

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

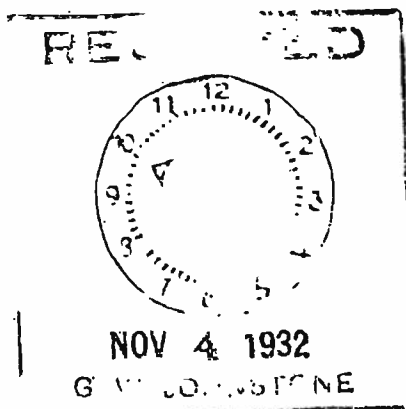
ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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

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No. 575



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EXAMINER RECOMMENDS REMOVAL OF KYW TO PHILADELPHIA

The Federal Radio Commission now has before it the report of Examiner Elmer W. Pratt in one of the most complicated cases ever handled by the Commission. Sixteen applicants and twenty-three applications were involved. The report is subject to approval, modification or rejection by the Commission.

A summary of the case follows:

Kunsky-Trendle Broadcasting Corporation, licensee of Station WXYZ, through an application for construction permit seeks authority to construct a new 10 KW broadcasting station at Detroit, Michigan, to be operated unlimited time on the clear channel 1020 kilocycles, now used in Chicago by KYW, a station of the Westinghouse Electric and Manufacturing Company. Should its application be granted, this applicant proposes to abandon the operation and relinquish the license of WXYZ.

Through applications for a modification of license and a construction permit the Pittsburgh Radio Supply House, licensee of WJAS, Pittsburgh, Pa., seeks an increase in power from 1 KW to 5 KW and a change in frequency from the regional channel, 1290 kilocycles, to 820 kilocycles (a clear channel now assigned to Station WHAS, Louisville, Ky.), and proposes that the frequency of 1020 kilocycles (now used by KYW) be assigned to WHAS.

The application of the Courier Journal Company and the Louisville Times Company, is for a renewal of license authorizing the continued operation of WHAS, Louisville, Ky., on 820 kilocycles.

Applications of the Westinghouse Electric and Manufacturing Company are for a renewal of license authorizing the continued operation of KYW on 1020 kilocycles in Chicago and, in the alternative however, a construction permit involving a removal of this station from Chicago to Philadelphia, the same frequency assignment being requested.

The Keystone Broadcasting Company and Gimbel Brothers, Inc., licensees, respectively, of Stations WFAN and WIP, Philadelphia, through applications for construction permits propose changes in operating assignments from sharing time on 610 kilocycles with 500 watts power each to sharing time on 1020 kilocycles with 5 KW power each.

Through an application for a modification of license Station WCAU, of the Universal Broadcasting Company, Philadelphia, now operated on 1170 kilocycles with power of 10 KW and with a construction permit to increase power to 50 KW, likewise seeks a change in frequency to 1020 kilocycles.

The application of the WRAX Broadcasting Company, licensee of Station WRAX, Philadelphia, now operating daytime on the frequency 1020 kilocycles are for a renewal license and a construction permit involving a change in operating assignment from daytime on 1020 kilocycles with 250 watts power to sharing time with WPEN on 920 kilocycles with power of 250 watts night and 500 watts day.

The application of William Penn Broadcasting Company is for a construction permit involving a change in the operating assignment of Station WPEN, Philadelphia, from unlimited time on the frequency 1500 kilocycles, with power of 100 watts night and 250 watts day, to sharing time with WRAX on 920 kilocycles with power of 250 watts night, 500 watts day.

WIBG, Incorporated, now operating Station WIBG, Elkins Park, Pa., daytime, applies for a renewal license and also, through an application for a modification of license, requests a change in operating assignment from daytime on 930 kilocycles with 25 watts power to daytime on 970 kilocycles with 100 watts power.

The York Broadcasting Company on behalf of Station WORK, York, Pa., now operating daytime on the frequency 1000 kilocycles with power of 1 KW, seeks merely a renewal of its present license.

The applications of Marcus Loew Booking Agency, Aviation Radio Station, Inc., and Calvary Baptist Church, licensees, respectively, of Stations WHN, WRNY, and WQAO-WPAP, operating under a three way time division in New York City on the frequency 1010 kilocycles with a power of 250 watts each, are for renewal licenses for said stations.

The Main Auto Supply Company, licensee of Station WOWO, Fort Wayne, Indiana, now sharing time with Station WWVA, Wheeling, West Virginia, on the clear channel 1160 kilocycles seeks a renewal license, a modification of license with reference to a change in hours of operation from sharing time with WWVA to unlimited time, and a construction permit, involving an increase in power from 10 KW to 25 KW. In connection with its application for modification of license this applicant proposes that the regional frequency 1290 kilocycles now used by WJAS, Pittsburgh, be assigned to WWVA in lieu of its present half time on 1160 kilocycles.

West Virginia Broadcasting Corporation, licensee of Station WWVA, applies for a renewal of license and a modification of license with reference to a change in hours of operation from sharing time with WOWO on the frequency 1160 kilocycles to unlimited time on that frequency.

These applications therefore fall into five major subdivisions: (1) The proposal to use 1020 kilocycles at Detroit; (2) the proposal that 1020 kilocycles be used at Louisville, Ky. and 820 kilocycles at Pittsburgh; (3) The several proposals to use 1020 kilocycles at Philadelphia-- the other applications from Philadelphia, as well as those from Elkins Park and York, Pa. and New York City being related to these; (4) KYW's application for

renewal of license at Chicago; and (5) applications relating to 1160 kilocycles.

Examiner Pratt recommended:

1. That the application of the Kunsky-Trendle Broadcasting Corporation, Detroit, for permission to erect a new station be denied. This decision was based on the fact that the testimony showed that interference would be likely to result with several stations, including WKAR, Lansing; WHN, WRNY and WQAO-WPAP, New York City; CKCR, Waterloo, Ontario, Canada; also that Detroit and vicinity now receive service from Stations WMBC, 100 w.; WXYZ, 1 KW; WJR, 10 KW; and WJBK, 50 w, as well as CKOK, 5 KW, Windsor, Ontario. Also that the proposed change would make Michigan .84 unit overquota, while the second zone would be 3.73 units under-quota.

2. That the application of the Pittsburgh Radio Supply House (WJAS) for construction permit be denied. That the applicant's application for modification of license be denied.

3. That the application for renewal of license of The Louisville Courier-Journal Company and the Louisville Times Company (WHAS) be granted and that a renewal license be issued accordingly. (This is a renewal of WHAS on its present assignment).

4. That the application of the Westinghouse Electric and Manufacturing Company (KYW) for construction permit be granted and that there be issued to said applicant a construction permit authorizing the construction of a new 10 KW transmitter at the proposed location near Philadelphia, to be operated in accordance with the proposals contained in said application and the testimony produced in support thereof.

Should the removal to Pennsylvania be authorized, KYW proposes to construct a transmitter in the vicinity of Whitemarsh, 10 or 12 miles northwest of the Philadelphia City Hall. This location was chosen with a view to rendering as effective service as possible to the Philadelphia Metropolitan area and, by means of suitable antenna array, with a minimum of interference with stations on adjoining channels. The transmitter proposed to be installed is the same as that now used in Chicago, a standard 50-B RCA 50 KW transmitter with the final stage so modified that it would operate satisfactorily with a power of 10 KW. The studios would be located in the Westinghouse Building at Thirtieth and Walnut Streets, Philadelphia, where ample space suitable for studio purposes is available. It is planned to employ the National Broadcasting Company as agent or manager in connection with the production of programs which would be subject to the supervision, censorship and control of the licensee. The programs and service would be similar to those now rendered in Chicago and would include chain features of the NBC, either blue or red network. The general policy would be to provide a substantial number of local programs and not to subordinate the local programs to the network features. In general, the policies followed at Chicago in the operation of KYW would be pursued should the station be moved to Philadelphia.

Should KYW be permitted to move to Philadelphia, this applicant proposes to install a directional antenna which would suppress radiation of both the sky and ground wave in the directions of New York City; York, Pa.; and Baltimore, Md., with the result that interference from the proposed station which might otherwise restrict the service areas of stations in those cities operating on the channels 1000, 1010 and 1060 kilocycles, would be avoided. The proposed antenna would be built with the minimum radiation pointed directly toward New York City.

KYW was the first radio broadcasting station in Chicago, construction having been completed and operation commenced in November, 1921. The removal of this transmitter to Philadelphia will return the 1020 kilocycle channel to the second zone, from which it was borrowed by the third zone several years ago.

This applicant is to be granted a renewal of license on a temporary basis authorizing the continued operation of KYW in Chicago pending the construction of the new transmitter in Philadelphia.

5. That the application of the Keystone Broadcasting Company (WFAN) be denied.

6. That the application of Gimbel Brothers, Inc. (WIP) be denied.

7. That the application of WCAU, Universal Broadcasting Company, for modification of license be denied. This application was recommended for denial because the operation of WCAU at 1020 kilocycles with 10 KW power would result in interference with Stations WHN, WQAO-WPAP and WRNY, 250 w. stations sharing time on the frequency of 1010 kilocycles in New York City. Also there would be interference with WORK, York, Pa. and WBAL, Baltimore, Md.

8. (a) That the applications of the WRAX Broadcasting Company and the William Penn Broadcasting Company (WPEN) for construction permits be granted and that a construction permit to said applicants jointly be issued in accordance with said applications;

(b) That the application of the WRAX Broadcasting Co. for renewal of license be granted on a temporary basis and that a renewal license be issued in accordance therewith authorizing the continued operation of WRAX with its present assignment pending construction of the new transmitter.

9. That the application of WIBG, Inc. for modification of license be granted and that a modification of license be issued in accordance therewith and that this applicant's application for renewal of license be denied.

10. That the application of the York Broadcasting Company (WORK) for renewal of license be granted and that a renewal license be issued in accordance therewith.

11. That the applications of Marcus Loew Booking Agency (WHN) Aviation Radio Station, Inc. (WRNY) and Calvary Baptist

Church (WQAO-WPAP) for renewals of licenses be granted and that renewal licenses be issued in accordance therewith.

12. That the application of the Main Auto Supply Company (WOWO) Fort Wayne, Ind. for modification of license be denied; That the application of this applicant for construction permit be denied; and that this applicant's application for renewal of license be granted and that a renewal license be issued in accordance therewith.

13. (a) That the application of the West Virginia Broadcasting Corporation (WWVA) for modification of license be denied; (b) That the application of this applicant for renewal of license be granted and that a renewal license be issued in accordance therewith.

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RADIO COMMISSION CUTS FORCES AGAIN

Acting under the economy act and the President's executive order providing for the transfer to the Federal Radio Commission of the Radio Division of the Department of Commerce, the Commission has adopted a plan for the reorganization of its field force which will effect a saving of approximately \$75,000 per annum, and reduce its personnel by 33.

Economies effected at headquarters in Washington by the recent merger of the two institutions amounted to \$35,000 yearly, so that the consolidation means an annual saving of \$110,000. This includes substantial savings made possible by new leases, reduced rentals, and operating office expenses. The new set up requires less office space than the old system.

The reorganization of the field force represents intensive study on the part of the Commission and its staff since July 20, 1932, when the merger was authorized. It proves for "more efficient service at less expense", according to Thad H. Brown, Commissioner, supervising the field organization. "This is one of the major jobs completed by the Commission", Commissioner Brown added, "and represents a big step forward. In keeping with the times we have made a substantial saving and at the same time made the service more efficient.

"It provides for the elimination of much overlapping and lost motion since the inspectors in charge are to report direct to the Commission. We can thus direct the work of the field force more expeditiously and efficiently."

The outstanding feature of the plan provides for the division of the United States into 20 districts, each in charge of an inspector. Headquarters of these districts will be at Boston, New York, Philadelphia, Baltimore, Norfolk, Atlanta, Miami, New Orleans, Galveston, Dallas, Los Angeles, San Francisco, Portland, Oreg., Seattle, Denver, St. Paul, Kansas City, Chicago, Detroit and Buffalo.

This has been accomplished, with one exception, by making existing suboffices of the present nine large districts, independent. The exception being the new headquarters at Galveston, Tex., which will be operated at a minimum cost since the required office quarters were donated by the Galveston Chamber of Commerce pending completion of the new Federal Office Building.

The present supervisors will henceforth be known as inspectors in charge. The new policy requires the heads of all field officers to serve as working supervisors. It will bring the field organization in harmony with the organization in Washington and will also reduce the cost of administration.

Duplicate handling of the mail with attending demands upon clerical forces and filing space will be eliminated.

It is proposed to make periodical changes in the assignment of supervisors. It is believed this plan will keep the men better informed, generate new ideas, coordinate the work in the field and avoid sluggishness.

Heretofore the greatest demand for personnel arose out of matters relating to examinations for operators' licenses, inspection of ship stations and the maintenance of records relating to amateur radio stations. Procedure that controls the preparation for and the giving of examinations for operators' licenses has been changed and it is believed vastly improved. The other problems mentioned have been simplified.

The new plan has the hearty endorsement of W. D. Terrell, for many years Chief of the Radio Division, now Chief of Field Operations of the Federal Radio Commission.

"It will expedite the work materially", said Mr. Terrell, "and will give encouragement to men long in the service in the suboffices. The added responsibility will mean in most cases better service. The new division of districts makes it possible to deal more effectively with the people throughout the United States operating radio equipment.

"It will also result in economy because of the reduction in territory to be covered, and in closer inspection of equipment. The inspectors can now keep in closer contact with their people and with the Commission. It will be beneficial all along the line."

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William S. Paley, president of the Columbia Broadcasting System, has leased a five-story furnished residence at 35 Beekman Place, overlooking the East River, New York City.

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RADIO OFFICIAL BLAMES GRUDGES FOR SUSPENSION

Charges on which he has been suspended for ninety days pending an investigation were "fabrications" by "disgruntled employes in my office", Maj. Walter van Nonstrand, Federal radio inspector for the fourth district, Atlanta, declared when told of the suspension.

He expressed confidence he could answer the allegations to the satisfaction of the Radio Commission.

He said he was preparing the answer and would have it in the hands of the commission in a day or so.

The inspector declined to go into details of specific charges against him, but said they resulted from a "plot concocted by certain disgruntled employes under my jurisdiction to 'get me'".

Ben Fisher, assistant general counsel of the Radio Commission, is in Atlanta to investigate the charges under which both Van Nostrand and his secretary, Miss Mary L. Bell, were suspended.

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RADIO GAVE ORMANDY FLYING START

An ovation was accorded Eugene Ormandy, so well known to radio listeners, when he appeared last week as guest conductor of the Philadelphia Symphony Orchestra. Mr. Ormandy is scheduled for nine more guest appearances with this famous organization during the forthcoming season.

It was just about a year ago that Ormandy was appointed conductor of the Minneapolis Symphony Orchestra, at a salary reported to be upwards of \$20,000. At that time he was the conductor of the Melody Moments broadcasting orchestra. His work in the studios attracted so much attention that he was selected as general musical director for Columbia but it was then that the Minneapolis people grabbed him.

Following a strenuous season in the northwest, injecting new life into the Minneapolis Symphony, he spent the summer driving through Germany, Austria, Hungary and Italy in his twelve-cylinder car. He included visits to Salzburg, where Mozart was born, Bonn where Beethoven was born and Budapest where Eugene Ormandy was born.

Ormandy was a violin prodigy there at the age of $3\frac{1}{2}$, and the youngest pupil of the Royal State Academy of Music at $5\frac{1}{2}$. It was as a violinist that he came to the United States but he soon found himself conductor of the Capitol Grand Theatre Orchestra in New York City.

There was a great break for him about a year ago when Toscanini was unable to fill an engagement as guest conductor with the Philadelphia Symphony Orchestra. Ormandy was substituted in his stead and today, at the advanced age of 32, the attractive blonde Hungarian finds himself sitting on top of the world of music.

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NEW RADIO MAGAZINE

A new weekly, to be titled "Big Time", covering stage, screen and radio, will be published shortly by Rudolph Field and Donald Herman.

Both Field and Herman are said to be active in radio--the former doing a period over a New York station called "Chats with Authors" and the latter on the air as an entertainer.

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KDKA TWELVE YESTERDAY

Station KDKA, Pittsburgh, the pioneer broadcaster in the United States, celebrated its twelfth anniversary on the air yesterday (Wednesday, Nov. 2).

It was Nov. 2, 1920, that KDKA broadcast the first program, featuring the Harding-Cox election returns. A few hundred wireless amateurs tuned in.

A Pittsburgh department store saw new possibilities in building sets at home and advertised wireless parts for sale. A big business resulted and the radio "craze" swept the country.

Today KDKA is one of the most powerful stations in the country and its short-wave transmitter sends programs to foreign lands.

There are 607 broadcasting stations on the air at present, and approximately one-third of these are linked with the networks of the National Broadcasting Company or the Columbia Broadcasting System.

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It is estimated by the National Electric Light Association that each receiving set provides revenue of \$6 a year in electric energy consumed, allowing for additional lighting on account of longer hour burning.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

WMCA, Knickerbocker Broadcasting Co., Inc., New York City, granted license covering move of transmitter from Hoboken to Flushing, N.Y., 570 kc., 500 w., shares with WNYC; KGFL, Inc. Santa Fe, N. Mex., granted mod. of CP extending completion date from Sept. 17 to Dec. 1; KOB, New Mexico College of Agriculture, Albuquerque, N. Mex., granted temp. license covering move of station from State College to Albuquerque, 1180 kc., 10 kw., simultaneous day with KEX, share evening hours, KOB one-third, KEX two-thirds time; also

WESG, Cornell University, Ithaca, N.Y., granted mod. of license to move studio to Mark Twain Hotel, Elmira, N.Y.; WGY, General Electric Co., Schenectady, N.Y., granted mod. of license to use eqpt. formerly licensed as the main transmitter for auxiliary purposes; KMBC, Midland Brdcstg. Co., Kansas City, Mo. granted mod. of license to use equipment formerly licensed as main transmitter for aux. purposes; WHBC, C. W. Hayes, Manager, Canton, Ohio, granted authority to operate simultaneously with Station WNBO Nov. 8, from 9 p.m. to midnight, EST., in order to broadcast election returns; WSAX, The Burlington Daily News, Burlington, Vt., granted authority to broadcast election returns Tuesday, Nov. 8.; KGY, Inc., Olympia, Wash., granted authority to operate from 6 p.m., EST., Nov. 8 to 6 a.m., PST, Nov. 9, in order to broadcast election returns; and

WHDH, Matheson Radio Co., Inc., Boston, Mass., granted mod. of CP approving transmitter location off Salem Turnpike, Saugus, Mass.; WHDL, Tupper Lake Brdcstg. Co., Inc., Tupper Lake, N.Y., granted auth. to operate Nov. 4 from 7:30 to 10:30 p.m., in order to broadcast political program; KMJ, James McClatchy Co., Fresno, Calif., granted mod. of CP approving transmitter location to West side of First Avenue, 1/4 mi. south of Shields Ave., Fresno, Calif., changing frequency to 580 kc., increasing power to 500 w. and installing new equipment; also

WLOXR, Kohler Aviation Corp., portable, Pairs Township, Mich., granted mod. of CP to change apparatus from self-excited oscillator to master oscillator power amplifier; WRDB, Press Wireless, Inc., Washington, D.C., granted mod. of CP extending com. date to July 1, 1933, and change in freqs. to 5,285, 5,355, kc. WJU, Hicksville, L.I., granted mod. of CP extending completion date to Feb. 15, 1933; KGWB, Dallas, Tex.; KGWH, Salt Lake City; KGWF, Minneapolis; KGWG, Seattle; KGWE, Los Angeles, granted CPs mod. extending completion date to July 1, 1933; and

W6XS, Don Lee Brdcstg. System, Gardena, Calif., granted CP of visual broadcasting CP extending completion date to Dec. 1, 1932; KIDV, Libby, McNeill & Libby, moored tally scow "Alaska", granted renewal of license (fixed public point-to-point telephone) 3,190 kc., 2 w.; KIEG, Seattle Brdcstg. Co., portable, granted renewal of broadcast pickup license, 2,342 kc., 27.5 w.; The Texas Co., granted renewal of geophysical station licenses for portables Nos. 1 to 19, inclusive.

Aeronautical Radio, Inc., Iowa City, Iowa, granted CP (aviation-airport), freq. 278 kc., 15 w.; KGUY, Aeronautical Radio Inc., Oakland, Calif., granted aviation CP to modify equipment at existing airport station, so that equipment will operate as airport station and also as miniature beacon; same company, Seattle, Oklahoma City, Burbank, Calif.; Moline, Ill.; Spokane, Wash.; Toledo, O.; granted aviation-airport CP, 278 kc., 15 w.; State of Connecticut, Department of Aeronautics, portable on any aircraft, granted gen. exp. license, 41,000, 51,400 and 60,000-400,000 kc., 10 w.

Set For Hearing

WCBA, B. Bryan Musselman, Allentown, Pa., req. mod. of license to increase power from 250 w. to 500 w. on exp. basis; WSAN, Allentown Call Pub. Co., Allentown, Pa., requests mod. of license to increase power from 250 w. to 500 w. on exp. basis; KOB, N. Mexico College of Agriculture, Albuquerque, N. Mex., renewal of license set for hearing because facilities of station have been applied for; WCGU, United States Brdcstg. Corp., Brooklyn N.Y., license covering move of transmitter from Brooklyn to Long Island City. Designated for hearing because of protests by Stations WEVD, WMBQ and WJRL.

The WNPD Co., New Philadelphia, Ohio, requests CP for new station to operate on 850 kc., 50 w. daytime (9 a.m. to local sunset).; KUMA, Albert H. Shermann, Yuma, Ariz., requests mod. of license to change specified hours of operation to 7 to 9 a.m., 11 a.m. to 2 p.m., 6 to 10 p.m., MST., daily. (Now operates 6 to 9 a.m., 12 noon to 3 p.m., 6 to 9 p.m. daily).

Ratification Of Acts Of Commissioners

Action taken Oct. 28 : Division of Fish and Game, San Francisco, Calif., granted temp. auth. (60 days) to operate transmitter aboard "Bluefin", pending receipt of formal application, freq. 375 to 16,680 kc.; WCAU, Universal Brdcstg. Co., Philadelphia, Pa. program test period for aux. transmitter extended 30 days.

Action taken Oct. 29: WMBH, M. M. Robertson, Joplin, Mo., granted spec. auth. to operate from 8:30 to 9:30 p.m., CST, on following Sundays: Oct. 30, Nov. 6, 13, 20, 27 and Dec. 4, 11, 18 and 25.

Action taken Oct. 31: WODX, Mobile Brdcstg. Corp., Mobile, Ala., WSFA, Montgomery Brdcstg. Co., Inc., Montgomery, Ala., denied auth. to operate simultaneously with 250 w. power on 1410 kc., Nov. 8, from local sunset to 12 p.m., CST, and until 6 a.m., CST, Nov. 9.

Applications Received

WLGI, Lutheran Association of Ithaca, N.Y., CP to make changes in equipment; WESG, Cornell University, Ithaca, N.Y., mod. of license to change frequency from 1270 to 1040 kcs.; WLVA,

Lynchburg Brdcastg. Corp., Lynchburg, Va., CP to change equipment change frequency, power and hours, from 1370 kc., 100 w., shares WBTM, to 1500 kc., 100 w. night, 250 w. day, unlimited hours. Facilities WRBX, Roanoke, Va., resubmitted and amended to request 1410 kc., 250 w. half-time with WHIS, Bluefield, W.Va. Requests all facilities of WRBX, Roanoke, Va.; WCBA, B. Bryan Musselman, Allentown, Pa., WSAN, Allentown Call Pub. Co., Allentown, Pa. mod. of license to increase power from 250 to 500 w.; amended to request the authorization be made on exp. basis; and

KTSA, Lone Star Brdcast. Co., Inc., San Antonio, Tex. voluntary assignment of license to Southwest Brdcastg. Co.

The following applications for renewal of license have been received: WGH, Hampton Roads Brdcastg. Corp., Newport News, Va., 1310 kc., 100 w., unlimited hours; WDAS, WDAS Brdcastg. Station, Philadelphia, Pa., 1370 kc., 100 w. night, 250 w. LS, unlimited hrs; WJTL, Oglethorpe University, Atlanta, Ga., 1370 kcs., 100 w., unlimited hours.

Applications Other Than Broadcasting

KGVN, Washington Air College, Tacoma, Wash., CP to install new eqpt. 278 kc., 15 w. airport station; W9XAN, Elgin National Watch Co., Elgin, Ill., renewal of special exp. license for frequencies in amateur bands, 500 w.; W9XA, National Brdcastg. Co., Denver, Colo., renewal of spec. exp. license for 830 kc., 12.5 w.; American Radio News Corp., portable and mobile, New York, CP, for new experimental station 60,000-400,000 kc., 10 w.; also

Aeronautical Radio, Inc., Kansas City, Kans., new CP for 2906, 3072.5, 3082.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 90 w., aero station.

United Airways, Inc., license for aircraft on 2906 to 5692.5 (same freqs. listed above) 5 kc., 15 w.; John T. Bruggeman, portable in State of New Jersey, CP for 100,000 to 600,000 kc., 0.1 to 40 w. gen. exp.; WHG, Aeronautical Radio, Inc., Port Columbus, O., lic. cov. CP for 2906 to 5692.5, incl. (see listing above) 400 w., aero station. Aeronautical Radio, Inc., Toledo, Ohio, CP for 278 kc., 15 w. airport station. KGZH, City of Klamath Falls, Klamath Falls, Oreg., license covering CP for 2442 kc., 25 w. Municipal police station; W1XAW, Trustees of Tufts College, Medford, Mass., renewal for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc. 500 w., gen. exp. station.

The following applications were received from RCA Communications for renewal of point-to-point telegraph licenses as follows: Brunswick, N.J., WIK, 13930 kc., 40kw.; WES, 9450 kc., 40kw.; WIZ, 6965 kc., 40kw.; WEN, 7407.5 kc., 40kw.; WEV, 7730 kc., 40kw.; WQT, 13865 kc., 40kw.; WAZ, 14920 kc., 40 kw.; WKQ, 16000 kc., 40kw.; San Juan, Puerto Rico, WGT, 13705 kc., 1 KW; WGU, 6852.5 kc., 1 KW; WJT, 4050 kc., 500 w.; WQZ, 15,445 kc., 1 KW; Kahuku, T.H.-40 KIO, 11680 kc. 40 KW.; KEQ, 7370 kc., 40 KW.; KQH, 15985 kc., 40 KW.; Point-to-point telephone stations - KKH, 7520 kc., 40 KW.; and KKP, 16030 kc., 40 KW.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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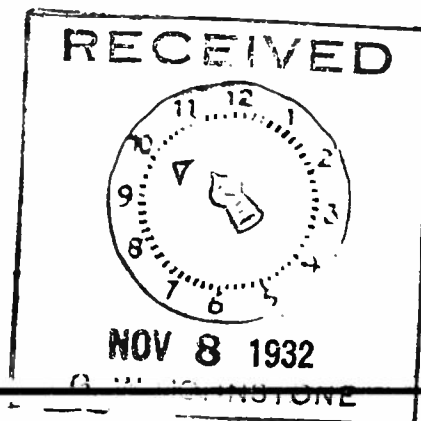
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Miss Sprague

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No. 576



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

EDUCATION EXPERT FLAYS AMERICAN BROADCASTING SYSTEM

A reform of the system of broadcasting in the United States is inevitable declared Joy Elmer Morgan, editor of the Journal of the National Education Association, addressing the New Hampshire State Teachers' Association. While there are occasional bright spots in our radio broadcasting, Mr. Morgan said, the programs as a whole have grown steadily worse.

"There is a marked loss of public interest", the educator continued, "Many people are ignoring radio entirely. The sale of radio sets has fallen off at the very time the sale of sets in England is increasing. Our people resent radio advertising and often deliberately refuse to buy products featured in radio sales talks. Income from radio advertising is falling off and may at any time prove inadequate to maintain our programs.

"There is increasing dissatisfaction on the part of members of Congress. One evidence of this dissatisfaction is the Couzens-Dill resolution which required the Federal Radio Commission to make an investigation of the possibilities of government ownership of radio and of education by radio. As was to be expected, the Commission conducted that investigation from the point of view of the commercial interests as distinguished from the point of view of the listener or of education and as a result there is already demand for an independent and impartial investigation by the Congress itself.

"Our neighbor to the North has already recognized the unsatisfactoriness of the American system which it at first attempted to follow, by working out a plan of its own, involving public ownership and operation in which the various provinces and dominion governments will cooperate. It is unthinkable that America will be satisfied with things as they are in the face of the breakdown of commercial broadcasting, the loss of public interest, and the persistent interference with the rights and needs of the states and localities.

"The question of radio is particularly timely in view of the central theme of this convention - "Educating the Whole Child". The new world which is created by radio is a part of the child's world. It will help to determine his ideals, his attitudes and his tastes. He will learn much of his language and his speech from radio. His taste for music and entertainment will depend in considerable measure on what comes into the home by radio. Much of the information which is to guide him in the management of his daily life and in his activities as a citizen will come to him through broadcasting channels. Shall those channels be used to further the interests of private commercial monopolies? Shall they be dominated by big city centers, or shall they be brought close to the American culture?"

Mr. Morgan declares the advertising and popular programs tend to monopolize the best hours which leaves no time at those hours for people interested in educational and quality

programs. He advocates that radio programs of various types be so stabilized at fixed hours and on fixed channels that listeners will remember the type of program to expect.

"If commercial programs are allowed on the air at all", Mr. Morgan concluded, "they should be safeguarded so that commercial interests shall not be allowed to make false statements on the air or to go over the heads of parents in an effort to form the habits of the children. Civilization cannot progress by abusing its children.

"If radio stations are privately owned they should not be allowed to ally themselves with other monopolies which have a powerful interest in the control of free speech. Thus it should not be possible for one monopoly to control both newspaper and radio in a given territory. If private monopoly is a social danger in the material field it is an even greater danger in the field of ideas and public information."

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RADIO PHONES SOON TO CONNECT ALL NATIONS ON THE GLOBE

Extensions of international radio telephone networks now definitely planned will embrace all the continents on the globe and make possible the connection of virtually any two telephones in the world, according to Bancroft Gherardi and Frank B. Jewett, vice presidents of the American Telephone and Telegraph Company.

The world-wide telephone network, when it is completed in accordance with the present plans, will include countries having 99 per cent of all the telephones in the world and having 92 per cent of the world's foreign trade.

The additional telephone connections now planned or recently completed, are as follows:

London-New York: Additional long-wave channel to be completed in 1934; submarine cable, no date; London-Montreal: short-wave, completed in 1932. Berlin-Mexico City: short-wave, no date available. Lima-New York: short wave, nearly ready. Bogota-Miami: short wave, nearly ready. Maracay-Miami: short-wave, nearly ready. Madrid-Rio de Janeiro: short-wave, 1932; Brussels-Buenos Aires: short wave, 1932.

Casablanca-Paris: short wave, no date; Capetown-London, short wave, 1932; Johannesburg-London; short wave, no date; Cairo-London: short wave, completed. Algiers-Paris: short wave, no date. Brussels-Leopoldville: short wave, 1932. Berlin-Cairo, short wave, no date. Capetown-London: short wave, 1932. Paris-Tananarivo, short wave, no date. Amsterdam-Bandung, short wave, no date. Bombay-London: short wave, no date. London-Singapore, short wave, no date. London-Tokyo: short wave, no date. Hong-Kong-London: short wave, no date.

Manila-San Francisco: short wave, no date. San Francisco-Tokyo: short wave, no date. San Francisco-Sydney: short wave, no date. Miami-Tegucigalpa: short wave, nearly ready. Miami-Managua: short wave, nearly ready. Miami-San Jose (Costa Rica): short wave, nearly ready. Miami-Panama: short wave, nearly ready. Juneau-San Francisco: short wave, no date. Lima-Santiago: short wave, no date. Bangkok-Calcutta: short wave, no date.

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ECLIPSE SHOWS VIOLET RAYS RESPONSIBLE FOR KENNELLY-HEAVISIDE LAYER

Experiments showed that ultra-violet rays, bombarding the earth's atmosphere, are chiefly responsible for the two "radio roofs" (Kennelly-Heaviside layer), that make long-distance radio transmission possible, says T. R. Gilliland, of the Bureau of Standards, reporting to the Philosophical Society of Washington.

This is one of the first announcements of practical results of the elaborate observations made by a score or more of scientific expeditions during the eclipse on August 31. Radio waves, sent out from the ground, are reflected back earthward by the "roofs" and hence are enabled to circle the earth in a series of giant "bounces" between earth and sky.

Findings of the Bureau of Standards upset one recently offered theory, that the lower layer was caused by streams of particles shot out from the sun, instead of by ultra-violet light. The particles were produced, it was thought, by the effect of "radiation-pressure" on atoms in the sun. Radiation, such as light or heat, does exert actual pressure on objects in its path, though this pressure can not usually be felt.

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RCA REPORTS NET LOSS

David Sarnoff, president of the Radio Corporation of America, made public the report of the company for the third quarter of this year, showing a net deficit of \$812,128 after all charges, taxes and depreciation, contrasting with a net income of \$1,318,785 in the corresponding period last year. For the first nine months of this year there was a deficit of \$592,723, against net income of \$3,957,489 for the corresponding period last year.

No dividends were paid in the third quarter on any class of stock. Gross income from operations for the third quarter amounted to \$13,979,473, against \$24,089,704 in the 1931 period, and total income from all sources was \$14,254,637, against \$25,664,292 last year. Net earnings after cost of sales, general operating, development, selling and administrative expenses were \$665,197, against \$3,754,815 last year.

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NAB CONTRACT REVISION REJECTED BY ASCAP

The Board of Directors of the ASCAP at a special meeting in New York on November 2 refused to sanction the proposal for a revision of the broadcasting copyright contracts, which had been worked out in almost two months of conferences between E. C. Mills, general manager of the Society, and Oswald F. Schuette for the National Association of Broadcasters.

"The basic feature of the new contract upon which Mr. Mills and Mr. Schuette agreed would have transferred the royalty from the total revenues of broadcasting stations to a percentage of the advertising revenue earned by the use of ASCAP music," the NAB Bulletin relates. "Throughout the negotiations, as well as in correspondence with individual broadcasters, Mr. Mills has agreed that it was wrong to levy royalty on programs regardless of their musical content. The Board of Directors agreed with this position but declined to sanction a revision of the contract at this time.

"As a result, no new contract will be presented to the St. Louis Convention and Mr. Mills is expected to insist upon speedy signatures of the outstanding contracts, despite the fact that they propose a royalty levy on revenues which are not earned by the use of the Society's music. Under the circumstances, it may now be necessary for the stations to sign the proposed contract in order to protect themselves against infringement proceedings. Mr. Mills continues to give the assurance that if any future revision of the contract should be sanctioned by his Board, such revision will inure to all the holders of the present contract. Individual stations are now in the same position as the Board of Directors of the NAB found themselves last August, when a failure to accept the terms demanded by ASCAP, might have entailed an avalanche of infringement suits which would have wrecked the industry. * * *

"The chief difficulty in the present situation is the fact that the directors of ASCAP have evidenced no desire for friendly cooperation with the NAB. They insisted on a demand for as large a revenue as could be forced from the broadcasters. * * * This attitude of ASCAP will make the copyright discussions at St. Louis more important than ever. In the face of such an attitude, only a vigorous and united broadcasting industry can prevail. * * *

"For the time being the decision of the Board of Directors of ASCAP has put an end to negotiations between Mr. Schuette and Mr. Mills. Further negotiations concerning the signing of individual contracts will have to be carried on between the stations and the local representatives of ASCAP, or between the stations and Mr. Mills. When it comes to the interpretation of the contract which the stations have signed, an entirely different situation arises. In that interpretation, Mr. Schuette will continue to represent NAB. Interpretation of the ASCAP contract will determine the royalties paid by stations. Questions pertaining to this interpretation will be discussed in the copyright sessions at St. Louis".

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MADRID LIBERALIZES CENSORSHIP

In the face of tremendous opposition, the American delegation to the International Communications Congress at Madrid last week succeeded in inserting a clause in the existing censorship agreement, and having it approved, (the first change since 1875) to the effect that governments censoring news messages must immediately notify the senders of the manner in which the message, or any part of it, is censored.

Although the American group, under the chairmanship of Eugene O. Sykes, acting chairman of the Federal Radio Commission, made a blunt and futile proposal that censorship be abolished entirely, it centered its attack on other proposals which would grant the various governments still greater power in intercepting news not to their liking.

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BEWARE OF FORGED RCA CERTIFICATES

Large numbers of forged certificates, each for 100 shares of common stock of the Radio Corporation of America, were discovered last week in the Middle West, and it was announced that several public and private agencies have started on the trail of the counterfeiters. One of the forged certificates is in the hands of the RCA, having been turned over to the corporation shortly after it was received by a Chicago firm in the course of its regular industrial loan business. Quite a few more of the certificates are in existence.

The bogus certificate is easily recognizable by those familiar with securities, but the counterfeit might deceive a layman. The forged paper is a photostatic reproduction in two tints, black and sepia, somewhat similar to the inks used on bonafide stock certificates, but it is on plain paper, whereas the Radio Corporation's real certificates for 100 common shares have a white and green background. It bears the number 150,908 and is dated Sept. 15, 1931.

The counterfeit, on its face, cites Paine, Webber & Co., as the owner of the shares and bears the forced signatures of L. MacConnach, secretary, and David Sarnoff, president, of the Radio Corporation. On the back is the forced endorsement of Paine, Webber & Co., also bearing the Sept. 15, 1931, date. The signatures in all cases are not pen and ink forgeries but photographic reproductions, as is the rest of the certificate.

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MAJESTIC OPENS DRIVE FOR TUBE SALES

A series of mystery dramas, distributed by means of electrical transcription, is being used by the Grigsby-Grunow Company in a tube sales drive. A good luck charm - replica of the sacred Hindu Swastikas - is being given every listener who mails to the radio station the top and bottom of one Majestic tube carton, and the name and address of the sender.

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ARNOLD JOINS ADVERTISING CONCERN

Frank A. Arnold, Director of Development of the National Broadcasting Company since its organization in 1926, has resigned to become vice-president of Albert Frank-Guenther Law, Inc., where he will have executive charge of all their broadcasting activities. This advertising agency, created by the merger of Albert Frank & Company and Rudolph Guenther-Russell Law, Inc. numbers among its clients many firms and corporations prominent in the financial, industrial, investment, manufacturing and transportation fields.

Mr. Arnold is one of the pioneers of broadcast advertising and is largely responsible for the satisfactory establishment of advertising agency relations with this new medium. His contacts are nation-wide, and in connection with his field work for the National Broadcasting Company, covering 200,000 miles of travel, he has been brought in touch with the leading advertisers and business executives throughout the country. He is the author of the book "Broadcast Advertising, the Fourth Dimension", and enjoys the distinction of being the first college lecturer in the United States to deliver a regular two-credit course on broadcast advertising.

Prior to 1926, Mr. Arnold was for ten years connected with the Frank Seaman Advertising Agency as an officer and director, and during this period he did pioneer work in developing the field of export advertising, especially among the members of the American Association of Advertising Agencies, for whom he served as export chairman for six years. He was also a member of the first committee on radio advertising of the Four A's.

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KSO, DES MOINES, WELCOMED TO NBC NETWORK

Station KSO, of Des Moines, Iowa, was welcomed to the NBC-WJZ network with a special dedicatory program on Saturday night.

KSO, formerly located at Clarinda, Iowa, and recently moved to Des Moines, is owned and operated by the Des Moines Register and Tribune. It operates on a frequency of 1370 kilocycles, or, 218.8 meters with a power of 250 watts during the daytime and 100 watts at night.

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Following a complaint made to the Federal Trade Commission another publisher of so-called "Song-Sheets" agrees to discontinue the use of the words "Broadway and Hollywood Popular Songs" and "Songs of Radio, Stage and Screen" to designate song sheets consisting of comic verses, parodies on popular song hits, and other similar composition.

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AUTO RADIOS KEEP DRIVERS AWAKE

The American Automobile Association, through its executive vice president, Ernest N. Smith, reports to the Federal Radio Commission that broadcasting stations are utilizing their facilities in the national movement to reduce accidents on the streets and highways.

In answer to a question as to whether the equipment of a radio receiving set in an automobile has tended to cause accidents, Commissioner Lafount said that there have been no complaints brought to his attention against them. On the contrary, Commissioner Lafount declared, a radio in an automobile when one takes a trip involving a long distance is a decided advantage to the driver, especially if he is alone, and to the occupants.

Often the monotony of driving causes drowsiness and a second's relaxation subjects him and those in the car to immediate peril, he said, adding that it has been demonstrated that the radio tends to keep a driver awake and make the trip more enjoyable.

A communication of Mr. Smith to the Federal Radio Commission follows in full text:

"Sometime ago you very kindly called the attention of radio broadcasting stations to their opportunity to render public service by utilizing their facilities in cooperation with the national efforts to reduce accidents on the streets and highways.

"Their response has been most gratifying. Numerous letters from our affiliated A.A.A. motor clubs in all parts of the country indicate that the public generally is appreciative of the way in which radio stations are helping to promote safety.

"While there are, of course, many factors involved in the downward trend of motor fatalities during the first six months of 1932- the first drop in the history of the automobile - there can be no doubt but that the broadcasting of safety messages by radio has been most helpful in encouraging careful driving.

"Station WSAR, Fall River, Mass., offers an excellent example of radio cooperation. This station devotes fifteen minutes each Tuesday night to a safety program as a feature of its civic service to the community and surrounding territory. Hundreds of similar instances could be cited.

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NBC NEW ACCOUNTS AND RENEWALS

New, Andrew Jergens Co. (Jergens Lotion), Cincinnati, O.
Agency: J. Walter Thompson Co., 420 Lexington Ave., NYC. Starts
Dec. 4 for 26 weeks. Time: Sundays, 9:30-9:45 p.m., EST; 11:15-
11:30 p.m., EST. Networks: Basic Blue - SW, SC, Mt. Orange.
Program: Walter Winchell.

New, R. L. Watkins (Dr. Lyons tooth powder), 250 Park Ave.
NYC. Agency: Blackett-Sample-Hummert & Gardner, 330 W. 42nd St.
Started Nov. 6, 1932 for 13 weeks. Time: Sundays, 3:30-4:00 p.m.,
EST. Network: WJZ WBAL WMAQ KWCR KWK WBEN KOIL WHAM Program:
"Manhattan Merry Go Round" - Jean Sargent, Scrappy Lambert, Frank
Luther, Gene Rodemich's Orchestra.

New, Vick Chemical Co. (Vick's Vapor Rub), Greensboro, N.C.
Agency: Young & Rubicam, Inc., 285 Madison Ave., NYC. Started
Nov. 2, 1932 for 13 weeks. Time: Wednesdays 11:30-11:45 a.m. EST,
Network: Basic red SW NW SC KOA Program: "The Romantic Bachelor"

Renewal, Borden Co. (evaporated milk), 350 Madison Ave.,
NYC. Agency: Young and Rubicam, 285 Madison Ave. Started Nov.
4, 1932, for 9 broadcasts. Time: Fridays 11:30-11:45 a.m., EST,
KGO KFI KGW KOMO KHQ KFSD KTAR Program: Radio Household Insti-
tute. Food talks.

Change, Stephano Brothers - WJZ - Rameses Program - time
changed from 7:15-7:30 p.m., EST. to 6:15-6:30 p.m., EST, on Tues-
days.

Change, S.S. Kresge Co. - WGY - Friday Varieties - time
changed from 9:00 -9:30 a.m. to 7:30-8:00 p.m.

Change, The Pepsodent Co. - WJZ - "Amos 'n' Andy" -
changed from daily exc. Sunday 7:00-7:15 p.m. and 11:00-11:15 p.m.
EST, to daily except Saturday and Sunday, same time.

"The Goldbergs" - changed from daily exc. Sunday - 7:45-
8:00 p.m. to daily exc. Saturday and Sunday, 7:45-8:00 p.m. and
12:00-12:15 midnight. The last programs on the old schedules
were given Nov. 5, 1932.

Change, Swift & Co. - WAAF - Swift Garden Hour - Sundays
5:30-6:00 p.m. EST. Postpone starting date of program from
January 29, 1933 to February 19, 1933. Change length of con-
tract from 14 weeks to ten weeks.

Change, Porto Rican American Tobacco Co - "El Toro Week
End Review" - Saturdays 9:00-9:30 p.m. will be changed to Monday,
8:00-8:30 p.m. The last program on the old schedule will be
given November 19, 1932. Basic Blue, SC, Dallas, KPRC, KTBS.

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APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

New, Gateway Brdcstg. Co., Roanoke, Va. construction permit for new station to use 1410 kc., 250 w., share time with WHIS, Bluefield, W.Va.; requests all facilities of WRBZ, Roanoke, Va.; KOMA, National Radio Manufacturing Co., Oklahoma City, Okla., license to cover CP issued Sept. 23, 1932, change equipment and move transmitter locally; WHBF, Beardsley Specialty Co., Rock Island, Ill., voluntary assignment of license to Rock Island Brdcstg. Co.; KIEM, Harold H. Hanseth, Eureka, Calif., modification of CP issued Sept. 13, 1932, change equipment; also

New, W. L. Gleeson, Sacramento, Calif., CP for new station to use 1490 kc., 1 KW, unlimited hours, requests facilities of KTM, Los Angeles, Calif. and KELW, Burbank, Calif.; New, W. L. Gleeson, Salinas, Calif., CP for new station to use 1210 kc., 100 w., unlimited hours; WMCA, Knickerbocker Brdcstg. Co., New York, special authorization to increase power from 500 w. to 500 w. with additional 500 w. experimentally resubmitted without change; and

WPOH, Eastern Broadcasters, Inc., New York, license to cover CP issued July 19, 1932, change transmitter from Hoboken, N.J. to College Point Causeway, Flushing, N.Y.; WNBO, John Brownlee Spriggs, Silver Haven, Pa., modification of CP to change location to Monongahela, Pa., amended to request unlimited hours instead of specified hours; WMBG, Havens & Martin, Inc., Richmond, Va., license to cover CP issued July 22, 1932, for changes in auxiliary equipment and increase operating power of auxiliary from 10 to 100 w.; WHBQ, Memphis, Tenn., mod. of CP issued July 26, 1932, move transmitter locally to extend comp. date to Jan. 26, 1933; New, All Southern Radio Corp., Jacksonville, Fla., CP for new station to use 1120 kc., 500 w. night, 1 kw. local sunset, unlimited hours. Requests facilities of WRUF, Gainesville, Fla.; also

WNBX, The WNBX Brdcstg. Corp., Springfield, Vt., modification of CP issued July 5, 1932, to make changes in equipment; WPHR, WLBG, Inc., Petersburg, Va., CP to change equipment, change transmitter and studio from Ettrick and Petersburg, Va., respectively to Richmond, Va., change freq. power and hours from 1200 kcs., 100 w. night, 250 w. local sunset - unlimited hours to 1410 kc., 250 w. night, 500 w. LS, simultaneous day operation with WHIS, unlimited night hours - Requests facilities of WRBX, Roanoke, Va.; WEBC, Head of the Lakes Brdcstg. Co., Superior, Wis., license to cover CP issued July 5, 1932, move transmitter locally and change equipment; and

KFAC, Los Angeles Brdcstg. Co., Los Angeles, Calif., mod- of license to change freq., power and hours from 1300 kc., 1 KW, one-half time, to 780 kc., 500 w. night, 1 KW LS, unlimited hrs. Facilities of KTM, Los Angeles and KELW, Burbank, Calif.; New, W. E. Ricker, Holy City, Calif., CP for new station to use 1350 kc., 300 w. daytime, Sundays only; KQW, CP to make changes in eqpt. increase power from 500 w. to 1 KW day and 1 KW night, experimentally. Facilities of KTM, Los Angeles, Calif., and KELW, Burbank.

(Other Than Broadcasting)

W2XBJ, RCA Communications, Inc., Rocky Point, N.Y. renewal of exp. license; W7XB, Montana State College, Bozeman, Mont., renewal of gen. exp. license; W3XAU, Universal Brdcstg. Co., Newton Square, Pa., license covering CP for 6060, 9590 kc., 500 w., exp. relay broadcasting; W2XDU, Atlantic Brdcstg. Corp., New York, mod. of CP to extend completion date to March 1, 1933; S. M. Douglas, license for aircraft, 55,590 kc., five-sevenths w., gen. exp.; also

Julius Brunton & Sons Co., portable and mobile, 1380 Bush Street, San Francisco, Calif., 75,000 kc., 3 w. gen. exp.; WJT, RCA Communications, Inc., San Juan, Porto Rico, mod. of license for change in frequency to 3280 kc., and power to 500 w. and 350 w., point-to-point telegraph station; State of Connecticut, Dept. of Aeronautics, portable on any aircraft, license for 41,000, 51,400, 60,000-400,000 kc., exp. service; and

KGUF, Aeronautical Radio, Inc., Dallas, Tex., CP for new equipment, frequency and power same as existing license; WAD, RCA Communications, Inc., Rocky Point, N.Y., modification of CP for change in emission to A1, A2 and special, change in equipment and change in freqs. to 4350, 13465 kc., point-to-point telegraph station; W6XK, Don Lee Brdcstg. System, Los Angeles, Calif., renewal of spec. exp. license for freqs. in amateur bands, 500 w.; New, Victor George Martin, Rochester, N.Y., CP for 300,000, 100,000, 45,000 kc., 50 w., general experimental;

KGTZ, Aeronautical Radio, Inc., Spokane, Wash., license covering permit for 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582, 5592.5, 5662.5 kc., 50 w., aeronautical; WSDO, Aeronautical Radio, Buffalo, N.Y., license covering CP for 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., 400 w., aero station; same station, license covering CP, for 2316, 2356, 4115 kc., 400 w., aero pt. to pt. station;

New, RCA Communications, Inc., Rocky Point, N.Y., license for 5820 kc., 40 KW. pt. to pt. telegraph station; KRO, RCA Communications, Inc., Kahuku, T.H., license for 5845 kc., 40 KW. pt. to pt. telegraph station; WQN, RCA Communications, Inc., Rocky Point, N.Y., license for 5260 kc., 40 KW. pt. to pt telegraph station.

Applications For Renewal of License

The following applications for renewal of license have been received:

WGAL, WGAL Brdcstg. Inc., Lancaster, Pa., 1310 kc., 100 w., share KRAW; WTEL, Foulkrod Radio Eng. Co., Philadelphia, 1310 kc., 100 w., share with WHAT; WILLa, Delaware Brdcstg. Co.

Wilmington, Del., 1420 kc., 100 w., specified hours; KFLX, George Roy Clough, Galveston, Tex., 1370 kc., 100 w., unlimited hours; WSPA, Voice of South Carolina, Spartansburg, S.C., 1420 kc., 100 w. night, 250 w. LS, unlimited hours; KGGC, The Golden Gate Brd-cstg. Co. (R.J. Craig), San Francisco, Calif., 1420 kc., 100 w. specified hours; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., 1420 kc., 100 w., unlimited hours; also

WLBF, WLBF Broadcasting Co., Kansas City, Kans., 1420 kc., 100 w., unlimited hrs.; WIBM, Inc., Jackson, Mich., 1370 kc., 100 w., unlt'd. hrs. day, specified hours night; WLVA, Lynchburg Prdcstg. Corp., Lynchburg, Va., 1370 kc., 100 w., shares WBTM; KGIW, Leonard E. Wilson, Lamar, Colo., 1420 kc., 100 w., shares KIDW; WSYB, Philip Weiss Music Co., Rutland, Vt., 1500 kc., 100 w. specified hrs.; KIDW, The Southwest Brdcstg. Co., Trinidad, Colo., 1420 kc., 100 w. shares KGIW; WMIL, Arthur Faske, Brooklyn, N.Y., 1500 kc., 100 w., shares WWRL and WMBQ; and

KORE, Eugene Broadcast Station, Eugene, Oreg., 1420 kc., 100 w., unlt'd. hrs.; KFJZ, Fort Worth Broadcasters, Fort Worth, Tex., 1370 kc., 100 w., unlimited hrs; W.FEN, William Penn Brdcstg. Co., Philadelphia, Pa., 1500 kc., 100 w. night, 250 w. LS, unlimited hrs.; KMAC, W.W. McAllister, San Antonio, Tex., 1370 kc., 100 w., shares equally with KONO; WHFC, Inc., Cicero, Ill., 1420 kc., 100 w., spec. hrs.; WKBI, Cicero, Ill., 1420 kc., 100 w., spec. hrs.; KRE, First Congregational Church, Berkeley, Calif., 1370 kc., 100 w., spec. hrs; also

KICA, W. E. Whitmore, Clovis, N. Mex., 1370 kc., 100 w. shares KGFL; KFJM, U. of North Dakota, Grand Forks, N. Dak., 1370 kc., 100 w., unlt'd. hrs; WJMS, Inc., Ironwood, Mich., 1420 kc., 100 w., unlt'd. hrs.; KGAR, Tucson Motor Service Co., Inc., Tucson, Ariz., 1370 kc., 100 w. n., 250 w. LS., unlt'd. hrs.; KABC, Alamo Brdcstg. Co., Inc., San Antonio, Tex., 1420 kc., 100 w., unlt'd. hrs.; KCRC, Enid Radiophone Co., Enid, Okla., 1370 kc., 100 w. n. 250 w. day, shares equally with KGFG; WQDM, A. J. St. Anticne and E. J. Regan, St. Albans, Vt., 1370 kc., 100 w., spec. hrs.; and

WELL, Enquirer-News Co., Battle Creek, Mich., 1420 kc., 50 w., unlt'd. hrs.; KONO, Mission Brdcstg. Co., San Antonio, Tex. 1370 kc., 100 w., shares KMAC; KUJ, Inc., Walla Walla, Wash., 1370 kc., 100 w. daytime; WCBM, Baltimore Brdcstg. Corp., Baltimore, Md., 1370 kc., 100 w. n., 250 w. LS, unlt'd. hrs.; WKBV, Knox Battery Co., Cornersville, Ind., 1500 kc. 100 w., spec. hrs.; KGFG, Oklahoma Brdcstg. Co., Oklahoma City, 1370 kc., 100 w., shares KCRC; KWKC, Wilson Duncan Brdcstg. Co., Kansas City, Mo., 1370 kc., 100 w., spec. hrs; KICK, Red Oak Radio Corp., Red Oak, Ia., 1420 kc., 100 w., unlt'd. hrs.; WNEF, Howitt-Wood Radio Co., Binghamton, N.Y., 1500 kc., 100 w., unlt'd. hrs.; WJBO, Valdemar Jensen, New Orleans, La., 1420 kc., 100 w., daytime; WMBH, W. M. Robertson, Joplin, Mo., 1420 kc., 100 w., n., 250 w., LS, spec. hrs.; WBHS, The Hutchens Co., Huntsville, Ala., 1200 kc., 100 w., shares WFBC; WBTM, Piedmont Brdcstg. Corp., Danville, Va., 1370 kc., 100 w., shares WLVA; WEHS, WEHS, Inc., Cicero, Ill. 1420 kc., 100 w., spec. hrs.; WPAD, Paducah Brdcstg. Co., Paducah, Ky., 1420 kc., 100 w., unlt'd. hrs.; WRAW, Reading Brdcstg. Co., Reading, Pa., 1310 kcs., 100 w., shares WGAL.

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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. :: ::

National Broadcasting Company, Inc.

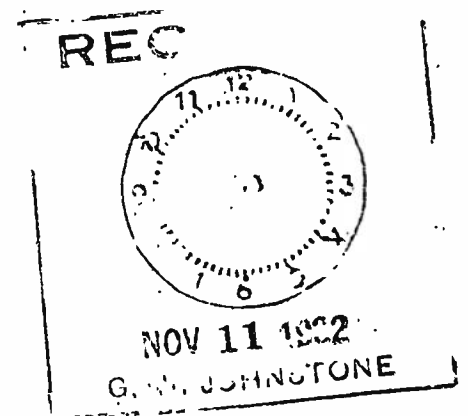
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No. 577



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

NEW DEMOCRATIC BROOM WILL SWEEP CLEAN

The new Democratic broom will make a clean sweep March fourth, or whenever the first Roosevelt Congress convenes, in the national radio control set-up. Senator Ellison D. Smith, D. of South Carolina will probably succeed Senator James Couzens, R. of Michigan, as chairman of the Interstate Commerce Committee, the group which has charge of radio in the Senate. If Senator Smith should prefer another committee assignment, then the radio czar of the Senate may be either Senator Pittman, of Nevada, or Senator Dill, of Washington, either of whom, under any conditions, will continue to have considerable prestige in radio matters in the Senate.

Since control of the Senate during the short session, from December to March, is in doubt the Democrats may take over the reins even earlier.

Missing from the Interstate Commerce Committee will be Senator James E. Watson, of Indiana, who, as much as anyone on the Hill, was responsible for the creation of the Radio Commission and who had much to do with the framing of the Radio Act of 1927.

Representative Schuyler Otis Bland, of Virginia, (D), is in line to head the House Merchant Marine and Radio Committee next session, succeeding Representative Ewin L. Davis (D), of Tennessee, author of the Davis equal radio facilities amendment, defeated in the primaries.

Almost half the members of the House radio committee fell by the wayside on November 8, among them Arthur M. Free (R) of California; Frank R. Reid (R), Illinois; Frederick W. Magrady (R) of Pennsylvania; Frank L. Bowman (R), West Virginia; Robert H. Clancy (R), of Michigan; Charles A. Kading (R), Wisconsin, and Robert D. Johnson (D), of Missouri.

The radio constituency of Henry Field (R), of Station KFNF, Shenandoah, Ia., did not put him over as had been widely forecast. Mr. Field was defeated for the Iowa senatorship by Lewis Murphy (D). Likewise Dr. Frank W. Elliott (R), formerly manager of Station WOC, at Davenport, failed to be elected a Representative from Iowa.

Also radio was not able to forestall the defeat of Rev. Robert Shuler by William Gibbs McAdoo, in California, and Dr. J. R. Brinkley for Governor of Kansas.

This Shuler-Brinkley development brought with it a sign of relief from the Federal Radio Commission as stations operated by both of them were ruled off the air a few months ago. If these men had been elected they might have gone after the scalps of the Radio Commissioners.

Securely entrenched with the new administration will be Owen D. Young, chairman of the General Electric Company, and Senator C. C. Dill, of Washington, co-author of the Radio Act. Both are mentioned for Cabinet positions.

Also John W. Davis, of West Virginia, former Democratic presidential candidate, who is counsel for the Radio Corporation of America.

If re-appointed when his term expires in February, Judge E. O. Sykes, Democratic member of the Federal Radio Commission, may be the next chairman of that body. There is considerable speculation as to whether or not President Hoover will fill the present vacancy on the Commission which, under his administration, would go to a Republican.

The theory is that he desires, for sake of economy, to reduce the Commission members from five, as now provided for, to three. In that case, the President would not re-appoint Judge Sykes, the Democrat.

It is argued that the Senate Democrats would not allow a Republican member to be confirmed now, should the President decide to appoint one, as that would give the Commission three Republicans and two Democrats, assuming Judge Sykes is re-appointed. If the present vacancy is not filled and Judge Sykes is not continued, the Radio Commission inherited by the Democrats would be composed of two Republicans-- Lafount, of Utah, and Thad H. Brown, of Ohio-- and one Democrat-- Starbuck, of New York, which still would not give them control.

The only way the Democrats could work it out, if the Commission is to have five members as the present law provides, would be to block the confirmation if the President should appoint a Republican at the present time, and have President Roosevelt appoint a Democrat after March 4. This would put the Republican candidates now mentioned to fill the chairmanship, out of the running.

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COIN OPERATION FOR RADIOS ADOPTED IN GREAT BRITAIN

Due to the success of selling electric refrigerators in the United States with the aid of coin-operated time clocks, the British are taking interest in this form of installment selling not only for refrigerators but also radio sets.

The idea for a coin-operated timing device in connection with radio sets is gradually forging ahead in Great Britain, it is pointed out. The use of an appliance of this nature, it is felt, will overcome many of the present difficulties of the installment or hire purchase business, since the money is collected gradually to suit the pockets of the poorer classes.

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SEES SHORTAGE OF COMPETENT RADIO SERVICE MEN

Commending the University of Florida for establishing a course in radio servicing, K. A. Hathaway, of Chicago, executive secretary of the Institute of Radio Service Men made a strong plea for a higher grade and better paid group of mechanics to keep the vast number of radio sets in proper repair.

Mr. Hathaway declared that there are at least 100,000 men in the country who designate themselves as radio service men.

"Therein lies one of the evils that is hampering the progress of the high grade, well trained and fair minded individuals and firms who believe in the policy of satisfactory service and fair treatment", Mr. Hathaway went on. "It is remarkable that with such a vast number of men engaged in radio servicing, there is actually a shortage of men who are capable of handling the complicated sets of the present day in a satisfactory manner.

"It has been shown that the American public has sixteen and a half million radio receivers and that they pay \$200,000,000 a year to keep them operating. But, on the other hand, there are 100,000 men to take care of those sets and divide the income. Divide the 16,500,000 by 100,000 and see that the average number of radio sets for each man is 165. Then divide \$200,000,000 by 100,000 and find that each man's share of the gross return is only \$2,000. Two thousand dollars is the gross return, mind you, and we can estimate conservatively that 50 per cent of the amount is net to the service men, an average of \$1,000 per year, less than \$20.00 a week.

"If such a condition is allowed to continue unabated, the higher grade men will become discouraged at the outlook and will seek other fields of endeavor, leaving the radio set owners at the mercy of the incompetent and unreliable. The radio public, however, would object strenuously to the inefficiency and unfair treatment and would eventually forego radio in preference to being victimized. Several instances of this nature have been reported to us recently, the set lying idle for a period of eight months in one case."

Mr. Hathaway said that the Institute of Radio Service Men holds the opinion that the matter of service charges should be given secondary consideration and that when other discrepancies have been corrected, the financial returns will take care of themselves automatically.

"Experience has shown that the radio listeners do not complain about paying for service", he concluded, "nearly so much as they do about service they do not get. It is evident that unless satisfaction is given on the first call the service man has lost his chance of keeping a customer".

ELECTION NIGHT BROADCAST SURPASSES ALL PREVIOUS EFFORTS

Even the most severe critics of radio had to admit that the handling of the election returns Tuesday night was a great piece of work and far ahead of anything heretofore attempted. As early as 9 o'clock listeners from coast-to-coast were acquainted with the probable magnitude of the landslide. From then on news details, accompanied by an explanation of the significance of the returns, were given. All parts of the United States were covered.

Illustrative of the thorough coverage was the introduction by M. H. Aylesworth of the principal editors of the country, who commented upon the situation for the benefit of the radio audience.

David Lawrence and William Hard for the NBC, Frederic William Wile and Edwin C. Hill for Columbia, brilliant newspaper correspondents each and every one, did the greatest radio work of their lives. Oliver Owen Kuhn, managing editor of the Washington Evening Star, concluded the political show last night (Wednesday) with a resume of the landslide by James Farley and Everett Sanders, Democratic and Republican national chairmen, respectively, during the weekly National Radio Forum.

From start to finish not a detail which might add to the enlightenment or interest of the listener was overlooked. Altogether it was the most comprehensive and thorough news coverage of any event in the history of radio. The potential radio audience was estimated to be from 60,000,000 to 80,000,000 persons.

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DILL CLAIMS FIVE MILLIONS SPENT ON RADIO

Estimating that about \$5,000,000 worth of radio time had been devoted to the Presidential campaign, Senator C. C. Dill, of Washington, co-author of the radio act of 1927, praised the "fair" attitude of both major broadcasting companies and the independent stations. He spoke over an NBC network from Spokane, Wash., the night before election.

Senator Dill revealed that the cost of a nation-wide hookup over the NBC red network of fifty-eight stations was \$12,250 an hour; over the blue network of fifty-five stations, \$10,110 an hour; and over the Columbia chain of ninety-one stations, \$15,600 an hour. He said that the three major parties spent approximately \$1,250,000 on national hook-ups alone.

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FREE ADVERTISING FOR THE RADIO COMMISSION

Now that the line "by special permission of the copy-right owners" has been dropped from radio announcements the next reform should be the omission of the stereotyped line that such and such station is "operating by authority of the Federal Radio Commission".

Everyone in the audience knows that all the stations operate by governmental authority else the operators would be subjected to imprisonment and a heavy fine. The Pennsylvania Railroad Company might just as well be required to say that it is operating under the authority of the Interstate Commerce Commission.

Requiring stations to announce that they "operate on a blank number of kilocycles by authority of the Federal Radio Commission" really doesn't mean a thing and is just that much free advertising for the Commission. This ruling was made immediately following the period when the Government temporarily lost control of radio stations, because of inadequate legislation but that stage has long since been passed.

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WSM TO DEDICATE NEW TRANSMITTER

A special broadcast dedicating the new 50,000 watt transmitter of Station WSM in Nashville, Tenn. will be carried over an NBC-WEAF coast-to-coast network on Saturday, November 12, at 11:15 p.m. Pickups will be made from New York, Cleveland, Chicago, Denver, San Francisco and Nashville.

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REQUEST FOR PUBLIC COASTAL STATION IS MILWAUKEE DISAPPROVED

Denial of the application of the Milwaukee Marine Radio, Inc., for the construction of a radio station in Milwaukee, Wis., for a public coastal service is recommended in a report submitted to the Federal Radio Commission by Examiner R. H. Hyde.

The applicant proposed to establish a station to handle messages between the Port of Milwaukee and ships plying the Great Lakes, Lake Michigan in particular. In surveying evidence presented by the applicant, the Examiner concluded that "the evidence submitted does not show that the applicant is qualified legally, technically or financially to construct a coastal station and operate it in the public interest. It was pointed out that the frequencies requested - 143, 410, 425, 454.5 kilocycles -- are now in use by coastal stations operating in the region which the Milwaukee company proposed to serve.

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WJSV STIRS THINGS UP IN WASHINGTON

The prediction is made that Columbia's broadcasting with 10,000 watts power through the new Station WJSV is apt to be a forerunner of considerable development in the radio situation in Washington. Both Mr. Aylesworth of the NBC and Mr. Paley of Columbia believe the best is none too good for the national capital but they have encountered some difficulty in going ahead with their plans.

It took Mr. Paley several years to acquire a station and the next thing will be the building of adequate studios. Columbia's progress will mean renewed effort on the part of the NBC to meet it by securing an outlet at the Capital for their WJZ network.

WRC in Washington is on a split-network, using portions of both the WEAF and WJZ programs. At the moment the NBC is endeavoring to sub-lease WMAL for the WJZ programs. A new chain being formed now also has its eye on WMAL.

If Columbia had acquired a 500-watt station, NBC would not necessarily have to bestir itself but with WJSV on 10,000 watts, and WRC on 500 watts, the former will have a decided talking advantage when selling time, notwithstanding the argument that WRC has a more desirable frequency than WJSV and covers Washington better.

WRC has a transmitter capable of broadcasting with 1000 watts power. One reason it cannot double its present power is the limited power quota in the District of Columbia. Should WRC be allowed to increase its power to more than 1000 watts, it would have to move its transmitter from the business and residential center to some place in the country.

This brings up the old plan of having a powerful station in Maryland, half-way between Washington and Baltimore which would supply both cities with either the NBC-WJZ or WEAF network programs. For instance, if the station could supply Baltimore and Washington with the WEAF programs, WRC and WBAL could give these cities the WJZ programs. Baltimore wants the WEAF programs badly, as WBAL is only able to give them the WJZ network offerings at present.

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CASHING IN ON THE LAPEL AMPLIFIER

A new wrinkle in advertising is a line in connection with the lecture of Daniel Frohman in Washington next week, which reads: "A lapel radio amplifier will be used."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

WRC, National Broadcasting Co., Inc., Washington, D.C. granted CP to make changes in auxiliary equipment; KGFK, Red River Brdcstg. Co., Inc., Moorhead, Minn., granted CP to change type of equipment and increase operating power from 50 to 100 watts; WLBC, Donald A. Burton, Muncie, Ind., granted CP to move transmitter locally in Muncie, Ind.; KPQ, Westcoast Brdcstg. Co., Wenatchee, Wash., granted CP to make changes in equipment and increase power from 50 to 100 watts; also

KREG, J. S. Edwards, Santa Ana, Calif., granted CP to make changes in equipment; WFDV, Rome Brdcstg. Corp., Rome, Ga. granted mod. of license to change part of specified hours as follows: Change morning hours from 6 to 9 a.m., to 7 to 10 a.m.; WHBY, St. Norbert College, Green Bay, Wis., granted consent to voluntary assignment of license to WHBY, Inc.; WFBG, The William F. Gable Co., Altoona, Pa., granted consent to voluntary assignment of license to The Gable Broadcasting Co. (lessee); KFWI, Radio Entertainments, Ltd., San Francisco, Calif., granted renewal of license, 930 kc., 500 w., shares with KROW. (The application for WFWI's facilities requested by KROW has been withdrawn); and

WHBF, Beardsley Specialty Co., Rock Island, Ill., granted renewal of license, 1210 kc., 100 w., unlimited time. (Application for WHBF's facilities has been withdrawn); WCBD, Wilbur Glenn Voliva, Zion, Ill., granted extension of working of Rule 145 to Nov. 30; KGVO, Mosby, Inc., Missoula, Mont., granted extension of working of rule 145 to Nov. 30; Portable, John T. Bruggeman, portable in State of New Jersey, granted two general experimental CPs, 100,000 to 600,000 kc., 40 w.; also

Northern Radio Co., Seattle, Wash., granted gen. exp. CP, frequencies 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 26,000, 27,000, 34,600, 41,000, 51,400, 60,000 and 400,000, 401,000 and above; power up to 1000 w.; Lt. Kenneth R. Cox, Berkeley, Calif., granted special experimental construction permit, 60,000-400,000, 401,000 and above, 100 w.; and

KGUF, Aeronautical Radio, Inc., Dallas, Tex., granted aviation point-to-point aeronautic CP, frequencies, 2,316, 2,356, 4,115 kc., unlimited, 6,540, 6,550, 6,560, 8,015, kc., day only; W2BF, W.G.H. Finch, portable and mobile, New York City, granted license for general service, 1,594, 2,398, 3,492.5, 4,897.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 26,000, 27,000 kc., 50 w.; KGZH, City of Klamath Falls, Klamath Falls, Oreg., granted police service, license, 2,442 kc., 25 w.; and

KGQZ, Aeronautical Radio, Inc., San Diego, Calif., granted aviation aeronautic license, 3,162.5, 3,172.5, 3,322.5, 5,572.5, 5,582.5, 5,592.5, 5,662.5 (red chain) 3,232.5, 3,242.5, 3,257.5, 3,447.5, 3,457.5, 3,467.5, 3,485, 5,602.5, 5,612.5, 5,632.5 kc. (brown chain), 400 w.; also

Will A. Shaw, granted gen. exp. license, 41,000, 51,400, 60,000-400,000 kc., 10 w.; WJM, Press Wireless, Inc., Washington, D.C., granted mod. of CP to extend completion date to July 1, 1933, and change frequencies to 4,715, 4,725, 4,735, 5,295, 5,305, 5,315, 5,335, 5,345, 6,920, 7,340, 7,355, 7,820, 7,850, 7,955, 8,810, 10,010, 15,640, 15,700, 15,910 kc.; and

WRDF, Press Wireless, Inc., Memphis, Tenn, granted mod. of CP extending completion date to July 1, 1933, and change frequency to 5,300 kc.; W8XAM, The Sparks-Withington Co., Jackson, Mich., granted spec. exp. license, 1,550, 1,600-1,700, 43,000-46,000, 48,500-50,300, 60,000-80,000 kc., 100 w.; W9XAK, The Kansas State Agricultural College, Manhattan, Kans., granted exp. visual broadcasting license, 2,100-2,200 kc., 125 w.; W1XAK, Westinghouse E. & M. Co., Chicopee Falls, Mass., granted renewal of spec. exp. license, 990 kc., 50 kilowatts;

WRL, Radiomarine Corp., of America, Duluth, Minn., granted renewal of point-to-point telegraph license, 177 kc., 1 kilowatt, hours 8 a.m. to 8 p.m., EST, daily, plus such additional hours as traffic conditions necessitate; KSU, Western Radio Telegraph Co., Breckenridge, Tex., granted renewal of public point to point telegraph license, 182 kc., 750 w.; KJM, Western Radio Telegraph Co., Barglesville, Okla., granted renewal of public point-to-point telegraph license, 182 kc., 4,000 w.; W2XAA, Bell Telephone Laboratories, portable, granted special authority to operate an existing licensed general experimental station for two months in the special experimental service, 1,594 to 8,655 kc., 100 w.

Set For Hearing

New, John Tindale, Abilene, Tex., requests CP, 1420 kc., 100 w., share with KABC equally.

Amateur Licenses

The Commission also granted 310 amateur station licenses, of which 139 were new, 118 renewals, and 53 modifications.

BROADCASTING APPLICATIONS RECEIVED

WJEJ, A. V. Tidmore, Hagerstown, Md., license to cover CP issued July 8, 1932, for new station to use 1210 kc., 100 w. daytime; WELL, Enquirer-News Co., Battle Creek, Mich., modification of CP issued Aug. 9, 1932, extend date of completion to Jan. 9, 1933; KOCW, J.T. Griffin, Chickasha, Okla., change transmitter and studio locally, make changes in equipment, amended location of transmitter "to be determined"; New, Radio Service Company, Temple, Tex., CP for new station to use 1340 kc., 100 w. night, 250 w. LS, unlimited hours, amended to request 1210 kc., 100 w., unlimited hours, change street address of transmitter and studio; and

New, Coleman-Dobbins Company, Atlanta, Ga., CP for new station to use 890 kc., 250 w. night, 500 w. LS, unlimited hours. Requests facilities of WGST, Atlanta, Ga.; New, Station WBHS, Huntsville, Ala., CP for new station to use 1200 kc., 100 w. share time with WFBC, to use six-sevenths time. Requests facilities of WBHS, Huntsville, Ala.; WMBH, W. M. Robertson, Joplin, Mo. modification of license for increase in specified hours of operation; KSO, Iowa Broadcasting Co., Des Moines, Ia., license to cover CP issued Sept. 30, 1932, move station from Clarinda, Iowa, change frequency power and hours from 1380 kc., 500 w., simultaneous day, share night with WKBH to 1370 kc., 100 w. night, 250 w. LS, unlimited hours; also

WTAD, Illinois Broadcasting Corporation, Quincy, Ill., CP to move transmitter and studio to East St. Louis, Ill.; WMBH, W. M. Robertson, Joplin, Mo., CP to install new transmitter and make other changes in equipment; KOIN, Inc., Portland, Oreg., CP, change equipment and change transmitter location, one-tenth mile outside city limits, Portland, Oreg.; KFXJ, Western Slope Broadcasting Company, Grand Junction, Colo., modification of license to change frequency from 1310 to 1200 kc.

Applications Other Than Broadcasting

W1XG, Shortwave & Television Corporation, portable, renewal of visual broadcasting license; W1OXAA, W2XBX, Bell Telephone Laboratories, renewal of special experimental license; W3XR, Bell Telephone Laboratories, Mendham Township, N.J., renewal of special experimental license; WPD, George Collins Warner, Jr., Tampa, Fla., CP to replace high frequency transmitter for coastal telegraph station; Pacific Alaska Airways, Inc., Anchorage, Alaska, CP for a new aeronautical and point-to-point aeronautical station; KIEE, Red River Lumber Co., portable in Shasta, Modoc, Tehama, Lassen and Plumas Counties, California, license to cover CP for special emergency station; KIEH, Red River Lumber Company, portable Westwood, Calif., license to cover CP for a special emergency station; also

WLD, Pere Marquette Radio Corp., Ludington, Mich., renewal of point-to-point telegraph station license, 169 kc., 200 w.; WEEW, American Radio News Corp., Carlstadt, N.J., modification of

CP for fixed public press service. Request extension of commencement date to Jan. 3, 1932, and extension of completion date to July 1, 1933; W2XAK, Bell Telephone Laboratories, South Plainfield, N.J., renewal of special experimental station license; KGUF, Aeronautical Radio, Inc., Dallas, Texas, CP for new equipment, frequency and power same as existing license; WAD, RCA Communications, Inc., Rocky Point, N.Y., modification of CP for change in emission to A1, A2 and special, change in equipment, and change in frequencies to 4,550, 13,465 kc., point-to-point telegraph station; W6XK, Don Lee Broadcasting System, Inc., Los Angeles, Calif., renewal of special experimental license for frequencies in amateur bands, 500 watts; and

Victor George Martin, Rochester, N.Y., new CP for 300,000, 100,000, 45,000, kc., 50 w., general experimental; KGTZ, Aeronautical Radio, Inc., Spokane, Wash., license covering CP for 3162.5, 3172.5, 3,182.5, 3,322.5, 5,572.5, 5,582, 5,592.5, 5,662.5 kc., 50 w., aeronautical; WSDO, Aeronautical Radio, Inc., Buffalo, N.Y., license covering CP for 3,232.5, 3,242.5, 3,257.5, 3,447.5, 3,457.5, 3,467.5, 3,485, 4,917.5, 5,602.5, 5,612.5, 5,632.5 kc., 400 w. aeronautical station. License covering CP for 2,316, 2,356, 4,115 kc., 400 w. Aeronautical point-to-point station.

The following applications for renewal of license have been received:

KFXM, Lee Bros. Brdcstg. Co., San Bernardino, Calif., 1210 kc., 100 w., shares KPCC; KGY, Inc., Olympia, Wash., 1210 kc., 100 w., specified hours; WPRO-WPAW, Cherry & Webb Brdcstg. Co., Providence, R.I., 1210 kc., 100 w., unlimited hours; WHBQ, Memphis, Tenn., 1370 kc., 100 w., unlimited hours; WWRL, Long Island Broadcasting Corp., Woodside, N.Y., 1500 kc., 100 w., shares WMBQ and WMIL; WENC, Americus Broadcast Co., Americus, Ga. 1420 kc., 100 w., daytime; WBBL, Grace Covenant Presbyterian Church, Richmond, Va., 1210 kc., 100 w., spec. hours, Sundays only; WABI, First Universalist Society of Bangor, Me., 1200 kc., 100 w., specified hours; also

WBOW, Banks of Wabash, Inc., Terre Haute, Ind., 1310 kc., 100 w., unlimited hours; WJBL, Commodore Brdcstg., Inc., Decatur, Ill., 1200 kc., 100 w., shares WJBC; KFWF, St. Louis Truth Center, Inc., St. Louis, Mo., 1200 kc., 100 w., shares WIL; WMBR, F. J. Reynolds, Tampa, Fla., 1370 kc., 100 w., unlimited hours; WPFB, Hattiesburg Brdcstg. Co., Hattiesburg, Miss, 1370 kc., 100 w., unlimited hours; and

KARK, Arkansas Radio & Equipment Co., Little Rock, Ark. 890 kc., 250 w., unlimited time; KDB, Santa Barbara Broadcasters, Santa Barbara, Calif., 1500 kc., 100 w., unlimited hours; WMPC, First Methodist Protestant Church, Lapeer, Mich., 1500 kc., 100 w. specified hours (This application was returned to the applicant as it was not in proper form for Commission consideration and is now being resubmitted); KGFL, Inc., Raton, N. Mex., 1370 kc., 50 w. shares KICK; KGHI, O. A. Cook, Little Rock, Ark., 1200 kc., 100 w. unlimited hours; WMBC, Michigan Brdcstg. Co., Detroit, Mich.

1420 kc., 100 w. n., 250 w. LS, unlimited hours; WCBS, Inc., Springfield, Ill., 1210 kc., 100 w., shares WTAX; KGEK, Bechler Electrical Equipment Co., Yuma, Colo., 1200 kc., 100 w., specified hours; WFDV, Rome Broadcasting Corp., Rome, Ga., 1500 kc., 100 w., specified hours; WHDF, Upper Michigan Brdcstg. Co., Calumet, Mich., 1370 kc., 100 w. n., 250 w. LS, unlimited hours; KFPW, Southwestern Hotel Company, Fort Smith, Ark., 1210 kc., 100 w., unlimited hours; and

KGFI, Eagle Brdcstg. Co., Corpus Christi, Texas, 1500 kc., 100 w. n., 250 w., LS, unlimited hours; KGIX, J. M. Heaton, Las Vegas, Nevada, 1420 kc., 100 w., specified hours; KSCJ, Perkins Brothers Co., Sioux City, Iowa, 1330 kc., 1 KW n., 2½ KW LS, shares with WTAQ; KVL, KVL, Inc., Seattle, Wash., 1370 kc., 100 w., shares KFBL; KPQ, Westcoast Broadcasting Co., Wenatchee, Wash., 1500 kc., 50 w., unlimited hours; WTBO, The Interstate Broadcasting System, Inc., Cumberland, Md., 1420 kc., 100 w. n., 250 w. LS, unlimited hours.

The following applications for renewal of license have been resubmitted:

KPPC, Pasadena Presbyterian Church, Pasadena, Calif., 1210 kc., 50 w., shares KFXM; WILM, Delaware Brdcstg. Co., Wilmington, Del., 1420 kc., 100 w., specified hours; KGCC, Golden Gate Broadcasting Co., San Francisco, Calif.; WRAW, Reading Brdcstg. Co., Reading, Pa.; WFAM, The South Bend Tribune, South Bend, Ind., 1200 kc., 100 w., shares WWAE; WRBL Radio Station, Inc., Columbus, Ga., 1200 kc., 100 w., unlimited hours; WSJS, Winston-Salem Journal Co., Winston-Salem, N.C., 1310 kc., 100 w., unlimited hours; WWAE, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., 1200 kc., 100 w., shares WFAM.

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COLUMBIA'S NEW AND RENEWED ACCOUNTS

The Ex-Lax Co., Brooklyn, N.Y. (Ex-Lax) . Agency: The Joseph Katz Co., New York City. Program: "The Magic Of a Voice" - script act - Tuesdays and Saturdays, 8:15-8:30 p.m. Basic network, 22 stations. Broadcasts will be omitted on Nov. 26, Dec. 17, 1932, Jan. 7, March 18 and April for Philadelphia Orchestra broadcasts.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 Gas, ethyl gas and motor oil). Agency: Lambert & Feasley, Inc., New York City. Program: "Phillips 66 Flyers" - orchestra, daily except Sunday, 7:00-7:30 p.m. Five stations - Minneapolis, Oklahoma City, Waterloo, St. Louis and Wichita. Wichita ordered for Mondays, Tuesdays, Thursdays and Saturdays only.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

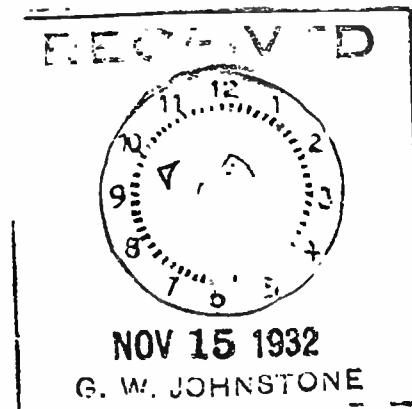
ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS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

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No. 578



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

RCA SUIT SETTLEMENT EXPECTED

It is expected that officials of the Department of Justice will announce that a settlement of the Government's anti-trust suit against the Radio Corporation of America has been reached when the case comes up tomorrow in the Federal District Court at Wilmington, Delaware.

As far as the official status of the case goes, the Government is ready to press its prosecution immediately. The understanding was, however, that the new settlement proposition would be presented to the court by John Lord O'Brian, Assistant Attorney General when the case is resumed tomorrow.

"The plan is believed to provide for an entirely new scheme of patent licensing", according to the New York Times "for eventual distribution of the Radio Corporation's stock now owned by the two electrical companies (General Electric and Westinghouse Electric and Manufacturing Company), for many compensatory alterations of the present structure and for a businesslike transaction which will win the approval of stockholders of the respective companies as well as satisfy the government.

"Details of the plan and of the negotiations have been guarded carefully, but should they meet government approval to a substantial degree, it is expected that the suit will be adjourned to give the companies time to obtain ratification of the plan and its subdivisions by directors and stockholders, whereupon withdrawal of the government's suit would be sought.

"In view of the impracticability of a rapid distribution of the Radio Corporation's stock held by General Electric and Westinghouse Electric and Manufacturing, it was said, a period of two or three years probably would be specified for the disposal of the stock. There was no possibility of a direct sale on the market of the large blocks of common and preferred shares. The alternative was a distribution of the holdings in some manner to the stockholders of the electrical companies. As the government had asked the elimination of the intercompany stock ownership, the plan in this respect is expected to obtain official approval.

"No less important would be the suggestions for new patent arrangements eliminating entirely the existing exclusive licenses granted to Radio Corporation by General Electric and Westinghouse.

"In addition, there were important financial transactions between the respective companies that would require careful adjustment. Radio Corporation owed about \$18,000,000 to General Electric and Westinghouse and also had deferred obligations to the Radio-Keith-Orpheum Corporation arising

out of its recapitalization last December.

"Further, it was added, Radio Corporation and its subsidiaries owned real estate in New York City which would not be entirely required under the physical and financial set-up proposed for the group, especially when space in Radio City became available. Contracts were signed for leasing for twenty years about 1,000,000 square feet of office and studio space in Radio City by the Radio Corporation and its subsidiaries a year ago, not including theatre property.

"Adjustments of the long-term leases, transfers of real estate property owned and similar measures arising out of the major proposals involved would be important incidents in the working out of the plans in their entirety, it was said, particularly as part of the real estate owned might be used to offset intercompany debts that would have to be liquidated.

"Executives of the Radio Corporation and the two electric companies have been devoting themselves for weeks to the problem of finding a practical setup which would meet the views of the government, not because they thought they would lose the Radio suit if it were tried but because in these times they felt that the trial of the suit itself would be too burdensome to all."

It is estimated that the trial, if begun tomorrow, would take from four to six months, and that many of the executives of all the companies involved would have to spend a large amount of their time in court in Wilmington. After the lower court had reached a decision, it would probably be taken before the United States Supreme Court by the losing side, and it would be at least two years before the decision of the highest court could be handed down.

Altogether, there would be three years of uncertainty, during which the managers would find it impossible to make any plans for the future and the employes would not be sure how long they would have a job.

Whether these changes will be successful in meeting the dual test of government approval and stockholders' acceptance is for the future to show.

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TEN-LETTER CODE WORDS REJECTED AT MADRID

Over-riding the opposition of Great Britain and the United States, the International Telegraph and Radio Congress banned ten-letter code words, thus limiting code words to only five letters. The measure now goes back to the committee to pass on details and it is believed that Great Britain will renew the fight against. The United States and Great Britain are most affected.

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JUDGE EWIN DAVIS TALKED OF AS COMMISSIONER

The name of Representative Ewin L. Davis, Democrat, of Tennessee, author of the Davis equalization amendment, has been mentioned as a member of the Federal Radio Commission under President Roosevelt. Representative Davis was defeated in the primaries for re-election. If appointed, Judge Davis might be elected chairman.

President Hoover could appoint Judge Davis to succeed Judge Sykes next February or President Roosevelt could appoint him when a vacancy occurs later.

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I.R.E. HOLDING MEETING IN ROCHESTER

The Fall meeting of the I.R.E. are meeting in Rochester, N.Y. The two-day session, which began this morning, will find many of the best technical minds of the industry gathered. Among the papers to be read are "New Methods of Solution of Vacuum Tube Problems", I. G. Maloff, RCA Victor Company; "Principles of Frequency Conversion in Superheterodynes", David Grimes and Wm. S. Barden, RCA License Laboratory; "Analogies between Radio and Photographic Techniques", B.V.K. French, United American Bosch Corporation; "Diode Detection Analysis", C. E. Kilgour and J. M. Glessner, Crosley Radio Corporation; "Modern Developments on High Vacuum Tubes", E.W. Ritter, RCA Radiotron Company; "What Do We Do Next?", Kenneth Jarvis, Zenith Mfg. Company; and "Radio Engineering Principles in Non-Radio Fields", A. F. Van Dyck, Radio Corporation of America.

Copies of these papers may be obtained by addressing the authors or the Institute of Radio Engineers direct.

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EACH HOTEL LOUDSPEAKER ASSESSED ONE DOLLAR

One dollar a year per loud speaker is the royalty the American Society of Composers, Authors & Publishers proposes to charge hotels as performers of copyrighted music, according to a letter received by Frank A. K. Boland, general counsel of the American Hotel Men's Association, from E. C. Mills, general manager of the ASCAP. The \$1 per year basis, it was said, will be assessed not only on loud speakers installed in rooms, but those in dining rooms, tea rooms, lobbies, barber shops, delicatessen stores, boot black establishments and other small shops that use receivers.

Mr. Mills cited the Supreme Court decision in the Buck vs. Jewell Lasalle hotel case, which held that hotel radios actually perform for profit within the meaning of the copyright law, as giving ASCAP the right to charge hotels and other establishments for picking up copyright music. The new license will become effective Jan. 1, 1933.

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CAMPAIGN SPEECHES TOO LONG

"One complaint stands out above all others: political candidates talk too long", observes Orrin E. Dunlap, Jr., the New York radio critic. "Years ago the broadcasters were aware that a fifteen-minute address on the radio was quite enough; in fact, it requires a highly interesting speaker and a sparkling topic to hold an invisible audience that length of time. The broadcasters contend that candidates running for the Presidency, for the Governorship or Congress must learn to discard hour and a half speeches and condense their thoughts to fit in a half hour at the most.

"Owen D. Young was praised for his fifteen-minute oration for the cause of Democracy. More than one listener holds that speech as a model for all political speakers to follow."

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CHICAGO RADIO STATION FILES \$900,000 SUIT

Charging conspiracy, Radio Station WIBO, of Chicago, operated by the State Investment Co., and Nelson Bros., Inc., brought suit for \$900,000 against proprietors of Station WBBM and the Columbia Broadcasting System in Chicago.

The suit names Thomas J. Johnson, the Johnson-Kennedy Radio Corporation, Ralph Atlass, Leslie Atlass and the Columbia corporation as defendants. Attorneys for WIBO charged that the defendants circulated "false and malicious statements concerning the length of time WIBO would operate", thereby alarming creditors and inducing advertisers to quit the station.

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SAYS ROOSEVELT FAVORS COMMUNICATIONS COMMISSION

It is reported in Washington that President-elect Franklin D. Roosevelt favors the Couzens Communications Commission bill which would place all branches of communications under one commission, each division to be represented by a commissioner. This proposal of Senator Couzens' (R) of Michigan would place one man in charge of radio, doing away with the present five-man commission, and leave the administration of the Radio Act to an organization very much like that now existing in the Federal Radio Commission, with all heads of departments or divisions being responsible to the radio member of the Communications Commission.

Telegraph, telephone, cable, radiotelegraphy, and all other phases of communications would be represented.

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CANADA SATIATED BY CAMPAIGN RADIO

The Canadian government has appointed a radio commission which will go to work at once to devise ways to protect Canadians from having their radio entertainment disturbed in 1936 as it has been in this Presidential year of 1932. The Canadians have decided to appoint the Commission now, fearing that when another United States national election comes the world may have television, and after their experience in this year's campaign, that would be too much.

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PRODUCTION OF MUSICAL INSTRUMENTS OFF 60 PER CENT

The value of musical instruments and of parts and materials produced last year in the United States was but \$30,148,751, a decrease of 60.8 per cent from the 1930 total of \$76,829,338, according to information from the Census of Manufactures made available by the Department of Commerce last week.

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SUIT ASKS \$50,000 FOR CHURCH SALES

Mrs. Alice Nibley Smoot, of Salt Lake City, Utah, related by marriage to Senator Reed Smoot, has begun suit in Supreme Court for \$50,000 against the Electrical Research Products Co., manufacturers of motion picture apparatus, it was revealed when she filed a motion to transfer the action to Federal Court.

According to the complaint, Mrs. Smoot was engaged by the company on November 16, 1931, to negotiate the sale or lease of sound producing and reproducing apparatus to the governing counsel of the Mormon Church, of which her father, Charles W. Nibley, is "second counsellor and a member of the first presidency".

The machines were to be used in the 2,000 Mormon meeting houses and missions in Utah. Mrs. Smoot was to receive a salary of \$750 a month for her services and an additional \$25,000 bonus if the church bought or leased \$300,000 worth of apparatus within 12 months from the agreement, providing the contract was signed prior to January 1, 1932. If the agreement was made after January 1, but in the first quarter of the year, Mrs. Smoot was to get \$20,000.

Mrs. Smoot claims she arranged the sale of the apparatus to the church and that it was ready to consummate the agreement in January. She said that "the defendant, with the intention and for the express purpose of depriving the plaintiff of compensation, wrongfully postponed the making of the agreement until April 7, 1932."

"Furthermore", she said, the company broke its contract with her and discharged her "without right or cause on February 27, 1932".

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NBC NEW ACCOUNTS AND RENEWALS

Renewal, Beech-Nut Packing Co., 10 E. 40th St., NYC.
Agency: McCann Erickson Co., 285 Madison Ave., NYC. Starts
Nov. 14, 1932, for 13 weeks. Time: Daily exc. Sat. and Sun.
6:45-7:00 p.m., EST. WGY only. Program: Electrical trans-
criptions of Chandu, The Magician.

New, Albany Packing Co., (meats), Albany, N.Y. Agency:
World Broadcasting System, Inc., 50 W. 57th St., NYC. Started
Oct. 26, 1932 for 26 weeks. Time: Wednesday- 9:30-10:00 p.m.,
Thursdays 6:15-6:45 p.m. WGY only. Program - "The First Prize
Supper Club" - electrical transcription

New, Ass'n. of American Soap & Glycerine Producers, Inc.
45 E. 17th Street, NYC (anti-freeze). Agency: Newell-Emmett
Co., Inc., 40 E. 41st Street, NYC. Started Oct. 31, 1932 for
six weeks. Weather report announcements daily 50 word commer-
cial given at 6:15 p.m. and 11:12 p.m. with weather reports.
Five word commercial given at 8:30 p.m. and 10 p.m., with weather
reports, except. on Sat. and Sun. when they are given at 8:30
p.m. and 10:30 p.m. KDKA only.

Renewal, The Barbasol Company, 814 N. Senate Ave.,
Indianapolis, Ind. Agency: Erwin, Wasey & Company, 420 Lexing-
ton Ave., NYC. Starts Nov. 29, 1932 for 13 weeks. Time:
Tuesdays, Thursdays, 7:30-7:45 EST p.m. Network: WFAF WEEI
WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WJW WCKY WSAI
KYW WOW Program: Carson Robison and his "Pioneers". John
and Bill Mitchell and Pearl Pickens. (guitars, banjos, mouth
organs and vocal).

Change, S. S. Kresge Co. - WMAQ "Friday Varieties".
Program changed from 9:00-9:30 a.m. Fridays to 7:30-8:00 p.m.,
CST.

Change, The Pepsodent Co., "The Goldbergs", Daily exc.
Sat. and Sun. Additions to network: 7:45-8:00 p.m. KFJR KTBS
WFAA KPRC WOAI WKY WTMJ. 12:00-12:15 mid. KOA KDYL KPO KECA
KEX KJR KGA.

Change, The Wander Company (Ovaltine), Chicago, Ill.,
Agency: Blackett Sample Hummert, Inc. "Little Orphan Annie"
- dramatic show for children - adaptation from comic strip
"Little Orphan Annie" - 8:15-8:30 a.m. PST daily exc. Sun.
10/22/32 to 11/12/32 incl. 19 programs. 4:45-5:00 p.m. PST
daily exc. Thurs. & Sun. 11/14/32 to 10/20/33 incl. 244 programs.
5:30-5:45 p.m. PST daily exc. Thurs. & Sun. 11/14/32 to 10/20/33;
8:15-8:30 a.m. PST Orange, 4:45-5:00 p.m. PST Mountain, 5:30-5:45
p.m. PST Orange KTAR.

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CAMPAIGN LOSER TOLD TO SHUT-UP

It seems National Republican Chairman Everett Sanders spoke under difficulties during the National Radio Forum program immediately following the election. Studio officials in New York allowed Chairman Farley to use up about two-thirds of the half-hour which was to have been equally divided between the two chairmen.

Mr. Sanders had scarcely started talking in Chicago when a big sign was placed in front of him. It read: "Talk faster". A few minutes later another sign, even larger, read: "Stop talking - your time is up". Everett managed to finish his speech without choking but, according to Tom Shipp, well known advertisingman, he expressed himself fully and freely to the radio officials after the broadcast.

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WCCO AND THE LIBEL SNAG

The action of Northwestern Broadcasting Co., Inc., owning and operating WCCO, a 50-KW broadcasting station in Minneapolis, by cutting off a political broadcast by F. H. Shoemaker, candidate for Congress, on November 2nd, after less than half of his speech had been delivered, because of its allegedly libelous utterances, added a new chapter to the history of political broadcasting in this country.

"By court action or new legislation, the present confusion over libel in broadcast political speeches should be eliminated", comments Editor and Publisher. "The Federal Radio Act specifically protects candidates for office from the requirement that broadcast addresses shall be submitted to the station in advance of delivery. A recent decision of the Nebraska Supreme Court holds broadcasting stations responsible for libelous utterances made over their facilities, filling an important gap in the public regulation of radio, but coming into direct conflict with Section 18 of the Radio Act which debar stations from protecting the public and themselves from libel uttered by a political candidate.

"WCCO summarily cut off a political candidate whose words apparently crossed the libel line, refunded his payment and required advance approval of a future scheduled broadcast. The latter provision was accepted under protest, and the address, as delivered, informed the audience that the previous speech had been cut off the air and would be delivered over another station.

"The question of constitutionality arises with regard to Section 18 of the Radio Act. Conferring special privilege upon political candidates, which are denied to them and to the press through printed channels, it is one phase of the unholy alliance between politics and broadcasting which should be brought to a close as soon as possible. Amendment by Congress is the shortest and best channel."

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EINSTEIN AND HIS RADIO PIANO OF INTEREST HERE

The coming of Dr. Albert Einstein to the United States to serve as a member of the Princeton College faculty will remind many electrical men here that the wizard of relativity has a personal reputation in electronics and electrical invention, quite independent of his mathematical abstractions. His best-known electrical device before the European public is undoubtedly the "Einstein piano", a musical instrument which employs the vibrations of piano strings to actuate microphones, the output of which can then be modified by electrical circuits to produce a variety of instrumental effects when heard through a loud speaker. By changing switch contacts, various familiar standard instruments can be reproduced, or the player may soar off into new Einsteinian harmonies, creating musical notes of timbres and qualities never before heard in nature.

"The Einstein piano is but one of many new electrical musical instruments which are now holding public attention in Europe", O. H. Caldwell, former Radio Commissioner, explains. "Over there a large number of inventors has been at work on electronic devices for individual musical expression. In America a similar instrument just placed on the market commercially is the Emicon, having a keyboard on which single notes can be played through the regular radio-set loudspeaker, either separately or as an accompaniment to an incoming radio program. The \$59.50 price at which the Emicon is offered to the public, will give an interesting test of the public's demand for instruments for individual musical expression."

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VOICE FOR PURSUIT PLANES

Immense progress has been made in aircraft radio communication involving tactical problems, especially in pursuit aviation, states Maj. Gen. B. D. Foulois, chief of the Army Air Corps. This advancement is due to new and greatly improved radio equipment for pursuit planes. Six experimental sets of commercial design identified as the SCR-183 command sets were delivered to March Field, Calif., during December of last year. The initial test of this equipment was completed about the end of December. The SCR-183 sets employ a small fixed antenna which is essential for pursuit and attack airplanes. The total weight of the complete command set which was adopted is approximately 43 pounds. It is designed for voice and code transmission. When the receiver is used independent of the transmitter, it employs a small vertical mast antenna.

During the year 1932 an order was placed for 12 Homing devices. The equipment enables the pilot to tune in any broadcast or intermediate frequency station and by means of a visual dash indicator, fly directly toward it.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

WFAS, Westchester Brdcstg. Corp., White Plains, N.Y., granted authority to operate from 2:15 to 3 p.m., EST., Sat. Nov. 12, in order to broadcast football game; WABC-WBOQ, Atlantic Brdcstg. Corp., New York, granted CP for auxiliary purposes only, 860 kc., 5 KW; WLCI, Lutheran Assn. of Ithaca, N.Y., Ithaca, N.Y., granted CP to make changes in eqpt.; WSVS, Elmer S. Pierce, principal Seneca Vocational High School, Buffalo, N.Y., granted license covering installation of new eqpt. 1370 kc., 50 w. day-time; hours of operation, daily 8:30 to 10 AM, and 2 to 3 P.M., EST; WALR, WALR Brdcstg. Corp., Zanesville, Ohio, granted license covering move of transmitter locally and changing eqpt. 1210 kc., 100 w., unlted. time; also

WWL, Loyola University, New Orleans, La., granted license covering local move of transmitter, installation of new eqpt. and increase in pwer from 5 to 10 KW; 850 kc., hours daily except Sunday, 8:00 a.m. to 8:30 p.m.; Sunday 10 a.m. to 7:45 p.m., CST; KLZ, Reynolds Radio Co., Inc., Denver, Colo., granted authority to install automatic frequency control; KGFJ, Ben S. McGlashan, Los Angeles, Cal., granted authority to install automatic frequency control; WFDV, Rome Brdcstg. Corp., Rome, Ga., granted spec. auth. to operate from 9 to 10 p.m., CST, Friday, Nov. 11; WSUI, State Univ. of Iowa, Iowa City, Ia., granted spec. authority to operate from 10 p.m. to 12 midnight, CST, Nov. 11 and 18; WNAD, Univ. of Kalahoma, Norman, Okla., granted spec. authority to operate 9:15 to 10:30 p.m., CST, Nov. 15, 17 and 29; December 1, 13 and 15, 1932, and January 10 and 12; February 7, 9, 21 and 23, 1933, providing KGGF remains silent; and

WCAE, WCAE, Inc., Pittsburgh, Pa., granted renewal of license for auxiliary transmitter for term ending 3:00 a.m., EST, April 1, 1933; WHK, Radio Air Service Corp., Cleveland Ohio, granted renewal of license for auxiliary transmitter for term ending 3:00 a.m., EST, May 1, 1933; WKAV, Laconia Radio Club, Laconia, N.H., granted temp. renewal of license pending decision of the Commission as a result now being conducted with respect to improper operation of station; KGFW, Central Neb. Brdcstg. Corp., Kearney, Nebraska, granted temp. renewal of license subject of decision of the Commission on application filed by Jas. M. Caldwell, Goodland, Kans., requesting facilities of KGFW; WNBH, New Bedford Brdcstg. Co., New Bedford, Mass., denied auth. to operate Nov. 24 from 1 to 6 a.m., with 250 watts power, in order to broadcast a DX program; WNBX, WNBX Brdcstg. Corp., Springfield, Vt., granted auth. to operate in accordance with terms of CP, pending action on appl. for mod. of CP and submission of proper data on monitor; KGFW, Cent. Neb. Brdcstg. Corp., Kearney, Neb., granted spec. auth. to reduce hours of operation beginning 3 a.m., EST, Dec. 1 from unlted. as follows: 7 to 10 a.m., 11:30 to 1:30 p.m., and 6 to 9 p.m., CST. This is a temporary grant pending outcome of case set forth above; WSPA, The Voice of South Carolina, Spartanburg, S. C., denied motion of WSPA for Order to take Depositions in Docket 1621, involving a protest hearing upon the application of WFBC to move

from Knoxville, Tenn., to Greenville, S.C.; WPRO-WPAW, Cherry & Webb Brdcstg. Co., Providence, R.I., dismissed, without prejudice from the hearing docket, at applicant's request, application for CP, 1260 kc., 250 w., unlt'd. time; KVOA, Robert M. Riculfi, Tucson, Ariz., granted request to take depositions in re hearing of his case involving renewal of license. Application set for hearing because of alleged violations of the Radio Act; also

New, P. H. Pigg and J. A. Harvey d/b as Juneau Brdcstg. Co., Juneau, Alaska, granted CP for new broadcasting station to operate on 1310 kc., 100 w., unlt'd. time; New, R. W. & D. P. Lautzenheiser, Prescott, Ariz., appl. for CP for new station at Prescott, Ariz., to operate on 1500 kc., 100 w., unlt'd. time (facilities of KPJM, dismissed for want of prosecution); KPJM, A. P. Miller, Prescott, Ariz., license assigned to Scott & Sturm for balance of license period; W2XCE, De Forest Radio Co. Passaic, N.J., appl. for new station for spec. exp. use, retired to files since 30 days elapsed since time required for completion and no appl. has been filed for ext. or for license.

Applications Granted (Other Than Broadcasting)

New, Aeronautical Radio, Inc., Kansas City, Kans., granted aviation aero CP., freqs. 2906, 5692.5 kc., 90 w.; KSI, same company, Burbank, Calif., granted aviation aero CP for addl. transmitter; WDSO, same company, Buffalo, N.Y., granted aviation aero. pt.-to-pt. license, freqs. 2316, 2356, 4115 kc., 400 w.; this station also granted aviation-aero. license freqs. 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlt'd. 4917.5 day only, 400 watts; KGTZ, same company, Spokane, Wash., granted aviation aero license, freqs. 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5, 50 w.; also

KGVN, Wash. Air College, Tacoma, Wash., granted aviation-airport CP to make change from Class A modulation to Class B modulation; 278 kc., 15 w.; WRDJ, Press Wireless, Inc., Hicksville, N.Y., granted license, fixed public press, pt. to pt. telegraph for additional transmitter; freq. 4715 kc., 250 w., to communicate with Halifax, Mexico City and Havana; W3XAU, Universal Brdcstg. Co., nr. Newton Square, Pa., granted exp. relay license, freq. 6060, 9590 kc., 1 KW; New, United States Airways, Inc., NC-267-K, Flamingo, granted aviation aircraft license, freq. 2906, 3105, 5692.5 kc., 15 w.; KSW, City of Berkeley, Berkeley, Calif., granted spec. auth. to extend license granted Oct. 18 for period ending Nov. 15; KDAA, Tropical Radio Telg. Co., New Orleans, granted 60 day auth. to operate pending receipt of formal appl. aboard vessel Cartago; KLFV, Radiomarine Corp. of America, New York City, granted 60 day auth. to operate aboard vessel Andrea F. Luckenbach, pending receipt of formal appl., same company, granted 60 day auth. to operate aboard vessel President Roosevelt, pending receipt of formal appl., freq. range 2000 to 17100 kc., 200 w.

Renewal Of Licenses

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

WBEO, Marquette, Mich.; WCLS, Joliet, Ill.; WCRW, Chicago; WEBR, Buffalo, N.Y.; WFAM, South Bend, Ind.; WFBE, Cincinnati, O.; WGH, Newport News, Va.; WJAC, Johnstown, Pa.; WKBB, Joliet, Ill.; WLAP, Louisville, Ky.; WNBW, Carbondale, Pa.; WQDX, Thomasville, Ga.; WRBL, Columbus, Ga.; WSBC, Chicago; WSIX, Springfield, Tenn.; WSJS, Winston-Salem, N.C.; WTRC, Elkhart, Ind.; KGDE, Fergus Falls, Minn.; KGEK, Yuma, Colo.; and KWG, Stockton, Calif.

Set For Hearing

New, A. D. Shiffer & A. H. Bennett d/b as Lansing Brd-
cstg. Co., Lansing, Mich., requests CP for new station 1210
kc., 100 w., unlt'd. time; New, Lancaster Brdcastg. Service, Inc.,
Lancaster, Pa., requests CP for new station, 1230 kc., 500 w.,
daytime; WFDV, Rome Brdcastg. Corp., Rome, Ga., requests CP to
change freq. from 1500 to 1120 kc., increase power from 100 to
250 w., and change hours of operation from specified to unlt'd.
(part facilities of WTFM).

Oral Argument Continued

WORC-WEPS, Alfred Frank Leindienst, Worcester, Mass.,
argument before Commission en banc scheduled for Nov. 16, 1932,
continued until 10 a.m., Nov. 30, concerning application for
facilities of stations WAWZ, Zarapath, N.J.; WMSG, WBNX and
WCDA all of New York.

Amateur Station Licenses

The Commission also granted 184 licenses for amateur
radio stations, of which 41 were new, 103 renewals and 40 modi-
fications.

Action On Examiner's Reports

Ex. Rep. No. 417 - WDBO - Orlando Brdcastg. Co., Inc.,
Orlando, Fla., granted mod. of license so as to operate regular-
ly on 580 kc., 250 w., unlt'd. time. On July 21, 1932, this
station by special authorization was permitted to change its
freq. from 1120 to 580 kc., pending final action of Commission.
Chief Examiner Ellis A. Yost, following a hearing, recommended
that the station be permitted to operate regularly on 580 kc.

Ex. Rep. No. 418 - WHDF - Upper Mich. Brdcastg. Co.,
Calumet, Mich., granted renewal of license on 1370 kc., 250 w.
day and 100 w. night, during the following hours: Week days:
7 to 9 a.m.; 11:30 to 1:30 p.m.; 5:30 to 8:30 p.m. Sundays:
10 a.m. to 2 p.m.; 4:30 to 8:30 p.m. Chief Examiner Ellis A.
Yost was sustained.

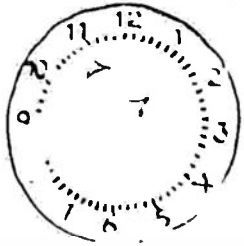
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HEINL RADIO BUSINESS LETTER

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. :: ::



NOV 18 1932

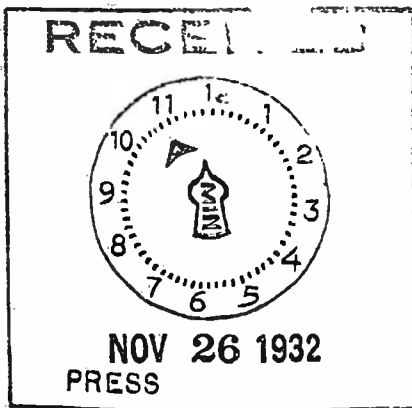
G. W. WASHINGTON

Handwritten signature: Jack Rice

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Handwritten signature: James M. ...
National Broadcasting Company, Inc.
GENERAL LIBRARY
41 Fifth Avenue, New York, N. Y.

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No. 579

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

BROADCASTERS ALL SET FOR YEAR 1933

The National Association of Broadcasters has just concluded its annual meeting in St. Louis, Mo. and is all set for 1933. Alfred J. McCosker, of WOR, Newark, N.J. was elected president. Leo J. Fitzpatrick, of Detroit, was elected first vice president and John Shepard 3d, of Boston, second vice president.

Arthur Church, of Kansas City, was named treasurer. The board of directors includes J. Thomas Lyon, Baltimore; Lambdin Kay, Atlanta; I. Z. Buckwalter, Lancaster, Pa.; Truman Ward, Nashville, Tenn.; W. W. Gedge, Detroit; and Donald Flamm, New York City.

Revision of the contract governing payment of royalties by composers and song writers was demanded by members of the National Association of Broadcasters in a resolution adopted at the final session. Plans were made to continue the fight with the American Society of Composers, Authors and Publishers over the royalty rates. Oswald F. Schuette was appointed to direct a united movement on behalf of the broadcasters for revision and reduction of the rates provided under the contract now in effect.

Radio men attending the convention adopted a resolution threatening to organize their own corps of composers if Schuette should be unable to make any headway in scaling downward the present royalty rates. Under the present contract, which recently was adopted, the broadcasters pay the American Society of Composers, Authors and Publishers a lump sum, based on net receipts of the station.

More than 300 station representatives were present at the convention -- one of the largest in the history of the organization.

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NET NBC "HANDY LEAFLETS" ISSUED

The Sales Promotion Department of the National Broadcasting Company has issued another addition to its "Handy Leaflets" volume. A composite map showing all NBC networks and wire line facilities, an up-to-date list of advertisers giving the name of the feature they sponsor and time and network, and a graph showing the various industries represented in the air programs, the number of advertisers for each industry and the amount of money spent by each industry were included.

Food products are more widely advertised than any other. There are 61 advertisers spending a total of \$7,486,768 with the NBC. Drugs and toilet goods come next, 40 advertisers spending \$4,417,029 for exploitation of their wares.

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RADIO DIVISION SUMS UP YEAR'S ACTIVITIES

The Radio Division, making its report to the Department of Commerce for the last time, has just made public a review of the past year's activities. Now that it has become a part of the Federal Radio Commission it will not make a separate report next year.

Outstanding developments last year were in the police radio and amateur departments. There are now 79 police radio stations in operation, as compared with 53 last year. Construction permits have been issued for ten more.

There was an unprecedented increase in the users of amateur radio during last year. This year there are 30,374 amateurs, as compared with 22,739 licensed transmitting stations last year-- an increase of 7,365. This army of amateurs have been operating their stations in an orderly manner, with very little official supervision and with very few violations of the law or regulations reported against them.

The most outstanding achievement by amateurs during the past year has been their development of the ultra-high frequency portion of the radio spectrum, particularly in the band assigned to them from 56 to 60 megacycles.

Safety of navigation was further increased last year through the installation of additional marine radiobeacons and radiocompasses. There are 102 marine radiobeacons in use in the United States at the present time, an increase in twelve over the preceding year. They are situated along the seacoast and around the Great Lakes.

Each of the nine radio districts, with the exception of New York, is supplied with a radio test car. One of these cars has had over 100,000 miles service. When changes are required, consideration will be given to change of design with a view to reducing weight and providing additional space for equipment. The service now needs cars at New York, Los Angeles and some mid-west point, possibly Kansas City.

There was a substantial increase in the number of radio operators examined and licensed. During the year examinations were given to 5,949 applicants for commercial licenses and 10,315 applicants for amateur licenses. Licenses were issued to 27,211 radio operators during the year, of which 6,555 were commercial and 20,656 amateur.

The Radio Division staff made 1,426 inspection trips and visited 610 cities. There were 14,708 clearances from our ports of ships, foreign and domestic, which are required by law to be fitted with radio apparatus and 11,125 inspections. Also the field force inspected 3,339 radio stations on land, including aircraft broadcasting and amateur.

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"HOLLYWOOD" GOES TO THE HEAD OF THE CLASS

"Hollywood" McCosker, of Station WOR, Newark, newly elected President of the National Association of Broadcasters, would be an ornament to any industry. The broadcasters are to be congratulated upon their choice. A typical debonair Broadway figure, he looks as if he had just stepped from a motion picture screen, which may account for the "Hollywood".

McCosker always seems to be going out of his way to accommodate some one. And he radiates energy.

Through McCosker's foresight and ability, WOR occupies front rank among the New York City stations. Although WOR's transmitter is located in New Jersey, the studios are on Broadway. The situations of WOR, with studios in New York and transmitter in New Jersey, and Station WJSV, with studios in Washington and transmitter in Virginia, are much the same.

WOR is one of the leading independent stations in the United States and stands so high with the Federal Radio Commission that it was recently granted an increase in power to 50,000 watts, the maximum allowance.

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CALL LETTER SYSTEM FOR AMATEURS KEPT

The re-districting of the inspection offices of the Federal Radio Commission does not mean that amateurs will have a new system of call letter designations, according to Lieut. E. K. Jett, assistant chief engineer of the Commission. While broadcasting, maritime and other radio services are administered through the 20 inspection offices, instead of through the nine district offices and their several sub-offices, amateurs will continue to be divided into nine areas.

Amateur calls will continue to carry the designations "W1", "W2", "W3", etc. up to "W9", as formerly, instead of having their calls carry two digits such as "W18" or "W19" in conformity with the 20 new districts.

Amateurs, however, must hereafter make their applications for station licenses directly to Washington, which also will issue their call letters. But for the purposes of operators' examinations, they must report to the inspectors in the twenty new districts, according to the one/which they live.

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The re-districting was ordered to co-ordinate the division of field operations of the commission, formerly the radio division of the Department of Commerce, with the commission itself. Each of the twenty inspectors will be responsible directly to the commission at Washington, with Commissioner Thad H. Brown, as administrator of the field force.

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CODE WORD LIMITATION WORRIES U.S.

It is known authoritatively that the American and British delegations to the International Radio and Telegraph Conference in Madrid are extremely worried about the projected elimination of ten-letter code words.

The conference, in plenary session, voted to limit code words to only five letters last week, but the issue was subsequently brought back from the committee that was to pass on details.

Britain, the United States and Germany, which represent a large majority of the users of the code are being consistently voted down on this question by such smaller nations as Persia and Greece, which have no substantial interest in it. Italy and France also favor ending the ten-letter code word.

The private companies, at first in favor of the change, are now reported alarmed by the possibilities of such a step in these times of economic depression and anxious to retain the status quo.

F. W. Phillips, head of the British delegation, will demand again that the matter be referred to the plenary session for another vote.

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RADIO HYMNS CALLED CHEAP

The decline of family worship and the "cheapness" of hymns used on the average radio program were deplored by speakers at a business session of the Hymn Society, an organization of hymn writers and composers which is holding its tenth anniversary celebration this week. The meeting took place in the parish hall of St. Bartholomew's, New York City.

Russell Carter, supervisor of music for the State Department of Education, attacked the "sentimentality and tawdriness" of some of the religious songs used on the radio and said that music of this type serves to debase the public taste. A committee was appointed by the society to investigate the radio field with a view to improving the character of the hymns used.

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NEWS COMMENTATOR CRITICIZED

"A lot of Washington people who have become fond of Edwin C. Hill's broadcast on Columbia - 'The Human Side of the News' - got something of a shock by his outpouring Tuesday night on the subject of Presidents I Have Known", writes Don Craig in The Washington Daily News. "It really wasn't worthy of him and I doubt if it did either himself or Columbia any particular good.

"To begin with, he broadly intimated that his relationship to each of the last half dozen presidents was slightly closer than that of a brother, whereas Ed has hardly been seen in Washington in the last ten years.

"His listeners were given to believe that Harding, for example, was a pretty good President and a pretty bad golfer. The facts, as all Washington newspapermen will agree, were exactly the reverse. Harding never broke a hundred on the golf course, said Hill. As a matter of fact, in a tournament on the difficult Washington Golf Club course, President Harding shot a 90 and was runner-up to the winner. His Chevy Chase handicap was 22. And Harding, by Hill's own account, was one of the presidents he knew best of all.

"Hill's prediction that Roosevelt will not listen to such 'radicals' as Huey Long, Dill and Wheeler, is likely to rise up and smack Columbia. Huey is always able to make trouble, ditto Wheeler, and Dill happens to be about the most active of all senators on the subject of radio. Any one of the three doubtless would admit Hill's right to take issue with them on any specific issue, but each of the three is likely to resent the sort of left-handed slap received Tuesday night.

"And it is a matter of history that the three men whom Hill kissed off with a sneer had as much to do with Roosevelt's getting that Chicago nomination as almost any three Hill can name."

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SHORTEST WAVE LENGTH EMPLOYED BY BRITISH

A micro-ray equipment giving radio communication on the shortest wave length employed at any radio station in the world, has been ordered by the British Air Ministry for use in connection with cross channel flying services. It will be manufactured by Standard Telephones and Cables, a subsidiary of the International Telephone and Telegraph Corp.

The equipment on order will operate on a wave length of fifteen centimetres. For communication on this minute wave length, transmitting and receiving aerials less than one inch long are required.

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DILL NOT SEEKING CABINET PLACE OR POST ABROAD

Senator Dill has definitely rejected suggestions that he might wish a Cabinet post or Ambassadorship, according to close political friends, the New York Times representative in Seattle, Wash., reports. They say he prefers and intends to remain in the Senate.

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RCA SUIT GOES OVER UNTIL MONDAY

The trial of the anti-trust suit filed by the government against the Radio Corporation of America and affiliated companies which was set for Monday, November 14, in the United States District Court for Delaware, at Wilmington, has been post-poned until next Monday, November 21.

In asking Judge John P. Niels to let the case go over, John Lord O'Brian, Assistant United States Attorney General, gave no intimation of the nature of the proposals received from the defendants looking to a settlement out of court.

The proposals received by the Attorney General last Friday made it impossible, Mr. O'Brian said, for the Justice Department to give them thorough consideration in the short space of time before the trial, because of the complexity of the relationship among the defendants.

If the government looked favorably upon the proposals, Mr. O'Brian said, they would have to be embodied in an injunctive decree. This decree, he added, would have to be approved by both sides before being submitted to the court.

In asking for the postponement, Mr. O'Brian said that it is to be understood that if such a decree is not submitted to the court the case should go to trial next Monday.

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"PARADE OF THE STATES" IN BOOK FORM

"It is not unusual for a radio program to be written from a good book, but when a book is taken from a radio program that's news", is the way a press report from Doubleday Doron & Co., Inc. reads in announcing the publication of Bruce Barton's "A Parade of the States", to retail at \$1.00 per copy.

It is claimed that about 849,000 people wrote for copies of the program in permanent form. It was decided to publish these descriptions of the forty-eight States and such an announcement was made in the last two "Parade of the States" programs.

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SUPREME COURT REFUSES TO REVIEW FOUR RADIO CASES

The Supreme Court has announced that it will not review four cases brought before it involving the validity of Edelman Patent No. 1680370, covering devices for furnishing the electric power for the operation of radio receiving sets, and Edelman Patent No. 1682492, covering a radio battery eliminator.

The court denied petitions for writs of certiorari in Nos. 444-5, Banning v. Hartman Furniture & Carpet Co., and 446-7, Hartman Furniture & Carpet Co. v. Banning.

The invention of the patent in Nos. 444-5, according to petitioners brief, relate to apparatus for changing the alternating current from household light sockets into direct current required for radio receivers, and includes combinations of certain electrical devices which effect such a conversion and eliminate distortion.

A district court decision that this patent was valid and had been infringed was reversed in part by the Circuit Court of Appeals for the Seventh Circuit, which held that claims 1, 2 and 3 were invalid on the ground that a combination of old elements each performing a well-known function constituted aggregation and not patentable combination.

Urging reversal of this decision, the petitioner in Nos. 444-5 stated to the Supreme Court in his brief that the lower court had erroneously decided an important question of Federal law which has not been settled by the Supreme Court.

The Hartman Furniture Co., in Nos. 446-7, involving Edelman patent No. 1682492, appealed to the high tribunal to reverse a decision by the Circuit Court of Appeals for the Seventh Circuit that claim 3 was valid and infringed.

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LAFOUNT HITS OVER-COMMERCIALISM AND WAVE TRAFFICKING

The American broadcasting system, in spite of its being "the best in the world", suffers from the temptation and danger of "over commercialization", Harold A. Lafount, acting chairman of the Federal Radio Commission told the annual convention of the National Association of Broadcasters, meeting in St. Louis.

In warning of this danger, Mr. Lafount said that many stations instead of operating in "the public interest, convenience and necessity" are "operating mainly for profits through excessive and uninteresting advertising.

Offering facilities to universities, philanthropic, and similar organizations does not relieve stations from the responsibility of providing worth while programs, he explained.

Declaring that the financial condition of the industry generally is sound, Mr. Lafount pointed out that "invested capital in many instances is out of all proportion to the earning capacity of the station". Trafficking in licenses and converting modest personal investments into the controlling interests of over capitalized corporations "must stop", he asserted.

He expressed satisfaction over the cooperation of the broadcasters with the Federal Radio Commission, upheld its rules as reasonable, and described the broadcasters as "pioneers" in the field who hold the fate of the system in their hands.

"Now everybody knows that the operation and maintenance of a radio broadcasting station is an expensive undertaking", Mr. Lafount said. "Somebody has to foot the bill. In the end, under any system, it is my belief that it is the public who pays. The manner in which it pays differs in accordance with the various systems in use. In England the public is taxed directly. In the United States money for the operation of stations is obtained through the medium of 'sponsored' programs, in other words, advertising. The public wants service; the advertiser wants the public's attention and is willing to pay for it. He, in turn, adds the advertising expense on the price of his goods, so in the end the public pays indirectly for its service.

"While the advertiser must have an audience, and to get the audience and hold it, the station must give it something interesting in the way of service, nevertheless, the danger of overcommercializing is a real temptation for which many stations have fallen. Instead of operating primarily 'in the public interest, convenience and necessity', they are operating mainly for the profits they gain through excessive and uninteresting advertising. In so doing, I warn them, they are 'selling their birthrights for a mess of pottage' and their judgement day will come. Already an irate public is besieging their representatives in Congress for drastic action.

"Upon previous occasions I have referred to the value frequently placed upon licenses, or wave lengths, by broadcasters and called good will. Such practice is illegal commercialism. Invested capital in many instances is out of all proportion to the earning capacity of the station. Trafficking in licenses and the conversion of modest personal investments into the controlling interests of overcapitalized corporations must stop.

"It is my opinion that the time has now arrived for the issuance of licenses for longer periods of time. I have urged this step upon the Commission and the advisability of extending the period to one year has been discussed. However, in the absence of a full Commission, it was thought wiser to postpone a consideration of this matter until a little later. I believe, however, it is inevitable that some such step will be taken."

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DECISIONS OF THE COMMISSION

WJBI, Monmouth Brdcastg. Co., Red Bank, N.J., granted assignment of hours, effective Nov. 7, as follows: 7 to 9 p.m., EST, on Mondays only. Shares with WFAB, White Plains, NY and WGGB, Freeport, N.Y.; WNBX, The WNBX Brdcastg. Corp., Springfield, Vt., granted mod. of CP to make changes in eqpt.; WHBQ, Brdcastg. Stat. WHBQ, Inc., Memphis, Tenn., granted mod. of CP extending completion date from Nov. 26 to Jan. 26, 1933, covering move of transmitter locally; KIEM, Harold H. Hanseth, Eureka, Calif., granted mod. of CP approving transmitter location at Eureka, and changing type of eqpt.; also

WESG, Cornell University, Ithaca, N.Y., granted mod. of lic. to change freq. from 1270 to 1040 kc.; KASA, E. M. Woody, Elk City, Okla., granted lic. covering erection of new station, 1210 kc., 100 w., unlt. time; KOMA, Natl. Radio Mfg. Co., Oklahoma City, Okla., granted license covering move of transmitter locally and installation of new eqpt. 1480 kc., 5 KW., unlt. time; WEBC, Head of the Lakes Brdcastg. Co., Superior, Wis., granted license covering local move of transmitter, changing eqpt. 1290 kc., 1 KW, 2½ KW LS., Unlt. time; and

KWSC, State College of Washington, Pullman, Wash., granted authority to remain silent from 9:30 p.m., PST, Dec. 17 to 6:45 p.m., PST, Jan. 1, 1933, in order to make repairs and improvements; KOIN, KOIN, Inc., Portland, Ore., granted CP to move transmitter locally to Barnes Road, outside city limits of Portland; WFAB, Defenders of Truth Society, Inc., New York, granted spec. auth. to use transmitter of WEVD until repairs are made, but not to exceed ten days; WSPA, Virgil V. Evans, d/b as The Voice of S. Carolina, Spartanburg, S.C., granted authority to take depositions in the matter of appl. of WFBC and the Greenville News-Piedmont Co.; also

KTAR, KTAR Brdcastg. Co., Phoenix, Ariz., granted auth. to take depositions in the matter of appl. of KTAR, Docket 1679; WRAM, Wilmington Radio Assn., Inc., Wilmington, N.C., directed station to operate from 2 to 3 a.m., EST, on the following days, Nov. 25, Dec. 9 and 23, Jan. 6 and 20, in order to check frequency; and

Other Than Broadcasting

New, American Radio News Corp., portable and mobile, initial location, New York City, granted gen. exp. CP, freqs. 60,000-400,000, 10 w.; New, Victor G. Martin, Rochester, N.Y., granted gen. exp. CP, freqs. 41,000, 51,400, 60,000-400,000 kc., 50 w.; New, Reuben Albert Isberg, portable to be operated from airplane, initial location, Greeley, Colo., granted gen. exp. CP, 60,000-400,000 kc., 10 w.; W6XAR, Julius Brunton & Sons Co., portable and mobile, initial location, San Francisco, granted gen. exp. CP, 75,000 kc., 3 w. power. Also granted license covering same.

KIEH, Red River Lumber Co., Westwood, Cal., granted spec. emergency license, 3190 kc., 500 w.; KIEE, Same Co., portable in Shasta, Modoc, Tehama, Lassen and Plumas Counties, Cal., granted spec. emergency CP, freqs. 3190 kc., 7½ w.; W2XDU, Atlantic Brdcastg. Corp., New York City, granted mod. of gen. exp. CP, for extension of commencement date to Dec. 1 and ext. of completion date to March 1, 1933; New, Charles J. Paine, on aircraft, NO-658-K, granted gen. exp. license, 60,000-400,000 kc., 1 w. power; also

W2XBY, Bell Tel. Labs., Inc., NB-952-V; W10XAD, NC-417-H granted renewal of spec. exp. license, 3415, 5592.5, 5642.5 kc., 50 w.; W3XY, same Co., Mendham Twp. N.J., granted renewal of spec. exp. license, freqs. 278, 3415, 5592.5 and 5642.5 kc., 10 w. on 278 kc., 400 w. on other freqs.; W6XN, Transpacific Communication Co., Ltd., Dixon, Cal., granted renewal of spec. exp. license, 7565, 7610, 10840, 15355, 15415, 21060 kc., 20 KW; W1XAK, Westinghouse E and M Co., Chicopee Falls, Mass., granted auth. to operate in cooperation with the Bureau of Standards for period Nov. 14 to 19, 1931, incl., on freqs. 5000, 10000, 15000, 20000 and 25000 kc., 30 KW. power, in order to make output tests of a 30 KW transmitter; KDVK, Mackay Radio Telegraph Co., San Francisco, Calif., granted 60-day auth. to operate 500 w. transmitter aboard Vessel F. H. Hillman, pending receipt of formal appl. 375 to 500 kc.; WKEH, Radiomarine Corp. of America, New York, granted 60 day auth. to operate station aboard Yacht Alamo, covering receipt of formal appl. range 313 to 500 kc., and 8200 to 16100 kc., 200 w. and 150 w., respectively.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WEDC, Chicago; WFAS, White Plains, N.Y.; WGAL, Lancaster, Pa.; WGBB, Freeport, N.Y.; WJBL, Decatur, Ill.; WPRO-WPAW, Providence, R.I., WRAW, Reading, Pa., WTJS, Jackson, Tenn., WWAE, Hammond, Ind., KFPM, Greenville, Tex.; KFXM, San Bernardino, Cal., KPPC, Pasadena, Cal. KGMB, Honolulu Brdcastg. Co., Ltd., Honolulu, T.H., granted renewal of license for term ending May 1, 1933.

Amateur Licenses

The Commission also granted 170 licenses for amateur radio stations, of which 16 were new, 121 renewals and 33 modifications.

Set For Hearing

KGEW, City of Fort Morgan, Fort Morgan, Colo., renewal of license; New, Herman Radner, Lansing, Mich., requests CP 1210 kc., 100 w., unlted. time; WWL, Loyola University, New Orleans, La., requests mod. of lic. to change hours of operation from spec. to unlted (facilities of KWKH); WKBH, WKBH, Inc., LaCrosse, Wis., requests mod. of lic. to change hours of operation from simultaneous day with KSO, sharing at night with KSO, to unlted.

Miscellaneous

KGER, Cons. Brdcstg. Corp., Ltd., Long Beach, Cal., appl. for renewal of license withdrawn from hearing docket and regular renewal granted; KGZK, City of Berkeley, Berkeley, Cal., granted ext. of special auth. to operate on 2422 kc., 100 w., to Dec. 15, 1932; KELW, Magnolia Park, Ltd., Burbank, Calif.; KTM, Pickwick Brdcstg. Corp., Los Angeles, granted oral argument to be held at 10 a.m., Dec. 17, 1932.

Examiner's Report

Ex. Rep. No. 432 - CP for new station - Allen Wright Marshall, Sr., Allen Wright Marshall, Jr., and Guy Aaron Malcolm, La Grange, Georgia. Requested assignment: Freq. 1500 kc., 100 w., spec. hours. Frequency now occupied by WRDW, Augusta, Ga., unlimited time. Ellis A. Yost, Chief Examiner, recommends denial of the former and renewal of WRDW license.

Broadcasting Applications

WDEV, Harry C. Whitehall, Waterbury, Vt., license to cover CP issued July 29, 1932, for changes in equipment and change of frequency, power and hours; WFAN, Keystone Brdcstg. Co., Philadelphia, Pa., voluntary assignment of license to Pennsylvania Broadcasting Co.; WAPI, WAPI, Inc., Birmingham, Ala., mod. of CP issued Nov. 17, 1931, for change location, change eqpt. and increase operating power from 5 to 25 kw., to extend date of commencement and date of completion; also

WJBY, Gadsden Brdcstg. Co., Inc., Gadsden, Ala., CP to move transmitter amended to change transmitter and studio to 112 North Eighth Street, Gadsden, Ala.; WIBO, Nelson Bros. Bond & Mortgage Co., Chicago, Ill., voluntary assignment of license to John S. Boyd; KFJB, Marshall Electric Co., Marshalltown, Ia., make changes in automatic frequency control eqpt.; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., license to cover CP issued Sept. 23, 1932, for changes in equipment and increased operating power - 100 w. to 100 w. night, 250 w., LS.

WSAJ, Grove City College, Grove City, Pa., 1310 kc., 100 w., specified hours.

Applications Other Than Broadcasting

WTF-WPF, United States-Liberia Radio Corp., Akron, O., renewal of pt.-to-pt. telegraph station licenses; Hamman Exploration Co., portable in Texas and Louisiana, new CP for a geophysical station; WQV, WEM, RCA Communications, Inc., Rocky Point, N.Y., modification of licenses to include an additional transmitter.

There were also received 155 applications for amateur station licenses.

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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. :: ::

Handwritten signature
National Broadcaster's Assn. Comm.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

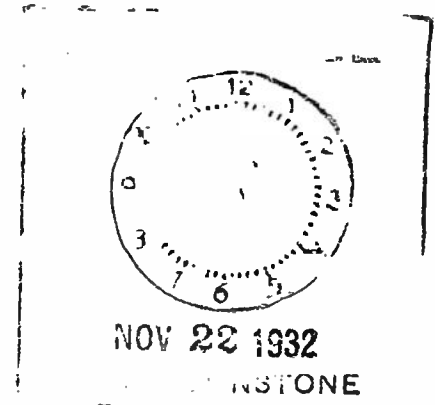
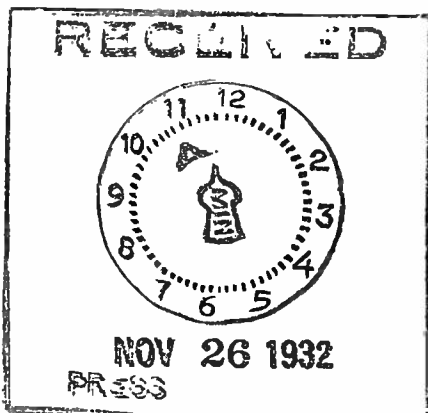
Handwritten signature: Miss Spague

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No. 580

NOTE: THERE WILL BE NO ISSUE OF THE BUSINESS LETTER ON THURSDAY, NOVEMBER 24, THE THANKSGIVING HOLIDAY.



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

GOVERNMENT'S ANTI-TRUST SUIT AGAINST RCA IS SETTLED

A settlement was effected today (Monday) in the Federal District Court of the Government's anti-trust suit against the Radio Corporation of America and other defendants.

The case against the General Motors Corporation, General Motors Radio Corporation, American Telephone & Telegraph Co., and Western Electric Co., Inc., was dismissed at the request of the Government and an injunction decree was issued against the remaining defendants.

The following explanation of the settlement was given out by the Department of Justice:

"A decree of injunction granted today in the radio case by the United States District Court at Wilmington, directed the complete divorcement of the General Electric Co. and the Westinghouse Electric & Manufacturing Co. from the Radio Corporation of America and enjoined the defendants from attempting to restrain trade by means of patent licenses or similar devices, in violation of the Sherman anti-trust law.

"In working out the provisions of the decree, which was entered with the consent of the defendants, the officials of the Department of Justice have proceeded on the principle that the decree must grant substantially all that the Government could reasonably expect at the end of a trial.

"The General Electric Co. and the Westinghouse Company, who now own a controlling stock interest in the Radio Corporation, are to divest themselves of their stockholdings. They must dispose of one-half their holdings of the common stock of the Radio Corporation by immediate distribution ratably among their stockholders, and the remainder of their holdings within three years.

"Meantime, they are forbidden to exercise the voting rights of their stock. They also are forbidden to impose any limitation upon the power of their stockholders freely to transfer or dispose of the shares of Radio Corporation stock received by them.

"The two electric companies are enjoined from acquiring stock in the Radio Corporation in the future, and from being represented on its board of directors, except that Mr. Owen D. Young, chairman of the board of the General Electric Co., and Mr. Andrew W. Robertson, chairman of the board of the Westinghouse Co., may remain as directors of the Radio Corporation of America during a transition period of five months.

"The decree also enjoins these defendants and their subsidiaries from further recognizing or enforcing the exclusive provision of their patent cross-licensing agreements.

"The Government had complained that these cross-licensing agreements were made to eliminate competition among the defendants in violation of the anti-trust law.

"It asserted also that the pooling of more than 4,000 patents applicable to radio, and the granting to the Radio Corporation of the exclusive rights to license the use of the pool's patents in that field hampered the right of third persons to engage in the radio business.

"The decree enjoins the defendants from hereafter entering into any arrangement among themselves or with third persons in any way limiting or restricting the freedom of any of them of the freedom of third persons to use their own patents or patent rights or to license others thereunder, where the purpose of such arrangements is to restrain trade unlawfully.

"Agreements for the division of fields or territory or the use of other similar devices unlawfully to restrain trade are also forbidden.

"The defendants are given a period of two and one-half years in which to secure modification or changes of their contracts with foreign governments or corporations in order to meet the Government objection to them.

"The decree provides that the issue as to the foreign contracts shall be tried by the court if those contracts should remain unchanged at the end of that time.

"The defendants maintained they had not violated the anti-trust law and consented to the decree on condition that this should not constitute an admission by them or an adjudication that they had violated any law of the United States.

"The Government stood upon its assertion that the facts alleged in this petition were true, and that the defendants had violated the anti-trust law. In recommending that the court enter the decree, the representative of the Attorney General stated that, in their opinion, the decree embodied all the relief necessary to meet the objections made in the pleadings of the Government.

"The original petition of the Government in this case was filed in the Spring of 1930. Twice during the interim between the filing of the original petition and the entering of the decree today, extensive negotiations were had looking to the disposition of the suit without trial.

"The Government's pleadings named the following defendants

"Radio Corporation of America, General Electric Company, and its subsidiary, International General Electric Co.; Westinghouse Electric International Co., National Broadcasting Co., Inc.; RCA Communications, Inc.; RCA Photophone, Inc.; RCA Radiotron Co., Inc.; RCA Victor Co., Inc., the latter five companies being subsidiaries of the Radio Corporation of America.

"The American Telephone & Telegraph Co. and its subsidiary, Western Electric, Inc., and General Motors Corporation, and General Motors Radio Corporation, also being named defendants, were ordered dismissed from the suit, prior to the entry of this decree, on the request of Warren Olney, jr., special assistant to the Attorney General, who informed the court that, subsequent to the filing of the Government's amended petition on March 7 last, General Motors Radio Corporation had been dissolved and the agreements linking General Motors Corporation and General Motors Radio Corporation with the other defendants had been terminated, and that the agreement involving the American Telephone & Telegraph Co. and the Western Electric Co., Inc., had been modified so as to meet the objections to them complained of by the Government."

The following statement was issued by the Radio Corporation of America shortly after the signing of the consent decree:

"The broad, constructive purposes of the new arrangements and agreements through which the Radio Corporation emerges as a complete self-contained unit covering the entire field of radio development, were explained in a letter addressed today to the stockholders of the Radio Corporation of America by David Sarnoff, president. In separating from the General Electric and Westinghouse Electric & Manufacturing Companies, it was made clear that the Radio Corporation, through its established subsidiaries and with their present personnel, will continue to function as heretofore in trans-oceanic communication, in ship-to-shore communication, in the radio manufacturing industry, in broadcasting, and in the entertainment field.

"In addition it is stated that the Radio Corporation of America now receives patent rights and licenses for the manufacture and sale of radio devices useful in other than the generally recognized lines of radio business. Because of the great variety of purposes to which the vacuum tube is now being adapted, these additional rights will enable the Radio Corporation to extend its manufacturing business into new phases of the electronic art.

"Arrangements are made for the change of patent rights in the entire radio field from an exclusive to a non-exclusive basis.

"It was stated in Mr. Sarnoff's letter that an item of \$17,938,733 currently owed by the Radio Corporation to the General Electric and Westinghouse Companies has been disposed of through purchase by the General Electric Company of the RCA Building, located at 51st Street and Lexington Avenue, in New York City, at its present book value of \$4,745,000, through the issuance of 10-year debentures in the amount of \$4,255,000, and as part of the readjustment the balance of \$8,938,733 is discharged by the two electric companies in consideration of the new agreements.

"Simultaneously with the announcement of the new contracts and arrangements made by the Radio Corporation of America with electrical interests, which frees all parties from the burden of expensive and protracted litigation, announcement was also made of a successful termination of negotiations with

Rockefeller Center, Inc., by which commitments for broadcasting studios and office space undertaken when the project of Radio City was conceived, have now been reduced to the present requirements of the Radio Corporation of America and its subsidiaries. The modifications of the Radio City leases in the amount of space to be occupied and the rentals to be paid, are being adjusted through the issuance to Rockefeller Center of 100,000 shares of "A" preferred stock of the Radio Corporation."

"Your Corporation and the General Electric and Westinghouse Companies maintain", wrote Mr. Sarnoff to the stockholders, "and in the stipulation filed with the Court upon which the decree is entered they assert, that they have not violated the anti-trust laws of the United States in fact or intent, but state that they desire to avoid the economic waste and business disorganization necessarily involved in continuing this litigation. They state that they are willing that the consent decree be entered without conceding or admitting the truth of the matters alleged by the Government and without any findings of fact, on the understanding that such consent on their part and the entry of the decree shall not be considered an adjudication that they have violated any law of the United States. To these provisions the Department of Justice has assented and the decree has been entered by the Court.

"Understanding that the Department of Justice would welcome a constructive solution of the problem, that would strengthen and not destroy the Radio Corporation of America and the services being rendered by your Corporation to the public, a program of readjustment was developed, submitted to the Department of Justice and found acceptable to the Government. Agreements and arrangements have now been completed in accordance with this program and put into effect with the unanimous approval of those members of your Board of Directors who are not directors or officers of the General Electric or Westinghouse Companies. In the stipulation filed with the Court upon which the consent decree has been based, it is specifically stated with reference to the new agreements, that the Department of Justice has examined all of those agreements and finds no objection to them.

"The Radio Corporation under the new arrangements retains the rights which will enable it to continue to grant licenses to other manufacturers, not only under its own patents but also under the radio patents of the General Electric and Westinghouse Companies and the A. T. & T. Co. and to retain the royalties received under such licenses. The Radio Corporation continues to be the sole organization empowered to grant licenses to others under the radio patents of all the companies with which it was formerly associated, including until 1955 the patents of the A.T.&T. and the two electric companies. * * * All licenses heretofore granted by the Radio Corporation will remain in full force and effect."

The Radio Corporation is allowed to manufacture radio transmitters and transmitting tubes under the new license arrangements. RCA grants licenses to the electric companies for the manufacture of radio receiving sets and tubes.

SCHUETTE ISSUES STATEMENT ON RCA SETTLEMENT

"The dissolution of the \$7,000,000,000 Radio Trust is the greatest victory ever won in the Court of Public Opinion, just as it is the largest combination that has ever been dissolved by the Government of the United States," said Oswald F. Schuette who led the fight of the independent radio industry against the combination as organizer and executive secretary of the Radio Protective Association.

After reviewing the history of the case from 1922 to date, Mr. Schuette continues:

"Shortly after the filing of the suit, the Department of Justice retained the Hon. Warren Olney, Jr., former Associate Justice of the Supreme Court of California, to take charge of the prosecution, and the trust's negotiations have been carried on under his careful supervision. Throughout these negotiations, I have taken the position that a settlement of the suit which left the radio combination powerless further to injure its competitors would be for the best interests of the radio industry by removing the major cause of difficulties and litigation.

"The main effect of the present decree will be to make it possible for independent manufacturers to obtain radio patent licenses either as a group from the Radio Corporation or separately from the former constituents of the combination. In this way it is to be hoped that any attempt by the Radio Corporation to levy an exorbitant patent royalty can be counteracted by the competition of the American Telephone Company and the General Electric and Westinghouse Companies."

Mr. Schuette has just returned to Washington from St. Louis, where the convention of the NAB gave him plenary powers to settle the copyright difficulties of the broadcasting industry with the American Society of Composers, Authors and Publishers. He also represents independent aluminum interests in an effort to obtain relief from the so-called "Aluminum trust". The Department of Justice is now making an investigation of the latter charges.

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NATIONWIDE A.N.P.A. COMMITTEE TO FRAME RADIO POLICY

With the appointment this week of a nation-wide committee of newspaper publishers to cooperate with the American Newspaper Publishers Association's radio committee, a definite movement has been started to formulate a united newspaper policy in regard to radio competition.

This movement follows the action of the Associated Press in furnishing the Columbia Broadcasting System and the National Broadcasting Company with a full service on the national election, reports Editor and Publisher. The action raised a storm of protest.

The announcement of the A.N.P.A. radio committee's auxiliary group was made in a statement by E. H. Harris, Richmond (Ind.) Palladium and Item, and chairman of the A.N.P.A. radio committee. His statement follows:

"The A.N.P.A. radio committee has recently been issuing a series of bulletins containing all valuable news relating to broadcasting and believed to be of particular interest to newspaper publishers, its objectives being primarily informative.

"With a view to securing the views of all newspaper publishers, a nationwide committee has been appointed, with a chairman in each state, to cooperate with and assist the A.N.P.A. radio committee, and each chairman will report local conditions to the radio committee. All such information will be collated for the purpose of general dissemination to publishers and of determining the attitude and desires of the press as a whole with relation to the constantly changing methods of distribution of intelligence. The committee

"It is expected the problems confronting all publishers may be clarified, and when the views of all have been given full consideration, a study will be made of the ways and means of protecting the press against any elements of unfair competition and preserving the general welfare of its public."

A list of the state chairmen, with their newspaper connections, is given in Editor and Publisher.

Each state group will be composed of three newspapermen, one of whom owns a radio station and two who do not.

The following is from an editorial in the same issue, entitled "Radio in Politics":

"The fuse is burning close to the radio bomb. The long-awaited explosion may be just around the corner. At any rate, newspapermen seem to be aroused from their long Sleepy Hollow snooze, thanks to the extraordinary and humiliating events of the 1932 campaign, concluded by the act of the Associated Press in giving its election returns to the broadcasting chains which

compose an advertising medium rival to the press. Dazzled by commercialism, many newspapermen have not been thinking straight about radio for years. There has been a minimum of consideration of the free press issues involved. Too many of us have been talking about advertising profits, while neglecting our loyalty to the great instrument of public information intrusted to our care. * * *

"It is a relatively minor matter that the election night returns were given to the people by radio at the expense of the members of the A.P. If the directorate is satisfied with this gift of news to a rival advertising medium, or think the publicity A.P. and certain newspapers got over the air was fair compensation, we can only accept the situation. Our own opinion is that if privately-owned advertising-minded radio is determined to play at being a news medium, rather than a show, it ought to pay its own way. * * * Being practical men, the radio broadcasters realize their inherent physical handicap, the heavy responsibilities involved in news handling, and there is no sense in organizing an independent news-gathering and disseminating service, to cost millions per year, when existing news service can be had for nothing.* * *

"Our chief opposition, often expressed, to any attempt by radio broadcasters to operate a news service, has been that the limitations of the radio instrumentality are such that there could be no adequate or proper coverage of the news. One of the most menacing conditions in this country today is the apathy, superficiality and plain ignorance of the voting masses. It is difficult enough for newspapers to sugarcoat and otherwise encourage serious reading of vital information, to form safe public opinion, but if any considerable number of people are to depend upon the bulletin services of radio, sandwiched in between jazz and advertising, and limited only to headline information, the problems which now confront our form of government would be increased in direct ratio to the number of people so affected. Radio cannot do the newspaper job. Shall it be permitted to trifle with it?

"The great issue the 1932 radio campaign exposes in nakedness likes in the field of politics. It is a challenge to our American system. If you will read the speech that Senator C.C. Dill, of Washington, made over the National Broadcasting network, on Nov. 7, being introduced by Mr. M. H. Aylesworth, you will sense the major radio question, especially if you are loyal to the free press and the democratic system of parties. Here one finds that the major parties bought, at advertising rates, \$2,500,000 of air time during the campaign. The fellow with the longest pocketbook got the most space.

"When the President of the United States, or the now President-elect, stepped before the microphone to address the people, every word uttered represented dollars for a vested interest. And this vested interest was operating its system of communication over channels arbitrarily granted by federal public officials, though these invisible means are surely as

much the property of the people as are highways or waterways. Mr. Dill had the audacity to discuss, in most flattering terms, this function as part of the 'free press' system. What was free about it? The fact that there wasn't any censorship, in the sense that one party was not favored over the other, except that the one best financed got the most time, does not constitute freedom which can be compared with newspaper freedom. The only free thing we observed on the air was newspaper goods, handed out at the expense of newspaper publishers.

"By what right, in common sense or any fair view of the aspirations of a democratic order, should the heads of political parties be compelled to address the electorate at advertising rates, whether in newspapers or radio or any other medium? Who but the blind and stupid will fail to recognize vast opportunity for public abuses arising from a system wherein a corporation gains a vested right in our political system to an extent calling for \$2,500,000 from the parties to cover a canvass of the electorate? And if the party bills are not paid what shall prevent the powerful radio lobby at Washington from reminding the debtors that they are in hock? No more ignoble situation has ever existed in this country, yet Mr. Dill brazenly compares it with 'free press' practice. Furthermore, his invidious comment concerning newspaper methods in political campaigning was both false and insulting and he is a gentleman to keep your eye on in future in reference to radio encroachments.

"We hope the newspaper committees that are forming under the auspices of the American Newspaper Publishers' Association will take a broad view of the radio problem. Advertising rivalry is the least of it. Radio, a beneficent invention, capable of fine public service, has been the plaything of profit-minded show promoters. Newspapermen ought to aid radio to find its place in the scheme. * * * Radio has a rightful place and no fair journalist denies it. But it has bitten off more than it can chew, it is a bull in a china shop, it does not respect the fine checks and balances of our political system, its commercial spirit and its power over public opinion have given it scandalous political patronage and made it the darling of a type of politician. There is no doubt that its house must be set in order. This will come through the process of public opinion, formed in newspapers. If it means government ownership and control, so be it!

"At least, we can hope we have heard the last Presidential address on the air at advertising rates. And we hope never again to hear on the air newspapermen reading words, such as an A.P. lead, which will be the very goods the public is asked to buy in printed form hours later. A little better thinking, a more loyal attitude toward the principle and fact of free press, a truer conception of press responsibility in the public opinion process are urgently required and no doubt will now flow from the present movement to establish an intelligent, nationwide newspaper defense."

OCTOBER SALES TAX EXCEEDS SEPTEMBER RETURN

Collections of the Bureau of Internal Revenue, as a result of the sales tax on radios and phonograph records, enriched the Treasury by \$165,710 in September, 1932, and by \$218,722 in October.

The manufacturers excise taxes on radio sets, phonograph records, etc. have yielded \$493,727 since July 1, when they became effective. The taxes on radio, telephone and telegraph communications yielded \$3,142,572 for the four months.

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JAPAN BUILDS POWERFUL WIRELESS

Before the end of the year it is hoped to have established a powerful international wireless system in Japan, transmitting telephone messages to the Orient, Europe and America.

At first the service will be confined to telephone communication to Manchuria, Shanghai, Hong Kong, Java, Formosa, Kwangtung, and shore-to-ship communications. It is reported that messages will be sent to the United States shortly after the inauguration of the system.

Control of the company will be in the joint hands of the Japanese government and a group of local business men, who are promoting the enterprise. It is reported that the last session of the Diet approved a subsidy for the undertaking.

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REPUBLICANS SPENT \$400,000 FOR RADIO

The total bill for Republican campaign use of the radio was about \$400,000, reports Joseph R. Nutt, treasurer of the Republican National Committee.

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COLUMBIA'S NEW ACCOUNTS AND RENEWALS

New, Standard Oil Co. of New Jersey, starting Nov. 29. Agency: McCann-Erickson, Inc. Program: "Five Star Theater" change of artists and show each week. Musical. Tues. and Thurs., 10:00-10:30 p.m., 10 basic stations, plus 16.

Renewal, General Mills, Inc. (Gold Medal flour). Agency: McCord Co., Minneapolis. "Gold Medal Fast Freight" - Tues. 9:30-9:45 p.m. 18 basic, plus 8. 1 brdcst. Nov. 29.

Renewal, Kolynos Sales Co.. Agency: Blackett-Sample-Hummert and Gardner. "Just Plain Bill", Mon. Thurs. Fri. 6:45-7:00 p.m., WABC only. Dec. 19.

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CBS STARTS NEW LOW WAVE TELEVISION STATION

The Columbia Broadcasting System has begun regular daily transmission of images from a new ultra low wave experimental station, according to an announcement by William A. Schudt, Jr., television program director of the company.

Licensed by the Federal Radio Commission under the call letters W2XAX, the new transmitter has been installed along side of W2XAB, sight and sound 107 meter station located in the CBS building at 485 Madison Avenue, New York City.

For the past few weeks W2XAX has been on the air with test programs. Effective as of November 15, the new station began television transmission on a frequency of 44 megacycles.

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RADIO OF LITTLE VALUE TO FIELD ARMY

Should the United States become involved in another war, it is extremely doubtful whether radio would play any significant part in the operations of the field Army. The lack of a sufficient number of channels to permit the simultaneous operation of more than a small fraction of the authorized number of sets without interference, combined with the apparent impracticability of furnishing the necessary number of radio operators who are properly qualified within a reasonable time in an emergency has lead Maj. Gen. Irving J. Carr, Chief Signal Officer of the Army, to declare that any satisfactory results from radio sets in a field army appear impossible.

The War Department Signal Corps office points out in its annual report that it has the following policy restricting the number of radio sets:

1. Except for aircraft, mechanized forces and other rapidly moving units which are unable to install wire communication, only such numbers of radio sets will be authorized as are essential to provide the minimum instantaneous communication necessary.
2. All other units will depend primarily on wire circuits for electrical communication. Radio will be considered available for emergency use only.
3. The paralleling of wire circuits by radio channels will be considered abnormal.

It is believed that the above limitation will prevent serious confusion and a possible failure of radio communication in a major mobilization.

The Army Radio Net handled 524,411 messages with a total of 25,884,165 words during the past year.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WABI, First Universalist Society of Bangor, Me., granted spec. auth. to operate from 3 to 5 p.m., Nov. 20; WJEJ, A.V. Tidmore, Hagerstown, Md., granted license covering erection of new station, 1210 kc., 100 w., daytime only; WMBG, Havens & Martin, Inc., Richmond, Va., granted license covering the installation of new auxiliary and increase in power of aux. from 10 to 100 w., 1210 kc.; WHBF, Beardsley Specialty Co., Rock Island, Ill., granted consent to vol. assignment of license to the Rock Island Brdcstg. Co.; also

KIDW, The Southwest Brdcstg. Co., Lamar, Colo., granted consent to vol. assignment of license to the Lamar Brdcstg. Co.; KGGF, Hugh J. Powell and Stanley Platz, d/b as Powell & Platz, Coffeyville, Kans., granted spec. auth. to operate from 8:15 to 9:15 p.m., CST, Nov. 23 and Dec. 28; and from 7:15 to 9:15 p.m., CST, Nov. 24, Dec. 22, 27 and 29, 1932. WNAD to remain silent; WRAM, Wilmington Radio Assn., Inc., Wilmington, N.C., granted auth. to remain silent for a period of two weeks, in order to overhaul equipment; WFAS, Westchester Brdcstg. Corp., White Plains, N.Y., granted auth. to operate Thurs. Nov. 24 from 12 noon to 1:30 p.m. and Sat. Nov. 19 from 2:30 to 3 p.m., in order to broadcast football game; and

WEEN, American Airways, Inc., Newark, N.J., granted temp. authority to communicate with Brown Chain aircraft. Brown Chain aircraft in vicinity of Newark authorized to communicate with Green Chain station WEEN. To be used during emergency only; WGEG, Radiomarine Corp. of America, New York, granted 60 day auth. to operate abroad vessel American Importer, as 1st and 3rd class, pending receipt of formal application.

Amateur Licenses

The Commission also granted 305 licenses for amateur stations, of which 13 were new, 272 renewals and 20 modifications.

Set For Hearing

WPHR, WLBG, Inc., Petersburg, Va., requests CP to move transmitter and studio to Richmond; install new eqpt., change freq. from 1200 to 1410 kc., increase power from 100 w. night, 250 w. daytime, to 250 w. night, 500 w. daytime; and change hours of operation from unlt. to unlt. simultaneous operation daytime with WHIS. (It is requested that WHIS be changed to a daytime station) facilities of WRBX.

New, W. E. Dobbins & Maurice C. Coleman, d/b as Coleman-Dobbins Co., Atlanta, Ga., requests CP 890 kc., 250 w. night, 500 w. day, unlt. time (facilities of WGST).

WMCA, Knickerbocker Brdcstg. Co., Inc., New York, requests spec. auth. to increase power from 500 w. to 500 w. with additional 500 w. experimentally.

WNBO, John Brownlee Spriggs, Silver Haven, Pa., requests mod. of CP to move station from Silver Haven to approximately 1½ miles southwest of Monongahela, Pa. and increase hours of operation from specified to unlimited.

Applications Denied And Dismissed

W8BQW, Frank John Harrison, Painesville, Ohio, renewal of amateur license, heretofore set for hearing, denied, because applicant failed to enter appearance within time allowed; WCAC, Conn. Agr. College, Storrs, Conn., CP, 600 kc., 250 w., 500 w. LS, was dismissed from hearing docket at request of applicant.

Action On Examiner's Report

Ex. Rep. No. 421 - WMIL - Arthur Faske, Brooklyn, N.Y., denied mod. of lic. and CP to change freq. from 1500 to 1300 kc.; increase power from 100 w. to 1 KW and change from sharing time with stations WWRL WNBX And WMBQ, to sharing with WEVD WBBR and WMAZ, sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 421 - WFAB - Defenders of Truth Society, Inc. and Fifth Avenue Brdcstg. Corp., New York City, granted renewal of license to operate on 1300 kc., 1 KW power, sharing with stations WEVD WBBR and WMAZ; also granted vol. assign. of license from Defenders of Truth Society, Inc., to Fifth Avenue Broadcasting Corp., sustaining Examiner Yost.

Miscellaneous

The Commission granted an extension of time to Dec. 24, in which to file exceptions to Examiner's Report in 1020 kc. case.

Applications Received

Brooklyn Brdcstg. Corp., Brooklyn, N.Y., WBBC, license to cover CP issued April 22, 1932, make changes in auxiliary transmitter; WOR, Bamberger Brdcstg. Service, Inc., Newark, N.J. mod. of CP issued Nov. 17, 1931, to extend date of commencement and date of completion; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., CP to change freq. and power from 1210 kcs., 100 w., spec. hrs. to 1230 kc., 250 w., unlt. hrs. (to use 4½ hrs. per day), new equipment; resubmitted and amended to request unlimited hours (12 or more hrs. per day) and additional information given re eqpt. as required; KMJ, James McClatchy Co., Fresno, Calif., mod of CP issued Aug. 22, 1932, to extend date of completion to Dec. 22, 1932; KDYL, Intermountain Brdcstg. Corp., Salt Lake City, Utah, mod. of license to change freq. from 1290 kcs. to 780 kcs., requests facilities of KTM, Los Angeles, Calif., and KELW, Burbank, Calif., resubmitted without change; and

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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NOV 29 1932

G. V. JOHNSONE

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No. 581.

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

DISTRICT COURT OF APPEALS SUSTAINS COMMISSION IN SHULER CASE

The Court of Appeals of the District of Columbia today (Monday) in a unanimous decision, affirmed the action of the Federal Radio Commission in cancelling the license of Station KGEF in Los Angeles, operated by the Rev. Bob Shuler.

This is one of the most important decisions handed down by the Courts as it is the first time that the question of free speech in the Radio Act has been squarely met and judicially determined. The decision takes up nearly six closely printed pages and covers thoroughly the question of the interstate commerce feature of radio, the question of taking property without compensation, the authority of the Federal Radio Commission over a Federal controlled agency, and the question of censorship. The decision refers to the various types of broadcasting done by Shuler and among other things says:

"If it be considered that one in possession of a permit to broadcast in interstate commerce may, without let or hindrance from any source, use these facilities reaching out, as they do, from one corner of the country to the other, to obstruct the administration of justice, offend the religious susceptibilities of thousands, inspire political distrust and civic discord, or offend youth and innocence by the free use of words suggestive of sexual immorality, and be answerable for slander only at the instance of the one offended, then this great science, instead of a boon, will become a scourge, and the Nation a theatre for the display of individual passions and the collision of personal interests. This is neither censorship nor previous restraint, nor is it a whittling away of the rights guaranteed by the first amendment, or an impairment of their free exercise. Appellant may continue to indulge his strictures upon the characters of men in public office. He may just as freely as ever criticize religious practices of which he does not approve. He may even indulge private malice or personal slander- subject, of course, to be required to answer for the abuse thereof- but he may not, as we think, demand, of right, the continued use of an instrumentality of commerce for such purposes, or any other, except in subordination to all reasonable rules and regulations Congress, acting through the commission, may prescribe."

It is reported that Shuler's counsel (Louis G. Caldwell and Arthur W. Scharfeld) will apply for certiorari to the Supreme Court of the United States. Attorney Thomas P. Littlepage on being questioned about this said he had not the slightest fear of the final outcome. He further said that this was one of the soundest and most complete decisions interpreting the law and sustaining the Federal Radio Commission that has yet been decided and would have a most salutary effect both as to the clarification of the law and in behalf of clean broadcasting.

In addition to Mr. Littlepage, attorneys who appeared in the case were Thad H. Brown, Duke M. Patrick and Fanny Neyman, for the Federal Radio Commission.

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RADIO CONFERENCE STILL DEADLOCKED

The International Radio Telegraph Conference at Madrid, Spain, continues deadlocked on an agreement as to the broadcast band, according to information made public at the Federal Radio Commission on November 26.

Europe is still seeking a medium frequency band for broadcasting and this affects marine interests. However, members of the conference hope to reach an agreement within two weeks and adjourn. The following additional information was given out:

Although hopeful of an agreement which will solve the international problems of broadcasting, so far nothing tangible or conclusively definite has come to the attention of the Federal Radio Commission. European countries have been attempting to settle questions of waves among themselves, and it is believed, that whatever agreement is reached, they will reserve for themselves the privilege of entering into subsequent regional agreements.

In the United States, the North American allocation is receiving considerable attention. This affects not only the United States, but Canada, Mexico and Cuba. This attitude of these countries seems to be for a widening of the broadcast band to bring about a solution on this side of the Atlantic.

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RECEPTION IMPROVED BY RADIO FREQUENCY RULE

A material improvement in radio reception has been noted since the regulation requiring all stations to maintain the frequency within 50 cycles of the assignment went into effect, a few months ago. Heterodyne noises from stations on duplicated channels have been removed.

Nearly all of the 615 broadcast stations have installed approved monitors and most of them have made a check. The number of stations deviating from the requirement of the Commission is very small and these have been warned to conform.

Before the enactment of the 50-cycle rule, listeners residing within the area of eight or ten miles from a 250-watt station may have received objectionable heterodyne or squeals from other stations on that channel, but by the new frequency maintenance this heterodyne or squeal is entirely eliminated, permitting the stations to service that area and 12 to 15 miles away very satisfactorily, whereas the previous service was unsatisfactory or materially impaired.

These rules have been in effect since June 22, 1932, and heretofore the Commission has been lenient with deviators, due to the fact that it has considered a certain length of time was necessary for the operators to become familiar with the routine of operation, but this time is rapidly drawing to a close.

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ULTRA SHORT WAVE PHONE READY MARCONI SAYS

It is the opinion of Guglielmo Marconi that an ultra-short-wave telephone service between the different countries of the world is likely within the next few months.

The first ultra-short-wave wireless telephone, invented by Senator Marconi, now is operating experimentally between Vatican City and the papal Summer home at Castel Gandolfo. Senator Marconi has no doubt about the practical application of the system. The present apparatus is small, reasonably simple and cheap in comparison with long-wave commercial systems. The power consumption is only thirty watts, the equivalent of a small electric light.

According to the inventor, the cheapness of the ultra-short-wave method offers great possibilities. In Italy, for instance, it would mean that nearly every island along the coast could have inexpensive telephone communication with the mainland and the rest of the world.

There is no atmospheric interference on these ultra-short-waves. Senator Marconi regards the system as particularly well adapted for airplanes and for military purposes.

Senator Marconi is now in London where he will address a meeting of scientists. He is expected to reveal some of the secrets of his revolutionary method of transmission.

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G.E. AND WESTINGHOUSE MAY DECIDE ON STOCK DISTRIBUTION SOON

Early decisions are expected on the plans of the General Electric Co. and the Westinghouse Electric & Manufacturing Co. for distributing their holdings of Radio Corporation stock. The General Electric directors are scheduled to meet on Friday, Dec. 2 and the Westinghouse directors on Wednesday, Nov. 30. It is considered quite likely that final decisions might be made at these meetings.

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GENERAL ELECTRIC MAY MOVE TO RCA BUILDING

As a result of the transfer of the 50-story RCA Building, 51st Street and Lexington Ave., to the General Electric Co. the New York Times says it was reported Saturday on excellent authority that the name of the structure will be changed to General Electric Building, and that the General Electric company, now located at 120 Broadway, will eventually move uptown.

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RADIO CITY MUSIC DIRECTOR HAD HUMBLE START

Erno Rapee, 41 years old, just chosen general musical director of Radio City, began his career as a \$25 a week pianist in a New York hotel. He received his musical education at the Budapest Conservatory. Though a pianist of marked ability, he decided that his right field lay in orchestral conducting and time has vindicated his choice.

It was only a year or two after his graduation that the famous Dr. Schuck, conductor of the Dresden Opera House, chose Mr. Rapee as his assistant. Feeling that America offered greater opportunity for the realization of his goal of orchestral conducting, he came to this country from Hungary in 1912. The second position he occupied in America was that of musical director of the Hungarian Opera Company.

He later became musical director of the Capitol Theatre, New York, under the management of S. L. (Roxy) Rothafel. He became successively managing director of the William Fox Theatre in Philadelphia and leader of the orchestra at the UFA Theater in Berlin.

Returning to this country in 1926, Mr. Rapee again became associated with Roxy as conductor at the Roxy Theatre, New York.

Mr. Rapee has composed "Charmaine", "Diane", "Angela Mia", "Little Mother", "Marion" and many other songs. He also has been responsible for the musical settings of such films as "What Price Glory?", "Street Angel", "If Winter Comes", "Over the Hill", "Passion", "Robin Hood", "A Connecticut Yankee" and "Monte Carlo".

Conductors at Radio City include Macklin Marrow, director of the Newport Symphony Orchestra; Charles Previn, of the St. Louis Municipal Opera, and Joseph Littau, of the Omaha Symphony Orchestra.

In charge of radio broadcasts from Radio City Music Hall studios will be Leo Russette, who served in this capacity at the old Roxy Theatre.

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PROTEST FILED AGAINST WOR'S BUILDING NEAR LINDEN, N. J.

The Southern Radio Corporation has filed a protest with the Federal Radio Commission against the granting of a modification of the construction permit issued to the Bamberger Broadcasting Corporation for the building of the new 50,000 watt station at Tremley, near Linden, N.J.

The Southern Radio Corp., according to information available at the Commission, is owned by the Standard Oil Company of New Jersey, licensed for the operation of Stations WMU and WMV, at Tremley.

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RADIO BROADCAST FOR INSURER HELD ILLEGAL

A New York radio station may not broadcast advertising messages for a foreign insurance company not licensed to do business in the State when the purpose of the broadcast is to assist in the solicitation or procurement of insurance from residents of the State, according to a decision of the Court of General Sessions of New York County.

An action was instituted by Attorney General John J. Bennett, Jr., in behalf of the State Insurance Department, against the International Broadcasting Corp., for broadcasting advertisements for the Union Mutual Life Insurance Co., of Des Moines, Ia., which is not authorized to do business in New York. Violations of the penal law and section 50 of the insurance law were alleged.

The defense of the broadcaster that the State could not interfere with its operation because of the interstate nature of broadcasting was summarily dismissed by Judge Max S. Levine. He said he would not permit "a foreign insurance company to enter this State, unless properly qualified, by resorting to the devices of employing the radio as an agency in the transaction of its business in this State".

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ABOUT RADIO TUBE INDUSTRY

"Radio dealers say their outstanding impression of the radio tube business is 'lawsuits'", writes Dawson Spurrier in The National Whirligig, issued by the McClure Newspaper Syndicate.

"But recent rulings in eastern United States District Courts indicate that patent lawsuits will soon be settled and the air cleared. Then manufacturers will start releasing their new sales and advertising ammunition.

"Recent market analyses by leading radio equipment manufacturers show that dealers having the best service departments for testing and replacing tubes are the ones selling the most new radio sets. Just like the old days when the expert piano tuner was the best prospect getter for piano salesmen".

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When the Metro-Goldwyn-Mayer Trackless Train starts its tour of the world it will carry with it a Western Electric Reproducing System installation devised and completed by the engineers of Electrical Research Products.

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NBC NEW ACCOUNTS AND RENEWALS

Renewal, Manhattan Soap Co. (Sweetheart Soap), 441 Lexington Ave., NYC. Agency: Peck Advertising, 271 Madison Ave., NYC. Starts Dec. 14, for 13 weeks. Wednesdays 11:45-12:00 noon, EST. Network: WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR. Program: "Sweetheart Program - Beauty talks Ruth Jordan - small orchestra - tenor."

New, Atwater Kent Mfg. Co. (Radios), 1200 Wissahickon Ave., Philadelphia. Agency: Batten, Barton, Durstine and Osborn, 383 Madison Ave., NYC. Starts Dec. 11, 1932, only. Sunday, 10:15-11:15 p.m., EST. Basic Red, NW, SE, SC, SW, Mt. Orange KFSD KTAR Program: Atwater Kent Final Auditions - final auditions in annual contest.

New, Smith Bros. (cough syrups), Poughkeepsie, N.Y., Agency: Homman Tarcher & Sheldon, 500 Fifth Ave., NYC. Starts Jan. 2, 1933 for 13 weeks. Mondays, 8:30-8:45 p.m., EST. WJZ - Basic Blue network. Program: "Smith Brothers - Trade and Mark" - Nat Shilkret and 10 men, with Billy Hillpot and Scrappy Lambert.

New, Dupont Cellophane Co., Inc., 350 Fifth Ave., NYC. Agency: Batten, Barton, Durstine & Osborn, 383 Madison Ave. Starts Nov. 28 for 25 weeks. Time: Mondays and Thursdays, 10:45 - 11:00 a.m., EST. Network: WJZ WBAL WBZ WBZA wham KDKA WGAR WJR WLW WMAQ KWCR KWK WREN KOIL Program: "DuPont Cellophane Program with Emily Post" - talks by Emily Post accompanied by Edward Nell and the Harding Sisters.

New, KDKA only, Marinello Co. (Cosmetics), 72 Fifth Ave., NYC. Agency: Biow Co., 521 Fifth Ave. Starts Jan. 14, 1933 for 20 weeks. Once weekly (day left to decision of conductors of the Style and Shopping Service). Three minutes (approx.) between 9:15-9:30 a.m.

Renewal, Tastyeast, Inc., Trenton, N.J. Agency: Stack Goble Advertising Agency, 8 So. Michigan Ave., Chicago. Starts Mon, Nov. 28, for 13 weeks. Time: Mondays 7:15-7:30 p.m., EST. Network: WJZ WBZ WBZA WBAL WCKY KDKA. Program: "Tastyeast Jesters". Note: On November 28 only, this program will be heard from 8:30 to 8:45 p.m.

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HAROLD KEMP MOVES TO NBC ARTISTS SERVICE

Harold Kemp, for the last two years manager of the Warner Brothers Artists Bureau, has resigned that position to join the National Broadcasting Company's Artists Service. Kemp, a veteran in the amusement field, will be in charge of booking popular artists for radio, stage and screen. He will assume his new duties today (Monday, Nov. 28).

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MAJESTIC ANNOUNCES NEW MODEL -- PIRATE CHEST

The designing skill of Majestic is readily recognized in the Pirate Chest Radio recently announced by the Grigsby-Grunow Company. It is a departure from anything heretofore offered by that company in the low-priced field. The chest is sturdily constructed of white oak, sand blasted to give it a weathered appearance like that of an actual pirate chest. The antique trimmings, corners, sides and bands, are all in dull gold.

The chassis is compactly constructed. It is a four-tube T.R.F., using the newer type tubes, which include spray-shield tubes G-57 and 58 AS. The dynamic speaker is incorporated in the top, making it possible for the set to be played either opened or closed.

The Grigsby-Grunow Company believes it is well adapted to not only the purchaser of low-priced radio sets, who can afford to pay no more than \$20.00, but also for that great market of Christmas buying. It will be advertised as an ideal second set for the home also.

The measurements are 10 3/4 inches long, 8 inches wide, 9 13/16 inches high. It is priced at \$18.45, complete with tubes and Federal tax paid.

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CONTINENTAL SHORT WAVE CASES TO BE REOPENED

The Court of Appeals of the District of Columbia has authorized the Federal Radio Commission to reopen its short wave cases involving point-to-point continental frequencies.

The order was issued in answer to a supplemental petition of the Commission for the clarification or modification of the mandate of the court estopping the Commission from allocating definitely or permanently these continental frequencies.

The frequencies referred to embody those granted from point-to-point by the Commission to certain corporations some three years ago. A number of these frequencies were allocated to the Universal Broadcasting Co., which is no longer in business. After the company went out of existence the Commission sought to redistribute these frequencies but was prevented by a stay order. The Commission will now be allowed to reopen the cases involving applications and hearings.

The Commission, according to Commissioner Harold A. Lafount, should be allowed to act in this matter in the light of present conditions. He explained that so many changes have taken place in recent years in the development of radio that reconsideration of the matter is imperative.

The order follows in full text:

"Intercity Radio Telegraph Co., Wireless Telegraph & Communication Co., RCA Communications Co., Inc., Mackay Radio & Telegraph Co., v. Federal Radio Commission, Nos. 4987, 4988, 4990, and 4991.

"Order granting the Supplemental Petition of the Federal Radio Commission for the Clarification or Modification of the Mandate heretofore issued to the Commission in these cases:

"It appears that the order of this court entered of record herein on Jan. 6, 1931, provided in part as follows, to wit, 'that the force and effect of the present appeals, together with the stay orders aforesaid, shall be so modified and construed as to permit the Commission to take such steps as it deems proper and necessary with respect to the Universal Company and the Intercity Radio Telegraph Company, and in case of the revocation of the station licenses and building permit heretofore allotted to the former company that the same may be allotted to the appellants or any of them in such manner as the Commission may find will best promote the public interest, convenience or necessity, and that the Commission's proceedings in that behalf, be reported to this court and made a part of the record herein'.

"It appears that the station licenses and building permits heretofore allotted to the Universal Company have since been duly revoked, but that no other allotment thereof has been made by the Commission since the date of such revocation. The Commission, however, has filed herein an application entitled a 'Supplemental Petition of the Federal Radio Commission for Clarification or Modification of Mandate', setting out various changes in the conditions affecting such allotment which it alleges have taken place since the date of the aforesaid order, and praying that these be considered in respect to any allotment to be made pursuant thereto.

"The prayer of the petition reads as follows: 'That said order and mandate of Jan. 6, 1931, be so clarified or amended as to authorize the Commission to conduct further hearings upon applications of said appellants involved in causes numbered 4990 and 4991, limiting the parties to said hearing to the parties now before the court in the above entitled causes and the issues to be tried to the facts herein alleged, and such other matters supplementary to the records now before this honorable court as may be pertinent to the issue of whether or not the statutory standard of public interest, convenience and necessity would be served by the granting of all or any part of said applications in view of conditions as they are shown to exist at the date of said hearing, and to report back to this honorable court its determination and decision in that behalf together with the record upon which the same is based.'"

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

KTW, First Presbyterian Church of Seattle, Seattle, Wash., granted three months renewal of license, 1220 kc., 1 kw. hours of operation - Sundays and holidays: Sundays, 11 a.m. to 1 p.m.; 3 to 4:30 p.m.; 7 to 9:30 p.m.; KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, authorized to file appearance with the Commission not later than Nov. 26, 1932; copy of appearance must also be in hands of KGKX on said date; WMBH, W. M. Robertson, Joplin, Mo., granted special authorization to operate from 10 to 11 a.m., CST, Nov. 24; and

New, James C. McNary, College Park, Md., granted CP for general exp. station, 3,492.5, 4,797.5, 6425, 8655 kc., 10 w.; New, Commonwealth of Massachusetts, Dept. of Public Safety, portable, granted CP for police service, 1574 kc., 10 w.; New, George W. Young, portable, Minneapolis, Minn., granted CP for temporary broadcast pickup service, 1518 kc., 10 w.; WIEW, National Broadcasting Co., Inc., portable and mobile, granted modification of temporary broadcast pickup license to include A1 emission; WPE, RCA Communications, Inc., Rocky Point, N.Y.; granted renewal to June 1 of fixed public pt-to-pt. telegraph license, 15,760 kc.; also

WPK, Press Wireless, Inc., Hicksville, N.Y., granted renewal to June 1 of fixed public pt.-to-pt. telegraph license, 13,480 kc., 1500 w., points of communication, London, Havana, Mexico City; WIEK, WIEL, Atlantic Broadcasting Corp., New York, authorized to use special broadcast pickup service stations, Nov. 22, 1542 and 2478 kc., 50 w.; KDRE, Mackay Radio & Telegraph Co., San Francisco, granted 60-day authority to operate aboard vessel "K. R. Kingsbury", pending receipt of formal application; frequency 375 to 500 kc., 500 w.; Howard Hughes, granted airplane license, frequency 3105 kc., 15 w.; New, Western Wireless, Ltd., agent for The Texas Co., granted special permission to operate transmitter aboard aircraft X-12265; 3,105 kc., 10 w., for period of 30 days; and

WLD, Pere Marquette Radio Corp., Ludington, Mich., granted renewal of fixed public pt.-to-pt. telegraph license, 169 kc., 200 w.; WLC, Central Radiotelegraph Co., Rogers City, Mich., granted renewal of fixed public pt.-to-pt. telegraph license, 177 kc., 1 kw., to communicate with Michigan Wireless Telegraph Co., at Wyandotte and Alpena, Mich., in addition to Buffalo, Cleveland, Chicago and Duluth, previously authorized; KRZ, Globe Wireless, Ltd., Cypress, Calif.; KGZ, Mussel Rock, Calif., granted renewal of fixed public pt.-to-pt. telegraph license for six months to June 1, 22,700 kc., 1.5 kw.; Hamman Exploration Co., portable, Texas and Louisiana, granted geophysical CP; frequency 1,628 kc., 2.5 w.; time of operation every weekday from 6:30 to 8 p.m. at times; usually to 6 p.m.; KGUR, Aeronautical Radio, Inc., Burbank, Calif., granted mod. of aviation aero pt.-to-pt. CP, extending commencement date to Nov. 11 and completion date to Feb. 11; granted mod. of aviation aero CP extending commencement date to Nov. 11, 1932, and comp. date to Feb. 11, 1932.

WLOXR, Kohler Aviation Corp., portable, Grand Rapids, Mich., granted gen. exp. license, frequencies 51,400 and 60,000 kc., 250 w.; WEEW, American Radio News Corp., Carlstadt, N.J., and WEEK, Tinley Park, Ill., granted mod. of license to change hours of operation on frequencies 7,625 and 7,640 from day only to unlimited; WGQ, Globe Wireless, Ltd., Garden City, L.I., and KDZ, Kaena Point, T.H., granted to June 1 renewal of fixed public point-to-point telegraph license; frequency 22,700 kc., 1,500 w.; W8XAR, Westinghouse Elec. & Mfg. Co., Saxonburg, Pa., granted ren. of spec. exp. license, 980 kc., 50 to 400kw., hours of operation 1 to 6 a.m. daily

Applications Dismissed

The following applications, heretofore set for hearing, were dismissed at request of applicants:

Greenville News-Piedmont Co., Greenville, S.C., CP, 590 kc., 250 w., 500 w. LS, unlimited time; Wilson E. Hall, Anderson, S.C., CP, 1200 kc., 100 w., unlt'd. time.

Set For Hearing

WMT, Waterloo Brdcastg. Co., Waterloo, Ia., renewal of license set for hearing because facilities have been applied for; New, The Gateway Brdcastg. Co., Roanoke, Va., requests CP for new station, 1410 kc., 250 w., shares with WHIS (facilities of WRBX); WTFI, Liberty Brdcastg. Co., Athens, Ga., requests CP to move transmitter and studio from Athens, Ga., to Greenville, S.C., change frequency from 1450 to 1360 kc., and make changes in eqpt.; WCSC, The South Carolina Brdcastg. Co., Inc., Charleston, S.C., requests mod. of lic. to change freq. from 1360 to 1450 kc.; New, All Southern Radio Corp., Jacksonville, Fla., requests CP for new station, 1120 kc., 500 w. night, 1 KW LS, unlt'd. time (facilities of WRUF); New, Otis Hill, Hilo, T.H., requests CP for new station, 1150 kc., 50 w., unlt'd. time; WRNY, Aviation Radio Station, Inc., NYC, requests mod. of lic. to increase hours of operation from sharing with WQAO-WPAP and WHN to sharing with WHN only (all facilities of WQAO-WPAP). Station now operates on 1010 kc., 250 w.

Action On Examiners' Reports

Minnesota Brdcastg. Corp., Minneapolis, Minn., granted ren. of license, 1250 kc., 1 kw. power, to operate during all hours not allocated for use of stations WCAL, KFMX and WLB-WGMS; denied mod. of license to operate unlimited time, sustaining Examiner Ralph L. Walker.

St. Olaf College, Northfield, Minn., granted renewal of license to operate on 1250 kc., 1 kw., share with WRHM, KFMX and WLB-WGMS during the following hours: Sunday, 8:15-9:30 a.m., 3 to 4 p.m.; Monday, 8 to 10 p.m., daily (except Sunday); 9:45 to 10:15 a.m. Denied mod. of license to change time to share with KFMX and WLB-WGMS only, sustaining Examiner Walker.

Carleton College, Northfield, Minn., granted ren. of lic. to operate on 1250 kc., 1 kw. power during the following hours: Sunday, 7 to 8 p.m.; Wednesday and Friday, 8 to 9 p.m.; daily except Sunday, 10:15 to 10:35 a.m. Denied mod. of license to change hours of operation to share with WCAL and WLB-WGHS only, sustaining Examiner Walker.

University of Minnesota, Minneapolis, Minn., granted ren. of lic. to operate on 1250 kc., 1 kw. power during the following hours: Monday, 12:30-1:00 p.m., 7 to 8 p.m.; Tuesday, 8 to 9 p.m.; Wednesday, 10:35 to 11:30 a.m.; 12:30-1:00 p.m.; Thursday, 8 to 9 p.m.; Friday, 12:30 to 1 p.m.; 4 to 5 p.m.; Saturday, 2 to 5 p.m., during October and November only, 8 to 9 p.m. during January, February and March only. Denied mod. of lic., change hours of operation to share with WCAL and KFMX only, sustaining Examiner Walker.

Miscellaneous

W8XR, City of Cleveland, Dept. of Airport, CP for new exp. station; this application was granted, and inasmuch as 30 days have elapsed since required completion of construction under the permit, and no application for an ext. of time nor appl. for lic. has been filed, the appl. was retired to the files; WNBH, New Bedford Brdcstg. Co., New Bedford, Mass. denied request that Commission reconsider the request to operate from 1 to 6 a.m., spec. date, for DX program; WFBC, Virgil V. Evans, Knoxville, Tenn., action taken April 15, 1932, granting appl. to move station from Knoxville to Greenville, S.C. made final; KWKH, Hello World Brdcstg. Corp., Shreveport, La., granted motion for continuance of hearing involving appl. for renewal of lic. set for Nov. 28, because of appl. of WWL for the facilities of KWKH. The new date for the hearing has not been set.

All trans-oceanic point-to-point licenses were renewed for six months, instead of one year, to provide a period in which the Commission might study this type of communication looking toward development of policies in the communication field.

Broadcasting Applications

WNBW, Inc., Carbondale, Pa., mod. of CP issued Aug. 18, 1932, change loc. transm. and studio to Scranton, Pa., new transmitter, ext. dates for commencement and completion; WSMB, Inc., New Orleans, La., determine operating power by direct antenna measurement; WHET, as Troy Brdcstg. Co., Troy, Ala., mod. of lic. to change hours of operation from daytime to daytime and 7 to 8 p.m. on Sundays; KFBK, James McClatchy Co., Sacramento, Calif., CP to install new transmitter, change frequency and power from 1310 kc., 100 w. to 1430 kcs., 1 kw., requests facilities KTM, Los Angeles, and KELW, Burbank, Calif.

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