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National Broadcasting Company, Inc.

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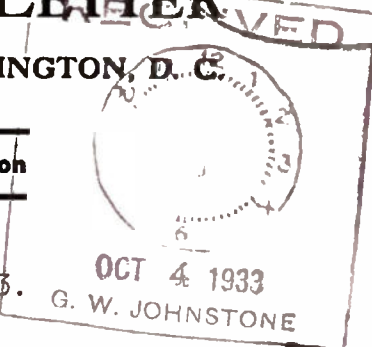
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



OCT 18 1933
NEWS DESK

CONFIDENTIAL—Not for Publication

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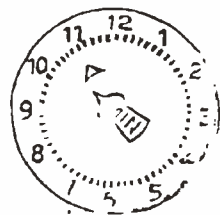
The Washington Evening Star this afternoon (October 3) carried the following in a box on the front page:

"The Star Has Discontinued Publishing the Program of Station WJSV

"The Columbia Broadcasting Co. (of which WJSV is the local station) has entered the field of gathering and disseminating news in competition with the newspapers and the instrumentalities which collect news for which the newspapers furnish financial support. Adequate news bulletin broadcasting is already provided by The Star and other newspapers throughout the country.

"In the belief that this is an unwarranted invasion of the newspaper field and may well lead to the public's disadvantage, The Star cannot in justice to itself cooperate with any broadcasting system which undertakes such direct competition with newspapers. In conformity with this policy, The Star has discontinued the gratuitous publication of the programs of WJSV and feels that its readers will accept this explanation."

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NEWSPAPER STRIKES BACK AT COLUMBIA NEWS SERVICE 18 1937

NEWS DESK

In retaliation of Columbia establishing its own news service, the Washington Evening Star, whose President, Frank B. Noyes, is likewise President of the Associated Press, has discontinued printing Columbia's programs.

"The Star has cooperated with the broadcasting systems since their inception, and printed everything that related to their broadcasting of any interest", Fleming Newbold, Business Manager of the Star said. "But when the Columbia system secured a charter to conduct a news-gathering system in opposition to the newspapers without any restrictions or control over its activities, it became a direct competitor to our paper, and hereafter its programs will be eliminated entirely.

"Under a boxed caption 'Major Radio Features' we will continue to list these variety, drama, classical or other features, but that is all. I understand that Columbia is entering the news field on a large scale, and there is no reason why we should continue to play up the business of a recognized competitor."

The Star, with a circulation of 115,389, is the largest evening newspaper in Washington. Its Sunday morning edition is 122,220 as compared with 137,640 of the Washington Herald (Hearst) and 70,814 of the Washington Post. The Star's advertising lineage is one of the highest of any newspaper in the United States.

There is no question as to the prestige of the Star in the National Capital, it being Washington's oldest paper. It is a conservative paper which is read by everyone of official importance from the President down. Also in the fight, the Star is not apt to withdraw regardless of any circulation losses which may result in dropping Columbia's tables.

"What has the newspaper business to say to Columbia Broadcasting Co., which sets out to organize a news service to compete directly, on an 18-hour per day basis, with the morning and evening press?" Editor and Publisher, of New York asks editorially.

"The Washington Star this week gave its answer promptly and sharply. It will hereafter deny to Columbia network any program cooperation. This action is based on the common sense and good public policy of the newspaper's management. Radio cannot do the news job because of physical limitations that are obvious. It can only interfere with free, adequate reporting and use its instrumentality to the countless legions of morons. If the American people, by any stretch of the imagination, were to depend upon scraps of information picked up from air reporting, the problems of a workable democracy would be multiplied incalculably.

"But the main fact, as we have pointed out, is that radio is not a free instrument. It is a government licensed medium. It has in the past, and will again, dance to the tunes of the powers in control.

"Columbia draws the issue so that newspapermen can no longer evade it. They have built it up with unlimited publicity, good-will, astonishing cooperation - and now it turns upon them, competitively. This 'news service' is unfair competition, decidedly menacing from the point of public policy, and represents commercialism in the raw. There is no law to stop it, but there is a rule of justice and propriety which can be invoked. Where does the U. S. Radio Commission stand in this matter? How far does the air license go? What of the principle, especially in times like these, of protecting established institutions against attempted assault by greedy individuals who cannot offer comparable service, but can only muddle and destroy? Mr. Justice Brandeis, in a dissenting opinion in the Oklahoma Ice case read from the bench of the U. S. Supreme Court last year, indicated plainly how the Government in the future may view commercial invaders who contribute little to public convenience or necessity, yet 'muscle in' to gain temporary profits.

"The Columbia Broadcasting Co., defying newspapers and toying irresponsibly with public opinion, ought to have a fight on its hands which will keep it busy for years to come. We shall be interested in seeing what newspapers have the courage to follow the Washington Star's intelligent lead."

Columbia's news service, a separate company capitalized at \$100,000, plans to have bureaus operating in principal cities sending in their reports over the chain's teletype system. Thus far it has two commercial sponsors, Philco Radio and General Mills.

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GREAT RADIO BOOM IN AUSTRALIA

Listeners' licenses in Australia increased by nearly 12,000 in July, which is the fourth highest increase ever recorded. The total number of licensed sets in the entire Commonwealth on July 31 was 481,374, with a prospect of more than a half-million by the end of the year. The ratio of sets per 100 population is now 7.32 as compared with 5.77 at the end of July, 1932.

It is planned to build four new radio broadcasting stations, one each to be located in New South Wales, Victoria, Queensland, and Northern Tasmania, with probably four more additional stations to be constructed later.

A line has been completed between Adelaide and Perth, making it possible to transmit programs to Western Australia. Future plans call for an additional channel between Sydney and Melbourne, and eventually a submarine cable between the mainland and Tasmania.

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BILL HARD TO LEAVE NBC

William Hard, news commentator, has resigned from the National Broadcasting Company. It was reported that he, as a Hoover man, had a difficult time with the current administration. Mr. Hard said this was not the reason for his leaving.

"I just felt I wasn't getting anywhere being a half writing man and a half microphone man. Because of the fact I spoke only once a week over the radio, this became a sort of interruption to my journalism. Whereupon, I voluntarily went to the NBC and told them I was going to quit for awhile as I thought I'd get along faster by confining myself to writing."

Mr. Hard has made several trips abroad for the NBC to the London Economic Conference and elsewhere, and is an authority on international affairs.

It is reported that he will be succeeded by George R. Holmes, chief of the Washington bureau of the International News Service. Mr. Holmes, a native of Indiana, received honorable mention in the Pulitzer Prize Award for his account of the burial of the Unknown Soldier, and was a member of President Harding's Alaskan party on the ill-fated trip which resulted in the death of the President.

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COMMISSION HAS ITS FINGERS CROSSED IN RADIO DEBATE

The Federal Radio Commission is very carefully side-stepping taking either side in the radio debate to be participated in this Winter by the High Schools in 33 States and maybe more, on the question, "Resolved the U. S. should adopt the essential features of the British Broadcasting System."

Each year the High Schools debate on some question and by way of starting a little excitement, the National Committee on Education by Radio, headed by Joy Elmer Morgan, suggested that they take up this highly controversial question. The suggestion was promptly adopted, hence the deluge of inquiries received at the Radio Commission for information.

A stock reply sent out by Secretary Pettey, of the Commission, is that the Federal organization "has little material on the subject other than what is contained in Senate Document 137, a Report to the Senate on 'What information is there available on the feasibility of Government ownership and operating of broadcasting facilities?'"

An official debate handbook, however, has been gotten out by the University of Missouri, at Columbia, in which the advantages of the British system are pointed out by Mr. Morgan and the American system by Dr. Herman F. Hettinger of the University of Pennsylvania. The latter was written at the request of the National Association of Broadcasters.

It is believed that as many as 40,000 High Schools may participate in the preliminaries. Afterwards the winners will be sifted out and there will be National finals.

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BROADCASTERS CONTINUE TO SWEAT OVER CODE

Deputy Administrator Rosenblatt, his advisors, and the NAB Code Committee are doing their best to come to a final agreement on the Broadcasters' Code.

The principal difficulties have been complete inability to get together with labor, which is demanding a 40-hour week for broadcast technicians, including radio operators and transmitters.

The proposal in the broadcasters' code is for a 48 hour week with minimum pay of \$20 a week in the larger stations. Skilled labor classes have objected to both the 48 hour week and to the wage minimum, which, they claim, is lower than that for any skilled labor in the country.

The broadcasters further have requested time to consider the question of not permitting the advertisement on the radio of articles injurious to health where the broadcaster has knowledge that such articles are harmful. Such a resolution was offered at public hearings on the Code by Alice M. Edwards, Executive Secretary of the American Home Economics Association.

It is understood that the broadcasters have not, so far, made any attempt to insert a provision in the Code with respect to actors.

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NEW YORK RADIO SHOW ATTENDED BY 200,000

The New York Radio Show and Electrical Exposition continued to prove phenomenal and closed at the end of 10 days with an attendance of upwards of 200,000 persons. It was estimated that exhibitors did a business exceeding \$1,000,000, some figuring that possibly twice that much trade had been booked.

The show attracted so much public interest and resulted in so many sales that already another exposition has been tentatively scheduled to begin September 19, 1934.

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MUSIC PUBLISHERS' CODE TWO WEEKS HENCE

The public hearings on the Music Publishers' Code will take place at the Chamber of Commerce of the United States Tuesday morning, October 17th, with Sol A. Rosenblatt, Deputy N.R.A. Administrator presiding.

Representatives will be heard from the Music Publishers' Association of the United States claiming to represent approximately 75% of the standard music publishers, the Music Publishers' Protective Association claiming to represent 75% of the popular music publishers, and the National Association of Sheet Music Dealers, claiming the same proportion of representation among the dealers.

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MARCONI RECEIVES GREAT OVATION

The reception accorded to Marconi in this country has amounted to little less than a continued ovation. The great inventor, along with Marchesa Marconi, was accompanied to Chicago by David Sarnoff, President of the Radio Corporation of America, and Mrs. Sarnoff, Maj. James G. Harbord, Albert H. Morton, European representative of the RCA, and Mrs. Morton.

An amusing incident in connection with the broadcast of the dinner tendered to Marconi in Chicago Monday night was that although during the dinner General Harbord and Mr. Sarnoff only took a bow, an announcer later, in summing up the proceedings, referred to the "eloquent speeches" which had been made by these two gentlemen.

Senatore Marconi is the guest of the Radio Corporation of America while in the United States and will return to New York about Wednesday.

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RMA TO ENFORCE CODE AGGRESSIVELY

The Radio Manufacturers' membership meeting in New York, named Arthur T. Murray, of Springfield, Mass., for sets, and Leslie F. Muter, of Chicago, for accessories as Code Supervisors for the radio industry. Another supervisor will be named for tube manufacturers.

The National Electrical Manufacturers' Association, under whose Code the radio people operate, has agreed to these appointments. The New York meeting unanimously adopted a resolution offered by Paul B. Klugh, of Chicago, providing for an immediate and aggressive enforcement of the Code.

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: BUSINESS LETTER NOTES :
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Zenith will go into intensive production on automobile radio sets. The work will be in charge of Ray Erlandson, former Sales Manager for the Automobile Radio Division of the Grigsby-Grunow Company.

In the campaign just started in New York for funds for the Federation for the Support of Jewish Philanthropic Societies, which expects to raise \$4,200,000, the radio and music trades will be asked to contribute \$50,000.

The Associated Oil Company has paid \$75,000 for the broadcasting rights for all the football games of the Pacific Coast Conference. Including network time, the cost to the sponsor will be \$135,000. All NBC and CBS stations on the Pacific Coast will be used.

Station WJSV in Washington is assisting in raising \$25,000 to buy a new heating plant for the Children's Hospital.

"So far the two large broadcasting systems, Columbia and National, have had things pretty much their own way in the radio field", a paragraph in the "National Whirligig", published by the McClure Syndicate in New York reads. "Lately, however, their monopoly is being threatened by the reorganized Federal Broadcasting Company, which controls station WMCA. This station recently went on a full-time schedule and is the most powerful after the NBC and CBS key stations in New York.

"The new men behind the guns are a group of prosperous young business men - no more, no less. But under the microscope strong Republican ties are traceable. It is an able outfit.

"The brand new Amalgamated Broadcasting System comprising about ten stations will probably serve for experimental purposes of the American Tel. & Tel. and is no present competitor to the existing chains."

Gen. Charles McK. Saltzman, former Chairman of the Radio Commission, has been appointed by Secretary Roper, Vice-President of the Merchant Fleet Corporation in the new Shipping Board Bureau.

A detailed report by Commercial Attache Rankin at Athens, "The Radio Market in Greece" has been multigraphed by the Bureau of Foreign and Domestic Commerce. Greece has no broadcasting stations but in a few years the number of sets has increased from 1000 to 5000 and still increasing.

Increased rates have been announced by the NBC Trade News Division effective immediately for the following stations: WJR, Detroit (one hour, 6 to 11 P.M.) \$500 (former rate \$340); WEEL, Boston, \$400, and WFAA-WBAP, Dallas-Fort Worth, WSB, Atlanta, and WSM, Nashville, \$300 (former rates were \$190, \$120 and \$74). Daytime rates are half night. WKBF, Indianapolis is available for optional service on either Red or Blue network at \$190 an hour.

Columbia increased rates, according to H. K. Boice, Sales Vice-President, are WABC, New York, \$950 an hour (former rate \$800); WCAU, Philadelphia, \$450 (formerly \$400); WCCO, Minneapolis, \$350 (old rate \$300), and WJSV, Washington, \$200 (old rate \$175).

"A Decade of Radio Advertising" by Dr. Herman S. Hettinger of the University of Pennsylvania is just off the University of Chicago Press. Price \$3.00.

Internal Revenue collections for August, 1933, of the 5 percent tax on radio products and phonograph records was \$125,865, compared to \$76,445 in August 1932.

August 1933 collections on refrigerators were \$587,736 against \$177,090 in August, 1932.

There was a reminder of the late Admiral Bullard, first Chairman of the Radio Commission, when Acting Secretary of the Navy, Henry L. Roosevelt, designated his daughter-in-law, Mrs. Marjory W. Bullard, of Atholton County, Md., as sponsor for the submarine "Cuttlefish" to be launched at Groton, Conn., Nov. 21. Mrs. Bullard is the wife of Lieut. Commander Beirne S. Bullard, son of the late Admiral, who is superintending construction of the "Cuttlefish" at the Electric Boat Co., New London, Conn.

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WMCA CASE TO BE CONSIDERED FRIDAY

It is expected that there will be further consideration by the Federal Radio Commission of the transfer of the license of Station WMCA to the Federal Broadcasting Company, at the Commission's meeting on Friday.

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LAFOUNT OFFERS RESOLUTION RE ACTUAL STATION OWNERSHIP

Commissioner Lafount proposed the following resolution at its meeting today (Oct. 3) which was referred to the Legal and Engineering Divisions for study and report:

"WHEREAS Section 12 of the Radio Act of 1927 as amended provides in part as follows:

'The station license required hereby, the frequencies or wave length or lengths authorized to be used by licensee, and the rights therein granted shall not be transferred, assigned, or in any manner, either voluntarily or involuntarily, disposed of to any person, firm, company, or corporation without the consent in writing of the licensing authority.'

"WHEREAS that portion of the Radio Act quoted above clearly indicates the intent and desire of Congress to require all assignments of licenses to be approved by the licensing authority, and

"WHEREAS many licenses are issued to corporations, and

"WHEREAS the stock of said corporations can be transferred without the knowledge or consent of the Federal Radio Commission, which has the effect of transferring the license from one set of individuals to another without the written consent of the Federal Radio Commission as required by the Act, and, in order that the Commission may have available data which will enable it to differentiate between the name of a corporation and the actual parties in interest,

"BE IT RESOLVED that the Federal Radio Commission mail a questionnaire to each corporation, licensee, propounding the following questions:

1. Name of Corporation?
2. Authorized under the laws of what State?
3. Authorized capital stock, describing different classes of same, number of shares authorized, the par value of each, and the number of shares of each issued?
4. List of stockholders of record as of October 1, 1933, showing the number of shares held by each, the city and State in which each reside?
5. List of officers as of October 1st.
6. If any stockholders or officers are aliens, please so indicate.

"BE IT FURTHER RESOLVED that the Commission require that the above set of questions be answered under oath or affirmation and returned to the Commission, and thereafter that the Commission require applicant corporations to report all transfers of stock during the past license period at the time and in connection with their application for renewal of license, which, under the law must be sworn to."

Discussing the resolution, Commissioner Lafount said: "In my opinion, the law requires the Commission to keep itself informed as to the actual ownership of stations, and, for the purpose of helping to produce this result, I move the adoption of the resolution."

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(October 3, 1933)

KRLD, KRLD Radio Corp., Dallas, Tex., authority to operate on 970 kc. during World Series games (normally licensed on 1040 kc., 10 KW, sharing with KTHS); KTHS, Hot Springs Chamber of Commerce, Hot Springs, Nat'l Park, Ark., authority to use time assigned to KRLD on 1040 kc. while that station is using 970 kc., during Series games; WAPI, WAPI Broadcasting Corp., Birmingham, Ala., authority to operate simultaneously with 1 KW power, Oct. 4, from 8:30 to 9:30 P.M. CST; WHDF, The Upper Mich. Broadcasting Co., Calumet, Mich., special temp. authority to broadcast World Series Games, and to operate from 1:30 P.M. to 5:30 P.M. CST Oct. 7, 14, 21, 28 and Nov. 4, 11, 18, 25, 1933; WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate 10 P.M. to 12 Midnight, CST. Oct. 6.

City of Elizabeth, Police Dept., Elizabeth, N. J.: New, C.P. for Gen. Exp. Service, frequencies 34600, 41000, 51400, 60000-400000 kc., 25 watts; New - Same - Mobile, except 4.5 watts; New, Carnegie Inst. of Washington, Dept. of Research in Terrestrial Magnetism, Kensington, Md., gen. exp. C.P., frequencies 1594, 2398, 3492, 4797, 6425, 8655, 12862, 17310, 23100, 27100 and 41000 kc., 500 watts; WGAL, WGAL, Inc., Lancaster, Pa., gen. exp. C.P. 41000, 51400, 60000-100000 kc., 5 watts; Village of River Forest, Ill., Police Dept., C.P. for Gen. Exp. service, 41000 kc., 15 watts; City of Phoenix, Ariz., Police Dept., Gen. Exp. C.P., frequencies 51400 and 60000-400000 kc., 5 watts; City of Portsmouth, Portsmouth, Ohio, C.P. for Police service, frequency 2430 kc., 50 watts; W2XI, Borough of Kenilworth, N. J., Police Dept., Gen. Exp. license, 60000-400000, 61500 kc., 15 watts; W1XR, Alexander Anderson McKensie, Mt. Washington, N. H., Gen. Exp. license, 41000, 51400, 60000-400000 kc., 500 watts; W4XC, City of Miami Beach, Fla., Collins Island, Fla., Gen. Exp. license, frequency 34600 kc., 15 watts.

Also, Aeronautical Radio, Inc.: New, Suffield, Ohio, Aviation-Aero. C.P., frequencies 2930, 6615 kc., 400 watts, unlimited time; WUCG, Chicago, C.P. for additional transmitter; New, Aviation Aero. C.P., 2930 and 6615 kc., unlimited time, 400 watts; WNAM, Kylertown, Pa., Aviation-Aero. license, frequencies 3147.5, 3162.5, 3172.5, 3182.5, 3322.5, 5122.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., unlimited, 400 watts power; WMEM, Aviation-Airport license, 278 kc., 15 watts; W9XT, Portable and Mobile, renewal of gen. exp. license W4XH, Virgil V. Evans, d/b as The Voice of South Carolina, Portable & Mobile, Spartanburg, S. C., Gen. Exp. License, 60000-400000 kc., 15 watts power; W9XV, Gillette Rubber Co., Portable and Mobile, Eau Claire, Wis., Gen. Exp. license, 60000-400000 kc., .25 watts power; WPF, United States-Liberia Radio Corp., Akron, Ohio; license 19780 kc., 750 watts; WPGS, County of Nassau, Police Dept., Mineola, N.Y. police license, 1712 kc., 50 watts; WPFA, City of Newton, Mass., Police Dept., police license 1712 kc., 50 watts; WPGD, City of Rockford, Ill., Police Dept. police license 2458 kc., 50 watts; WPEB, City of Grand Rapids, Mich., Police Dept., C.P. to install amplifier to increase power.

Also, RCA Communications, Inc.: WHR, Rocky Point, N. Y., license covering change in equipment; WQO, Rocky Point, N. Y., license covering changes in equipment; WQJ, Rocky Point, N. Y., modification of license covering changes in transmitters; KEC, Bolinas, Cal., modification of license to change normal transmitter in use in order to allow the employment of higher power on circuit; KQR, Bolinas, Cal., modification of license to use additional transmitter already licensed under fixed service at this location; Gulf Research & Development Corp.; KIZL, KIZJ, KIZK, KIZI, portable mostly SW United States, geophysical licenses, 1602, 1628, 1652, 1676, 1700 kc., 10 watts; and 50 watts power; Pan American Airways, Inc.: W10XL, W10XK, Portable and mobile, modification of C.P. to extend commencement date to Oct. 1, and completion date to Nov. 1, 1933; WAN, Tropical Radio Telg. Co., Hialeah, Fla., modification of license to authorize change in normal transmitter in use; Goodyear Tire & Rubber Co., Inc.: KHIDW, NC-12-A, KHILO KHNFU KHIWD KHNDW, modification of licenses to include all chain frequencies as well as frequencies 2390 and 6615; Walter H. Grosselfinger, NC-7032, Gen. Exp. license, frequency 64000 kc., 10 watts.

The following stations were granted renewal of General Experimental Licenses; W10XB, Jos. Lyman, NC-508#; W2XAU, Lawrence C. F. Horle, Newark, N. J.; W1XAC, John P. Moses, Portable and Mobile in Mass.; W8XAJ and W8XAK, Howard A. Seyse, Portable & Mobile in Erie Co., N. Y.; W1XAJ, Harvard University, Cruft Lab., Portable in 1st Radio Dist.; W9XAU, Mich. College of Mining & Technology, Houghton, Mich.; W9XI, Chicago Federation of Labor, Portable & Mobile; W9XAD, Echophone Radio Mfg. Co., Ltd., Portable and Mobile, Waukegan, Ill.

The following stations were granted renewal of special experimental licenses; W2XBR, Radio Pictures, Inc., Long Island City, N. Y.; W2XAI, Bell Tel. Labs, Inc., Portable & Mobile, and W1XH, New England Tel. & Tel. Co., Boston, Mass.

Ratifications

Action taken Sept. 29: KFI, Earl C. Anthony, Inc., Los Angeles, granted authority to take depositions of certain witnesses at Los Angeles, on Oct. 4, 1933; Northern Commercial Co., and McGrath, Alaska, Circle, Fort Yukon, Hot Springs, Eagle, Alaska, granted C.P.s 2994 and 3190 kc., 50 watts, pt. to pt. service with other Alaska stations; Action taken Sept. 30: City of Englewood, Engle wood, N. J. W2XES, granted renewal of license, 34600 kc., 15 watts

Applications Reconsidered

The Commission reconsidered its action of Sept. 19 and cancelled the authorizations set forth below at the request of applicants: WNAD, University of Oklahoma, Norman, Okla., special temporary authority to operate from 2:30 to 5:30 P.M. CST, Sept. 30th provided KGGF remained silent; also special temporary authority to operate from 2:30 to 5:30 CST, Oct. 21, Nov. 4 and Nov.30, provided KGGF remained silent.

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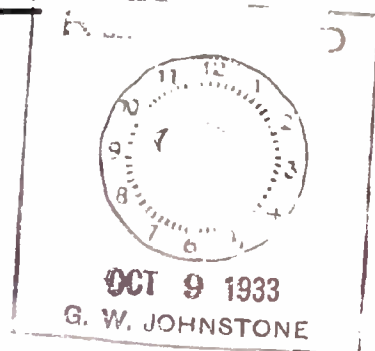
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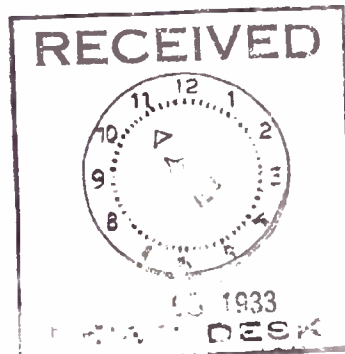
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No. 662



FROM FRYING PAN INTO THE FIRE, MILLS WARNS

That the American Society of Composers, Authors and Publishers is apparently not very seriously concerned by the anti-copyright activities of the National Association of Broadcasters is indicated by some remarks made by E. C. Mills, its General Manager in the course of his first interview since the recent suit was filed.

"There is nothing new in all this propoganda against us", said Mr. Mills. "It is an old story. It starts from the premise that the user of copyrighted music in public performance for profit would like to be freed from the necessity of paying anything whatever to those who create that material.

"When he cannot accomplish this entire freedom from making any payment at all, then he wishes to pay as little as possible - and in proportion as the amount of his payment increases his conviction that the demands of the copyright owner are extortionate becomes more firm.

"In other words, if the user can have music without paying anything the copyright owner is a fine fellow. If he has to pay a little something for it, then the copyright owner isn't quite as fine a fellow; and if he has to pay anywhere near a reasonable price for it, then the copyright owner becomes a 'racketeer'.

"There has not been one single new tactic developed in the current campaign of the NAB against ASCAP. It has invoked at the expense of the taxpayers the services of the Department of Justice to investigate the Society. As far as we are concerned, that's fine, because if we are operating illegally (and the same Department has heretofore held that we are not) we are quite as anxious to know it as the broadcasters can possibly be. That also is a step that has been taken in the years gone by by other users of music.

"Likewise, the NAB beseeches the Federal Trade Commission to investigate the Society. That too is perfectly fine with us - and either the Department of Justice or the Federal Trade Commission or any other Federal agency has always been welcomed here and given all the information desired.

"Third, the NAB inspires an anti-trust suit against the Society. That also is perfectly fine and that issue will be tested in due course, and we do not have the slightest fear of the outcome.

"Peculiarly, the NAB, if it could have the rates that it wishes to pay, would not think we were operating illegally; but when it cannot club the Society into submission by threats of an anti-trust suit, then as the alternative, it files the suit. We will

meet that issue in the Court and at the proper time; and should the suit be successful or the investigation of the Department of Justice have the result of dissolving the Society, it is going to be extremely interesting to then witness the difficulties and the tremendously increased expense to which the broadcasters will be subjected as a result of finding themselves under the necessity of dealing with individual copyright owners.

"Then, copying an old plan which was tried long before broadcasting became popular, the broadcasters themselves attempt to do what they claim it is illegal for us to try - that is, to create a controlled catalogue of music for which the so-called 'Radio Program Foundation' will issue performing rights licenses. It looks very much as though that will be a case (if the Radio Program Foundation is successful) of 'out of the frying pan into the fire', because the copyright owners are not going to want any less through that medium than they now want through ASCAP.

"In the NAB propaganda, much is made of the point that the stations would like to have the N. R. A. or some other body cancel their existing licenses with the Society. The Society long since notified all of its broadcaster-licensees - and now takes this means of notifying them again - that it will be very glad to cancel the present license of any broadcaster who feels at all discontented with his agreement.

"All any broadcaster has to do to have his license cancelled is to write us a letter and request the cancellation, and he will get it very rapidly. That broadcaster can then deal with the individual copyright owners and get his own prices and his own licenses from them, one by one.

"It is not necessary to subject the broadcasting industry to the expense of making representations to the N.R.A. or anywhere else in order to be relieved of any contracts which individual stations may consider burdensome or unreasonable.

"It is to be noted, in this connection, that not one single broadcaster took advantage of our previous offer along these lines - and that no single broadcaster has ever yet indicated to us a desire to deal direct with the individual copyright owners instead of securing a license from the Society.

"So there does not seem to be much real substance on the part of the rank and file of the broadcasters to the representations made by the NAB that they are unhappy with their present contracts and the conditions under which they are secured.

"Also, we bear in mind that the NAB does not represent a majority of the broadcasting stations in the United States, and never has; and that in our relationship with the individual broadcasting stations, we find so many expressions of good-will and so many indications of belief on their part that they are being fairly treated that we must dismiss much of this propaganda as mere 'hooy'.

"In any event, let the big guns of the broadcasters roar. The authors and composers will continue undeterred from their efforts to secure reasonably fair compensation for the material they furnish, which is the first essential to the successful operation of a broadcasting station."

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COLUMBIA REFRAINS FROM FIGHTING NEWSPAPER OVER AIR

No Columbia official in Washington would discuss for publication the situation arising out of the dropping of Station WJSV's tables by the Washington Evening Star in retaliation of Columbia's organizing a news service.

"We are not desirous of engaging in a controversy with the Star or any other newspaper", one of them said.

Station WJSV thus far has refrained from making any reference to the controversy over the air. Anyone calling up the station for an explanation of the situation has been referred to the statement printed in the Washington Star. It is apparently the feeling of Columbia that it has been singled out for an attack because its News Bureau has been incorporated. Their contention is that the NBC is doing as much along news lines as Columbia, the only difference being that this activity is not organized into a separate company. It has been a practice of Columbia to incorporate its subsidiaries such as the Artists' Bureau, the School of the Air, and others.

It is understood to be Columbia's position that having been told by the Associated Press that it could not have news, and having had its offer to buy news from the A. P. turned down, and believing that news is one of the big features of broadcasting that it is proceeding along logical lines in organizing its own news service.

Furthermore, Columbia seems to feel that it is in no way entering into competition with the press associations or newspapers in so doing. It has been stated by Columbia that the service is simply a feeder to Booke Carter, Ed Hill, and Hans V. Kaltenborn, its news commentators, and that Columbia has no idea of giving it to anyone else. Columbia officials point to the fact that at the conclusion of each news broadcast the commentator says, "For details read the daily newspapers."

It is the viewpoint of the radio people that if the newspaper publishers think they have the exclusive right to all the news and that no one else may share in it that the newspapers are very much mistaken. Furthermore the broadcasters contend that at the most all radio can do is to give ^{the} news in headlines.

"It sometimes takes 10 minutes to read a single newspaper column", one of them remarked. "A radio commentator is on the air but from five to thirteen minutes. It is obvious that he is only able to give flashes and that people must continue to turn to the newspapers for details."

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MARINE BAND BROADCASTS FROM WORLD'S FAIR

Concerts of the United States Marine Band led by Capt. Taylor Branson were picked up direct from the Century of Progress grounds. The Marine Band was distinctly honored being the only one of the three service bands in Washington invited to go to Chicago.

All expenses of transporting this famous band of 100 musicians to and from Chicago were met by the Exposition officials and a special executive order had to be signed by President Roosevelt in order to permit the organization to participate.

Due to the popularity of the Marine Band's concerts over the radio and the desire of listeners to hear the band in person a record breaking attendance turned out at the concerts, all of which were broadcast throughout the Middle West.

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THE JUDGE HAD HIS LITTLE JOKE

At the hearing on the Broadcasters' Code, H. A. Huebner, counsel for the Brunswick Corporation, declared that the restriction on the use of phonograph records in broadcasting would be of benefit to the broadcaster as well as the manufacturer.

"And to the listener", Judge Ira E. Robinson, former Chairman of the Radio Commission said in a voice which could be heard in many parts of the room.

Mr. Huebner was asked if he believed that live talent could be secured in small communities equal to records.

"Absolutely not", he replied. "That is the reason broadcasting stations use records."

Judge Robinson, who is a Republican, and appointed by Hoover, had a real laugh when Deputy Administrator Rosenblatt beckoned to him and asked him if he was there as the White House representative.

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ALL SET FOR NAB CONVENTION

The program of the National Association of Broadcasters' Convention at White Sulphur Springs, stands as originally announced. Chairman E. O. Sykes of the Federal Radio Commission will be the principal speaker Monday morning (October 9), John V. L. Hogan, on television, and Dr. C. B. Jolliffe, Chief Engineer of the Radio Commission Monday night.

John Bensch, President of the American Association of Advertising Agencies will speak Tuesday morning and Newton D. Baker and Oswald F. Schuette will discuss the copyright situation Tuesday night. John W. Guider will report on code progress Wednesday morning. Officers will be elected Wednesday afternoon and the convention will conclude with a banquet Wednesday night.

Because of restricted finances, it is doubtful if anyone from the Radio Commission will attend except Judge Sykes and Dr. Jolliffe.

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BRITISH EXTEND RADIO COPYRIGHT TO PUBLIC PLACES

The Court of Appeals in London held Wednesday (Oct. 4) that restaurants and similar places using radio sets for entertainment are liable to pay copyright fees for tuning in on copyright music.

"The court held that playing of radios in such gathering places constitutes a 'separate performance' of the music", a Canadian Press Association dispatch reports. "The court rejected the defendants' plea the copyright owners are entitled only to the original fee paid by the broadcasters. The decision was given in a test case in which a brewery company operating a chain of refreshment places appealed against a recent decision of Justice Maugham.

"He held that reproductions of radio programs by means of receiving sets and loudspeakers in hotels and public houses for the entertainment of customers or guests were public performances. In dismissing the appeal the court said the case raised an important point which had been fully and adequately dealt with by the trial judge.

"The case will probably be taken to the House of Lords if the brewers' society decides to support a further appeal. According to the society, about half of the 95,000 licenses public houses in England and Scotland have radio sets, and unless the decision is reversed they will be unable to use the sets without a license from the Performing Right Society and that even then they may not be protected if the copyright concerned is not held by a member of the society.

"Furthermore, it is contended, the Performing Right Society could charge what it liked and many of the smaller public houses would be unable to pay a heavy fee. It is understood the society has proposed fees on a sliding scale from a minimum of \$5 for the smallest public house to a maximum of \$125 for the biggest hotels."

The decision of the English Court also holds in Canada.

In the Jewel-LaSalle case in Kansas City, an action by the American Society of Composers against a hotel operating a radio receiving set, the Court decided there had been an infringement. This was upheld by the Supreme Court. Mr. Justice Brandeis, observing that the Kansas City broadcast had come from a station not licensed by the American Society of Composers, intimated that the Court's decision might have been different if a licensed station had been involved.

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CANADA BACKS DOWN SELLING TIME DIRECT TO ADVERTISER

The Canadian Radio Commission has countermanded its proposal to sell commercial time direct to national advertisers, the withdrawal of the plan being due to wholesale objections. The result is that network advertising is being left in private hands and the Government tribunal will not get the revenue from commercial broadcasting.

The decision of the Canadian Commission to close Station CRCA at Moncton, N. B., has also brought in protests. The Commission said the closing of the Moncton station was in conformity with an agreement entered into by the United States and Canadian governments whereby only one 500 watt station would be allowed in each of the nine provinces of Canada.

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N.R.A. HAS BROADCASTERS' CODE CONFEREES MUZZLED

"We are getting nowhere fast", one of the conferees on the Broadcasters' Code Committee remarked the other day. This individual was more informative than his colleagues because all the Code conferees are bound by N.R.A. rules not to give out anything for publication.

The conferees are still wrangling over whether or not the Code should cover actors and labor's demand for a 40-hour week for broadcast technicians. It is believed an ultimate agreement is in sight. If this is not reached, it will be up to the N.R.A. to re-write the Code, but the broadcasters are hoping to avoid this contingency.

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MAKES NEWSPAPER RADIO PROGRAM SURVEY

A survey which, it is said, covers 600 daily newspapers printed in the United States, all those with a circulation of 10,000 or more, has been made by Howard J. London for the purpose of determining how many print radio programs. It is impossible to carry the full report here but an extract from Editor and Publisher is reprinted herewith:

"Twenty per cent of the papers do not carry any radio programs whatsoever; and of the papers that do, only 174 carry a radio column. The rest, comprising some 300 papers, do not carry any free publicity. In the list of papers that are credited with carrying radio programs, there are a considerable number whose program service is very mediocre, printing only five or six features. Also some of the papers that are credited with carrying a radio column do not mention any commercial programs or give very limited space to them. Many a radio column only mentions what is heard on the local station.

"According to the above data an attempt was made to estimate the number of radio sets that were without adequate radio program service, judging by the radio census of 1930. Taking the total number of radio sets in these cities, the number arrived at was approximately a million. Only the cities in which no radio program were printed were used in arriving at this figure. This means that some four or five million people are taking what they can find on the air or getting their program information from some other source.

"Of course, one might think this is a very small number of people, considering that 50,000,000 persons comprise the radio audience. But the critic must not forget that this study only takes in newspapers whose circulation is above the 10,000 mark. There are about 2,200 daily newspapers listed in the N. W. Ayer directory, of which only the top notchers are touched. Of the papers having a circulation of less than 10,000, I would unhesitatingly say that radio programs become increasingly scarcer as the circulation drops. There are about 350 newspapers having a circulation of between five and ten thousand."

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WMCA HEARING SCHEDULED FOR OCTOBER 13

A hearing has been scheduled for Friday, October 13th, at which time WMCA will present its case for special authority to increase its power from 500 w. to an additional 500 w. experimentally, unlimited time, on 570 kc.

Others notified are WSYR, Syracuse, N. Y., whose hearing is set for the same day and who asks for an increase from 250 watts to 500 watts on 570 kc.; WEAO, Columbus, Ohio; WKBN, Youngstown, O.; WWNC, Asheville, N. C.; KGKO, Wichita Falls, Tex.; WNAX, Yankton, S.D.; KMTR, Los Angeles, WPCH, New York City; KVI, Tacoma, Wash.; WTAG, Worcester, Mass.; WFI and WLIT, Philadelphia, Pa. and WICC, Bridgeport, Conn.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - R. B. Davis Co. (Davis Baking Powder), Hoboken, N.J.; Agency - Ruthrauff & Ryan, Inc., New York City; Started - October 4, Wednesday & Friday 10:00-10:15 A.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI; Program - "The Mystery Chef".

NEW - Borden Sales Co., Inc. (None-Such Mince Meat) Pacific Coast, 350 Madison Ave., New York City; Agency - Young & Rubicam, 285 Madison Ave., N. Y. City; Starts October 6, Fridays 11:30-11:45 A.M. PST; Network - KGO KFI KGW KOMO KHQ KFSD KTAR KOA KDYL KGIR KGH; Program - "Pair of Pianos and Rhythm Rascals" - Girls' piano duet, male trio and woman speaker..

NEW - California Packing Corp. (Del Monte Ortho-cut Coffee and Foods), 101 California St., San Francisco, Calif.; Agency - McCann-Erickson, Inc.; 114 Sansome St., San Francisco, Cal.; Started - Sept. 25, Mondays 9:30-10:00 P.M.; Network - WEAF WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WCAE WTAM WWJ WSAI WMAQ KSD WOC WHO WJAX WOW WRVA WWNC WIS WIOD WFLA KVOO WKY SFAA KTBS KPRC WOAI KOA KDYL; Program - "Del Monte Ship of Joy", Hugh Barrett Dobbs, Master of Ceremonies, and guest artists.

NEW - Beech-Nut Packing Co. (Beech-Nut Gum and Coffee), 10 E. 40th St., New York City; Agency - McCann Erickson, Inc., 285 Madison Ave., N. Y. City; Started September 25, 1933; Time - Mon. Wed. Fri., 8:45-9:00 P.M.; Network - WJZ WBZ WBZA WBAL WSYR WHAM KDKA WJR WLS; Program - "Red Davis" - dramatic sketches of incidents in the life of a typical American family.

RENEWAL - Standard Brands, Inc. (Fleischmann's Yeast for Bread), 595 Madison Ave., New York City; Agency - J. Walter Thompson Co., 420 Lexington Ave., New York City; Starts January 7, 1934; Sundays, 7:30-8:00 P.M.; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WTMJ WLW WLS KWK WREN KOIL KSO KWCR WMAL KSTP WIBA WEBC WDAY KFYR WRVA WPTF WWNC WJAX WIOD WFLA WSM WMC WSB WJDX WSMB KVOO WKY WFAA KPRC WOAI KGO KFI KGW KOMO KHQ KTAR KOA KDYL; Program - "The Bakers' Broadcast" - Joe Penner and Ozzie Nelson's orchestra.

RENEWAL - General Foods Corp. (Maxwell House Coffee), 250 Park Ave., New York City; Agency, Benton & Bowles, 444 Madison Ave., New York City; Started October 5, 1933; Thursday, 9:00-10:00 P.M.; Network - WEAF WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WRVA WWNC WIS WJAX WFLA WSUN WIOD WSM WMC WSB WAPI WJDX WSMB WKY WBAP KPRC WOAI KTBS KOA KDYL KGO KPO KFI KGW KOMO KHQ KFSD KTAR; Program - "Captain Henry's Show Boat".

NEW - Pillsbury Flour Mills Co., Minneapolis, Minn.; Agency - Hutchinson Advertising Agency, Minneapolis, Minn.; Started September 11, 1933; Time Daily except Saturday and Sunday 10:30-10:45 A.M.; NETWORK - WJZ WBAL WMAL WBZ WBZA WSYR KDKA WGAR WCKY KWCR KSO KWK WREN KOIL WTMJ KSTP WEBC WRVA WPTF WJAX WFLA WKY WBAP KPRC; Program - "Today's Children" - dramatic script story of Mother Moran and her family.

NEW - Jeddo-Highland Coal Co., Jeddo, Pa.; Agency - N. W. Ayer & Son, Inc., 500 Fifth Ave., New York City; Started September 14, 1933; Thur. Fri. Sat. 7:15-7:30 P.M.; Network - WJZ WSYR WHAM WBAL WMAL CRCT; Program - Dramatization of classical stories such as "Treasure Island", etc.

NEW - A. C. Gilbert Company (Electric Toys), New Haven, Conn.; Agency - Charles W. Hoyt Co., Inc., 11 E. 36th St., New York City; Starts October 29, 1933, Sundays 6:45-7:00 P.M.; Network - WJZ WBAL WMAL WBZ WBZA WSYR KDKA WGAR WCKY WENR KWCR KWO KWK WREN KOIL WIBA KSTP WEBC KFYZ WDAY KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program "True Engineering Stories" - dramatic.

NEW - J. A. Folger & Co. (Coffee), Kansas City, Mo., Agency - Blackett-Sample & Hummert, Inc., 221 N. LaSalle St., Chicago, Ill.; Started - September 18, 1933; daily except Sat. & Sun. 3:30-3:45 P.M. 9/18 to 9/22 incl., 2:30-2:45 P.M. 9/25 and thereafter; Network WOC-WHO WOW WDAF KSTP WEBC KVOO WBAP WKY WOAI; Program - "Judy and Jane" - Script show.

NEW - Dr. Miles Laboratories (Alka-Seltzer) Elkhart, Ind., Agency - Wade Advertising Agency, Chicago, Ill.; Started September 30, 1933; Saturdays 11:00-12:00 Midnight; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WLS KWK KWCR KSOKOIL WREN WLW Program - "WLS Barn Dance".

NEW - General Mills, Inc. (Bisquick), Minneapolis, Minn.; Agency - Blackett-Sample-Hummert, Inc., Chicago, Ill., Starts October 9, 1933, Monday to Friday inclusive 4:00-4:15 P.M.; Network WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WLW WLS KWK KOIL KSTP WTMJ KVOO WKY WFAA KPRC KOA KDYL KGO KFI KGW KOMO KHQ; Program - "Betty and Bob" - script show of interest to housewives.

NEW - Bristol-Myers Co. (Ipana Toothpaste), 75 West St., New York City; Agency - Pedlar & Ryan, 250 Park Ave., New York City; Started October 4, 1933, Wednesdays 9:00-9:30 P.M.; Network - WEAJ WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF WRVA WIS WJAX WIOD WSM WMC WSB WAPI WSMB KVOO WKY WFAA-WBAP KPRC WOAI KTBS KTHS WTMJ KSTP KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program - "Ipana Troubadors" - 24 piece orchestra under direction of Frank Black, Fred Hufsmith, tenor.

NEW - Campana Sales Co. (Hand Lotion (Italian Balm & Campana's Original Skin Invigerator)) Batavia, Illinois; Agency - Aubrey Moore & Wallace, Inc., 410 N. Michigan Ave., Chicago, Ill.; Started October 1, 1933, Sundays 5:30-6:00 P.M.; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WTMJ KSTP WEBC KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program - "Grand Hotel" - Dramatic sketches with Grand Hotel as locale. No connection with book or play of similar title.

CHANGES: The Lionel Corporation program - "True Railroad Stories" scheduled to start Sunday, November 5 at 4:45-5:00 P.M. will be heard on that date and thereafter on Sunday 4:00-4:15 P.M. instead. The Wednesday program will start on November 15 and be heard at 5:00-5:15 P.M. WJZ as previously scheduled.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (October 6, 1933)

WJBK, James F. Hopkins, Inc., Detroit, Mich., modification of license for authority to operate on EST instead of CST as specified in existing license - 6 A.M. to sunset and 9 to 12 P.M. EST; WIBM, WIBM, Inc., Jackson, Mich., modification of license to operate on EST instead of CST as specified in existing license - 5 A.M. to 8 P.M. EST; WSB, Atlanta Journal Co., Atlanta, Ga., authority to use 5 KW transmitter as auxiliary pending action on application for regular license covering use of 5 KW transmitter as auxiliary; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., special temporary authority to operate from 9 P.M. to 12 Midnight, CST, on Oct. 26, 1933.

City of Utica, N. Y., Oneida Police Dept., Utica, N. Y., C.P. for police service, frequency 2414 kc., 100 watts; W. E. Dunkle Willow Creek Mines, Alaska, C.P. fixed private pt. to pt. tel. 3092.5 kc., 30 watts, to communicate with Anchorage, Alaska; WLXU, State of Connecticut, Forest Fire Service, Portable, modification of C.P. to extend completion date to Dec. 1, 1933; Aeronautical Radio, Inc.: New, Newark, N. J., and New at Washington, D. C., aviation-aero. C.P. 2986, 2922, 2946, 4122.5 5652.5 kc., 15 watts; KMTR Radio Corp., Portable, C.P. temporary broadcast pickup 2342 kc., 200 watts; WPFZ, City of Miami, Florida, modification of C.P. to change equipment and location from Miami to Collins Island, Miami Beach.

Also, W8XAW, W. Va. University, Dept. of Physics, Portable, Morgantown, W. Va., renewal of general experimental license; W7XB, Montana State College, Bozeman, Mont., granted renewal of general experimental license; Boeing Air Transport, Inc.: Assignment of 9 transport licenses to Pacific Air Transport, Inc.; also assignment of 7 licenses to Varney Air Lines, Inc.; also assignment of 21 licenses to National Air Transport, Inc.

Miscellaneous

WJEJ, Hagerstown Broadcasting Co., Hagerstown, Md., denied authority to operate Saturday morning, Oct. 7 from 1 to 4 P.M.; KTBS, Tri-State Broadcasting System, Inc., Shreveport, La., denied their protest against the granting of KRMD's application to operate from 1 to 5 P.M. Oct. 14, 21 and Nov. 25 and 30 (KTBS operates on 1450 kc., 1 KW, unlimited time); WDAE, Tampa Publishing Co., Tampa, Florida, dismissed at request of applicant, application for C.P. 1220 kc., 1 KW, 2½ KW LS, unlimited time (Facilities of WRUF), heretofore set for hearing; Central Broadcasting Co., Davenport, Ia., dismissed from the hearing docket at request of applicant, application for facilities of WIAS - 1310 kc., 100 w., unlimited day, share night.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: KALE, Portland, Ore.; KDFN, Casper, Wyo.; KECA, Los Angeles, Cal.; KFJR, Portland, Ore.; KFLV, Rockford, Ill.; KGIR, Butte, Mont.; KGNO, Dodge City, Kans.; KID, Idaho Falls, Ida.; KLO, Ogden, Utah; KLS, Oakland, Cal.; KMO, Tacoma, Wash.; KOMA, Oklahoma City; KOY, Phoenix, Ariz.; KQV, Pittsburgh, Pa.; KTBS, Shreveport, La.; KWK, St. Louis, Mo.; KXYZ, Houston, Tex.; WADC, Tallmadge, Ohio; WBAA, W. Lafayette, Ind.; WCBA, Allentown, Pa.; WCOA, Pensacola, Fla.; WCSC, Charleston, S. C.; WFAB, New York; WGAR, Cleveland, O.; WHIS, Bluefield, W. Va.; WIOD-WMBF, Miami, Fla. WKBH, La Crosse, Wis.; WKBW, Buffalo, N. Y.; WLAC, Nashville, Tenn.; WHBK, Memphis, Tenn.; WSAI, Cincinnati, O.; WSPD, Toledo, Ohio; WTFI, Athens, Ga.

Ratifications

Action taken Sept. 27: Radiomarine Corp. of America: KQUU, KIXX, Washington, D. C., granted authority to operate ship stations aboard "West Gambo" and "Lasette"; also Washington, D. C. granted first class public service licenses for vessels "City of Havre" and "Willet" (action taken Oct. 2); Action taken Sept. 30: KGRG, Construction Materials Corp., J. R. Sensibar, Chicago, Ill., granted Third Class Public Service, license; WCFD, Lewis-Sims-Jones Co., "Santa Cruz", San Francisco, granted Third Class public service ship license; Action taken October 2: KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., granted special temporary authority to use KRLD's time on 1040 kc., to broadcast World Series; KFYR, Meyer Broadcasting Co., Bismarck, N. D., granted special temporary authority to operate from 1 to 2 P.M. in addition to regularly assigned hours in order to broadcast baseball series; KDOQ, John A. Merritt & Co., Pensacola, Fla., granted 60 day authority to operate 1000 watt spark transm. aboard vessel "Richmond", frequencies 375 to 500 kc.; Action taken Oct. 4: WTIC, Travelers Broadcasting Service Corp., Hartford, Conn., granted special temporary authority to broadcast World Series on 1060 kc., Oct. 4, 6, 8 and 9.

Action On Examiners' Reports

New, William C. Grabau, San Francisco, Cal., denied application for C.P. to erect a coastal Harbor station using frequency 2566 kc., sustaining Examiner Ralph L. Walker; WLCI, Luthern Association of Ithaca, Ithaca, N. Y., denied as in case of default, the application for renewal of license, sustaining Examiner George H. Hill.

Set For Hearing

WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., modification of license to increase specified hours to unlimited (facilities of WSBT); WSBT, The South Bend Tribune, South Bend, Ind. modification of license to change frequency from 1230 kc. to 1360 kc., increase specified hours to 4/7 time (facilities formerly assigned WJKS (now WIND) on 1360 kc.; KJBS, Julius Brunton & Sons Co., San Francisco, Cal., C.P. to make changes in equipment and increase power from 100 to 500 watts (facilities of KFWI).

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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TELLS CONVENTION RADIO ACT IS CONSTITUTIONAL

Opening the 11th Annual Convention of the National Association of Broadcasters last Monday (October 9) at White Sulphur Springs, W. Va., E. O. Sykes, Chairman of the Federal Radio Commission, declared the Radio Act constitutional.

"Before the passage of the 1927 Radio Law, prior laws had principally been passed with a view to point to point communication, more especially relating to radio communication for safety of life at sea", Judge Sykes told those assembled. "Broadcasting, in the meantime, had developed and the 1927 law deals extensively with this form of communication.

"Like all pioneering legislation, some people doubted the constitutionality of the entire Act while some others challenged the constitutionality of various sections thereof, and from time to time as the Commission promulgated rules and regulations, in some sources doubts were expressed as to their legality. This law gives the Court of Appeals of the District of Columbia appellate jurisdiction over the acts of the Commission. In that Court and also in a few other Federal Courts, the constitutionality of the Act, of certain parts thereof and of the rules and regulations of the Commission, have been challenged. The result of the decisions of these various courts upon these questions thus raised has been most clarifying. The constitutionality of this legislation has been upheld. The rules and regulations of the Commission have been sustained so that now these questions which were doubted by some have been set at rest. It should be most gratifying to all interested in radio to know that the courts have finally adjudicated these questions."

Judge Sykes, who is the only member of the original Commission still serving, told some of the difficulties the Commission encountered immediately after its creation.

"I don't believe that anyone fully appreciated the enormous task delegated to the Radio Commission to be performed in the first year", the Judge told the Convention attenders. "Most people merely assumed that it was a broadcasting matter, that there were no questions of difficulty arising in any of the other channels save that of broadcasting. While the Radio Act provided that the Radio Commission could employ lawyers, engineers, clerks, etc., the Deficiency Bill, carrying the major part of the appropriation for the Commission, failed of passage. Therefore, for the first year of its life, the Commission was forced to borrow from other Departments its professional help and was only able to employ a few clerks. During that year these Commissioners really acted not only as Commissioners but as lawyers, engineers and very often manually operated the typewriters."

Remarking that a few years ago a 5 KW was considered a very high powered station, Chairman Sykes continued:

"Now we have more than twenty 50 KW stations situated in different parts of the country and one station is building a 500 KW station for experimental purposes. These increases in power have been gradually made after a most careful study by the Commission.

"There have been great improvements in radio transmitters. In the early days of the Commission it was thought a deviation of 500 cycles from frequency was not bad, now we have the rule of not allowing over a 50 cycle deviation, plus or minus, and with present equipment all lately developed, frequency is maintained much closer than 50 cycles. Again the modulation of transmitters has been wonderfully improved. Great improvements have been made in the microphones that are now in use. Wonderful strides in directional antennae are taking place. Synchronization is making rapid progress and in time I think we may expect to have such perfect synchronization that we may make greater use of broadcasting channels.

"In 1927, the non-broadcasting frequencies above 1500 kilocycles were beginning to be of general use. The Washington International Conference of that year made the first general allocation to services in these frequencies. Full use is now being made of this band between 1500 and 23,000 kilocycles. Here again comes in the very efficient use of directional antennae both for transmitting and receiving stations. Development of very high speed radio telegraphy, the transmission of fac-simile or pictures over radio circuits is now in daily use. Pictures are transmitted by radio over thousands of miles. Research laboratories are now constantly working on uses for frequencies above 30,000 kilocycles.

"The principal development in radio telephony has been made since 1927. Now we have continuous telephone communication by radio between the United States and all other parts of the world. You can talk from your office to nearly every civilized nation."

Judge Sykes referred to the Madrid and Mexican Radio Conferences to which he was a delegate.

"A joint convention was agreed upon at Madrid and separate general regulations for radio, telegraph and telephone were adopted. The United States has never been a signatory to the telegraph or the telephone regulations but is merely a signatory to the radio telegraph regulations", the Judge explained. "By the articles of the joint convention, we are only bound as to the general regulations relating to radio. The documents of the Madrid Convention will probably be submitted to the Senate at its next session and if approved will thus crystalize into a treaty and supersede the Washington agreement.

Although no agreement was reached at Mexico City as to the allocations of frequencies among nations, agreements for exchanges of information among the countries were provided which will bring them into closer association and tend for each to more fully understand and appreciate the problems of the others, the speaker said.

"Now if it is safe to judge the future by the past, I think we may expect many developments and improvements both technical and otherwise in radio in the next few years", Chairman Sykes concluded.

"Visual broadcasting is still in the experimental stage but is having the careful study of some of our greatest technical minds. Some day this will be perfected. Likewise I think we may expect a perfect synchronization which will permit of much greater use of the present broadcasting band.

"Directional antennae should play a most important part in reducing interference. I would not be surprised to hear of developments which may permit at some future time of a narrowing of the 10 kilocycle band. In fact, I shall decline to be surprised at any development or invention in this field."

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SUPREME COURT TO TEST FIRST RADIO LIBEL CASE

As a result of the Nebraska Supreme Court recalling its mandate dismissing the appeal of KFAB at Lincoln, Neb., in the libel suit brought by former Attorney General Sorensen, the way is now cleared for the case to go to the Supreme Court.

In a previous appeal, the Nebraska Supreme Court held that Station KFAB and Richard F. Wood, attorney who delivered a 1930 primary campaign address over the station attacking Sorensen, were equally liable and remanded the case to the Lancaster County District Court for retrial.

The defendant station challenges the legality of the Federal Radio Commission Act, which provides that radio stations must permit opposing political parties to use its facilities without being able to censor speeches.

Shortly after Sorensen had filed an action in State Court, effort was made to remove it to Federal Court, by Judge T. C. Munger, who ruled that the Federal Court was without jurisdiction.

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ELIMINATION OF "BELT STATIC"

The August Summary of Radio Log as submitted by the New London Radio Station, according to Coast Guard Communication Bulletin No. 45, contains the following interesting comment on the elimination of electrical interference resulting from belt driven machinery: "A considerable amount of interference has been experienced at this unit in the past and at times making reception very difficult. The greater part, it has been found, was caused by 'belt static', and coming from the machine shop in an adjoining building. It was found that by grounding the shafting at several places this could be effectively eliminated."

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A.N.P.A. SEES THREAT IN COLUMBIA NEWS SERVICE

E. H. Harris, of the Richmond (Indiana) Palladium, Chairman of the Radio Committee of the American Newspaper Publishers' Association, has sent the following bulletin to members of the Association:

"The announcement of the Columbia Chain that it has established a news-gathering organization to compete with the national news-gathering organizations of the newspapers seems to demonstrate that a general attack has been launched by broadcasters against newspapers.

"The action taken by newspapers against broadcasters for the illegal use of news which belongs to press associations has prompted the broadcasters to form their own news-gathering organization. This step was anticipated by the newspapers following the threat which was issued by the broadcasters last April.

"Some of the broadcasting magazines are hinting at a general war on newspapers, and Radio Guide, published in Chicago, prints an article entitled 'Radio Prepares for War On the Press.'

"I am writing to each member of the Radio Committee in each State to be on the lookout for definite steps taken by broadcasters to launch this campaign against newspapers.

"The constant use of radio broadcasting by the Federal Government to get its message across to the people shows plainly that the broadcasters have succeeded in over-selling the administration on the advantages of radio broadcasting.

"The fact of the matter is that the newspapers corralled the audience for the broadcasts of the administration spokesmen, then published the message as news, and thereby gave to the broadcasters the opportunity of saying that broadcasting got the message across to the public."

The bulleting further quoted a news story appearing in the New York Times recently that called attention to the Federal censorship over radio and the new set-up in political broadcasting. It closed with a request for information regarding the feelings of publishers in all States regarding radio and suggestions for further action by the Radio Committee.

Declaring that the "newspaper-radio war is progressing merrily", George Durno, writing in the "National Whirligig", a feature of the McClure Newspaper Syndicate, continues:

"The radio people are getting silent sympathy from General Johnson and his NRA forces. They have been resorting more and more to the broadcast to get their ideas over.. ..

"Their complaint is that the newspaper headlines almost invariably tie up NRA in some kind of a fight. Newspaper banners pay more attention to 'Ford and Blue Eagle at Odds', etc. than

they do th NRA's accomplishments. What Johnson fails to gauge is the relative value of news. A fight is always more interesting than a peace conference. The radio lad probably had some such psychology in mind when he got a member of the posse to blast away in front of his mike while he talked a few aerial headlines.

"The.'war' isn't all between the newspapers and the radio. The latest skirmishes resulted in Columbia charging National Broadcasting with bad faith in that NBC had planned to set up a news service too but just at present was enjoying newspaper good will by letting CBS take the rap."

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NO PROGRESS IN BROADCASTERS' CODE

There is nothing new in the situation of the Broadcasters' Code at the National Recovery Administration. Government officials are working on the Code but nothing definite can be accomplished until after the NAB Convention at White Sulphur Springs, W. Va. It is expected that immediately after the convention is over that negotiations will immediately be begun in an effort to straighten out the Code situation at the earliest possible moment.

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NEW ORLEANS STATION SEEKS APPEAL OF COMMISSION'S DECISION

No time was lost by Station WWL, of New Orleans, in appealing in the District of Columbia Court in the hopes of reversing a decision of the Radio Commission which refused to give WWL full time when "Old Man" Henderson went off the air at Shreveport, La., recently.

The New Orleans station shared time with Henderson and had expected that his facilities would be assigned to them. Instead, the Commission gave the Henderson frequency to the International Broadcasting Company.

As grounds for the appeal, Station WWL declared, among other things, that there had been no hearing granted to the station by the Commission.

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COLOR IN RADIO FACTORIES MEANS BETTER WORK

The stimulating quality of color in workshops and factories frequently proves to have a wholesome mental and psychological effect on employees, resulting in faster and better work, according to Bond Geddes, Executive Vice-President and General Manager of the Radio Manufacturers' Association.

"Persons working in slovenly surroundings", Mr. Geddes believes, "acquire the nature of these surroundings, and unconsciously turn out slovenly work."

Experiments carried out in many of the leading industrial plants of the country have proved that proper painting of workshops and factories benefits the worker morale and improves the quality of the product.

In all manufacturing plants, there are certain production assets whose merits are just beginning to receive due consideration by industrialists. Lighting, even though its values are obvious, is one. Air conditioning, temperature control, the possibilities of windowless buildings and sound control are others.

Paint experts believe that color must be added to this list - color for both plant machinery and equipment. With white walls to aid lighting and worker vision, colored machinery and equipment - in the lighter tints - fit perfectly into the modern conception of a production unit.

A large radio tube manufacturer found that the use of orange and pale blue on plant machinery reduced the number of tube rejections two-thirds in the first week. The orange afforded color contrast with the greens and blues in the gas flames of a stemming machine; the pale blue paint was used because it gave a cool effect in the hot industrial plant. Similarly good results have been obtained from experiments tried out in a wide variety of industrial units.

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COURT TOLD HIM HE MISSED HIS CHANCE

Pointing out to the petitioner that he had had a chance to intervene in a similar case and did not do so, the Federal Radio Commission in filing its answer in the Supreme Court of the District of Columbia, speedily passed the buck back to Gerald V. Moore, of Washington, who alleged the Commission had violated the law in granting a renewal of license to NBC stations, because that company is a subsidiary of the Radio Corporation of America. Moore complained that the RCA had been adjudged guilty of monopoly in the tube case at Wilmington.

The Federal Radio Commission likewise took exception to this denying that the Radio Corporation had been finally adjudged guilty in that particular field.

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AUTOMOBILE RADIOS ON DISPLAY AT LONDON AUTO SHOW

Despite a rumor which reached this country to the contrary, the British Ministry of Transport did not forbid the exhibition of automobiles equipped with radios at the Olympia automobile show. Instead, at this great exhibition where the motor car manufacturers of the world first display their new models, no less than seven of the leading makes of cars were on exhibition with Philco automobile radios already installed ready to tune in any program on the air. It would seem that the growth in popularity of automobile radios in the United States during the past few years is likely to be duplicated this coming season in Great Britain. There were 500,000 automobile radios sold in 1933.

The automobile show at Madison Square Garden, New York City, which corresponds to the Olympia Show in London, will probably exhibit an even larger proportion of radio-equipped cars.

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PHILCO TO LAUNCH EXTENSIVE NEWSPAPER CAMPAIGN

Mr. Sayre M. Ramsdell, Sales Promotion Manager of Philco Radio & Television Corporation, of Philadelphia, Pa., has just announced that the special Fall and Christmas advertising campaign - by far the heaviest in the company's history - will call for the addition of full page schedules in over 50 of the largest metropolitan newspapers to the extensive campaign already ordered in national magazines and radio. Six full pages will be used in each of 51 newspapers during November and December - a concentrated drive for Christmas radio sales in the largest cities from coast to coast. Full page advertising in magazines, and the five times a week radio broadcasts featuring Baobe Carter will continue on the regular basis.

With the addition of newspaper space to the other media at present in use, Philco will spend over \$600,000 in advertising in the period of eleven weeks preceding Christmas - an outstanding demonstration of the faith one of America's largest manufacturers has in the ultimate success of the N.R.A. program.

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PASSING OF HERNAND BEHN REGRETTED BY RADIO INDUSTRY

That Hernand Behn, President of the International Telephone and Telegraph Company, who died in France, should be called at the early age of 53, was deplored by the radio industry. Behn, who with his brother Sosthenes, bought a broken down telephone system with 250 disgruntled subscribers, turned it into a network extending over two continents.

Mr. Behn was born in the Virgin Islands. As President of the International Telephone & Telegraph Co. his operations extended into 42 countries.

Educated in Corsica, France, and the United States, the brothers became bankers in Puerto Rico. Their first telephone system was unloaded on them by a debtor, who himself had obtained it for a debt.

The brothers established a telephone system in Havana. From Cuba, they spun a wire to the American mainland and hooked it up with the Bell system. Then the International Telephone & Telegraph Co. was born in 1920.

The Radio Corporation in Cuba was the next step. Then they took over the telephone systems in Madrid and Barcelona, gradually spreading throughout Spain. France and Mexico followed.

The All-American Cable Co. was their next acquisition. Finally they acquired the Mackay companies, including the United States network of the Postal Telegraph System.

The International Telephone & Telegraph Company presented the telephone system to the Vatican and later Mr. Behn was one of the principal donors of the Vatican wireless system. For these gifts several high honors were conferred upon him by the Pope.

Mr. Behn is survived by his widow and four children.

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SPECIAL VARIETY RADIO CITY NUMBER

A special radio edition will be issued by Variety on or about November 15th when the National Broadcasting Company celebrates its 7th anniversary by opening up in Radio City. It will be profusely illustrated and on the order of the special issues Variety gets out in connection with moving pictures and theatrical events.

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DOC MOVES THE GLAND BUSINESS TO TEXAS

Said to be hard hit financially but evidently satisfied that everything is O.K. in Mexico, as a result of representations made for him in Mexico City by former Vice-President Curtis, Dr. John R. Brinkley has pulled up stakes in Kansas and moved to the Texas border, where, however, he will still continue to be a thorn in the side of the Radio Commission.

"Dr. Brinkley, of goat gland fame, has deserted the Kansas village that his disputed rejuvenation operation put on the map", a Kansas dispatch reports.

"Gloom hung over Milford's 300 souls tonight. More than half of them faced unemployment or diminution of income. The colorful practitioner-politician who rocked medical circles and Kansas politics was gone.

"Dr. Brinkley blamed the depression for forcing him to move to Del Rio, Tex., just across the Rio Grande from his powerful 'outlaw' radio station XER. The Federal Radio Commission barred it more than two years ago.

"An overland caravan moved toward the border town. It carried equipment and personnel of his hospitals, business enterprises and household goods. Rolling along was the 'bally-hoo' train of expensive, loud-speaker equipped automobiles with which he vainly sought the governorship of Kansas."

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MAJESTIC RADIO SHIPMENTS STILL INCREASE

September represented the fourth consecutive monthly increase for Majestic radios and the best month since 1931, according to Le Roi J. Williams, Vice-President of the Grigsby-Grunow Company.

"We shipped over 51,000 sets in the month of September", said Mr. Williams, "and our daily shipments last week reached a total of over 4,000 sets per day. At present we are producing at the rate of about 3,500 a day.

"Our unfilled orders total over 64,000 radios, and we now have 5,800 employees working night and day shifts. Volume of distributors' orders approximate three times that of last year and there is a great sustained demand for both radios and tubes."

The October production schedule for Majestic radios represents a thirty percent increase over that of September.

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: : BUSINESS LETTER NOTES : :
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President Franklin D. Roosevelt and Ex-Secretary of War Newton D. Baker will open the Nation's annual drive for human relief in special messages to be broadcast over the combined CBS and NBC networks on Sunday, October 15, between 10:00 and 10:30 P.M. EST.

H. M. Pauley, formerly Radio Service Manager, has been advanced to the position of General Service Manager of the Grigsby-Grunow Company, manufacturers of Majestic radios, refrigerators and tubes. In his new position, Mr. Pauley will have complete charge of both refrigeration and radio service.

Charles J. V. Murphy, newspaperman, author and radio announcer, was chosen last week as production manager and announcer of the weekly programs to be broadcast from the base of the Byrd Antarctic Expedition in Little America over the Columbia Broadcasting System's nationwide network. John N. Dyer has been chosen technical director of the Little America broadcasting station.

Little America's first radio star will be Mike, a sandy-haired husky from Manitoba, and his bark will be the signal to the American radio audience that Little America is on the air.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(October 10, 1933)

WCOD, Keystone Broadcasting Corp., Harrisburg, Pa., C.P. to move transmitter and studio locally in Harrisburg; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., C.P. to make changes in equipment; WKFI, J. Pat Scully, Greenville, Miss., C.P. to move station from Greenville to Greenwood, Miss.; WLBC, Donald A. Burton, Muncie, Ind. C.P. to make changes in equipment and increase power from 50 to 100 watts; WAMC, Raymond C. Hammet, Anniston, Ala., modification of C.P. extending commencement date to Nov. 15 and completion date to Feb. 15; KFNF, Henry Field Co., Shenandoah, Ia., authority to operate simultaneously Oct. 14 from 1:45 to 4:45 P.M.; same for WILL, University of Illinois, Urbana, Ill.; KGFL, KGFL, Inc., Roswell, N. M., permission to operate transmitter without approved monitor so that it may be sent to manufacturer to be recalibrated, for 30 days; KFDY, South Dakota State College, Brookings, S. Dak., special temp. authority to operate from 8 to 8:45 P.M. CST, Oct. 18.

provided KFYZ remains silent; WMBH, W. M. Robertson, Joplin, Mo., special temporary authority to operate from 2:30 to 6 P.M. CST on Oct. 13 and 27, and Nov. 4 and 24, 1933, and from 3 to 6 P.M. CST, Oct. 19; WSAJ, Grove City College, Grove City, Pa., special temporary authority to operate from 2 to 4:30 P.M. EST, Oct. 14 and Nov. 25th.

Also, Penna. Airlines, Inc., Pittsburgh, Pa., authority to use existing aircraft station as broadcast pickup station on Oct. 13, in connection with the "Back to Cleveland celebration"; KSW, City of Berkeley, Berkeley, Cal., modification of license to change frequency from 2422 to 1658 kc., also police license 2422 kc., 400 watts; Delbert E. Replogle, Portable & Mobile in Ridgewood, N.J.: general experimental C.P. frequencies 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600 and 41000 kc., 25 watts; W2XAE, Ridgewood, N. J., renewal of license in accordance with existing license; also modification of license for same, frequencies 17310, 23100, 25700, 26000, 27100, 30100, 31100, 31600, 34600, 35600, 37100, 37600, 38600, 40100 and 41000 kc., 1 KW; Grigg Radio Laboratory, Phoenix, Ariz., general experimental C.P. frequencies 2398, 3492.5, 4797.5, 6425, 12862.5 17310 kc., 1 KW;

Also, D. Reginald Tibbetts, Portable & Mobile, general experimental C.P.'s for 7 new stations, frequencies 41000, 51400, 61000, 63000 kc., 25 watts; City of San Bernardino, San Bernardino, Cal., C.P. for police service, 1712 kc., 50 watts; KIFS, KFJI Broadcasters, Inc., Portable, C.P. for temporary broadcast pickup service 1518 kc., 50 watts; W1XAZ, Westinghouse Electric & Manufacturing Co., Millis, Mass., modification of C.P. to extend completion date to Nov. 1, 1933; WPFT, City of Lakeland, Lakeland, Fla., modification of C.P. extending completion date to Dec. 18, 1933; WLEZ, The Norfolk Daily News, Norfolk, Neb., modification of license, 2342 kc., 5 watts.

Ratifications

Action taken October 4: KJTY, Richard E. Byrd, "Jacob Ruppert", Boston, Mass., granted 2 third class private ship licenses; Action taken October 5: WMEF, Radio Corporation of America, Washington, D. C., authority to use station for period of 30 days for purpose of testing equipment, frequencies 1566 and 2390 kc., 150 watts.

Applications Denied

KLUF, George Roy Clough, Galveston, Texas, denied authority to reduce unlimited hours of operation to specified for period of 6 months ending May 1, 1934, and suspension of Rule 151 for that period; KUOA, KUOA, Inc., Fayetteville, Ark., denied authority to operate until 6:30 P.M. pending filing of application.

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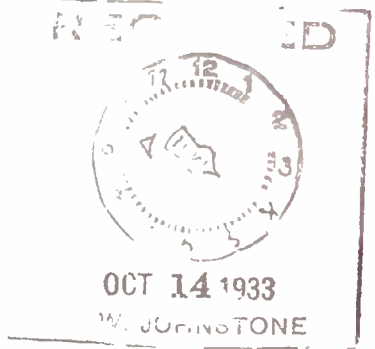
HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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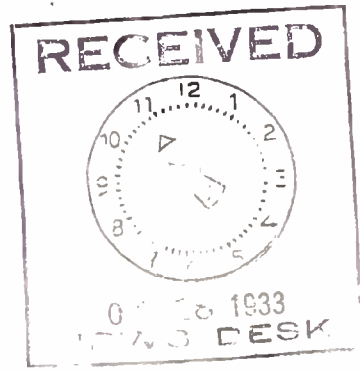
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BROADCASTERS PLEDGE SELVES TO RENEW COMPOSERS' WARFARE

WHITE SULPHUR SPRINGS, W. Va., October 00 - Concluding what was probably the most militant session ever held by the National Association of Broadcasters; practically every man at the meeting either pledged his station, or promised to urge his Directors to contribute 10 percent of what is paid the American Society of Composers to a war chest to fight the Society to a finish. There wasn't a dissenting voice.

Isaac D. Levy, of Philadelphia, made a midnight appeal to the tired delegates which doubtless will be long remembered by those who heard it. The feeling became so intense against the Composers as the Broadcasters steamed up that Oswald F. Schuette, while speaking, hearing some sort of disturbance in the next room, said, "I hope that is Mills listening!" This referred to E. C. Mills, General Manager of the American Society of Composers.

Mr. Levy declared time and again that he was certain Mr. Mills had a personal representative "planted" in the meeting and repeatedly addressed his remarks to this man, if any such were present. The Composers were frequently referred to as racketeers. In fact, Mr. Schuette said he had lodged a recent complaint against them in the newly organized Racketeering Division of the Department of Justice "where they handle bombers and kidnapers".

This complaint was one from the West Coast where, Mr. Schuette alleged, the American Society not only sent a notice to the broadcasting station that they would sue them if they didn't take out a license, but also sent warnings to the station's advertisers that they also would be prosecuted. Schuette said he had likewise laid this before the Federal Trade Commission as well as the Governor of the State.

"Instead of calling it the American Composers' Society", Mr. Levy shouted, "they ought to call it the 'Mills, Buck and Burkan Society'". This sally, which included Gene Buck, President of the ASCAP, and its counsel, Nathan Burkan, brought down the house.

"Mills gets \$100,000 a year", Mr. Levy continued, "while Irving Berlin, the country's greatest popular song writer, gets but \$4,300. Berlin told me that himself and he is very sore about it.

"When I first talked with Mills, I asked him, 'Regardless of any plan, are the Broadcasters going to pay more or less whatever way it works out?' 'Whatever plan you are going to pay more', Mills asserted. 'If you are paying "X" dollars now, you will pay "Y" more dollars later'. I understood it after he had illustrated it", Mr. Levy said, amid laughter.

The delegates were told several times that there is considerable dissension within the ranks of the Composers.

"You broadcasters sit back complacently and apparently believe because we've filed a suit that it is all over and we have won a great victory", the irate Philadelphian hurled at them. "All you have done is to put on the boxing gloves and the Composers are coming at us fighting."

Mr. Levy declared that an immediate appeal would be made to stations who are not NAB members to contribute their 10% to fight the Composers, regardless.

The first and only speech of the Convention to be interrupted by applause was that made by Joseph C. Hostettler, law partner of Newton D. Baker, who proved himself to be a natural humorist.

"I am interested in this copyright fight both as a legal matter and about half as a personal matter", Mr. Hostettler began. The reason for the latter, he said, was a call he had made upon Mr. Mills with M. A. Howlett of WHK, Cleveland, a client, and long before his present connection with the broadcasters.

"We'll make a change in the WHK rate", Mr. Mills finally told us", Mr. Hostettler related, "and then Mills added, 'You are going to sign it whatever it is because you can't operate your station without our music.'

"My face showed displeasure because no one can look pleased when someone sticks a gun at him. 'I wasn't wondering if you were going to be kind and just to us', I said to Mills. 'Your face shows that, but I was wondering if anybody ever had that much power.'"

"As we went down in the elevator I said to "M.A.", 'Is it true what that man said that you can't operate your broadcasting station without a license from him?' To my astonishment he replied, 'I believe it is.'

"That just won't do. It can't last. It is contrary to every principle our government was founded upon. We are in a lawsuit with them now and I am not going to discuss it further than to say that we may lose a battle but we are not going to lose the war if the broadcasters stand together and demand the right to pay only for the music they use and that's all they have ever asked."

Mr. Levy credited Frank M. Russell, of the NBC with being the man who first suggested enlisting Newton D. Baker into the cause. After the matter had been put up to Mr. Baker, he replied, "Boys this is a great injustice. I'll be glad to take the case."

It was a spirited convention throughout and the official list showed that 223 persons had registered. Edwin M. Spence of Atlantic City, a pastmaster at entertaining, proved an ideal Chairman of arrangements. The Convention was officially opened by

the following telegram from President Roosevelt to President McCosker:

"I extend to you and to the members of the National Association of Broadcasters assembled in convention at White Sulphur Springs, my heartiest greetings. Your organization stands for a young but tremendously important industry. I know this convention will carry forward another year of successful achievement and assure you that you have by good wishes."

Phil Loucks, Managing Director of the Association, told of the establishment of a statistical service for the industry, a Program Clearing House, improved weekly bulletins and expansion of engineering services. Mr. Loucks was praised for his work, likewise complimentary references were heard in connection with the efforts of his assistant, C. J. Dowd, who proved a particularly handy man at the Convention.

Although Dr. C. B. Jolliffe, Chief Engineer of the Federal Radio Commission, told the Broadcasters they attained a technical standard exceeding that of any others in the world, nevertheless he pointed out quite a few things they still could do.

"You ask for more power", the Federal Engineer declared, "but I have yet to see any one of you try to improve 1000 watt transmitting equipment, say, to make it the equivalent of 5,000 watt equipment."

Dr. Jolliffe said a weak spot was the antenna system. "To many of you", he declared, "an antenna is simply a wire strung between two poles."

"Why do we not have television broadcasting today?" John V. L. Hogan, of New York, asked.

"One answer to that question is that we do now have television broadcasting services; some seventeen experimental television transmitters have been licensed by the Radio Commission, and several of these are transmitting on regular time schedule. None of these stations, however, has been authorized to transmit a sponsored television programme, and consequently whatever material is prepared for transmission must be of the 'sustaining' type, and is planned and executed at the station's own expense. Since the majority of those who operate experimental television stations are primarily concerned with apparatus development, it is not surprising that their budgets do not provide for a more extensive development of programmes."

The establishment of a radio "A.B.C." (Audit Bureau of Circulation) was urged by John Benson, President of the American Association of Advertising Agencies.

"What the broadcasting business needs is - more reliable and more definite measure of its audience; first, how much and where located; then how attentive and to what; when most approach-

able or most responsive, with a number of related facts which throw light on the medium and its use", Mr. Benson said.

"What the undertaking needs, in my opinion, is some joint bureau, financed by the stations surveyed, on which the N.A.B. the agencies and the advertisers might be represented by a group of technical and advertising experts, to set standards, determine methods, hire and control engineers, supervise compilations and reports. This would be a distinct advance towards building a radio A.B.C.

"Signal strength measurements are merely the foundation, however, of the structure of facts we need to measure radio coverage, that is, effective coverage. Further studies should be made to determine how many of a potential audience are listening, when and how they listen, on what days, at what hours, and with how much preference for one program over another, for one station over another."

Father Burke, of Station WWL, New Orleans, told of the bitter political fight to be waged there and asked how he could be protected from libel and slander responsibility if candidates deviated from their set speeches.

"I should say", Henry Bellows, Chairman of the NAB Legislative Committee replied, "anyone who broadcasts a political speech does it at his own peril until the Nebraska decision is tested by the Supreme Court, which, by the way, will be about March 20. Until then a broadcaster handling a questionable political speaker is liable to put his head in the noose."

Among those attending the Convention were Bond Geddes, of the Radio Manufacturers' Association, and former Radio Chairman Ira E. Robinson. Judge Robinson, who is a native of West Virginia, said he came along "just to furnish bail if any of the boys needed it."

John W. Guider, Code Counsel, told the Convention that if the labor clauses could be agreed upon, there was a fair chance of getting it to the President within a week. Otherwise, it was problematical as to when it would be signed.

"We are having trouble with the Code but not with the Administration", Mr. Guider said. "If it hadn't been for organized labor, we'd have had the Code by now. Ed Nockels, the Labor Advisor, turned up with an entirely new Code which labor had written."

Mr. Guider said that the Temporary Code Authority, those who would administer the Code for the next 90 days, would be composed of Mr. Nockels; Isaac Buckwalter of WGAL, Lancaster, Pa.; Frank M. Russell, NBC, Washington; Henry Bellows, Columbia, Washington; Emile Denemark, Chicago; John Elmo, Baltimore; Alfred J. McCosker, New York; John Shepard III, Boston; and James W. Baldwin, Washington.

There will not be an investigation of the Radio Industry by Congress according to Henry Bellows, Chairman of the Legislative Committee.

"Investigations cost money and Congress hasn't any money", Mr. Bellows said. "Maybe not the next session but sooner or later a Communications Commission will be passed. The Commission will be comparable to the Interstate Commerce Commission.

"If anything like that comes up, you want to oppose it because the main job of the Commission will be rate fixing and the next thing they will want to do will be to make rates for broadcasting."

Mr. Bellows warned the broadcasters to look out for tax bills which he said were sure to come. He advised the broadcasters in each State to organize and get ready for this and other State legislation. The speaker said that every broadcaster should make the personal acquaintance of their Senators and Congressmen.

"So often we send a wire from Washington asking a broadcaster to get into touch with his Senators and Congressmen", Mr. Bellows concluded. "'Glad to' they reply, 'who are they?'"

The following resolutions were passed by the Convention:

Resolved, That the National Association of Broadcasters hereby approves the past actions of its officers and directors in their effort to secure an equitable contract between the American Society of Composers, Authors, and Publishers, and the Broadcasters, and hereby authorizes and directs its officers and directors to continue such effort, and to raise all necessary funds for that purpose, in such manner as they may deem most effective.

Resolved, That the National Association of Broadcasters hereby indorses the work of its Code Committee in the preparation of a Code of Fair Competition for the Broadcasting Industry, and specifically urges upon the Code Committee the absolute necessity for maintaining the principle of a forty-eight hour minimum week for broadcast operators and control men, on the ground that the long hours, seven days each week, during which this industry must operate as a matter of service to the Public, makes it impossible for many broadcasters to continue in business except at a disastrous loss on the basis of shorter hours for operators and control men.

Resolved, That while the National Association of Broadcasters is eager to cooperate in protecting the Public against exploitation through untruth or unscrupulous advertising, it believes that any legislation for this purpose must be reasonable and precise in definition, uniform in administration and fair in

application, and therefore, this Association must record itself as definitely opposed to the enactment, unless on the basis of many and far-reaching changes therein, of the bills to rewrite the Pure Food and Drug Law now pending in both Houses of the Federal Congress.

Resolved, That in view of the commitment now being required of every broadcaster under the terms of the National Recovery Act, it is a manifest injustice that this industry should be compelled to measure the existence of every one of its component parts in terms of not more than six months, and that, as a definite part of the National Program of recovery and increased stability and confidence, the Broadcasters are clearly entitled to the full term of license provided by Congress in the Radio Act of 1927; and this Association hereby directs its officers and directors to present to the Federal Radio Commission its urgent request for action which will bring the regulations of that Commission in accord with the provisions of the law.

Resolved, That the National Association of Broadcasters undertake through the proper Committee the study of all sales costs with a view of presenting definite recommendations at the next annual convention of the Association in 1934.

Whereas, the practice of accepting business on a "per inquiry" and "commission" or "contingent" basis has been widespread among stations, and is against public interest, convenience and necessity, and

Whereas, such practices are inimical to the best interests of broadcasting, and unfair to legitimate buyers paying card rates, be it therefore

Resolved, That the National Association of Broadcasters considers such business so accepted as constituting unfair trade practices, and that furthermore, all business must be accepted only at card rates.

Whereas, there is an insistent demand on the part of advertisers and advertising agencies for uniform station data, and

Whereas, many methods of measuring station coverage and program prestige have been advanced with resultant confusion, it is, therefore,

Resolved, That the NAB is of the opinion that a survey of potential coverage is basic and preliminary to any further surveys or measurements, and recommends that steps be taken to standardize practices of measurement.

Whereas, the use of the electrical transcription method of broadcasting programs is generally accepted by both stations and by listeners, and has become an important economic factor in the operation of broadcasting stations, and

Whereas, there is definite evidence of serious loss in income to stations because of existing requirements that electrical transcription programs must be so announced, and

Whereas, there has been sufficient progress in the manufacture of electrical transcription programs that the reproduction of the majority of such programs are now generally considered as excellent, and

Whereas, the broadcasting industry would be greatly benefited by the removal of existing restrictions, therefore, be it

Resolved, that the National Association of Broadcasters hereby respectfully urges the Federal Radio Commission to alter the existing regulations requiring that electrically transcribed programs made especially for broadcasting be so announced, so that such a transcription may be announced merely as a production of the concern making such transcription.

Whereas, the practice of accepting "script" and electrically transcribed programs of a commercial character, on a sustaining basis, is against public interest, convenience, and necessity, and,

Whereas, such a practice is unfair to legitimate buyers of Broadcasters facilities, be it therefore,

Resolved, that the National Association of Broadcasters considers such business so accepted as constituting an unfair trade practice.

Alfred J. McCosker, of Station WOR, Newark, was reelected President. Other officers elected were: 1st Vice-President, Leo Fitzpatrick, of Station WJR, Detroit, Mich.; Second Vice-President, John Shepard III, of Station WNAC, Boston, Mass; Treasurer - I. D. Levy, of Station WCAU, Philadelphia, Pa.

The following Directors were elected for a three-year term: Arthur B. Church, Station KMBC, Kansas City, Mo.; Frank M. Russell, Station WRC, Washington, D. C.; H. K. Carpenter, Station WPTF, Raleigh, N. C.; I. R. Lounsberry, Station WGR, Buffalo, N.Y.; and William S. Hedges, Station KDKA, Pittsburgh, Pa.

R. D. H.

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ALLOTMENT FOR RADIO FACILITIES

An allotment of \$712,500 to the Navy Department for the improvement of radio communication facilities at six stations has been announced by Federal Administrator of Public Works Harold L. Ickes.

A large proportion of the money will go into the purchase of new equipment for modernizing the stations, especially at Pearl Harbor, Hawaii; Annapolis, Md., and Summit, Canal Zone.

The allotment authorizes the following expenditures:

Annapolis, Md., \$332,000; Summit, Canal Zone, \$191,000; Pearl Harbor, Hawaii, \$153,000; San Diego, Calif., \$15,000; Washington, D. C., \$10,000; Sandy Hook, N. J., \$3,500; An allotment of \$8,000 was made for miscellaneous improvements.

Navy Department officials estimate that bids on the new equipment can be advertised almost immediately and that about 400 men will be given employment for nine months.

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CUBAN RADIO IMPORTS INCREASE

Contrary to the normal trend of radio equipment, imports into Cuba, those of July and August of this year, were both substantially above the imports of previous months, according to Assistant Commercial Attache H. N. Tewksbury.

A total of 356 sets was imported in July, as compared to 173 in July, 1932, and 294 units in August, 1933, and 158 units in August, 1932. Owing to the exceptionally small imports during the first four months of 1933, the total imports for the first eight months of this year were 42.5 per cent below those of the corresponding period of 1932. Thus far in 1933, only 1491 radio receiving sets have been imported into Cuba against 2,592 in the first eight months of 1932.

Cuban radio dealers, the report states, had expected that the annual Government tax on radio receiving sets would be removed. The agitation in the first few months against this tax resulted in such small sales that all importers were hesitant about placing orders until some definite action was secured. However, stocks of old models have been substantially reduced at sacrifice prices, which has permitted heavier importations during the past few months.

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: BUSINESS LETTER NOTES :
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Examiner George H. Hill has recommended to the Federal Radio Commission that it deny the application of the Greensburg Broadcasting Station for the erection of a new station at Greensburg, Pa. The Examiner, in his report, found that there was not proper financial backing, that such a station as requested might lead to interference and that there was not sufficient showing of a service needed in the area.

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Paul ("Fritz") Morency, of Station WTIC, Hartford, who is ill in a hospital there, was the recipient of a telegram from the National Association of Broadcasters telling him that the Convention at White Sulphur Springs wasn't quite a complete one without his presence there, and anticipating with pleasure his being with them next year.

A production in radio receiving sets during the six months ending September 30 greater than that of any similar period in preceding years, and an increase in employment payroll of approximately 100 per cent during the two-month period ending September 30, has been announced for the Crosley Radio Corporation by Powel Crosley, Jr., President.

These figures show, according to Mr. Crosley, that during the month of September, the number of radio sets built and shipped exceeded by more than 25 per cent that of the highest September production in the history of this Cincinnati manufacturing concern. Since August 1, when the Crosley company began operation under NRA codes, 1,310 persons have been added to its payroll bringing the total, as of September 30, to 2,737. Further additions are being made daily.

Plans for superstation XEPM at Piedras Negras, across the Rio Grande from Eagle Pass, Texas, are forming. Howard W. Davis, manager of the proposed 100,000 watt broadcaster, will have studios in San Antonio.

Grigsby-Grunow Company has just announced the manufacture of 4 new modernistic models in radio cabinets - Model 666 - Ritz; Model 776 - Lido; Model 886 - Park Avenue and Model 996 - Riviera; In addition, 3 other models have been announced - a Queen Anne Consolette in matched butt walnut; a Tudor consolette in all oak cabinet with an antique finish, and a conventional console of smart appearance.

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NO CODE DEVELOPMENTS

Officials of the National Association of Broadcasters, who have been working on the broadcasting code with the N.R.A. returned to Washington on Thursday. It is understood that within the next day or so they will begin active negotiations again looking toward a quick adjustment of the various problems under discussion.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (October 13, 1933)

WNRA, Kathryn Jones, Florence, Ala., modification of C.P. approving transmitter location at Muscle Shoals City, Ala., and studio location from Florence, Ala. to Muscle Shoals City; changing type of equipment and extending commencement date to 15 days from this date and completion date to 105 days from this date; WJEM, Britt A. Rogers, Jr., Tupelo, Miss., modification of C.P. extending completion date to Feb. 1, 1934; KNOW, KUT Broadcasting Co., Austin, Texas, modification of C.P. extending commencement date to Sept. 29 and completion date to Dec. 29, 1933; WRUF, University of Florida, Gainesville, Fla., authority to operate simultaneously with KOA from 8 P.M. Oct. 14; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., authority to use auxiliary transmitter for one week from Oct. 15, while installing main transmitter at new location.

Renewal of Licenses

The following stations were granted renewal of licenses for the regular period: WAAB, Boston, WBIG, Greensboro, N. C.; WCKY, Covington, Ky.; WDRG, Hartford, Conn.; WFBL, Syracuse, N. Y.; WHAZ, Troy, N. Y.; WHBL, Sheboygan, Wis.; WHOM, Jersey City; WODX, Mobile, Ala.; WSFA, Montgomery, Ala.; WTAQ, Eau Claire, Wis.; KFAC, Los Angeles; KIDO, Boise, Idaho; KGNF, North Platte, Neb.; KOH, Reno, Nev.; KSCJ, Sioux City, Ia.; KFQD, Anchorage, Alaska.

Applications Granted (Other Than Broadcasting)

Mackay Radio & Telg. Co., Inc.: WMK, WMQ, WIF, WKI, Sayville, N. Y., C.P.s to install new transmitters; WNU, Tropical Radio Telg. Co., New Orleans, C.P. to install new transmitter; KGZX, City of Albuquerque, N. Mex., license for police service, 2414 kc., 50 watts; WFC, Tropical Radio Telg. Co., New Orleans, modification of 6 licenses to change authorized power to 600 watts; W1XN, Wesleyan University, Middletown, Conn., renewal of general experimental license in exact accordance with existing license; W6XE, Pioneer Mercantile Co., Bakersfield, Cal., renewal of special experimental license in accordance with existing one; WPFX, City of Palm Beach, Fla., Police Dept., 90 day extension in which to complete construction of emergency police station.

Also, Radio Corporation of America, Rocky Point, N. Y., special authority to operate seven point-to-point radio telg. communication stations at Rocky Point, for purpose of communicating with the Richard Byrd Expedition, Station KJTY, aboard SS "Jacob Ruppert" during the vessel's voyage to Little America; Press Wireless, Inc., Hicksville, N. Y., special experimental license 8810, 11640, 15700, 18560, 20800 kc., 5 KW for experimental communication to Tokio, Shanghai and Mukden; KJTY, T. S. McCaleb, Communication Engineer, Byrd Expedition, S.S. "Jacob Ruppert" 30 day authority to operate on frequency 3430 kc., for purpose of testing equipment by communicating with Rocky Point; W1OXD, Radio Industries Corp., Portable, W2XAJ, City of Port Jervis, Portable and Mobile; W9XAH, Inc. Village of Tinley Park, Ill.; and W6XBC, Martin W. Bannister, portable & mobile - in Yuma and vicinity, Arizona and California, - all granted renewals of general Experimental licenses in accordance with existing licenses; State of Washington, Highway & Police Dept., Portable and Mobile on Snowplow, Snoqualmie Pass, Wash., 3 C.P.s for police service, 2506 kc., 10, 10 and 50 watts respectively; Same for State Police Car, Wash., 2506 kc., 10 watts; Highway & Police Dept., C.P. for police service, 2506 kc., 50 watts.

Applications Denied

WBHS, Radio Station WHBS, Inc., Huntsville, Ala., denied authority to remain silent pending Commission's decision on application to move station, or until certain arrangements can be consummated for new quarters; KGBX, KGBX, Inc., Springfield, Mass., denied authority to operate unlimited time pending decision on application of voluntary assignment of license of KGIZ.

Miscellaneous

KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., and KRLD, KRLD Radio Corp., Dallas, Texas, reconsidered action of Sept. 29th, granting special temp. auth. to operate on Nov. 24 and changed date to Nov. 30; WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., application for special temp. auth. to operate until 7 P.M. during Sept. and Oct. heretofore set for hearing, was dismissed to applicant's request

Ratifications

Action taken Oct. 7: Radiomarine Corp. of America: KDSW, Washington, D. C., 60 day authority to operate additional transmitter aboard Vessel "Atlanta City", pending receipt and action on formal application, frequencies 375 to 500 kc., 50 watts; KLBU, Washington, D. C., granted 60 day authority to operate aboard vessel "Veedol", 313 to 500 kc., 50 watts; Action taken Oct. 10: WQQCQ, Mackay Radio & Telg. Co., San Francisco, Cal., granted 60 day authority to operate aboard vessel "Frank H. Buck", pending receipt and action on formal application, 375 to 500 kc., 100 watts.

Action on Examiner's Report

Lorain Co. Radio Corp., Lorain, Ohio, granted C.P. for new public coastal radio-telegraph station, to operate on 2512 kc., 500 watts, sustaining Examiner R.L. Walker (Commissioner Lafount dissented)

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 665

SHALL WE ADOPT THE BRITISH RADIO SYSTEM?

In the question to be debated by about 40,000 high schools of the country this Winter, "Shall the United States Adopt the British Radio System?", Dr. Herman S. Hettinger of the Wharton School of Finance, University of Pennsylvania, at the request of the National Association of Broadcasters, has prepared defense of the American system for the information of the students, which is reprinted here, in part:

"In discussing this proposition, we do not presume to say what would be the best system of radio operation and control for the British people. We recognize that the psychology of peoples differs greatly. Thus it may be almost as improbable that the American system of broadcasting could be established successfully in toto in Britain as that the essential features of the British system could be made to fit American conditions.

"We recognize in Great Britain one of the most successful of the government-owned and operated broadcasting systems, though how much more successful it has been than either Denmark or pre-Nazi Germany, we shall not attempt to say.

"It is our belief, however, that in most instances the public interest can be served better by a system of privately owned and competitively operated broadcasting stations and networks than by a government monopoly. Moreover, we are of the firm opinion that the adoption of a system of government ownership and control essentially similar to that of Great Britain is out of question in this country.

"These conclusions are based upon the following facts:

"1. Conditions in Great Britain and the United States are not analagous. The broadcasting problems in this country are of a complexity with which it would be practically impossible for a system of government ownership and operation to cope successfully. The technical and financial requirements of a government broadcasting system in this country are much greater than in the United Kingdom. The social and political problems involved in the establishment of such a system are vastly more complicated. Though it is conceivable that such a system might be able to be established, it probably could be donly only at great cost to the tax-payer, and without benefits, if any, corresponding to the price paid.

"2. The record of operation of the British broadcasting system has revealed it to contain inherent weaknesses which would tend to make it unacceptable to the American people.

"Its system of taxation is open to abuses which seriously impair the potential efficiency of government-owned broadcasting, and reduce the service which the listener receives from the dollar, shilling, mark or lire which he pays in radio taxes. It is a system which, especially in this country, with its wide diffusion of receiving set ownership among all classes, would be onerous to the low income set owner. For these reasons any attempt to adopt a system similar to that of Great Britain in this country would be certain to meet with grave difficulties.

"Likewise the British or any other system of government-owned and operated radio broadcasting involves a theory of program management and control utterly out of keeping with American viewpoint on this question. In the bureaucratic and paternalistic regulation of programs, there exists an impediment to the construction of a democratically conceived program structure which will give the listening public the type of entertainment and information which it desires. Such a system with its resulting programs, would be highly unacceptable to the American people.

Finally, the system of government-owned and operated broadcasting, even in liberal England, has shown itself to involve a theory of program censorship which is entirely incompatible with American principles and which constitutes a most serious threat to freedom of speech.

"3. The American system of broadcasting has rendered service to the listeners of this country, which, in spite of minor defects, has been generally satisfactory. The service rendered by private broadcasting in this country, moreover, in on the whole, equal, and at times superior to that rendered by the British Broadcasting Corporation - at least from the American viewpoint. Though neither system is considered perfect by the respective listeners in the two nations, the response of American listeners to broadcasting in this country indicates a general state of satisfaction with the major aspects of American broadcasting.

"4. It is not contended that American broadcasting has reached a state of complete perfection. Undoubtedly it possesses defects, as does any other broadcasting system in the world. Radio broadcasting is little more than twelve years old. It has only been during the past six years that the phenomenal rise of this new medium of mass communication has occurred. Such minor defects as may be possessed by American broadcasting, however, can be remedied best by evolution: not by revolution. It is our belief that ample machinery already exists for the effecting of such improvements as may be necessary in American radio broadcasting."

Dr. Hettinger then goes into various phases of the question under subjects such as "The Economics of Private and of Government Owned Broadcasting", "Is It Practical to Adopt the British System in America?" "Would the British System of Broadcasting be Acceptable to the American People?", which deal with

radio broadcasting as an advertising medium and the additional cost to a radio listener if government owned because of a tax to the tuner-in.

"Granted that the adoption of the essential features of the British system of radio operation and control by the United States seemed feasible from the technical, financial, social and political aspects of the question, would the adoption of such a system be acceptable to the American people?" Dr. Hettinger continues. "This is the second question which must be asked.

"An answer to this question necessarily must carry us behind the mere framework of the British broadcasting system to an examination of the actual results attained under its operation. What may seem highly desirable in a theoretical discussion, may prove to be most unacceptable in practical application.

"Funds for the support of a government owned broadcasting system must be raised from one source, namely taxation. Is this a desirable method of financing broadcasting? Does it contain problems, and weaknesses in its administration which tend to impair if not nullify its efficiency as a means of financing radio? In its actual operation, is it a system which would prove acceptable to the American people? These are the questions which must be answered regarding this phase of British broadcasting."

"Much has been said regarding the excellence of American broadcasting. Is it perfect? Most assuredly not. Not even the listener thinks so. Nor for that, does either the broadcaster or the advertiser. Certainly there could be better program balance than exists at the present time. Slightly more classical music during the week-day periods, greater variety in evening broadcasts and not only in the afternoon periods, less duplication of programs between networks and stations, an improved commercial announcement technique, are among the improvements which would be welcomed by broadcasters and listeners alike, in all probability. Some of these improvements can come only from listeners registering their desires for changes of the kind mentioned above. The better class of listener must go to the radio polls and vote for his program preferences even as does the great mass of the public at the present time. It may be remarked that if he does so, his wishes in all probability will be acceded to. In government broadcasting not even this is certain."

"The question therefore arises as to whether it is necessary to cast aside the entire American system of broadcasting and to substitute a government owned and operated system in the listener's interest. It seems that such a step is highly unnecessary. The defects of the American system are not of a type which endanger the vitality of the entire broadcasting structure."

"In conclusion, it seems therefore, that it is not only impractical, and - from the viewpoint of American public opinion and ideas regarding broadcasting - inadvisable to adopt the essential features of the British system of radio operation and control, but it is also completely unnecessary."

BROADCASTING RATES SET BY A. P.

A plan of assessment on Associated Press members who broadcast news was adopted by the Board of Directors last week in the form of a resolution submitted by L. K. Nicholson, publisher of the New Orleans Times-Picayune, according to Editor & Publisher. The resolution repeats the language of the resolution adopted by the Board at the instance of the membership in annual meeting last April, and amends it by prescribing a charge of 2½ per cent of the member's weekly first wire and general charges of his assessment for one period a week, and 5 per cent for two or more periods a week.

The new resolution, transmitted to the membership this past week by Kent Cooper, General Manager, is as follows:

"Resolved, that the resolution adopted by the Board of Directors on April 26, 1933, respecting broadcasting be amended to read as follows:

"Resolved that Associated Press news of major local, national and international importance may be broadcast only by a member over a broadcasting station located at the place of publication in a brief bulletin form of not more than 30 words each, and one bulletin only on any one subject. Sports events, market prices and election returns need not be subjected to the 30 word or one subject limitations. Such bulletins may be broadcast only within the hours of publication of the member, with full credit to the Associated Press and the member newspaper broadcasting. Such broadcast of bulletins shall in no way be connected with commercial programs. Effective January 1, 1934, any member broadcasting The Associated Press news or his local news (to which the Associated Press is exclusively entitled for republication) within the limitations herein prescribed shall pay an additional assessment of the first wire and general charges of his weekly assessment as follows: For one period of news broadcasting (not exceeding 15 minutes) the charge shall be 2½% of the member's first wire and general charges of his assessment; for two or more periods (each period not exceeding 15 minutes) the charge shall be 5% of the member's first wire and general charges of his assessment. This charge, however, is not to apply to those who broadcast only EOS or their local news of equal local importance.

"And be it further resolved, that all resolutions heretofore adopted by the Board concerning broadcasting, inconsistent with this resolution, be rescinded."

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MUSIC PUBLISHERS' HEARING ADJOURNED

The National Recovery Administration has given notice that the public hearing on the code of the Music Publishing and Distributing Industry originally set to be held today (Tuesday, October 17) in the U. S. Chamber of Commerce Building, would be postponed until Thursday, November 2, when it will be conducted at the same place as at first indicated.

The code was filed by the Music Publishers' Association of the United States, claiming to represent approximately 75% of the standard music publishers, the Music Publishers' Protective Association, claiming to represent 75% of the popular music publishers and the National Association of Sheet Music Dealers, claiming to represent 75% of the sheet music dealers.

Deputy Administrator Sol A. Rosenblatt will conduct the hearing.

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AN ACCOMMODATING FARMER

Here is one E. C. Mills, of the American Society of Composers, tells on himself. It reveals the fact that though Mills will fight at the drop of the hat, he nevertheless has a real sense of humor.

Out in Kansas, where the communities are scattered, it is quite the custom for itinerant orchestras to promote so-called "barn dances" as a commercial activity. The orchestra makes an arrangement with the farmer to use his barn and then sells tickets to the folks and hired hands around all the neighboring farms, and these people gather for an evening of dancing.

"In the normal course of business, these dances operate in competition to the dance halls in the various communities", Mr. Mills related. "The American Society of Composers, which functions to protect the performing rights of the composers and customarily collects royalties from all commercial dances, recently inadvertently sent the usual form letter about payment of such royalties, to the promoters of one of these barn dances.

"The letter reached the farmer instead of the promoters, and he responded to the Society's representative in the following language:

"I haven't been able to figure out what music you have reference to as we don't use any music. We operate a dairy and it is likely you or some of your musicians have heard our bull; if his bawling has enough resemblance to your music that he needs licenses, come down and we will shoot the bull."

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REPRESENTATIVE KENNEDY TO ASK ASCAP INVESTIGATION

Representative Ambrose J. Kennedy, of Baltimore, has announced he will ask the House Committee on Merchant Marine, Radio and Fisheries, of which he is a member, to investigate the practices of the American Society of Composers, Authors and Publishers in demanding copyright licenses from restaurant and cafes using radio receiving sets. Heretofore copyright matters have been handled exclusively by the House Patents Committee. The investigation will also include ASCAP activities in licensing radio stations and other uses of music, Kennedy states.

The differences between ASCAP and the establishments were brought to a head when the Society's district representative, E. H. Chesterman, began a post-prohibition campaign to license cafes and saloons who use the Society's music, both by radio receiving sets and orchestras. The owners of these places formed an organization and complained to the Department of Justice. The Maryland Restaurant Owners' Association is supporting that organization.

A similar group of restaurant and cafe owners who use music to entertain their guests has been formed in New York and will cooperate with the Baltimore Association.

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WASHINGTON STAR AGAIN PRINTS WJSV'S RADIO TABLE

The Washington Evening Star which two weeks ago deleted the programs of Station WJSV, Columbia's outlet in Washington, from its pages because of the inauguration of the Columbia News Service which they felt was in competition with the newspapers and the instrumentalities which collect news for which the newspapers furnish financial support, has reinstated the program in their columns with the following explanation:

"From assurances received and information furnished it, The Star is convinced that it would be acting inequitably if it continued to omit the program of WJSV, the local station of the Columbia Broadcasting Co., from its columns.

"For the convenience of its readers and radio-users, The Star will hereafter print the daily radio programs of all four local stations in tabular form, which will enable the readers at a glance to compare the features presented by the respective stations at any minute of every hour. This table appears today (October 15) on Page 4, part 2 of the editorial section of The Star."

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LAFOUNT INTRODUCES A NEW AND A SUBSTITUTE RESOLUTION

of the Federal Radio Commission

Commissioner Lafount/submitted the following resolution, which was referred to the Legal & Engineering Divisions for study and report, at its meeting today (October 17):

"WHEREAS Section 9 of the Radio Act of 1927 declares, - 'That the people of all the zones established by Section 2 of the Act are entitled to equality of radio broadcasting service, both of transmission and of reception', and

"WHEREAS radio broadcasting stations separated by kilocycles and miles consistent with the recommendations of the Engineering Division are less effective during daylight hours, and

"WHEREAS the public is entitled to satisfactory reception of both day and night programs, and

"WHEREAS many important programs, including weather and crop reports, are broadcast during the day,

"I MOVE THAT an increase of day power not in excess of fifty percent of the authorized night power be granted any regional station making a satisfactory showing of the necessity therefor, and that such increased day power be not charged to quota providing the mileage and kilocycle separation is consistent with the current recommendations of the Engineering Division. If the mileage and kilocycle separation is not as here provided, then any increased day power shall be charged to quota."

Discussing the resolution, Commissioner Lafount said, "There exists a necessity for additional day service in rural areas. The object here sought is to more nearly equalize the reception of radio signals".

Commissioner Lafount withdrew his resolution of October 3, 1933, requiring detailed reports to the Federal Radio Commission of all transfer of stock, and in lieu thereof submitted the following resolution which was referred to the Legal Division for study and report:

"WHEREAS Section 12 of the Radio Act of 1927 as amended provides that the station license required by the Act, the frequencies or wave length or lengths authorized to be used by a licensee and the rights therein granted shall not be transferred, assigned or in any manner either voluntarily or involuntarily disposed of to any person, firm, company, or corporation without the consent in writing of the licensing authority, and

"WHEREAS Section 10 of the Radio Act of 1927 provides that all applications for instruments of authorization shall set forth such facts as the licensing authority by regulation may prescribe as to the citizenship, character, financial, technical and other qualifications of the applicant to operate the station, the ownership and location of the proposed station, etc., and

"WHEREAS Section 21 of the Radio Act of 1927 provides that the rights acquired by any licensee shall not be assigned or otherwise transferred to any person, firm, company, or corporation without the approval of the licensing authority, and

"WHEREAS it has come to the attention of the Commission that several licensees of stations which are owned by corporations have changed their identity through a change of stock ownership of such corporations to such an extent as to constitute a complete change in the parties actually operating the station, and

"WHEREAS such changes in the actual operation of the stations were accomplished without notification to the Commission and no existing rule or regulation required the Commission to be notified thereof, and

"WHEREAS the Commission has no means of determining when such changes occur or whether they will serve public interest, convenience and necessity, and the result of such lack of rule or regulation with reference thereto has been the considerable trafficking in station licenses without the control of the Commission, and,

"WHEREAS under the sections of the Radio Act of 1927 hereinabove set forth, the Commission has the power of making regulations to secure information as to any or all changes in stock ownership which may result in the change in the actual operation of the station for the purpose of carrying out its duty of determining whether such changes constitute an assignment of license and will serve public interest, convenience and/or necessity

"NOW, THEREFORE, BE IT RESOLVED that the Federal Radio Commission revise its form of application for renewal of license and/or construction permit to include the following questions:

"'Give list of stockholders of record owning 10% or more of the stock of the licensee corporation as of renewal date showing the number of shares held by each, the city and state in which each resides and the citizenship of each.'

"'List of officers as of renewal date, city and state where each resides and citizenship of each.'

"BE IT FURTHER RESOLVED that the Commission amend its Rules and Regulations so as to require licensee corporations to report to the Commission the transfer of 10% or more of its stock to any purchaser during any license period, together with the name of each such stockholder and the citizenship and residence of each such purchaser."

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: BUSINESS LETTER NOTES :
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The people of Carteret, N. J., location of WOR's proposed new transmitter, are going to vote on whether the station will be permitted to locate at that point. Councilmen refused to take the responsibility. The vote will be held in November.

Twenty waves have been issued by the Federal Radio Commission for "suitcase" radio transmitters which can be carried from place to place, as well as one ship frequency, as an aid in the building of the new San Francisco-Oakland Bay Bridge.

Rumors have reached the United States that Soviet Russia may construct a 1,200,000-watt station, which it is said will cover the entire European continent. It is understood that the intention is first to see how their 500,000 watt station will act on its exclusive European wavelength.

The \$5,000,000 libel suit against the Kansas City Star, brought by John R. Brinkley, so-called "goat gland specialist", was dismissed in Federal Court at Salt Lake City last week. The suit was filed in September, 1931.

A unique introduction of Senatore Marconi occurred at a banquet given to him on his recent visit to Chicago. The introductory address was made over a short wave broadcast from the Yacht "Mizpah" far out in Lake Michigan, under the sponsorship of its owner, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation. The introduction by Italian Consul General Giuseppe Castruccio, as well as Marconi's talk, was rebroadcast over a national network.

As far as it is known, this is the first time a speaker has ever been introduced in a banquet hall by a short wave broadcast from a ship at sea. The future possibilities suggested by this innovation bring many interesting speculations. One can imagine, for example, a President of the United States addressing a group in Chicago after an introduction by a Secretary of State who is en route to Europe.

Snowplows operating in choked passes of the Rockies soon will be equipped with radios. For the first time in its history, the Radio Commission approved installation of radios on plows, which will work with highway commission and police department transmitters in receiving orders from headquarters, etc.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Oct. 17, 1933)

WKEU, Allen Wright Marshall, Sr. & Jr., & Guy Aaron Malcom, LaGrange, Ga., voluntary assignment of license to Radio Station WKEU; WDGY, Dr. George M. Young, Minneapolis, Minn., modification of C.P. extending completion date to Nov. 30, 1933; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., consent to voluntary assignment of license to WMC, Inc.; WCAH, Commercial Radio Service Co., Columbus, Ohio, extension of special temporary experimental authorization for simultaneous operation with WOKO, WHP and WFEA and WHEC, to Feb. 1, 1934, also renewal of license in accordance with existing license; WHEC, WHEC, Inc., Rochester, N.Y. WHP, WHP, Inc., Harrisburg, Pa., and WOKO, WOKO, Inc., Albany, N.Y. extension of special temporary experimental authority for simultaneous operation with WCAH, WHP, WOKO and WFEA, until February 1, 1934, also renewal of licenses in accordance with existing licenses.

Also, WAML, Southland Radio Corp., Laurel, Miss., authority to operate from 7 to 10 P.M., Nov. 30 and from 2 to 4 P.M., Oct. 27; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate without approved frequency monitor for period of 3 weeks, while exchanging monitor; KGBX, KGBX, Inc., Springfield, Mo., reconsideration of informal application requesting authority to operate unlimited time to Dec. 1, 1933, pending Commission's decision on application for consent to assignment of license for KGBX to this applicant.

Also, City of Detroit, Police Dept., Belle Isle, Detroit, C.P. for general experimental service, 33100, 30100, 37100, 40100 kc., 250 watts; Travelers Broadcasting Service Corp.; Portable - Conn., - general experimental C.P. 31100, 34600, 37600, 40600 kc., 7.5 watts; also general experimental license, 34600, 37600, 40600 kc., 7.5 watts, portable; KIP, American Radio News Corp., near Redwood City, Cal., modification of C.P. extending commencement date to Dec. 1 and completion date to March 1, 1934; WPFJ, City of Hammond, Hammond, Ind., modification of C.P. extending commencement date to Dec. 13 and completion date to Jan. 13, 1934; WKEW, Hartung Aircraft Corp., Roseville, Mich., aviation-Airport license, 278 kc., 15 watts; KGZT, Santa Cruz Co., Santa Cruz, Cal., license for police service, 2470 kc., 50 watts; W9XC, U. S. Radio & Television Corp., Marion, Ind., renewal of license in accordance with existing license.

Also, National Broadcasting Co., Inc.: WLOXS, Portable & Mobile, general experimental license, frequencies 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc. and above, 150 watts; WLOXR, general experimental license, 1594, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc. and above, 100 watts; WLOXAT and WLOXAV, Westinghouse Electric & Manufacturing Co., Portable & Mobile, general experimental licenses 27100, 34600, 41000, 51400, 60000-400000, 401000 kc. and above, 50 watts.

Also, American Telephone and Telegraph Co.: W3XO, Portable in New Jersey, and W3XA, Rocky Point, renewal of existing licenses; RCA Communications, Inc.: K6XO, Kahuku, Hawaii, and W6XI, Bolinas, Cal., renewal of licenses in accordance with existing licenses; W2XDJ Bell Telephone Laboratories, Inc., Ocean Township, N. J., renewal of existing license; W2XAY, Same Co., Portable, renewal of special experimental license, 17310, 18310, plus or minus 3%, 100 watts; WMEF, National Broadcasting Co., Inc., Portable & Mobile, temporary broadcast pickup license, 1566, 2390 kc., 150 watts; D. Reginald Tibbetts; W6XX, Portable & Mobile in San Francisco, W6XU, Portable and Mobile in San Francisco, general experimental licenses 41000, 51400, 61000, 63000 kc., 25 watts; Neil H. Williams: W8XU, Portable, renewal of general experimental license; W3XV, Same, except 15 watts power; Ford Motor Co.: W8XC, W8XE, Dearborn, Mich., and W9XH, Lansing, Ill., renewal of special experimental licenses, 389 kc., 1 KW.

Visual Broadcasting Licenses Granted

For Period of 1 year in accordance with existing licenses: W2XF, National Broadcasting Co., New York City; W2XBT, NBC, Portable; W3XAD, RCA Victor Co., Camden, N. J.; W10XX, RCA Victor Co., Inc., Portable & Mobile; W2XAB, Atlantic Broadcasting Corp., New York City; W2XAX, Same Co.; W9XE, U. S. Radio & Television Corp., Marion, Ind.; W3XE, Philadelphia Storage Battery Co., Philadelphia; W9XD, Milwaukee, Wis. (The Journal Co.); W9XAK, Kansas State College, Manhattan, Kans.; W9XG, W. Lafayette, Ind.; W9XK, Iowa City, Ia.; W9XAL, First National Television Corp., Kansas City; W6XAO, Don Lee Broadcasting System, Los Angeles, W6XAH, Bakersfield, Cal.

Ratifications

Action taken Oct. 11: KJRM, Radiomarine Corp. of America, Washington, D. C. granted third class ship license for operation of station aboard "Lexington"; Action taken Oct. 13: Aeronautical Radio, Inc., Portable, granted C.P. and license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., unlimited; 3222.5 kc. day only, not to be used within 300 miles of Canada, 50 watts; Action taken October 14: KIEO, Airfan Radio Corp., Ltd., San Diego, Cal., authorized to use broadcast pickup station KIEO on 2342 kc., 15 watts, at Camp Kearney, connection arrival "Macon".

Miscellaneous

WIND, Johnson Kennedy Radio Corp., Gary, Ind., denied motion to dismiss application of State Investment Co. to erect new station at Hammond, Ind., designating facilities of WIND. This case is to be heard on Oct. 30; WPRO, Cherry & Webb Broadcasting Co., Providence, R. I., granted oral argument in re exceptions filed to Examiner's Report No. 506, by the National Broadcasting Co. Examiner Hill recommended granted the application for special experimental authorization; WAAM-WODA, Wodaam Corp., Newark, N. J., suspended grant of C.P. for consolidation of stations WAAM and WODA and for erection of new transmitter because of protest filed Oct. 5, 1933, by May Radio Broadcast Corp., Station WGCP, Newark, and application was designated for hearing.

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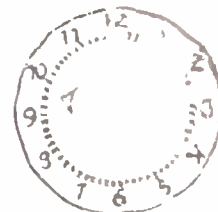
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OCT 21 1933

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No. 666

MANY MORE CITIES ADOPT POLICE RADIO

The call list just issued by the Federal Radio Commission shows that 100 American cities are now protected by police radio and that 20 more municipalities have applied for construction permits. The State police of only 5 States, however, have adopted the system. They are Iowa, Massachusetts, Michigan, Pennsylvania and Texas. New York has just applied for a construction permit.

A year ago but 70 cities had tried out police radio. However, the experiment proved so successful that others are rapidly following suit.

New York City has four stations. Although it was among the last of the larger cities to take up radio. Commissioner Bolan, in charge of the Police Department, reported that New York now has 409 police scouting cars in operation covering 316 miles of territory, an average of one car to every three-quarters of a square mile. An average of not more than a minute and a half elapses between the receipt of a call for investigation or assistance and the arrival of at least one car at the scene of the disturbance, he said.

"It has been found that the new system improves the morale of the patrol force and its coordination with other branches of the service, particularly the detective branch", he continued. "To be most effective, the training of candidates for radio patrol duty must be modified, since the necessary qualifications are much more like those for detective service than for patrol work. The men respond to the new opportunity to distinguish themselves, preserve evidence and detain material witnesses, and there is a waiting list for radio patrol assignments in every precinct."

Chicago has three transmitting stations and the same number are operating in Detroit.

Although not inter-connected, many of the city stations are so close together as to form a network. For instance, Washington hears all of the Baltimore police calls and Baltimore, vice versa. Also in Washington, as is doubtless the case in many other cities, adjoining communities clear through the Washington transmitter. Alexandria, across the Potomac from the National Capital, has no police radio system but its cars are equipped with receivers and they are kept in touch with their headquarters through the Washington police station. The same is true with the police of several counties adjoining Washington.

The National Capital now has 30 scout cars in service which last year responded to 113,484 calls.

The Radio Manufacturers' Association is forming a Committee on Police Radio, to set up specifications as to the performance which may be reasonably expected from transmitters of certain powers and automobile police receivers of certain characteristics.

Arrangements are being made with the International Association of Chiefs of Police to circulate to the membership of that Association the specifications and recommendations of this Committee as soon as they are completed.

The purpose of these specifications is to provide the Police with definite engineering data on performance of police radio systems as systems, and prevent disappointment and dissatisfaction such as resulted in the past from "overselling" of equipment and from absurd promises of operation by salesmen that could not be backed up with actual performance. Such preventative measures, it is felt, will create greater satisfaction with radio on the part of the police, and consequently be of benefit to the radio industry.

Thus far the Fire Departments have been slower to take up radio, doubtless depending to a certain extent upon the Police Departments. In Cleveland, the Fire Chiefs' cars and some of the apparatus are equipped with receivers to pick up police alarms. Boston, Detroit, San Francisco and New York Fire Departments have installed special transmitters to keep in touch with their fire boats.

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PRESIDENT TO BROADCAST LESS IN FUTURE

Reports are current that President Roosevelt will confine his broadcasting in the future to important National matters which he wishes to lay before the people of this country. This decision is an aftermath of the recent criticisms which stressed the point that the President was broadcasting far too much - not a reflection upon the President himself or his being on the air, but the broadcasting chains were afraid that if he was heard too much, people might tire of his broadcasts, just as they do commercial programs which are on the air so frequently.

In the seven months since his inauguration, President Roosevelt has been heard over the air at least 14 times, which was in line to break the presidential broadcast record of ex-President Hoover who made 23 broadcasts in the last 12 months of his administration. The late President Coolidge was the most infrequent broadcaster, 37 times only in seven years.

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SPECIAL CABINET COMMITTEE LOOKING INTO RADIO

In connection with the general survey of transportation and communications which is being carried on under the direction of Secretary Roper of the Commerce Department, he has announced that one division of his organization is looking into the radio communication situation.

While no details have been made public, the Secretary stated that Charles McK. Saltzman, member of the United States Shipping Board, and former Chairman of the Federal Radio Commission, has been appointed Executive Vice-Chairman of the special Cabinet Committee studying plans for the unification and coordination of communications. The full membership of the Committee has not yet been made known.

The Secretary did not undertake to say when a report could be expected of the result of the work of this investigating committee.

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ANOTHER NEW ASSOCIATION FORMED TO FIGHT ASCAP

A new organization to be known as the Music Users' Protective Association of America was organized in Baltimore on Wednesday (Oct. 18) of this week.

One of the purposes of the organization is to obtain a Congressional investigation into the activities of the American Society of Composers, Authors and Publishers; also to amend the copyright laws.

The new association has protested against the Society's practice of demanding copyright fees from owners of night clubs, dance halls and similar places which receive radio music.

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ENGEL APPOINTED INDUSTRY ADVISOR FOR MUSIC PUBLISHING CODE

Carl Engel, head of the Music Division of the Library of Congress, has been appointed Industry Advisor by the National Recovery Administration in connection with the Music Publishing and Distributing Code.

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LAFOUNT DECLARES ADVERTISING IS CONSTRUCTIVE FORCE

A strong defense of the American broadcasting system and its means of support by advertising is made in the handbook of information supplied to students for the forthcoming debate between 40,000 High Schools of this country as to the relative merits of the American and British broadcasting systems. This book gives both sides of the question and is published by the University of Missouri at Columbia, Mo.

The principal arguments in favor of the American system are given by Dr. Herman S. Hettinger, of the University of Pennsylvania and Commissioner Lafount, and the arguments in favor of the British by Joy Elmer Morgan of the National Education Association, the man who proposed that the question be debated.

Mr. Lafount's defense, in part, follows:

"Six years after private enterprise had developed the radio broadcasting industry, the soundness of the system was recognized by Congress when it formulated and passed the Radio Act of 1927. At that time, as today, Congress had the power to create any system of broadcasting which it saw fit to bring into being. Congress, however, chose to continue the system of broadcasting already established.

"Advertising furnishes the needed revenue just as it supports our magazines and newspapers.

"Radio broadcasting in this country has been criticized because of this method of support. Personally, I see no objection to this plan providing the advertising is carefully regulated and intelligently presented. Advertising itself is a constructive force.

"It would require vast sums to provide radio service to the American people under any other system which might be devised. Under the present plan, according to a recent survey made by the Commission to supply data for the U. S. Senate, it was disclosed that the investment of stations as of December 31, 1931, totaled approximately \$48,000,000. Since that time stations have added considerable sums to their investment.

"That survey also shows that in 1931 the gross receipts of all radio broadcasting stations amounted to \$77,758,048; gross expenditures were \$77,995,405, which included \$20,159,656 for talent and programs; \$16,884,436 for regular employees; \$4,725,168 for equipment, and \$36,220,144 for miscellaneous expenditures.

"All except 40 of the stations in the United States are privately owned and operated, the exception being stations owned directly or indirectly by States and municipalities.

"About 200 stations buy part of their programs from companies engaged in chain broadcasting. These stations are, for the most part, independently owned and operated and join the 'net-work' at intervals to obtain programs of national interest. The chains also provide high class programs to many rural communities lacking talent."

"MILKY WAY" FOUND SOURCE OF RADIO IMPULSES

If contact is ever made between the earth and the planets, it looks as though radio would be the joining link to bring this about. Last Wednesday night (Oct. 18) a New York City audience heard radio waves that have been travelling through space for 40,000 years, coming from a fixed point in the "Milky Way", that corresponds closely with the center of our Galaxy of 30 billion stars, of which our sun is one sub-average individual star.

This cosmic radio was brought from the sensitive directive antenna of the Bell Laboratories station at Holmdel, N. J., and transmitted to the auditorium of the American Museum of Natural History where a joint meeting of the Amateur Astronomers' Association and the New York Electrical Society, of which Orestes H. Caldwell is President, was in progress.

Karl G. Jansky, discoverer of this "radio from the stars" interpreted his observations and measurements which accurately place the principal source as on the 18-hour Right Ascension meridian, at about 20 degrees south declination. He also revealed new evidence showing that the whole "Milky Way" region seems to radiate faint short-wave impulses which are received on his antenna whenever it is pointed at any part of the galaxy. This he interpreted to mean that stars which are sources of radio frequencies must be scattered all throughout the galaxy.

Questioned about the enormous power of the cosmic energy sources which are able to lay down an audible radio signal here on earth, from distances so great, Mr. Jansky pointed out that tremendous amounts of energy are available in the average star, and it would not be surprising if some of these stars radiated on frequencies falling within the spectrum we know as radio.

The sun's radiation contains none of the radio frequencies which Mr. Jansky detects coming from other stars in space. If it did transmit radio waves, owing to its nearness (90,000,000 miles) broadcasting on earth would be completely blasted by the interference. Possibly stars in the earlier stages of evolution are radiating these radio frequencies which he observes, suggested Mr. Jansky. Stars go through a series of evolutionary changes, along which our sun is now well advanced to "old age". Perhaps eons ago in its history, the sun too was a radio transmitter, as are other stars in the galaxy at present; but now the sun is radiating on other ether frequencies and leaving our radio on earth fortunately unspoiled.

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: : BUSINESS LETTER NOTES : :
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Special test signals are now being sent daily between New York and the Graf Zeppelin, en route to Chicago via South America. Broadcasts from the dirigible are planned for the earliest moment that satisfactory communication can be established.

Alexandria, Va.

Station WJSV/celebrates its first anniversary tonight (October 20) as a link in the Columbia broadcasting chain. An especial program has been arranged.

The Rockefeller interests are retaining the 64th and 65th floors, according to Variety, for self-operation as gigantic terrace restaurants with midair garden and sunning facilities atop Radio City. Capacity is 1,500 diners on the terraces and 1,000 more inside.

A prize fan letter is the following:

"W.G.Y. Shenectoday
General store
New York states

"Sir

"i am gide for hunter man wot come at dis place lac-des ilse for hunting deer dese hunter man bring it wit him machine for heer you spik from far place i lissen wit him Sunday nite also tuesday nite i heer song bout my ole modder dats long tam i dont see my modder an i ting dats dame fine song also i heer oder song i dont no de nam tuesday nite storie for de small boy and girl bout mak de star shine for dem if dey is good boy and girl hunter man laff lake hell an tole me ax you how we make some moon shine

"i heer you spik jus de same lak your at me place i ting you have good machine i lissen more nex wick

"tank you and much oblige
"Gide Camille Panier
Chemir P.O. Quebec Canada"

Station KDKA will celebrate its 13th birthday of broadcasting on November 2nd and a one-hour program is being arranged with talent from New York and Chicago. Dr. Frank Conrad will also take part.

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SOME RECENT CBS NEW AND RENEWAL BUSINESS

NEW - The Wheatena Corp., Rahway, N. J., Started Sept. 24, Sundays, 6:45 to 7 P.M., Mon. Tues. Wed. Thurs - 4:45 to 5 P.M., WABC only; Program - One man act listed as "Old Man Sunshine; Agency - McKee & Allbright, Philadelphia, Pa. ✓

NEW - Wm. Wrigley, Jr. Co., Chicago, Ill. (chewing gum) started September 25, 1933, Mon. to Fri. inclusive, 7 to 7:15 P.M. rebroadcast 10:45 to 11:00; Program - Dramatic show listed as "Myrt & Marge"; network of 52 stations to coast. ✓

NEW - Wyeth Chemical Co., New York; Product: Jad Salts, started September 26, 1933; Air time - Tues. Wed. Thurs. & Fri. 1:30 to 1:45 P.M., 26 stations to coast; Program - Comedy team, listed as "Easy Aces"; Agency - Blakett-Sample-Hummert, Inc., New York City. ✓

John H. Woodbury Co., Cincinnati, Ohio (Soap), started October 16, 1933, Mondays 8:30 to 9 P.M., 36 stations to west coast; Bing Crosby and Lonnie Hayton & his orchestra; Agency - Lennen & Mitchell, New York City ✓

The Battle Creek Food Co., Battle Creek, Mich., started October 10, 1933, Tues. Wed. Thurs. Fri. - 1:45 to 2 P.M., 6 stations - Cleveland, Detroit, Ft. Wayne, New York, Philadelphia, Pittsburgh; Listing - Painted dreams; Agency - Erwin, Wasey & Co., Ltd., Chicago, Ill.; ✓

General Mills, Inc., Minneapolis, Minn., started Sept. 25, 1933, daily except Sunday 12:30 to 12:35 P.M. and 4:30 to 4:35 P.M. 23 stations to mid-west; Program - News flashes, listed as General Mills News Flashes; Agency - McCord Company, Inc., Minneapolis, Minn.

Swift & Co., Chicago, Ill., started October 6, 1933, Fridays, 10:00 to 10:30 P.M., Network - 40 stations to coast; Program - musical; Agency - J. Walter Thompson; Listing - Olsen & Johnson.

Delaware, Lackawanna & Western Coal Co., New York (Blue Coal) Started October 3, 1933, Tues. & Thursday, 6:45 to 7 P.M.; Network - Albany, Baltimore, Boston, Buffalo, Hartford, New York, Philadelphia, Providence, Syracuse, Harrisburg, Rochester; Listing - Little Italy; Program - dramatic show with Hiram Brown, Ruth Yorke, Ned Wever, Rose Keane and Alfred Corn; Agency - Ruthrauff & Ryan, New York.

RENEWAL - K. J. Fox, Inc., New York (Furs) started Sept. 26, 1933, Tues., 7:30 to 7:45 P.M., WABC only; Listing - Fox Fur Trappers, musical; Agency - Peck Adv. Agency, Inc., New York.

RENEWAL - Gold Dust Corp., New York (Silver Dust) started September 25, 1933, Mon. Wed. & Fri. - 6:45 to 7 P.M., WABC only; Listing - Jack Denny's orchestra, Jeannie Lang and Scrappy Lambert Agency: - Batten, Barton, Durstine & Osborn, Inc., New York City

RENEWAL - Gold Dust Corp., New York (Silver Dust) started September 21, 1933, Mon. to Fri. inclusive, 9:15 to 9:30 A.M. Network - Albany, Buffalo, Hartford, Philadelphia, Pittsburgh, Syracuse, Harrisburg, Rochester, Wheeling, Worcester, Springfield (not New York); Listing - Goldy and Dusty and the Silver Dust Twins - musical; Agency - Batten, Barton, Durstine & Osborn, Inc. New York City.

Littman's, 5th Avenue Corp., New York (Women's Wear) started September 24, 1933, Sundays, 12:45 to 1 P.M., Mon. Wed. & Fri - 11:45 to 12 noon; Network - WABC only; Listing - Happiness on Melody Lane, musical; Agency - Sternfield, Godley, Inc., New York.

Wyeth Chemical Co., New York (Hill's Cascara) started Sept. 24, 1933, Sunday - 6 to 6:30 P.M., Network - Baltimore, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Ft. Wayne, Indianapolis, Kansas City, New York Philadelphia, Pittsburgh, St. Louis, Washington, Minneapolis; Listing - Songs My Mother Taught Me - musical; Agency - Blackett-Sample-Hummert, Inc., New York City

American Oil Co., Baltimore, Md., (Orange American Gas and Amoco), starts on or about October 22n, Sunday, 7 to 7:30 P.M.; Network - 15 eastern and southern stations including Youngstown; Program - musical talent not selected, from New York; Agency -- The Joseph Katz Co., Baltimore, Md.

Lady Esther Co., Evanston, Ill. (Cosmetics), started October 9, Monday - 10 to 10:30 P.M., 37 stations to West coast; Program - Wayne King's orchestra, from Chicago; Agency - Stack-Goble Adv. Agency, Chicago.

Plymouth Motor Corporation, Detroit, Mich., started October 10., Tues. Thurs. Sat, 8 to 8:05 P.M., rebroadcast 11:15 to 11:30 P.M., 67 stations to West coast; Program - script act, from New York Listing - Elmer Everett Yess; Agency - J. Stirling Getchell, Inc., New York.

Sprague Warner & Co., Chicago, Ill. (Richelieu, Ferndell & Batavia Food Products), starts Oct. 13, Friday - 4 to 4:30 P.M., 9 midwestern stations, not New York, from Chicago; Program - Eleanor Howe Cooking School; Listing - Feast of the Air Cooking School; Agency - Blackett-Sample-Hummert, Inc., Chicago.

Kolynos Sales Co., Inc., Chicago, Ill. - additional contract (Tooth Paste), started October 16, Mon. Tues. Wed. Thurs. Fri. - 2 to 2:15 P.M., 18 Western stations to West coast, not New York, from Chicago; Program - Script act, Listing - Just Plain Bill; Agency - Blackett-Sample-Hummert, Inc., New York.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(October 20, 1933)

WJBK, James F. Hopkins, Inc., Detroit, Mich., special temporary authority to operate from 8:15 to 9:00 P.M. EST on Oct. 20th; WSMB, WSMB, Inc., New Orleans, La., C.P. to move transmitter from New Orleans to U. S. Naval Station, Algiers, La.; WCAC, Conn. Agr. College, Storrs, Conn., modification of license to reduce specified hours of operation to as follows: Mon. to Fri. inclusive 12:30 to 1 P.M., Wed. 4:30 to 5 P.M. EST; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., modification of license to increase specified hours to unlimited except from 12:30 to 1 P.M. Mon. to Fri. inclusive, and 4:30 to 5 P.M. Wed; WSUI, State University of Iowa, Iowa City, Ia., special temp. auth. to operate from 10 P.M. to Midnight CST, Nov. 3, 1933;

KGIW, Leonard E. Wilson, Almosa, Colo., license covering move of station 1420 kc., 100 watts, shares with KIDW; KGDY, The Voice of South Dakota, Inc., Huron, S. Dak., authority to continue operating for 30 days under program test without a frequency monitor, until monitor crystal for new frequency has been delivered; KMBC, Midland Broadcasting Co., Kansas City, Mo., authority to use auxiliary transmitter while moving regular transmitter to new location and begin equipment tests Oct. 20; also granted modification of C.P. extending completion date to Nov. 17, 1933; WBBX, Samuel D. Reeks, New Orleans, La., authority to remain silent for 2 weeks.

Also, Richard E. Byrd, Little America; Lat. 85 S. Lon. 168, and Lat. 78, 34 S. Long. 163, 48 W. Main base, C.P.s for fixed private pt. to pt. telg. and pt. to pt. telephone services, the frequencies above 3000 kc. for A1 and A2 emission, 6650, 6660, 6670, 8820, 8840, 13185, 13200, 13245, 13260, 17600, 17620, 21575, 21600, 21625 kc. for A3 emission; Same, Portable, Little America, two special experimental C.P.s 1602, 1628, 1652, 1676, 1700, 30000 kc. and above, .5 watts; Same, 4 general experimental C.P.s 1652, 2398, 3492.5, 4797.5, 6425, 8655, kc., 5 watts; Travelers Broadcasting Serv. Corp., Portable - Conn., general experimental C.P. 31100, 34600, 37600, 40600 kc., 7.5 watts; also granted license covering same; Aeronautical Radio, Inc.: KSI, Burbank, Cal., C.P. to install two replacement transmitters; New, at Eugene, Ore., C.P. to transmit beacon signals on standard aural or AN type.

Also, RCA Victor Co., Inc., NC-292-W, aviation aircraft license 3105, 414, 457, 500, 5520, 8280 and 12420 kc., 15 watts; Radio Corp. of America, Riverhead, L. I., New York, special authority to use 9 stations located at Rocky Point, operating in the fixed public point to point service as the occasion arises, for communication with airship radio station "DENNIE" aboard Graf Zeppelin while en route to World's Fair via Rio de Janeiro; KIFI, George W. Young, Portable, Minneapolis, Minn., renewal of temporary broadcast pickup license in accordance with existing license.

Also, City of Cranston, R. I., Police, Dept., emergency police C.P. 2470 kc., 50 watts; Allegheny Co., Municipal Airport, Pittsburgh, Pa., aviation-airport C.P. 278 kc., 15 watts; W6XY, D. Reginald Tibbetts, Portable & Mobile, general experimental license, 41000, 51400, 61000, 63000 kc., 25 watts; W1XI, John Hays Hammond, Jr., Gloucester, Mass., and W1XD, Submarine Signal Co., Boston, renewal of general experimental licenses in accordance with existing licenses; KGWX, Atlantic Broadcasting Corp., Portable, renewal of temporary motion picture license in accordance with existing license.

Applications Denied

WBBX, Coliseum Place Baptist Church, New Orleans, La., denied authority to change license from Samuel D. Reeks to Coliseum Place Bapt. Church, temporarily pending action on involuntary assignment of license due to cancellation of lease formerly held by Reeks; WBBX, Samuel D. Reeks, New Orleans, La., denied authority for Samuel D. Reeks licensee of WBBX, to broadcast the programs of that station over the old transmitter of WJBO temporarily during night time; WJBW, Charles C. Carlson, New Orleans, La., denied authority to operate unlimited time pending action on application for modification of license.

Applications Dismissed

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

Ray M. Thompson, Youngstown, Ohio, C.P. 1370 kc., 100 watts, unlimited time (facilities of WHBD); WCAL, St. Olaf College, Northfield, Minn., C.P. to increase power to 1 KW, $2\frac{1}{2}$ KW LS

Action On Examiner's Reports

WILL, University of Illinois, Urbana, Ill., granted modification of license to increase daytime power from 500 watts to 1 KW, on present frequency of 890 kc., sharing with KUSD and KFNF, reversing Examiner Ralph L. Walker; Joseph Rizzio, Inwood, L. I., N. Y. (amateur), granted application for an amateur station license, reversing Examiner George H. Hill.

Miscellaneous

City of Yonkers, N. Y., C.P. for police station heretofore granted, was retired to the closed files for want of prosecution; WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., denied authority to operate from 8 to 11 P.M. each Thursday evening pending disposition of unused 4/7 time on 1360 kc., formerly assigned WJKS (Action taken Oct. 17).

Ratifications

KUJS, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate spark transmitter aboard vessel "Winston Salem", effective Oct. 16, pending receipt and action on formal application; KFJI, KFJI Broadcasters, Inc., Klamath Falls, Ore., authorized to use station October 17 at Merrill, Ore., and Oct. 24 at Fort Klamath, Ore., using frequency 1515 kc., and 15 watts; (Action on preceding taken October 14); Action taken Oct. 16: KGIW, Leonard E. Wilson, Trinidad, Colo., program test period extended 30 days pending action on license application; KDEC, Radiomarine Corp. of America, Washington, D.C. granted 60 day authority to operate additional 50 watt transmitter aboard vessel "Syros"; Action taken Oct. 18: WPFB, Otis P. Eure, Hattiesburg, Miss., granted special temporary authority to operate station for period ending November 1, 1933, due to foreclosure by 1st National Bank. Said authority granted subject to the filing and approval of formal application and proper showing that Eure is possessor of equipment, etc.

Amateur Licenses Granted

The Commission also granted 188 amateur station licenses, of which 121 were new and 67 modifications.

Set For Hearing

Ark-La-Tex Radio Corp., Shreveport, La., C.P. for new station, 1210 kc., 100 watts, unlimited time (facilities of KWEA); WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., modification of license to increase power from 250 watts to 1 KW (facilities of WRUF).

Geophysical Licenses Renewed

The Commission granted the following applications for renewals of Geophysical station licenses for geophysical service in exact conformity with existing licenses: 51 to the Geophysical Research Corporation; 18 to the Humble Oil & Refining Company; 2 to the Harvard Seismograph Station; 2 to the Gulf Research & Development Corp.; 4 to the Continental Oil Co.; 2 to the Lehigh University, Department of Physics; 2 to the Hamman Exploration Co.

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Miss Sprague

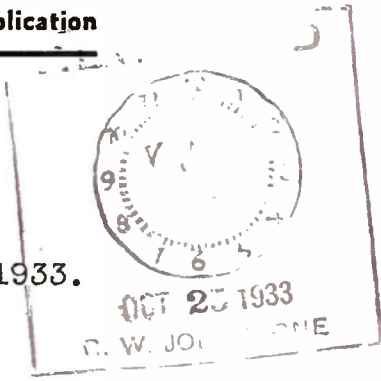
HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

Desk

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ORGANIZED LABOR CHANGES ITS TUNE

Showing a heretofore unknown and friendly attitude towards radio, the Executive Council of the American Federation of Labor at its annual convention recently turned down a resolution providing an investigation of radio advertising which had in view legislation prohibiting lengthy advertising announcements. In doing so the Council reported that advertising broadcasts are necessarily accompanied by music. Actors furnish the program. Should advertising be restricted or eliminated, thousands of musicians, actors and other employees would be thrown out of work.

"There are 12,000 full-time employees of broadcasting stations of the United States", the report concludes. "This does not include the thousands of artists and musicians employed by program sponsors and the networks. The annual payroll is approximately \$23,000,000.

"New inventions cause many changes in old established industries. This, of course, raises objections from those displaced. But were it not for the telephones, graphophones, electricity, automobiles and radios, there would be many more idle in the United States.

"The Executive Council believes that progress cannot be stopped. Inventions will continue in greater number than before. Labor's solution of this problem is reducing the hours in the workday and workweek at adequate wages. There is no other remedy and labor uses every effort to organize the wage-earners in order that they can secure a comfortable living and more leisure. If the five-day week and six-hour day were in effect there would not be as many idle workers in the United States."

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DEPRECIATION OF DOLLAR BOOSTS FINLAND RADIO SALES

Here is a kind word for the depreciation of the dollar. It has helped American radio manufacturers to capture a large share of the radio market of Finland, Consul John L. Bouchal, Helsingfors, reports. American radios are now priced about 20 percent lower than European. Other factors which have enabled the Americans to make decided gains without aggressive sales methods have been (1) production of small table and midget models which compete with the European in price; (2) provision of a long-wave band; (3) superior quality.

While definite statistics are lacking as to sales, Consul Bouchal estimates that they amounted to at least 1,000 units in 1932. The figure, he points out, is considerable in view of the fact that sales occurred in a period when the growth in the number of licenses issued was unusually small and during part of which there was actually a decrease in the number issued.

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CODE MAY ERADICATE BAD RADIO MERCHANDISING PRACTICES

The fact that all radio set manufacturers will be able to learn the prices and discounts of competitors through the NRA is expected to do much to stabilize the market and to do away with numerous bad trade practices in the merchandising of sets. Set manufacturers must give the NRA their sales prices, maximum discounts, and terms of payments and must adhere to these.

Arthur T. Murray, of Springfield, Mass., for sets, and Leslie F. Muter, of Chicago, cabinets and accessories, are the Code Supervisors of the Radio Manufacturers' Association, working in connection with the National Electrical Manufacturers' Association under whose code they are operating.

Bond Geddes, Executive Vice-President of the RMA is handling many of the individual problems but in all matters relating to the Electrical Code, members are required to take these up direct with Messrs. Murray and Muter.

The Radio Manufacturers' Association is meeting the expense of initiating the Code administration but the Association is soon to consider whether a special code assessment will be necessary and to take up the question of a provision for sharing of expense by radio manufacturers who are not members of the Association.

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N.A.B. GETS READY FOR 1934

Plans for the forthcoming year will be discussed at a meeting of the Board of Directors of the National Association of Broadcasters, Thursday, November 9 in Washington. The Executive Committee created under the new constitution and by-laws will meet November 8 to thresh out matters in advance.

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WGN RETURNS TO INDEPENDENT POLICY

The contract between Station WGN, owned by the Chicago Tribune, and Columbia will not be renewed. Beginning November 1, WGN will return to its former independent policy and will not be directly affiliated with either of the major networks. The station, however, will broadcast network features whenever an advertiser asks to have the station included in the hookup.

While addressing the Inland Daily Press Association on "The Freedom of the Press", Col. R. R. McCormick, Editor of the Chicago Tribune, made the following reference to radio:

"When radio became common and some administrative methods were necessary to prevent confusion, Congress chose as its model of legislation almost exactly the legislation of Henry VII when he introduced the printing press into England. The radio was put under license and under a star chamber, without legal procedure, and without an adequate right of appeal to the courts.

"Consider the case of Station WIBO, the owners of which had continuous title to their wave length, obtained by continuity from the beginning. They had conducted the station without offense. A group of men of political influence in Indiana applied for title to the wave length of WIBO. The hearing before the Radio Commission was a travesty. The license to the wave length was transferred to a station aptly named WIND. No payment was made to the previous owner, who is left with idle machinery on his hands. The total distance of the transfer was less than 40 miles, across the State line, in order to change ownership, and that is a station controlled by one of the big, influential chains that recently broadcast the intolerable fake about the capture of the escaped Indiana convicts.

"I say this with perfect knowledge that I am prejudicing my own case in the instance of Station WGN, which has a continuous claim of title by purchase, from the beginning. It is being assailed by a political group, this time in Wisconsin, which seeks to take our property away. We have no adequate appeal to the courts. We are dependent on favoritism, and I will not be dependent upon favoritism.

"My reason for introducing the reference to radio licensing is because we have licensing of the press now presented to us, and it indicates how much right we may expect to have under that method."

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BROADCASTERS' CODE EXPECTED WITHIN TEN DAYS

With concessions being made on both sides and considerable progress generally, John W. Guider, Code Counsel for the National Association of Broadcasters said that he was hopeful that the Broadcasters' Code might go to the President within the next ten days.

"We are in the negotiation stage", said Mr. Guider, "with not a great deal of change since I reported to the Convention at White Sulphur Springs. Nevertheless we are making headway and it is just possible we may have something definite to report within the next few days. For a time we were stymied but I am glad to say we are now going ahead."

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AUGUST ADVERTISING REVENUES SLIGHTLY OFF

Total expenditures for broadcast advertising during the month of August were somewhat below those of July. August revenues for stations and networks totaled \$3,693,246.00 as against \$3,918,441.00 for the previous month, representing a decline of approximately 5.9%.

"The decline in broadcast advertising volume was entirely in the field of individual station business, station revenues dropping 11.4% from the July level", the National Association of Broadcasters Statistical Service reports. "A marked increase was experienced in regional network revenues. National network revenues increased 5.2% in August over the July volume. This is particularly encouraging, since in previous years August network advertising has tended to decline from 5% to 10% as compared with the preceding month. National networks have been improving their position since the low point of last April when network revenues lagged 38.5% behind that of the previous year. August revenues are but 16% behind those of the same month of 1932, while network revenues for the first eight months of 1933 are but 31% behind those of last year.

"During August, increases were experienced by the leading advertising media of the country. Expenditures for advertising space in 108 leading general magazines increased 8.2% over July, and lagged but 4% behind August, 1932. National farm papers gained 53% over the preceding month, while newspapers gained 16.5%. Farm paper advertising was 19% behind August, 1932, and lagged 27% behind 1932 for the first eight months. Newspaper advertising was 9.5% under the August, 1932, volume, and 15% less than the volume for the first eight months of that year."

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ZENITH SHOWS UNUSUAL PROFIT IN LOWEST QUARTER

The Zenith Radio Corporation reports a net operating profit for the quarter ended July 31st, 1933, of \$8,335.67, compared with a net loss of \$75,841.81 for the same quarter in the preceding year, after all charge-offs including liberal depreciation, but before Federal Profit Taxes, as per the following comparative statement:

	<u>Quarter ended July 31st</u>	
	<u>1932</u>	<u>1933</u>
Manufacturing Profit		
After Excise Taxes, Royalties, Manufacturing expenses and Maintenance of Plant and Equipment	\$22,077.45	\$75,343.96
Selling and Administrative Expenses	74,075.71	46,182.33
Depreciation	23,843.55	20,825.96
Net Operating Result	Loss \$75,841.81	Profit \$ 8,335.67

"During 18 years of experience, Zenith has made a profit in only one prior year in this first quarter, namely 1928, the reason being that this quarter represents the lowest point in the radio year", Hugh Robertson, Treasurer of Zenith, reports.

"The company is marketing an outstanding line of receivers. Sales are steadily increasing, and production is being maintained accordingly.

"The company continues to maintain itself in strong, liquid position. There are no preferred stock or bond issues, and no loans of any kind outstanding. Current obligations are being met promptly when due."

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CALLS COLUMBIA SERVICE POTENTIAL THREAT TO PRESS

The fact that Ted Church, Washington manager of the newly organized Columbia News Service, stated in a general letter seeking correspondents that the new service will be "a potential threat to all newspaperdom" is played up by the Editor & Publisher.

"We must not under any circumstances pilfer a story from any press association or newspaper. We are under close observation, this service obviously being the newest thing in the news business and of course a potential threat to all of newspaperdom", Mr. Church wrote in the letter.

Columbia pays its correspondents \$2 per story accepted and used, plus bonuses for special work.

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Gen. J. G. Harbord, Chairman of the Radio Corporation of America, a militant Republican, actively backing Major F. H. LaGuardia, Fusion candidate for Mayor of New York, introduced the latter to the radio audience over WABC.

Praising Major La Guardia's record in war and politics, General Harbord said:

"It is the political history of this City of New York that its government gets so corrupt and inefficient that its rather apathetic and indifferent people are periodically stirred to action. They will stand just about so much of crime, corruption, waste, graft and inefficiency before they are aroused to the fact that their government is being run in the interest of politicians and not of the people. When that consciousness dawns upon them, they rise and throw the rascals out. Such a time is here now."

Discussions of the Canadian officials who visited Washington last week were confined to the short wave situation.

Canada is desirous of coordinating the assignment of services in the non-broadcasting bands with those of the United States, so as to avoid inter-continental interference. Primarily involved in the discussions were the channels ranging from 1,600 to 3,500 kilocycles, above the broadcast band. On these waves such services as police crime stations, harbor, marine, fire emergency and miscellaneous experimental transmitters are assigned in this country.

Those who came to Washington for the conference were:

Comdr. C. P. Edwards, Director of Radio of the Dominion's Department of Marine; Capt. W. L. Laurie, Chief Radio Officer of the Royal Canadian Corps of Signals, and Donald Manson, Chief Inspector of Radio of the Dominion.

With further reference to the Special Committee headed by Secretary of Commerce to study the creation of a Communications Commission to have general jurisdiction over wire and radio communication, of which Gen. Charles McK. Saltzman, former Chairman of the Federal Radio Commission, is Vice Chairman, other members are as follows: Herbert L. Petty, Secretary of the Federal Radio Commission, Secretary; Senator Dill, Chairman of the Senate Committee on Interstate Commerce; Representative Rayburn, of Texas, Chairman of the House Committee on Interstate and Foreign Commerce; representatives of the Army, Navy, Coast Guard, State Department, and Bureau of Standards.

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COLUMBIA FINDS RADIO OWNERS' FAMILIES MORE SUBSTANTIAL

A vertical study of radio set ownership in the United States for 1930-33 reveals, along with many other unusual findings, that the typical radio family earned 93% more income than the typical non-radio family. The study is based on a complete cross-tabulation of 13,753,073 U. S. family records for Columbia by the Census Bureau. Evidently the result of team-work and personal direction of Henry A. Bellows, Vice-President, and John J. Karol, Director of Market Research, respectively, of Columbia, the presentation is a 60-page de luxe compilation handsomely printed and profusely illustrated. The size of the book is 10 by 13 inches. It is ornamented by the light blue color which makes Columbia publications recognizable at a glance.

There is a facsimile of a letter from Secretary of Commerce Roper addressed to Mr. Bellows, which reads:

"I have noted, with considerable interest, the vertical study of radio ownership which you discussed with me. It is a clear and significant analysis, and I am pleased with the part which this division of the Government, through our Bureau of the Census, has played in providing you with facts and figures.

"In view of the expanding role which broadcasting is playing in the social, educational and economic life of America, this study seems to me to fill a definite need for accurate information. The relative degree to which radio ownership has penetrated each successive economic stratum and, by extension, each social level, is revealed in your company's analysis. This is well worth the consideration of all who are seriously concerned with the constructive molding of American thought through the use of the broadcasting medium."

"It remained for a private business organization, taking advantage of the Census Bureau's general policy, when available records and tabulating equipment permit", Dr. Leon E. Truesdell, Chief Statistician for Population, Bureau of the Census, writes in a foreword to the study, "of making special tabulations at cost for any person or organization desiring them, to devise and carry through a plan of tabulating separately for radio and non-radio families several of the more important classifications, including value or rental of home, which forms the best index of economic status or family purchasing power that is now available for the country as a whole."

Among the topics dealt with are Comparison of Radio and Non-Radio Homes, by States; Comparison of Radio Homes and Non-Radio Homes, 13 States as a Group and United States Totals; Radio Ownership by Income Levels; Radio's Degree of Penetration of Each Income Level - in 13 States and Total United States as of 1930; and United States Totals Projected to 1933; Individual State Charts and Tables, Radio Ownership by Income Levels, Arranged Alphabetically by States; Statistical Notes.

A review of the findings of the study reveals that:

1. As of April, 1930, radio-owners paid 84% more rent, per family, than non-radio owners.
2. Radio-owners owned homes 79% more costly (current values) than their non-radio neighbors.
3. The typical radio family earned 93% more income than the typical non-radio family.
4. Radio ownership is everywhere broadest in the upper income levels, and descends like a wedge into the lower income levels.

When only 40.3% of all the homes in the United States owned radios (April, 1930):

When 56.2% of all the homes in the United States owned radios (January, 1933):

78.0% of all class AA homes owned radios	87.8% of all class AA homes owned radios
73.7% of all class A homes owned radios	85.7% of all class A homes owned radios
66.8% of all class BB homes owned radios	80.7% of all class BB homes owned radios
54.2% of all class B homes owned radios	72.0% of all class B homes owned radios
34.7% of all class C homes owned radios	57.8% of all class C homes owned radios
13.6% of all class D homes owned radios	36.0% of all class D homes owned radios

5. The average radio family contains more consumers, more gainful workers, and more adult listeners than the average non-radio family.

6. With 16,809,562 homes owning radios as of January, 1933, radio represents, by the sheer weight of its numbers, a "mass medium" of gigantic proportions. Because these millions of radio homes are so sharply stratified by income levels, radio represents a "class medium" on a scale which has never before been associated with the term. Radio thus reaches an enormous "mass market" literally composed of "class markets".

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GEORGE F. McCLELLAND RESIGNS FROM NBC

George F. McClelland tendered his resignation as Vice-President in charge of Sales for the National Broadcasting Co. at a meeting of the Board of Directors last Friday. The resignation was accepted with regret.

Beyond saying that he intended to enter the radio broadcasting business in an independent capacity, Mr. McClelland limited his remarks to the fact that he would make a formal statement of his future plans on November 15.

Since the day in 1922 when the first commercial station, WEAf, came into being, until the present moment, McClelland has been actively associated with the growth of modern broadcasting.

He was the first to suggest the formation of entertainment units to be named and sponsored by nationally advertised products, and the entire development of the commercial angle of broadcasting has taken place under his watchful eye and to an appreciable extent as a result of his efforts. In the pioneer days, he was largely responsible for inducing other stations to link with WEAJ in the first experimental network broadcast.

Meanwhile the whole problem of who was to pay for broadcasting was up for solution. Through the medium of the sponsored program, as developed by McClelland's department, the whole problem was eventually solved.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (Oct. 24, 1933)

KROW, Educational Broadcasting Corp., Oakland, Cal., C.P. to install new equipment and move station from Richmond to Oakland, Cal.; WHN, Marcus Loew Booking Agency, New York, modification of C.P. extending completion date to Dec. 1, 1933; WCAX, Burlington Daily News, Inc., Burlington, Vt. special temporary authority to operate from 9 to 10 P.M. EST on Oct. 25th; KOCW, J. T. Griffin, Chickasha, Cal., renewal of license on a temporary basis pending installation of new equipment and approved frequency monitor, and on condition that station remain silent until installation of said equipment and approved frequency monitor.

Also, R.C.A. Communications, Inc.: W2XBJ, Rocky Point, N. Y., modification of license to add frequencies 4550, 4555, 10380, 13900, 15760 and 17940 kc.; WDE, Rocky Point, N. Y., modification of license to add additional transmitter #53 using 40 KW; WDN, Rocky Point, N. Y., modification of license to authorize use of additional transmitter of increased power, 40 KW, for communications with Moscow, Russia; WMR, Mackay Radio & Telg. Co., Inc., near West Palm Beach, Fla., modification of license to change description of location from near West Palm Beach to Jupiter, Fla.; KGJX, City of Pasadena, Cal., Police Dept., modification of license to increase power from 100 to 400 watts; W3XA, Bell Telephone Laboratories, Inc., Mendham Township, N. J., renewal of special experimental license, 2530 kc., 500 watts;

Also, W6XS, Don Lee Broadcasting System, Los Angeles, renewal of experimental visual broadcasting license, frequencies 2750-2850 kc., 1 KW; KIGA, National Battery Broadcasting Co.,

Portable, initial location Minneapolis, renewal of temporary broadcast pickup license, 1566, 2390 kc., 7.5 watts; KIFT, Julius Brunton & Sons Co., Mobile - San Francisco Bay, renewal of temporary broadcast pickup license, 2342 kc., 50 watts; Harry B. Harris, Portable & Mobile on Aircraft, authority to operate portable-mobile station aboard aircraft on frequencies in 56,000-60,000 kc. band, in connection with Massachusetts Institute of Technology meteorological research in collaboration with American Radio Relay League; City of Binghamton, Binghamton, N.Y., C.P. for police service, 2442 kc., 150 watts.

Miscellaneous

WFFF, Toms River Police Dept., Toms River, N. J., license for police service cancelled, due to fact that municipalities could not afford to install receiving sets in police cars; WLB, University of Minnesota, Minneapolis, application for modification of license removed from hearing docket; WRHM, Minneapolis Broadcasting Corp., Minneapolis, and WCAL, St. Olaf's College, Northfield, Minn., WCAL has withdrawn application for increased power. The three stations have entered into a time-sharing agreement using all the facilities of 1250 kc including the 5 hours formerly assigned to KFMX now deleted. The Commission approved the time-sharing agreements and new licenses will be issued to the respective stations upon a specified hour basis in conformity with the time-sharing agreement.

Renewal of Licenses

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

WBBR, Brooklyn; WDAG, Amarillo, Tex.; WEVD, New York; WJSV, Alexandria, Va.; WQBC, Vicksburg, Miss.; WSMK, Dayton, Ohio; KFPY, Spokane, Wash., and KGA, Spokane, Wash.

Set For Hearing

New - Northern Broadcasting Co., Inc., Laconia, N. H., C.P. 1310 kc., 100 watts, unlimited time, facilities of WKAV.

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SOME RECENT NBC NEW AND RENEWAL ACCOUNTS

NEW - Phillip Morris Co. (Cigarettes), 119 Fifth Ave., New York City; Agency - Biow Co., 521 Fifth Ave., New York City; Started Sept. 27, 1933, Wednesdays, 9:30-10:00 P.M.; Network - WEAJ WTAG WJAR WCSH WLIT WFBR WRC WBEN WCAE WTAM WWJ WSAI WMAQ KSD WOW WDAF WTMJ KSTP; Program - "Leo Reisman's orchestra with Conrad Thibault, baritone".

NEW - Chevrolet Motor Co. (Motor cars), General Motors Bldg., Detroit, Mich.; Agency - Campbell Ewald Co., Detroit, Mich.; Started October 1, 1933, Sundays 10:00-10:30 P.M. Network - WEAJ WTIC WTAG WEEI WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WMAQ WOW WDAF WTMJ WIBA KSTP WEBC WDAY KFYZ WRVA WWNC WIS WJAX WFLA-WSUN WIOD WSM WMC WSB WAPI WJDX WSMB WKY WBAP KTBS KPRC WOAI KOA KDYL KGIR KGHK KGO KPO KFI KGW KOMO KHQ KFSD KTAR; Program - Jack Benny, Mary Livingstone and Frank Black, director of orchestra.

NEW - American Tobacco Co. (Lucky Strike Cigarettes), 111 Fifth Ave., New York City; Agency - Lord & Thomas, 247 Park Ave., N. Y. C.; Started - October 7, 1933, Saturdays 9:00-9:30 P.M.; Network - WEAJ WTAG WEEI WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WOW WDAF WTMJ WIBA KSTP WEBC WDAY KFYZ WRVA WWNC WIS WJAX WIOD WFLA WMC WSB WAPI WJDX WSMB WKY KTHS WBAP KTBS KPRC WOAI KOA KDYL KGO KFI KGW KOMO KHQ KFSD KTAR KGU; Program - Jack Pearl in role of Baron Munchausen with "Sharlie".

NEW - Crazy Water Hotel Co. (Crazy Water Crystals), Mineral Wells, Texas; Agency - Cowan & Dengler, 25 W. 45th St., New York City; Started - Sept. 24, 1933, Sundays 2:00-2:30 P.M.; Network - WEAJ WEEI WJAR WTAG WCSH WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WHO-WOC WOW WTMJ WIBA KSTP WEBC WRVA WPTF WWNC KVOO WKY WFAA-WBAP KPRC WOAI KOA KDYL KGO KPO KFI KGW KOMO KHQ (WIS WJAX WIOD WFLA WSM WMC WSB WAPI WSMB KTHS CRCT CFCF starting 10/8); Program - "Gene Arnold and the Commodores".

NEW - Calsodent Co. (Mouthwash), 315 Fifth Ave., New York City; Agency - J. Walter Thompson Co., 420 Lexington Ave., New York City; Started - September 26, 1933, Tuesdays, 9:00-9:15 A.M.; Network - WEAJ only; Program - "Mouth Health", talk by Marley Sherris

NEW - A. Hollander & Son, Inc. (Fur Dressers and Dyers), Newark, N. J.; Agency - Grey Advertising Service, Inc., 128 West 31 St., New York City; Started October 24; Network - WJZ only; Program "Men of Daring", dramatic program.

RENEWAL - General Foods Corp. (Diamond Salt), 250 Park Avenue, N. Y. City; Agency - Benton & Bowles, 444 Madison Ave., New York City; Started October 5, 1933; Thursdays 8:00-8:30 P.M.; Network - WJZ WBZ WBZA KDKA; Program - "Cape Diamond Light", dramatic sketches.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

C O N F I D E N T I A L—Not for Publication

NATIONAL BROADCASTING COMPANY, INC.
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No. 668

COMMUNICATIONS COMMISSION AGAIN LOOMS

With the special Cabinet Committee on Communications of which Secretary of Commerce Roper is Chairman and former Federal Radio Commission Chairman Charles McK. Saltzman, is Vice-Chairman, making an intensive study of the situation, the talk of a Communications Commission to absorb the functions of the Federal Radio Commission and all other governmental agencies regulating wire and wireless communications, is again revived.

Herbert L. Pettey, Secretary of the Radio Commission, is Secretary of the Cabinet Committee. Other members are W.M. W. Splawn, economist and special counsel of the House Interstate Commerce Committee; Dr. Irvin D. Stewart, State Department; Maj. Gen. I. J. Carr, Chief Signal Officer, Army; Capt. S. C. Hooper, Director of Naval Communications; Lieut. E.M. Webster, Coast Guard, and Dr. J. H. Dellinger, Bureau of Standards.

Senator Dill of Washington and Representative Rayburn of Texas, Chairmen of the Senate and House Committees on Interstate Commerce, are serving on the committee in advisory capacities.

Secretary Roper said that the Cabinet Committee was formed to continue studies which were begun in connection with the departmental reorganization work launched immediately after March 4.

"A Transportation Committee was formed to study and advise in relation to departmental reorganization plans", Mr. Roper explained. "The Cabinet Committee on Communications is an outgrowth of the Transportation Committee which is now simply coordinating in an advisory capacity. This leaves, therefore, for the full launching of this study the communications unit, and for this particular study the present interdepartmental committee has been appointed.

"This committee is making a study of the subject of communications with the primary view of working out a more definite interdepartmental arrangement in the interest of better service, more economically administered. In making this study it is conducting a survey of the field of communications, but no further directions regarding its work have been given. As this study has just been initiated, it is not possible to say when it will be completed, but it is hoped that it may be in its final stages by the end of this calendar year.

"As the committee is at present concerned with interdepartmental problems, it is not possible at this time to define the scope of its further studies in order to anticipate in any way what the committee may recommend in its report to the President, through the Secretary of Commerce."

General Saltzman, though a Republican, is at present serving in the Shipping Board Bureau of the Commerce Department. He is an old friend of Secretary Roper.

If a Communications Commission is created, it is believed it would be by legislative act rather than by executive order. Radio would simply be a part of the Commission, along with cables, telegraph and telephones. The new Commission would also have rate fixing powers.

Whether the Communications Commission would be an independent body as the Radio Commission is at present, or would be under one of the Cabinet officers, is still a matter of conjecture. It is well known that both Secretary Roper and Postmaster General Farley have been trying for sometime to take over the Radio Commission.

Before the Radio Commission was created, radio control was lodged in the Department of Commerce where for a number of years it was administered by Secretary Hoover. It has, however, been Commissioner Farley's argument that in other large countries everything having to do with communications is lodged in the Post Office Department.

Although not generally known, Postmaster General Farley has reserved space for the Federal Radio Commission in the new Post Office Department building now being erected in Washington. It will be necessary for the Commission to vacate its present office structure, which is to be torn down as a part of the building program. Therefore the Radio Commission will move into the Post Office Department edifice about March 1st.

Whether this preliminary move will prove to the advantage of Postmaster General Farley remains to be seen.

"It looks as if Farley had put one over on Roper in thus getting the Commission under his wing", an observer remarked.

Members of the Radio Commission are not enthusiastic about moving into the Post Office building neither are they particularly gleeful over the fact that none of the Commissioners was named as a member of the Cabinet Committee.

"I guess the President thought we might be too interested in keeping our jobs to be expected to recommend legislation which might abolish them", one of the Commissioners commented.

A well informed radio man in Washington said he had it on excellent authority that the President wasn't particularly anxious to abolish the Radio Commission. Another said, "The President wants to do something about the Radio Commission but doesn't know just what he wants."

It seems to be the consensus of opinion that the President will follow the Cabinet Committee's recommendation. In the meantime each member of the Committee has been sworn to secrecy so it may be difficult to follow their deliberations which may continue until about the first of the year or until such time as the recommendations can be taken up by Congress.

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BIG MONEY INTERESTS REPORTED REORGANIZING WYNN CHAIN

Men with heavy financial backing are reorganizing Ed Wynn's chain according to word reaching Washington.

"There is at least one man now interested in the reorganization", a visitor from New York said, "who could put \$1,000,000 into the chain without ever missing it from his bank account. There are other big people in the new line-up."

Curtis Dall, son-in-law of President Roosevelt, who was Chairman of the Ed Wynn Board, is now said to be definitely out of the picture.

"It was his name only", an individual conversant with Dall's arrangement vouchsafed, "he didn't have any money invested in the chain."

This man said that the WMCA backers, Ryan, Whitney, Adams and Donald Flamm were not interested in the Ed Wynn reorganization. It was reported that Ed Wynn had sunk something like \$250,000 in his chain and that he has probably kissed this good-bye.

On the other hand, it was reported that Wynn would soon earn this back with his new NBC-Texaco 52 week contract reported to be \$7,500 a week net, \$2,500 more each week than his old agreement called for. If that figure is correct, it would place the comedian's annual salary for radio at \$390,000, or more than five times the salary of the President of the United States.

No one seemed to know definitely why Wynn had resigned.

"My theory", the New York visitor remarked, "is that the NBC or Ruthrauff and Ryan, the advertising agency said to him, 'Here, we want you and will give you a substantial raise but we must have your full time and attention and don't want you to be fooling around with that little chain.'"

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UNLIMITED TIME REFUSED MICHIGAN STATIONS

Stations WJBK, of Detroit, James F. Hopkins, Inc., and WIBM, Jackson, Mich., operating simultaneously on the same frequency in the daytime and sharing time at night, asked the Federal Radio Commission for a modification of their licenses which would permit each station to broadcast full time at night. Examiner Ralph L. Walker recommended that both applications be denied.

"It appears that Station WJBK is now rendering a good service and that the granting of the present application would enable the licensee to extend this service by adding certain

evening hours", Examiner Walker reported. "While such operation would undoubtedly benefit the applicant from a financial viewpoint, it does not appear that additional program service is needed in the Detroit area.

"There is not a sufficient showing to warrant a finding that the granting of this application will not result in a further curtailment of the service area of WIBM by reason of interference. In any event, it is clear that the operation of WJBK, unlimited time, will add to the interference condition now existing on the frequency in question and thereby make more difficult the problem of correcting that condition at some future date."

No one appeared at the hearing in behalf of Station WIBM and no testimony was offered in its behalf.

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LABOR DISAGREEMENT STILL DELAYS BROADCASTERS' CODE

The Broadcasters' Code continues to be held up by the question of hours of labor for radio operators and technicians. It has been tentatively agreed that the Code Authority shall make a thorough study of whether operators shall work a 48 or a 40 hour week and report on it at the end of 90 days. The hitch is said to be whether in the meantime station operators shall adhere to the 48 or the 40 hour week.

The Broadcasters are holding out for the 48-hour week and contend that the investigation should be made as to whether or not a 40-hour week is possible. The labor unions, in behalf of the operators, maintain that the 40-hour week should be put into effect at once and that the study should be made as to whether the 48-hour week is justifiable.

It is the contention of the broadcasters that there are not enough qualified operators to meet the 40-hour week schedule and because of the long operating hours these demands would work a particular hardship on the smaller stations. Broadcasters believe they can prove the 40-hour week an impossibility.

Agreements are understood to have been reached to pay operators in the bigger stations, those operating on a clear channel, \$40 a week, those of the medium size stations \$30, and the local&part-time stations \$20. Announcers, office staff men and others are classified in the Code under a 40-hour week, with minimum specified as to population. Employees earning over \$35 a week are classed as executives and not subject to hours of labor.

The Code Authority will also make a special study of the proposal of minimum pay for radio performers and the demands of the latter that they be compensated for auditions and rehearsals.

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SUPREME COURT DENIES BOSTON STATION APPEAL

The Supreme Court has declined to review the case of Station WLOE, of Boston, whose application for renewal of license was denied by the Federal Radio Commission June 18, 1932. The District Court of Appeals sustained the Commission. Following this the Boston station carried the case to the Supreme Court.

In refusing to relicense WLOE, the Radio Commission charged, among other things, that Station WLOE had insufficient financial backing and that the Boston area was well served without the station.

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LOUISVILLE STATION TO TAKE OVER WFIW

Withdrawing its appeal to the District Court, the owners of Station WLAP, in Louisville, Ky., have advised the Radio Commission that they have acquired a majority of the stock of Station WFIW at Hopkinsville, Ky., and will hereafter operate that station in Louisville.

Station WLAP recently applied for an increase to 1,000 watts power and the facilities of Station WFIW. The Commission refused this but granted permission to WFIW to move to Louisville whereupon WLAP appealed to the District Court.

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WBT ASKS TO JOIN THE BIG LEAGUERS

An application was received by the Federal Radio Commission on October 26th from Station WBT, at Charlotte, N. C., asking for a modification of its license to increase its power from 25 KW to 50 KW. This is Columbia's key station in the South and this increased power would increase its coverage in southern States.

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NEW QUAKER STATION WAS COMMISSION'S BIGGEST PROBLEM

Allowing Westinghouse to retain its much sought frequency of 1020 kilocycles and to move its Station KYW, occupying the frequency from Chicago to Philadelphia, proved the most perplexing decision the Federal Radio Commission has ever been called upon to make. Fifteen other stations were involved and the complications of the case proved worthy of the proverbial Philadelphia lawyer. It all began years ago when Sam Pickard, then Federal Radio Commissioner, now Vice-President of Columbia, "borrowed" the 1020 kilocycle clear channel frequency from the Second Zone in which Philadelphia is located for the use of KYW, Chicago, in the Fourth Zone so that the latter station could afford better facilities to the Chicago Herald-Examiner. This enabled KYW to increase its power to 10,000 watts.

Since then the Fourth Zone has gone greatly over its quota and several stations in the Second Zone have applied for the "borrowed" frequency. However, since Pennsylvania was an under-quota State, and since Westinghouse was a Pennsylvania corporation, it sought itself to retain the 1020 frequency by moving Station KYW to Philadelphia. After a long hard fight, it won.

This means a new 10,000 watt station for Philadelphia and very likely an additional outlet for the National Broadcasting Company in the Quaker City.

Among the applicants who were turned down by the Commission in favor of the Westinghouse people were: Station WXYZ, of Detroit, which applied for the 1020 kilocycle channel, KYW's frequency, and an increase of power to 10,000 watts for a new station; WFAN, and WIP, both of Philadelphia, now sharing the 610 kilocycle frequency, which applied for the KYW frequency and permission to use 5 KW power; and WCAU, Philadelphia, Columbia outlet, which likewise sought the KYW frequency.

To add to the complexity of the situation, Station WJAS, in Pittsburgh, desiring to change from its regional channel of 1290 kilocycles to 820 kilocycles, a clear channel occupied by WHAS, the Louisville Courier-Journal station, proposed that the Commission assign WHAS to 1020 kilocycles, the KYW frequency. This the Commission declined to do and both WJAS and WHAS will continue to operate on their present channels.

To make way for KYW, the Commission ordered Station WRAX, in Philadelphia, from the 1020 kilocycle channel to 920 kilocycles and a change in power assignment from 250 watts day and night to 250 watts night and 500 watts day, and change in operating time from daytime to sharing time with Station WPEN, Philadelphia, whose frequency was changed from 1500 to 920 kilocycles.

Other stations involved in the shakeup were:

WIBG, Elkins Park, Pa., whose frequency was changed from 930 kc. to 970 kc. and its power increased to 100 watts; WORK, York, Pa., which was allowed to remain on its present frequency of 1000 kc. with 1 KW power; WHN, New York, which likewise was permitted to continue as at present on 1010 kc., sharing with WRNY and SQAQ-WPAP; WRNY, New York, which was allowed to continue on its present frequency sharing with WHN and WQAQ-WPAP, New York; WPAP, to continue on its present frequency sharing with WHN and WRNY as at present; WOWO, Fort Wayne, Ind., which was denied a modification of its license to permit full time operation on 1160 kc., a clear channel now shared with WWVA at Wheeling, W. Va., and also denied construction permit to increase power from 10 KW to 25 KW, (it was proposed that WWVA be assigned to 1290 kc. now used by WJAS); and WWVA, Wheeling, W. Va., which was denied permission to operate full time on 1160 kc., but which was granted renewal of license on present basis, i. e., sharing time on 1160 kc. with WOWO.

KYW proposed to erect its new transmitter in the vicinity of Whitemarsh, Pa., 10 or 12 miles northwest of the Philadelphia City Hall and will use a directional antenna so that there may be the minimum interference with stations on adjoining channels. The studios will be located in the Westinghouse Building at 13th and Walnut Streets in Philadelphia.

KYW, which now goes to Philadelphia, was the first radio station in Chicago, construction having been completed and operations commenced November, 1921.

In arriving at its decision, the Commission took into consideration the relative merits of the different applications for 1020 kc. by making a comparative study, first of the population, quota status, present service, service needs and requirements, interference problems of the cities and communities involved, and secondly, of the relative merits of each of the applications with reference to financial responsibility, technical equipment, past, present and proposed programs, service, etc.

Discussing the qualifications of applicants, the Commission says:

"While each of the applicants for 1020 kilocycles is financially responsible and otherwise qualified to carry out his proposal, the Westinghouse Electric and Manufacturing Company, licensee of KYW has a superior financial standing, greater technical resources, more extensive broadcasting experience, etc., than any of the other applicants. Although there exists in a licensee no property or priority rights in a frequency, it has been held that a licensee with a good past record and substantial investment in his station should not be deprived of his license except for compelling reasons."

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: : BUSINESS LETTER NOTES : :
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Martin A. Leese, prominent Capital business man, and owner of Station WMAL (whose initials M.A.L. form the basis of the station's call letters) has been elected President of the Washington Chamber of Commerce. Mr. Leese succeeds Thomas P. Littlepage, nationally known radio attorney, who declined to succeed himself because of the belief that a president of the organization should only serve one term.

Mr. Littlepage was one of the most active president in the history of the Washington Chamber of Commerce and initiated policies and undertakings which will be heard from for years to come. While Mr. Leese is still supposed to own WMAL outright and simply leasing it to the National Broadcasting Company, there have been various reports that the NBC and the Washington Evening Star have acquired an interest in it.

The International Research Corp. of Ann Arbor, Mich. filed a patent infringement action in U. S. District Court in Wilmington against U. S. Radio and Television Corp., of Marion, Ind., charging infringement of a patent on improvements for a radio circuit.

The patent was issued to Robert P. Wuerfel, president of the plaintiff corporation last March. Wuerfel, in the bill of complaint, says he notified the defendants of infringement but got no results. An injunction and an accounting of profits and damages was asked.

A report of the Crosley Radio Corporation for six months ending September 30 shows the following:

Net profit after royalties, depreciation, Federal taxes and other charges, \$169,805, equal to 31 cents a share on 545,800 no-par capital shares, contrasted with net loss of \$300,700 last year. Quarter ended Sept. 30: Net profit after same charges, \$64,894, or 12 cents a share, against \$104,911 or 19 cents a share in preceding quarter and net loss of \$223,002 in third quarter last year; sales, \$2,294,950, against \$2,338,628 in preceding quarter.

The NBC will restore a ten per cent salary cut to its employees effective November 1st, according to Richard C. Patterson, Jr., Executive Vice-President.

All employees who were on the pay-roll, as of April 1st, 1933, when the last salary reduction was made, will receive the salary increase, according to Mr. Patterson.

Moving Day for the National Broadcasting Company from 711 Fifth Avenue to Radio City will extend over November 3, 4 and 5. To avoid congesting traffic, the transfer will be made at night from 6:00 P.M. to 6:00 A.M. on each of the three days.

The 800 members of the NBC staff will leave 711 Fifth Avenue Friday evening, and will resume their duties Monday morning in Radio City.

Broadcasting will continue from the old NBC studios pending the inauguration of the Radio City studios the middle of November. Therefore a number of production men and engineers will remain at the old headquarters.

New machinery has been set up to handle Code violations. The new machinery, of which the twenty-six district offices of the Department of Commerce form an integral part, will be effective until a permanent governmental code compliance system is established.

Once the cases come to Washington they will be handled by the National Compliance Board, which will use every effort to settle the complaints even to the extent of referring cases to the Federal Trade Commission for the issuance of "cease and desist" orders, or to the Attorney General for injunction or other proceedings in the Federal Court.

The Federal Radio Commission has just issued a revision of the fundamentals upon which Police Radio Service is based. It is an 8-page single-spaced mimeographed document and though dated October 11, has just now been made available.

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THE PLIGHT OF THE RADIO ENGINEER

"No condition facing the radio industry is more important to the present and future prosperity of the art, than the unemployment situation in which the average radio engineer finds himself", declares an editorial in Electronics.

"If he has a job at all, the technical radio man is likely to have imposed on him low wages, long hours, Saturday and Sunday overtime, and insecurity of employment. In certain plants, good men are temporarily taken on at bare subsistence wages, drained of their ideas, and then in a few weeks turned out on the street again - the process to be repeated with a new batch of "laboratory fodder".

"It is clear that such a policy cannot build for stability or real progress of the art. New products and services which the public buys, come from engineering minds. It is poor economy to kill off the producers of the golden eggs.

"The Institute of Radio Engineers has recongized this unsound employment condition by the appointment of a special committee to study the problem, with no less a chairman than the President of the Institute, Dr. L. M. Hull himself. This committee can set out the facts and propose solutions. It early developed that the NRA Codes had no place to take up the radio engineers' problems, but there is still hope that out of the improved business conditions resulting from NRA, the radio engineer may benefit.

"Meanwhile there is much talk about organizing the engineers for self-protection.

"We would be slow in advising intellectual laborers like radio engineers to attempt to organize on an out-and-cut labor-union business. Yet there are those who feel this is the only way to amelioration of the radio engineers' present plight."

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LINES UP MRS. ROOSEVELT FOR NEW FOOD AND DRUG ACT

Assistant Secretary of Agriculture Rex Tugwell's drive to develop further the well-tested laws on truth in advertising of foods, drugs and cosmetics through passage of a new Food & Drug Act has won two new and important converts, George Durno writes in the "National Whirligig".

"They are, reading from left to right, Mrs. Eleanor Roosevelt and Mrs. Anna Dall", Mr. Durno continues. "At Tugwell's invitation the First Lady and her attractive daughter motored down to the Agriculture Department the other day to go through his "chamber of horrors."

"Mrs. Roosevelt and Mrs. Dall were amazed at what they saw. Mrs. Dall's pencil was busy taking notes the entire time she was in the exhibit room. Mrs. Roosevelt indicated she would withdraw an article she had written and substitute for it a piece on what she had seen at the Pure Food & Drug Show. She vowed further she would lecture on the subject."

The United Medicine Manufacturers of America, at their recent Chicago convention, devised 17 points of attack on Tugwell's proposed new bill.

J. M. Ewing, Pennsylvania manufacturer and president of the Association, and Clinton Robb, Washington counsel, will lead the battle. It takes in publicity of every imaginable description, a lobby on Congress, support of advertising media drawing revenues from proprietary ads and the enlistment of allied industries such as manufacturers of cartons, tubes, boxes and bottles. The inalienable right to self-medication is their battle-cry.

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RECENT NBC NEW ACCOUNTS AND RENEWALS

RENEWAL - Pacific Coast Borax Co. (Twenty Mule Team Borax), 51 Madison Ave., N. Y.C.; Agency - McCann Erickson, Inc., New York City; Started October 5, 1933, Thursday 9:00-9:30 P.M.; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WLW WLS KWK WREN KOIL WMAL KSYR KSO KWCR; Program - "Death Valley Days", dramatizations of pioneer life in Death Valley, California.

NEW - The Hoover Co. (Vacuum Cleaners), Canton, Ohio; Agency - Erwin, Wasey & Co., Chicago, Ill.; Started October 8, 1933, Sundays 9:30-5:00 P.M.; Network - WEAJ WTAG WEEI WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WMAQ WOW WDAF CRCT CFCE WTMJ WIBA WEBC KGO KFI KGW KOMO KHQ KOA KDYL KVOO WKY KPRC WSAP WOAI; Program -- large orchestra with 60 voice chorus and Harvey Hays, narrator.

NEW - The Welch Grape Juice Co., Chicago, Ill.; Agency - W. H. Kastor & Sons, Chicago, Ill.; Started October 4, 1933, Wed., Fri. 7:45-8:00 P.M.; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR WSM WMC WSB WSMB; Program - "Irene Rich for Welch" - Irene Rich in dramatic scenes from Hollywood.

NEW - Luxor, Ltd. (Cosmetics - Luxor Face Powder), Chicago, Ill.; Agency - N. W. Ayer & Son, Chicago, Ill.; Started October 15, Sundays 5:30-6:00 P.M.; Network - WEAJ WEEI WTIC WJAR WTAG WCSH WFI WLIT WFBR WRC WBEN WGY WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF WSM WMC WSB WAPI WJDX WSMB; Program - "Talkie Picture Time" - dramatic sketches on movie lot during filming of talking pictures.

NEW - B. F. Goodrich Rubber Co. (Tires), Akron, Ohio; Agency - Lange Fisher & Kirk, Cleveland, Ohio; Started October 3 for 7 programs (These were the broadcasts of the World Series Games).

NEW - H. J. Heinz Co. (Heinz 57 Varieties), Pittsburgh, Pa. Agency - Maxon, Inc., New York City; Started October 9, 1933; Mon. Wed. Fri., 10:00-10:15 A.M., 12:15-12:30 P.M.; Network - first time WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WKBF WSM WMC WSB WAPI WSMB; 12:15-12:30 KWK KSO KOIL WREN KVOO WKY KPRC, Dallas. Ft. Worth, Chicago, WOAI KOA KDYL WTMJ WIBA KSTP KGO KFI KGW KOMO KHQ; Program - "Home Economics Talks" - talks by Josephine Gibson, incidental organ music.

NEW - Robert (Beauty Salon), New York City; Agency - Howland Oliphant & McIntyre, New York City; Started October 11, 1933; Wednesdays 11:00-11:15 A.M., WEAJ only; Program - "Jean Colbert - Beauty Talks", the Moderne Trio and Jean Colbert.

NEW - John H. Woodbury, Inc., (Beauty Preparations), Cincinnati, Ohio; Agency - Lennen & Mitchell, Inc., New York City; Started October 25, 1933, Wed. and Fri., 8:30-8:45 P.M.; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WLW WLS KWCR KSO KWK WREN KOIL; Program - "Dangerous Paradise with Elsie Hitz and Nick Dawson" - Dramatic - love, romance and adventure, South Seas.

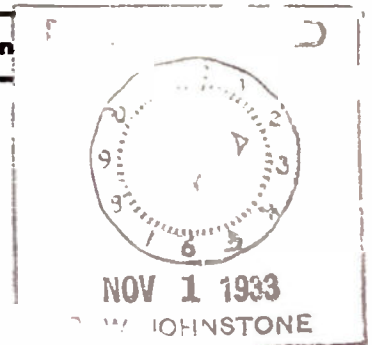
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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COLUMBIA NEWS SERVICE SEEKS PRESS GALLERIES ADMISSION

By way of perfecting its contacts, the newly organized news service of the Columbia Broadcasting System, through Henry A. Bellows, Washington Vice-President, has applied for admission of three representatives to the Congressional Press Galleries. These are commonly known as the Senate and House Press Galleries. The supervision of the Galleries is under Speaker Henry T. Rainey of the House of Representatives and Senator Copeland of New York, Chairman of the Rules Committee. However, actual authority for running the galleries is turned over to the newspaper men themselves and is governed by a Standing Committee of Correspondents composed of Samuel W. Bell, of the New York Herald-Tribune, Chairman, Lyle C. Wilson, United Press, Harry B. Gauss, Chicago Daily News, Bascom N. Timmons, Houston Chronicle, and W. Turner Catledge, New York Times.

Because of the rules governing the Galleries restricting the membership to daily newspapers, it is expected that Columbia's request will be turned down. In that case, Mr. Bellows will probably appeal to Speaker Rainey and Senator Copeland. The application will prove a test of a broadcasting company's news gathering rights at the Capitol and one which will be watched with interest by broadcasters and newspaper publishers alike.

The rules governing admission to the Press Galleries read, in part, as follows:

"Persons desiring admission to the press galleries of Congress shall make application to the Speaker and to the Committee on Rules of the Senate, and shall state the names of all newspapers or publications or news associations by which they are employed, and what other occupation or employment they may have, if any;

"The applications required by the above rule shall be authenticated in a manner that shall be satisfactory to the Standing Committee of Correspondents who shall see that the occupation of the galleries is confined to bona fide correspondents of reputable standing in their business, who represent daily newspapers or newspaper associations requiring telegraphic service; and it shall be the duty of the Standing Committee at their discretion, to report violation of the privileges of the galleries to the speaker, or to the Senate Committee on Rules, and pending action thereon the offending correspondent may be suspended.

"Persons engaged in other occupations whose chief attention is not given to newspaper correspondence or to newspaper associations requiring telegraphic service shall not be entitled

to admission to the press galleries; and the Press List in the Congressional Directory shall be a list only of persons whose chief attention is given to telegraphic correspondence for daily newspapers or newspaper associations requiring telegraphic service.

The three men designated by Columbia for Press Galleries membership are Ted Church, Washington representative of the News Service, Cecil Owen and Frank Connor, Jr. Up to now, those correspondents accredited the Press Galleries have been automatically admitted to the President's conferences at the White House. The question of the eligibility of correspondents has been delegated by the Secretary to the President to the White House Correspondents' Association.

If Mr. Bellows should subsequently apply for admission of his men to the Presidential conferences, as he undoubtedly will, and the White House Correspondents' Association act unfavorably in the matter, the question will very likely be passed along to Stephen T. Early, Presidential secretary in charge of Press Relations.

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MORE PRESIDENTIAL HONORS FOR McCOSKER

Another presidency has come the way of A. J. "Hollywood" McCosker. Following his re-election as President of the National Association of Broadcasters, Mr. McCosker has just succeeded Edgar S. Bamberger, President of the Bamberger Broadcasting System which operates WOR. McCosker had previously been Director and General Manager of the famous station.

Mr. McCosker has been primarily responsible for the success of WOR and, as is perhaps not generally known, a part owner of it. If memory is correct, "Hollywood" owns a fifth interest in the station whose value is now reckoned in the millions.

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LITERARY DIGEST TO MAKE RADIO POLL

The "Literary Digest" with its next issue will start a national poll to find out the listeners' radio program likes and dislikes. Those post-carded will also be asked to tell why they enjoy or otherwise the programs noted on the lists turned in.

The Magazine will use the same system of polling it used on the last national elections.

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WILL CONTINUE TO CHARGE 100 WATT STATIONS TO QUOTA

By a vote of 4 to 1, the Federal Radio Commission rejected the proposal made by Commissioner Harold Lafount on September 22, 1933, providing that under certain restrictions stations classified as "local stations" and emitting 100 watts power or less, be not chargeable to quota".

It was Mr. Lafount's proposal that where a 100 watt station was not within 100 miles from a clear channel station, 75 miles from a regional or 51 miles from a local station, that it be permitted to operate without being charged to the local station quota.

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MAY FORCE COMMISSION TO ACT ON LIQUOR ADVERTISING

As a result of the Post Office order banning all publications from the mail carrying liquor advertising (i.e., whiskey, rum, and other hard liquors), the Federal Radio Commission will doubtless be faced with the question as to whether or not it will allow such advertising to be broadcast.

It is believed the Commission will not take up the liquor question on its own initiative inasmuch as it contends that under the Radio Act it has no power of censorship. However, if any complaints are filed, as they doubtless will be, the Commission will be bound to decide whether liquor advertising is in the public interest. One official of the Commission remarked, informally, that he felt certain if liquor advertisements were barred from the newspapers, as a result of the Post Office Department edict, they surely would be banned over the radio.

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LAFOUNT WITHDRAWS STOCK TRANSFER RESTRICTION

Commissioner Harld Lafount has withdrawn his resolution requiring the Federal Radio Commission to amend its Rules and Regulations so as to require licensee corporations to report to the Commission the transfer of 10% or more of its stock to any purchaser during any license period, together with the name of each such stockholder and the citizenship and residence of each said purchaser.

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WOULD REVISE QUOTA SYSTEM

A resolution presented by Commissioner Thad Brown and adopted by the Radio Commission may result in a slight shake-up in the present method of allocation. A study will be made with a view to revising the quota system now in use. For the purpose of effecting an equality, the Commission in 1930 adopted 400 units as representing the entire country or 80 units to a zone, each unit representing a 1000 watt full-time station.

Based on this the First Zone is now credited with 75 watts; the second, 73; the third, 96; the fourth, 101, and the fifth, 96, totalling 441 units. Commissioner Brown believes a more equitable unit can be found through which the radio facilities of the country may be more adequately distributed.

The Commission adopted the following resolution which Commissioner Brown presented:

"WHEREAS, Section 9 of the Radio Act of 1927 as amended by Section 5 of the Act of March 20, 1928, has been construed by the Supreme Court of the United States as dealing primarily with the 'interests of the people -- that they might have a reasonable equality of opportunity in radio transmission and reception', and that this involves 'an equitable distribution not only as between zones, but as between States as well', and

"WHEREAS, for the purpose of effecting such equality, both the Commission and the Courts have construed said law as authorizing and permitting the Commission in the exercise of its 'administrative judgment' to adopt some unit of measurement of the service value of stations of various types and classes, and

"WHEREAS, the 'quota units' now in effect have been employed by the Commission as such unit of measurement since their promulgation, June 17, 1930, and

"Whereas, there have been certain economic, scientific and legal developments since that date which may, after due investigation, be found to have affected said quota system as a valid measure of service,

"NOW, THEREFORE, BE IT RESOLVED, that the Commission proceed at once to a study of its Rules 6, 109 to 111, inclusive, and 116 to 124, inclusive, with a view to an early determination of what, if any, changes should be made in said regulations and the system of quota units established thereby."

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COMMISSION GETS ULTRA HIGH FREQUENCY DEMONSTRATION

Engineers of the RCA-Victor Company are reported to have made a secret demonstration to the Radio Commission on the ultra high frequencies. Engineers of the RCA-Victor Co., of Camden, N. J., set up newly developed portable experimental equipment in Washington and broadcast the programs of station WRC over the ultra-high frequency of 34,600 kilocycles.

Commission officials who witnessed the demonstration were surprised at the clearness of the signals, using only 15 watts power. The transmitter, weighing less than 100 pounds, was installed at the WRC transmitter station. One receiver, weighing less than 50 pounds, was placed at the Radio Commission headquarters, about 2½ miles away. A second receiver was installed in an automobile and the programs were picked up with excellent results while the car was in motion. The signal was audible 9 miles away.

An unlimited number of channels are available in these ultra-high frequencies.

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Paul Lee of Zuko Miller of Zuko Miller Company
BALTIMORE RESTAURANTEURS REAR UP ON MUSIC SITUATION

There will be a mass meeting in Baltimore Monday night under the auspices of the newly organized Music Users' Protective Association to devise ways and means for further combatting fees exacted by the American Society of Composers.

The Restaurant Association of Maryland will cooperate in the movement. It was said that a New York organization comprising 2000 restaurant owners will also back the Music Users' Association. Representative A. J. Kennedy and other Baltimore Congressmen have stated that they will attend. Representative Kennedy recently declared that he would endeavor to have the Merchant Marine and Radio Committee in the House investigate the American Society of Composers.

The trouble in Baltimore is said to have started when E. H. Chesterton, District representative of the Composers, started a drive for license fees on a number of places serving beer which had radio sets in their establishments. It was said that E. C. Mills, of the Composers, and Nathan Burkon, counsel for the organization, gave Representative Sirovich, of New York, Chairman of the Patents Committee, their promise that they wouldn't try to exact radio fees from small restaurant owners, barbecue stands and others operating radio sets.

A report comes from New York that the Dancing Masters' Association has also consulted counsel as to the advisability of urging a fight on Composers' fees.

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COMMISSION MAY CONSIDER WMCA CASE THURSDAY

It was announced that the Federal Radio Commission would hold a special meeting Thursday (November 2nd) which would probably devote itself to consideration of the WMCA case. This will have to do with approval of the Commission to the proposed transfer of the time of the station by Donald Flamm to the Ryan-Whitney-Adams group.

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COMMUNICATIONS COMMITTEE MEETS AGAIN FRIDAY

There will be another meeting Friday of the Cabinet Committee which is studying the communications question, Friday. The object of the Committee is to recommend legislation which may result in a Communications Bill. Secretary of Commerce Roper is Chairman of the Committee and former Federal Radio Commission Chairman Charles McK. Saltzman is Vice-Chairman. Senator Wallace White, of Maine, has been added to the Committee as an advisory member.

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NBC RECEIPT NEW AND RENEWAL CONTRACTS

NEW - Robert (Beauty Salon), New York City; Agency - Howland Oliphant & McIntyre, New York City; Started October 11, 1933, Wednesdays, 11:00-11:15 A.M., WEAJ only; Program - "Jean Colbert - Beauty Talks" - The Moderne Trio & Jean Colbert.

NEW - John H. Woodbury, Inc. (Beauty preparations), Cincinnati, Ohio; Agency - Lennen & Mitchell, Inc., New York City; Started October 25, 1933, Wed. & Fri. 8:30-8:45 P.M.; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WLW WLS KWCR KSO KWK WREN KOIL; Program - "Dangerous Paradise with Elsie Hitz and Nick Dawson", dramatic - Love, Romance and Adventure, South Seas;

RENEWAL - R. L. Watkins Co. (Dr. Lyons Toothpowder) New York City; Agency - Blackett-Sample-Hummert, Inc., New York City; Started October 22, 1933, Sunday 9:00-9:30 P.M.; Network - WEAJ WTIC WJAR WFI WFBR WRC WGY WTAM WWJ WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WEBC KGO KFI KGW KOMO KHQ KOA KDYL; Program - "Manhattan-Merry-Go-Round", popular musical program under the direction of Gene Rodemich with Tamara as soloist.

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: PUSINFSS LETTER NOTES :
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Over the past week-end Columbia moved its Washington offices from the Shoreham to the Earle Theatre Building on 13th Street just north of Pennsylvania Avenue. This is a block east of the Willard Hotel and not far from the Commerce Department and the Post Office building now under construction, which after March 1st will probably house the Federal Radio Commission.

Henry A. Bellows, resident Vice-President of Columbia in Washington, Harry C. Butcher, Manager of Station WJSV, and Ted Church, Washington representative of the Columbia News Service were all at their desks in the new quarters Monday and the first broadcasts from there began Monday night. The Columbia suite is located on the 8th floor and occupies between 5,000 to 6,000 feet of space.

Frank A. Arnold, for six years Director of Development of the National Broadcasting Company and for the last twelve months Vice-President of Albert Frank-Guenther Law, Inc., opened an office November 1st at 60 Wall Tower, New York as consultant in broadcast advertising. His services will be available to non-competitive agency accounts. Mr. Arnold will continue to serve the clients of Albert Frank-Guenther Law, Inc. who have retained his services exclusively as radio consultant in the financial field.

Mr. Arnold is one of the pioneers of broadcast advertising. His contacts are nation-wide, and in connection with his field work for the National Broadcasting Company, covering 200,000 miles of travel, he has been brought in touch with the leading advertisers and business executives throughout the country. He was the first college lecturer to deliver a regular two-credit course on broadcast advertising.

The new quarters of the NBC in Radio City have been equipped with "dial" radio receivers, so that programs, rehearsals, auditions and outside stations may be tuned in accurately and with full quality in all offices.

The dials are similar to those used on telephones and have forty-two different combinations, covering all studios, networks, local stations and even short-wave.

Station WJJD, Chicago, reports an increase of business each month for the past three months representing a 50% increase in net revenue over any corresponding figure in the past two years.

The sponsor for the news broadcasts of the Byrd Antarctic Expedition from the SS "Jacob Ruppert" from the South Pole will be the General Foods Corporation of New York advertising "Grape Nuts". The broadcasts will be heard each Saturday night at 10:30 o'clock EST over a Columbia network of 59 stations beginning November 18. The advertising agency handling the account is Young & Rubicam, New York.

The 14th anniversary of the beginning of broadcasting will be celebrated in a broadcast from the pioneer station, KDKA in Pittsburgh, Thursday, Nov. 2. The program, in which 100 artists and speakers will take part, will begin at 11:30 p.m., EST.

M. H. Aylesworth, President of the NBC, will speak from New York. The first radio program was put on the air over KDKA facilities Nov. 2, 1920, with the early returns in the Harding-Cox presidential election.

"Radio sales have shown a tremendous increase in the past three months, with each succeeding month surpassing the preceding one", according to John F. Ditzell, Assistant Vice-President of Grigsby-Grunow Co. "August of this year showed a 500% increase over the same period of 1932. September set a new record with a 132% gain over the preceding month and a 274% gain over a like period in 1932. October this year will show a 50% increase over the past month and a gain of 150% over the corresponding period in 1932." Unfilled orders total 50,000 units.

The Capitol Radio Research Laboratories of Washington, D. C. (711 Barr Building), has, in the past few months, developed a system of radio receiver reference which is becoming quite popular with radio service men. The reference material comprises two cabinets of cards which are indexed as to model and number - showing the various symptoms and cures on over sixty popular makes of receivers.

A few of the makes represented are Philco, Atwater-Kent, Majestic, General Motors, Crosley, DeWald, Bosch, Brunswick, Apex, R.C.A., Zenith, Temple, etc.

This organization also offers consultation service pertaining to these and many other receivers as an added feature of their service. In addition, a complete data sheet service on various current radio topics is also offered.

Mr. Ditzell, President of the Columbia Phonograph Co. said that Columbia record sales are the largest since 1931, and that unfilled orders on hand have not been equaled since 1930.

"Last March we definitely decided to promote extensive changes in policy in the manufacture and distribution of records", Mr. Ditzell added, "and to enlarge the scope of our operations. We signed such artists as Ben Bernie, Ted Lewis, George Olsen, Burns and Allen, Phil Harris and others. In the classics we presented the Masterworks. The tremendous increase in sales is a reflection of the new policy."

Strong protest against the resolution adopted by the National Association of Broadcasters, urging elimination of the announcement of electrical transcriptions on the radio as such, has been made to the Federal Radio Commission by the American Federation of Musicians.

Charging that the program producers and the broadcasters are openly combining to "put one over on the public", the Federation asks the Commission to retain its present regulation intact. Unemployment in musicians' ranks would be increased if the Commission accepts the broadcasters' recommendation, it is claimed.

Four hundred musicians will form the orchestra when the American Federation of Labor offers a special program in connection with the dedication of Radio City. Joseph Weber, President of the American Federation of Labor will speak.

Major Edward Bowes, Vice-President of Metro-Goldwyn-Mayer owners of WHN, WPAP, and WQAO, said that the studio facilities of the Amalgamated Broadcasting System (from which Ed Wynn recently resigned) had been offered to M.-G.-M., who contemplate constructing Broadway studios, but had been declined.

Industry is revolting against paying salaries of government representatives on Code Authorities, the New York Times states

Nine trade associations have protested to General Thomas S. Hammond, Chief of the Trade Association Division of the NRA, that such a practice "would subject the government to severe criticism and force the government representative into an unfair position with respect to the public whom he should represent, and the industry which pays him."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Oct. 31, 1933)

WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., extension of special authority to operate 500 w. unlimited time to May 1, 1934; WORK, York Broadcasting Co., York, Pa., authority to operate from 5:30 P.M., Nov. 7 to 2 A.M. Nov. 8 for purpose of broadcasting municipal and other election returns; WKRC, WKRC, Inc. Cincinnati, Ohio, 60 day extension within which to complete construction and submit field intensity measurements and data.; KFAC, Los Angeles Broadcasting Co., Los Angeles, Cal., extension of special experimental authority to operate unlimited time pending decision on application for unlimited time; WMAS, WMAS, Inc., Springfield, Mass., modification of C.P. to change type of equipment, extend commencement date to within 30 days from this date and completion date to March 1, 1934; WCNW, Arthur Taske, Brooklyn, N. Y., modification of C.P. to extend completion date to Dec. 1, 1933; KWEA, Hello World Broadcasting Corp., Shreveport, La., license covering installation of new equipment, 1210 kc., 100 watts, unlimited time; also granted consent to voluntary assignment of license to International Broadcasting Corp.

Also, WORC, Alfred F. Kleindienst, Worcester, Mass., modification of special experimental authorization to change type of equipment; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate simultaneously with KPO Wed. Nov. 8, from 8 to 12 P.M. EST and from 7:45 to 8 P.M. during month of December; WFAS, Westchester Broadcasting Corp., White Plains, N. Y., authority to operate simultaneously with WJBI from 8:30 to 10 P.M., Nov. 3 in order to broadcast political rally; KGKB, East Texas Broadcasting Co., Tyler, Tex., special temporary authority to operate from 3 to 5 P.M. CST, Nov. 3, 11, 17, 24 and 30, 1933; WNAD, University of Okla., Norman, Okla., special temporary authority to operate from 9:45 to 11:45 A.M. and from 7:30 to 9:45 P.M., Nov. 11, CST; WJBK, Jas. F. Hopkins, Inc., Detroit, Mich., special temporary authority to operate from 8 to 9 P.M. EST, Nov. 1, provided WIBM remains silent; KFDY, S. Dak. State College, Brookings, S. Dak., special temporary authority to operate from 11 A.M. to 12:30 P.M. CST, Nov. 11, provided KFYR remains silent; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 to 2 P.M. CST, Nov. 11 provided KFDY remains silent.

Also, KGGF, Hugh J. Powell & Stanley Platz, d/b as Powell & Platz, Coffeyville, Kasn., special temporary authority to operate at specified times from Nov. 28 through March 23, 1934, provided WNAD remains silent; WNAD, University of Okla., Norman, Okla., special temporary authority to operate at specified times Nov. 6 through March 14, 1934, provided KGGF remains silent.

Also, Aeronautical Radio, Inc.; at Helena, Mont., and Spokane, Wash., C.P. for new stations, frequencies 3005, 2854, 5377.5 kc., 400 watts; also at Missoula, Mont., same except 50 watts power; WPEK, City of New Orleans, La., Police Dept., C.P. to install additional transmitter and increase power from 100 watts