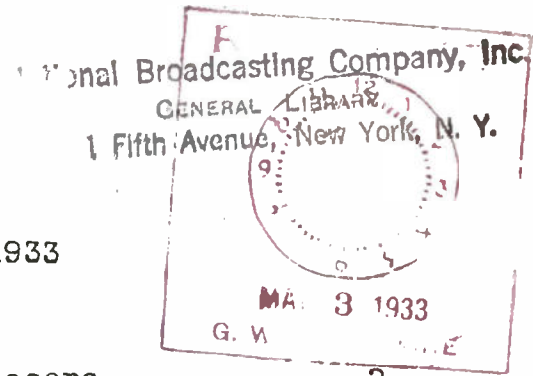


# HEINL RADIO BUSINESS LETTER

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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



## INDEX TO ISSUE OF MAY 2, 1933

|   |    |
|---|----|
| Justice Department to Investigate Composers.....      | 2  |
| March Excise Taxes.....                               | 2  |
| Wynn Predicts Success For New Chain.....              | 3  |
| Presidential Radio Action Still Waits.....            | 4  |
| RMA Convention Program Completed.....                 | 5  |
| Changes In NBC Commercial Accounts.....               | 5  |
| No Action on Police Short Wave Bill This Session..... | 6  |
| Commission Personnel Cuts To Be Announced Soon.....   | 7  |
| Gridiron Club Fools Ed Wynn.....                      | 8  |
| Columbia's New and Renewed Accounts.....              | 9  |
| Decisions of the Federal Radio Commission.....        | 10 |

No. 619

**CHANGE OF ADDRESS:** The new address of the Heinl News Service is 2400 California Street, N.W., Washington, D.C. All communications should be addressed there instead of Insurance Building, as formerly. - R. D. H.

## JUSTICE DEPARTMENT TO INVESTIGATE COMPOSERS

As a climax of a long drawn out controversy the National Association of Broadcasters have asked the Department of Justice to investigate certain alleged practices of the American Society of Composers. Oswald F. Schuette, representing the Broadcasters, charged that the Composers are pooling their copyrights in violation of the anti-trust law.

Accordingly Attorney General Cummings will make a thorough investigation of the matter. As a further effort to secure a reduction in the tax on broadcasting stations for using copyrighted music the Broadcasters had previously retained Newton D. Baker and the move to ask the Department of Justice to intervene has been in the offing for sometime.

However, when the threat was made E. C. Mills of the Composers replied that the Justice Department had years ago investigated the Society at the request of the motion picture producers, on a similar charge, and had given the Composers a clean bill of health.

It is said in one usually well-informed quarter that the Composers do not fear the consequences in connection with the radio investigation regardless of what the Department of Justice may find.

"If the Attorney General should find the Composers guilty of the monopoly charge and order them to dissolve", this man said, "the Composers would of course dissolve. However, I predict it would be but a short time until the large composers would band themselves together again. Perhaps the smaller ones might do the same but the big fellows would be in a position to demand the same fees and continue to rake in the money. The only difference would be that they would not have to whack up with the little fellows as they are doing now."

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

### MARCH EXCISE TAXES

Internal Revenue Bureau collections during March of the federal five per cent excise taxes on radio and phonograph records amounted to \$149,859.66, according to an official statement just released.

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

## WYNN PREDICTS SUCCESS FOR NEW CHAIN

Declaring that he had 100 stations signed up and that the Atlantic Seaboard division with eleven stations, in cities between New York and Washington, would begin operation in about six weeks, Ed Wynn, noted radio star, assured those who talked with him that his new radio chain would soon be a reality. Mr. Wynn, who was a luncheon guest of LeRoy Mark, of Station WOL, which will distribute his programs in Washington, said that the Michigan division of the network was already in operation. He also met the members of the Federal Radio Commission.

Mr. Wynn explained that the chain would be organized in divisions and might eventually include three hundred or more stations. He said that the New York studios were nearing completion, that 61 persons are now employed, and that he had 5,000 actors under contract. Mr. Wynn said that the new network, the Amalgamated Broadcasting System, will furnish sixteen hours continuous entertainment daily. No phonograph records will be used but a performance by actors appearing before the microphone in person will be transmitted to the different cities over Western Union wires.

Advertising will be restricted to thirty seconds at the beginning and one minute at the end and once a program is started, it will not be interrupted except for station announcements in compliance with Radio Commission requirements.

Mr. Wynn was emphatic with regard to advertising restrictions declaring that in his opinion detailed information should be given in the newspapers. He said newspapers should have an essential part in every radio campaign.

Mr. Wynn said that the theatre belonged on the air but should be put on in a theatrical manner. He proposed to do a number of revolutionary things. Among these would be the production of an entire musical comedy, maybe lasting three hours.

In the beginning he will not appear on his own chain because of existing contracts but later may be the master of ceremonies for his chain's offerings. Mr. Wynn said that he had "five millionaires" as his partners in the venture but that thus far every penny which had been spent had come from his own pocket.

"This is not a money-making scheme and no stock is for sale", he explained. "It is an idealistic venture. I'd rather have 500 smaller stations at \$10 than one at \$500. I can get all the money I need but I am not going to do it that way. What others have done with millions, I propose to do with my own integrity.

"There are now 27,000 actors out of work in this country and if I do no more than to help some of them get employment I shall be satisfied. I have all the money I want. I believe the time for a new deal in business has arrived - a policy of live and let live and I propose to follow this."

Wynn got a laugh at the luncheon when someone asked him what the name of the engineer of his radio network was.

"Ask Mr. Gygi", the comedian replied, referring to his right-hand man, Ota Gygi, who was here with him. Then after passing along a couple more questions he couldn't answer to Mr. Gygi, he added: "Between us we know everything".

When some skepticism was expressed by Martin Codel as to Ed Wynn's chances of being successful in his effort to organize a new chain, Wynn offered (seriously) to bet Codel any amount from \$1000 to \$100,000 that he would be successful.

"It may not be a big network", Wynn declared, "but it will grow."

He said he would get his revenue from the quantity of stations.

X X X X X X X X X X

#### PRESIDENTIAL RADIO ACTION STILL WAITS

Although recommendations for the reorganization of the Radio Commission were submitted to President Roosevelt three weeks ago, no indication has been given when he may act upon them. It was indicated in one quarter that pressure was being exerted upon the President to keep the Commission in its present form.

Also there are reports that quite a fight has developed between Postmaster General Farley and Secretary Roper. Farley is said to be contending that anything having to do with communications should be lodged in the Post Office Department.

X X X X X X X X X X

RMA CONVENTION PROGRAM COMPLETED

Industry stabilization and promotion, with definite and constructive projects submitted, will be developed at the Ninth Annual RMA Convention at the Stevens Hotel in Chicago, on June 6, according to a program arranged by the RMA Board of Directors. The entire RMA membership is being invited and urged to send two or more representatives to the Association's annual membership and business meetings.

The RMA convention falls during the opening week of the Century of Progress Exposition at Chicago and also coincident with Chicago conventions of the electrical and musical industries.

With the annual RMA trade show omitted this year and with the RMA membership meeting and convention being confined strictly to business at a one-day session on June 6, merchandise exhibits for the one-day RMA meeting are not being encouraged. Following is the tentative program:

Monday, June 5 - Meeting, RMA Board of Directors, 10:00 a.m. Luncheon, RMA Directors, 12:30 p.m.

Tuesday, June 6 - Meeting, RMA Parts and Accessory Division, Chairman Leslie F. Muter, 10:00 a.m.; Meeting, RMA Amplifier and Sound Equipment Division, Chairman Richard A. O'Connor, 10:30 a.m.; Meeting, Tube Division, Chairman S. W. Muldowny, 11:00 a.m.

Meeting, RMA Set Division, Chairman Arthur T. Murray, 11:00 a.m.; Meeting, General RMA Membership, President Fred D. Williams presiding, North Ball Room, 2:00 p.m.; Meeting, New RMA Board of Directors, 4:00 p.m.; Informal dinner, RMA Members and Guests, Paul B. Klugh, 7:00 p.m.

X X X X X X X X X X X

CHANGES IN NBC COMMERCIAL ACCOUNTS

The Pepsodent Company - WEAJ - "The Goldbergs" - daily exc. Sat. and Sun. 7:45-8:00 p.m. EDST, on May 1 and thereafter this program will also be broadcast daily exc. Sat. and Sun. 12:00-12:15 midnight over KPO and KOA.

Quaker Oats Co. - WJZ - "Dick Daring" - on April 30 this program schedule changed Sunday only 6:45-7:00 p.m. EDST. Daily schedule same.

Tastyeast, Inc. - WJZ - "Tastyeast Jesters" - Wednesdays 8:30-8:45 p.m. EDST, on May 1 program changed to Wed, 8:30-8:45 p.m. EDST and Monday 6:30-6:45 p.m. EDST.

X X X X X X X X X X X

## NO ACTION ON POLICE SHORT WAVE BILL THIS SESSION

The Radio Manufacturers Association, the Federal Radio Commission and others are opposing a bill introduced by Representative Ludlow, a Democrat, of Indiana, which would require licensing by federal district attorneys to prevent criminals from using short wave sets to evade arrest. Representative Ludlow introduced the bill at the request of Michael F. Morrissey, chief of the Indianapolis police, who reports that crooks have their cars equipped with short wave sets.

A hearing was held on the bill last week but Representative Ludlow said there was not a chance of its being reported out or acted upon at this session. Another bill, which would make the use of short wave sets to evade arrest illegal and would bring it under the penalizing section of the Federal Radio Act.

Chief Morrissey brought as an exhibit a short-wave set taken from an automobile used by the criminals who murdered an Indianapolis police officer. Both he and Capt. Robert Batts, of Indianapolis, cited many instances where desperate criminals managed to escape by picking up police signals.

A zealous public, with a nose for excitement, is interfering with police activities, Maj. Ernest W. Brown, superintendent of the Washington police testified. Alarms, broadcast via short wave radio, are bringing almost as many civilians as policemen to the scenes of various incidents which require the strong arm of the law.

Maj. Brown cited the recent riot call at the baseball park in Washington as an example. When the alarm of trouble at the ball park was put on the air citizens riding in automobiles equipped with sets scurried to the scene, many of them arriving before the police.

"After the riot call was sent", Maj. Brown testified, "so many persons with short wave sets heard it that by the time the police arrived the congestion was so great it was difficult to restore order."

Maj. Brown indicated he did not approve of the Ludlow bill as it now stands, but said it could be improved "with study". He added:

"Police radio is very necessary because many crooks are now using short-wave radios to get information on police activities. Recently in our city we apprehended six bank robbers who had been receiving information through

various radio stations up and down the coast. In their confession they said if it had not been for their radios they would have been apprehended long ago."

The International Association of Police Chiefs voiced opposition to the Ludlow bill in a letter read before the committee.

Among those who sent their written approval of the Ludlow bill were the chiefs of police of Los Angeles, Toledo, Portland, Oregon, Columbus, O., Baltimore, Md., Atlanta, Ga., Philadelphia, Buffalo, Des Moines, Omaha, Ft. Worth, Tex., and many others.

Representative Ludlow, who was the first witness, said that his bill proposed that the district attorney should be the authority for issuing permits because he is in closer contact with criminal elements than officials and employes of the radio commission.

"It is not necessary that the issuing authority shall be a good judge of radio", said Ludlow. "It is more important that he shall be a good judge of crooks so that no criminal may be allowed to use radio to carry on his criminal practices. Some good citizens who desire to install short-wave sets may be inconvenienced by having to apply for permits but they should feel that they are recompensed for their slight sacrifice by the satisfaction that they are doing their duty as citizens and are helping the law-enforcement officers with their delicate and difficult tasks."

X X X X X X X X X X

#### COMMISSION PERSONNEL CUTS TO BE ANNOUNCED SOON

Within the next few days the Federal Radio Commission is expected to make public a list of the names of employees to be dismissed at the end of June. This action has been made necessary by the economy act and patronage requirements, several Republicans being among those slated for removal.

The three examiners - Chief Examiner Ellis A. Yost, R. H. Hyde and Elmer W. Pratt, all Republicans - are to be replaced. Franklin Wisner, in charge of the press room, is to be let out for the sake of economy. Mr. Wisner is a Democrat.

X X X X X X X X X X

## GRIDIRON CLUB FOOLS ED WYNN

Ed Wynn always tells Graham, "Now this is going to be something different", but his performance at the Gridiron Dinner in Washington really was different.

Someone had warned Mr. Wynn in New York that the Gridiron Club would probably get the laugh on him in some way but did not explain how. Wynn got the idea it might be a good roasting, as suggested by the word gridiron. At any rate he arrived in Washington a badly worried comedian.

Wynn had sat up all night en route to the Capital writing his next radio program. He spent the morning with the members of the Federal Radio Commission, discussing his proposed new network, there was a luncheon in his honor, in fact he was kept on the jump all day and went to the dinner without having had a wink of sleep.

"What worries me", Wynn remarked at luncheon, as he mopped his brow, "is what those fellows are going to do to me tonight. I think it will probably be something terrible.

A friend tried to reassure him but the comedian continued to "sweat blood".

"I'll be ready for them whatever it is", he added grimly.

And so-o-o-o, a little while after the dinner had commenced, the comedian was not unprepared when two members of the Gridiron came on with an imitation of Wynn's radio act in which the "Fire Chief" explained to Graham all about an opera he had written called "Franklin in Wonderland". The skit ended with a reference to the balanced budget, to which Graham McNamee replied:

"I didn't know it had ever been balanced".

"Oh, yes, it was, Graham - in Wonderland".

The Gridiron guests enjoyed the skit hugely of course but Ed Wynn had long since stopped eating and was on his guard for he knew the time was at hand for him to be put on the griddle. As he had said earlier in the day - he was "ready for them".



Imagine the comedian's surprise and relief at the end of the act, when he found that all he had to do was to stand up, take a bow, and let the audience see the real Ed Wynn.

For once "The Perfect Fool" was himself perfectly fooled.

Among those connected with the radio industry in one way or another who attended the Gridiron dinner were:

M. H. Aylesworth, K. H. Berkeley, Capt. Taylor Branson, Thad H. Brown, Gene Buck, Henry L. Doherty, Archer Gibson, Gen. James G. Harbord, A. H. Kirchhofer, Oliver Owen Kuhn, David Lawrence, David Sarnoff, Kurt Sell, Frank M. Russell, Judge E. O. Sykes, Frederic William Wile and Ed Wynn.

X X X X X X X X X X

#### COLUMBIA'S NEW AND RENEWED ACCOUNTS

Renewal - Gold Dust Corp. Batten, Barton, Durstine and Osborn, Inc. "Goldy and Dusty and the Silver Dust Twins - 9:15-9:30 a.m. Mon. Tues. Wed. Thurs. Fri. 6 basic and 4 supplemental stations.

New - Loudoun Packing Co. Matteson-Fogarty-Jordan, Inc. "Stamp Adventurers' Club" - Sixteen basic and 3 supplemental stations - Friday 5:45-6:00 p.m.

Changes - Gulf Refining Co. Montgomery, Ala. station replacing Mobile station.

Acme White Lead & Color Works - Station KSL added.

R. B. Semler, Inc. Shifted broadcast to 11:15-11:30 a.m. on Wednesdays.

National Oil Products - Added Tuesdays and Fridays 11:15-11:30 a.m.

Louis Phillippe - Add Sunday program 2:45-3:00 p.m. Program listing: "Armida - French songs".

X X X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

WMAL, National Broadcasting Company, Inc., Washington, D. C., granted license for auxiliary transmitter, 630 kc., 250 w. night, 500 w. LS; KGGM, New Mexico Brdcastg. Co., Albuquerque, N. Mex., granted license covering changes in eqpt. 1230 kc., 250 w. night, 500 w. LS, unlt'd. time; KSCJ, The Sioux City Journal, Sioux City, Ia., granted authority for test program on May 16, between 1 and 2 a.m. CST. WTAQ to remain silent; WIBM, Inc., Jackson, Mich., granted mod. of lic. to change specified night hours to sign off at 9 p.m. (operates until midnight); WJBK, James F. Hopkins, Inc., Detroit, Mich., granted mod. of lic. to change specified night hours only from 9 p.m. to midnight, CST; KGIR, KGIR, Inc., Butte, Mont., granted permission to operate a crystal controlled 10-watt oscillator between 2 and 6 a.m. MST, May 3 to 15, incl., 1360 kc. for the purpose of making field intensity measurements to locate a new site for the transmitter of KGIR.

### Applications Granted - Other Than Broadcasting

New, City of Portland, Maine, Portland, Me., granted CP for police service, 1712 kc., 100 w.; WPF, Toms River Police Dept., Toms River, N.J., granted CP to change location of police station locally in Toms River; New, Providence Police Dept., portable, in and around Providence, R.I., granted CP for gen. exp. service, freqs. 60000-400000 kc., 100 w.;

New, Donald B. Whittemore, Yonkers, N.Y., granted gen. exp. CP freqs. 34600, 41000, 51400, 60000-400000, 401000 kc. and above 20 w.; New, M. & H. Sporting Goods Co., portable in New Jersey and Pennsylvania, granted two CP for gen. exp. service, 41000, 51400, 61000 and 81000 kc., 20 w.; New, William Edward Ellis, portable and mobile, Fresno, Calif., granted gen. exp. CP 51400 kc., 7 w.; New, Alden Sampson, 2nd, Speedway, Indianapolis, Ind., granted CP for gen. exp. service, to June 1, 1933; freqs. 51400, 60000, 60200, 60400 kc., 15 w.; WPF, United States Liberia Radio Corp., Akron, Ohio, granted CP for fixed public pt. to pt. telg. service to change type of eqpt. and points of communication to Duside, Gedtarbo, Monrovia, Liberia, W. A.;

New, Northland Transportation Co., moored vessel Perry L. Smithers, Sand Point, Alaska, granted CP for fixed public pt. to pt. telegraph service, 274 kc., 50 w., also granted license covering same, to June 1st; WKDL, Pan American Airways, Inc., Miami, Fla., granted CP to install new transmitter to replace #4, already licensed;

KIFT, Julius Brunton & Sons Co., mobile, San Francisco, granted CP for temp. broadcast pickup serv. freq. 2342 kc., 50 w. Also granted license covering same; WEV, RCA Communications, Inc., New Brunswick, N.J., granted mod. of lic. to June 1, 7730 kc., 40 kw., primary pt. of communication, Amsterdam; WIY, same, exc. freq. 13870 kc.; WQI, same, granted license to June 1, 17880 kc., 1 kw.;

W8XAT, Victor George Martin, police car #6 station, Rochester, N.Y., granted gen. exp. license, freqs. 23100, 2600, 27100, 34600, 41000, 60000-400000 kc., 25 w. power; WPFO, City of Knoxville, Tenn., granted license police service, 2470 kc., 250 w.; WPRR, City of Johnson City, Tenn., mod. of police license to extend completion date to May 1, 1933, and construct new antenna and temporary controlled crystal; New, Transcontinental & Western Air, Inc., portable and mobile, granted spec. exp. license, freq. 3042.5 kc. day only, not to be used within 300 miles of Canadian and Mexican borders; 4947.5 kc., unlt. 50 w.; KKP, RCA Communications, Inc., Kahuku, Hawaii, granted license for pt. to pt. telg. serv. to communicate primarily with Tokio, Manila, Suava, San Francisco; 16030 kc., 40 kw.; New, Boeing Air Transport, Inc., granted licenses for 10 new planes; freqs. 3105, 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5 and 5662.5 kc., 50 w.;

KHHRI, KHSH and KTVVE, American Airways, Inc., granted mod. of lic. to add freq. 3127.5 kc.; Planes - NC-412-H; 415-H; 710-Y; 711-Y; 712-Y; 713-Y; 714-Y; 733-N; 734-N; 735-N; 736-N; 968-V; 997-V; 8485; 9671, granted mod. of lic. to add freqs. 3105 and 3127.5 kc.; KGXR, International Packing Co., moored vessel "International", Sand Point, Alaska, granted mod. of lic. to change freq. 232 to 274 kc. to communicate with Kananak; WJEK, Harvard Seismograph Station, portable #3, granted consent to vol. assign. of lic. to Lehigh Univ. Dept. of Physics; WPFJ, Toms River Police Dept., N.J., ren. of police license, 2430 kc. 50 w.; WKDT, City of Detroit, Fire Dept., Mich., ren. of emergency fire license, 1558 kc., 500 w.; WGEH, City of Chicago, ren. of aviation airport lic. 278 kc., 15 w.; Press Wireless, Inc., Mexico City, San Francisco, Chicago, Honolulu, Manila, New York, granted spec. auth. to discontinue operation to June 1, because of economic conditions on West Coast; unreliability of present freqs. and change in plans for domestic stations.

#### Set For Hearing

WHDH, Matheson Radio Co., Inc., Boston, Mass., mod. of lic. to change hours of operation from daytime to unlt.; WICC, Bridgeport Brdcastg. Station, Inc., Bridgeport, Conn., mod. of lic. to increase operating power from 250 w. night and 500 w. LS, to 500 w. exp.

X X X X X X X X

# HEINL RADIO BUSINESS LETTER

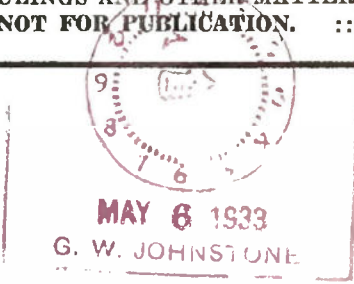
INSURANCE BUILDING

WASHINGTON, D. C.

Broadcasting Company, Inc.  
GENERAL LIBRARY  
17th Avenue, New York, N. Y.

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. :: ::

*File in Index*  
INDEX TO ISSUE OF MAY 5, 1933



New WLW May Be Heard All Over The World.....2

Marine and Navy Bands Allowed To Broadcast Again.....3

Canadian Broadcasting Plan Outlined.....4

WCFL Covers Baseball With Ultra-Short Wave Transmitter....7

New List of RCA Board of Directors.....7

Composers Invite Governmental Investigation.....8

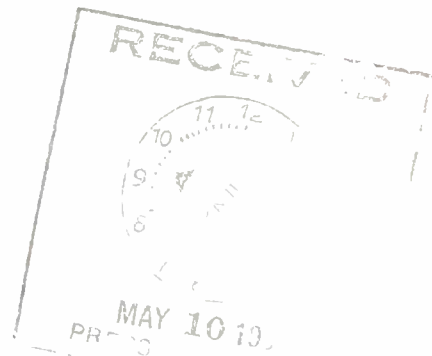
Owen D. Young Gives Up Radio Corporation Post.....8

New Radio Waves Discovered.....9

Decisions of the Federal Radio Commission.....10

No. 620

CHANGE OF ADDRESS: The new address of the HEINL NEWS SERVICE is 2400 California Street, N.W., Washington, D. C. All Communications should be addressed there instead of Insurance Building, as formerly. - R.D.H.



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

Broadcasting Company, Inc.

## NEW WLW MAY BE HEARD ALL OVER THE WORLD

No official notice has been taken of the assertion that the new 500,000 watt transmitter of WLW at Cincinnati is to be a part of the government's plan to provide itself with a means of communicating with the entire country in time of war or other great emergencies. Nevertheless the report has served to focus attention on the gigantic new station which is now about half completed.

There is supposed to be a 500,000 watt station in Russia, the power of which is discounted in certain quarters, but aside from that--if the Russian station really exists--WLW at Cincinnati would be the most powerful in the world.

Another story in Washington is that WLW might be used by the government if necessary to quiet the unrest among the Iowa farmers. Even with its present 50,000 watts, WLW is one of the most universally heard stations in the country. Located inland, it seems to be situated in territory providing a natural sounding-board. It is said to be among the very few stations which can be heard with any degree of regularity on both the Atlantic and Pacific coasts.

When the new 500,000 watt transmitter is completed next Fall it is expected to provide an area coverage of about 25 times that of the present 50,000 watt transmitter. According to Powell Crosley, Jr., the new transmitter will provide for an area of coverage 25 times that of the present facilities.

Its reliable service range might be increased to a giant circle 5000 miles across. However, it is predicted that under favorable conditions the great station may be picked up virtually anywhere in the world.

The license to use 500,000 watts has been granted by the Federal Radio Commission on an experimental basis but if no interference results, WLW may be permitted to use it regularly. The cost of the installation will be close to half a million dollars. The antenna tower will be 831 feet - 300 feet higher than the Washington Monument.

A departure from the traditional antenna in design, the new tower is of the "vertical radiator" type and will increase the signal strength of the present WLW 50,000-watt transmitter by approximately fifty per cent. Differing radically from the old type antenna which stretches parallel with the earth between two supportint towers, this new tower in itself will serve as the antenna.

Entirely insulated from the earth, the tower rests on a seemingly fragile hollow porcelain base with walls but one inch and a half in thickness. A total stress load of more than 450 tons will rest on this base.

The possibility of having a 500,000 watt broadcasting station regularly in the United States in the near future brings back recollections of an early radio conference in Washington. Mr. Crosley himself may have been present. Mr. Hoover, then Secretary of Commerce in charge of the country's rapidly growing radio system, presided. David Sarnoff, if memory is correct, who was there representing the Radio Corporation of America, proposed a 50,000-watt experimental "super-power" station.

It was at a morning session and such a hue and cry was raised that the "Four Horsemen" - the Radio Corporation, the General Electric, Westinghouse and A. T. & T. were going to monopolize and ruin broadcasting with "super-power" stations that the same afternoon Secretary Hoover gave out a reassuring report to the Associated Press, explaining that the move was purely experimental. He added that the interests of the listeners would be adequately safeguarded.

Today there are very nearly twenty of these 50,000-watt stations but WLW, having been granted an experimental permit for 500,000 watts and every other station bound to follow suit, it would appear that as yet the surface of high power for long-wave broadcasting has hardly been scratched.

X X X X X X X X X X

#### MARINE AND NAVY BANDS ALLOWED TO BROADCAST AGAIN

As a result of the order of Secretary of the Navy Swanson, restoring the Marine and Navy Bands to the networks, schedules are being arranged for their early re-appearance. Although Secretary Swanson's order did not stipulate the number of broadcasts, it was thought they would not be as frequent as in the past but would be limited, for the time being at least, to the "Patriotic Hours", which he suggests.

This would include a restoration of the "Shut-in Hour" of the Marine Band, the cancellation of which probably brought in more protest than any of the other concerts. The program was inaugurated over a year ago by Capt. Taylor Branson and the mail received by him in response to his efforts soon began pouring in from all parts of the country.

It became one of the most popular features on the networks and it is believed the pleas of the patients in hospitals or otherwise shut-in had a great deal to do with Secretary Swanson's decision to remove the ban.

The Secretary's order follows:

"Since the elimination of Navy and Marine Band radio broadcasts, there have been such strong and nationwide protests from societies, schools, hospitals, institutions and private individuals who had been enjoying the high quality of this music, that I feel, in the interests of these people, especially the invalids, the broadcasting should be resumed.

"The Navy and Marine Bands are therefore authorized to participate in regular concert broadcasts, which will be considered especially for the benefit of those confined in the government and civil hospitals and institutions, and will be considered the government's share in the amusement of the inmates. The broadcasting will be called 'Patriotic Hours'.

"In accordance with the recommendations contained in the above reference, the existing order preventing the Navy and Marine Bands from broadcasting is hereby rescinded."

Following complaints from the musicians' union which contended that the Marine and Navy Bands offered unfair competition with them, former Secretary of the Navy Adams ordered the bands off the networks. This was just before the close of the Hoover administration. They have been heard over the radio only two or three times - on official occasions, such as the White House Easter Egg Rolling, since. In the meantime the Army Band has been allowed to broadcast regularly.

X X X X X X X X

#### CANADIAN BROADCASTING PLAN OUTLINED

When the national radio broadcasting system of Canada is developed along the lines proposed by the radio broadcasting committee of the House of Commons last year and authorized by act of parliament it will consist of:

1. A chain of high-power national stations across Canada owned and operated for the people by the Canadian Radio Broadcasting Commission.

2. Secondary stations wherever they are needed for the complete distribution of a national radio broadcasting service and for community and other purposes, these secondary stations to be owned and operated either by the Commission or by private interests as may be determined.
3. Transcontinental communication lines connecting all stations, these lines to be under the control of the Commission by lease arrangement during broadcasting hours;
4. A broadcasting service designed to meet the requirements and tastes of the Canadian people and including, in addition to Canadian programs of all classes, programs secured from Great Britain, the United States and other countries.

d.

These principal features of the national broadcasting system were determined upon by parliament when it was decided last year to nationalize radio broadcasting in Canada. But parliament decided that the setting up of this system should cost the national treasury nothing, that all expenditure involved, capital as well as operating, should be financed out of the money of radio listeners and from such revenues as accrued to the Commission from the rental of broadcasting time on its system for commercial broadcasting. The Commission, of course, will not be in a position to earn these commercial revenues until its system is at least partly set up and it must make its start on the money available from the license fees of radio listeners.

As under the Act this money from licenses is paid into the national treasury and has to be appropriated to the Commission by parliament, the Commission cannot commence the creation of the national system until the money is voted. It can only furnish a limited number of national programs to private broadcasting stations.

In advance of the establishment of high-power stations of its own, the Commission will, as soon as it completes arrangements for the use of transcontinental transmission wires, provide a regular daily broadcasting service for the use of privately-owned commercial stations. The establishment of its own high-power stations will be carried out as money is available, and it is planned to make a start in those parts of the country now suffering most from inadequate radio service.



It was at the instance of the radio broadcasting committee of the House of Commons last year that the Canadian government, through the Canadian legation at Washington, effected an arrangement with the United States government whereby Canada obtained the necessary additional broadcasting channels for the creation of the proposed national system. Under this arrangement, Canada obtained four additional clear high-power channels, giving this country nine such channels.

Prior to this arrangement with the United States, Canada had five clear channels for unlimited power, one shared channel for power limited to 4 k.w., and eleven shared channels for power limited to 500 watts. Under the agreement, Canada has nine clear channels without power limitation, four shared channels with power limited to 1 k.w., three shared channels with power limited to 500 watts, and twenty shared channels with power limited to 100 watts.

The committee also dealt with the allotment of these channels in all the areas throughout Canada, seeking such allotment as would conduce to good radio reception conditions, with the reduction of interference as much as possible. It was on the basis of the allotment of channels or frequencies determined upon by the committee that the arrangement for additional channels was made with the United States. The committee's allotment, as used in the negotiations with the United States, was as follows:

British Columbia, 1100 kilocycles; Alberta, 1030 kc.; Saskatchewan, 540 kc.; Manitoba, 910 kc.; Port Arthur area, 780 kc.; Northern Ontario, 960 kc.; Western Ontario, 840 kc.; Toronto area (50 kw.), 690 kc.; Toronto area (500 watts), 1120 kc.; Ottawa, 880 kc.; Montreal area (50 kw), 730 kc.; Montreal area (1 kw), 600 kc.; Quebec, 930 kc.; Nova Scotia, 1050 kc.; New Brunswick, 1030 kc.; and Prince Edward Island, 630 kc.

These are in virtually all cases the channels or frequencies assigned to Canadian stations some days ago by the Radio Commission. The Commission was responsible for giving effect to the decision of the committee and the arrangement with the United States.

X X X X X X X X X X

## WCFL COVERS BASEBALL WITH ULTRA-SHORT WAVE TRANSMITTER

WCFL, Chicago Federation of Labor station, carried intimate interviews with players, team managers and customers direct from the Cubs diamond on the opening day of baseball by the latest addition to WCFL's transmitter family, a 4.5 meter transmitter mounted on a roller coaster wagon.

Walking around the park and broadcasting from any desired point was made possible by this new development in radio, which carries its own battery supply and has a power of only six-tenths of a watt.

A receiver in the press coop picked up the transmissions and transferred them to the line to the studio. In this way it was not necessary for WCFL to rent telephone company lines to various parts of the park the way other Chicago stations do to cover opening events.

Complete mobility of the apparatus allowed moving around with the flag raising parade and broadcasting the description from the spot and not from a booth a half a mile away, as is done without such equipment.

Since this accomplishment the same transmitter in its roller coaster wagon cruised north from Navy Pier to the Drake Hotel south to Ohio street, west to Wabash, south to Randolph and then North to Ohio and Navy Pier on Michigan Avenue, Chicago. With the transmitter tied behind the car of Chief Engineer Maynard Marquardt, a constant stream of talking was kept up by two announcers. Every word was heard by two test receivers, one at Navy Pier and the other at the Furniture Mart. This transmission was not rebroadcast over WCFL but was merely for testing its possibilities.

X X X X X X X X X X

"It is a fact that such part as I took in the organization of the Radio Corporation of America was undertaken as a part of my duty as an officer of the General Electric Company and my activity in the Radio Corporation of America from then until now has been justified because, up until the recent distribution of shares, the General Electric Company has always been the largest stockholder of the Radio Corporation of America. Under such circumstances, it seems not only logical but my plain duty to remain with the General Electric Company and to resign from the Radio Corporation of America.

"Had the separation of the General Electric Company from the Radio Corporation of America been a voluntary act on its part, the problem presented to me would have been more difficult of decision.

"I must add, however, that one could not have taken such a large part in the organization of the Radio Corporation of America and in its subsequent activities as I have done without feeling great personal satisfaction in its accomplishments and great admiration for its officers, directors and the many people who compose its organization. My leaving it is the greatest wrench in my affectionate relationships, in satisfaction of things done, and in hopes and ambitions of things to be done, which has ever occurred in my business life. Having said this, it is unnecessary for me to add that the welfare of the Radio Corporation of America will be of deep interest to me always and that its continued success, of which I feel so certain, will be one of the greatest satisfactions of my life."

X X X X X X X X X X

#### NEW RADIO WAVES DISCOVERED

Discovery of mysterious radio waves which appear to come from the centre of the Milky Way galaxy was announced by the Bell Telephone Laboratories. The discovery was made during research studies on static by Karl G. Jansky of the radio research department at Holmdel, N.J., and was described by him in a paper delivered before the International Scientific Radio Union in Washington.

The galactic radio waves, Mr. Jansky said, differ from the cosmic rays and also from the phenomenon of cosmic radiation, described recently before the American Philosophical Society.

Unlike the cosmic ray, which comes from all directions in space, does not vary with either the time of day or the time of the year, and may be either a photon or an electron, the galactic waves, Mr. Jansky pointed out, seem to come from a definite source in space, vary in intensity with the time of day and time of the year, and are distinctly electro-magnetic waves that can be picked up by a radio set.

The galactic radio waves, the announcement says, are short waves, 14.6 meters, at a frequency of about 20,000,000 cycles a second. The intensity of these waves is very low, so that a delicate apparatus is required for their detection.

X X X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

KGIR, KGIR Inc., Butte, Mont., granted CP to install new eqpt. and increase day power from 500 w. to 1 kw.; WSBC, WSBC, Inc., Chicago, Ill., granted mod. of lic. to change specified hours of operation to as follows: 6 to 8:30 a.m.; 10 to 11 a.m.; 2 to 3:30 p.m.; and 8 to 10 p.m. and 11 to 12 p.m.; WCRW, Clinton R. White, Chicago, Ill., granted mod. of lic. to change specified hrs. of operation to as follows: 11 a.m. to 2 p.m.; 5 to 7 p.m., 12 midnight to 1 a.m.; KRE, First Congregational Church of Berkeley, Berkeley, Calif., granted special temp. auth. to operate from 9:30 a.m. to 12 noon, PST, May 30.

### Applications Granted - Other Than Broadcasting

WSDF, Aeronautical Radio, Inc., Louisville, Ky., granted CP to install W.E. Co. Vt. 8 Aircraft transmitter; add freq. 3127.5 and decrease power from 400 to 50 w.; WPPF, City of Clarksburg, Clarksburg, W. Va., granted CP to extend commencement date of CP to May 21 and completion date to Aug. 21, 1933; KGCX, United Air Lines, Inc. NC-13301, granted consent to vol. assign. of lic. to Boeing Air Transport, Inc.; KEQ, RCA Communications, Inc., Kahuku, T.H., granted license authorizing secondary use of normal telg. transm. No. 29 to the frequency 7370 kc. at Kahuku, T.H. for tel. transmission to San Francisco and Manila; KIO and KRO, same, transm. Nos. 28 and 29; KHQ, same, transm. No. 29; KKH, same, granted license auth. secondary use of normal tel. No. 50 for telegraph transmission to Tokio, Manila, Suva and San Francisco;

W2XBY, Bell Tel. Labs., Inc. - NC-952-V and W10XAD, NC-417-H, granted renewal of spec. exp. license; freq. 3415, 5592.5, 5642.5 kc., 50 w.; KGZM, City of El Paso, El Paso, Tex., granted ren. of police license, freq. 2414 kc. 100 w.; WMDZ, City of Indianapolis, Ind., Police Dept., granted ren. of police license, freq. 2442 kc. 300 w.; KFZT, E. F. McDonald, Jr. aboard the Yacht "Mizpah", granted auth. to operate radio eqpt. aboard Yacht "Mizpah", freq. 2442 kc., 300 w.

### Set For Hearing

WOBU, WOBU, Inc., Charleston, W. Va., mod. of lic. to increase night power from 250 to 500 w.

### Miscellaneous

WIS, The So. Car. Broadcasting Co., Columbia, S.C., denied spec. auth. to operate with addl. 500 w. nighttime experimentally (now licensed 500 w. night, 1 kw. day on 1010 kc.); W2XCI, J. J. Lamb, Wilburtha, West Trenton, N.J. CP for gen. exp. service heretofore granted, was re-

tired to closed file, because of applicants' failure to complete construction in allotted time, and requested no extension.

### Oral Argument Granted

Ex. Rep. No. 467 - KGIX - J. M. Heaton, Las Vegas, Nevada, application for renewal of license to operate on 1420 kc., 100 w., spec. hrs. to change location of station and to make changes in eqpt., to be heard before the Commission en banc on May 31, 1933, at 10 a.m. Examiner R. H. Hyde on March 23 recommended denial of application.

### Action On Examiners' Reports

Ex. Rep. No. 469 - New - W. E. Dobbins & Maurine G. Coleman, d/b as Coleman-Dobbins Co., Atlanta, Ga., denied application for new station to operate on 890 kc., 250 w. night, 500 w. LS, facilities of WGST, Atlanta, sustaining Examiner Elmer W. Pratt; WGST, Georgia School of Technology, Atlanta, Ga., granted application for renewal of lic. to operate on 890 kc., 250 w. night, 500 w. LS, sustaining Examiner Pratt.

Ex. Rep. No. 474 - W2BTM - Benjamin C. Rosset, New York City, denied application for renewal of Amateur station license as in cases of default, sustaining Examiner R.H. Hyde.

### Ratification of Acts Of Commissioners

WMBO WMBO, Inc., Auburn, N.Y., granted spec. temp. auth. to extend program test period for thirty days; Action taken April 29.

Action taken May 1 - KGDL - Mackay Radio & Telg. Co., Inc., New York, granted 60 day auth. to operate new emergency eqpt. aboard vessel Algonquin, pending receipt of formal application.

Action taken May 2 - WOU - New England Tel. and Tel. Co., Marshfield, Mass., granted auth. to operate coastal harbor station as a special exp. station in the exp. service, for period May 5 and 6, 1933; WLXH, same.

Action taken May 3 - New - Airport Dept., City and County of San Francisco, San Bruno, Calif., granted CP, freq. 278 kc., 15 w. for transmission of beacon signals; signals to be transmitted only upon specific request received from aircraft desiring to use the airport served by this transm.; WEAD, Aeronautical Radio, Inc., Harrisburg, Pa., granted CP to move transmitter from airport at Harrisburg to Olmsted Field, Middletown, Pa.

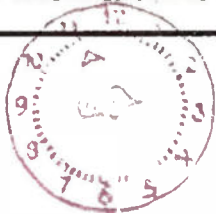
X X X X X X X X

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

National Broadcasting Company, Inc.  
WASHINGTON, D. C. New York, N. Y.

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. :: ::



MAY 10 1933

G. W. JOHNSTONE INDEX TO ISSUE OF MAY 8, 1933

National Broadcasting Company, Inc.

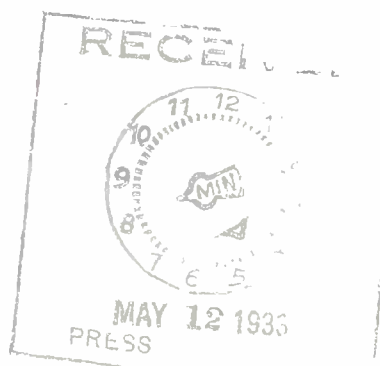
GENERAL LIBRARY

711 Fifth Avenue, New York, N. Y.

*File This Sperry*

- Objected to President's Son Being Called "Honorable".....2
- Commission To Oust Its Press Man.....3
- St. Louis Station Fate With the Courts.....4
- Wynn Says New Chain Well Financed.....5
- Band Leader Grants Pathetic Request.....6
- NBC New and Renewal Accounts.....7
- Roosevelt Has Not Had Time To Consider Radio Reorganization8
- American Steamship Co. Places Largest Radio Order.....8
- Wants To Buy 1000 Watt Station.....8
- Crosley Output Increases.....9
- All-Around Radio Man Seeks Place.....9
- Civil Service To Hold Radio Operators Examination.....9
- Decisions of the Federal Radio Commission.....10

No. 621



OBJECTED TO PRESIDENT'S SON BEING CALLED "HONORABLE"

There was never a better example of how careful the radio people must be with regard to what they say over the air than when an announcer recently introduced the President's son as "Hon. James Roosevelt". A listener in Brooklyn, N.Y. was so disturbed by this, declaring that even if he was the son of the President he was not entitled to the designation "Honorable" in his own right, that she wrote a personal letter to William S. Paley, President of the Columbia Broadcasting System, in New York.

Mr. Paley, though young in years is a diplomat nevertheless. Evidently not caring to venture an opinion in such a delicate matter, he referred the letter to Lawrence M. Lowman, his right hand man, who in turn passed the letter along to Harry C. Butcher, general manager of WJSV in Washington, where the Roosevelt broadcast originated.

Mr. Butcher replied as follows:

"You are correct in stating that Mr. James Roosevelt was introduced on the air as the 'Honorable James Roosevelt'. Technically, this was incorrect.

"The term was used, however, after considerable debate between the head continuity writer and the announcer. It was first decided not to use 'Honorable' and the term was omitted from the continuity, but when Mr. Roosevelt walked into the studio, his appearance was so striking that our boys were over-whelmed by his graciousness and promptly reinserted 'Honorable'.

"As a matter of fact, 'Honorable' is used generally in Washington and while it is supposed to designate persons holding official positions with the Government, nevertheless, so many Congressmen and Senators use the term in writing to their constituents and to persons of influence in Washington, that the term becomes quite generally applied."

X X X X X X X X X X

## COMMISSION TO OUST ITS PRESS MAN

Other departments have fallen in line with the publicity policy indicated by President Roosevelt at his highly satisfactory White House press conferences but the Federal Radio Commission is apparently taking the opposite tack. In an economy drive the Commission is about to dismiss Frank Wisner, its press representative, unquestionably one of the most capable men in his line in any of the governmental departments.

Wisner, a graduate of the Baltimore Sun, is in a class with Paul Croghan at the Department of Commerce and Col. Ike Gregg, at the Post Office Department, who are known for their faithful work to almost every newspaper man in Washington.

Whenever a correspondent wants any information from the Radio Commission Wisner gets it for him and gets it quickly. Having been with the Commission almost since its beginning, he has made himself valuable not only to those who cover the Commission regularly but to Washington correspondents generally.

Radio news very often is highly technical and it takes an expert to interpret various matters which the Commission handles. The assertion is made that the Radio Commission is packed with lawyers and engineers, some of whose services could be easily dispensed with.

"Why then pick on the one lone man in the organization who through his assistance to the press has so capably served the public and the broadcasters in keeping them informed as to what the Radio Commission is doing?", a newspaper man asked.

Correspondents recall several other attempts at the Radio Commission to curtail press information. Once the Commissioners were reported to be on the point of issuing an order that any employee seen talking to a newspaperman be dismissed.

One version of the contemplated release of Wisner is that the move is political. This is hard to understand because he is a Maryland Democrat and has the endorsement of Senator Tydings, Governor Ritchie and Mayor Jackson, of Baltimore. Apparently these men are to be disregarded in the shake-up.

X X X X X X X X X X



## ST. LOUIS STATION FATE WITH THE COURTS

The St. Louis Truth Center, operators of Station KFWF, St. Louis, Mo., whose authority to broadcast ended today under an order of the Radio Commission dated April 14, 1933, was given a new lease on life of ten days by the Commission in order that the Court of Appeals may have time to study an application for a stay order pending a review of the case by the Court.

Under the decision of the Commission, affirming the recommendations of one of its examiners, the time used by Station KFWF which operates on 1200 kc., 100 watts, is to be given to Station WIL at St. Louis.

These two stations have been at logger-heads for some time and each has, on several occasions, made application for the facilities of the other. After an extensive hearing recently the Commission decided that Station KFWF is not empowered by its charter to operate a broadcasting station for commercial purposes or otherwise, and is therefore not legally qualified to hold a broadcasting station license.

The Commission also declared in its opinion "certain practices of the officers of the applicant corporation, i.e., the solicitation of funds ostensibly for religious and charitable purposes and the use thereof for other purposes, the failure to keep proper books and records showing the amounts received and expended and for what purposes, etc., are of such a character as to leave no doubt that the use of a radio station in conjunction therewith is contrary to public interest, convenience and necessity. These practices have persisted since the station commenced operation, although ample and repeated notice was given the applicant that such practices are considered by the Commission to be contrary to the standard of public interest, convenience and necessity.

"The programs of KFWF, consisting principally of the sermons by Emil C. Hartmann and often including statements of a questionable nature regarding healing powers and derogatory to such institutions as hospitals, etc. have a very limited public appeal and are such that the use of a broadcasting station therefor is not in the public interest."

X X X X X X X X X X

## WYNN SAYS NEW CHAIN WELL FINANCED

Confirming what previously appeared here when Ed Wynn, its president, accompanied by Ota Gygi, vice-president, visited Washington, the Amalgamated Broadcasting Company has announced its plans in further detail.

"Two components of the new chain, which ultimately will embrace more than 100 stations, it is expected, from coast to coast, will be first operated. They are the Atlantic Seaboard network of Amalgamated, and the Michigan network. The Atlantic Seaboard network includes roughly the inclusive area between New York and Washington", Mr. Wynn explains.

"The parent hookup for all of Amalgamated's future divisions is the trifold WBNX - WCDA - WMSG combination to be known as WMET, with the following stations joined: WTNJ, Trenton, N.J.; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; and WOL in Washington. Thus the six stations to be in inaugural operation, and 12 more in Michigan and elsewhere to follow soon, are the nucleus of the far-flung plans of Amalgamated.

"Actual date of our opening will be within the next month. The only undetermined factor in fixing the actual opening date is the usual one of technical set-ups and proving-up tests. We will subject the whole hookup to exhaustive tests before our formal opening. And that opening", he added, "will be a big event on the air. Of this we will tell more later."

"As to financing", Mr. Wynn continued, "we are financed - always have been. Amalgamated's board is a well-rounded body of seasoned men, representing the fields of finance, entertainment, radio technique and practice, jurisprudence and modern, conservative sales promotion and sponsorship. The power situation, where we start out with small wattage, has been prevised -- if I may coin a term -- and is solved satisfactorily for primary operation. I'm proud of the position in which we've been placed through a flood of proffers from station units and sponsors which come from coast to coast. Our plans regarding eventual scope are complete, but we move deliberately. The Michigan network of half-a-dozen stations will represent the second phase of our extension, and a score of stations in southern seaboard and tributary territory will mark the third. We'll have more to say about that later.

"Amalgamated's new 30-story building, opposite the Columbia Broadcasting building, and a short distance from Rockefeller Center, now houses more than 200 persons engaged in the work of adapting the structure to its new functions

NBC NEW AND RENEWAL ACCOUNTS

Renewal - The Campana Corp. (hand lotion), Batavia, Ill. Agency: McCann, Erickson, Inc., Chicago, Ill. Started May 5, 1933 for 52 weeks Time: Fridays 10:30-11:00 p.m. EDST. Network WJZ WBAL WBZ WBZA WHAM KDKA WGAR WJR WCKY KWK WREN KOIL WTMJ KSTP WEBC WSM WSB WAPI WSMB WKY KTBS KOA KDYL Orange Program: "The First Nighter" - dramatic production of first nights at theatres.

Renewal - Real Silk Hosiery Mills, Indianapolis, Ind. Agency: Erwin, Wasey & Co., 230 N. Michigan Ave., Chicago, Ill. Starts May 7, 1933 for 9 weeks to July 2, 1933, incl. July 9, 1933 for four weeks to July 30, 1933, incl. May 7 Sunday 10:15-10:30 p.m. EDST. July 9 Sunday 6:30 -7:00 p.m. EDST. Network WJZ WBAL WBZ WBZA WHAM KDKA WGAR WJR WLW WMAQ KSO KWK WREN WTMJ WIBA KSTP WSM WSB WJDX WSMB WKY WFAA WOAI KPRO KOA KDYL Orange Program: "The Real Silk Program" - Vincent Lopez and orchestra.

Renewal - Swift & Company (Formay Shortening), Union Stock Yards, Chicago, Ill. Agency: J. Walter Thompson Co., 410 N. Michigan Avenue, Chicago. Started May 4, 1933 for 13 weeks. Time: Thurs. Fri. 10:30-10:45 a.m. EDST, Network: WFAF WEEI (WTIC Thurs.) WJAR WTAG WCSH Program: "The Happy Ramblers" - musical with Irving Kaufman, and brief talk by Lucy Allen.

Change - John H. Woodbury, Inc. Wednesday, 9:30-10:00 p.m. EDST WJZ On May 3 and thereafter program will be changed to Wed. 8:30-9:00 p.m. EDST on same network. Donald Novis and Leon Belasco orchestra.

Change - Phillip Morris & Co. contracted extended from 4/17/33 (13 weeks) to 4/17/34 (52 weeks).

Change - Tastyest Jesters - WJZ - On May 5th and thereafter this program will be changed to Mon. Fri. 6:30-6:45 p.m. EDST. The last program on the old schedule was given Wed. April 26. No Wed. program on May 3.

Cancellation - The Pepsodent Company - WJZ - daily exc. Sat. and Sun. 7:45-8:00 p.m. EDST. 12:00-12:15 p.m. midnight. The midnight repeat program of "Rise of the Goldbergs" scheduled to start May 1 has been cancelled. Stations affected KOA KPO

Extension - Bristol Myers Company contract up to July 17, 1933 - "Phil Cook and the Ingram Shavers".

X X X X X X X X X X X

ROOSEVELT HAS NOT HAD TIME TO CONSIDER RADIO  
REORGANIZATION PLAN

President Roosevelt said at this week's press conference that Secretary of Commerce had left the reorganization plan for the department, which includes radio, at the White House, but that he had not as yet been able to get around to passing on the plan finally because of other urgent matters.

This indicates that there is no intention of shelving the Department of Commerce reorganization as was rumored here last week.

X X X X X X X X X X

AMERICAN STEAMSHIP COMPANY PLACES LARGEST  
RADIO ORDER WITH RCA

Sixty-seven ships of the Lykes Brothers combined steamship interests will be equipped with radio by the Radiomarine Corporation of America under a contract recently awarded that company. Twenty-five of the vessels will be equipped immediately with Radiomarine emergency transmitters and complete, standard equipment is being purchased for seven.

"This order for radio service and apparatus is the largest ever placed by an American steamship organization", Charles J. Pannill, executive vice president of the Radiomarine Corporation, said.

The Radiomarine Corporation has also obtained contracts for complete installations of radio apparatus on the S.S. Malton, of the Osceola Steamship Company and for three ships of the American Line Steamship Corp. The United States Lines have contracted with Radiomarine for radio service for ten of their ships, among which is the S.S. Leviathan.

The total number of ships covered by these several new contracts for radio service is 82.

X X X X X X X X X X

WANTS TO BUY 1000 WATT STATION

The following telegram has been received from a young man who has been prominently identified with the radio industry but who hitherto has never owned his own station:

"Am anxious to buy outright or control in radio station in good city 100,000 population or over, power one kilowatt or less. Not interested in South. You may know of a good proposition. Appreciate assistance."

Anyone interested in getting in touch with this man may do so by communicating with the HEINL NEWS SERVICE, 2400 California Street, N.W., Washington, D.C.

X X X X X X X X X X

## CROSLY OUTPUT INCREASES

An increase of 123 per cent in the number of radio receiving sets manufactured and sold during the six months ending April 30, as compared with the same period for 1932, was announced by Powel Crosley, Jr., president of the Crosley Radio Corporation.

"This phenomenal increase in sales volume during a period of the year normally regarded by the industry as the time for the traditional seasonal sales slump is largely attributed to the ability of the Crosley organization readily to adapt itself to rapidly changing market conditions", according to a statement from that concern.

X X X X X X X X X X

## ALL-AROUND RADIO MAN SEEKS PLACE

A young man who has been in the radio game since 1926 - as radio editor of a middle western newspaper, then manager of a radio station in the same city; later engaged in radio research, followed by a year's experience in a Chicago advertising agency. For the past year he has been business manager of a radio station.

Anyone having need of or knowing where such a man might be placed may get in touch with him by communicating with the HEINL RADIO BUSINESS LETTER, 2400 California Street, N.W., Washington, D.C.

X X X X X X X X X X

## CIVIL SERVICE TO HOLD RADIO OPERATORS EXAM

Open competitive examinations for an assistant radio operator and a junior radio operator (airways) will be held this summer. Applications must be on file with the U.S. Civil Service Commission at Washington, D.C., not later than June 13, 1933.

The entrance salary for assistant radio operator (airways) is \$1,800 a year, and for junior radio operator, \$1,620 a year. Full information may be obtained from the Secretary of the United States Civil Service Board of Examiners at the post office or customhouse in any city or from the United States Civil Service Commission, Washington, D.C.

X X X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

New, Leo J. Omelian, Erie, Pa., granted CP for new station to operate on 1420 kc., 100 w. night, 250 w. day, unlt. time (facilities of WERE); WOC-WHO, Central Brdcstg. Co., Des Moines, Ia., granted license combining stations WHO-WOC, increasing power to 50 kw., unlt. time on 1000 kc.; WKEU, Allen Wright Marshall, Sr. & Jr. and Guy Aaron Malcolm, LaGrange, Ga., granted mod. of CP extending completion date from May 20 to August 20, 1933;

WKBB, Sanders Bros. Radio Station, E. Dubuque, Ill., granted mod. of CP extending commencement date to June 21 and completion date to Nov. 21, 1933; WRBX, Richmond Development Corp., Roanoke, Va., granted renewal of license, 1410 kc., 250 w., shares equally with WHIS (renewal appl. heretofore set for hearing because facilities of station had been applied for and time sharing not agreed to; appl. for facilities have been withdrawn and time sharing agreement has been entered into);

KARK, Arkansas Radio & Eqpt. Co., Little Rock, Ark., granted 30-day auth. to reduce power to 175 w., because of failure in power supply eqpt., which does not permit operation at licensed output with 75% modulation (Station operates on 890 kc., unlt. time with 250 w. power); WPTF, WPTF Radio Co., Raleigh, N.C., granted auth. to operate Friday, May 19, 10:15 p.m. to 2 p.m. EST, simultaneously with KPO, San Francisco; WOI, Iowa State College, Ames, Ia., granted auth. to suspend operation May 30 and July 4, provided stock market is closed on those dates; WCAC, Conn. Agr. College, Storrs, Conn., granted auth. to operate from 2:30 to 5 p.m. EST, May 12 and June 3, and from 2:30 to 4:30 p.m., EST, May 17, provided WICC remains silent; WJJD, WJJD, Inc., Mooseheart, Ill., granted auth. to begin operation at 5:30 a.m. CST, during period daylight saving time applies.

### Applications Granted - Other Than Broadcasting

New, City of Pawtucket, Providence, R.I., granted CP for police service, 2470 kc., 50 w.; WPDM, City of Dayton Police Dept., Dayton, Ohio, granted mod. of lic. to increase power from 150 to 400 w. and to operate by remote control, with licensed operator at control point only; WAG, Mackay Radio & Telg. Co., Inc., nr. Rockland, Me., granted mod. of two marine relay licenses, substituting freq. 124 kc. for 121 kc.; KGYL, P. E. Harris & Co., False Pass, Alaska, granted mod. of pt. to pt. telg. license to change freq. from 252 to 274 kc.;

KHIDW, The Goodyear Tire & Rubber Co. NC-12-A Defender, granted renewal of aviation-aircraft lic. 3105, 5520 kc., 15 w.; WCW, Press Wireless, Inc., Hicksville, N.Y., granted renewal of license in exact conformity with existing license; KHR, Honolulu, T.H.; same; KGPK, City of Sioux City, Sioux City, Ia., appl. for renewal of license withdrawn from hearing docket and granted renewal of lic. for regular period (Commission's action of April 14 reconsidered); Louis Lambert McCabe, Galveston, Tex., granted first class amateur license endorsed for unlt'd. radiotelephone service without examination.

### Set For Hearing

New, Hagar & Hunter, Owatonna, Minn., CP for new station, 1310 kc., 100 w. daytime; New, R. D. DuBoise & T. R. Putnam, d/b as the Pima Brdcstg. Co., Tucson, Ariz., CP for new station, 1260 kc., 500 w. specified hours (facilities of KVOA); WBZ, Westinghouse E and M Co., Boston, Mass., mod. of lic. to increase power from 25 kw to 50 kw; WGNV, Peter Goelet, Chester Township, N.Y., mod. of lic. to increase power from 50 to 100 w.; WCAL, St. Olaf College, Northfield, Minn., mod. of lic. to operate from 7 to 8 p.m. CST Sundays only, in addition to present specified hours (asks for facilities of KFMX the consent of which station as well as WLB-WGMS has been received).

### Ratification Of Acts Of Commissioners

Action taken May 4 - New - American Airways, Inc., NC-12194, granted license, freq. 3105, 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, and 5632.5 kc., unlt'd. 3222.5 kc. day only, not to be used within 300 miles of Canada or Mexico; 4917.5 day only, not to be used within 600 miles of Mexico, 50 w.;

Action taken May 5 - WLER - Radiomarine Corp. of America, New York, granted 60-day authority to operate pending receipt of formal appl. aboard vessel Nosa Duke, 375 to 500 kc., 500 w.; KGGB, C. Randall, San Francisco, Cal., granted 30-day auth. to operate station aboard Yacht Ziska, pending appl. freq. 2350, 2322 and 2362 kc., vicinity of Seattle, San Francisco and San Pedro; W. L. Gleeson, Sacramento and Monterey, Calif., granted auth. to take depositions on May 12 and 13 in re hearing to be held on pending applications; Press Wireless, Inc., granted ext. of time for period ending May 11, within which to file its reply to briefs in re Docket Nos. 1937 and 1947.

Action taken May 6 - WRCR - Radiomarine Corp. of America, New York, granted 60-day auth. to operate aboard SS Richard Peck, pending receipt of formal appl. short wave attachment to present eqpt. 3105 and 3115 kc., 100 w.; WRAM, Wilmington Radio Assn., Inc., Wilmington, N.C., granted re-

quest for extension of 10 days in addition to 20 days required by regulations for filing notice of desire to be heard in re Dockets 1971 and 2021; also granted petition requiring Wilmington Brdcstg. Co., to disclose members of said association, but denied petition in so far as information requested relative to the individual financial, technical and legal qualifications of each member.

Miscellaneous

WGN, WGN, Inc., Chicago, Ill., hearing continued on application for increase in power from 25 kw to 50 kw. Case to be heard at a time to be decided on by Commission.

KFOR, Howard A. Shuman, Licensee, Lincoln, Nebr., granted petition withdrawing his protest against vol. assign. of this license to the Cornbelt Brdcstg. Corp.

The Commission granted the Alaska Packers Association renewal of nine point to point telegraph station licenses for fixed public service in exact conformity to existing licenses except that A2 emission will be omitted.

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

Report of Applications Received - Other Than Broadcasting

KGZN, City of Tacoma, Police Dept., Tacoma, Wash., mod. of CP for change in eqpt., change in location, and extension of completion date to June 15, 1933. Municipal police station; WPFS, Buncombe County, N.C., Police, Asheville, N.C., mod. of CP for change in transmitter and extension of CP to April 25, 1933 - May 31, 1933. Municipal police station.

KIEW, Metro-Goldwyn-Mayer Corp., portable, Point Barrow, Alaska, ren. of lic. for 4140, 6210 kc., 50 w. temporary pt. to pt. telegraph station; KEEX, same; KUU, R. R. Farish, Noyes Island, Alaska, CP to install new transmitter, 500, 425 kc., 200 w. coastal telegraph; KICV, same, CP to install new transmitter, 256, 268, 274 kc., 200 w. pt. to pt. telegraph; KHUBY, Boeing Airplane Co., C-875-E, mod. of aircraft license for additional frequencies 3147.5, 5122.5 kc.; New, Eastern Air Transport, Inc., NC-976-W, license for 3105, 2922, 2946, 2986, 4122.5, 5652.5 kc., 10-15 w. aircraft; KPV, Port Walter Herring & Packing Co., Big Port Walter, Alaska, renewal of coastal telegraph license for 500, 425 kc. 200 w.; KIDY, same, renewal of pt. to pt. telegraph license for 178, 227, 268, 3190 kc. 100 w. and 200 w.

X X X X X X X X X X



# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

VICE PRESIDENT AND GENERAL MANAGER  
**RECEIVED**  
MAY 13 1933

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.** :: ::

**RECEIVED**  
MAY 15 1933

## INDEX TO ISSUE OF MAY 12, 1933

- L Sweeping Supreme Court Decision May Cause Further Upheavals..2
- Advocate Independent Radio Advertising Bureau.....4
- Radio Industry Making Better Showing.....5
- Amateurs To Meet In Buffalo in June.....6
- ✓ NBC Hit For Cancellation of Oratorical Contest.....7
- ✓ NBC Institutes New Audience Mail Analyzing Method.....7
- Canadian Radio Rules and Regulations Published.....8
- Schuetze Takes Up Cudgel For Small Restaurant Owners.....9
- Decisions of the Federal Radio Commission.....10

No. 622

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

*Handwritten signatures and initials in the bottom left corner.*

## SWEEPING SUPREME COURT DECISION MAY CAUSE FURTHER UPHEAVALS

Coming as it does on the eve of a possible reallocation of broadcast facilities as a result of international conferences and agreements at Mexico City, the Supreme Court decision in the case of Station WIBO vs. Federal Radio Commission, the station of the Nelson Bond & Mortgage Company of Chicago, must be regarded as of unusual significance and will in all probability control the action of the Commission in any such reallocation. Also, this decision will in all probability stimulate the filing of applications by stations from underquota zones and states for the facilities now being used by stations in overquota zones and states, and thus stimulate considerable radio litigation.

It is also probable that this decision and the resulting shift of station assignments will give rise to new schedules of rates and charges to be paid by advertisers for commercial coverage by radio stations. If station owners generally and the chains in particular are required to locate their stations with a view to an equitable geographical distribution and service to the entire nation rather than economic advantages to be derived from congested metropolitan areas, the rates of advertisers in the metropolitan areas will undoubtedly be increased in order to help carry the programs which are to be used in less productive areas.

A brilliant array of counsel participated in the case. Duke M. Patrick, then general counsel of the Federal Radio Commission, argued it in the Court of Appeals. When that court reversed the opinion he took the matter up with John Lord O'Brian and Solicitor General Thatcher at the Department of Justice. Among the counsel who were at one time or another engaged in the procedure were Mrs. Mabel Walker Willdebrandt, the late Levi Cooke, and Representative James M. Beck, of Pennsylvania.

The recent decision of the Supreme Court in the Chicago case is of far-reaching importance to broadcasters and to the public generally. It is the first case arising out of an appeal from a decision of the Federal Radio Commission to the Court of Appeals of the District of Columbia, to be reviewed on the merits by the Supreme Court and is decisive of two fundamental questions. First, that under the Radio Act of 1927, as now amended, the Supreme Court has jurisdiction to review the decisions and orders of the Federal Radio Commission in such cases, and second, that the equalization requirements of the Davis Amendment to that Act are reasonable and valid enactments made by Congress under its power to regulate interstate commerce.

Of the two questions decided perhaps the first is of paramount importance. With the almost universal use of radio as a medium of mass communication and its great and inherent possibilities for abuse as well as for use in the public interest, it is to be expected that many and varied questions will arise which should be passed upon by the nation's highest tribunal. This decision guarantees such a review in proper cases.

The second question, while somewhat more technical, is nevertheless vastly important. It guarantees to the public and makes mandatory upon persons desiring to use radio facilities, equality of radio transmission and reception. Under this decision broadcasters will no longer be permitted to place all or a considerable portion of the broadcast facilities of the country in thickly populated areas where the benefit to be derived is largely economical rather than social. On the other hand, they will be required to distribute such facilities equally between the five zones established by the Radio Act of 1927 and between the states within those zones on a basis of population.

The facts of the case decided were substantially as follows: Station WJKS, located at Gary, Indiana, applied to the Commission for use of the frequency then and previously used by Stations WIBO and WPCC, located in Chicago. Both Indiana and Illinois are located in the fourth zone, the State of Indiana being 2.08 units or 22% underquota, and the State of Illinois 12.40 units or 55% overquota, in station assignments. Following the hearing before an Examiner, the Commission ordered the application of Station WJKS be granted and Stations WIBO and WPCC deleted.

On appeal the Court of Appeals by three to two decision reversed the decision, and the decision of the Supreme Court, written by Mr. Chief Justice Hughes and concurred in by the entire court, reversed the Court of Appeals and upheld the Commission's original decision and order. The reasons given by the Supreme Court in its decision for its action were essentially those given by the minority of the Court of Appeals in its dissenting opinion.

It is a matter of general knowledge that Illinois is one of the most overquota states in the entire United States, and that the city of Chicago contains the vast majority of all the radio stations located in the State of Illinois. Indiana, on the other hand, is and always has been materially underquota.

X X X X X X X X X X

## ADVOCATE INDEPENDENT RADIO ADVERTISING BUREAU

The following program for the advancement of radio advertising, previously adopted by the Radio Committee of the American Association of Advertising Agencies, headed by C. F. Gannon, of Erwin, Wasey and Company, of New York, was approved by the executive board of the Association at a meeting in connection with the sixteenth annual convention in Washington last week:

Develop an independent bureau, supported by stations, advertisers and agencies, to study radio coverage through signal strength measurements, and popularity and listening habits through field surveys.

In advance of signal strength measurements, to continue the interchange of agency experience with local station coverage throughout the country.

Issue and promote, with the cooperation of the National Association of Broadcasters, the Standard Order Blank for Spot Broadcasting, for use between agencies and individual stations in placing spot broadcasting contracts.

Promote publication of all rates of stations in combination.

Promote payments by radio stations of standard 15% agency commission and 2% cash discount on station time.

Encourage the listing of complete information about radio stations in Standard Rate & Data Service.

Encourage the use of standard rate cards for radio by stations.

Protect agencies' and advertisers' interests in case of license fees or other charges which tend to increase radio costs and which might make the medium less productive.

Study and make available, agency operating data and compensation in handling of radio.

Favor the development of radio representatives.

The usual procedure was reversed at the dinner of the American Association of Advertising Agencies. Speaker Rainey, who was to have been heard in person, came in via the loudspeaker from Pittsburgh, his plane having been grounded by storms. John Charles Thomas, Countess Olga Albani and the Revelers, usually heard over the air, were there in person. The two last name were by courtesy of NBC.

X X X X X X X X

## RADIO INDUSTRY MAKING BETTER SHOWING

Some of the leading radio manufacturers report that sales during the first four months of the current year approximately were double the volume handled during the same period a year ago. The outlook for the Summer trade is unusually encouraging and the future is being viewed with more cheerfulness than was in evidence at the beginning of the year, according to a survey of the industry, which has just been completed by Dun & Bradstreet, Inc.

"During the last six months", the survey continues, "the chief source of income of many retailers has been replacement business. They have been particularly aggressive in calling on the owners of sets of the vintage of 1928 and 1929, and have uncovered a profitable field for replacement sales. Conservative trade estimates set replacement sales at 3,000,000 for the current year.

"The use of radios in automobiles gradually is becoming popular, and the revenue from this department has contributed to a satisfactory portion of the total volume handled. During May and June, it is expected that automobile radio business will be larger than the home radio business. No important mechanical improvements or changes in design have developed in recent months, although very satisfactory results are being obtained with electric sets now in use under the existing chain system of broadcasting.

"Fully 75 per cent of the orders being filled are for the moderately-priced units, bracketed within \$15 to \$50, although there is general recognition on the part of the buyers that the cheaper sets will not be satisfactory in the end. Few high-priced models are being sold. While the price trend has been downward, the enhanced commodity prices are expected to lead to revisions in an upward direction.

"From a toy less than twenty years ago", the survey points out, "the radio has passed through the period when it provided the chief source of entertainment for nearly 70,000,000-odd listeners in the United States alone, to become an indispensable part of the country's commercial life. Its pre-eminence as an advertising medium has made possible yearly gains which supersede the records established by newspapers and magazines.

"In national advertising expenditure in the last three years, radio broadcasting was the sole medium to gain, jumping from \$27,000,000 in 1930 to \$37,502,000 in 1931, and making a further moderate increase in 1932 to \$39,106,000.

"Installment payments, as a whole, have been more prompt during the last thirty days, and many customers that were in arrears have been able to bring their accounts up to date.

"While there was a slight increase in the number of firms which defaulted in 1932, a total of 193 contrasting with 175 in 1931, the liabilities involved were reduced more than half.

"For, the total of defaulted indebtedness of \$9,067,804 recorded for the 175 failures in 1931, dropped to \$3,805,673 for 193 failures in 1932, a decrease of 58 per cent. For the first four months of the current year, the trend has been slightly upward, particularly in the manufacturing division."

The complete insolvency record of the radio industry since 1930, including the first four months of 1933, as compiled by Dun & Bradstreet, Inc., shows:

Manufacturers

| <u>Year</u> | <u>Number</u> | <u>Liabilities</u> |
|-------------|---------------|--------------------|
| 1930        | 40            | \$3,522,400        |
| 1931        | 15            | 4,088,445          |
| 1932        | 23            | 1,826,995          |
| 1933        | 10            | 2,390,536          |

Wholesalers and Retailers

|      |     |           |
|------|-----|-----------|
| 1930 | 217 | 2,071,392 |
| 1931 | 160 | 4,979,359 |
| 1932 | 170 | 1,978,678 |
| 1933 | 44  | 954,252   |

(The 1933 figures are for January to April, inclusive).

X X X X X X X X X X

AMATEURS TO MEET IN BUFFALO IN JUNE

A convention of the Atlantic Division of the American Radio Relay League will be held in the Hotel Lafayette, Buffalo, New York on June 23 and 24, 1933.

Described as "an amateur convention, for amateurs, by amateurs" there will be technical talks, demonstrations, and visits to several amateur radio stations in and around Buffalo.

X X X X X X X X X X

## NBC HIT FOR CANCELLATION OF ORATORICAL CONTEST

The cancellation of the planned broadcast of the oratorical contest at Catholic University Tuesday night was termed an "insult" to Archbishop Michael J. Curley, of Baltimore, by the Rev. Louis Veath, of Baltimore, director of Catholic University conference of clerics and religious of the Catholic Students Mission Crusade, which sponsored the affair.

Father Veath declared in a short talk after the four contestants had delivered their orations that the "National Broadcasting Co. had openly insulted the archbishop". He said that arrangements had been made with Station WMAL for the broadcast and that shortly before the time scheduled, persons at the station telephoned and asked the subject of the orations.

When told it was "The Part of the Catholic Student in Home and Foreign Mission Activity", he said, the station's representative replied that it could not be broadcast as it was not "important".

The archbishop, who announced the winner and standing of the other three contestants in the competition after Father Veath had bitterly assailed the radio company's cancellation of the broadcast, made no reference to the matter.

X X X X X X X X X X

## NBC INSTITUTES NEW AUDIENCE MAIL ANALYZING METHOD

The National Broadcasting Company felt for a long time that its audience mail could be made to yield additional valuable information if more thoroughly analyzed. Now, that is being done. On February 1st, a battery of card-punch and counting sorter machinery was put into operation at NBC headquarters, 711 Fifth Avenue, New York City.

Although still "feeling its way", the new set-up has already revealed some very interesting facts. It is felt that the method has already proved its value. For the present, only eastern mail directed to sponsors' programs, and "fan" mail addressed to the National Broadcasting Company's eastern division, is being handled and analyzed.

The mail is classified into two groups - "direct" and "indirect" response. The direct mail includes letters addressed to sponsors of commercial programs by name. This mail is tabulated but not opened and is sent direct to sponsors or their advertising agents.

The indirect mail -- that is, letters and cards addressed to the broadcasting company only, includes sustaining program comments, letters of general appreciation and the like.

During February, indirect mail constituted 10.3% of the total eastern division response. Requests for offers 39.3%; appreciation response, 29.9%; while critical response amounted to only 2.1% of the total.

The sex of the writer making up this total of indirect mail is also highly encouraging. Male response totalled 38.8% as against 47.7% for female response. Thus, a widespread opinion that women are many times more prolific letter writers than men seems to be definitely refuted.

The percentage story for February of the indirect mail response for NBC's eastern division follows:

|                               |               |
|-------------------------------|---------------|
| Appreciation.....             | 29.9%         |
| Constructive Criticism.....   | 7%            |
| Adverse Criticism.....        | 1.4%          |
| Requests for Offers.....      | 39.3%         |
| Requests for Information..... | 6.1%          |
| Requests for Invitations..... | 11.1%         |
| Response to Contests.....     | 3.7%          |
| Contributions.....            | 7.8%          |
|                               | <u>100.0%</u> |

|               |               |
|---------------|---------------|
| Sex of        |               |
| Writer        |               |
| Male.....     | 38.8%         |
| Female.....   | 46.7%         |
| Children..... | 2.2%          |
| Unknown.....  | 12.3%         |
|               | <u>100.0%</u> |

X X X X X X X X X X

CANADIAN RADIO RULES AND REGULATIONS PUBLISHED

The Canadian Radio Broadcasting Commission has issued rules and regulations governing radio broadcasting in the Dominion of Canada. Copies, in pamphlet form, may be secured by addressing the Commission, National Research Building, Ottawa, Canada.

X X X X X X X X X X



## SCHUETTE TAKES UP CUDGEL FOR SMALL RESTUARANT O'WNERS

Oswald F. Schuette, in charge of copyright activities of the National Association of Broadcasters, already engaged in battle with the American Society of Composers over the license fees charged for the use of copyrighted music by the latter, has taken up the cudgel for small restaurant owners using radio sets in their establishments.

"Although the ASCAP gave a formal promise to Congress a year ago that it would make no effort to collect royalties from small restaurants and other minor business establishments, an ASCAP campaign to exact such license fees is now going on in various parts of the United States. Broadcasting stations have sent me details of the campaigns in their localities, together with copies of the threatening letters received from the Society by restaurants that have radio receiving sets," Mr. Schuette writes in a copyright bulletin.

"Apparently there is no uniformity in this campaign. As it is important that we should have full information concerning the methods used in different cities, I am asking all stations to make inquiries in their own localities concerning these operations. It will be of particular service if each station will send me copies of correspondence and other information about the methods by which the Society is undertaking to obtain fees from small restaurants in violation of its pledge to Congress."

The bulletin also includes testimony of officers of ASCAP during the hearings of the Patents Committee of the House of Representatives on the Sirovich Copyright Bill to the effect that it was not the intention of the Society to levy fees against small restaurants, ice cream parlors, cigar stores or barber shops. He then gives the text of letters said to have been sent out by the Society recently by which it has sought to exact license fees from restaurants for use of radio sets.

"To secure the protection guaranteed by these pledges, restaurants and other small business houses who receive such threatening notices should ask their Senators or Representatives to present the matter to Chairman Sirovich of the House Patents Committee, to whom the pledges were given", Mr. Schuette said, in conclusion. "Or they should ask their Senators and Representatives to call the situation to the attention of the Department of Justice or the Federal Trade Commission. Both of these government departments are now investigating the ASCAP organization and its methods."

X X X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

WJBU, Bucknell University, Lewisburg, Pa., granted consent to vol. assign. of lic. to Charles S. Blue; WJBU, Charles S. Blue, granted CP to move transmitter and studio from Lewisburg to Sunbury, Pa.; WSAR, Doughty & Welch Electric Co., Fall River, Mass., granted CP to make changes in eqpt. reducing max. rated power from 500 w. to 250 w.; KFAC, Los Angeles Brdcstg. Co., Inc., Los Angeles, Cal., granted mod. of lic. to increase hours of operation from sharing with KGEF (deleted) to unlt'd;

KBPS, Benson Polytechnic School, Portland, Oreg., granted auth. to discontinue operation May 26 to Sept. 12, 1933, during regular school vacation of licensee; WRAK, WRAK, Inc., Williamsport, Pa., granted mod. of lic. to change time from sharing with WJEQ to unlt'd. (facilities of WJEQ); KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., granted spec. temp. auth. to operate unlt'd. time from June 4 to June 10, incl.; WMBH, W. M. Robertson, Joplin, Mo., granted special temp. auth. to operate from 9:30 to 10:00 p.m. CST, May 20 and 27, June 3, 10, 17, and 24, 1933.

### Applications Granted - Other Than Broadcasting

WPFO, City of Knoxville, Tenn., granted auth. to operate station as broadcast pickup station May 15, regular lic., frequencies, 50 w.; New, Libby, McNeill and Libby, Egushik, Alaska, granted CP fixed private pt. to pt. tel. 3190 kc., 4 w. for communication with pt. to pt. stations and ships owned by applicant; New, Town of Palm Beach, Fla., granted CP for police service, 2442 kc., 50 w.; New, The Norfolk Daily News, Norfolk, Neb., granted CP for temp. broadcast pickup service, 2342 kc., 1 w.; New, John P. Moses, mobile, Mass., granted gen. exp. CP, freq. 60000-400000 kc., 10 w.;

WAEQ, Aeronautical Radio, Inc., Elmira, N.Y., granted CP to substitute transmitter (400 w. power) for West. Elec. 8-B, 50 w.; New, same Co., portable based at Kansas City, Mo., granted aviation - aero CP., freq. 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., unlt'd. 50 w.; W10XBE, State of New York, Conservation Dept., portable in New York State only, granted license, gen. exp. service, 60000-80000 kc., 4.3 w.; W3XU, City of Philadelphia, Pa., granted lic. exp.-spec exp. 2470 kc., 25 w.; W9XC, United States Radio & Television Corp., Marion, Ind., granted lic. exp. spec. exp. 43000-46000, 48500-50300, 60000-80000 kc., 1 kw., initial operating power 15 w.; to Nov. 1, 1933; W9XE, same;

WBA, Commonwealth of Pa., Harrisburg, Pa., granted lic. police service, 257 kc., 300 w.; WPBM, City of Birmingham, Ala., granted lic. police service, 2414 kc., 150 w.; WMDZ, City of Indianapolis, Ind., police service, granted lic. 2442 kc., 300 w.; KGZP, City of Coffeyville, Kans., granted lic. for police service, 2450 kc., 50 w.;

KGSI, Aeronautical Radio, Inc., Kansas City, Kans., granted lic. covering change in location from Universal Hangar to No. 1 Hangar, Fairfax Airport, Kansas City, Kasn.; KGSM, same co., Salina, Kans., granted aviation license 2906, 5692.5 kc., 100 w.; New, Pacific American Airways Co. NC-16-V, NC-17-V, granted aviation-aircraft lic. 333, 500, 1708, 3082.5, 5405, 5692.5, 8220, 12330 and 16440 kc., 12 w.; New, same co., NC-12195, granted aviation-aircraft lic. 3105, 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3467.5, 3485, 5602.5, 5612.5, and 5632.5 kc., unlt'd., 3222.5 kc. day only, not to be used within 300 miles of Canada or Mexico; 4917.5 kc. day only, not to be used within 600 miles of Mexico, 50 w.;

KHMSH, Transcontinental and Western Air, Inc., NC-12277 - KHMTG, NC-12278, granted aviation-aircraft license, freqs. 3105, 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 50 w.; KHMTG, Standard Oil Co., of Cal., NC-233-M, granted mod. of lic. to add the freqs. 3147.5, 5122.5, 5592.5, 3322.5 all other terms of license to remain the same; WQS, RCA Communications, Inc., New Brunswick, N.J., granted mod. of lic. to communicate primarily with Prague, Hamburg; secondarily with any other points of communication specifically named in pt to pt. telg. sta. license;

WBA, Commonwealth of Penna., Penna. State Police, Harrisburg, Pa., granted mod. of lic. to change freq. from 257 to 190 kc.; KHSXC, National Air Transport, Inc., NC-10352, granted consent to vol. assign. of lic. to Varney Air Lines, Inc.; WMH, Radiomarine Corp. of America, Baltimore, Md., granted consent to vol. assign. of lic. to Mayor and City Council of Baltimore, Md.; WLXAK, Westinghouse E and M Co., Chocopee Falls, Mass., granted ren. of spec. exp. lic. 990 kc., 50kw; KIBT, Bristol Bay Packing Co., Kvichak, Alaska, granted ren. of fixed pt. to pt. telg. license, freqs. 262, 274 kc., 50 w. to communicate WZE, Kanakanak on 274 kc., KIBU Nushagak and other pt. to pt. stations on 262 kc.; KYM, same co., Kvichak, Alaska, granted ren. of public coastal telg. lic. 425 kc., 500 kc., 50 w.; KSV, Alaska Salmon Co., Nushagak, Alaska, granted same as KYM; WCEN, Dr. Alexander Forbes, aboard the Yacht "Ramah", granted auth. to communicate with amateurs in addition to third class ship license; the ship telg. freqs. above 3000 kc., except 5510 kc., 50 w.; New, American Airways, Inc., to be located on a licensed air-plane, granted broadcast pickup station to operate from May 15 to May 20, incl. on freq. 2342 kc., 50 w.; to be used in connection with a demonstration of air transport operation.

Set For Hearing

New, The Lorain County Radio Corp., CP, public coastal - coastal harbor serv. 2512 kc., 500 w.; WAMC, Raymond C. Hammett, Anniston, Ala., CP to move transmitter to a location to be determined in Muscle Shoals, Ala., and studio to Muscle Shoals, from Anniston, and make changes in eqpt.

Miscellaneous

KGGC, Golden Gate Brdcastg. Co., San Francisco, Calif., denied special auth. to use following spec. hrs. in addition to present specified hours: 9 to 11 p.m. PST, daily, 10 to 11 p.m. PST, Sunday.

Oral Argument Granted

Ex. Rep. No. 470 - KWKH - Hello World Brdcastg. Corp., Shreveport, La., oral argument was granted in this case, to be held June 21, 1933, one hour for each applicant; these applicants are: WWL, New Orleans; International Brdcastg. Corp., Shreveport, La., National Union Indemnity Co., Shreveport; and WSPA, Spartanburg, S. C.

Ratification of Acts Of Commissioners

KFWF, St. Louis Truth Center, Inc., St. Louis, Mo., the Commission extended the effective date of its order made April 14, to and including 3 a.m. Thursday, May 18, 1933; WIL, Missouri Brdcastg. Corp., St. Louis, Mo., same. Action taken May 8.

KDHC, Radiomarine Corp. of America, New York, granted 60-day auth. to operate transmitter aboard Harvester, 375 to 500 kc., 50 w., pending receipt of formal application. Action taken May 8.

X X X X X X X X

The stockholders of the International Telephone and Telegraph Corporation at the annual meeting held in Baltimore, Md., May 10, 1933, elected the following directors for the ensuing year:

Arthur M. Anderson, Hernand Behn, Sosthenes Behn, F. Wilder Bellamy, Edward J. Berrind, Edwin F. Chinlund, Philip K. Condict, John W. Cutler, R. Fulton Cutting, George H. Gardiner, George S. Gibbs, A. H. Griswold, Allen G. Hoyt, Russell C. Leffingwell, Clarence H. Mackay, John L. Merrill, Walter E. Ogilvie, Henry B. Orde, Bradley W. Palmer, George E. Pingree, Wolcott H. Pitkin, Lewis J. Proctor, Lansing P. Reed.

X X X X X X X X

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

VICE PRESIDENT

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. :: ::

## INDEX TO ISSUE OF MAY 16, 1933

|   |    |
|---|----|
| ✓ Russia Talks About 1,000,000 Watt Stations.....               | 2  |
| ✓ Supreme Court Decision Gives Commission Tremendous Power..... | 3  |
| ✓ A.B.S. Press Statement Agitates Agencies Convention.....      | 6  |
| Commission Personnel In For Salary Cut.....                     | 7  |
| ✓ Amalgamated Broadcasting System Announces New Staff.....      | 8  |
| NBC New and Renewal Accounts.....                               | 9  |
| Radio Union Seeks Propaganda Check.....                         | 9  |
| To Tell the World?.....   | 10 |
| ✓ International Conference Date Still Uncertain.....            | 10 |
| Decisions of the Federal Radio Commission.....                  | 11 |
| New Commissioner Of Patents.....                                | 12 |

No. 623

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

*[Handwritten signatures and scribbles]*

## RUSSIA TALKS ABOUT 1,000,000 WATT STATIONS

Dr. Louis Cohen, well known radio engineer, himself a Russian, who has just returned to the Capital after visiting Russia upon invitation from the Russian government, told the Washington chapter of the Institute of Radio Engineers that Russia just now is considering the question of whether to erect radio stations of from 500,000 to 1,000,000 watts power or to install "smaller" stations of 100,000 watts. The reference to "smaller" stations of 100,000 watts got quite a laugh from those attending the meeting. Dr. Cohen said that Russia has at present one 500,000 watt station, five 100,000 watt stations, and from 50 to 60 stations from 2,000 to 25,000 watts.

The government provides the transmitting stations and the receiving sets as well. Both are the property of the government. It figures the more powerful the stations are the more cheaply adequate receiving sets may be manufactured or, the other way around, the weaker the station the more expensive the receiver.

With that theory in mind the government is trying to reach a conclusion for the next five year plan as to whether or not it should increase the number of 500,000 watt stations or build 1,000,000 watt transmitters.

Most receiving sets in Russia, Dr. Cohen said, have one stage of radio frequency and two stages of audio frequency, the equivalent of a four or five tube set.

The government provides a receiving center in every small village. In the smallest village there is a clubhouse where people may assemble and listen to programs. In large villages the central station connects with loud speakers around the town. In cities each apartment house has a central receiving system consisting of three sets - giving listeners a choice of three programs.

Dr. Cohen said the programs are surprisingly good. They are made up mostly of educational matter and music. The propaganda, he said, does not exceed ten per cent. He had been lead to believe that propaganda took up a larger percentage of the Russian programs. The government issues several radio program magazines each month which are very

good and very complete, Dr. Cohen said.

At present, the speaker declared, there are about 3,000,000 receiving sets. Within the next five years Russia expects to have 20,000,000. The manufacturing plants can turn out 600,000 sets a year but at the end of the next five years they hope to turn out 1,500,000 sets annually.

There are five radio factories in operation in Russia but at the end of five years the government hopes to have at least twenty factories. Dr. Cohen spoke in high terms of the radio technical laboratories. They are in two divisions, those of the Post Office department and those of the Army and Navy. Dr. Cohen was permitted to inspect the former but the latter are secret and he was not permitted to go near them.

Russia, he observed, is not doing much with television or ultra-high frequencies. At least not in the laboratories he was allowed to visit.

Many radio telegraphic facilities are being developed. Russia is particularly adapted for that type of service because of its great distances.

Much of the technical work is done under the advice of committees. An engineer, Dr. Cohen said, is afraid to recommend anything for fear he may be accused of sabotage if it does not work. Hence the committees because the engineers believe there is safety in numbers.

Dr. Cohen said the thing that struck one entering Russia was the poor clothing everybody wears. After a month or so you forget it. He himself went to the Opera in Leningrad wearing a sweater.

Private automobiles are so rare as to be almost never seen. A professor took him for a ride in a Ford and it was the only automobile trip he had in Russia.

X X X X X X X X

#### SUPREME COURT DECISION GIVES COMMISSION TREMENDOUS POWER

Senator Dill, of Washington, believes the sweeping decision of the Supreme Court in the case of the Chicago-Gary stations gives the Radio Commission enough power, through the teeth it puts in the Radio Act, to withdraw broadcasting licenses and issue, if the Commission should see fit, television licenses. That is if television should be developed to an extent where it would be con-

sidered more in the public interest to have it used than broadcasting.

"It is a wonderful decision", Senator Dill said. "It establishes the right of the Commission to change station assignments at will and puts upon all stations the necessity of serving the public or getting off the air. Likewise the decision clearly establishes the fact that Congress is supreme in its power to regulate interstate commerce as it relates to radio and can delegate such powers to the licensing authority it has created."

Senator Dill said a most important part of the decision was that it established the fact that stations possess no property rights in their channels and exist only by sufferance of Congress from license-renewal to license-renewal so long as they serve the public interest. The Senator said the Supreme Court applied the same rule to radio as to the authority of the Congress to control commerce on navigable streams. If any structures over such streams interfere with commerce, Congress has a right to have them removed without being obliged to compensate those required to take such action.

Another Senator who has a smile on his face as a result of the decision is Wallace White, Jr., of Maine, co-author of the Radio Act. Senator White was most anxious that the acid test be made by the Supreme Court so that Congress might know whether the Davis amendment, which was enacted for the purpose of equalizing the country's radio facilities "was to be respected or whether the Congressional purpose has come to naught".

Following the reversal of the Commission by the Court of Appeals, Senator White, from the floor of the Senate, urged a Supreme Court review of the case.

"The Court of Appeals decision", Senator White declared at that time, "if followed, would render futile the effort of Congress, through the Davis amendment, to break down the excessive concentration of stations in limited areas and to bring about an equitable distribution of radio services throughout the country".

Senator White said a point he was most anxious to have assured was that the government would not be liable for damages for stations ordered off the air.

The Supreme Court decision was printed in full in the Congressional Record of May 8.

What the decision means was summed up as follows by Sol Taishoff in Broadcasting Magazine:



"1. That the Radio Commission can exercise a free hand in reducing facilities in over-quota states and in assigning them to under-quota areas within certain broad limitations.

"2. That stations possess no property rights in their channels and exist only by sufferance of Congress from license-renewal to license-renewal under powers delegated to the Commission.

"3. That there need not to be an exact mathematical distribution of broadcasting facilities among the states, although all people are entitled to equality of transmission and reception.

"4. That the Court of Appeals of the District of Columbia does not sit as a "super Radio Commission", but is a judicial body and can only review decisions of the Commission on question of law.

"5. That the Supreme Court does have the jurisdiction of review, on writs of certiorari, appeals from decisions of the Court of Appeals of the District of Columbia reversing the Commission, which indicates that other cases involving novel questions and different issues may be carried to the highest tribunal.

"6. That Congress is supreme in its power to regulate interstate commerce as it relates to radio and can delegate such powers to the licensing authority it has created.

"7. That the Commission's quota system is valid as an act of administrative judgment in compliance with the law.

"8. That the Commission is in no wise bound to adopt the recommendations of its examiners, but rather is required to reach its own conclusions upon the evidence.

"9. That there undoubtedly will be a flood of applications filed with the Commission from stations or applicants in under-quota states for facilities in over-quota states, which the Commission must consider on the basis of the broad powers vested in it under the decision."

Congratulations are being received by Ralph Atlass, principal owner of WJKS, at Gary, victor in the case, and the broadcaster most responsible for fighting it through to the Supreme Court. Atlass, as he usually does, spoke softly but he carried a big stick.

A report around Washington was to the effect that if the Supreme Court decision had gone the other way it would have caused President Roosevelt to act definitely to abolish the Radio Commission but now that the Commission had been strengthened, he would perpetuate it.

Commenting upon this Senator Dill said though he had not talked with the President, he believed the Commission was slated to go.

"Whether the Commission remains or whether its duties are transferred to the Commerce Department or elsewhere", the Senator said, "the law remains the same and can be carried out by one administrative body as well as another."

X X X X X X X X X X

#### A.B.S. PRESS STATEMENT AGITATES AGENCIES CONVENTION

Ed Wynn, who in addition to his other accomplishments promises to be the "bad boy" in radio, evidently decided to have a joke at the expense of the American Association of Advertising Agencies convention last week in Washington. At any rate whether intentional or not, he succeeded in "getting their goats".

It came about through a press release issued on the stationery of the Amalgamated Broadcasting System which read, in part, as follows:

"Members of the A.A.A.A. meeting in Washington had before them a revolutionary radio advertising policy advanced by the officials of the Amalgamated Broadcasting System, the new national radio chain of which Ed Wynn is president.

"Mr. Wynn, who was invited to address the delegates at Thursday night's annual dinner at the Hotel Mayflower, was unable to attend, but other officials of this third nation's radio networks cooperated with convention delegates in setting forth the plan.

"Hailed by advertising men, editors and Federal officials as the genesis of 'the new deal' in radio's public relations the plan of the A.B.S. is a three-point one.

"First, elimination of offensive and lengthy trade announcements in radio advertising programs or, as Mr. Wynn puts it, 'blahless radio'.

"Second, inclusive national schedules for newspaper-radio advertisers, whereby each form of advertising shall be 'geared in' with the other.

"Third, cooperation, rather than hostility, between the radio and the Nation's daily and periodical press."

"In connection with the first point, delegates heard the results of a survey made by one of their members, Frank A. Arnold, former executive of the National Broadcasting Company and now vice president of a large advertising agency", the A.B.S. press release continued, "Mr. Arnold's survey showed that radio listeners-in are showing cumulative offense at long-drawn-out, intrusive and irrelevant ballyhoos in the midst of radio entertainment.

"Why does the advertiser", asked Mr. Arnold, 'tell his story so well in newspaper print in 200 words and yet require 600 words when he tells it on the air?' Continuing, Mr. Arnold, who was director of development for NBC for six years, told of a personal study of a large guest audience which was forced to listen to 725 words of commercial ballyhoo. 'After the first 200 words all interest was lost', he said.

However, when the newspapermen asked Sam Fuson, press representative of the Advertising Agencies Association, what action they had taken on Ed Wynn's plan he said the proposition had not even been presented to the convention. He said all the delegates knew about it was what they saw in the press release.

"The matter did not come before the convention", Mr. Fuson declared, "and the agency represented by Mr. Arnold is not a member of our association."

X X X X X X X X X X

#### COMMISSION PERSONNEL IN FOR SALARY CUT

At a minimum the personnel of the Federal Radio Commission is doomed to have its salary cut at least \$20,000 before July 1. The Independent Office Supply bill, which has passed the House and is now pending in the Senate, carries an appropriation of \$640,000 for the Commission for the next fiscal year, beginning July 1st.

The appropriation for this year was \$856,000, of which roughly \$574,000 is for the payroll of personnel in Washington and in the field.

During the next fiscal year, of the \$640,000 roughly \$543,000 is for salaries of personnel in Washington and the field.

X X X X X X X X X X

## AMALGAMATED BROADCASTING SYSTEM ANNOUNCES NEW STAFF

The following press statement has been received from the Amalgamated Broadcasting System, of which Ed Wynn is president:

"More than 75 separate continuity productions are set for the new Ed Wynn Amalgamated radio network, due to open soon. They are in hand under George M. King, director of the Amalgamated Artists' Bureau and his associate, Irvin Z. Grayson.

"Director George M. King of Amalgamated Artists' Bureau is known to the world of the theater through 20 years' activity on Broadway and in the field. Starting in the pre-Albee days with the team of Shayne & King, he was successively a representative of various headliners in variety, associated with Jean Bedini, general manager of the Bert Levy circuit, and operator of an independent circuit of theaters...

"Associate Director Grayson comes to Amalgamated from WTIC, Hartford, where he was in charge of manifold duties as supervisor of artists, production and programs. He previously was with NBC for seven years in the sales and promotion departments, and also was on the West Coast as associate director of M-G-M cinema productions.....

"Ray Perkins, "the old topper", late acquisition of Amalgamated, is responsible for the scripts for the Rosamund Johnson Negro choir of 30 voices, which will soon take its place as one of the major features of the air. The jubilee singers start on Amalgamated with "Big-Meetin'-Time", a rousing new-day feature. Perkins also is working, with Gus Edwards, on the scripts of the radio adaptation of the famous "School Days", with many of the original cast appearing before the microphone....

"A millionaire died and instead of leaving his riches to a young pair who were his presumptive heirs, the estate went to a foundation for discovering the seven best musicians of the nation. At least, so Peter Dixon writes in his initial production for the new Amalgamated network.

"Another of Dixon's current major works is a new radio investiture for the Russian Cathedral Choir, directed by Nikolas Vasilieff.

"Phillip Barrison of the Amalgamated production staff, appointed casting director of its productions by President Ed Wynn, formerly directed the Collier's Hour over the NBC air waves. He is putting into modernistic

form a hitherto-unconceived version of the Arabian Nights, with incidental music by Rimsky-Korsakov, Tchaikovsky, and Russian and Oriental modernists, with an ensemble background of musical motifs which Mr. Barrison himself has collected from a study of the native music of Bagdad and other centers of the near East....

"Beverly Bayne, once the heart-throbber for millions in earlier cinema days is to be featured in a Barrison series of Amalgamated air productions titled "Super-Women of History". These figures, with authentic production environment, will range from Cleopatra to Amelia Earhart. The scripts are being prepared by Bessie Beatty, formerly of the editorial staff of McCall's and other women's periodicals."

X X X X X X X X X X

NBC NEW AND RENEWAL ACCOUNTS

Renewal, Tide Water Oil Sales Corp., Agency: Lennen & Mitchell, Starts May 24th. Time: Mon. Wed. Fri. 7:30-7:45 p.m. Stations: 11 basic, 5 supplemental. Listing: Dolph Martin and his Travelers Quartet.

Renewal, Liggett & Myers Tobacco Co. Agency Newell Emmett. Starts June 2nd. Time: Friday 10:00-10:30 p.m. Stations: Basic, Don Lee, Florida plus 27 stations. Listing: "Lou Holtz and Lennie Hayton's Orchestra".

New, Lionel Corp. (Lionel Electric Trains), 14 East 26th St., NYC. Agency: Fuller Smith & Ross, 301 Euclid Avenue, Cleveland, Ohio. Starts Nov. 5, 1933 for 13 programs. Wednesday does not start until Nov. 15. Time: Sunday, 4:45-5:00 p.m., Wednesday, 5:00-5:15 p.m. Network: WEAJ WEEI WTIC WJAR WTAG WOSH WFI WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSXI WMAQ KSD WHO WOC WOV WDAF WTMJ WIBA KSTP WEBC WDAY KFJR WRVA WPTF WWNC WIS WJAX WFLA WSUN WIOD WSM WMC WSB WAPI WJDX WSMB KVOO WKY WFAA WBAP KPRC WOAI KTBS KTHS (KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ SUNDAY ONLY) Program: Dramatization of railroad events.

X X X X X X X X X X

RADIO UNION SEEKS PROPAGANDA CHECK

The International Broadcasting Union of which Vice Admiral Sir Charles Carpendale, controller of the British Broadcasting Corporation, was elected president for the ninth successive year, has concluded its annual Summer meetings with several important decisions.

A resolution of the union concerns the practice being followed in some countries, but prohibited in others, including Great Britain, of broadcasting programs intended expressly for listeners in foreign countries. Some of such broadcasts have commercial purposes in view, others political purposes.

The union, keeping in mind the fact that the recent International Telegraph Communications Conference at Madrid laid down the principle that broadcasting should be regarded as primarily a national service, has expressed the view that broadcasts addressed especially to listeners in foreign countries, which give rise to protests by those countries, are not only an inadmissible activity, but as such may compromise the good relations between nations.

X X X X X X X X X X

#### TO TELL THE WORLD?

In the "National Whirligig", published by the McClure Newspaper Syndicate, Paul Mallon writes:

"The WLW, Cincinnati, radio people claim their 500,000 watt radio station will reach any "good receiving set in a good receiving location anywhere in the world".

"The normal radius of the station is placed at 5,000 miles. That makes the possibilities international instead of national. Government authorities continue to insist their interest in it is purely scientific, not political.

"Nobody denies Mr. Roosevelt could use it to talk to the world if he should ever want to."

X X X X X X X X X X

#### INTERNATIONAL CONFERENCE DATE STILL UNCERTAIN

It now looks as if the middle of June would be the earliest time the International Radio Conference in Mexico City could be held. The fact that Mexico has not officially issued invitations or set the date is attributed to the political situation in that country.

Assistant Secretary of State Castle has been mentioned as an additional delegate.

X X X X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

New, Knickerbocker Brdcastg. Co., Inc., New York (portable), granted gen. exp. CP. freqs: 60000-80000 kc., 1 w.; New, City of Yonkers, N.Y., granted CP for police service, freq. 2414 kc., 100 w.; KGUE, Aeronautical Radio, Inc., Brownsville, Tex., granted CP; freqs: 2316, 2356, 3467.5, 2740 kc., unlt'd.; 6540, 6550, 6560 and 8015 kc., day only; 150 w.; KICV, R.R. Farish, Steamboat Bay, Noyes Island, Alaska, granted CP for fixed public pt. to pt. telg. service; freqs. 274, 268, 256 kc., 200 w.; pts. of communication: 274 with Ketchikan; 268 kc. with Craig; 256 kc. with other points in same vicinity; KUU, same, granted CP for public coastal telg. serv. 500, 425 kc., 200 w.;

WLXS, Trustees of Tufts College, portable in Mass., granted ren. of spec. exp. license; 530, 2050, 4095 kc., 1 kw. KPV, Port Walter Herring & Packing Co., Big Port Walter, Alaska, granted ren. of public coastal telg. license, 500, 425 kc., 200 w.; KIDY, same, granted ren. of fixed public pt. to pt. telg. license; freqs. 178, 227, 268, 3190, 100 w. on 3190; 200 w. on others.

### Set For Hearing

KGER, Consolidated Brdcastg. Corp., Ltd., Long Beach, Calif., mod. of lic. to change studio location from 435 Pine Ave., Long Beach, to 605 So. Broadway, Los Angeles.

### Miscellaneous

The following application, heretofore set for hearing, was dismissed at request of applicant:

WJBK, James F. Hopkins, Inc., Detroit, Mich., mod. of lic. 1370 kc., 100 w., 50 w. LS.

In the following case a CP was issued; 30 days has elapsed since the required completion of construction, and permittee has advised the Commission that no application for license will be filed; application is therefore to closed file: KGTI, Aeronautical Radio, Inc., Salt Lake City, airport license; KGER, Cons. Brdcastg. Corp., Ltd., Long Beach, Cal., granted permission to take depositions of two witnesses at Los Angeles on May 24; KTM, Pickwick Brdcastg. Corp., Ltd., Los Angeles, Calif., granted permission to take certain depositions in Los Angeles on May 29, in re appl. for renewal of license and vol. assign. of license; WIL, Missouri Brdcastg. Corp., St. Louis, Mo., granted permission to intervene in the appl. of the Ill. Brdcastg. Corp. station WTAD, for permission to move to E. St. Louis, Ill.

Pursuant to the mandate of the Court of Appeals of the District of Columbia affirming the decision of the Commission of May 6, 1933, the following grants were made:

WMCA, Knickerbocker Brdcstg. Co., New York, granted mod. of lic. for the use of 570 kc. with 500 w., sharing time with WPCH, effective for regular license period, beginning June 5, 1933; WPCH, Eastern Broadcasters, Inc., New York, granted modified license for the use of 570 kc., with 500 w., sharing time with WMCA, effective for the regular license period beginning June 5, 1933; WNYC, Dept. of Plant & Structures, City of New York, granted modified license for use of 810 kc. with 500 w. and daytime hours until sunset at Minneapolis, effective for regular license period.

For the purpose of allowing the City of New York, Dept. of Plant & Structures (Station WNYC) an opportunity to install its crystal control equipment on 810 kc., the Commission granted the following special temporary authorizations:

"To the City of New York, Dept. of Plant and Structures (Station WNYC) until 3 AM, EST, June 5, 1933, for the use of 570 kc. with 500 watts power, sharing time with Station WMCA.

"To the Knickerbocker Brdcstg. Co. (Station WMCA) until 3 AM, EST, June 5, 1933, for the use of 570 kc. with 500 watts power, sharing time with Station WNYC.

"To Eastern Broadcasters, Inc. (Station WPCH), until 3 AM, EST, June 5, 1933, for the use of 810 kc. with 500 w. power and day time hours until sunset at Minneapolis."

W2ETL, Robert Matthews, Lawrence, N.Y., adopted preliminary order of revocation of amateur license which expires December 20, 1933, because it is alleged this amateur permitted one Joseph Rizzo to use his station contrary to law.

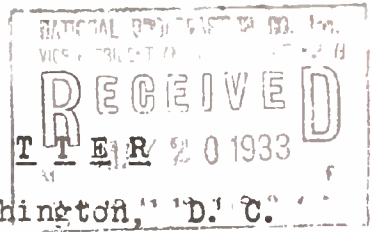
X X X X X X X X X X

NEW COMMISSIONER OF PATENTS

Conway P. Coe, local patent attorney, yesterday was chosen patent commissioner by President Roosevelt. Mr. Coe, who lives at 115 Oxford Street, Chevy Chase, Md., was educated in the Washington, D.C. public schools, Central High School, George Washington University Law School and Randolph-Macon College. He has practiced patent law here for the past ten years. He is 37 years old.

X X X X X X X X X X





H E I N L R A D I O B U S I N E S S L E T T E R 20 1933

2400 California Street

Washington, D. C.

Confidential - Not For Publication

INDEX FOR ISSUE OF MAY 19, 1933.

- ✓ Lafount Urges That Government Broadcast Educational Programs, . . . . 2
- Siegel Pans The Radio Editors. . . . . 3
- Sing Sing Gets Ready. . . . . 4
- Najestic Exhibits At Century Of Progress Exposition. . . . . 5
- WRVA Dedicates New Studios. . . . . 5
- ✓ Expect President To Act On Commission Soon. . . . . 6
- Examiner Reports Favorably In Boston Short Wave Case. . . . . 6
- Congressman Tries To Save Radio Press Service. . . . . 8
- Devising New Ideas For Radio Public. . . . . 9
- ✓ Decisions Of the Radio Commission. . . . . 10
- Swedish Telephone Board Elects Behn As Director. . . . . 12

*Handwritten signature and initials in the bottom left corner.*

## LAFOUNT URGES THAT GOVERNMENT BROADCAST EDUCATIONAL PROGRAMS

Educational programs could, and he believes in the near future will be, broadcast by the Government itself over a few powerful short-wave stations and rebroadcast by existing stations, Harold A. Lafount, Federal Radio Commissioner, declared, addressing the National Advisory Council on Radio in Education. Commissioner Lafount prefaced his suggestion by saying that a recent study the Commission made shows that there are approximately 25,000 hours per week of unsold time being used for sustaining programs.

"This time is often used to broadcast material of little entertainment and, perhaps, of no educational value. I say, generally speaking, this sustaining time is not used as intelligently as it should be", Commissioner Lafount said.

"Just think of the contributions to the happiness and welfare of the American people that could be made with 25,000 hours of broadcasting time per week! On a basis of 320 words per page to be broadcast at an average rate of 160 words per minute, 720,000 pages could be put on the air each week. If bound into books, this would make 2,000 360-paged books a week, or 104,000 volumes a year."

"We have 605 licensed broadcasting stations in this country. A study of the published programs of each of the major chains reveals the fact that of that number from 26 to 132, or an average of 79 stations broadcast network programs. Dividing a day of a typical week into three parts, the published programs indicate that an average of 58 stations are on the three networks between 6:45 A.M. and Noon; 88 stations between Noon and 6:00 P.M.; and 86 stations between 6:00 P.M. and Midnight. The number of hours per week when there are one-hundred or more stations on the three networks combined are as follows: 2½ hours before Noon; 11 hours between Noon and 6:00 P.M.; 6 hours between 6:00 and 10:00 P.M.; and 9 hours between 10:00 and 12:00 P.M.

"The object of presenting these figures of chain broadcasting is to show that on an average we have over 500 stations broadcasting local programs, whose unsold or sustaining programs I seek to improve, and by so doing put to beneficial use already existing facilities, thus eliminating waste, and providing educational programs to all our people."

Mr. Lafount said that he did not believe his plan to have the Government broadcast educational programs by short-wave would interfere with local educational programs.

"It would not interfere with local educational programs, and would provide all broadcasters with the finest possible sustaining programs", Commissioner Lafount concluded. "The whole Nation would be taught by one teacher instead of hundreds, and would be thinking together on one subject of national importance.

"Personally, I believe such a plan would be more effective than a standing army. I shall not undertake a description of the mechanics of this proposed plan, other than to say it would be very flexible and inexpensive. I do not consider this a step towards Government ownership or operation of radio broadcasting stations. The Government's activities would be confined to the transmission and wholesale distribution of educational material and discussions of subjects of national importance to all the stations in the United States, and not to the maintenance of any particular station."

X X X X X X

#### SIEGEL PANS THE RADIO EDITORS

by Norman Siegel,  
Radio Editor, Cleveland Press.

When Eddie Cantor recently forgot Rubinoff and Jessel for a few seconds to call Manhattan radio editors "fakers", he only did a half-way job...for he should have also included 100 or so scribes outside of Manhattan who rave about radio in print... We're all the same...New York or Cleveland...and Cantor was right when he questioned, "Who are these guys, to knock my act?"

Well, Eddie, most of us are a lot of "phonies." We either have our little rackets that must be promoted...or we're just dumb about most of the things we write...You can put me in the ignorant class...I haven't any money fingers in the radio pie...I suppose because I couldn't grab a chunk big enough to eat out here...I haven't any third-rate artists to boost...like some of the Manhattan critics...for even if I did get them on the air here, it wouldn't bring any financial returns.

---

There used to be a time when a radio editor had to know something about what he was writing...That was in the days when radio columns instructed people how to build sets...But today most of us don't even know how to put tubes in a set, with the instructions before us...A lot of us are lazy and fill our columns with

the mass of press agent material sent out...so that they are nothing more than bulletin boards...A lot of us aren't even good reporters...and would have to get out of the business if the boss ever decided to take us off radio...unless we're like the critic in St. Louis, who went to writing church news after they took his column away from him.

---

You've been in the business of entertaining people all your life, Eddie...and have made a few fortunes at it...You know what they want...and what they won't want...Then along comes a mug who is backing a sixth-rate comic he thinks should be in your place because it would mean a few dollars to him, or who doesn't know what he's writing about, and tries to tear you down...You're one microbat who's had enough punch to publicly expose us small fry... More power to you, Eddie.

---

To write a fool-proof radio column, a scribe would have to be thoroughly educated in music, in drama, in technical radio, the English language, public affairs...and be able to listen to every program on the air at least once a week...and still have enough time to browse about with the broadcasters to find out what's going on behind the "mike"...and if anyone was that perfect he wouldn't be wasting his time on radio...so, you'll have to be content with the thought that there's nothing dumber than a smart radio critic, Eddie...unless it is a brainy radio announcer.

---

I understand that the boss is out of town today...and won't see this column...after all, even though I may be dumb, I'm not crazy.

X X X X X X X X

### SING SING GETS READY

Following the example of the leading police departments, Sing Sing, in New York State, perhaps the most famous of all prisons in this country, has decided to experiment with short wave transmitters. These, it is believed, would be especially valuable at a time of such a prison riot as Sing Sing had or in hunting down escaped prisoners.

Accordingly Warden Lawes at Sing Sing has applied for licenses for two short wave transmitters - one of 25 watts and a portable of 4.5 watts. Doubtless these applications will be readily granted by the Radio Commission which has been working in close cooperation with the police officials of the country.

X X X X X X

## MAJESTIC EXHIBITS AT CENTURY OF PROGRESS EXPOSITION

Grigsby-Grunow Company, manufacturers of Majestic Refrigerators, Radios, Auto Radios, and Tubes, have completed an extensive exhibit at the Century of Progress Exposition. The exhibit is located in the plaza and of the Electrical Building on Northerly Island and includes five large display windows.

In addition to the Grigsby-Grunow exclusive exhibit, Majestic products will also be displayed in conjunction with the Porcelain Enamel Institute exhibit in the General Exhibits Building. Included in the furnishing of the several modern homes, in the Home Planning Section of the Exposition, are Majestic Refrigerators and Radios.

One of the showplaces of this group is the "House of Tomorrow" which includes a Majestic Refrigerator and Radio as part of its furnishings.

X X X X X

## WRVA DEDICATES NEW STUDIOS

The new studios of Station WRVA, Richmond, will be officially opened Tuesday, May 23rd, with an elaborate program in which Federal Radio Commissioner Brown, Senator Byrd, Governor Pollard and others prominent in national and local circles will participate. The official ceremonies will begin promptly at 9:30 P.M. E.S.T., and continue until 2 A.M. All the Virginia radio stations have been requested to take part in the program; WTAR, WGH, WLVA, WPHR having already completed arrangements for their participation. The Acca Temple Chanters, WRVA Concert Orchestra, Richmond Light Infantry Blues Band, Hotel Richmond Ensemble, Tubize Royal Hawaiians, Art Brown, Henry Bryans Orchestra and many other popular radio groups will complete the ceremonies, a portion of which will be picked up by the National Broadcasting Company Coast-to-Coast Network.

Extensive alterations to the mezzanine floor of the Hotel Richmond have been under way for several months. Five studios, a large suite of business offices, and spacious reception rooms comprise the layout. Various color schemes of acoustic tile are used in the studios with pleasing effect. The sound proofing, general construction and radio equipment are of the very latest design. The new layout gives WRVA one of the most modern and beautiful studios in the South.

X X X X X X

## EXPECT PRESIDENT TO ACT ON COMMISSION SOON

Whatever action President Roosevelt takes with regard to the future of the Federal Radio Commission is expected soon. Recommendations submitted to him sometime ago by Secretary of Commerce Roper, it is believed, are now being considered by the President and after making whatever changes he desires to make, he will pass them along to Congress at an early date if they are of sufficient consequence to require Congressional action.

This was indicated at the White House press conference when President Roosevelt said that Director of the Budget Lewis would be his guest on the Presidential week-end trip down the Potomac. It was known that Director Lewis carried with him governmental reorganization plans which included those of the Radio Commission.

One report was that an Executive Order has been all drawn up and is simply waiting the President's signature to transfer the Radio Commission to the Department of Commerce. However those who favor the Commission keeping its present status have put up a hard fight and, it is said, have received encouragement in certain official quarters.

Therefore, the whole question seems to be pretty much on the fence, even the fact as to whether or not Congress will be called upon to act not being definitely known. Nevertheless, it seems a safe assumption to say that the President having disposed of other matters he considered more important may very soon now act in the disposition of the Radio Commission.

X X X X X X X

## EXAMINER REPORTS FAVORABLY IN BOSTON SHORT WAVE CASE

A favorable recommendation for license has been made with regard to the application of the Shortwave Broadcasting Corporation (W1XAL) of Boston by Examiner Elmer W. Pratt of the Federal Radio Commission.

Examiner Pratt in his conclusion states;

"That the legal irregularities with reference to the operation of W1XAL which are apparent from the former record have been corrected since the first hearing;

"The tentative arrangements for experimental programs and the willingness and ability of the applicant to expend funds in the development of international programs and service give promise of some possible contribution to the development of the shortwave broadcasting art; and

"The past operation of this station (W1XAL) and the activities of those connected with it are such as would warrant a conclusion that experimental operation of W1XAL in good faith would be continued;

"It is accordingly concluded that public interest, convenience and necessity would be served by the granting of this applicant's application for license and the issuance of a license in accordance therewith."

According to the Examiner's report, new evidence presented reveals the following facts:

The name of the Shortwave Broadcasting Corporation, the applicant, has been changed to World-Wide Broadcasting Corporation.

World-Wide Broadcasting Corporation has tangible assets (as of April 30, 1933) of about \$39,000 and liabilities of approximately \$25,000.

At the present time 50 per cent of the outstanding capital stock is held by the Radio Industries Corporation and 50 per cent by Mr. Chester W. Cuthell. The Chairman of the Board of the applicant corporation is William R. Crawford and the Directors are Mr. Cuthell and Walter S. Lemmon; other officers are Martin J. Her, Treasurer and Vice-President and Cyril Condon, Assistant Secretary and Treasurer. Aviation Radio Station, Inc., a former stockholder, has been dissolved.

Owners of World-Wide Broadcasting Corporation who have spent nearly \$100,000 on the development of shortwave broadcasting since 1929 would furnish all funds necessary to carry on the work proposed by this applicant.

The transmitter of W1XAL is temporarily located in Boston, Mass., but there is now no connection with the Shortwave and Television Corporation. Operating expenses are now paid by the applicant and the mechanical operation of the station is conducted by an operator who is not employed in broadcasting by anyone other than the applicant.

Since the first of January, 1933, W1XAL has been operated from 5 to 10 hours per week or approximately an hour a day. Its programs have consisted principally of rebroadcasts of programs at WEEI, Boston, and such programs have been received in England, France and other European countries. Tentative arrangements have been made for the rebroadcasting of W1XAL's programs by stations in foreign countries, but such arrangements have not been made definite pending the outcome of this hearing. Should this application be granted, more definite arrangements would be made and more time would be spent in experimentation. Programs would include talks by well-known authorities on scientific matters, world peace, and other subjects of international interest and importance. Special efforts would be made to develop educational programs in conjunction with the radio activities of the National Advisory Council on Radio in Education. A series of programs of particular interest to Pan American countries is planned.

William R. Crawford and Matthias Mahorner, Jr., appeared for the applicant. Elisha Hanson appeared for the Shortwave & Television Corporation and for Shortwave & Television Laboratories, Inc., respondents. Ben S. Fisher appeared for the Commission.

X X X X X X X X

#### CONGRESSMAN TRIES TO SAVE RADIO PRESS SERVICE

Representative Louis Ludlow, of Indiana, a good Democrat and thoroughly in sympathy with President Roosevelt's economic retrenchments in Government administration, nevertheless went on the warpath in the proposed abolishing of the Radio Commission press service.

"'Economy did it', says someone," Representative Ludlow declared addressing the House. "Well, if that is the answer, I can only say that some very strange acts are performed in the name of economy. I am committed to the strictest economy, to cutting out useless agencies by the roots and to the wholesale consolidation of agencies that overlap and waste money, but I can think of a thousand agencies that should be removed from the structure of Government before the press service of the Radio Commission should be touched, if you ask my idea of the order of priority."

Designated as "Radio Commission Press Service", it sounds as if it were a large organization, but really is a one-man band, Frank Wisner.

"Every hour of the day and night Mr. Wisner has been at the service of the Washington correspondents. His exhaustive knowledge of radio has enabled him to answer all questions in terms of understandable English, short of technical obfuscations", Mr. Ludlow, who was formerly a Washington correspondent, continued.



"It is not entirely the loss of Mr. Wisner, much as they esteem him, but it is the loss of this highly specialized service. That is the real tragedy. Every Washington newspaper correspondent knows of numerous department and bureau press services that probably could be abolished and economies could thus be effected without injury to the public service, and they do not understand why those bureaus should be spared and the one that many believe is the most important and useful of all should be sacrificed on the altar of economy. It is not common sense, that's all."

Representative Ludlow, whose remarks were greeted by applause, then read a petition for the return of Mr. Wisner signed by George Holmes, manager of the Washington bureau of the International News Service; Raymond Clapper, head of the local United Press bureau; Kenneth Clark, head of the Universal Service here, and nearly 100 leading correspondents, including George Durno, president of the White House Correspondents' Association; Raymond P. Brandt, president of the National Press Club; Charles G. Ross, president of the Gridiron Club; Robert D. Heintz, Washington Post; Theodore Alford, Kansas City Star; Theodore C. Wallen, New York Herald-Tribune; Martin Codel, editor Broadcasting Magazine; Sol Taishoff, Consolidated Press; George Manning, General Press Association; James P. Hornaday, Indianapolis News; Harry G. Gauss, Chicago Daily News; Fred W. Perkins, Washington Daily News; Russell Kent, Birmingham News; Paul Wooton, New Orleans Times-Picayune, and scores of others, all of whom, Mr. Ludlow said, are very much concerned over the proposed abolishment of the Radio Commission press service.

X X X X X X

#### DEVISING NEW IDEAS FOR RADIO PUBLIC

The problem of pleasing the listening public, which is becoming more critical every day as radio broadcasting loses the element of novelty and becomes an accepted part of the daily routine, is occupying the attention of the Office of Education, Department of the Interior.

To help the broadcaster supply suitable programs, the Office of Education has offered to act as a sort of clearing house for the exchange of select radio manuscripts which deal with educational and cultural subjects of general public interest.

C. M. Koon, Senior Specialist in Education by Radio, is visiting radio stations all over the country and discussing with their operators the problems they face in planning daily programs. He finds they are eager for new ideas on what to give the radio listener.

The Office of Education has taken the initiative in this movement by sponsoring a series of broadcast programs which are being used by more than 225 stations. One manuscript a week is sent to the stations which use the service. In the three weeks since the service was started the desire of stations to use the programs has been growing and more requests for the material are being received every day.

These programs have dealt with the growth of schools and the spread of curricula in the fields of science, home economics and other subjects.

Manuscripts are sent weekly to the radio stations and they are advised to invite local school authorities to take part in programs.

Mr. Koon has found that many local broadcasters develop programs of an historical nature, for example, which could be utilized by stations in other sections or used as a basis for the preparation of local programs of a similar nature.

Surveys of trends in radio programs have been made by the office. It has followed the development of jazz programs, the crooner, mystery dramas and comedy skits.

A new field in programs is visualized by Mr. Koon in the musical comedy type of radio entertainment.

X X X X X X X

## DECISIONS OF THE RADIO COMMISSION

### Applications Granted (May 19, 1933)

KLRA, Ark. Broadcasting Co., Little Rock, Ark, modification of license to increase hours of operation from specified hours to unlimited time; KGHI, Loyd Judd Company, Little Rock, Ark., C.P. to make changes in equipment and increase day power from 100 to 250 watts on 1200 kc., unlimited time; WFDF, Flint Broadcasting Co., Flint, Mich., renewal of license 1310 kc., 100 watts, unlimited time; WEXL, Royal Oak Broadcasting Co., Royal Oak, Mich., renewal of license, 1310 kc., 50 watts, unlimited time; WCAT, S. Dak, State School of Mines, Rapid City, S. Dak. authority to discontinue operation from June 2 to Sept. 10, 1933, during regular Summer vacation; Juan Piza, San Juan, P. R., C.P. for new station to operate on 1290 kc., 500 watts, unlimited time; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., modification of C.P. extending completion date to June 10, 1933.

Also, WPFS, Buncombe Co. N.C., Police Dept., Asheville, N.C., modification of C.P. for slight changes in transmitter, and extending commencement date to April 25, and completion date to May 31, 1933; KGZN, City of Tacoma, Police Dept., Tacoma, Wash., modification of C.P. to make changes in equipment, change location and extend completion date to June 15, 1933; Press Wireless, Inc.: modification of CP's extending completion date from July 1 to December 1, 1933, for stations at Dallas, Tex.; Kansas City, Mo.; Denver, Minneapolis, Seattle, Salt Lake City, Washington, D. C., Atlanta, Ga., Memphis, Tenn.; WAFJ, WHU, WAFK, WHX, WAFL, WJC, WHS modification of C.P. to extend completion date from June 28 to December 1, 1933; WAFM, WHT, WAFN, WJA, WHY, WHV, same except from May 28 to December 1, 1933; WJU, Hicksville, N. Y., same except from June 1 to December 1, 1933; KGWE, Los Angeles, same except from July 1 to December 1, 1933.

Also, Boeing Airplane Co.: KHUBY, C-875-E, modification of license to add frequencies 3147.5 and 5122.5 kc.; Same for Boeing Air Transport, Inc. (52 Planes); National Air Transport, Inc. (27 Planes), Pacific Air Transport, Inc., (12 Planes); Eastern Air Transport, Inc., NC-976-W, license, frequencies: 3105, 2922, 2946, 2986, 4122.5, 5652.5 kc., 15 watts; Charles A. Lindbergh, NR-211, license, frequency 333, 500, 3115, 5515, 8340, 12480 kc., 12 watts power; WPR, South Porto Rico Sugar Co., Ensenada, P. R., renewal of license 163 kc., 1½ KW, 5 KW.

Also, Government of Puerto Rico, Bureau of Insular Telg. WGS, Vieques, P. R., and WKZ, Same at Ceiba, P. R., renewal of licenses, 194 kc., 50 watts; W6XN, Transpacific Communication Co., Dixon, Cal., renewal of Spec. Exp. license, 7565, 7610, 10840, 15355, 15415, 21060 kc., 20 KW; KIFM, Pacific Alaska Airways, Inc., Fairbanks, Alaska, renewal of license 2648, 4125, 6570, 8015 kc., 200 watts; KIFM, Same, renewal of license 3082.5, 5692.5, 8220 kc., 200 watts; P. E. Harris & Co.: KGYL, renewal of license in exact accordance with existing license, 227, 274 kc., 100 watts; KPD, Hawk Inlet, Alaska, renewal of license in exact accordance with existing license 425, 500 kc., 100 watts; KJL, Same, False Pass, Alaska.

### Renewal Of Licenses

Renewed for the regular period: WCDS, Springfield, Ill.; WFBG, Altoona, Pa.; WHAT, Philadelphia; WIBX, Utica, N. Y.; WIL, St. Louis, Mo.; WJAC, Johnstown, Pa.; WJBW, New Orleans, WKBB, Joliet, Ill.; WLAP, Louisville, Ky.; WSJS, Winston Salem, N. C.; WTAX, Springfield, Ill.; WTEL, Philadelphia; KCRJ, Jerome, Arizona; KFGQ; Boone, Ia.; KGDE, Fergus Falls, Minn.; KGEK, Yuma, Colo; KGNO, Dodge City, Kans., and KGY, Olympia, Wash.

The Commission granted 498 amateur station licenses of which 393 were new, 23 renewals and 82 modifications.

Set For Hearing

WARD (Formerly WCGU), United States Broadcasting Corp., Brooklyn, N. Y., modification of license to change hours of operation from sharing with WFOX, WLTH and WBBC, to unlimited time (facilities of WFOX, WLTH and WBBC); Press Wireless, Inc., San Francisco, license to use transmitter now licensed on frequency 3285 kc (to extend frequency range to 2900 kc); also same except for 3290 kc.; at Hicksville, N. Y., same (3290 kc.); also at Hicksville, same.

Ratification of Acts of Commissioners

Action taken May 16: WNFA, Mackay Radio & Telg. Co., New York, granted 60 day authority to operate station aboard Vessel "American Cardinal", pending receipt of formal application 375 to 500 kc.; KGIR, KGIR, Inc., Butte, Mont., granted authority to take depositions of 15 witnesses located in Butte on May 22nd, in re Docket No. 2011; KFPY, Symons Broadcasting Co., Spokane, Wash., granted authority to take depositions of certain witnesses at Salt Lake City on May 20; Idaho Falls, Idaho on May 22, and Spokane on May 23rd in re Docket 2008; KELW, Magnolia Park, Ltd., Burbank, Cal., granted authority to take depositions of certain witnesses at Burbank, Cal., on May 22nd in re Dockets 1957 and 1964; WIEK, Atlantic Broadcasting Corp., New York, authorized to use broadcast pickup service on May 17 to 20 incl., frequency 2478 or 1542 kc., 50 watts; WLEW, Radiomarine Corp. of America, New York, authorized to use Station WLEW temporarily aboard Vessel "Malton", 375 to 500 kc., 50 and 200 watts; KDWP, Mackay Radio & Telegraph Co., San Francisco, granted temporary authority to operate aboard Vessel "W. S. Rheem", pending receipt of formal application frequency 375 to 500 kc., 500 watts; (Action taken May 17: KFPY, Symons Broadcasting Co., Spokane, Wash., granted special authority to operate a 10 watt crystal controlled oscillator on 1340 kc., between 2 and 7 A.M., May 17 to May 25th.

X X X X X X

SWEDISH TELEPHONE BOARD ELECTS BEHN AS DIRECTOR

Stockholders of the L. M. Ericsson Telephone Company, at their annual meeting in Stockholm elected Colonel Sosthenes Behn, Chairman of the International Telephone and Telegraph Corp., a Director of the company and approved a change in the by-laws permitting International to own a 35 per cent voting interest in the company, against 20 per cent previous authorized.

Approval of the Swedish Government will be necessary to give effect to the action taken by the stockholders. International originally contracted to purchase an interest in the Ericsson company from the late Ivar Kreuger, and made a part payment of \$11,000,000 in cash. The deal was later abandoned, but the money was not restored by Kreuger, who shortly thereafter committed suicide, and International took possession of Ericsson shares held in escrow on its behalf by a Swedish bank.

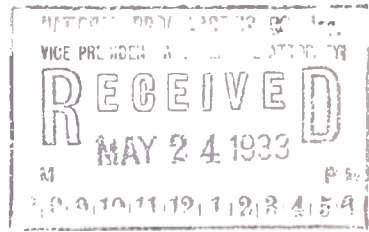
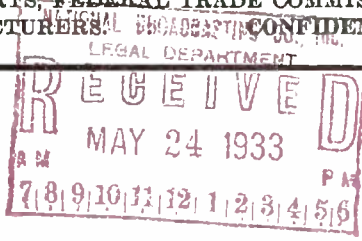
X X XX X X X X

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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



## INDEX TO ISSUE OF MAY 23, 1933.

- One Minute Tribute For Heroic Operators.....2
- ✓ Mackay Opens Direct Circuit With China.....2
- ✓ Judge Davis New Trade Commission Head.....3
- ✓ New Radio Group For Reform Urged.....4
- ✓ Chicago Radio Firm Sued.....4
- ✓ Columbia Issues "Second Listening Area Study".....5
- ✓ New and Renewed Contracts Of The CBS.....5
- ✓ WJKS Charged With Fraud In Latest WIBO Move.....6
- Mexicans Oppose Radio.....7
- ✓ Back Salary For Sykes.....8
- Washington and Texas Discover Nancy.....8
- So That Was It!.....8
- ✓ Baker Succeeds Young On RCA Board.....9
- Ed Wynn Has Them Guessing.....9
- ✓ NBC New And Renewal Accounts.....9
- ✓ Decisions Of The Federal Radio Commission.....10

No. 625

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

*Handwritten signatures and initials at the bottom left of the page.*

## ONE MINUTE TRIBUTE FOR HEROIC OPERATORS

On Memorial Day, May 30th, the entire radio communication system of the country, Government as well as commercial, will be silent for one minute immediately following the noon time signal, on the east, gulf, lake and west coasts, in tribute to the radio-men, who have made the supreme sacrifice in the line of duty.

This one minute tribute was inaugurated last year by the Veteran Wireless Operators' Association and is again sponsored by that organization. It will be participated in this year by the Navy Coast Guard, Mackay Radio, Radiomarine, Tropical Radio, Bull Line, Southern Radio and other radio communication organizations.

Repeating the procedure used last year, the Coast Guard will release the following general message on May 29, addressed to all its ships:

"AS A FITTING MEMORIAL TO THE COMMERCIAL AND MILITARY RADIO OPERATORS WHO HAVE MADE THE SUPREME SACRIFICE IN THE LINE OF DUTY, ALL RADIO EQUIPPED UNITS OF THE COAST GUARD ARE DIRECTED TO OBSERVE A ONE MINUTE RADIO SILENT PERIOD IMMEDIATELY FOLLOWING THE TIME DASH AT NOON TOMORROW THIRTY MAY PERIOD ZONE PLUS FIVE TIME WILL APPLY TO UNITS IN THE NORTHERN EASTERN AND SOUTHERN AREAS ZONE PLUS EIGHT FOR THOSE IN THE WESTERN AREA PERIOD ----".

The Navy and the commercial organizations will send similar messages.

X X X X X X X

## MACKAY OPENS DIRECT CIRCUIT WITH CHINA

Chinese officials at the Legation in Washington expressed approval of the new direct radiotelegraph circuit connecting the United States with China just opened between the Mackay Radio and Telegraph Company's San Francisco station and that of the Chinese Government Radio Administration at Shanghai. The new circuit is to operate twenty-four hours a day and all classes of telegraph service are available.

Mackay Radio, through its affiliation with Postal Telegraph in the International System, thus provides direct radio telegraph service to China for the entire United States. At the Chinese end, the new circuit connects directly with the extensive national system of the Chinese Government telegraphs.

X X X X X

## JUDGE DAVIS NEW TRADE COMMISSION HEAD

If former Representative Ewin L. Davis, of Tennessee, who has just been appointed Chairman of the Federal Trade Commission by President Roosevelt is as drastic in correcting trade practices as he was in amending the Radio Act, he will be a factor to be reckoned with in the business world.

Judge Davis was the author of the now famous "Davis amendment" of the Radio law which was framed for the purpose of equalizing the radio facilities of the country. The Davis amendment declared that the people of all the zones were entitled to equality of radio broadcasting, and that in order to provide this the licensing authorities shall as nearly as possible make and maintain an equal allocation of licenses, of frequencies, of power, and of time of operation to each zone, and shall make a fair and equitable allocation to each of the states in any zone according to population.

"Illinois at that time, with 1,000,000 less people, had 26 more stations than all New England", Senator Wallace White, of Maine, declared with regard to conditions then existing. "The City of Chicago had more stations than all New England, and all of New England was privileged to use but a little more than one-third of the power permitted with Illinois."

The Davis amendment was forever sustained last week in the sweeping decision of the Supreme Court written by Chief Justice Hughes.

Perhaps it may now be told that because of his knowledge of radio and the important part he had in framing the Radio Act and because of his knowledge of shipping gained in long service in the Merchant Marine and Fisheries Committee of the House that Secretary of Commerce Roper wanted Judge Davis to be Assistant Secretary of Commerce in charge of Communications and Transportation, should the Radio and Interstate Commerce Commission be transferred to the Commerce Department as is expected. Judge Davis is understood to have turned this proposition down. He was also mentioned as Senator from Tennessee to succeed Secretary of State Hull.

Judge Davis is 57 years old and served in Congress from 1919 to 1933 when he was defeated for renomination.

X X X X X X X

## NEW RADIO GROUP FOR REFORM URGED

Asserting that good radio programs "will not appear out of thin air", Levering Tyson, Director of the National Advisory Council on Radio in Education, suggested in his annual report submitted at a meeting of the Council in New York, that a National Radio Institute be formed to produce and support entertainment to be broadcast in the United States.

The proposed institute, Mr. Tyson said, should be "entirely apart from any organization now in the educational broadcasting field, but anticipating the cooperation of all, with the sole purpose of raising funds for devising and producing under its auspices programs of generally accepted excellence. This proposal merely accepts a challenge which the industry has held out repeatedly to the educators of the country."

In presenting the idea Mr. Tyson assumed that the management of the institute would be vested in fifteen governors, men and women, representing all parts of the country and that a staff of administrative assistants would be engaged. The organization would devise and arrange programs in subjects of general importance and interest, such as public health, literature and the arts, science, home economics, agriculture government history, economics, labor and international relations, for both school and adult audiences.

"There is no definite desire to institute a system of government control such as that which submerges European populations", he said. "But opinions are increasing to the general effect that even that system is preferable to the blatant and nauseating commercialism which some unthinking and ill-advised broadcasters persist in inflicting upon the American public and which leaders in the industry deplore as steadily as any one else."

Hector Charlesworth, Chairman of the Canadian Radio Broadcasting Commission, reviewed public service broadcasting in Canada.

The morning session was presided over by Dr. George E. Vincent, former president of the University of Minnesota. Dr. Livingston Farrand, President of Cornell University, presided in the afternoon. Dr. W. W. Charters was the evening Chairman.

X X X X X X

## CHICAGO RADIO FIRM SUED

A suit charging officials of the Utah Radio Products Co., of Chicago, with mismanagement that cost stockholders \$100,000 was filed last week in Federal Court.

X X X X X X X



## COLUMBIA ISSUES "SECOND LISTENING AREA STUDY"

One of the most elaborate books of its kind yet published, Columbia has just issued its "Second Listening of Area Study." It is profusely illustrated by maps and replete with market data.

"This survey, like its counterpart published in 1931, provides an individual 'Listening Area' map for each station affiliated with the Columbia Broadcasting System", John J. Karol, Director of Market Research for Columbia said. "These maps are still the most conservative measurements of the coverage areas of broadcasting stations. They represent the minimum regular audience of each station, not the maximum. They are based on one audited source of audience mail - not on the mail accumulations of hundreds of programs combined.

"The agreement between the first and second series of maps is particularly striking. Where there has been no major change in program policy or physical equipment, the Primary 'Listening Areas' almost invariably remain identical. A more sensitive check on the accuracy of the method can scarcely be found."

The Survey shows the guaranteed minimum coverage of CBS stations in four levels of audience intensity as determined by audited records of listening.

"Listening Areas, as measured and mapped by the Columbia Broadcasting System", an introductory note to the Survey explains, "are distinguished from various other measurements of radio coverage in these two important ways:

"1. They are maps of people, not of millivolts. Maps of actual listeners, not possible listening.

"2. They are maps of minimum regular audience of each station - not the maximum. Made from one audited source of audience mail - not from the mail accumulations of hundreds of programs combined."

X X X X X X

### NEW AND RENEWED CONTRACTS OF THE CBS

Affiliated Products, Inc. - Kissproof Cosmetics;  
Renewal, May 28th; Stations - 15 basic plus Rochester; Time -  
Sunday, 2:15-2:30 P.M.; Listing - Albert Bartlett, the Tango King,  
Agency - Blackett-Sample-Hummert.

X X X X X X

## WJKS CHARGED WITH FRAUD IN LATEST WIBO MOVE

A surprise move was made in the controversy over WIBO's wave length in Chicago which promises to become the cause celebre of radio law, when the owners of WIBO filed a petition with the Federal Radio Commission charging the Johnson-Kennedy Radio Corporation, owners of WJKS, Gary, Ind., with having perpetrated a fraud on the Commission, on the reviewing courts and on the listening public in both Illinois and Indiana. The owners of WIBO, ask in their petition that the Commission reconsider its decision by which the Commission took WIBO and another Chicago station WPCC off the air and gave their wave length to the Gary station.

The petition urges that the present license of WJKS be revoked, and that any application by it for renewal of license be denied because of the alleged fraud. It discloses that the owners of WIBO are about to file an application with the Commission for authority to move their station to Lake County, Indiana, and states that they are willing and offer "to meet to the fullest extent the standards of service to the Calumet district which were approved in the Commission's decision."

As a result of the recent decision by the Supreme Court, WIBO and WPCC have only a few more days of existence unless relief is obtained from the Federal Radio Commission. The petition which was filed for WIBO by Louis G. Caldwell, former General Counsel of the Federal Radio Commission, points out that the Commission's decision against WIBO was primarily based on the fact that, under the Commission's regulations, Indiana is greatly under-quota on broadcast facilities while Illinois is greatly over-quota. In other words, that Illinois has more and Indiana has less than their lawful allotments of broadcast facilities under the Davis Amendment enacted by Congress in 1928; also on the further ground that WJKS was the only station serving the Calumet region, with Gary, Indiana, as its center, and was providing a distinctively local community service designed to meet the needs of the population of that region, particularly the many foreign racial groups.

These findings of the Commission, the petition points out, were based on the testimony given by Thomas J. Johnson, a Chicago attorney, who was President of the Johnson-Kennedy Radio Corporation and Ralph L. Atlass, who was Treasurer and General Manager of that corporation. These witnesses testified that in seeking WIBO's wave length for WJKS, they desired only to serve the Calumet region, of which Gary was practically in the center, they had no desire to serve anybody outside the State of Indiana, that WJKS had never had any chain programs and were not considering any chain connections, that it had only one studio and that in Gary, that they desired to give and did continue to give local community service to that region, that the station was not being operated for profit, that there was no station in Chicago giving the same kind of service as that given by WJKS and that on its

frequency of 1360 kilocycles WJKS was experiencing interference as close as within three miles of its transmitter.

The petition charges that the Johnson-Kennedy Radio Corporation does not have any intention of living up to the sworn statements and representations which it made to the Federal Radio Commission, the Court of Appeals and the Supreme Court, but on the contrary it intends to serve primarily the City of Chicago and approximately the same area as that served by WIBO and that instead of trying to increase the facilities enjoyed in Indiana, it is really trying to secure additional coverage in Illinois at the expense of Indiana.

In addition, the petition alleges that WJKS has studio facilities in down-town Chicago, and an executive office at 410 N. Michigan Avenue in Chicago adjacent to the Chicago office of the Columbia Broadcasting System. It alleges that Atlass is in reality in control of WJKS, that he "is a professional speculator in broadcasting stations and in wave lengths", and that he has recently purchased a controlling interest in WJJD, another Chicago station, which he is managing and directing from the same office. Petition further alleges that Atlass has in the past owned large or controlling interests in at least two other broadcasting stations, one of them being WBBM at Chicago (now owned by the Columbia Broadcasting System) and has made huge profits out of his interests in the sale of such stations; and charges that Atlass has similar intention with respect both to WJKS and WJJD.

Finally the petition requests that pending a determination of the matters referred to in the petition, the Commission preserve the status quo by temporarily extending the licenses of WIBO, WPCC and WJKS on their present wave lengths in order to avoid the irreparable damage that would otherwise be inflicted on the owners of WIBO and on its listeners. The petition states that the State Investment Company has an investment in WIBO of over \$400,000 and a valuable goodwill among listeners and advertisers which will be irretrievably lost if the petition is not granted. It is expected that the Commission will consider the petition at its next meeting scheduled for Tuesday, May 23rd (today).

X X X X X X

#### MEXICANS OPPOSE RADIO

Resolutions asking the President of the Republic, the Minister of Communications and the National Congress to take steps prohibiting dissemination of news by radio in unfair competition with newspapers and press associations, were passed at the biennial Congress of the Mexican Publishers' Association in Agua Caliente recently.

X X X X X X X

## BACK SALARY FOR SYKES

Senator Stephens, of Mississippi, has offered an amendment proposing that the unexpended balance of the appropriation for the International Telegraph Conference at Madrid be available for payment to Judge E. O. Sykes, Chairman of the Federal Radio Commission, of an amount equal to the amount he would have received as salary from February 23 to March 30.

This was for the period from the time Judge Sykes' term as Radio Commissioner expired until he was reappointed by President Roosevelt.

X X X X X X

## WASHINGTON AND TEXAS DISCOVER NANCY

Nancy Garner, cousin of Vice-President Jack Garner, who was expected to be greeted by about half the State of Texas when she appeared at the Earle Theatre in Washington, is a radio star. She appears regularly over Station WOR, Newark, and is another of "Hollywood" McCosker's radio "finds".

Headed by Vice President Garner, the party who were invited to Nancy's Washington performance were:

Cordell Hull, Secretary of State; William H. Woodin, Secretary of Treasury; George H. Dern, Secretary of War; Claude A. Swanson, Secretary of Navy; Henry A. Wallace, Secretary of Agriculture; James Farley, Postmaster General; Homer S. Cummings, Attorney General; Harold Ickes, Secretary of Interior; Frances Perkins, Secretary of Labor; Daniel C. Roper, Secretary of Commerce; Louis M. Howe, Secretary to President Roosevelt; Senator Norris Sheppard, Senator Tom Connally, both of Texas; Representatives Luther A. Johnson, Milton West, R. M. Kleberg, Fritz G. Lanham, Tom Blanton and George Terrell, all of Texas.

X X X X X X X X

SO THAT WAS IT!

Great Britain having captured the song of a nightingale for the radio, more than passing importance is attached to the fact that K. H. Berkeley, Manager of WRC in Washington, has been seen in the early morning hours armed with a microphone in the vicinity of the Zoo.

It is rumored that he is endeavoring to catch the dulcet notes of the "Laughing Jackasses" (they're birds) just imported from Australia,

-----  
Later, Someone brings in word that it wasn't a microphone rack Berkeley was carrying, but some brand new golf sticks.

X X X X X X

## BAKER SUCCEEDS YOUNG ON RCA BOARD

The big radio news of the week was that Newton D. Baker had been elected to succeed Owen D. Young as a Director of the Radio Corporation of America.

Mr. Baker, who was Secretary of War in the Wilson Cabinet, had previously become identified with radio interests when he took, as counsel, the case of the National Association of Broadcasters, vs. the American Society of Composers in the copyright fight.

X X X X X X

## ED WYNN HAS THEM GUESSING

There is a decided difference of opinion in Washington with regard to Ed Wynn's new chain. There are those who believe he will put it over and become a factor in the broadcasting field to be reckoned with. Others contend that he will not.

"I'll predict Wynn will lose everything he has, including shirt, pants and pocketbook in this new network of his", one of the latter declared, "and the network will fold up or else someone with funds and plenty will take it over."

X X X X X X

## NBC NEW AND RENEWAL ACCOUNTS

NEW - Tastyeast, Inc., Trenton, N. J.; Agency - Stack Goble Advertising Agency, Chicago, Ill.; Starts May 15, 1933; Time - Monday, Wed, Thursday, 12:15-12:30 P.M. EDST; Network - WJF, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WENR; Program - "Pat Barnes in Person", readings by Pat Barnes with musical background by string trio.

RENEWAL - National Sugar Refining Co. of N. J., New York City; Agency - Gotham Advertising Co., New York City; Starts - June 26, 1933; Time - Mondays, 9:30-10:00 P.M. EDST; Network - WJZ, WBAL, WHAM, KDKA, WGAR, WJR, WLW, WENR; Program - "Jack Frost Melody Moments", musical with guest soloist.

RENEWAL - Sun Oil Co., Philadelphia, Pa.; - Agency - Williams and Cunnyngnam, Philadelphia, Pa.; Starts - December 11, 1933; Time - Daily exc. Sat. and Sun. 6:45-7:00 P.M., EDST; Network - WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WLW, WSYR, WMAL, CKGW; Program - "Lowell Thomas - Today's News" - Lowell Thomas giving the news of the day.

RENEWAL - Lamont Corliss & Co. (Pond's Cosmetics), New York, N. Y.; Agency - J. Walter Thompson Co., New York City; Starts - May 26, 1933; Time - Fridays, 9:30-10:00 P.M. EDST; Network - WEA, WJAR, WTAG, WOSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF; Program - "Vanity Fair by the Pond's Players" - Victor Young's Orchestra, Paul Small and Lee Wiley, singers, Ilka Chase and Hugh O'Connell, comedy team.

NEW - Palmer House (Hotel) Chicago, Ill.; Agency - Lord & Thomas, Chicago, Ill.; Starts - May 21, 1933; Time - Sun, Tues. Thurs., 8:45-9:00 P.M., 11:15-11:30 P.M. EDST; Network - 8:45-9:00 Pm WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WLS; 11:15-11:30 WLW, KWK, WKCR, KSO, KOIL, WREN, KSTP; Program - "The World's Fair Reporter" - Floyd Gibbons in discussion of World's Fair and a two minute dramatic sketch wherein a representative of the Palmer House will be shown greeting a famous guest who is arriving at the Palmer House.

CHANGE - Phillip Morris & Co - WEA, "Ferde Grofe's Orchestra" on May 22 and thereafter this program will be changed to Mon. 8:45-9:00 P.M. & 12:45-1:00 Mid. and Wed. - 9:00-9:15 P.M. and 12:45-1:00 Mid. and Sat. 9:00-9:15 P.M. only. On May 22 and thereafter on Mon. and Wed. add the following stations KOA, KDYL, KGO, KFI, KGW, KOMO, 12:45-1:00 Midnight.

X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (May 23, 1933)

WAMC, Raymond C. Hammett, Anniston, Ala., C.P. to install new equipment, move studio locally in Anniston, and move transmitter to a location to be determined; WMBO, WMBO, Inc., Auburn, N. Y., license covering rebuilding of station and moving transmitter locally, 1310 kc., 100 watts, unlimited time; WHBQ, Broadcasting Station WHBQ, Inc., Memphis, Tenn., license covering local move of transmitter 1370 kc., 100 watts, unlimited time; KICA, The Southwest Broadcasting Co., Clovis, New Mexico, license covering local move of transmitter and studio, 1370 kc., 100 watts, shares with KGFL; WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., modification of C.P. extending commencement date to June 16, 1933, and completion date to Nov. 16, 1933; KREG, The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Cal., authority to install new DC automatic frequency control equipment; WBAL, Consolidated Gas Electric Light & Power Co. of Baltimore, Baltimore, Md. synchronization authorization extended for a period of three months from June 1, 1933; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., authority to use time of WBAA from May 29 to Oct. 6, inclusive, during Summer vacation period of Purdue University, licensee of WBAA.

WBAA, Purdue University, W. Lafayette, Ind., authority to cease operation from May 27 to Oct. 6, 1933, during Summer vacation; KFNF, Henry Field Co., Shenandoah, Ia., extension of special authority from June 1 to July 1, to use time assigned to but not used by KUSD and WILL; KWSC, State College of Washington, Pullman, Wash., authority to reduce hours of operation from June 1 to Sept. 30, 1933 (summer vacation period); WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate from 10 P.M. to 12 midnight, CST, May 27 to June 2, 1933; from 4 to 6 P.M. CST, May 31 and from 10 to 11 A.M. CST, June 5, 1933; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 to 2 P.M., CST, May 30, provided station KFDY remains silent; WCAD, St. Lawrence, University, Canton, N. Y., special temporary authority to operate from 4 to 5 P.M. EST, June 11, 1933.

Also, Aeronautical Radio, Inc.: at Denver, Colo., C.P. for aviation service, frequencies 2906, 5692.5 kc., 100 watts; KGSB, San Francisco, modification of license to read as follows: location: Mills Field (San Mateo Co.); Administration Bldg near San Bruno, Cal.; WLXAJ, Harvard University, Cruft Laboratory, Portable, 1st Radio Dist., license, frequency 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 60000-400000 kc., 500 watts; W9XAB, Telegraph-Herald, Portable in Dubuque Co., Ia., special experimental license, 1270 kc., 100 watts, and operating period extended 30 days during experimental period, midnight to 6 A.M.; W6XBC, Martin W. Bannister, Portable and Mobile in Yuma and vicinity, Ariz., and Cal., general experimental license, 27100, 34600, 41000, 51400, 60000-100000 kc., 5 watts; KGZR, City of Salem, Ore., Dept. of Police, police service license, 2442 kc., 25 watts.

Also, Bell Telephone Laboratories, Inc., W2XAH, South Plainfield, N. J., renewal of special experimental license 278 kc., 10 watts; Karl Hansen, Port Alexander, Alaska, KGXW, renewal of license, 2994 kc., 100 watts; KIEC, renewal of license, 2538 kc., 100 watts; KPR, same only Public Coastal Telg. license, frequencies 460, 500 kc., 200 watts; John Earl Scott, Puerto Obaldia (Darien) Republic of Panama, renewal of 1st Class Commercial license.

#### Set For Hearing

WOW, Woodmen of the World Life Insurance Association, Omaha, Neb., modification of license to increase hours of operation from sharing with WCAJ to unlimited time (facilities of WCAJ), station now operates on 590 kc., 1 KW power.

#### Miscellaneous

KICK, Red Oak Radio Corp., Red Oak, Ia., granted C.P. to move transmitter and studio from Red Oak to Carter Lake, Ia., in keeping with a Mandate of the Court of Appeals of the District of Columbia affirming the decision of the Commission of Sept. 13, 1932; WRAM, Wilmington Radio Assn., Inc., Wilmington, N. C., renewal of license since the application of the Wilmington Broadcasting Co. for its facilities was denied May 12, 1933, because of default, granted; WOR, Bamberger Broadcasting Service, Inc., Newark, N.J.

hearing upon application to determine transmitter site for its new 50 KW station continued to date convenient for Commission; Lannie W. Stewart, Shreveport, La., denied renewal of amateur class operator's license, because applicant could not comply with Sec. 15 (d) of the Rules and Regulations; WMU, and WMV, Southern Radio Corp., Linden, N. J., renewal of license granted on temporary basis, subject to such action as the Commission may take on licensee's pending application for renewal; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., The Commission reconsidered its action of May 12, 1933, granting station special temporary authority to operate unlimited time from June 4 to June 10, and cancelled the authorization at request of applicants; WLCI, Luthern Association, Ithaca, N. Y., the applicant requesting authority to make changes in equipment heretofore granted, was retired to closed files because applicants failed to request application for license or extension of construction period.

#### NOTICE

The Commission ordered that Rule 151 be suspended to November 1, 1933, at 3 A.M.:

The Rule reads as follows:

"Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day."

\* \* \* \* \*

The regular Tuesday meeting of the Commission scheduled for May 30 will be held on May 31st at 2:30 P.M.

\* \* \* \* \*

#### RATIFICATION OF ACTS OF COMMISSIONERS

KCJJ, Radiomarine Corp. of America, and KDOF, Washington, D. C. granted 60 day authority to operate 200 watt transmitter aboard "Wyoming" (KCJJ) and to operate additional transmitter aboard vessel "Bessmer City" (KDOF), frequencies 375 to 500 kc., 50 watts, pending receipt of formal application; WEBF, Indianapolis Broadcasting Co., Inc., Indianapolis, Ind., granted 30 day authority to operate transmitter at Millersville Road and Groveland Ave., pending action on modification application; KDVJ, Mackay Radio & Telg. Co., San Francisco, Cal., granted 60 day authority to operate aboard vessel "La Furisima" pending receipt of formal application, frequencies 375 to 500 kc., 100 watts.

X X X X X X



# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

INDEX TO ISSUE OF MAY 26, 1933.

*File*  
*Miss Jones*  
National Broadcasting Company, Inc.  
GENERAL LIBRARY  
711 Fifth Avenue, New York, N. Y.

Believed That Mexico Has Spilled The Beans.....2

New Arizona Station Recommended.....3

I. R. E. To Meet At Chicago Fair.....3

Judge Davis Confirmed As Trade Chief.....3

Norway Proposes Radio Control.....4

Loud Speakers Used In Senate Impeachment Proceedings.....4

Still Guessing At Fate Of Radio Commission.....5

Declares Radio Tax Has Retarded Business.....5

Wants Transcription Announcement Afterwards.....6

Seek To Avoid U. S. Interference.....6

Fickett New Gotham Agency Radio Head.....7

RCA Victor, Et Al. Sponsors Louis Howe.....7

RMA Directors To Consider Industry Control Bill.....8

"Television Edition" Of Frank Arnold Book.....8

WMCA-WPCH Ready To Make Its Bow.....9

Canadian Czar On Trial For Another Year.....9

Postpone Consideration Of Licensing Period Extension.....9

Radio Libel Ruling Appeal Dismissed.....10

Radio Courtesies To Italian Planes.....11

Ed Wynn's Representative Visits Radio Commission.....11

15,000 Attend Radio Show.....11

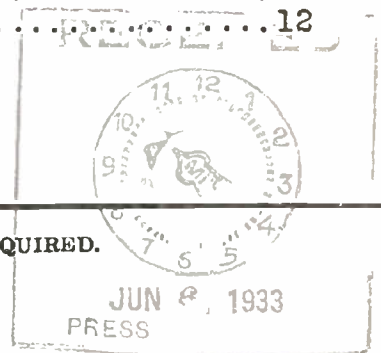
April Radio Excise Taxes Less.....12

NBC New And Renewal Accounts.....12

No Memorial Day Issue.....12

No. 626

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



## BELIEVED THAT MEXICO HAS SPILLED THE BEANS

Being pretty good with chile con carne, it looks as if Mexico has spilled the beans by inviting delegates from all the Central American Republics to attend the International Radio Conference at Mexico City in July.

The only nations the United States had expected to participate were Canada, Mexico and Cuba.

The formal statement given out by the State Department definitely setting the date is as follows:

"The American Embassy at Mexico City has informed the Department of the receipt of a communication from the Mexican Foreign Office inviting the Government of the United States to attend a North American and Central American Regional Conference to find a concrete solution of the various problems which the development of radio broadcasting has created, particularly between adjacent and neighboring countries.

"The Conference will open in Mexico City on July 10, 1933. It is the intention of the Government of the United States to accept this invitation. Information concerning the composition of the American Delegation will be made public at a later date."

Broadcasters of the United States had expected that they might have to give up some wavelengths to Mexico, perhaps to Canada, and even to Cuba, but had not anticipated the contingency of having to take fifteen or twenty Central American Republics into consideration.

"How many of these little Republics are there anyway", a radio correspondent asked a State Department official.

"Good Lord, I don't know myself", he replied. "Look at your map and see."

There is still one more delegate to be chosen by the United States for the Mexican Conference. It is understood that President Roosevelt has been endeavoring to persuade Representative Schuyler Otis Bland, of Virginia, to accept the designation. Representative Bland is the Chairman of the House Merchant Marine, Radio and Fisheries Committee, but evidently he feels that he cannot go to Mexico at this time.

In that event, it is said that the President might turn to Dr. Irving Stuart who succeeded William R. Vallance in handling communication matters at the State Department.

X X X X X X

## NEW ARIZONA STATION RECOMMENDED

Recommendations that the application for a construction permit for a new station at Lowell, Arizona, made by the Copper Electric Company, be granted has been made by R. H. Hyde, Examiner for the Federal Radio Commission.

"The fact that the communities concerned have no existing daytime broadcast service of a dependable character would seem to indicate a need for the proposed service", Examiner Hyde reported. "No interference of an objectionable character would be caused by the operation of the proposed station. The granting of this application would still leave the State of Arizona under-quota, unless a prior application by the licensee of Station KTAR is granted before this case is decided. However, if both applications were granted, the State would only be .03 of a unit over-quota. It is believed that a departure of .03 of a unit from mathematical precision might be allowed under the provisions of the Commission's regulations to permit the granting of this application if the KTAR application should be granted before final action is taken in this case."

The requested frequency of the new station is 1200 kilocycles, power 100 watts for daytime operation.

X X X X X X

## I. R. E. TO MEET AT CHICAGO FAIR

Combining business with pleasure, the Institute of Radio Engineers will meet at Chicago the latter part of June. At the same time the Radio engineers will take the opportunity of studying the electrical exhibits at the Chicago Exposition which will be getting into its full stride at that time.

X X X X X X X

## JUDGE DAVIS CONFIRMED AS TRADE CHIEF

The Senate lost no time in confirming the nomination of former Representative Ewin L. Davis, of Tennessee, as Chairman of the Federal Trade Commission. Judge Davis is expected to assume his new duties at once. He was formerly the Chairman of the House Merchant Marine, Radio and Fisheries Committee, and was the author of the Davis Amendment of the Radio Act for equalizing the radio facilities of the country.

X X X X X X X

## NORWAY PROPOSES RADIO CONTROL

All broadcasting activities in Norway will be placed under control of the government July 1st after several years of joint private and government control.

Details of the plan of governmental operation have not yet been worked out, but it is believed at the present time that the supervisory personnel will be selected by a Committee of Fifteen to be named by the government's Department of Church and Education.

Daily direction of program broadcasting will be placed under a group of five chosen from the larger Committee of Fifteen. Local program committees may be appointed.

The program administration set up by the church department is to be given as free and independent a position as possible. This department, after conferring with the Department of Trade, is to propose to the next Parliament detailed plans of program activities.

Financial operation of broadcasting shall be based on the idea of being self-supporting. The State budget for broadcasting is to be separate from other budgets."

X X X X X

## LOUD SPEAKERS USED IN SENATE IMPEACHMENT PROCEEDINGS

For the first time in its history, amplifiers were installed on the floor of the Senate for use in the impeachment proceedings of Judge Harold Louderback, of San Francisco. Acoustics are bad in the Senate Chamber. Added to this, numerous Senators either have very poor speaking voices or do not raise their voices sufficiently high to be heard in the galleries.

It has always been a source of mystery to many, how, for instance, in the Senate press gallery, correspondents could hear the Senators sufficiently well to accurately report what they were saying. Nevertheless, the galleries have had to worry along as well as they could.

However, when the shoe was on the other foot and the Senators themselves had to hear what was going on, they quickly installed a temporary loud speaker system. In the impeachment proceedings, the Senate acted as a jury so they were required to hear all the testimony.

Microphones were supplied for the witnesses, for the attorneys and all other principals in the case.

X X X X X

## STILL GUESSING AT FATE OF RADIO COMMISSION

The President still has them guessing as to what he may or may not do with the Federal Radio Commission. One man said that he would wager a large sum that the Commission would not be merged in a Bureau under the Secretary of Commerce. This is entirely contrary to the general impression that it is all cut and dried that such a transfer will be approved by President Roosevelt.

Although the President had as his guest over the weekend Lewis Douglas, Director of the Budget, and in charge of all the Government reorganization plan, it was said that this subject was not discussed on the trip. It was intimated, nevertheless, at the White House that the President might have something to say about the reorganization, and possibly as to how it may affect radio, within the next week.

X X X X X X X X

## DECLARES RADIO TAX HAS RETARDED BUSINESS

On behalf of the radio industry and in concert with the automotive and other industries, the Radio Manufacturers' Association presented a brief to the Ways and Means Committee of the House favoring a small general manufacturers' sales tax rather than selective excise taxes now burdening the radio and other industries. Bond Geddes, Executive Vice-President and General Manager of the RMA personally presented the recommendations of the radio industry at the hearings of the House Committee. The brief was prepared in cooperation with Paul B. Klugh, of Chicago, Chairman of the Legislative Committee. Strong opposition of House and also Senate Democrats to any sales tax legislation, however, made it appear probable at this writing that Congress would adopt an increase in income and gasoline taxes and other sources of revenue rather than the controversial sales tax plan.

"The radio industry is willing to bear its just proportion of any tax which is generally distributed", Mr. Geddes stated to the House Committee at its hearings on the tax plan for raising revenue for the Administration's huge public works plan.

"We favor a general sales tax or a small general manufacturers' tax, from one to two per cent, as distinctly preferable to a selective and discriminatory excise tax", Mr. Geddes argued to the House Committee. "The latter is an undeserved penalty on a limited few industries. If a general sales tax should be adopted by Congress, Mr. Geddes contended to the House Committee that the radio industry should be relieved of the present special and discriminatory five per cent excise tax and radio products bear only the general industry tax, in like proportion to other industries.

"Since the special excise tax of five per cent became effective June 20 last, the radio industry has paid, up to April 30, 1933, in special excise taxes, the total of \$1,930,369.29", Mr. Geddes concluded. "While this is much less than the U. S. Treasury estimates of receipts from the radio industry and is a comparatively minor contribution to Federal revenues, it has unquestionably retarded business, reduced employment and impaired capital of radio manufacturing companies during a period when virtually all leading radio manufacturers have continued to survive by drawing upon their capital and suffering serious losses."

X X X X X X X

#### WANTS TRANSCRIPTION ANNOUNCEMENT AFTERWARDS

Arthur Mullen, of Omaha, representing the World Wide Broadcasting Company, has made a plea to the Federal Radio Commission that hereafter the announcement that the broadcast is an electrical transcription be made at the conclusion of a number instead of beforehand.

Due to the fact that Mr. Mullen stands high with the administration and was offered a Federal judgeship by the President which he refused, he was accorded the special privilege of attending an executive session of the Radio Commission. What concessions he succeeded in securing for the electrical transcription people, if any, are not known.

X X X X X X X

#### SEEK TO AVOID U. S. INTERFERENCE

Representatives of communication companies, shipping concerns, amateur broadcasters, and others meeting at the Federal Radio Commission, appointed a Committee to draft a radiogram to the Lucerne International Radio Conference now in session, to protest against their promulgating any radio regulations which may cause interference in the United States.

The Committee was composed of Dr. Charles B. Jolliffe, Chief Engineer of the Radio Commission, Dr. Irving Stuart of the State Department, and H. L. Cornell representing the Shipping Interests.

X X X X X X X

## FICKETT NEW GOTHAM AGENCY RADIO HEAD

Fred Baer and Associates of New York announce that Kenneth Fickett, one of the pioneers in radio program creation, has joined Gotham Advertising Company as that agency's radio director. He will supervise all activities of the company's radio work.

"Since 1924, when he became part of the staff of WGR in Buffalo, Mr. Fickett has been continuously identified with radio broadcasting, first as an announcer, then as station manager and in recent years as producer and builder of programs", the Baer announcement reads.

"The National Broadcasting Company summoned him to New York in 1927. Later he joined the former Judson Radio Program Corporation, then the Adams Broadcasting Service. He has been responsible for several of the outstanding commercial hours on both networks.

"At the Gotham Advertising Company, Mr. Fickett will direct the preparation of programs for direct network transmission as well as the preparation of electrical transcriptions. In the former category falls the noted musical success, Jack Frost Sugar Melody Moments, heard each Monday evening over a WJZ network. This program is soon to enter on its fifth year. Gotham is now preparing a new recorded series for "Toddy", sponsored by Grocery Store Products, Inc., for use this Autumn. The same sponsor used the "Tarzan" series this Spring, with great success.

"The Gotham Advertising Company, which has always serviced a great deal of advertising for foreign markets, is also preparing a number of radio campaigns for use in overseas markets."

X X X X X X

RCA VICTOR, ET AL. SPONSORS LOUIS HOWE

Although not generally mentioned in the press notices, the radio talks which are to be broadcast regularly by Col. Louis Howe, President Roosevelt's Executive Secretary, are sponsored jointly by the RCA Victor Co., Inc., and RCA Radiotron and Cunningham Radio Tube Companies.

These programs will mark the return to the air of these companies after an absence of two years.

X X X X X X

## RMA DIRECTORS TO CONSIDER INDUSTRY CONTROL BILL

Such regularly organized trade bodies as the Radio Manufacturers' Association are entitled to the full provisions of what is known as the "National Industrial Recovery Act", according to a statement by Bond Geddes. The legislation, which is scheduled for early enactment into law, is to be considered by the RMA membership and Board of Directors at their annual meeting in Chicago on June 6th.

The Roosevelt "industrial control" plan was introduced in the Senate on May 17th by Senator Wagner of New York. It was considered initially by the House Ways and Means Committee last week, and Senate Committee hearings began May 22nd.

"The Administration bill declares a national emergency and would authorize the President to establish an industrial planning and research agency to control industry for two years", Mr. Geddes explains. "'Truly representative' trade bodies, such as the RMA, are authorized to submit codes of fair competition, to control production, costs, wages and other competitive practices. If industries do not present voluntary codes of agreement, the President is authorized to place industries under Federal license and prescribe codes of operation for them. Provision for organization of employees to bargain collectively is stipulated."

X X X X X X

## "TELEVISION EDITION" OF FRANK ARNOLD BOOK

Television is the subject of three chapters in the new television edition of "Broadcast Advertising", by Frank A. Arnold, which has just been published. The author formerly was Director of Development for the National Broadcasting Company.

In addition to the material on broadcast advertising which formed the body of the original edition, now revised and brought up to date, Arnold has included the most important phases of the newest radio art in the current printing. There is an introduction to the added chapters by Dr. Alfred N. Goldsmith.

The titles of the chapters are, "What is Television?", "Television in the Laboratory", and "When Television Arrives". Not only has Arnold compiled existing material in chronological order, but he has included original matter and prophecies of his own which constitute a "connected, continuous historical narrative on television written for the layman".

X X X X X X



## WMCA-WPCH READY TO MAKE ITS BOW

Describing it as New York's first independent full time radio station, Donald Flamm has issued invitations for the Inaugural Broadcast of WMCA-WPCH in New York. It will be held in the Manhattan Theatre, Broadway at 53rd St., at 8 o'clock, Wednesday evening, June 7th.

WMCA formerly shared the frequency of Municipal Station WNYC in New York but this arrangement did not work out satisfactorily and after taking the matter to the courts, the WMCA-WPCH full time arrangement was brought about.

X X X X X X

## POSTPONE CONSIDERATION OF LICENSING PERIOD EXTENSION

The Federal Radio Commission will not at this time consider the proposition of extending the period of licensing stations to three years. It was said that this matter would have to go over until after the International Radio Conference at Mexico City, in order to see where we stood at that time.

X X X X X X

## CANADIAN CZAR ON TRIAL FOR ANOTHER YEAR

After days of wrangling in Canadian Parliament over Hec. Charlesworth and his Canadian Radio Commish, it has been decided to place Canada's new radio czar on trial for one year, a dispatch from Ottawa to "Variety" reports.

"Charlesworth has been told to cut out his speechmaking and get down to work for his 10 grand per annum. Meantime, Canadian radio set owners are respectfully declining to pay their 1932 license fee of \$2 on the ground that the radio tribunal is meaningless and the present radio service is rotten", the dispatch continues.

"Radio in Canada has been nationalized and the taxpayers are footing the bill for programs that are poorer than when they were being paid for by private interests. However, Canadians can still tune in on U. S. stations.

"In political circles there is talk of sending out a questionnaire to find out what the public wants from radio. Out in Winnipeg and the wild open spaces all they'll probably want is Charlesworth's scalp because of the order cutting off the broadcast of the Winnipeg Symphony in the middle of a number. That incident had its echo in Parliament here."

X X X X X X

## RADIO LIBEL RULING APPEAL DISMISSED

Dismissal by the Nebraska Supreme Court last week of the appeal of KFAB Broadcasting Company from a \$500 radio libel judgment obtained by former Attorney General C. A. Sorensen again delayed an authoritative ruling on whether a radio station can be held liable for broadcasting libelous matter. The case also involved an interpretation of the rights and responsibilities of a broadcasting station under the Federal Radio Act.

In dismissing the appeal, the Supreme Court ruled that the case was moot. It based its ruling on admission of counsel that a settlement had been made in order to carry the suit to the United States Supreme Court as a test suit in the law involved. The court held that since the plaintiff, Sorensen, had been satisfied, there was no real controversy.

Max V. Beghtol, attorney for defendant radio station, indicated following the dismissal that a motion for a rehearing will be made in further effort to carry the case to the U. S. Supreme Court as a test case, according to the "Editor & Publisher."

The suit arose out of a speech made by Richard F. Wood, Lincoln attorney, over KFAB in 1930, attacking Sorensen, candidate for re-election to the attorney-generalship. In District Court, Sorensen obtained judgment for \$1 against Wood, the jury finding for the radio station under instructions of the court upholding the defense contention that it was powerless to act in view of Federal Radio Commission regulations forbidding it to censor political speeches.

Sorensen appealed and the Nebraska Supreme Court found against the radio station, reversing the lower court and remanding the case for retrial. Shortly thereafter, the National Association of Broadcasters entered the case to effect a settlement with Sorensen and eliminate the controversial issues so that the suit could be carried up on questions of law only.

Sorensen agreed to fixing his damages at \$500, which was paid by the National Association of Broadcasters, when KFAB was unwilling to make a settlement without obtaining a decision on the law involved. Sorensen assigned his judgment to Attorney Beghtol, who had represented the national association in the negotiations, and KFAB agreed to the arrangements.

In answer to questions put by the court when it sought to clarify the status of the case, Attorney Beghtol said: "You understand, that if the judgment is affirmed they (National Association of Broadcasters) lose it; if the case is reversed, they will lose it, but they felt that they were willing to contribute this sum of money in order to present a case which has limited and controversial features and get an authoritative decision on these questions. If the judgment is still subsisted against KFAB, they will have to pay if the judgment is affirmed; if it is not, they won't."

X X X X X X X X

## RADIO COURTESIES TO ITALIAN PLANES

The State Department has asked the Federal Radio Commission to cooperate in furnishing any desired frequencies or other facilities as a courtesy to the 20 Italian planes which expect to fly here for the Chicago Exposition of Progress. As yet the Italian government has not applied for any definite frequencies for their flyers but these will no doubt be forthcoming when they do.

X X X X X X

## ED WYNN'S REPRESENTATIVE VISITS RADIO COMMISSION

Ota Gygi, Vice-President of the Amalgamated Broadcasting System, of which Ed Wynn is President, conferred with members of the Federal Radio Commission in Washington. Mr. Gygi would not divulge the object of his visit. It was reported that he was seeking a full-time station in New York City.

X X X X X X

## 15,000 ATTEND RADIO SHOW

More than 15,000 people attended the first annual automatic refrigerator and radio show sponsored by the Galveston News and Tribune last week in Galveston. W. R. Roberts, Advertising Manager of the News and Tribune, announced that the response both from dealer advertising and public acceptance was more than gratifying.

X X X X X X

A new book will soon be published - "Theory of Thermionic Vacuum Tubes" by E. L. Chaffee. It will appear as one of the electrical engineering texts issued under the editorial chairmanship of Prof. Harry E. Clifford of Harvard University. (McGraw Hill Book Company, New York, 639 pages, Price \$6.00).

-----

John E. Norton, of New York, of the Engineering Department of the Columbia Broadcasting System, spent a portion of his vacation in Washington last week. He was accompanied by Mrs. Norton and so that he would not get out of touch with his work, had his car equipped with up-to-date automobile radio set.

X X X X X X X

APRIL RADIO EXCISE TAXES LESS

Internal Revenue Bureau collections during April of the Federal 5% excise tax on radio and phonograph records amounted to \$138,587.02, according to an official statement just released in Washington. The April collections on mechanical refrigerators were \$207,843.

Since initiation of the special 5% tax on radio and phonograph products last June, the following is a summary of collections:

| <u>1932</u>     |                | <u>1933</u> |                |
|-----------------|----------------|-------------|----------------|
| June 20-July 31 | - \$ 32,848.57 | January     | - \$283,425.27 |
| August          | - 76,445.47    | February    | - 173,987.28   |
| September       | - 165,710.65   | March       | - 149,859.66   |
| October         | - 218,722.70   | April       | - 138,587.02   |
| November        | - 298,577.86   |             |                |
| December        | - 392,204.81   |             |                |

X X X X X X X X X

NBC NEW AND RENEWAL ACCOUNTS

NEW - RCA Victor Co. (Radios and accessories), RCA Radiotrons and Cunningham Tube Co., Camden, N. J.; Agency - Lord & Thomas, 247 Park Ave., New York City; Starts - June 4, 1933; Time - Sundays 10:00-10:15 P.M. EDST; Network - WEA F WTIC WTAG WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ WIBA KSTP WEBC WDAY KF YR WMC WSB WSMB WKY WFAA KPRC WOAI KOA KDYL KGIR KGHL KGO KFI KGW KOMO KHQ (See story on page 7).

NEW - Numismatic Co. (Coin Collector), Fort Worth, Texas; Agency - Scott howe Bowen, Inc., 405 Lexington Ave., New York City; Starts - May 24, 1933; Time - Wednesday 7:30-7:45 P.M. EDST; Network - WEA F only; Program - "Dramatized Dime".

RENEWAL - Julius Grossman, Inc. (Shoes), Brooklyn, N. Y.; Agency - Leon A. Friedman, New York City; Starts - June 11, 1933 for 4 Sundays 12:00-12:15 Noon EDST; Network - WJZ only; Program - "Baby Rose Marie".

X X X X X X X X X

NO MEMORIAL DAY ISSUE

Because of the closing of the Federal Radio Commission and Government Departments Memorial Day, there will be no issue of the HEINL RADIO BUSINESS LETTER on Tuesday, May 30th, unless something of special importance should transpire.

X X X X X X X X X

HEARINGS SCHEDULED BY FEDERAL RADIO COMMISSION

Wednesday, May 31 - Oral Argument Before Commission En Banc

- KTAR - KTAR Broadcasting Co., Phoenix, Ariz., for modification of license, 620 kc., 1 KW, unlimited time; Present assignment: 620 kc., 500 w., 1 KW LS unlimited time. Others Participating: KGW, Portland, Ore.; KVOA, Tucson, Ariz., and WTMJ, Milwaukee, Wis.
- KVOA - Robert Marion Riculfi, Tucson, Ariz., renewal of license, 1260 kc., 500 watts, specified hours; also for voluntary assignment of license to Arizona Broadcasting Co.  
Hearing Before Examiner
- WDRG - WDRG, Inc., Hartford, Conn. for modification of license, 1330 kc., 1 KW; unlimited time; Present assignment: 1330 kc., 500 watts, unlimited time. Others Notified: WSAI, Cincinnati, Ohio; WTAQ, Eau Claire, Wis.; WMSG, New York, WCDA and WBNX, New York; WHAZ, Troy, N. Y.; KSCJ, Sioux City, Ia.; KGB, Los Angeles, KMO, Tacoma, Wash.; WICC, Bridgeport, Conn. Donald E. Bean & Wendell S. Clark, d/b as The Connecticut Broadcasting Co., Danbury, Conn. (New)

Friday, June 2

- WILL - University of Illinois, Urbana, Ill., for modification of license, 890 kc., 250 w. 1 KW, LS, Share with KUSD, KFNF (Facilities of WKBS); Present Assignment: 890 kc., 250 w., 500 w., LS shares with KUSD, KFNF; Others Notified: WLS, Chicago, WENR, WAAF, Chicago; WJAR, Providence, R. I.; WMMN, Fairmont, W. Va.; KARK, Little Rock, Ark.; WGST, Atlanta, Ga.; KFNF, Shenandoah, Ia. KUSD, Vermillion, S. Dak.; KSEI, Twin Falls, Idaho.

X X X X X

APPLICATIONS RECEIVED BY RADIO COMMISSION

May 22 - WARD, Anna Unger, Brooklyn, N. Y., consent to involuntary assignment of license from United States Broadcasting Corp. to Anna Unger; WJBK, James F. Hopkins, Inc., Detroit, Mich., modification of license to change hours of operation from specified to unlimited time; WIBM, WIBM, Inc., Jackson, Michigan, modification of license to change hours of operation from specified to unlimited time.

The following applications have been returned to the applicants:

WMT, Waterloo Broadcasting Co., Waterloo, Iowa, modification of license to increase day power from 500 watts to 1 kilowatt (Rule 6 (a), (c), and (d)); WODX, Mobile Broadcasting Corp., Mobile,

Ala., modification of license to change frequency from 1410 kc., to 1380 kc., and change hours of operation from simultaneous day, sharing with WSFA at night to unlimited time (improperly executed); WJAC, Johnstown Automobile Co., Johnstown, Pa., consent to voluntary assignment of license to WJAC, Inc. (Rule 43).

The following applications for renewal of license have been received: WCAZ, Superior Broadcasting Service, Inc., Carthage, Ill., 1070 kc., 50 watts, specified hours; WJBU, Charles S. Blue, Lewisburg, Pa., 1210 kc., 100 w., specified hours; KCMC, North Mississippi Broadcasting Corp., Texarkana, Ark., 1420 kc., 100 w., unlimited; WJEJ, A. V. Tidmore, Hagerstown, Maryland, (resubmitted), 1210 kc., 100 w., daytime.

The following applications for renewal of license have been returned to the applicants as they were not in proper form for Commission consideration: WELL, Enquirer-News Co., Battle Creek, Mich.; WPFB, d/b as Hattiesburg Broadcasting Co., Hattiesburg, Miss.; KFBL, d/b as Leese Bros., Everett, Washington; KVL, KVL, Inc., Seattle, Washington.

May 25 - WODA, Richard E. O'Dea, Paterson, N. J., consent to voluntary assignment of license to WODAAM Corporation; WAAM, WAAM, Inc., Newark, N. J., consent to voluntary assignment of license to WODAAM Corp.; WJAC, Johnstown Automobile Co., (resubmitted), Johnstown, Pa., consent to voluntary assignment of license to WJAC, Inc. (in proper form); WEHC, Emory and Henry College, Emory, Va., modification of C.P. to move station from Emory to Charlottesville, Va. to extend completion date to 8/28/33; KNOW, KUT Broadcasting Co., Austin, Texas, modification of C.P. (to install new transmitter) to change transmitter site locally and extend commencement date to 30 days after grant and completion date to 90 days thereafter; Southland Radio Corp., Shreveport, La. C.P. for a new station at Shreveport, La., 1210 kc., 100 watts, unlimited time, facilities of KWEA, Shreveport, La., resubmitted and amended to change transmitter site locally; Reybern D. Huffman, Bessmay, Texas, C.P. for a new station 1200 kc., 100 watts, daytime hours of operation.

The following applications for renewal of license have been received: WCAU, WCAU Broadcasting Co., Philadelphia, Pa., 1170 kc., 50 kw., unlimited time; WCAU, 1170 kc., 1 KW, auxiliary purposes only; KGFL, KGFL, Inc., Roswell, New Mexico, 1370 kc., 100 w., shares KICA; KNX, Western Broadcast Co., Los Angeles, Cal., 1050 kc., 25 kw., unlimited; KFI, Earle C. Anthony, Inc., Los Angeles, Cal., 640 kc., 50 kw., unlimited, also 5 KW for auxiliary purposes only.

The following applications for renewal of license have been resubmitted: WNBF, Howitt-Wood Radio Co., Inc., Binghamton, N. Y., 1500 kc., 100 w., unlimited; WSM, National Life and Accident Insurance Co., Nashville, Tenn., 605 kc., 50 kw., unlimited; KOOS, H. H. Hanseth, Inc., Marshfield, Oregon, 1370 kc., 100 w., unlimited.

.. Applications Other Than Broadcasting

May 23 - Varney Air Lines, Inc., on 9 planes - modification of licenses for additional frequencies 3147.5, 5122.5 kc., aircraft stations; KGJW, Pan American Airways, Inc., Brownsville, Texas, modification of license to communicate with Naval Radio station, Pensacola, Fla., call letters NAS for the purpose of handling U. S. Government meteorological reports in addition to existing authorization; Transpacific Communication Co., Ltd., Dixon, Cal.: KWY, KWV, KWX, KWU, KWN, KWO, modification of license to add Tokyo, Sydney, Australia and Bandoeng, Java to points of communication, point-to-point telephone; The Goodyear Tire & Rubber Co., Suffield, Ohio, C.P. for 4567.5, 2618 kc., 400 watts, aeronautical and aeronautical point-to-point station; Eastern Steamship Lines, Inc., "S.S. George Washington", "S.S. New York", "S.S. Robert E. Lee", "S.S. Boston", license for 392 kc., 1 watt, special experimental for radiobeacon. There were also received 259 applications for amateur station licenses.

May 24 - Tropical Radio Telegraph Co.: WAX, Hialeah, Fla., modification of license to substitute frequency 149 kc. for 145 kc., now authorized, point to point telegraph license and marine relay; WNU, New Orleans, La., modification of license to substitute frequency 161 kc., for 149 kc., now authorized, coastal telegraph and marine relay; KHAIR, Howard Hughes, NC-24-V, assignment of license to Hughes Products Co., Ltd., aircraft; WFEB, Wayne Co. Airport, Wayne Co., Mich., license covering C.P. for change in location to remote control station.

Also, Pan American Airways, Inc., WKDL, Miami, Fla., modification of license for additional frequency 5375 kc., aeronautical station and aeronautical point-to-point station; Echophone Radio Manufacturing Co., Ltd., Portable and mobile, Waukegan, Ill., C.P. for 34600, 41000, 51400 kc., 20 watts, general experimental station; W2XEI, Paul J. Gollhofer, Portable and mobile, Brooklyn, N. Y., license covering C.P. for 34600, 41000, 51400, 60000-400000 kc., 4.5 watts, general experimental station. There were also received 190 applications for amateur station licenses.

May 25 - Shortwave & Television Corp., Boston, Mass., license for 1550 kc., 500 watts, special experimental; American Airways, Inc. portable on aircraft, license for 2342 kc., 50 watts, broadcast pickup station; WHD, New York Times, New York, N. Y., license covering C.P. for 6450, 8360, 11355, 16720, 22250 kc., 500 watts, mobile press station; KIP, American Radio News Corp., near Redwood City, Cal., modification of C.P. for extension of commencement date to 5/31/33 and completion date to 12/1/33, point-to-point telegraph station; The Atlantic Refining Co., Philadelphia, Pa., C.P. for 29800, 30200, 35800, 36200, 41800, 42200, 47800, 48200, 53800, 54200, 59800, 60200 kc., 2 watts, general experimental station; Boeing Air Transport, Inc.: NC'S - 13331, 13332, 13333, 13334, 13335, 13336, 13337, 13338, 13339, 13340, 13341, 13342, 13343, 13344, 13345, 13346, license for aircraft, 3105, 3147.5, 3162.5, 3172.5, 3182.5, 3322.5, 5122.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 watts (16 aircraft radio stations). There were also received 98 applications for amateur station licenses.

## DECISIONS OF THE RADIO COMMISSION

### Applications Granted (May 26, 1933)

KOCW, J. T. Griffin, Chickasha, Okla., modification of C.P. to move transmitter from Chickasha to Tulsa, change studio location to Mayo Hotel, Tulsa, and change type of equipment; KFDX, Geo. Roy Clough, Galveston, Texas, C.P. to move transmitter and studio locally in Galveston; WCDA, Italian Educational Broadcasting Co., New York., C.P. to make changes in equipment; KWEA, Hello World Broadcasting Corp., Shreveport, La., modification of C.P. to change type of equipment authorized by C.P.; KGDY, Voice of South Dakota, Inc., Huron, S. Dak., modification of C.P. extending completion date to Aug. 21, 1933; KIFH, d/b as Juneau Broadcasting Co., Juneau, Alaska, modification of C.P. extending commencement date to June 1 and completion date to Sept. 1, 1933; WFLA-WSUN, Clearwater Chamber of Commerce & St. Petersburg Chamber of Commerce, St. Petersburg, Fla., license 620 kc., 250 watts, night, 500 watts day (special authority 1 KW night and 2½ KW day), unlimited time.

Also, WJEJ, A. V. Tidmore, Hagerstown, Md., consent to voluntary assignment of license to Hagerstown Broadcasting Co.; WENC, d/b as Americus Broadcasting Co., Americus, Ga., consent to voluntary assignment of license to Americus Broadcast Corp.; WCAC, Conn. State College, Storrs, Conn., authority to discontinue operation for Summer vacation period from 1 P.M., June 12 to 12:30 P.M. Sept. 1; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., authority to use time relinquished by station WCAC, from June 12 to Sept. 1; WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., authority to remain silent May 30, in order to give employes a holiday; WHDF, The Upper Mich. Broadcasting Co., Calumet, Mich., special temporary authority to operate from 8:30-to 9:30 P.M., CST, May 31, 1933.

Also, Dept. of Public Safety, Town of Eastchester, Eastchester, N. Y., Mobile, general experimental C.P. frequencies: 34600, 41000, 51400, 6000 to 400000 kc., 4.3 watts; Libby, McNeill & Libby, Koggiung Moored Tally Scow III, No. 1, Alaska, C.P. fixed private point-to-point telegraph service, 3190 kc., 4 watts; WAED, Aeronautical Radio, Inc., Middletown, Pa., aviation-aeronautical license, frequencies 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 400 watts; WPFA, City of Newton, Mass., Police Dept., modification of C.P. extending completion date to July 17, 1933; WOO, American Tel. & Tel. Co., Long Lines Dept., Ocean Gate, N. J., modification of license for additional frequency of 4272.5 kc.; WRL, Radiomarine Corp. of America, Duluth, Minn., modification of license coastal telgraph to delete transmitter ET-3608, #10032, which has been dismantled, also modification of marine relay license to delete transmitter ET-3608 #10032, which is to be dismantled; W8XAR, Westinghouse Electric & Manufacturing Co., near Saxonburg, Pa., renewal of special experimental license 980 kc., 50 to 400 KW; KZS, A. . McCue, Kasaam, Alaska, renewal of public coastal, coastal harbor license, in accordance with existing license.



Also, KGJW, Pan American Airways, Inc., Brownsville, Tex., modification of license for additional point of communication; Naval Radio station, Pensacola, Fla. for purpose of handling U.S. government meteorological reports in addition to existing authorization; KHE, Everett Packing Co., moored vessel "Mazama" at Herendeen Bay, Alaska, renewal of fixed public point-to-point telg. license in accordance with existing license; KIM, Kennecott Copper Corp., Latouche, Alaska, renewal of public coastal telg. license in accordance with existing license; KIEW, KIEX, Metro-Goldwyn Mayer Corp., Portable, Pt. Barrow, Alaska and vicinity, renewal of temporary special point-to-point telg. licenses in accordance with existing license.

### Renewal of Licenses

The following stations were granted renewal of licenses for the regular period: WJBU, Lewisburg, Pa., WJEL, Hagerstown, Md.; WMBO, Auburn, N. Y.; WOMT, Manitowoc, Wisc.; WSAJ, Grove City, Pa.; WSIX, Springfield, Tenn.; KFXR, Oklahoma City, Okla.; KGDY, Huron, S. Dak.

The following station were granted temporary licenses, subject to such action as the Commission may take on their pending applications for renewals: WBHS, Huntsville, Ala.; WJBY, Gadsden, Ala., WNBW, Carbondale, Pa., WPHR, Petersburg, Va.; WBBX, Samuel D. Reeks, New Orleans, La., designated renewal application for hearing and granted temporary license subject to such action as the Commission may take on their application.

### Set For Hearing

Eastern Oregon Broadcasting Co., Inc., LaGrande, Ore., C.P. for new station to operate on 1500 kc., 100 watts, night, 250 watts day, unlimited time (facilities term quota units .2 from KOAC (Corvallis, Ore.)); Radio Engineering Labs. Inc., Portable Mobile C.P. general experimental service 34600, 4100, 51400, 60000 to 400000 kc., 4.5 watts; Same - Portable, C.P. for general experimental service, same frequencies as above, 25 watts.

### Miscellaneous

KWKH, W. K. Henderson, Shreveport, La., date of oral argument on Examiners' Report No. 470 changed from June 21st to June 14, 1933; WWL, Loyola University, New Orleans, La. (same as for KWKH) WNBO, Silver Haven, Pa., WCAE, Pittsburgh, Pa., WHBC, Canton, Ohio, argument on Examiners' Report set for June 7. Examiner R. H. Hyde recommended that application of WNBO, Silver Haven, Pa. for removal of station to Monangahela, Pa. be denied; He also recommended granting application of WCAE, Pittsburgh to move station locally and WHBC, Canton, Ohio, to install new equipment; WBCM, James E. Davidson, Bay City, Mich., application for special authority requesting special experimental license to increase operating power from 500 w. to 1 KW for 60 days, which was defaulted on May 5, because applicant failed to file appearance and statement of facts, was restored to docket. Default Order withdrawn and rescinded; WJKS, Johnson-Kennedy Radio Corp., Gary, Ind., Commission announced

receipt of Mandate of Court of Appeals of the D. C. affirming its decision of Oct. 16, 1931, granting application of WJKS for modification of license to change frequency from 1360 kc. to 560 kc., and to change hours of operation to unlimited and directed the Secretary to issue instructions to WIBO, Nelson Bros. Bond & Mortgage Co. and WPCC, North Shore Church, to cease operation at 3 A.M. CST June 11th; Radio Investment Co., Inc., Newark, N. J. application for 1450 kc., 250 w., sharing with WHOM (facilities of WBMS), heretofore set for hearing, was denied, because applicant failed to enter an appearance within the time allowed.

### Amateur Licenses

The Commission granted 654 amateur station licenses, of which 592 were new, 18 renewals and 44 modification.

### Action on Examiners' Reports

W. L. Gleeson, Monterey, Cal., denied C.P. for new station to operate on 1210 kc., 100 watts, unlimited time, sustaining Examiner Elmer W. Pratt; Same at Sacramento, Cal., denied C.P. for new station to operate on 1490 kc., 5 KW, Unlimited time sustaining Examiner Pratt.

### Ratifications

WHEC, Radiomarine Corp. of America, aboard vessel "George M. Cox", Chicago, Ill., granted 60 day authority to operate station aboard vessel "George M. Cox", frequency 375 to 500 kc., 200 watts; WIEX, National Broadcasting Co., Inc., New York, authorized to operate portable and mobile pickup transmitter 50 watts power, frequency 1566 and 2390 kc., during period May 25 to 27; WIDA, Radiomarine Corporation of America, aboard "Santa Inez", New York, granted 60 day authority to operate station aboard vessel as 1st and 3rd class, pending receipt of formal application.

X X X X X X X