie F. Muter, of Chicago, Chairman; Engineering Division, Franklin Hutchinson, of Newark, N. J., Chairman; Membership Committee, Paul B. Klugh, of Chicago, Chairman, and Traffic Committee, Capt. William Sparks, of Jackson, Mich., Chairman.

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#### APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

Sept. 14 - WAGM, Aroostook Broadcasting Corp., Presque Isle, Me., modification of license for change in specified hours of operation; WABI, First Universalist Society of Bangor, Maine, Bangor, Me., modification of license for change in specified hours of operation; WMCA, Knickerbocker Broadcasting Co., Inc., New York, N. Y., special temporary authority to use auxiliary at 1697 Broadway, New York City until main transmitter has been completed; WMAZ, Albert S. Moffat, Springfield, Mass., license to cover C.P. issued 5/24/32 for new station to use 1420 kcs., 100 watts, unlimited hours; WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., C.P. for changes in equipment, frequency, power and hours of operation from 1370 kcs., 100 watts, shares with WBTM to 1500 kcs. 100 watts night, 250 watts day, unlimited hours; requests facilities of WRBX, Roanoke, Va.; The Greenville News-Piedmont Co., Greenville, S. C., C.P. for new station to use 590 kcs., 250 watts night, 500 watts day amended to give exact location as  $3\frac{1}{2}$  miles NW of Greenville, S. C. for transmitter.

Also, John S. Pitts, III, Tuscaloosa, Ala., C.P. for new station to use 1370 kcs., 100 watts, unlimited hours, requests facilities of WAMC, Anniston, Ala.; KRMD, Radio Station KRMD, Inc. Shreveport, La., license to cover C.P. issued 9/2/32, move transmitter locally, change equipment and increase operating power from 50 to 100 watts; KPCB, Queen City Broadcasting Co., Seattle, Wash., C.P. for changes in equipment and increase operating power from 100 to 250 watts; KGKX, Sandpoint Broadcasting Co., Lewiston, Idaho modification of C.P. issued 5/10/32 (to move station from Sandpoint Idaho, and make changes in equipment), to extend date of commencement and date of completion.

Correction - WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., C.P. to move transmitter to Shore Road, Tremley, N. J., change equipment and increase operating power from 5 KW to 50 KW; should be: Modification of C.P. issued 11/17/31 (for new 50 KW transmitter, exact location to be determined, increase power from 5 KW to 50 KW), for approval of location of transmitter at Tremley, N. J.

September 16 - WMCA, Knickerbocker Broadcasting Co., Inc., New York, N. Y., special authorization to increase power from 500 watts to 500 watts with an additional 500 watts experimentally; WEHC, Emory and Henry College, Emory, Va., C.P. to move transmitter and studio to Charlottesville, Va.; KGU, Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, Hawaii, license to cover C.P. issued 7/16/32 for changes in equipment, increase power to 2½ KW, limited hours.

#### Applications Other Than Broadcasting

Sept. 14 - R.C.A. Communications, Inc.: All applications for renewal of point-to-point telegraph license, 200 KW: WGG - for 22.1 kc.; WCI, for 18.4 kc.; WSS, for 18.8 kc.; WRQ, for 22.35 kc.; WRT, for 22.6 kc.; WII, for 21.8 kc.; WSO, for 25.82 kc.; WJK, for 18.21 kc.; WPI, Inland Waterways Corp., Memphis, Tenn., modification of marine relay license for change in frequencies to 3120, 4780, 438 kc., change in power to 250 and 100 watts; City of Phoenix, Police Dept., Phoenix, Ariz., new C.P. for municipal police station, frequency not specified 100 watts; WJEP, Stromberg-Carlson Telephone & Manufacturing Co., Rochester, N. Y., renewal of broadcast pickup license for 2342 kc., 10 watts. There were also received 203 applications for amateur station licenses.

Sept. 16 - Radiomarine Corporation of America: WBL, Buffalo, N. Y., WGO, Chicago, Ill., and WCY, West Dover, Ohio, renewal of point-to-point licenses (telegraph) for 177 kc., 750 watts; WRL, Duluth, Minn., renewal of point-to-point telegraph license for 177 kc., 1 KW; KHBXC, Boeing Air Transport, Inc., NC-725-W, and KHBZA, NC-10225-M, assignment of aircraft licenses to National Air Transport, Inc.; WPET, City of Lexington, Police Dept., Lexington, Ky., license covering C.P. for 1712 kc., 200 watts, municipal police station; Pan-American Airways, Inc., NC-664-M, license for 333, 500, 2870, 3082.5, 5692.5, 8220, 12330, 16440, 1708 kc., 12 watts, aircraft; W6XAD, Vickerson Radio Laboratories, San Francisco, Calif., renewal of general experimental license for 2398, 3492.5, 4797.5, 8655 kc., 1 KW. There were also received 371 applications for amateur station licenses.

Sept. 17 - Ford Motor Company: W8XC, Dearborn, Mich., W9XH, Lansing, Ill., and W8XE, Dearborn, Mich., renewal for 389 kc., 1 KW, special experimental station; KHK, Mutual Telephone Co., Wahiawa, T. H., modification of license for additional frequency 11310 kc., coastal telegraph station. There were also received 137 applications for amateur station licenses.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (September 15,)

KFPM, d/b as The New Furniture Co., Greenville, Texas, special authorization to operate from 9 P.M. to 12 midnight, CST, September 30, Oct. 7, 14, 28 and Nov. 4, 1932, and to operate from 3 to 6 P.M. CST, Oct. 21, Nov. 11, 18, and 25, 1932; KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P. to move transmitter from Independence, Mo. to Belinder Blvd. & Swarzel Ave., out of city limits of Kansas City, Kans.; WKFI, J. Pat Scully, Greenville, Miss license covering installation of new equipment 1210 kc., 100 watts, unlimited time; WOAI, Southern Equipment Co., San Antonio, Texas, license covering erection of new auxiliary transmitter 1190 kc., 5 KW for auxiliary purposes only; KUMA, Albert H. Schermann, Yuma, Ariz., license covering move of station from Flagstaff to Yuma, and decreasing hours of operation to specified, 1420 kc., 100 watts; KGEZ, Donald C. Treloar, Kalispell, Mont., license covering local move of transmitter and installation of automatic frequency control, 1310 kc., 100 watts, unlimited time.

Also, WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., and WREC-WOAN, WREC, Inc., Memphis, Tenn., authority to install automatic frequency control; KTAT, S.A.T. Broadcasting Co., Fort Worth, Texas, modification of license for change in name to KTAT Broadcast Co., Inc.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., modification of license to change modulation system of auxiliary and to operate same with 1 KW power, for emergency operation only while moving main transmitter; KFIZ, The Reporter Printing Co., Fond du Lac, Wis., authority to operate unlimited time on the nights of September 20 and November 8th.

Also, WAX, Tropical Radio Telegraph Co., Hialeah, Fla., C.P., public coastal telg. service, to install 2 KW transmitter at Station WAX, to operate on frequencies 500 and 482 kc.; Modesto Irrigation District, portable in Stanislaus & Tuolumne Co., Cal., two C.P.s for special emergency service for point-to-point tel. service, frequency 3190, 7.5 watts, former application dismissed from hearing docket; W9XAL, 1st National Television Corp., Kansas City, Mo., extension of completion date of C.P. to October 15, 1932; KGHO, State of Iowa, Bureau of Identification, Des Moines, Ia., modification of police license, to use frequency 1534 kc., instead of 2506 kc., with maximum power of 1 KW; National Air Transport, Inc. NC-424-N, aircraft license, 3105, 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 watts.

Also, Aeronautical Radio, Inc.: KGUR, Burbank, Cal., modification of C.P. for local change in transmitter and authority to operate with remote control with operator at control point only; KGUB, Houston, Texas, modification of license to operate transmitter unattended by remote control, and change location of transmitter locally; KGTE, Wichita, Kans., C.P. for change in power from 400 to 50 watts, and interchange equipment, now installed at Wichita



and Moline, Ill.; WNAU, Moline, Ill., granted as for KGTE, except power 400 watts.

Also, R.C.A. Communications, Inc.: KQG, KEN, Bolinas, Cal. WJT, San Juan, P. R., KKL, Bolinas, Cal., KKW, Bolinas, Cal., modification of license for change in serial number and primary points of communication (KKL, same but with additional transmitter), KQR, Bolinas, Cal., modification of license for change in points of communication, delete transmitter and operate with 40 KW; KET, KEJ, KEN, modification of license for change in primary points of communication; KEI, KSS, KKR, KLL, KES, Bolinas, Cal., and WQZ, San Juan, P. R., KOI, Kahuku, T. H., and KEL, Bolinas, Cal., modification of license for change in serial number of apparatus; Shortwave & Television Corp.: WIXG, Portable, renewal of experimental visual broadcasting license for 3 months, 43000-46000, 48500-50300, 60000-80000 kc., 200 watts; WIXAV, Boston, Mass., renewal of experimental visual broadcasting license as above.

#### Ratification Of Acts Of Commissioners

WCOA, Pensacola Broadcasting Co., Pensacola, Fla., authorized to conduct equipment tests for additional 5 days in accordance with Rule 164; WAEP, Aeronautical Radio, Inc., Newark, N. J., authorized to operate station as a broadcast pickup station on frequency 2342 kc., on September 12th only; American Airways, Inc.: KHTDW, KHTEV, KHTFU, KHTGT, authorized to operate stations as broadcast pickup stations on frequency 2342 kc., on Sept. 12, only; Mitchell Broadcasting Corp., Mitchell, S. Dak., leave to intervene in the matter of the application of John B. Taylor to erect a new station at Aberdeen, S. Dak.; Pan American Grace Airways, Inc., on aircraft, authorized to operate transmitter on new airplane to be flown to Lima, Peru, via Brownsville, Texas, frequencies 333, 500, 1708, 2870, 3082.5, 5692.5, 8220, 12370, 16440 kc., unlimited, 5405 kc., day only, 12 watts power.

#### Oral Arguments Granted

WRHM, WCAL, KFMX, WLB-WGMS, Minnesota Broadcasting Corp., Minneapolis, Minn. and Northfield, Minn., oral arguments were granted in these cases on October 5th. WRHM which now shares time with the other stations applied for unlimited time. Examiner Ralph L. Walker recommended a denial of the application; WKBB, Sanders Bros., Joliet, Ill., oral argument granted on October 5, 1932, Chief Examiner Ellis A. Yost recommended that conditional grant made May 27, 1932, for removal of station to East Dubuque, for a change in frequency from 1310 to 1500 kc., and change in hours of operation from sharing with WCLS to specified hours be affirmed.

#### Amends Rule

Rule 24 was amended so as to require licensees receiving notice of "off frequency" operation to submit their replies direct to the Commission instead of through the Supervisors of Radio as heretofore.

Miscellaneous

KNX, Western Broadcast Co., Hollywood, Cal., granted permission to take depositions in re application of KFBI, Milford, Kans. to be used at hearing October 10, 1932; KGNO, Dodge City Broadcasting Co., Inc., Dodge City, Kans., permission to take depositions in behalf of its application to change frequency from 1210 kc. to 1340 kc. which is set for hearing December 15, 1932; WTBO, Association Broadcasting Corp., Cumberland, Md., permission to assign license to the Interstate Broadcasting System, Inc., granted.

Set For Hearing

KXL, KXL Broadcasters, Portland, Ore., requests C.P. to change equipment, change frequency from 1420 to 1410 kc., change power from 100 watts to 250 watts, and change hours of operation from sharing with KBPS to unlimited (facilities of KTBR); WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y., requests authority to use transmitter of WLTH, in Brooklyn, for a period of 3 weeks while installing automatic frequency control; W. B. Neal, Gallipolis, Ohio, requests C.P. for special experimental service, 1500 2000 kc., time of operation Tuesday 2 until 4 P.M., Thursday and Friday, 10 P.M. until 1 A.M.

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: BUSINESS LETTER BRIEFS :  
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The Department of Commerce has issued a statistical bulletin on wholesale radio trade and distribution in 1929, secured from the nation-wide census in 1930. The report is available from the Superintendent of Documents, Government Printing Office, Washington, D. C. at 10¢ per copy.

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At the invitation of the U. S. Department of Commerce, Virgil M. Graham, of Rochester, New York, Chairman of the RMA Standards Section, has contributed data on the Association's Engineering Division organization and services to appear in a compilation by the Government of the standardization work of all industries.

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A new export trade promotion bulleting entitled "Radio Markets of the World, 1932", has been issued by the U. S. Department of Commerce, Electrical Equipment Division at Washington. The bulletin contains detailed information regarding markets, broadcasting and other factors in all foreign countries. It may be secured from the U. S. Department of Commerce, or from the Superintendent of Public Documents, Washington, D.C. at 10¢ per copy

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 563

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## PRESIDENT'S REGROUPING PLAN MAY AFFECT RADIO COMMISSION

by Florence V. Kaiser

The question has been raised as to whether or not a reduction in the size of the Federal Radio Commission will be recommended in President Hoover's study of a wholesale reorganization of the government which he expects to place before Congress next December.

In planning the reorganization, the President is acting under the authority of the National Economy Act. Under the terms of this law the President must place Executive Orders before Congress for what he described as "regrouping, consolidating and reducing the number of bureaus, eliminating overlapping functions and duplication of effort". If these Executive Orders do not meet with Congressional disapproval within sixty days, they become effective automatically.

The President has not made known the details of his plans but has instructed J. C. Roop, Director of the Budget, to make a series of investigations looking toward the preparation of Executive Orders for reorganization of the whole structure of the Federal Government.

In ordering a survey made of the possibility of regrouping Government agencies, the President told his executives to search also for those cases in which direct action of Congress would be required for further curtailment. The study which he directed made is expected to dovetail with his former move, giving rise to the hope that even more than \$500,000,000 can be slashed from the cost of Government for the next fiscal year, beginning July 1, 1933.

The fact that President Hoover has held off appointing a successor to Maj. Gen. Charles McK. Saltzman for so long indicates that he must be giving the Federal Radio Commission special consideration. General Saltzman resigned the middle of last July. Ordinarily such a vacancy would have been filled within a few weeks. Seldom has such a long time elapsed in making this sort of an appointment.

One theory is that the President may recommend cutting down the Commission to three members. The Commission is composed of five members, representing five radio zones into which the country was divided by Congress in the Radio Act of 1927.

The supposition that the President may have in mind reducing the number of Radio Commissioners arose from his action in reducing the Shipping Board from a seven to a three-man directorate. Since the salary of a Radio Commissioner is now a little more than \$9,000 a year, at least \$18,000 a year would be saved by dropping two Commissioners, to say nothing of the money spent for their clerk hire. If the number of Commissioners is reduced, it is safe to say there would be drastic cuts of personnel in the legal and other

divisions of the Commission. Almost a half million dollars was spent last year to keep the Radio Commission going.

It would be possible to maintain the same political balance with three members as five. Two Commissioners would be Republicans, and one a Democrat, or vice versa, if the Democrats succeed in November.

There is an even balance of political power on the Commission now, inasmuch as Commissioners Harold A. Lafount, of Utah, and Thad H. Brown, of Ohio, are Republicans, and Commissioners Eugene O. Sykes, of Mississippi, and W. D. L. Starbuck, of New York, are Democrats. With Judge Sykes absent attending the Madrid International Radio Conference, the Republicans on the Commission - Lafount and Brown - are actually in the majority.

If the plan of reducing the number of Commissioners prevails, doubtless the place of the next Commissioner, whose time expires after the reduction becomes effective, will not be filled. Should this happen, Judge Sykes, Democrat, whose term ends February 23rd next, would be dropped, leaving the required political balance. The remaining members of the Commission would be Brown, whose term expires in 1934, Lafount 1935, Republicans, and Starbuck, whose time will be up in 1934, Democrat.

The proposed reorganization by President Hoover will cover the entire executive establishment and will be proposed both as a measure for economy and for greater efficiency. This is the second study directed by the President recently looking to drastic reductions in government expenditures. On Saturday last, he addressed a communication to every executive officer in the Government directing a thorough investigation of the possibilities of reducing the budget still further and setting as their goal the aggregate of \$500,000,000.

Despite different conjectures as to why President Hoover doesn't appoint a successor to General Saltzman, more candidates are being proposed to take the General's place. The latest of these is Bond Geddes, Executive Secretary and General Manager of the Radio Manufacturers' Association. Mr. Geddes, who has made such an excellent record for himself in the radio industry, formerly was with the United Press in Washington and later the Associated Press.

Another name sent to the President is that of John H. Henry, manager of KOIL, Council Bluffs, Omaha. Mr. Henry was likewise a former newspaper man. Other names said to have been added to the list are those of Michel Ert, of Milwaukee, founder and first president of the Wisconsin Radio Trade Association, and John S. Boyd, Chicago lawyer.

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## COMMISSION AUTHORIZES NEW STATION

It is a rare case only that causes the Federal Radio Commission to add a new station to its over-burdened broadcasting channels. However, a deserving community has been found and the Commission has issued a permit to H. Hanseth, Eureka, Calif., to construct a new station to be operated upon the 1210 kilocycle frequency with 100 watts power and daytime hours only.

The Eureka vicinity, located in an isolated section of northern California on the Humboldt Bay with a population of 40,000 within a radius of 40 miles, it was found, does not receive satisfactory daytime service from any established station.

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## 36 MANUFACTURERS EXHIBIT IN NEW YORK

Thirty-six manufacturers of radio sets, tubes and accessories, are exhibiting their 1932-33 styles at a trade show at the Hotel Edison, in New York City. More than 10,000 dealers and distributors of such merchandise east of the Mississippi River were invited to attend. The show opened exclusively for the "trade" but at a meeting of the Advisory Council on Tuesday night last, it was decided the public would be admitted free of charge. This move was made, they said, because of the public interest in the new models being exhibited.

The radio dealers and buyers at the show represent twenty-eight States of this country. Among the foreign countries represented are England, Germany and South Africa. A definite tone of optimism regarding the radio business outlook is apparent.

"Cabinet designs are in general the same as last season, but the equipment of the sets is changed considerably, electrically and mechanically", the New York Times reports. "A complete line of vacuum tubes, so radically new that they cannot be used in present receivers, has effected marked improvements this year, according to the engineers. They point out that the new tubes improve tonal quality, produce greater amplification and less overloading or spill-over at the loudspeaker. Many of the new machines employ the superheterodyne circuit and at least a dozen tubes.

"The boast of the exhibitors is clear tone. That is what they have concentrated upon in the 1932-33 instruments. Several have adopted dual or matched loudspeakers. They explain that such construction guards against any tone being lost. They have devoted more attention to the cabinet construction, making the sound chamber as perfect as possible acoustically.

"Prices are said to be 'the lowest in history'. The midget outfits ranging from six to nine tubes sell this year from \$30 to \$60. The larger, console machines are priced from \$70 to \$300, with many listed around \$125. The manufacturers direct attention to the fact that while these prices may in general appear about equal to last year, the value of investment is greater because of the more modern tubes and their performance. The majority of manufacturers advertise the machines to be 'complete with quality tubes - tax paid.'

"There is a trend back to the console from the midget machine which was so popular for the past two years. Several of the large factories are offering as many as fourteen different sets and the majority are console cabinets. Several concerns are also displaying new automotive radio equipment, and one manufacturer displays 'a pocket-size-edition' receiver that operates from either alternating or direct current light power. The diminutive set, complete with enclosed speaker, measures about 9 inches long, 5 inches high, and 3 inches thick. It weighs but a few pounds, but contains four regular radio receiving tubes.

"Mindful that a large market exists in rural areas and in many towns for battery-operated receivers, a number of the manufacturers are presenting new sets for such localities. They utilize the two-volt low current consuming tubes, which work with the so-called 'breathing' battery, or air cell. There are models built to operate in conjunction with farm lighting plants."

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#### ANONYMOUS BOOK TELLS OF SCHUETTE-R. C. A. FIGHT

Evidently inspired by the success of the anonymous "Washington Merry-Go-Round", "Mirrors of Washington", and "More Merry-Go-Round", Lippincott's have just published "High Low Washington" with the authorship credited to "30 - 32". A chapter entitled "David and Goliath" is devoted to the single-handed campaign of Oswald F. Schuette against the so-called "radio trust" which resulted in the Department of Justice action against the Radio Corporation of America, the General Electric Company, Westinghouse Electric and Manufacturing Company, Western Electric Company, the American Telephone and Telegraph Company, et al. which will come to trial in the Wilmington, Delaware, courts on October 10th.

The publishers describe the writers as having had "unique experience both in Europe and America". The volume contains 268 pages, and is \$2.50 per copy.

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## BILL ON SPORTS BROADCASTS IS INTRODUCED IN ALABAMA

A bill has been introduced in the House at the special session of the Alabama legislature to grant the right to any regularly licensed broadcasting station operating in the State to broadcast by radio all athletic contests or games in the State staged by or sponsored or participated in by any educational institution which receives financial aid from the State or any subdivision.

The bill would make it unlawful for any executive officer, Board of Trustees, or any person acting on behalf of such educational institution to refuse or prohibit such right or privilege to any such broadcasting station.

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## TRACEY NEW GENERAL SALES MANAGER OF ZENITH

Commander Eugene F. McDonald, Jr., President of the Zenith Radio Corporation, has announced the appointment of E. A. Tracey as General Sales Manager in full charge of Zenith sales activities.

"It is scarcely necessary to mention the nineteen years of radio experience Mr. Trace has had, as he is already so well known in the radio industry", says Mr. McDonald. "His accumulated wealth of experience and keen understanding of the problems which confront the industry, especially those of the dealer, fit him specifically for his new association with us. Tracey's principle merchandising creed is interesting. He refuses to draw any line of distinction between jobber, dealer and factory. He insists that all three work in unison and harmony to accomplish one thing - serve the consumer. We like that creed."

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## HARBORD WILL SPEAK FOR HOOVER

One of the big guns in the political campaign will be Gen. J. G. Harbord, Chairman of the Radio Corporation of America, who will take the stump for President Hoover. General Harbord has always been active in politics and his name was placed in nomination for Vice-President as Mr. Hoover's running mate at the Chicago convention. General Harbord was presented at the last minute and without any organized movement behind it, otherwise it is believed he might have captured the nomination.

General Harbord is a first-class speaker and has a marvelous memory. When speaking to an audience, or over the radio, the General always has a manuscript but seldom looks at it as he usually has the speech, no matter what the length, memorized.

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## WOULD CLOSE DOWN TWO CALIFORNIA STATIONS

If the recommendations of Chief Examiner Ellis A. Yost, of the Federal Radio Commission, are followed, two California stations - KELW, at Burbank, and KTM, Los Angeles - will be closed down.

Both stations were cited for putting on programs of an operator of a cancer clinic in Los Angeles who was not licensed by the California Medical Board to practice medicine. Station KTM refused after investigation to permit the broadcast, but Station KELW continued them.

Chief Examiner Yost presented excerpts of astological and numerological broadcasts by Station KTM of one Zandra described as "the eminent philosopher and psychologist", not held to be a fortune-teller with claims of the supernatural, but one who could apply his science in solving every-day problems of individuals and show them the way to prosperity and happiness. Listeners were told to write Zandra and obtain for \$1 either his Astrological Revelations or his Mystery Guide. In answer to three questions and the date of the writer's birth, Zandra then offered to give the purchaser of either of the books a written answer to the questions "free".

The station also broadcast talks based upon horoscopolical reading of one Zenda and answers to question put to her which she answered by mail after which she advertised her horoscopolical reading at \$1. These broadcasts are no longer put on by Station KTM and will not be permitted in the future, the report of facts states.

In his conclusion, the Examiner further stated:

"The burden is upon the applicant station requesting the radio broadcasting facilities assigned another station to prove by a preponderance of the evidence that a transfer of such facilities as proposed by the applicant would serve public interest, convenience and necessity. This, both applicants herein failed to do.

"The deletion of Stations KELW and KTM would reduce the present quota of the State of California from .38 of a unit over-quota to .34 of a unit under-quota, and reduce the present over-quota status of the Fifth Zone by .72 of a unit."

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## COLUMBIA'S NEW AND RENEWED ACCOUNTS

American Oil Co., Baltimore, Md. (Amoco Oil & Gas);  
Agency - The Joseph Katz Co., Baltimore; Program - Arthur Pryor's  
Band, Thursday 8:30-9:00 P.M., 12 stations.

Acme White Lead & Color Works, Detroit, Mich. (Acme Quality  
Paints, etc.); Agency - Henry, Hurst & McDonald, Detroit; Program -  
"Smiling Ed McConnell", Tuesday, Thursday, 11:30-11:45 A.M.; Basic  
and Don Lee plus 18.

The Carborundum Company, Niagara Falls (abrasives); Agency-Finely H. Greene Adv. Agency, Buffalo; Program - Carborundum Band, starting November 12th; Basic network and Minneapolis.

California Walnut Growers' Association, Los Angeles; Agency McCann-Erikson, Inc., New York; Program - Music and Script, starting October 6; Basic network and Don Lee plus 6.

Kolynos Sales Co., Chicago, Ill, (Kolynos Dentrifice); Agency - Blackett, Sample, Hummert, Inc., Chicago; Program - "Just Plain Bill", starting September 19th; Station WABC.

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### SERVICES OF EXCEPTIONAL YOUNG RADIO ENGINEER AVAILABLE

Because of the depression, a young radio engineer, whose ability and integrity are known to this writer to be of an exceptionally high character, is seeking a position in the radio industry. We refer to Mr. Joseph Appel, Jr., of New York City. We should say that Mr. Appel is about 25 or 30 years old - energetic a real worker, married, comes from a splendid family, and in our opinion will make his mark in the world.

Mr. Appel, Jr., studied Electrical Communications at Massachusetts Institute of Technology. This was during the years when radio was just beginning and students did not get a degree for this work. In those days students in the college laboratories were learning by experiment the mysteries of radio. After Mr. Appel left M. I. T., he went with the DeForest Radio Co. in their testing laboratories, and then went to sea as a radio operator for the Radio Corporation of America. He next spent several years with John Wanamaker's, New York, as their radio buyer. Two years ago he went in business for himself under the name of "Appel and Henderson Electric Communications Equipment, Inc." at Mt. Vernon, N. Y. They built several broadcast transmitters, among them WMCA, New York, WSYR, Syracuse, N. Y. They did a lot of work in developing aircraft radio apparatus during this time.

Due to business conditions they closed this corporation on March 18, 1932. Mr. Appel, Jr. has since developed a compact radio receiver for the reception of the regular broadcast entertainment. This receiver weighs 30 lbs. and has a reliable range of approximately 300 miles from any standard transmitter such as WEA, WABC, etc. He does not feel that business conditions are right now for manufacturing this receiver. Mr. Appel held a commission in the U. S. Army Reserve Lieut. Signal Corps.

A sidelight on the personal character of Mr. Appel, Jr. is told in the following from "Radio Music Merchant" in connection with winding up the business venture of Appel and Henderson:

"At the time he reached this conclusion, there was on hand in the Appel & Henderson factory a good-sized amount of finished merchandise as well as raw materials in addition to commitments for large quantities of parts and raw materials. It would have been a simple matter, and in accord with the usual customs in the radio industry, to have immediately canceled the orders for these commitments, but, to quote Mr. Appel, 'he was not brought up that way', and instead of following this policy, he mailed checks on March 10 to every single supplier for the full amount of the merchandise for which Appel & Henderson, Inc. was committed. He even went so far as to give a check to the owners of the building in Mount Vernon for the entire term of his present lease."

Anyone desiring to communicate with Mr. Appel, Jr., may do so either through this office or at his home address - 13 Circle Road, Scarsdale, New York.

(Signed) Robert D. Heinl.

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#### WOLF-STREET SINGER AGREE; SETTLEMENT NEAR \$35,000

Ed Wolf, who holds a four years' managerial contract with Arthur Tracy, and who sued the singer recently on the value of the contract between them, has settled for around \$35,000. Of this \$16,000 is reported in cash, the amount held in escrow during Tracy's theatre bookings when the court ruled in Wolf's favor and decided that his claimed one-third interest be set aside until final adjudication of the issues.

Remainder of the settlement will be paid in installments, Wolf releasing Tracy from the remaining four years' obligation and also dropping all litigation.

A couple of dates booked by Wolf for Tracy on top of intensive stage and radio dates involved Tracy in damage suits in Newark and Jamaica, L. I., when he failed to appear because of illness. These dates were for \$100 for the night, the Street Singer complaining he had just been doing four and five shows that day, plus his regular broadcast, and was physically unable to fulfill the engagements.

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## PROSPERITY NOTE

Orders for nearly \$50,000 worth of the new type of aviation radio-telephone apparatus which was announced by the Western Electric Company only late last month, have already been received, the Company reports. The bulk of the orders has been placed by American Airways and United Air Lines.

Ten Stinson tri-motor planes just placed in service by American Airways will have their existing radiophone equipment completely replaced by transmitter and receivers of the newly designed type. United Air Lines have ordered 90 of the new super-heterodyne receivers for installation both in planes now in service and for new ships.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 19 - WCAE, WCAE, Inc., Pittsburgh, Pa., authority to install automatic frequency control in auxiliary transmitter; WFDV, Rome Broadcasting Corp., Rome, Ga., C.P. to make changes in equipment, change frequency power and hours from 1500 kcs., 100 w. specified hours, to 1120 kcs., 250 w., unlimited hours; requests facilities of WTFI, Athens, Ga. in terms of quota units; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., license to cover C.P. issued March 6, 1931, as modified to move transmitter and studio locally and install new equipment; WCAT, South Dakota State School of Mines, Rapid City, S. Dak., license to cover C.P. issued June 10, 1932, for new transmitter; KGFK, Red River Broadcasting Co., Inc., Moorhead, Minn., C.P. to change transmitter and increase operating power from 50 to 100 w.; R. E. Warmack and A. E. Waterman, Oroville, Calif., C.P. for new station to use 1370 kcs., 15 watts, daytime, 4 hours per day.

### Applications Other Than Broadcasting

Sept. 20 - W9XI, Chicago Federation of Labor, portable, license covering C.P. for 60,000 to 1000,000 kc., 30 w., general experimental station; Radiomarine Corp. of America, on any U.S.S.B. vessel, four licenses for special experimental stations, 355 kc., 2 kw; W6XAP, Airfan Radio Corporation, Ltd., portable, vicinity of San Diego, Calif., license covering C.P. for 60000-400000 kc., 6 w. general experimental station; W1XAK, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., modification of general experimental license for additional frequencies, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above; W2XBK, Mackay Radio & Telegraph Co., portable, for use on San Francisco Bay and Los Angeles Harbor, renewal of license for 375 kc., 500 w., radio compass calibration station. There were also received 276 applications for amateur station licenses.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 20, 1932)

WCSC, S. C. Broadcasting Co., Inc., Charleston, S. C., license covering move of transmitter and installation of new equipment, 1360 kc., 500 w., unlimited time; WEEI, The Edison Electric Illuminating Co., Boston, Mass., license to determine licensed power by direct measurement of antenna input; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., extension of authority to operate auxiliary transmitter unlimited time while moving main transmitter from Oct. 1 to 21, 1932;

Also, Howard A. Seyse: W8XAK, portable and mobile in Erie Co., N. Y., license (general experimental service), 51400 kc., 10 w., unlimited in accordance with Rule 308; W8XAJ, portable and mobile in Erie Co., N. Y., license as above, frequencies 51400, 60500, 70500, 80500, 90500, 100500 kc., 10 w.; Aeronautical Radio, Inc.: WAEL, Detroit City Airport, Detroit, Mich., granted modification of C.P. extending commencement date to Sept. 18th and completion date to Jan. 18, 1933; KGUR, same location, granted modification of C.P. to move transmitter locally and operate with remote control with operator at control point only; W10XAR, Western Electric Co., Inc., portable, renewal of special experimental license, 270 kc., 10 w. power.

Also, W2XDV, Atlantic Broadcasting Corp., New York City, renewal of general experimental license, frequencies 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 and above, 50 w.; W9XAE, International Harvester Co., vessel "The Harvester", renewal of license 484 kc., 1 w. power; W6XU, Radiomarine Corp. of America, San Francisco, renewal of special experimental license for 1 year, frequencies 153, 157, 160, 400, 410, 454, 468, 5525, 6200, 8290, 8330, 11055, 12375, 16580 kc., 10 kw; Westinghouse Electric & Manufacturing Co.: W10XAQ, portable on any aircraft, granted general experimental C.P. to operate ground station at Hampden, Mass., regular licensed frequencies power variable to 250 w.; also, at Chicopee Falls, Mass., general experimental C.P. and license, frequencies 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400 kc., 60000-400000 and above, 250 w.

### Renewal of Licenses

The following stations were granted regular renewal of licenses:

WAAM, Newark, N. J.; WAAT, Jersey City; WGCP, Newark, N. J.; WJAS, Pittsburgh, Pa.; KFOX, Long Beach, Calif.; KGHL, Billings, Mont. KRKD, Los Angeles, KROW, Oakland, Calif.; WCAP, Asbury Park, N. J.; WIS, Columbia, S. C.; WKAQ, San Juan, Puerto Rico; WRC, Washington, D. C.; and auxiliary WRC; KFBB, Great Falls, Mont.; KGCU, Mandan, N. Dak.; KRGV, Harlingen, Tex., and KNWG, Brownsville, Tex.

Also, WNAD, University of Oklahoma, Norman, Okla., granted temporary license subject to Commission's decision as a result of an investigation now being conducted as to whether transmitter is being operated in accordance with the Radio Act; WTAG, Worcester, Telegram Publishing Co., Inc., Worcester, Mass., granted special authorization to operate with day power of 500 watts for period beginning October 1, and ending March 1, 1933, subject to termination by the Commission at any time without notice or hearing if the need arises.

The following stations were granted renewals on a temporary basis only, subject to such action as the Commission may take on licensees' pending applications for renewals:

WCAL, Northfield, Minn.; WCAM, Camden, N. J.; WFIW, Hopkinsville, Ky.; WHN, New York; WIBG, Glenside, Pa.; WLB-WGMS, Minneapolis; WQAO-WPAP, New York; WRHM, Minneapolis; WRNY, New York, and KFMX, Northfield, Minn.

#### Set For Hearing

J. E. Richards, James J. Hart, Arthur Taubman, doing business as Roanoke Broadcasting Co., Roanoke, Va., requests C.P. for new station to operate on 1410 kc., 250 w., share with WHIS facilities of WRBX; WHIS, Daily Telegram Printing Co., Bluefield, W. Va., requests modification of license to change hours of operation from sharing with WRBX to unlimited; facilities of WRBX; Intermountain Broadcasting Corp., Ogden, Utah, requests C.P. for new station to operate on 1400 kc., 500 w., unlimited time, facilities of KLO.

#### Miscellaneous

KFH, Radio Station KFH Co., Wichita, Kans., denied authority to operate simultaneously with Station WOJ during world baseball series from 2 to 3 P.M., CST each day with 500 w. power; WKAV, Harold E. Wescott, temporary receiver, Laconia, N. H., dismissed application for consent to voluntary assignment of license from the Laconia Radio Club to Harold E. Wescott, temporary receiver. Mr. Wescott has been dismissed by the court as receiver for WKAV and John H. Dolan has posted bond for the Laconia Radio Club for payment of creditors of the station.; KICK, Red Oak Radio Corp., Red Oak, Iowa, the Commission directed that its action of Sept. 13, granting C.P. to move station KICK from Red Oak to Carter Lake, Iowa, be held in abeyance, because of stay order issued by the Court of Appeals dated Sept. 17th to determine the issues raised by the appeal.

#### Amateur Licenses

The Commission also granted licenses for 405 amateur stations, of which 138 were new, 196 renewals and 71 modifications.

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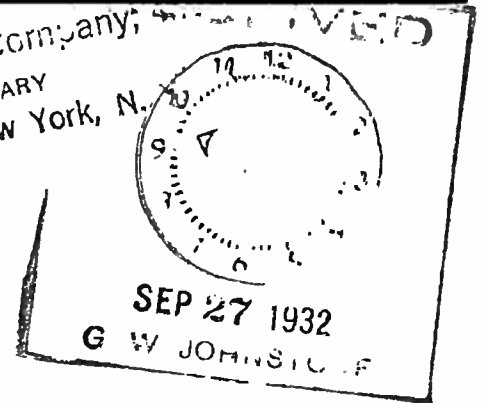
# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 564

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

## GOVERNMENT FREQUENCY TEST STATIONS ESTABLISHED NEAR CAPITAL

Indirectly every radio receiving set owner in the country may be benefited by the operation of the "standard frequency" radio stations which the Bureau of Standards has established for testing purposes near Beltsville, and Meadows, Md. Signals radiated by these stations may be used by the 600-odd broadcasting stations all over the country in checking and maintaining their assigned wave frequencies, and keeping in their proper channel, which in turn provides more adequate reception to owners of more than 20,000,000 receivers. Not only will the public be the beneficiary of continuous scientific adjustment of radio frequency bands, but also manufacturers of radio sending apparatus, as well as testing laboratories and governmental departments.

While the testing of frequency bands is not a new activity with the Bureau of Standards, such work having been carried on for a number of years in temporary buildings, installation of a new transmitting set in one of the three buildings housing the station on the United States Experimental Farm near Beltsville, Md., will materially enhance its scope.

In order to overcome the difficulties of mutual interference caused by the radio apparatus and by experimental apparatus in some of the Bureau laboratories in Washington, the Bureau was given funds in 1931 to establish two permanent field stations. Necessary construction has been completed, and now equipment is about to be installed.

The "standard frequency" in the words of E. C. Crittenden, Chief of the Bureau's Electricity Division, under whose direction the work is carried out, is nothing more than "a frequency of known cycles per second". The "standard frequency" that has been generated at the Bureau in Washington for the last several years is numbered at 5,000,000 cycles per second. This signal is at present sent across the country at a certain hour every Tuesday morning and afternoon.

All interested persons upon receiving the signal are able to adjust their stations in order to keep within the frequency bands assigned them by the Federal Radio Commission. Mr. Crittenden pointed out that the United States was the first Government to provide a service of this kind, and that it was the hope of the Bureau scientists, funds permitting, to improve the service to such an extent that it would be continuous, thus providing, from a broadcast angle, an instantaneous correction upon any program in the country.

That this work is of great practical value is attested from many directions. Perhaps the beneficiary most directly concerned is the radio listener. The question "how much is it worth to have clear reception?" is solved largely because of the work



of the Bureau's scientists in sending out standard frequencies. Radio broadcasting stations immediately keep their sending apparatus in tune with the standard measurement, thus avoiding "bumping" into each other on the air, which causes whistling and grating noises in the receiving sets and drowning out of programs.

For the broadcasting stations themselves much money is saved because of the avoidance of endless disputes, legal difficulties and delays which would arise should one station constantly interfere with another. Where time means money, as it does in the "mike" room, such savings are almost incalculable. The same applies to manufacturers of precision instruments, such as crystal control transmitters used in radio broadcasting, where adequate knowledge beforehand of the proper functioning of an instrument may save thousands of dollars. Upon completion work the manufacturer may have his instrument thoroughly tested by Bureau scientists at their "standard-frequency" station in order that they may operate close to the "standard".

Benefit does not end with the public, and private industry, but applies as well to Government departments. At the present time the Signal Corps of the United States Army has several dozen instruments "on the receiving end" of the Bureau's standard frequency testing station, in order to insure proper functioning of the instruments in the field. The world's largest monitoring station, located at Grand Island, Nebr., operated by the Federal Radio Commission, depends on the standards established by the Bureau upon which to perform its air regulatory functions. At this station signals from all over the world are taken from the air and measured with scientific precision.

The Bureau's transmitting stations are located near Beltsville, Md., and the transmitting set is located in one of the three buildings on the same site. While the "standard" frequency is made at the Bureau in Washington, it may be transmitted across the country either by sending it to the field stations by telephone wire, or by having a portable operating standard set up at the field station itself. The other two buildings will contain several transmitting sets for dissemination of special high-frequency signals to be received at the second field station.

The receiving station is near Meadows, Md., southeast of Washington. Three buildings will house receiving equipment for use in picking up the special transmissions from Beltsville. The studies carried on at these buildings, besides the frequency work, will deal with more or less pure radio-scientific work, such as transmission and reception characteristics of radio waves, like fading, change of direction, and height of Kennally-Heaviside layer, which plays an important part in radio transmission, especially over long distances.

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## PERSHING LOOKING FOR SPONSOR

"Gen. John J. Pershing, like Barkis, is willing to be sponsored by a commercial radio program", according to the National Whirligig, which is edited by Richard H. Waldo, of the McClure Newspaper Syndicate, New York.

"The remuneration would come in handy to the General. Prospective sponsors have turned a deaf ear to date."

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## REPUBLICANS IN HOT WATER OVER RADIO APPROPRIATION

Senator Henry J. Allen, Republican National Committee Chairman still finds himself the center of a controversy with the newspapers defending the cash appropriation for radio broadcasts. A resolution condemning the Committee's attitude towards newspapers was adopted by the Nebraska Press Association.

"I do hope the Republican press of this country, which as you know couldn't be taken care of by advertising within the limits of \$2,000,000, isn't going to turn venal because two or three hundred thousand dollars are spent on radio", Senator Allen replied to P. F. Keays of the Nebraska Association. "Such an action on the part of the Republican press would destroy the very fine distinction which now exists between the newspapers of this country and the broadcasting corporations."

In answer to this Mr. Keays pointed out that a \$500,000 appropriation "would allow an average expenditure of \$30 with each weekly paper and \$100 with each daily paper in the country."

To which the Editor and Publisher adds:

"The broadcasting industry will receive, if able to collect, probably not less than \$500,000 this year for doing a job that newspapers have always considered a fundamental public duty, and scheming politicians who have wriggled under editorial censure, glory in a public communications medium which has little public responsibility and no more opinion than a slot machine. They have manifested their friendship for the newcomer in a legislative framework that permits the private capitalization of the public right to the air waves, with regulation designed to keep things as they are, regardless of public welfare, convenience or necessity."

According to William A. Thomson, of the American Newspaper Publishers' Association, both parties, he said, had apparently reached an agreement to limit radio expenditures to \$250,000 each, to be paid when as and if campaign funds permit. The total advertising budget of the Democratic party is \$500,000, he said, of which \$100,000 is scheduled to be used for space in independent and

Democratic newspapers. The Republican advertising budget is \$450,000, with a so far indeterminate amount for newspaper space. Both parties, he said, regarded the newspaper advertising as patronage, and it was difficult to dispel from the minds of the party managers the idea that purchase of advertising space insured friendly news and editorial treatment.

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#### NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - American Kitchen Products Co., New York City; Agency - Batten, Barton, Durstine & Osborn, Inc.; Starting September 7, 1932, Wednesday, 10:15-10:30 A.M., Basic Red Network; Program - The Steero Program with Jane Grant, the cube cook, and Kuznetzoff & Nocolina. Gypsy singers with balalaika and guitar accompaniment and cube cookery talk.

RENEWAL - American Tobacco Co., New York City; Product - Lucky Strike Cigarettes; Agency - Lord & Thomas; Starting September 10, 1932, Saturday, 10 to 11 P.M.; Basic Red network and supplementaries; Program - Guest orchestras with Walter O'Keefe as master of ceremonies.

NEW - Firestone Tire & Rubber Co., Akron, Ohio (tires); Agency - Sweeney & James; Starting December 5, 1932, Monday, 8:30 to 9:00 P.M.; Basic red network and supplementaries; Program - "The Voice of Firestone".

NEW - J. A. Folger & Co., Kansas City, Mo. (Folger's coffee); Agency - Blackett-Sample-Hummert, Inc.; Starting September 26, 1932, Monday to Friday inclusive 3:00 to 3:15 P.M.; Basic red network west of Chicago, NW and SW groups; Program - not announced.

NEW - General Foods Corp., New York City (Maxwell House Coffee); Agency - Benton & Bowles; Starting October 6, 1932, Thursday, 9 to 10 P.M.; Basic Red network and supplementaries; Program - "Maxwell House Show Boat".

NEW - Grand Union Company, New York City (Chain stores); Agency - Hampton, Weeks and Marston; Starting September 19, 1932, Monday, Wednesday, Friday, 9:30 to 9:45 A.M.; WGY, Schenectady; Program - "Grand Union Grocery Boy".

NEW - Ralston Purina Co., St. Louis, Mo. (cereals); Agency - Batten, Barton, Durstine & Osborn, Inc.; Starting October 4, 1932; Tuesday, Thursday, Saturday, Basic red as far as Chicago, 5:45 to 6 P.M., west of Chicago, 6:45-7:00 P.M.; Basic Red Network; Program - "Sekatary Hawkins".

NEW - Reid Murdoch & Co., Chicago (Monarch Brand Food Products); Agency - Rogers & Smith; Starting October 2, 1932, Sunday, 2 to 2:15 P.M.; Basic Blue network and NW; Program - not announced.

NEW - Stephano Brothers, Philadelphia, Pa. (Rameses Cigarettes); Agency - Aitken Kynett Co.; Starting September 27, 1932, Tuesday, 7:15-7:30 P.M.; WJZ, New York; Program - Rameses Program.

NEW - U. S. Industrial Alcohol Co., New York City ("Pyro" Alcohol for automobiles); Agency - J. Walter Thompson; Starting October 23, 1932, Sunday, 9:45-10:00 P.M., Basic Red Network; Program - not announced.

RENEWAL - G. Washington Coffee Refining Co., Morristown, N. J. (Coffee); Agency - Cecil Warwick & Cecil; Starting October 5, 1932, Wednesday, 9:00-9:30 P.M. and 12:15-12:45 midnight; Basic Blue Network and supplementaries; Program - "Adventures of Sherlock Holmes".

NEW - Delaware, Lackawanna & Western Coal Co. (Blue Coal), New York City; Agency - Ruthrauff & Ryan, Inc., New York City; Starts Oct. 5 for 30 weeks, Wednesdays, 8:00-8:30 A.M.; Network - WEAJ, WESH, WJAR, WTAG, WTIC, WEEI, WGY, WBEN, WFBR, WLIT, WRC; Program - "The Shadow; Mystery Drama", and 11 piece orchestra.

NEW - Swift & Co. (Formay Shortening), Chicago, Ill.; Agency - J. Walter Thompson Co., Chicago, Ill.; Starts - Oct. 6 for 30 weeks; Thursday, Friday, 10:30-10:45 A.M., EDST; Network WTAG, WEEI, WJAR, (WTIC Thursday only), WESH; Program - "Musical Mixing Bowl" - musical with Irving Kaufman and brief talk by Lucy Allen.

NEW - Ocean Steamship Co. of Savannah, New York City; Agency - Aitken, Kynett Co., Philadelphia, Pa.; Starts - October 4 for 52 weeks, Tuesday, 6:30-6:45 P.M., EDST; Network - New York, Boston, Springfield; Program - "Savannah Liners" - Robert Armbruster nine piece orchestra.

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#### WICC, BRIDGEPORT, JOINS COLUMBIA

Station WICC, Bridgeport, Conn., is the latest link to be added to the 90-station network of the Columbia Broadcasting System. The Bridgeport outlet, operating on a wave length of 600 kilocycles, or 499.7 meters, was established in 1926. The station is licensed for 500 watts.

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## RADIO TRADE SHOW GIVES REVIVAL SIGNS

Indications that the radio industry is due to make a fairly rapid recovery from the slump that set in nearly two years ago were observed at the radio trade show held last week in New York City.

The management reported that "large orders" for merchandise had been given and that the general public, which was admitted, showed unusual interest in the models on display. About 2,000 dealers and distributors, representing nearly every State in the country, were registered at the exhibition.

One of the new exhibits installed comprised a photographic development process invented by Dr. Miller Reese Hutchison, former Chief Engineer for Thomas A. Edison, which practically eliminates the effect of "grain" in photography, it is said. Dr. Hutchison said his invention will have a marked effect on existing processes of film development, and make possible great improvements in the recording and reproduction of sound by electrical means. He showed photographic enlargements three feet high and two feet wide made from original prints a half-inch wide and three-quarters of an inch high. The enlarged pictures exhibited none of the usual spotty or grainy effects.

Dr. Hutchison said his process would permit enlargements as great as 300 diameters. This means that a sharp picture the size of a postage stamp could be enlarged to cover an area twenty to twenty-five feet square. He is negotiating with large film and radio interests, he said, for the application of the invention.

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### CBS RENEWED ACCOUNT

RENEWAL - Tide Water Oil Sales Corp., New York City;  
Agency - Lennen & Mitchell; Product - Tydol, Veedol; Program -  
"Three X Sisters", Musical, Time - Monday, Wednesday, Friday, 7:30-  
7:45 P.M., Starting October 5, 10 basic stations, 5 supplementary.

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### TO SPONSOR FOOTBALL GAMES

Contracts to broadcast Pacific Coast football games over the NBC gold network, the Don Lee-C.B.S. stations and KJRE and KOR, two independent stations, have been signed by the Associated Oil Co. The broadcasts started Sept. 17 and will continue through the annual San Francisco Shrine benefit game on New Year's Day. There are 200 stations involved.

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## PINCHOT TO SPEAK ON WCAU DEDICATION PROGRAM

Governor Gifford Pinchot, of Pennsylvania, and Col. Thad Brown, Federal Radio Commissioner, will be the principal guest speakers who will appear with an all-star array of radio talent during the WCAU dedication program to be broadcast over a coast-to-coast network of the Columbia Broadcasting System from 9:00 to 9:30 P.M., EST, Sunday, October 2nd.

The program will be the first to be broadcast over the new 50,000 watt transmitter of Station WCAU, Philadelphia link of the Columbia network.

The CBS stars who will contribute to the celebration include Kate Smith, "Songbird of the South"; Irish minstrel Morton Downey; the Four Mills Brothers, vocal-instrumentalists and purveyors of original harmonizing; and Colonel Stoopnagle and Budd. The musical background for the offerings of these individual stars will be provided by Freddie Rich and his Columbians - a 35 piece symphoniz-jazz orchestra.

In addition to the addresses by Governor Pinchot and Colonel Brown, there will be brief talks by William S. Paley, President of the Columbia Broadcasting System, and Dr. Leon Levy, head of Station WCAU.

The program will open in the WABC studios in New York City, although various portions of it will be picked up from other network links. Kate Smith will be heard from Baltimore, Morton Downey from Washington and the Mills Brothers from Boston, where they are filling vaudeville engagements. Colonel Brown's talk will also come from Washington, and Governor Pinchot's from either Philadelphia or Harrisburg.

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## FREDERICK BATE TO BE NBC REPRESENTATIVE IN EUROPE

Frederick Bate, formerly connected with the Reparations Commission, has been named European representative of the National Broadcasting Company. Bate sailed last week and immediately will establish headquarters in London.

Bate has been selected as permanent representative of the company in London to further interest an international broadcasting, John W. Elwood, NBC Vice-President, said. He will promote the mutual exchange of radio programs across the Atlantic, assisting foreign countries in obtaining and selecting American program features for rebroadcast over their respective radio systems, and likewise selecting and arranging European features for American listeners.

A native of Chicago, Bate has resided in Europe since 1912, when he went abroad to study. Dr. Max Jordan will continue as Central European representative of the NBC with headquarters at Berne, Switzerland.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 22 - WCAU, Universal Broadcasting Co., Philadelphia, Pa., license to cover C.P. issued Nov. 17, 1931, change location and install 50 kw equipment, increase power to 50 kw; also license to cover C.P. issued Jan. 8, 1932, for local change of auxiliary transmitter; WALR, WALR Broadcasting Corp., Zanesville, Ohio, license to cover C.P. issued May 17, 1932, changes in equipment and local change of transmitter; KMAC, W. W. McAllister, San Antonio, Texas, voluntary assignment of license to Walmac Co. Inc.; KXYZ, Harris County Broadcast Co., Houston, Tex., license to cover C.P. issued Sept. 9, 1932, to consolidate KTLC and KXYZ, changes in equipment, change frequency and power from 1420 kc., 100 w. to 1440 kc., 250 w.; J. E. Richards, Pine Bluff, Ark., C.P. for new station to use 1340 kc., 250 w. daytime; KLCN, Charles Leo Lintzenich, Blytheville, Ark., C.P. to make changes in equipment, change frequency, power and hours from 1290 kc., 50 w., daytime to 1500 kc., 100 w., unlimited hours; WIAS, Iowa Broadcasting Co., Ottumwa, Iowa, modification of license amended to request facilities of KSO, Clarinda, Ia.; KFGQ, Boone Biblical College, Boone, Ia., modification of license amended to request facilities of KSO, Clarinda, Ia.; KWCR, Cedar Rapids Broadcasting Co., Cedar Rapids, Ia., C.P. amended to request facilities of KSO, Clarinda, Ia.

### Applications Other Than Broadcasting

Sept. 23 - WHD, The New York Times Co., New York, N. Y., license covering C.P. for 6450, 8360, 11355, 16720, 22250 kc., 500 w., mobile press service; KGPP, Bureau of Police, Portland, Oreg., modification of license for increase in power to 500 w., municipal police station; W4XD, Durham Life Insurance Co., portable and mobile license covering C.P. for 60000-400000 kc., 15 w., general experimental station; W5XA, Rev. Lannie W. Stewart, Shreveport, La., renewal of general experimental license for all general experimental frequencies, 100 w. There were also received 269 applications for amateur station licenses.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 23, 1932)

WIAS, Iowa Broadcasting Co., Ottumwa, Ia., modification of license to increase hours of operation from specified to unlimited (facilities of KSO in terms of quota units); KFGQ, Boone Biblical College, Boone, Ia., modification of license to change specified hours of operation; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., C.P. to make changes in equipment and increase daytime power from 100 w. to 250 w.; KOMA, National Radio Manufacturing Co., Oklahoma City, Okla., C.P. to move transmitter locally from east of Oklahoma City to n.e. of city on United States Highway 66, and install new equipment; KGFI, Eagle Broadcasting

Co., Inc., Corpus Christi, Tex., license covering changes in equipment, 1500 kc., 100 w. night, 250 w. local sunset, unlimited time; KVL, KVL, Inc., Seattle, Wash., license covering changes in equipment, 1370 kc., 100 w., shares with KFBL; KGHL, Northwestern Auto Supply Co., Billings, Mont., C.P. authorizing move of studio locally, installing new equipment and increasing daytime power, 950 kc., 1 kw night, 2½ kw local sunset, unlimited.

Also, KFJD, Anchorage Radio Club, Inc., Anchorage, Alaska, license covering changes in equipment and increase in power, 1230 kc. 250 w., 6 p.m. to midnight, L.S.T.; WSYB, Philip Weiss Music Co., Rutland, Vt., modification of C.P. extending completion date from Sept. 28 to Nov. 28, 1932; also, modification of license to reduce specified hours of operation; KASA, E. M. Woody, Elk City, Okla., modification of C.P. to change type of equipment and move transmitter and studio locally; WJMS, Johnson Music Store, Ironwood, Mich., modification of license to change hours of operation from daytime only to unlimited; WSUI, State University of Iowa, Iowa City, Iowa, special authorization to operation from 10 P.M. to 12 P.M. CST. Sept. 24, 1932.

Also, Western Air Express, Inc.: KHCJQ, KHOEX, KHLQJ, KHLPK, Burbank, Calif., authority to use equipment now licensed as an aircraft station for broadcast pickup purposes on Sunday, Sept. 25, in connection with aviation week in California; KMPC, R. S. MacMillan, Beverly Hills, Calif., approved agreement with Station WOR, which in effect granted an additional hour between 8 and 9 P.M., PST (11 and 12 EST) on night of Sept. 26 to Oct. 1, inclusive; KGTO, Aeronautical Radio, Inc., portable, authority to operate portable aeronautical station as a broadcast pickup station Sunday Sept. 25th; WPI, Inland Waterways Corporation, Memphis, Tenn., modification of marine relay license to change frequencies to 3120, 4780, calling and working: 438, 3120, 4780 kc., calling and transmission of operating signals, 1 transmitter 100 w. power, two at 250 w. each; W1XQ, American Telephone & Telegraph Co., Dept. of Development and Research, Bradley, Me., renewal of special experimental license 50 to 75 kc., except 54, 56, 58, 64, 66 and 75 kc., 25 kw power.

Also, W8XAP, Producers Steamship Co., on vessel "Louis W. Hill", renewal of special experimental license, 484 kc., 1 w. power; Aircraft Radio Corp.: W1OXI, NC-9745, renewal of general experimental license, frequencies, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 60000-400000 kc., 10 w.; W3XW, Boonton, N. J., renewal of general experimental license, frequencies, 3492.5, 6425 kc., 50 w.; Prof. Neil H. Williams: W8VX, and W8XU, portables, Dept. of Physics, University of Michigan, Ann Arbor, Mich., renewal of general experimental licenses, frequencies, 34600, 41000, 51400, 60000-400000 kc., 15 and 5 w. respectively; W1GXAE, Edwin C. Ewing, Jr., NC-10164, renewal of general experimental license, frequencies 60000-400000 kc. 10 w.; W6XAD, Vickerson Radio Laboratories, San Francisco, renewal of general experimental license, frequencies, 2398, 3492.5, 4797.5, 8655 kc., 1 kw.



## Set For Hearing

WCAC, Connecticut Agricultural College, Storrs, Conn., requests C.P. to change equipment and increase day power from 250 to 500 w.; The Greenville News Piedmont Co., Greenville, S. C., requests C.P. 590 kc., 250 w., night, 500 w. local sunset, unlimited time, experimental (This application was formerly set for hearing and amended to give exact location of transmitter and request for authority to install directional type antenna).

### Ratification of Acts of Commissioners

Action taken Sept. 12: WLXAV, Shortwave & Television Laboratories, Inc., Boston, Mass.; WLXAL, Shortwave Broadcasting Corp. Boston, Mass., WIXG, Shortwave and Television Corp., portable, granted authority to take depositions of certain witnesses in Boston on Sept. 20 re applications set for hearing on Oct. 3.

Action taken Sept. 13: KTFI, Mackay Radio & Telegraph Co. San Francisco, granted 60-day authority to operate station on board steamer "Carrillo" as first and third class public service; KGNO, Dodge City Broadcasting Co., Inc., Dodge City, Kans., granted authority to take depositions in re its application for modification of license set for hearing Dec. 15; KNX, Western Broadcast Co., Hollywood, Cal., granted authority to take depositions in re applications of The Farmers & Bankers Life Insurance Co. of Milford, Kans., hearing on which is set for Oct. 10.

Action taken Sept. 16:- KIEQ, KIEP, Radiomarine Corp. of America, New York City, granted 30-day authority to operate transmitter aboard lifeboats 1 and 2 of vessel "Lurline" with 20 w., 500 and 5520 kc.; KGRL, Thompson & Holgerson, Los Angeles, granted temporary authority to operate radio station KGRL aboard vessel "Northwestern" for 60 days, frequencies 8240 to 16680, 250 w; WTMJ, The Journal Co., Milwaukee, Wis., authority to take depositions in re application of KTAR Broadcasting Co., Phoenix, granted, hearing set for Oct. 17th

Action taken Sept. 17: KXA, American Radio Telephone Co., Seattle, Wash., authorized to broadcast community fund dinners Sept. 19 and Oct. 4, consistent with approval of National Broadcasting Co.; WIBWY, Isaiah Creaser, trustee, Springfield Radio Association, Springfield, Mass., authorized to locate amateur station WIBWY at Eastern States Exposition, West Springfield, Mass., from Sept. 18 to 24; WIEK, WIEL, Atlantic Broadcasting Corp., New York, authorized to use special broadcast pickup stations WIEK and WIEL, 1542 and 2478 kc., 50 w., power Sept. 18 to Oct. 1 in connection with broadcast of horse races at Aqueduct Race Track, Aqueduct, L. I.

Action taken Sept. 20:- KRLD, KRLD Radio Corp., Dallas, Texas, authorized to operate on 1040 kc., unlimited daytime hours from Sept. 28 to conclusion of world series baseball games; KTHS, Hot Springs Chamber of Commerce, Hot Springs, Ark., authorized to operate on 970 kc., during daytime only 10 kw., from Sept. 28 to conclusion of world series; WCCO, Northwestern Broadcasting, Inc., Minneapolis, Minn., authorized extension of program test period of

30 days; WOCH, Radiomarine Corp. of America, New York, granted authority to operate for 60 days, pending receipt of formal application to operate additional transmitter aboard vessel "Carabobo", 50 w., frequencies 8200 to 17100 kc.;

Action taken Sept. 21: WJBI, Monmouth Broadcasting Co., Red Bank, N. J., authorized extension of temporary license to Nov. 13, 1932; WWL, Loyola University, New Orleans, authorized extension of equipment test period for 10 days; KFWB, Warner Bros. Broadcasting Corp., Hollywood, Calif., authorized to use Station KIFD, Sept. 24 in connection with Gov. Roosevelt's speech between Shatworth and Burbank, Calif; KGML, Northwestern Auto Supply Co., Inc., Billings, Mont., authorized to extend program tests for period of 15 days pending action on application.

#### Action On Examiners' Reports

Gustav A. Jenkins, Antonito, Colo., denied C.P. for new station to operate on 1200 kc., 100 w. to share with KGEK and KGEW reversing Chief Examiner Ellis A. Yost; KGEK, Beehler Electrical Equipment Co., Yuma, Colo., granted renewal of license as of Sept. 23 to operate on 1200 kc., 100 w., share with KGEW at specified hours; KGEW, City of Fort Morgan, Fort Morgan, Colo., granted renewal of license as of Sept. 23, to operate on 1200 kc., 100 w., share with KGEK, using specified hours; Cannon Systems, Inc., Glendale, Cal., granted C.P. to operate on 850 kc., 100 w. daytime, reversing Chief Examiner Ellis A. Yost; KGIX, J. M. Heaton, Las Vegas, Nev. granted renewal of license to operate on 1420 kc., with 100 w., during the following hours (specified) sustaining Examiner Yost.

#### Miscellaneous

WHP, WHP, Inc., Harrisburg, Pa., denied request to waive rule relating to announcement of mechanical reproductions during one program when numbers would be played from transcription and by artists in person; KTAT, SAT Broadcast Co., Fort Worth, Tex., reconsidered grant of renewal of application effective Oct. 1, and granted temporary license to KTAT Broadcast Co., Inc., pending filing of renewal application by KTAT, in keeping with amendment to charter changing name of applicant from SAT to KTAT, Broadcasting Co.; WIBW, Topeka Broadcasting Association, Inc., Topeka, Kans., set for hearing application for renewal of license to operate on 580 kc. with 1000 w. because of protests of WSAZ, Huntington, W. Va., and WOBV, Charleston, W. Va., which share time on 580 kc.

#### Applications Dismissed And Denied

The following applications heretofore set for hearing were denied because applicants failed to enter their appearance within time allowed: A. F. Crissalli, Long Island City, C.P. 1500 kc., 100 w., share with WMIL, WWRL, WMBQ; John E. McGoff, R. M. Sutcliff and Julius Schaffer, Newport, R. I., C.P. 1280 kc., 250 w., 8 hours per day; Dismissed at request of applicants: KLRA, Arkansas Broadcasting Co., Little Rock, Ark., and WCGU, United States Broadcasting Corp., Brooklyn, N. Y.

The Commission also granted 596 amateur station licenses of which 237 were new, 276 renewals and 83 modifications.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

*Dear*

National Broadcasting Company, Inc.  
GENERAL LIBRARY  
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G. W. JOHNSTONE

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No. 565

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PRESS

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## FINEST LISTENING MONTHS ARE AHEAD

by Robert D. Heinl

Static is now decidedly on the decrease and the finest listening months of the year are just ahead. This is a joyful message from E. B. Judson, who is carrying on the work of the late Dr. L. W. Austin at the United States Bureau of Standards. Dr. Austin was probably the world's greatest static expert and under his guidance, the United States has led the world in the study of one of the most baffling elements in modern science. Where other countries have studied static at intervals, the U. S. Bureau of Standards has been measuring the strength of this perplexing atmospheric disturbance continually since 1915.

With the passing of Dr. Austin, his division was taken over by Dr. J. H. Dellinger, who is in general charge of the radio laboratory at the Standards Bureau, and the static research very logically was passed along to Mr. Judson, who for many years was Dr. Austin's assistant.

He is but thirty-three years old, a Washingtonian by birth, a graduate of George Washington University, and served in the Navy during the War.

Preliminary calculations indicate that static during the past Summer was not quite so bad as in 1931. It is usually worse in July and August but last year was worse in June.

The best months of the year, that is the time when there is the least atmospheric disturbance, are October, November, December, January, February and March.

At the Bureau of Standards, they observe static conditions on much longer wave lengths than are used by the receiving sets of the program listener but it is believed the relative results are about the same. Likewise they are able to observe static at considerable distances on the long wave. This has not been exactly determined but Dr. Austin believed that the sounds heard in Washington originated in the mountainous regions of Mexico or from as far away as southwest Texas. The static which disturbs the listener of an ordinary radio set, it is supposed, comes from relatively nearby, something like 50 miles.

On long waves there is a background of continuous rumbling intermingled with clicks and clashes. On the broadcast band static is usually marked simply by sharp clicks.

In the old days when listeners depended upon distant stations for their programs, static interfered much more with the enjoyment of a receiving set than today. This is due largely

to the increase in power of broadcasting stations which now very readily break through ordinary static conditions. Also, the perfection of the receiving set.

With eleven stations in the United States broadcasting on 50,000 kilowatts power, and eight of these super stations under construction, many hundreds of thousands of listeners will have less to worry about. Still, even with the highly perfected receiver of the present day, static does cause trouble because modern sets are more sensitive and while they bring in distant stations, they also bring in an amplified static.

Static, however, has its usefulness. It has already been found to be of considerable service by the United States forest fire-fighters in forecasting forest fires. The relation between weather conditions and forest fires - those originating from natural causes - has been established. This relationship is so definite that the Weather Bureau issues forecasts of forest fire dangers based upon observation into which the presence of static enters.

Static may also prove very valuable in general weather predictions. The Weather Bureau attaches a certain amount of credence to the relation between static and weather conditions. Nevertheless, static is still a very baffling element to scientists, as well as annoying to radio listeners, and for this reason every effort is being made by Government experts to find out as much about it as possible.

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#### MUZZLED CALIFORNIA CLERGYMAN PILES UP BIG SENATE VOTE

No official returns have been received but it is reported that Rev. Bob Shuler, of Los Angeles, whose broadcasting station was closed down by the Federal Radio Commission because of slanderous charges said to have been made, polled nearly 100,000 more votes in the California primaries than either William Gibbs McAdoo or Senator Shortridge, Democratic and Republican candidates.

Rev. Shuler announced that he was running on the Prohibition, Republican and Democratic tickets. He won first place on the Prohibition ticket, second on the Democratic, and third on the Republican. The large vote he piled up was credited to his radio following and his campaign manager now declares that Shuler will do a "Henry Field" into the Senate in the November elections. If he does, the chances are that he will endeavor to make it warm for those members of the Radio Commission who ruled him off the air.

Opposing Shuler is Tallent Tubs, a wringing wet, who also knows a thing or two about radio campaigning. Tubs won the Republican nomination by giving Senator Shortridge, present California Senator, a terrific walloping. Tubs, who is opposing William Gibbs McAdoo, intends to use radio freely but apparently is not going to make the mistake of giving his constituents too much talking. For every five minutes' talk, there is to be ten minutes' entertainment. The candidate will draw on the picture studios for his orchestra and talent.

The campaign of Mr. Tubs also calls for State-wide phonograph record broadcasts. These speeches, by proxy, will be heard every night for a month before the election and will cover the entire State of California.

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#### AMERICANO-MEX STATION MAY INTERFERE

The Mexican high-powered radio broadcasting station XENT, being constructed near the United States border, is expected to commence operation in a few weeks to the detriment of stations in South west United States and with interference to stations elsewhere, according to the Federal Radio Commission.

Station XENT will operate on a frequency of 1115 kilocycles and 150,000 watts power. The following additional information was made available:

As the time approaches for the station to operate under Norman Baker, formerly operating Station KTNT, Muscatine, Iowa, before its removal from the air, broadcasters are hopeful that the impending chaos in the Southwest anticipated because of this high-powered station will be averted through an adjustment at the meeting of delegates at Madrid.

American broadcasters attending the international radio conference at Madrid are hopeful that the difficulties may be ironed out. It is hoped that an agreement may be worked out so that stations in Mexico, Cuba, and Canada will not interfere with American stations. The United States has no treaty agreement with Mexico to cover the interference expected from this new station which will operate on an unlimited schedule day and night.

The permit for construction was the largest ever issued by the Mexican Government. Built at a cost of \$225,000, construction is nearly finished. The 300-foot steel towers will withstand 75,000 pounds pressure and have been completed at a cost of \$100,000

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## HENDERSON DECLARES HIMSELF FINANCIALLY O. K.

W. K. Henderson testified before a Radio Commission Examiner this week that he was financially able to operate Station KWEA, of Shreveport, La. He appeared at a hearing on his application to renew the station's license.

A financial statement placing the net worth of the station at \$425,457 was placed in the record, while Henderson was being questioned. Profits during 1932 up to August 31st, were given as \$30,056.

In addition, Mrs. Will Leonard, of Shreveport, Henderson's sister, said she would help financially if any aid were needed. In response to questions she said she was worth \$250,000,

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## WOULD ABOLISH 10-LETTER CODE WORDS

The Tariff Committee of the International Telegraphic Conference voted by 28 to 10 to abolish ten-letter in favor of five-letter code words.

Major William F. Friedman, United States Army code expert, said, however:

"This change should not be considered for serious application yet. The cost of the five-letter word and its method of use have not yet been decided upon and the cost to users may not be radically changed."

To present users has been given the option of using ten-letter code words at full rate or five-letter words at a one-third reduction in cost outside of Europe. The Dutch East Indies delegation is proposing to reduce still further the rate for the five-letter word. It is probable that trade names and other combinations hitherto barred in five-letter codes will be permitted. Nevertheless, the general impression exists that the cost, while it will not be doubled by cutting the number of letters in half, will be greatly increased.

The British delegation and a majority of the empire representatives voted against the proposal, while the delegation of the United States, a non-signatory, lent its moral support to the British in the discussion. Germany and Italy led the fight for the alteration which cable and telegraph companies have been pushing for three decades. Formal approval of the decision of the Tariff Committee is a foregone conclusion.

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## PATTERSON TAKES CHARGE OF NBC OPERATION

Richard C. Patterson, Jr., Commissioner of Correction of New York City for the past five years, handed his resignation to Mayor McKee Tuesday effective tomorrow, and Saturday he will become Executive Vice-President of the National Broadcasting Company.

Commissioner Patterson's action was prompted solely by a desire to return to private business. His resignation was offered and received with regret. He praised Mayor McKee as "efficient and energetic", and the Mayor, in turn, described Mr. Patterson as one of the city's "most capable, efficient and industrious officials."

Mr. Aylesworth, who was at the City Hall when Mr. McKee received the Commissioner's resignation, explained that Mr. Patterson would be "in charge of the operation" of the National Broadcasting Company.

"While I shall retain the active presidency of the National Broadcasting Company", Mr. Aylesworth said, "my new duties as President of the Radio-Keith-Orpheum Corporation make it necessary for me to divide my time between the two organizations, and I have asked Vice-President McClelland of the National Broadcasting Company to become Assistant to the President of the National Broadcasting Company. Mr. McClelland has accepted his new responsibilities and will immediately assume his duties as Assistant to the President."

Mr. Patterson's work as Commissioner of Correction has been highly praised and some of the improvements he instituted in the city prison system have been copied elsewhere. He was appointed August 15, 1927, and very soon began important revisions in the operation of the City's penal institutions. He received credit for removing the prison system from the influence of politics. The Prison Association of New York said recently that during Commissioner Patterson's five-year regime, more was expended on city prisons than in the previous 100 years.

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## CROSLEY PRODUCES ELECTRIC HEATER AND FAN

The Crosley Temperator, a combination thermostatically controlled electric heater and fan, is the most recent development of the engineering and research staff of The Crosley Radio Corporation. Powel Crosley, Jr., announced that production on this new Crosley electrical appliance for the home was now well under way.

The Temperator provides in one appliance an electric fan and a thermostatically controlled heater. The Temperator is so designed that when the heating unit is in operation, the electric fan rotates at the required speed to assure an immediate and even circulation of warmed air throughout the entire room. Mr. Crosley stated that the first of the new Temperators were now in shipment to Crosley dealers.

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## NAVY COMPLAINS ABOUT NEW COLUMBIA WASHINGTON STATION

Complaint has been made to the Federal Radio Commission by the Navy Department that the new Columbia Station WJSV being built on the Mount Vernon Highway between Washington, D. C., and Alexandria Va., may seriously interfere with the Naval Research Laboratory transmitters in Anacostia, a suburb of Washington. The Naval Research Laboratory, which is doing some of the Government's most important work in short wave and other phases of wireless communication, is located just across the Potomac River and only about one mile from the new site of WJSV. Likewise the new Columbia station is only about 3 miles away from the giant naval radio towers at Arlington.

The Columbia station is so nearly completed that testing will begin October 10th and regular broadcasts are scheduled to start Thursday, October 20th, at which time it will take over the programs now carried by Station WMAL. If the complaint of the Navy Department should cause the Radio Commission to order Columbia to move the station to another site, it would entail a loss of upwards of \$50,000 which it is said the company has already spent on building a transmitter house, antenna towers, and ground system. This does not take into consideration the 15 year lease on the land.

Although the Federal Radio Commission was reported to have approved the site, it was said that the Navy radio people at Anacostia didn't know anything about it until one day they happened to look over and saw the towers of the new station. It is alleged to be a blunder on the part of the Radio Commission in allowing a commercial station to be erected on this site.

"It will play the devil with us", a Navy official said. "The new station so close at hand broadcasting with 10,000 watts power will cover our entire spectrum. It would cost an immense sum of money to shield ourselves from this, if it can be done at all. It would seriously interfere with the radio work the laboratory is doing no matter how much shielding were done."

The Navy Department asserts the service has put millions of dollars into the construction and equipment at the laboratory at Bellevue, where scientific work of a secret character is carried forward. Naval authorities said that before the Radio Commission was set up, the law prescribed that no radio station could be erected within 50 miles of Bellevue.

"While it is true that the Naval Research Laboratory will probably receive a strong signal from WJSV on our broadcasting frequency of 1460 kilocycles, I believe because of the precautions we are taking otherwise, that there will be no serious difficulty", said Harry Butcher, Washington representative of Columbia.

"We are shielding the transmitter in an effort to prevent them from receiving our harmonics", Mr. Butcher continued, "which is the thing they are afraid of. Also we are shielding the leads down from the antenna. In fact, we are doing everything scientifically possible to suppress these harmonics. The Naval Research Laboratory claimed that WJSV at the old location at Mount Vernon Hills, south of Alexandria, bothered them at times but it was not adequately shielded as the new station will be.

"If any harmonics are emitted by WJSV from the new location, they will be of less than one watt voltage which will not be enough to cause any trouble. I do not believe the Radio Commission will cause us to move our transmitter since it has already approved the site and we have spent such a large amount of money."

Before the new WJSV site was chosen, engineers tested for many months in order to determine upon the best location, which required that the station be near enough to adequately cover the National Capital but yet remain in Virginia, in which State it is licensed and for which reason it is allowed to use 10,000 watts power. Stations WRC and WMAL in Washington only broadcast with 500 watts. WBAL, Baltimore, and WJSV with 10,000 watts are two of the highest powered stations in this part of the country.

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#### RCA FACSIMILE WEATHER MAP TEST

New radio apparatus, designed for the reception in facsimile of weather maps and other information and data of value to ships' officers and passengers, will be tested in actual use during the eastward passage of the SS "President Harding", now enroute to English and continental ports. The United States Lines, the Radiomarine Corporation of America and the United States Weather Bureau will cooperate in this test, in which the new apparatus will be employed to provide the ship's officers with daily weather information of more detailed nature than is obtainable by other means.

One of the most interesting innovations of the new equipment is that it will employ the diversity method of reception. Antennas fore and aft on the "President Harding" will serve as signal collectors for two separate superheterodyne receivers, the outputs of which will be combined in a common amplifier.

Another feature will be the use of the new RCA "carbon recorder" method of transcribing the facsimile radio signals into a visible image. In this, a metal stylus moves over a sheet of carbon paper and makes the image visible on a sheet of paper. This is very much simpler than the usual laboratory method of facsimile reception and it accommodates itself to the compact design that is common to all marine equipment. The recorder is fed from continuous rolls of paper and carbon tissue, which permits the quickest possible preparation for the reception of a picture.

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## NEW PUERTO RICAN STATION

Almost at the same time radio communication with that island was cut off by the hurricane, approval of an application for the construction of a new radio station at San Juan, Puerto Rico, was recommended to the Federal Radio Commission in a report of the Chief Examiner, Ellis A. Yost, just made public.

The application was made by Roberto Mendez, of San Juan, who requests an assignment of 1370 kilocycles frequency and 100 watts power, and unlimited time. The people of San Juan, the report stated, are not receiving full time radio broadcasting service and no objectionable interference is expected to result from the operation of the proposed station.

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### RAMSAY DOES HIS LITTLE STUNT OVER

by Don Craig, Jr.

There was only one thing which could stop Columbia from carrying Ramsay MacDonald at 4 P.M. one afternoon last week. And it did.

Columbia had been trying for months to land the famous British Premier for a talk to America. A few days before, MacDonald's office called Cesare Searchinger, Columbia's foreign representative, and informed him that MacDonald was going to talk on the BBC at 4 P.M. (our time) and Columbia could have it if it so desired.

Searchinger cabled New York. The New York officials almost broke their necks accepting. Then they sent the order out to the program department - "Cancel everything short of President Hoover, himself!"

The program department set about sending out a matter of fact order to kill all programs between 4 and 4:30. Then the realization came. Hoover was booked to talk from the new Post Office Building here (in Washington) at exactly 4 P.M.

Telephone wires began to burn between Washington and New York. Cables flew back and forth across the Atlantic. But nothing could be done about it. So far as Columbia was concerned, the two most important personages in the world were scheduled for exactly the same instant.

Finally Columbia determined upon a bold move. There was no changing of Hoover's time. And Ramsay could hardly refuse to give way to the President of the United States in an American program. So they radioced a request to London. And when the American audience heard MacDonald the day President Hoover spoke, it was a repetition of his speech half an hour later especially for Columbia.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 26 - WLBC, Donald A. Burton, Muncie, Indiana, C.P. to move transmitter locally; KGGM, New Mexico Broadcasting Co., Albuquerque, N. M., C.P. to change transmitter to different part of same building and changes in equipment; KUJ, KUJ, Inc., Walla Walla, Wash., modification of license to change hours of operation from daytime to unlimited.

The following applications were returned to the applicants: Joseph De Palma, Jeannette, Pa., C.P. for new station on 590 kcs. (violation Rule 120); WPG, WPG Broadcasting Corp., Atlantic City, N. J., modification of license for additional specified hours of operation (Rule 43 - violation Rule 6); Carrington Bros., Eagle Pass, Texas, C.P. for new station on 1210 kc.s (Violation Rule 6); America's Wage Earners Protective Conference, C.P. for new station on 1100 kcs. (Violation Rule 6).

### Applications Other Than Broadcasting

WIEG, Knickerbocker Broadcasting Co., portable, license covering C.P. for 2342 kc., 1 w., broadcast pick-up service; W9XAL, First National Television Corp., Kansas City, Mo., license covering C.P. for 2200-2300 kc., 500 w., visual broadcasting station; W10XAF, Larry L. Smith, portable in State of Kentucky, renewal of general experimental license for 2398 kc., 5 w.; W1XF, Chas. Newton Kraus, on police car, E. Providence, R. I., license covering C.P. for 60000-400000 kc., 4 w., general experimental station; KGPA, Seattle Police & Fire Department, Seattle, Wash., C.P. to install new equipment, 2414 kc., 250 w., municipal police station; WHG, Aeronautical Radio, Inc., Columbus, Ohio, C.P. for change in location of transmitter to TWA Hangar, Municipal Airport, aeronautical station. There were also received 264 applications for amateur licenses.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 27, 1932)

WMIL, Arthur Faske, Brooklyn, N. Y., authority to install automatic frequency control; KOCW, Okla. College for Women, Chickasha, Okla., authority to remain silent pending action on application being submitted to install new equipment; WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., authority to operate simultaneously with Station WBTM at Danville, Va., every P.M. during World Series; WBTM, Piedmont Broadcasting Corp., Danville, Va. authority to operate simultaneously with WLVA at Lynchburg, every P.M. during World Series; WHBD, F. P. Moler, Mt. Orab, Ohio, authority to remain silent for period of 45 days pending filing of application for voluntary assignment of license to the Southern Ohio

Broadcasting Corp. and arrangement of the estate of Clarence J. Hayes, deceased; WGCM, Lake Superior Broadcasting Co., Inc., Marquette, Mich., authority to resume operation October 1st, and to reduce hours of operation temporarily; WESG, W. Neal Parker & Herbert H. Metcalfe, Glens Falls, N. Y., 60 day extension of special authority to suspend operation, which expired Sept. 15th; KGU, Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, T.H., authority to operate 2½ hours additional on nights of Oct. 1 and November 8 in order to broadcast election returns; KUMA, Albert H. Schermann, Yuma, Ariz., special authorization to operate from 9 P.M. to 12 midnight, MST, Nov. 1 and 8th; WACM, Aroostook Broadcasting Corp., Presque Isle, Maine, special authorization to operate from 2 to 3 P.M., EST, Sept. 28, and subsequent days on which World Series are played; also to operate from 7 P.M. to 12 midnight, November 8th; WNAD, University of Okla., Norma, Okla., authority to operate from 1:45 to 5 P.M., CST, Oct. 22, Nov. 5 and Nov. 19, provided Station KGGF remains silent; KGCX, First State Bank of Vida, Wolf Point, Mont., special authority to operate from 11:30 A.M. to 12 noon, MST, Sept. 28, 29 and 30, 1932.

Also, W1XAK, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., modification of general experimental licenses for additional frequencies of 23100, 25700, 26000, 27100, 34600, 41000, 60000-400000 and above; Press Wireless, Inc.: WJP, Hicksville, N. Y., modification of license for additional frequency of 11640 kc. at Hicksville until Dec. 1 under same conditions as now govern its use at KDG; KDG, modification of license for additional frequencies 19470 kc., for use until Dec. 1, 1932; KHKQJ, Pan American Airways, Inc., NC-664-M, aviation license, frequencies: 333 kc., international air calling frequency to be used only beyond limits of U.S., 500 kc., international calling and distress frequency, 1703 kc., direction-finding; 2870, 3082.5, 5692.5, 8220, 12330, 16440 kc., unlimited, 5405 day only, 12 watts; W9XI, Chicago Federation of Labor, portable and mobile, general experimental license 60000-100000 kc., 30 watts; W6XAP, Airfan Radio Corp., Ltd., Portable - San Diego, Cal., general experimental license, 60000-400000 kc., 6 watts; W9XL, American Radio News Corp., Tinley, Park, Ill., ren. of special experimental license, frequencies 7625, 7640, 9230, 9390, 10090 kc., 500 watts.

Also, KIET, Mackay Radio & Telegraph Co., Portable - for use on San Francisco Bay & Los Angeles Harbor, renewal of license to Oct. 1, 1933 (radio compass calibration) 375 kc., 500 watts; Harvard Seismograph Station, Geological Museum, portable, extension of time to complete 4 geophysical stations; Pan American Airways; 7 Planes - NC-153-H, 154-H, 174-H, 539-V, 9153, 9190, 9193, 490-H, 9745, 155-H, 780-E, 90 day authority to operate radio equipment in 11 aircraft, seven of which have formerly been licensed; Alexander Blair: W4PGB, Portable in Florida, portable amateur license for emergency purposes in case of disastrous storm in southern areas of Florida; W4LS, Red Hill, Fla., amateur station license.

## Renewal Of Licenses

The following stations were granted renewal of broadcast licenses for the regular period: WOAX, Trenton, N. J., WODA, Paterson, N. J.; WWVA, West Va. Broadcasting Corp., Wheeling, W. Va. renewal of license for auxiliary, on a temporary basis subject to such action as the Commission may take on licensee's pending application for renewal; KFWI, Radio Entertainments, Ltd., and KVOA, Robert M. Riculfi, Tucson, Ariz., temporary renewal of license, and designated application for hearing.

## Ratification Of Acts Of Commissioners

WFDA, Mackay Radio & Telg. Co., aboard "SS Lansing", granted 60 day authority to operate station aboard "SS Lansing", pending receipt of formal application; KFZS, Radiomarine Corp. of America, New York, 60 day authority to operate transmitter aboard Motor Yacht "Mascotte", 200 watts, frequency range 313 to 500 kc., pending receipt of formal application; WKEB, Radiomarine Corp. of America, aboard vessel "Seatrain New York", granted temporary authority (60 day) to operate aboard vessel "Seatrain New York", frequency range 313 kc., to 500 kc., 200 watts, and 17100 to 8200 kc., 100 watts; KOLL, Mackay Radio & Telegraph Co., New Orleans, granted temporary authority to operate aboard vessel "Devalle Ex Claverack" pending receipt of license; WHAS, Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., granted 10 day extension to test equipment; WIBX, WIBX, Inc., Utica, N. Y., denied request to use 950 kc., with 250 watts both day and night from Sept. 24 to Nov. 10 inclusive; KMBC, Midland Broadcasting Co., Kansas City, Mo., authority heretofore granted to move transmitter from Independence, Mo. to Kansas City, Kans., suspended, and application set for hearing, because of protest filed by WIBW, Topeka, Kans.; KGW, Oregonian Publishing Co., Portland, Ore., denied request to direct Station KTAR to operate 2 weeks from Sept. 25 from 12 midnight to 3 A.M.

## Miscellaneous

WWAE, Hammond-Calumet Broadcasting Corp., Hammond, Ind., denied authority to operate simultaneously from 7 to 9 P. M. CST, each night during political campaign; KFBI, Farmers & Bankers Life Insurance Co., Abilene, Kans., application for additional time, heretofore set for hearing, was withdrawn at request of applicant without prejudice.

## Set For Hearing

KTHS, Hot Springs Chamber of Commerce, Hot Springs Nat Park, Ark., requests special authority to change frequency from 1040 to 970 kc., during daytime only, and to operate a maximum of 3 hours during that period from 6 A.M. CST, to local sunset on experimental basis, share with KRLD at night; KRLD, KRLD Radio Corp., Dallas, Tex., requests special authority to increase hours of operation experimentally, from sharing with KTHS to unlimited daytime, and sharing with KTHS at night.

217 new, 42 renewals and 35 modifications granted - amateurs.

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