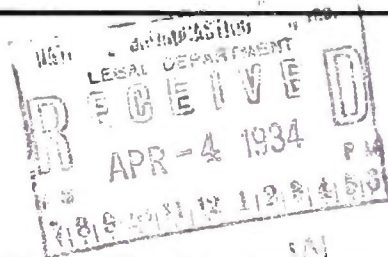


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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No. 712

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

April 3, 1934.

## DISCOUNTS YANKEE NETWORK NEWS SERVICE

Newspaper interest in the experiment of the Yankee network news service in broadcasting frequent news bulletins throughout the day is being rapidly dissipated by developments, the Editor and Publisher declares in the course of a critical survey of the situation at Boston. The radio news has not affected the circulation of any of the numerous afternoon and morning editions, and the normal increase under the impetus of big news stories has been maintained. News editors, however, are paying less attention to the broadcasts which for a time gave them concern in selecting their leaders.

The reason may be apparent from the facts of a recent Sunday night broadcast. The principal broadcast on that day comes at 11 o'clock at night and continues for 20 minutes. Analysis of the last broadcast reveals that of 30 items given over the air in 20 minutes, 19 had been given on previous broadcasts of that day without change of a word, and two of the 19 were in the Sunday morning newspapers. Thus the listener who turned on his radio for the early evening broadcasts and then for the 11 o'clock final heard repeated 19 items that he had previously heard, including two that he had read in his morning paper.

There is a current report that the Yankee network, which is operated by the Shepherd Broadcasting Co., is making \$800 a week from the advertising before and after each news broadcast. Thus far no attempt has been made to sandwich advertising in the news items. The statement was attributed to an executive in the service that the news broadcasts are costing \$1,200 a week and that the advertising revenue from them is about \$2,000 a week.

The broadcasts have not been without difficulty, however. Recently the service broadcast that Carl Dreyfus was to retire as publisher of the Boston American and would be replaced by former Mayor James M. Curley, of Boston. The American, referring directly to the broadcast, denied the report in a two-column front-page box, at top of column. The Yankee network broadcast an apology and the Hearst tabloid, the Boston Record, ran an inside news story of the apology, but paid tribute to the complete retraction.

In connection with the coming trial of the Millen brothers and Abraham Faber of Boston, on the charge of murder in connection with the holdup of a bank in Needham, Mass., counsel for Faber filed a motion for a postponement of the trial on the ground that it would be impossible for him to be given a fair jury trial at this time owing to the Yankee Network broadcasting the fact that alienists had found Faber sane. He claimed it would now be impossible to secure an unbiased jury.

It is understood that Judge Nelson P. Brown protested the broadcast by the Yankee network of a baseless report that Mrs. Millen, a minister's daughter, had been definitely linked with her husband, his brother and Faber in the actual participation of the robbery.

Efforts of Los Angeles publishers to write a peaceful finish to the controversy waging there over radio news broadcasting were repulsed this week when representatives of KFI and KNX, of Los Angeles, definitely turned down an opportunity to buy the service of the newly organized National Radio News Bureau. The two Los Angeles stations declared they would continue with the operation of their opposition radio news association.

KFI and KNX were offered the Radio News Bureau report, which is compiled from the files of the four principal wire services just as the press radio bureau report is compiled in the East at the same rate paid by others - \$12.50 a month.

Haverlin, who is commercial manager for KFI, gave two reasons for turning down the offer: First, that he desired the privilege of broadcasting news at any time without regard to the a.m. and p.m. limitations imposed by the publishers, and second, he desired to have commercial sponsors for his news periods.

Captioned "Radio Slickers", Editor & Publisher last week printed the following editorial:

"Everyone in the newspaper business, so far as we are aware, has wished to be patient and tolerant pending a readjustment under the 10-point radio-newspaper news agreement. But it is evident in some quarters that the new rule is not being taken seriously. There is a type of citizen who will gyp right up to the point of the gun.

"He will not believe, for instance, that the United States Supreme Court has ruled that news is property, and that to appropriate it constitutes a theft. He makes sailor law to suit his own convenience and stands in defiance, totally blind to the decencies involved and sure that when he pays a couple of pennies for a newspaper he has a right to resell its news. Some of the more crafty independent radio news thieves are attempting to build up legal defenses, all more or less transparent to experienced newsmen. If they can get a couple of words over the cables from London, concerning the Insull flight, for instance, it seems logical to them that they can spin a 200 word report, largely taken from newspapers printed here, and at the same time win the case when the newspaper publishers start injunction suits. There is a deep fallacy in such reasoning, as experienced newspapermen know.

"Chiseling radio broadcasters have, it seems to us, played out their game. Their "independent collection" of news from the whole round world deceives no one. The law in the case is clear. Stenographic records of their reports, made at a

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number of points, would be damning evidence. In our view, the time for readjustment, on a basis of toleration, has expired. The thing to do is trap radio news thieves and proceed against them. Newspapers have recognized radio's news rights liberally and in good faith. We believe the chains, and most of the news commentators, are playing fair. The trouble lies, as was anticipated, among the smaller broadcast outfits whose managements think they have the world by the tail."

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#### GRIGSBY-GRUNOW PROPERTIES TO BE SOLD APRIL 16

"Pursuant to an order of the United States District Court, Frank M. McKey, of 1219 First National Bank Building, Chicago, Ill, Receiver in Bankruptcy offers for sale to the highest bidder, or bidders, all of the property, both real and personal, belonging to the Grigsby-Grunow Company, with the exception of cash in possession of the Receiver.

"Bids may be made to the Receiver at any time up to the date of sale, which is set before Referee Edmund D. Adcock, Room 1201, 100 West Monroe St., Chicago, Ill., for Monday, the 16th day of April, 1934, at 10:00 o'clock in the forenoon, at which time the property will be offered as an entirety, or in parts or lots, as set out on the following pages of this notice.

"All bids must be accompanied by a certified check, draft, currency, or other security as the Court may order, for 25 per cent of the amount bid."

The properties and assets to be sold include:

Real estate and buildings at 5801 Dickens Ave., Chicago; a 5/15th beneficial interest in a trust of the Continental Illinois National Bank and Trust Company of Chicago, as Trustee known as Trust Number 20949, which trust has title to the equity in a group of buildings at Kolmar and Armitage Avenues, Chicago, Ill.; the machinery and equipment located in the Dickens Ave. plant; the machinery and equipment located in the Armitage Ave. plant; Inventory of raw materials and parts suitable for the manufacture and servicing of refrigerator units, radios and radio tubes; Inventory of finished merchandise, consisting of refrigerators, refrigerator units, radios and radio tubes; Accounts receivable totaling approximately \$800,000.; Notes receivable totaling approximately \$370,000.;

Also, 100 shares capital stock of Michigan Majestic, Inc., being all of the capital stock of said corporation; 250 shares capital stock of California Majestic, Inc., being all of the capital stock of said corporation; 79,076.45 shares capital stock of Columbia Phonograph Co., Inc., of a total outstanding

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shares of capital stock of 82,523.89; 8,084 shares of Rogers Majestic Corporation, Ltd. (Toronto, Canada), consisting of 7.070 shares Class A and 1,014 shares Class B of a total outstanding shares of 125,549; 12,000 shares of Majestic Electric Company, Ltd. (England); 3,960 shares of Voss Hutton Company; 20 shares Majestic Household Utilities; Office furniture, fixtures and equipment; Good will of the bankrupt corporation, including the right, title and interest of the Receiver and Trustee in the name "Grigsby-Grunow Company" and especially in the trade-name "Majestic", including all foreign and domestic patents, applications for patents, trade-marks, trade-names, copyrights, design applications, list of customers, orders on hand, incoming orders, stationery and supplies; All other property of whatsoever kind, nature or description belonging to this estate, now in the possession of the Receiver or to which he or the Trustee, when elected, may be entitled, not hereinabove otherwise described.

Any further information that may be desired will be furnished upon application to the Receiver.

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#### RADIO COMMISSION ISSUES WARNING

In view of the increasing sales of combination broadcast and shortwave radio receiving sets to the public, the Federal Radio Commission calls attention to provisions in the Radio Act of 1927, regarding the secrecy of certain radio messages and the heavy penalties including imprisonment provided for violations.

Reports reaching the Commission indicate that the public is increasingly intercepting police and other shortwave communications. Only in rare instances, it is believed, is this information abused. However, it was brought to the attention of the Commission that a young man in Baltimore intercepted a police call on a shortwave receiver in his home and notified law violators that officers were coming to arrest them. The young man himself was taken into custody and found guilty in a police court for violating police regulations.

A Bill was introduced by Representative Ludlow, of Indiana, providing that "no person shall use, operate or possess, in any vehicle within the United States, or any place subject to the jurisdiction thereof, any shortwave radio receiving set without a permit."

Provision is made for permits to be issued by District Attorneys, to applicants who must furnish two affidavits executed by bona fide residents of their districts, vouching for the good moral character of the applicants.

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Police officials in some cities are in favor of such legislation as they claim their work in apprehending criminals and in protecting law-abiding citizens, in some instances, has been interfered with by persons who intercepted messages intended solely for the police.

However, the Commission is hopeful that no such legislation will be necessary as it is claimed it would have a tendency to hinder experimental work in the shortwave field.

George B. Porter, Acting General Counsel, says that if any serious abuse is made by the general public of private radio messages vigorous steps will be taken to invoke the law.

In order that the public may be fully informed concerning the protection thrown around private radio messages, the Commission suggests that each purchaser of a combination broadcast and shortwave receiver be furnished by the salesman with the excerpts of the Radio Act concerning the secrecy of radio messages and the penalty for violations.

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#### COMMUNICATIONS COMPANIES HAVE FAMILY FIGHT OVER CODE

There was quite a row among the communications companies when their representatives met in Washington to argue on a proposed code for the telegraph industry. Sitting on the side-lines but not actually participating in the discussion were such celebrities in the industry as David Sarnoff, President of the Radio Corporation of America, Sosthenes Behn, President of the International Telephone & Telegraph Company, Gen. Gibbs, President of Postal and A. Y. Tuel, Vice-President and General Manager of Postal.

The Postal Telegraph Co. supported a code. RCA Communications, Inc., said it would sign one if its competitors did. But the Western Union, most powerful operator in the field, could see no necessity for one. The Recovery Administration has initiated the negotiations in its first effort to impose a code where the industry affected did not take the initial steps itself.

R. B. White, President of the Western Union, declared:

"After a very careful study, we have reached the conclusion that there are no advantages which our company can properly seek under a code of dealing with competitive practices and there is no provision in the law for a voluntary application by an industry for any other sort of code." Mr. White said that the Western Union had never been the subject of complaint on the score of unfair trade practices and would not, therefore, apply for a code. He pointed out that "continued, active competition" was compulsory under the law.

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Col. Manton Davis, representing the Radio Corporation of America, said that he had not expected that the NRA would consider a code of regulation for an industry which was already under the Federal Radio Commission and the Interstate Commerce Commission and which was the subject of a study leading to comprehensive legislation for the entire communications industry.

However, he submitted a hastily prepared set of trade practices making it unfair to attempt to induce a foreign government to break an existing contract, to extend franks and favors to other companies in the hope of obtaining foreign contracts, to lease or sell equipment to ships at less than cost in an attempt to get their business, to vary rates because of wholesale business, and to split tolls with foreign companies in return for aid in obtaining contracts.

While he did not mention the Mackay interests by name, he stated that "a company which has made several charges this morning", was doing all these things.

Frank W. Wozencraft, Assistant General Attorney of the RCA said:

"The position of the Radio Corporation of America and its subsidiaries is now what it has been at all times since the NRA was organized by the Government. The manufacturing subsidiaries of Radio Corporation of America, the RCA Victor Company and the RCA Radiotron Company, employing approximately 15,000 men and women, have long ago signed the codes applicable to their respective industries, and are operating thereunder.

"R.C.A. Communications, Inc., and Radiomarine Corporation of America now operating under the President's Reemployment Agreement, will gladly cooperate in the preparation of, and sign any code covering wages, hours and conditions of labor in the telegraph communication industry which is agreed to by the Western Union Telegraph Co. and the Postal Telegraph Co. and other subsidiaries of the International Telephone & Telegraph Corp., and approved by the NRA."

Col. A. H. Griswold, Executive Vice-President of the Postal Telegraph Co. attacked the Bell Telephone system for leasing private telegraph wires "and in effect setting up a series of private telegraph companies, subject to none of the regulations and obligations imposed on the commercial telegraph companies.

He also condemned the exclusive contracts the Western Union Co. had with railroads, which "excluded the Postal Telegraph from large railway terminals for no other reason than that they are a competitor of the Western Union."

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A. T. & T. BUYING POSTAL SEEN AS PIPE DREAM

There was a speedy denial of the story in the Washington Evening Star, reprinted in this letter, that the American Telephone and Telegraph Company intended to buy the Postal Telegraph Company. It is learned on good authority that the statement is absolutely false.

Years ago the American Telephone and Telegraph Company owned the Western Union and was asked by the Government to give it up, because the Government felt that there should be competition between the telegraph and telephone systems. Until a change is made in that legal status, obviously A. T. & T. could not buy the Postal or any other telegraph company. It is said that the A. T. & T. has not asked for any change in the law.

"So", our informant concludes, "you can see that the Star story is about three degrees removed from possibility not to mention intention."

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BROADCAST ADVERTISING 36% AHEAD OF 1933

Network broadcasting in February was \$957,000, or 36.4 per cent, greater than in February, 1933, according to figures of National Advertising Records for sales of time by the National and the Columbia chains.

In percentage of increase over 1933, February made a slightly better showing than January, but as compared with the averages for the last preceding four years, February was a little lower than January. This is explained partly by the decline of February, 1933, and partly by the fact that the averages reflect the rapid advance of broadcasting figures in the comparatively short life of radio advertising.

Here are the records, with those for January. Talent costs are not included

	1934 <u>Dollars</u>	1933 <u>Dollars</u>
February	\$3,585,120	\$2,627,761
January	3,793,075	2,811,350

The fact that figures in the last column of this table show a gain of almost a third over the averages indicates that radio has resumed its rapid upward trend, although the January and February figures were still some \$200,000 to \$300,000 below those for the corresponding months of 1932, when broadcasting was approaching its all-time peak.



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Columbia Broadcasting System shows the bigger percentage of gain, although its total sales are less than those of National Broadcasting Company. Here are the figures for the two systems:

	<u>1934</u> <u>Dollars</u>	<u>1933</u> <u>Dollars</u>
NBC - February	\$2,197,297	\$1,742,784
NBC - January	2,387,127	1,869,885
CBS - February	1,387,823	884,977
CBS - January	1,405,948	941,465

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#### DILL TO INTRODUCE SUBSTITUTE COMMUNICATIONS COMMISSION BILL

A substitute bill will be introduced into the Senate clarifying the original bill to create a Communications Commission. There will be a number of changes such as reducing the number of Commissioners from seven to five, and the divisions of the Commission shall number only two, one devoted to broadcasting and the other to include other communications such as radio and wire telegraph and telephone and cable.

Senator Dill said that the Senate Communications Commission had been meeting every morning and sometimes in the afternoon in an effort to expedite the report. He seemed certain that a Communications Bill would pass both Houses and be in the hands of the President for signature before Congress adjourns, which will be about six weeks hence, according to Speaker Rainey.

There will be no further developments with regard to the House bill until after the public hearings which have now been set by Representative Sam Rayburn, of the Interstate and Foreign Commerce Commission, for Tuesday, April 10th.

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#### STEINMETZ VOICE ON RADIO

The pallaphotophone, invented at the General Electric Co., in Schenectady, while Dr. Charles P. Steinmetz was carrying on his experiments with machine-made lightning, will carry that scientist's voice to the radio audience of WGY next Saturday (April 7) two days before the sixty-ninth anniversary of his birth.

Dr. Steinmetz, speaking on lightning, was recorded on the pallaphotophone years before his death.

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: : BUSINESS LETTER NOTES : :

Dr. C. Francis Jenkins, television inventor, was believed by his physicians to be recovering from a heart attack suffered Tuesday in his home 5502 Sixteenth St., in Washington.

Ill health has confined Dr. Jenkins to his residence since an attack in June, 1931. Much of this time he has spent in bed. A sharp recurrence of the ailment led physicians to fear for his life the last few days. He is 66 years old.

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Phil Loucks, of the National Broadcasters' Association, and Sol Taishoff, one of the wealthy publishers of Broadcasting Magazine, are in Bermuda for a Spring vacation. They are accompanied by their wives and expect to return in about two weeks.

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A new high sales mark was said to have been set in Cincinnati by the receipt of a single order calling for 40 carloads of Crosley Shelvador and Tri-Shelvador Electric Refrigerators.

It was placed by the Apollo Radio Co., of Newark, N. J. It exceeds by two cars the previous Crosley record order when the Chanslor-Lyon Company of San Francisco placed one for 38 carloads.

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The May issue of Tower Radio, the new fan magazine, contains articles, "Comedy is No Laughing Matter" by Ed Wynn, "Maestro Stokowski" by Louis Reid, "Mexico Menaces American Radio" by Robert D. Heinl, and "How to Get a Radio Audition" by Jesse Butcher. The sale of the first issue of the magazine, which is sold through the F. W. Woolworth stores, as well as on newstands, is reported to have been tremendous.

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The current issue of Harper's Monthly contains a critical article, "Why Isn't Radio Better?"

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The Chicago Better Business Bureau has established a department to investigate and correct inaccurate continuity in connection with commercial radio broadcasting. The feasibility of the plan has already been demonstrated by cases handled to date, according to Kenneth Barnard, bureau manager.

The bureau has installed a receiver and a device for recording individual broadcasts, and by this means is able to make permanent records of commercial programs. Radio stations are cooperating with the bureau by providing copies of continuity upon request.

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CEREMONIES TO MARK ERECTION OF WOR 50 KW TRANSMITTER

Alfred J. McCosker, President and Director of WOR, is planning elaborate ceremonies in connection with the ground-breaking for that station's new 50,000 watt transmitter that is to be located in Carteret, N. J.

The date is contingent upon the speed with which the Department of Commerce's Aviation Division can get the approval of various New Jersey State bodies, such as the Aviation Commission and the Utility Commission to pass along its own O.K. to the Federal Radio Commission. Twenty days must elapse thereafter so as to give time for the recording of any further objections. It is expected, however, that work will commence somewhere between April 20 and May 1.

"It is expected that the transmitter will be in operation in five or six months after work begins. The transmitter has already been constructed and ready to be installed in the new building", a statement from WOR reads.

"Delay in the erection of towers has been caused by objections to their height, which J. R. Poppele, Chief Engineer of the station had planned would be 770 feet. Air lines voiced their objection, however, on the ground that this would endanger lives of passengers using the planes. In this they were supported by the Commission. A compromise figure of approximately 385 feet was reached.

"Plans call for an innovation in lighting the towers - plans which will greatly exceed the requirements contained in Federal laws safeguarding air traffic. The lights will be of the Neon type and will light the tower on all four sides.

"Instead of the usually circular radiation of energy from the station towers, physicists at WOR are experimenting with a wave formation that will form about three-quarters of a circle on the land side and flat or shielded on the ocean side. This pattern would be shaped somewhat the same as a kidney. The plan is being worked out with light waves and reflectors.

"Nearly 40 miles of copper wire buried in trenches on the site of the new transmitter will form the ground system. One of the most interesting facts concerning preliminary research is the existence of an oil pipe line passing through the property to the State of Texas. Engineers of the staff are already speculating as to the reaction of the ground wave to the influence of the line and its affect on the strength of the signals."

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(April 3, 1934)

WTAG, Worcester Telegram Pub. Co., Inc., Worcester, Mass., license covering changes in equipment and increase in power, 580 kc., 250 watts, for auxiliary purposes only; WHBU, Anderson Broadcasting Corp., Anderson, Ind., license covering rebuilding of station destroyed by fire; 1210 kc., 100 watts, unlimited time; WRJN, Racine Broadcasting Corp., Racine, Wis., license covering changes in equipment, 1370 kc., 100 watts, unlimited time; WNRA, Kathryn Jones, Muscle Shoals City, Ala., consent to Voluntary Assignment of License, to Muscle Shoals Broadcasting Corp.; KUSD, University of South Dakota, Vermillion, S. Dak., special temp. authority to remain silent on April 5, 6, 7, 8 and 9, 1934, during Spring vacation; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., special temp. auth. to operate from 6:30 to 7:15 P.M. CST from April 8 to April 30, 1934; WTAG, Worcester Telg. Publ. Co., Inc., Worcester, Mass., special temp. auth. to operate aux. transm. with power of 250 watts, for period beginning April 15 and ending in no event later than May 1 in order to move main transmitter as authorized by CP; KSCJ, Perkins Bros. Co., Sioux City Ia., special temp. auth. to operate from 7 to 8 P.M. CST April 4 provided WTAQ remains silent.

Miscellaneous

KFNF, Henry Field Co., Shenandoah, Ia., granted regular license and hearing scheduled for April 13, 1934, cancelled, as licensee has corrected complaints; Dale Robertson, Portable and Mobile, Jackson Co., Mich., C.P. for new Gen. Exp. station, heretofore granted, was retired to closed files for want of prosecution; WKBO, Keystone Broadcasting Corp., Harrisburg, Pa., C.P. to move transmitter and studio locally and make changes in equipment heretofore granted, was retired to closed file for want of prosecution.

Ratifications

Action taken March 28: WJCT, Mackay Radio & Telg. Co., New York, granted 60 day authority to operate aboard vessel "Lewis K. Thurlow", pending receipt and action on formal application; WFEM, Franco Italian Packing Co., Terminal Island, Cal., granted 60 day authority to continue operation of station aboard "Santa Margarita", pending action on formal application for renewal; Action taken March 30: KOTN, Wm. F. Chaplin, Pine Bluff, Ark., granted modification of C.P. approving transmitter site at Hotel Pines, Pine Bluff; also granted license 1500 kc., 100 watts, daytime; WFA, WFB, WFC, WFD, WFE, Tropical Radio Telegraph Co., New Orleans, granted special temporary authority for these stations to communicate with Belize, British Honduras, for period of 30 days; Action taken March 31: KHVBY, Examiner Printing Co., NC-12196, granted renewal of license subject to filing of formal application; KRGV, KRGV, Inc., Harlingen, Tex., granted extension of special temporary authority to operate unlimited time for period beginning April 1, and pending action on application on file, but not later than Oct. 1, 1934.

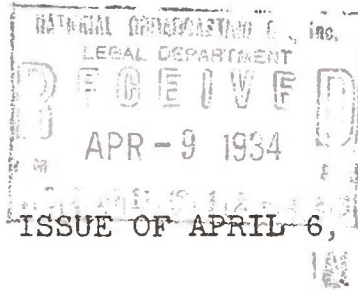
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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April 6, 1934.

WIRE AND WIRELESS CODE FINAL DRAFT CONFERENCE APRIL 12

J. C. Willever, First Vice-President of the Western Union Telegraph Co., replied to labor's demands for higher wages by declaring that any attempt to increase costs and pass them on to customers "merely would drive them to the telephone."

Willever, who testified at an NRA hearing on a proposed wire and wireless telegraph code, also criticized statements of previous witnesses that the practice of leasing wires to business organizations, which is carried on by telephone companies, was not detrimental to the telegraph companies. He pointed out that leased wires are "invaluable adjuncts in many businesses." Willever said that the Interstate Commerce Commission had approved the principle of telephone concerns making combination leases, whereby both telephone and telegraph operated on the same cable.

In defense of his own company, the witness also declared that its exclusive contracts with railroads, which had been attacked by the Postal Telegraph Co., had been permitted by the I.C.C.

H. Edwards, representing international communication employees of the Radio Corporation of America, urged that either a separate code be prepared for workers in his group, or that the proposed code be amended to provide higher wages for "this highly skilled type of workers." He recommended a minimum wage of \$40 per week, with time-and-a-half for all hours worked in excess of 48 per week. As a further suggestion, the witness recommended that a time limit be placed on profits derived by operating companies from exclusive contracts.

Frank B. Powers, President of the Commercial Telegraphers Union, contended that the telegraph industry "has suffered from the worst management of any industry of which we have knowledge" and declared that telegraph officials have been "most ingenious in discovering ways to nullify the NRA."

Deputy Administrator Leighton H. Peebles recessed the hearings and announced that he would meet privately with representatives of the industry on Thursday, April 12, to confer on the final draft of the proposed code, which then would be considered in additional public hearings.

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## COOLIDGE NEVER RECONCILED TO WILL ROGERS BROADCAST

Although Will Rogers subsequently furnished all sorts of alibis to prove that he had been forgiven for mimicking President Calvin Coolidge on the radio, the late "Ike" Hoover, veteran White House attache, whose article "The Strangest President" appears in the current issue of the "Saturday Evening Post", reveals the fact that Mr. Coolidge never forgave the offense.

"Rogers offended Coolidge when he imitated him over the radio", "Ike" Hoover wrote, "President Coolidge especially resenting the nasal tone of the voice Rogers used.

"Rogers sent a letter of apology when he heard about it but he never got back into the Coolidge good graces. The President remarked that the actor had been a guest in the White House once, if he ever was again, some other President would have to do the inviting."

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## LUXEMBURG SEEN AS GOOD MARKET FOR U. S. RADIO SETS

The Grand Duchy of Luxemburg offers an excellent market for American radio receiving sets, according to a report from consul George P. Waller.

The Grand Duchy has felt the depression less than probably any other country in Europe and unemployment is at a minimum. The standards of living, general education, and purchasing power, are today probably the highest on the Continent, the Consul reported. Most all of Luxemburg's citizens speak both French and German and is keenly appreciative of radio programs in both languages.

At the present time it is estimated that there are about 12,000 radio sets in use in Luxemburg. Because of the general situation, the Consul states, there would appear to be a market for about 12,000 more sets, plus the eventual replacement possibilities. The 12,000 sets now in use are mostly expensive sets. Small, thoroughly good sets, for the table or desk, priced at from 1000 to 1500 Luxemburg francs, should find a ready sale, Consul Waller believes. The broadcasting stations, located in Luxemburg, is so powerful, using as it does 200 kilowatts, that low-priced sets, for use on these waves should meet with a good demand.

Referring to automobile radios, the report states that there seems to be a potential market for from three to four thousand sets in the Grand Duchy. As far as Consul Waller has been able to ascertain, there is not a single automobile in Luxemburg equipped with a radio receiving set.

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## DILL APPARENTLY HAS THE VOTES TO REPORT HIS BILL

The Senate Interstate Commerce Committee's agreement to consider Senator Dill's substitute Communications Commission Bill; although on this occasion he only had about a vote to spare, revealed the fact that the Senator evidently has enough votes in Committee to report out whatever kind of a bill he desires.

The Committee is meeting every day and it was said might be able to report the bill to the Senate as early as next week. There is still skepticism in certain quarters as to whether or not a Communications Bill will be passed this session.

There were no shouts of joy or approval either from the broadcasters or the commercial communications people with regard to the substitute bill.

"It's worse, if anything, than the original Bill so far as we are concerned", a broadcaster said. "Cutting out the fine of \$1,000 a day and allowing the license revocation to stand in Section 312 is pure poppycock. If Dill succeeds in reporting this Bill out, he will have a terrific fight on the floor of the Senate. I have not entirely given up the idea that Senator White's amendment for a simple bill may not at that time receive serious consideration."

The Section in question (No. 312) in the substitute bill reads:

"Any station license may be revoked, or suspended for such period as the Commission may prescribe, for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, for violation or of failure to observe any of the restrictions and conditions of this Act, or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States."

"If the A. T. & T. or the I. T. & T. can get any comfort out of the substitute bill", a communications man said, "I don't see where it can be. It looks to me as if Senator Dill has incorporated many of the recommendations of the Interstate Commerce Commission and the Radio Commission but has paid very little attention to the protests of the communications companies."

"Senator Dill made his last campaign on how he protected the public from the 'great big radio monopoly' and it looks to me as if he proposes to try to get himself re-elected by telling his constituents how he protected them from the 'great big radio, telegraph, telephone and cable monopoly.'"



There has been a slight change - from one-fifth the number of directors to one-fourth, in Section 310, which now reads that no station license shall be granted to or held by "Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country."

Senator Dill's statement on the new Bill follows:

"Many of the changes made in the bill are technical and the new bill has been introduced to avoid the necessity of detailed amendments for each one of these small changes. In addition, several important changes have been made.

"The definition of 'interstate communication' has been altered so as to permit intrastate regulation of carriers where the line passes incidentally through another state.

"The definitions of 'parent' and 'affiliated person' have been eliminated because of the controversies as to any definition of control. Instead, where it is intended to reach parents, subsidiaries, and affiliated corporations, this bill uses the language 'persons directly or indirectly controlling, or controlled by, or under direct or indirect common control with any such carriers.' This will enable the Commission to determine the existence of such control.

"The Commission is reduced from seven to five members, appointed for six-year terms. This necessitates two divisions, one for radio and the other for telephone and telegraph, instead of the three divisions originally intended to be created.

"The Sections dealing with valuation and with extension of lines have been modified to meet changes suggested during the hearings. The Commission may authorize temporary or emergency service without regard to the provisions of this section.

"The section dealing with contracts between carriers and subsidiaries and affiliates has been modified so that the Commission is required to investigate all of these contracts and recommend to Congress whether or not the Commission should be given power to modify or declare void such contracts if not in the public interest.

"Likewise the Commission is directed to investigate and report on the desirability of permitting the states to set up independent accounting and depreciation systems; and also the desirability of having Congress allocate by law fixed percentages of radio facilities for educational, charitable, religious, labor and other non-profit organizations.

"Several questions of policy are yet to be decided by the full committee.

"This bill contains a new appeal section which provides for review in three-judge United States District Courts of orders of the Commission which revoke, modify or suspend radio station license. Refusals to grant applications for new stations or renewal of licenses, may be appealed to the Court of Appeals in the District of Columbia.

"The statute of limitation for reparation order has been shortened to one year in accordance with the recommendations of the Interstate Commerce Commission.

"The power of the President to take over communications systems has been limited to war or threat of war."

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#### SENATE RADIO LEADER TAKES SHOT AT A. T. & T. HEAD

Showing further resentment of the testimony of Walter S. Gifford, President of the American Telephone & Telegraph Co., at the recent Senate hearings, Senator Dill, of Washington interjected some remarks into a speech being made on internal revenue taxation by his colleague Senator Bone, of Washington.

"At that very moment reverberations of the panic were to be heard everywhere", Senator Bone declared, "but, says Mr. Gifford, the head of the Telephone Trust, one of the wise men of the East, from whence comes much of our financial wisdom: 'The foundation of our present-day standards are sound and enduring.' Of course, the people of this country had a right to believe one of these outstanding business leaders, because he was tied in with an unusually effective organization that was cleaning the pantries of the American people as rapidly as possible, and that ought to qualify the head of the outfit to give plentiful advice to Americans."

Here Senator Dill interrupted with: "I want to call my colleague's attention to the fact that this is the same Mr. Gifford who appears before the Committee on Interstate Commerce and denounced as unthinkable, legislation that would give the proposed communications commission the power to declare void the inter-service contracts between the parent and its subsidiary and affiliated companies by which enormous rate bases are built up for telephone structures in various States, and thereby high rates for telephones are maintained to pay a return, if you please, upon the investment of the operating companies, when the parent company of which Mr. Gifford is the head owns the manufacturing company and the operating company and reaps profits from all of them."

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"I thank my colleague for that statement", Senator Bone replied. "Of course, it is obvious to every intelligent American that the men heading these monopolies are interested only in one thing, and that is dividends. They are not interested in the welfare of human beings. They are creating by their greed a Frankenstein monster that will crush them. Instead of one man rising in the Senate to challenge this brazen affrontery, a lot of men will sometime rise to denounce this truculent infamy that makes men tramps instead of free men."

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#### CODE AUTHORITY TO CONSIDER DRASTIC NRA RECOMMENDATIONS

A meeting of the Broadcasting Code Authority has been called by James W. Baldwin, Executive Officer, for Wednesday, April 25. It will be held in Washington.

Its principal purpose will be to enable the members to consider the sweeping recommendations of the NRA with regard to shorter hours and increased wages. If these recommendations are carried out, some fear it may jeopardize the entire broadcasting industry.

The meeting will also discuss the report on broadcast technicians having to do with working conditions, will consider further the questionnaire having to do with radio artists and performers, and will take up complaints of alleged violations of trade practices.

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#### HOGAN TO STAGE FACSIMILE DEMONSTRATION

John V. L. Hogan, television expert, will give a facsimile demonstration at the Hotel St. Moritz in New York, Monday, April 9th. It will be attended by representatives of the Federal Radio Commission; also other invited guests, including newspapermen.

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## WOULD GIVE 25% OF CHANNELS TO RELIGION AND EDUCATION

Following the suggestion recently made by Father Harney, head of the Paulist Fathers in New York, who operate Station WLWL, Representative Rudd of New York, has introduced a bill in the House which would give 25% of all the broadcasting frequencies to religion and education. Senator Fess sometime ago sponsored a bill allocating 15% of the channels for this purpose.

The Bill of Representative Rudd reads:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That to eliminate monopoly and to insure equality of opportunity and consideration for educational, religious, agricultural, labor, cooperative, and similar non-profit-making associations, seeking the opportunity of adding to the cultural and scientific knowledge of those who listen in on radio broadcasts, all existing licenses issued by the Federal Radio Commission, and any and all rights of any nature contained therein, are declared null and void ninety days following the effective date of this Act, anything contained in this Act to the contrary notwithstanding.

"The Communications Commission, herein created, shall prior to ninety days following the effective date of this Act, reallocate all frequencies, wave lengths, power, and time assignments within its jurisdiction among the citizens of the five zones herein referred to.

"The Commission shall reserve and allocate only to educational, religious, agricultural, labor, cooperative, and similar non-profit-making associations one-fourth of all the radio-broadcasting facilities, within its jurisdiction, excepting those facilities issued to ships and to the use of the United States Government departments or agencies. The facilities reserved for and/or allocated to educational, religious, agricultural, labor, cooperative, and similar non-profit-making associations shall be equally desirable as those assigned to profit-making persons, firms, or corporations. In the distribution of radio facilities to the associations referred to in this section, the Commission shall reserve for and allocate to such associations such radio-broadcasting facilities as will reasonably make possible the operation of such stations on a self-sustaining basis."

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## STATE POLICE NOT TO OPPOSE CLEARING EXPERIMENTAL BAND

Following a conference with Judge E. O. Sykes, Chairman, and Dr. C. B. Jolliffe, Chief Engineer, of the Federal Radio Commission, Captain Joyce of the Massachusetts State Police, Captain Lyons, of Michigan, and representatives of New York, Pennsylvania and other State Police systems, the police officials returned to their homes and decided not to oppose the clearing of the band of 1500 to 1600 kilocycles band now occupied by some police stations for experimental broadcasting.

The police officials were assured by the Radio Commission that changes will be made on the proposed police radio channels reallocation, to go into effect May 1, which will eliminate most of the difficulties complained of and will provide good police radio for the complainants.

Engineers were much impressed by the complaints filed and it was agreed that some shifts are necessary but they are convinced that operating conditions of the State Police systems can be improved without abandoning the proposed reallocation. Just what changes can or will be made has not yet been decided upon.

The police officials will have another conference with the Radio Commission before the end of the month when it is expected the proposed changes will be decided upon and approved by the police officials. In the meantime the engineers of the Commission are giving serious thought and study to the problem.

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## MONITORING STATION SEEKS BETTER SUMMER RECEPTION

Identical Bills were introduced by Senator Thompson, and Representative Burke, of Nebraska, which would authorize the purchase of ten additional acres of land adjacent to the U. S. Radio Monitoring station at Grand Island, Nebr. This is to provide space in which to extend the station's antenna so as to improve summertime reception.

The Grand Island station was erected in the center of the country so as to be in a position to keep accurate check on whether or not stations keep to their assigned frequencies. Grand Island is likewise able to check frequencies of stations all over the world.

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## SECRETARY ROPER TO BE HOUSE COMMUNICATIONS WITNESS

The first witness to testify at the House hearings on the Communications Bill introduced by Representative Sam Rayburn, of Texas, will probably be Secretary of Commerce Roper. So far as could be learned at this writing, there is to be no further postponement and the hearings will begin next Tuesday, (April 10) at 10 o'clock.

Interstate Commerce and Federal Radio Commission representatives will then be heard followed by Henry A. Bellows, representing the National Association of Broadcasters, and representatives of the communications companies including the A. T. & T., I. T. & T., and RCA. The hearings, if they begin as scheduled Tuesday, will probably last well into the week.

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## REPLACEMENT SALE FIGURE NOW 63 PERCENT

Columbia has issued a brochure entitled "The Flood Hits the Spillways", a 1934 sequel to the 1933 report, "The Flood Hits the Valleys." This is an allocation by States of radio homes as of January, 1934.

"Through the cooperation of the McGraw-Hill Publishing Co., we have obtained records of set sales by States from all leading radio manufacturers and have surveyed over 1100 radio distributors and dealers throughout the United States in order to determine the percentage of replacement sales for each State", writes John J. Karol, Director of Market Research for Columbia.

"It is interesting to note that the 'replacement sale' figure has now reached 63.1%. While 3,806,000 sets were sold during 1933, only 1,138,600 were sold to homes which previously had no radios."

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## ARCTURUS CLAIMS SALES TO 43% OF SET MANUFACTURERS

A recent survey of accredited radio set manufacturers in the United States shows that the Arcturus Radio Tube Company, Newark, N. J., sells its tubes to 43% of the total, according to a statement given out by that company.

"It is believed that this constitutes a high point for the number of set manufacturers who use one make of tube", the statement continues.

"Many receiver manufacturers in the 78 foreign countries where Arcturus are sold, also use these tubes exclusively in their sets. Collectively the number of these foreign manufacturers totals considerably more than those served in the United States."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(April 6, 1934)

KEX, Oregonian Publishing Co., Portland, Ore., C.P. to move transmitter from Portland to North Portland, and install new equipment; KRMD, Radio Station KRMD, Inc., Shreveport, La., special temp. authority to operate from 7:30 to 9 P.M. CST, April 8, 15, 22 and 29, 1934; WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., C.P. to make changes in equipment and move transmitter locally; WODX, Pape Broadcasting Corp., Inc., Mobile, Ala., C.P. to make changes in equipment and move transmitter from Springhill, Ala. to Mobile, and move studio to same as new transmitter location.

Also, KGCR, The Greater Kampeska Radio Corp., Watertown, S. Dak., C.P. to change transmitter locally in Watertown; KBTM, W. J. Beard (Beard's Temple of Music), Jonesboro, Ark. modification of C.P. extending completion date to May 2, and change studio location in Jonesboro; WRAM, Wilmington Radio Association, Inc., W. Durham, N. C., modification of C.P. to change corporate name to Durham Radio Corp.; WSUI, State University of Iowa, Iowa City, Ia., special Temp. Auth. to operate from 4 to 6 P.M. CST, April 13 and 24, 1934, and from 5 to 6 P.M. CST, April 14, and 28.

Also, Mackay Radio & Telg. Co., Inc.: WIV, Sayville, N.Y. C.P. (fixed public pt. to pt. telg., 10490 kc., 50 KW; New, New York, C.P. (Exp. Gen. Exp.), 86000-200000 kc., 250 watts; New, Southampton, N. Y., same as for New York; KWC, Palo Alto, Cal., license (fixed public pt. to pt. telg.), 8850, 13015 kc., 50 KW; Veryl R. Fuller, College, Alaska, special exp. C.P., frequencies 2398, 3492.5, 4797.5, 6425, 8655 kc., 150 watts, also granted license covering same; WNC, American Tel. and Tel. Co., Hialeah, Fla., modification of license to add Barranquilla, Colombia, as pt. of communication; Geo. Carlyle Whiting, Camp S-82, Waterville, Pa., and Harold O. Bixby, Baltimore, Md., applications for new amateur stations for use in C.C.C.; KHNXCX, National Construction Co., NC-447-W, and KHPKP, United Airports of Conn., Inc., NC-13300, renewal of aircraft station licenses in exact conformity with existing licenses.

Also, W2XBH, Radio Pictures, Inc., Long Island City, N. Y., W2XAI and W2XDJ, Bell Tel. Laboratories, Inc., Portable and Ocean Township, N. J. respectively; W2XA, American Tel. & Tel. Co., Rocky Point, N. Y., and W3XO, same co., portable; RCA Communications, Inc.: K6XO, Kahuku, T. H., and W6XI, Bolinas, Cal., W10XC, RCA Victor Co., Inc., on any aircraft initially NC-292-W - all granted renewals of special experimental station licenses in exact conformity with existing licenses.

#### Miscellaneous

KOIL, Mona Motor Oil Co., granted regular renewal of license as company has amended charter empowering it to engage in radio broadcasting business; WODX, Mobile Broadcasting Corp., Mobile, Ala., Examiner ordered to render report on application for modification of license substituting the name of Pape Broadcasting Corp. as Commission previously granted permission of receivers to assign license to that corporation. Report held up by legal complications which have been removed.

#### Ratifications

Action taken April 1 - WDDQ, Willis Navigation Co., Seattle, Wash., granted 60 day authority to use additional frequency 2126 kc., vicinity of Seattle, aboard "Zapora"; Action taken April 2: City of Oakland Police Dept., Portable & Mobile, granted 10 new CP's to communicate in the police service on an experimental basis in accordance with Rule 320; frequencies 30100, 33100, 37100, 40100, 2 watts; KMOU, Mackay Radio & Telg. Co., New York City, granted 60 day authority to operate 100 watt transmitter aboard "Edward Pierce", 500 kc.; KFWF, Same Co., granted 60 day authority to operate 100 watt transmitter aboard motorship "Ranger", 375 to 500 kc.; WSCL, Radiomarine Corp. of America, New York, granted 60 day authority to operate aboard vessel "Eagle", frequencies 375 to 500 kc., 500 to 17000 kc.; Action taken April 3: KJOI, Mackay Radio & Telg. Co., Seattle, Wash., granted 60 day authority to operate 1 KW spark aboard vessel "John C. Kirkpatrick", frequency range 375 to 500 kc.; Action taken April 4: WMEX, The Northern Corp., Chelsea, Mass., granted modification of C.P. to extend completion date to May 15.

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#### INFORMAL HEARING OF RADIO NEWS SERVICE APRIL 11

There will be an informal hearing on the petition of the Radio News Service of America for modification of Rule 232 of the Radio Commission's Rules and Regulations. Other concerns notified are: Radio News Service of America, New York City, Postal Telegraph Co., New York City; Western Union Telg. Co., New York City; Press Wireless, Inc., Hicksville, N. Y.; American Radio News Corp., Tropical Radio Telg. Co., and Mackay Radio & Telg. Co., New York City; Globe Wireless, Ltd., San Francisco, Cal., and RCA Communications, Inc., New York City.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

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April 10, 1934.

## BROADCASTING TO BE TAKEN UP IN FINAL SPLAWN REPORT

Although the preliminary report on communications companies submitted to the House Committee on Interstate and Foreign Commerce by Walter M. Splawn, Special Counsel, contained certain references to the broadcasting industry, notably salaries of its executives, a more complete report may be expected later. The first half of the report, about 100 pages, is devoted to the telephone, telegraph and cable companies. Approximately 50 pages have to do with the communications companies and but 9 pages with broadcasting companies.

"In the final report on radio companies", Mr. Splawn states, "broadcasting companies will, to the extent that the nature of their operations permits, be given consideration similar to that given to radio communications companies."

In the conclusion of his preliminary report, Mr. Splawn says:

"Some of the big companies are very much interested in being permitted to consolidate with other corporations. The following proposed amendment to the Interstate Commerce Act seems to embody the policy tentatively agreed to by representatives of the big companies:

"Upon application of one or more companies solely or principally engaged in the transmission of written messages by means of telegraph land lines, cables, or wireless, for authority to consolidate their properties or a part thereof into one or more companies, or for authority for one or more such companies to acquire the whole or any part of the property of another such company or companies or the control thereof by the purchase or exchange of securities or by lease or in any other like manner, when such consolidated company or companies would be subject to this act, the Commission shall fix the time and place for a public hearing upon such application, and shall give reasonable notice thereof in writing to the Attorney General of the United States and to such other persons as it may deem advisable, and after such public hearing, if the Commission finds that the proposed consolidation, acquisition, or control would be of advantage to the persons to whom service is to be rendered and in the public interest, it shall certify to that effect; and thereupon any act of Congress making the proposed transaction unlawful shall not apply."

Mr. Splawn says that back of the immediate urge of consolidation are the financial difficulties of the Postal Telegraph Company and that the I. T. & T. is anxious to be rid of the deficits being accumulated by the Postal.

"Such a proposal is however contrary to the spirit of the times", Mr. Splawn concludes. "If such a consolidation were to be authorized, Congress would no doubt take measures to protect the present employees of existing telegraph companies against summary and arbitrary dismissal. Again Congress would want to be satisfied that if telegraphing by radio were to be furnished by companies that own lines that the merger would not be the death warrant to the new and developing wireless industry."

The annual salaries of some of the executive officers of different companies for 1932, as given in the Splawn preliminary report follow:

Radio Corporation of America: Owen D. Young, Chairman, Executive Committee, \$40,000; James G. Harbord, Chairman of the Board, \$48,000; David Sarnoff, President, \$55,625; Manton Davis, General Attorney, \$18,645; Alfred N. Goldsmith, Vice President, \$16,500; Otto S. Schairer, Vice President, \$23,250; G. H. Porter, Vice President \$12,000; George S. DeSousa, Treasurer, \$15,000; Louis McConnach, Secretary, \$9,375.

RCA Communications, Inc.: William A. Winterbottom, Vice-President and General Manager, \$15,200; Charles H. Taylor, Vice-President, \$15,200; Arthur B. Tuttle, Treasurer, \$5,225.

Radiomarine Corporation of America: Charles J. Pannill, Vice-President, \$14,250.

R. C. A. Victor Co., Inc.: J. R. McDonough, President, \$25,000; W. R. G. Baker, Vice-President, \$25,000; E. A. Nicholas, Vice President, \$20,000; I. E. Lambert, Vice-President, \$15,000; J. D. Cook, Treasurer, \$7,500; Paul G. McCollum, Comptroller, \$8,000; Francis S. Kane, Secretary, \$5,040.

R. C. A. Radiotron Co., Inc.: E. T. Cunningham, President, \$28,296; G. K. Throckmorton, Executive Vice-President, \$20,000; W. T. L. Cogger (succeeded in 1932 by J. C. Warner), Vice-President, \$11,326; G. C. Osborn (succeeded in 1932 by J. M. Smith), Vice-President, \$12,376; F. H. Corrigan, Secretary-Treasurer, \$13,096; F. H. Thorp, Assistant Secretary and Assistant Treasurer, \$5,238.

R. C. A. Institutes, Inc.: D. Orland Whelan, President, \$3,775; Charles J. Pannill (elected president July 28, 1932, succeeding D. Orland Whelan. Mr. Pannill has not at any time received salary as president of this company); Frederick R. Bristow, Vice-President, \$1,138; J. C. Van Horn, Vice-President, \$1,400; Ernest C. Elliott, Treasurer, \$2,185.

Radio-Keith-Orpheum Corp.: David Sarnoff, Chairman of Board, None; Hiram G. Brown, President, \$80,000; M. H. Aylesworth, President, None; Joseph Plunkett, Vice-President, \$45,000; B. B. Kahane, Vice-President, \$36,000; Herman Zohbel, Treasurer, \$18,000; William Mallard, Secretary, \$13,500.

\$22,917; John L. Merrill, \$39,685; Henry B. Orde, \$24,750; Frank C. Page, \$17,415; Frank W. Phelan, \$22,915; George E. Pingree, \$29,790; Wolcott H. Pitkin, \$22,915; Lewis J. Proctor, \$23,835; William F. Repp, \$23,165; Logan N. Rock, \$17,665; John K. Roosevelt, \$18,700; Lester R. Scovill, \$16,040.

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#### RALPH ATLASS INCREASES WJJD HOLDINGS

John F. Ditzell, President of the Columbia Phonograph Company announced the sale of all of the Columbia Company's stock interest in the Public Broadcasters operations of Radio Station WJJD, Chicago. The Public Service Broadcasting Company, Ralph Atlass, President, is the purchaser.

The Public Broadcasters was the wholly owned subsidiary of the Columbia Phonograph Company and was operated by the same executive personnel as the parent company. The consideration or terms were not announced.

The Receiver for Grigsby-Grunow Company has announced that all shares of the Columbia Phonograph Company, now owned by the Receiver of the Grigsby-Grunow Company, will be offered for sale April 16th.

79,076.45 shares of Capital stock of the Columbia Company of a total outstanding shares of capital stock of 82,523.89 are among the assets for which Frank M. McKey, Receiver in Bankruptcy for Grigsby-Grunow Company, will accept bids.

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#### SENATE REPORTS MADRID RADIO TREATY FAVORABLY

The Senate Foreign Relations Committee considering the international telecommunication convention, the general radio regulations annexed thereto, and a separate radio protocol signed by the U. S. delegates of the United States to the International Radio Convention at Madrid in 1932, has recommended them to the Senate favorably, without amendment. A dozen or more countries have already ratified the Madrid Treaty and it is expected that the Senate will follow suit in behalf of the United States.

The Madrid Treaty contains no radical changes, it was said, but simply brings up to date the Washington Treaty in 1932. The telegraphic regulations attached to the Madrid convention, in effect, increases the rate 20 percent on all messages over 10 words. This is caused by reducing the number of letters allowed in a code word from 10 to 5 but by reducing the charges only 40 percent. Although the United States is not a party to

these regulations this country will nevertheless be affected by the increase since so many other countries are parties to it.

Judge E. O. Sykes, Chairman of the American delegation said that the convention signed by the American delegation at Madrid contains only statement of general regulations, most of which are applicable alike to radio, telegraphy and telephony.

"An inspection of the General Radio Regulations of Madrid and a comparison of these regulations with the general regulations annexed to the Washington Radiotelegraph Convention will show that the general radio regulations of Madrid follow the regulations of Washington along broad basic lines, and that it is only in matters of detail here and there, where an improvement in the existing regulations could be made, that changes were found necessary", Judge Sykes said.

Under the Madrid Treaty an amateur radio operator may only exchange messages with the permission of the two countries. American amateurs protested against this and in reply to a question on the subject, Irvin Stewart, of the State Department stated that under the present radio regulations amateur stations may exchange messages.

"The committee reports of the Washington conference which drafted the present regulations show that the most active members of the committee were intent upon protecting the revenues of the public telegraph service (in most countries a government monopoly) against competition by amateurs handling international messages free of charge", Dr. Stewart continued. "The official French term which was translated as 'private nature' is 'caractere personnel.' The debates at the Madrid Conference showed that most governments interpreted this to mean remarks of a character personal to the two operators, i.e., as not permitting amateurs to exchange messages for third persons.

"The principal difference between the provisions now in effect and those against which a group of amateurs is protesting is this: Under the American interpretation of the present provisions an amateur may exchange international third-party messages unless the exchange is prohibited by one of the interested governments; under the Madrid regulations he may exchange such messages only where both governments affirmatively permit. In both cases both governments must agree; the difference is in the way the agreement is indicated. In all other respects the language governing amateur stations is unchanged; and most governments insist that this is not a change but merely a clear statement of what is intended by the present regulations.

"At the request of an amateur radio organization the Department of State is requesting 15 governments to agree to the exchange of third-party messages by amateurs. To date only one has replied; China has refused on the ground that all amateur stations are illegal in that country and those which are operating are doing so in violation of Chinese laws."

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## RMA CODE CHANGES DELAYED

Further and indefinite delay in revision of the Electrical Code has occurred in Washington. No action is expected before May 15 and probably later. The March meetings in Washington of 4,000 code authorities and trade association representatives, the automobile labor situation and other matters deferring decisions on new labor and other NRA basic policies, have combined to delay action on the Electrical Code, according to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association.

Conferences between the NRA and the National Electrical Manufacturers' Association, the general Code Authority, are continuing. The Code Committee will meet in New York tomorrow (April 11) to consider responses to NRA for further and important revision of code hours, wages, the "open price" plan, trade practices and other features.

An unsettled general policy of NRA, the future of the "open price" plan, also requires final determination by the Government before the Electrical Code and its "open price" plan can be finally revised. The "open price" plan has been referred to a special Cabinet Committee consisting of Secretaries Roper of Commerce, Ickes of Interior, Perkins of Labor and Wallace of Agriculture.

Other factors in delay on the Electrical Code are indicated but as yet unofficial policies of the NRA, setting up in each industry a labor adjustment tribunal similar to that established for the automobile industry and consisting of one industry, one labor and one neutral representative. Also NRA has informally announced plans to place labor and consumer representatives on all code authorities.

"Open price" operations are being considered by RMA variable condenser and also fixed resistor manufacturers. Mr. A. Bloom of New York is Chairman of the variable group under appointment of Code Supervisory Agency Muter, and Mr. Ernest Searing is Chairman of the fixed resistor group. Following a meeting in New York last February of the variable condenser group, another meeting was held in March to continue study of operating under the "open price" listing plan.

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## SENATE COMMITTEE ADJOURNS UNTIL FRIDAY

The Senate Interstate Commerce Committee considering the Dill Bill has adjourned until Friday and will not meet before that time unless especially called. A report to the Senate on the Dill Bill was expected early this week but evidently more time is required.

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## ARCTURUS ISSUES BOOKLET ON CENTURY OF PROGRESS

The daily feature of opening the Century of Progress with the light from the star, Arcturus, has served as the basis for a booklet and a window display unit just put out by the Arcturus Radio Tube Company, Newark, N. J.

The booklet illustrates and describes how the light from Arcturus is picked up at four different observatories and transmitted to Chicago in the form of electrical energy.

Given an astronomical chart treatment, the window display unit on Arcturus Radio Tubes shows the position of Arcturus in the heavens in relation to other stars and constellations and is based on the opening of the World's Fair daily with the light from the star, Arcturus.

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## "RADIO PEN" DEMONSTRATED

The "radio pen", a device based on the principal of facsimile air transmission of the printed, written or pictured word, was given its first demonstration outside of the laboratory in New York yesterday, (Monday).

John V. L. Hogan, radio engineer, developed the apparatus, designed for the reception of printed and other material in the home as an attachment for the radio receiver in place of a loudspeaker.

Operating at a speed of approximately 40 words per minute, the "radio pen" was housed in a metal cabinet the size of a typewriter. It turned out comic pictures, a bridge problem, an outline drawing for children to paint, and then in accompaniment to a sound broadcast, it was used to illustrate a children's story and to send a road map for a voice description of a motor tour.

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## HOUSE STARTS COMMUNICATIONS COMMISSION HEARINGS

The House started hearings this (Tuesday) morning on the Communications Commission Bill introduced by Representative Rayburn, of Texas.

The first to appear was Secretary Roper, who made but a short statement. He was followed by Dr. Irvin Stewart of the State Department who pointed out the differences between the Rayburn Bill and the presenting handling of the various communications companies business.

Capt. Hooper was the next to take the stand and his statement was very much along the line of the one he made at the hearing on the Dill Communications Commission Bill in the Senate hearings. He argued for protection against foreign ownership of communications systems. He did not finish his statement due to the fact that the hearings were recessed until 10 o'clock tomorrow (Wednesday) morning.

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## LISTENERS' REACTIONS TESTED BY ELECTRIC LIGHT BULBS

The recently announced plans for allowing radio listeners to record their reactions as they listen to a program received a preliminary test April 1, when a poll by air was taken of listeners in the region of Hackensack, N. J. Prompt responses from 6,100 auditors more than satisfied sponsors of the experiment.

The test was carried out from the broadcasting studios of WOR, in New York, under the supervision of Dr. Nevil Munroe Hopkins, of New York University, who has invented instruments which will enable householders to "vote" by pressing a button in their homes and supplementary meters which will permit power stations to read this "vote" by measuring to a high degree of precision the drain upon electrical current caused by the voting devices.

Crude substitutes served at each end of the line for the proposed devices at the April 1 test. To register their reaction each auditor turned on an extra light bulb in his home, and the cumulative response was calculated by the outward surge of power at the Hackensack station.

The question on which the poll was taken was an organ recital. Before the recital began at 9:45 p.m., an announcer explained the test and asked each who enjoyed the program to turn on an extra bulb for one minute at 10 o'clock, when the program ended. Engineers watched the power meters at Hackensack and reported a few minutes later. The response from 6,100 auditors, about 10 per cent of the population in the Hackensack region, pleased Dr. Hopkins, who said a 3 per cent response would have been good for the first test.

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4/10/34

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: BUSINESS LETTER NOTES :  
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The radio industry has just escaped an increase in the 5 per cent excise tax on radio and phonograph apparatus. Termination in 1935 of this "nuisance" tax now seems probable, Bond Geddes reports. Efforts of the Radio Manufacturers' Association to secure modification or repeal of the radio excise taxes appear to have been effective at least in preventing immediate increase in the tax which, it is reliably learned, has been under consideration by Congress.

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Women have raised \$171,000 and radio listeners gave \$46,000 in the drive in behalf of the New York Philharmonic Symphony Orchestra, Mrs. Vincent Astor has announced.

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Marconi International Marine - For 1933: Net income after taxes, depreciation and other charges, \$93,222, against \$148,692 in 1932.

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Donald E. Gibbons, brother of Floyd Gibbons, the radio commentator and war correspondent, has been appointed a miscellaneous construction foreman in the State Park Emergency Conservation Work program and assigned to White Water State Park in Minnesota, it has been announced. Floyd Gibbons was born in Washington.

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GENERAL HARBORD KIDS SOL

Gen. J. G. Harbord, Chairman of the RCA, is noted for his good memory. As a result he brought forth a good laugh at the expense of Representative Sol Bloom, who piloted a delegation of 100 Congressmen about New York last week. Sol likes best to be known as the man who "discovered" George Washington, but at luncheon General Harbord introduced him as "the man who has many other achievements, but on whose tombstone should be inscribed the fact that he wrote the music for Little Egypt's famed hoochy-koochy dance in the Columbia Exhibition of 1893."

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4/10/33

BROADCASTING CODE AUTHORITY MEETING POSTPONED TO APRIL 30

The meeting of the Broadcasting Code Authority which was to have been held in Washington on Wednesday, April 25th, has been postponed until Monday, April 30th.

At that time, as originally planned, the recommendations of the NRA with regard to shorter hours and increased wages will be considered, as well as other pertinent questions of vast importance to the broadcasting industry.

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SOME RECENT NEW AND RENEWAL ACCOUNTS OF NBC

RENEWAL - Health Products Co. (Feenamint), Newark, N. J. Agency - William Esty & Co., New York City; Starts August 20, 1934, Mon. Fri., 7:30-7:45 P.M. EST; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WREN KYW WCFL; Program - George Gershwin and Louis Katzman's orchestra.

RENEWAL - Tastyeast, Inc., Trenton, N. J.; Agency - Stack Goble Advertising Agency, 400 Madison Ave., New York City; Started March 18, 1934, Sundays 12:15-12:30 P.M. EST; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WLW; Program - "Baby Rose Marie."

RENEWAL - Northam Warren Corp. (Cutex and/or Odorono), New York City; Agency, J. Walter Thompson Co., 420 Lexington Ave., New York City; Started March 23, 1934, Fridays 9:00-9:30 P.M. EST; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WCKY WLS KWK KWCR WREN KOIL KSO WMAL CFCF WSYR WSM WSB WAPI WSMB WKY WFAA WOAI KGO KFI KGW KOMO KHQ KOA KDYL; Program - "Let's Lister to Harris"- Phil Harris and his orchestra, Leah Ray. Commercial talk given by "The Fashion Reporter".

NEW - A. C. Spark Plug Co., Flint, Mich.; Agency - Campbell Ewald Co., General Motors Bldg., Detroit, Mich.; Started March 21, 1934; Times - Wednesdays 9:00-9:30 P.M. EST and 11:15-11:45 P.M. EST; Network - 9:00 WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WCKY WKBF WLS KWCR KSO KWK WREN KOIL; 11:15 - WTMJ KSTP WRVA WFLA WMC WSB WAPI WSMB WKY WBAP KPRC WOAI WSOC KOA KDYL KGHL KGO KFI KGW KOMO KHQ KFSD; Program - "Raymond Knight and his KUKU Program" - Music and dramatic.

NEW - General Foods Corp (La France), New York City; Agency - Young & Rubicam, 285 Madison Ave., New York City; Started March 10, 1934; Time Saturdays 9:30-10:00 P.M. EST; Network - WEAJ WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF KSTP KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program - Beatrice Fairfax - advice on marriage.

RENEWAL - Ralston Purina Co. (Ry-Krisp), St. Louis, Mo.; Agency - Gardner Advertising Agency, 330 W. 42nd St., New York City; Started March 27, 1934; Tuesday 10:30-10:45 P.M. EST; Network - WEAf WEEI WTAG WRC WGY WBEN WWJ WMAQ KSD WOC WHO WOW WTMJ KSTP WIBA WEBC KGO KGW KFI KOMO KHQ KOA KDYL; Program - "Madame Sylvia and Movie Stars", Madame Sylvia and impersonations of varied motion picture stars; orchestra.

NEW - William R. Warner Co. (Non-Spi), New York City; Agency - Cecil Warwick & Cecil, 230 Park Ave., New York City; Starts April 25, 1934; Time Wednesdays 9:30-10:00 P.M. EST; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WCKY WENR KWK KWCR WREN KOIL KSO WMAL WSYR WKBF KGO KFI KGW KOMO KHQ KOA KDYL; Program - undetermined.

NEW - Bauer & Black (Blue Jay Corn Plasters), 2500 S. Dearborn St., Chicago, Ill.; Agency - Needham, Louis & Brorby, Inc., 380 N. Michigan Ave., Chicago, Ill.; Started March 20, 1934; Time Tues. & Fri. 4:15-4:30 P.M. EST, 5:15-5:30 P.M. starting May 1 as repeat program; Network - 4:15- WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR KTHS WJR WCKY WKBF WRVA WPTF WSM WSB WAPI (KYW KWCR KSO KWK WREN KOIL KSTP KVOO KTHS WFAA KPRC WOAI KOA up to and including April 27, 1934); 5:15 - starting May 1 WENR KWCR KSO KWK WREN KOIL KSTP KVOO KTHS WFAA KPRC KOA WOAI; Program - musical - dramatic;

NEW - Mohawk Carpet Mills, 295 Fifth Ave., New York City; Agency - Batten, Barton, Durstine & Obsorn, New York City; Started March 20, 1934, 10:30-10:45 A.M. EST, Tues. & Thurs.; Network - WEAf WFI WFBR WRC WGY WBEN WTAM WWJ WLW WMAQ WOC WHO WOW WDAF (WTIC WTAG WEEI WJAR WCSH on Tues. only); Program - "Mohawk Treasure Chest" - 15 piece orchestra, male singer and female announcer.

NEW - General Tire & Rubber Co. (Tires), Englewood Ave., Akron, Ohio; Agency - Hays MacFarland & Co., 333 N. Michigan Ave., Chicago, Ill.; Started April 6, 1934; Fridays 10:30-11:00 PM EST; Network - WEAf WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF WKBF WRVA WSM WMC WSB WJDX WSMB WKY WFAA-WBAP KPRC WOAI KTBS KTHS KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program - "The General Tire Program with Jack Benny" - Don Bestor's orchestra and Mary Livingstone.

NEW - General Foods Corp. (Certo), 250 Park Ave., New York City; Agency - Benton & Bowles, 444 Madison Ave., New York City; Starts May 18, 1934, Fridays 3:00-4:00 P.M. EST; Network - WEAf WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF WLW WTMJ WIBA KSTP WEBC WDAY KFYR KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ KFSD KTAR; Program - "Show Boat Matinee" - Variety - Musical Gus Haenschen - orchestra, Lanny Ross, and present Maxwell House Showboat cast.

NEW - Colgate Palmolive Peet Co. (Soap), 105 Hudson St., New York City; Agency - Genton & Bowles, 444 Madison Ave., New York City; Started April 3, 1934; Program - "Palmolive Beauty Box of the Air".

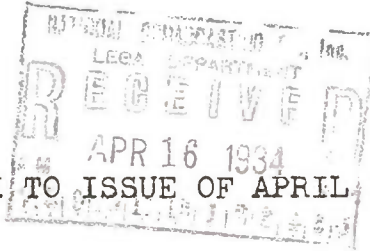
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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No. 715

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## BROADCASTERS ON GRILL AT COMING EDUCATIONAL CONFERENCE

"The Use of Radio as a Cultural Agency in a Democracy" is the subject of a forthcoming conference announced for May 7 and 8 in Washington, D. C. Invitations to the two-day meeting have been sent to leaders in education, recreation, government, and civic affairs. Called by the National Committee on Education by Radio, general sessions are to be held in the auditorium of the Interior Department Building, while group meetings are being arranged for other nearby buildings.

The National Committee on Education by Radio is a severe critic of the so-called "American" (i.e. commercial) system of broadcasting. It favors either the British system or out-and-out government ownership. It was this Committee which inspired the debates as to the superiority of the American system versus the British. Unquestionably the broadcasters and the networks will come in for quite a "panning at the forthcoming conference.

Formed late in 1930 as a result of the Chicago Conference called and presided over by the then United States Commissioner of Education, Dr. William John Cooper, the National Committee on Education by Radio is an organization representative of nine large national educational groups. These groups are the National Association of State Universities, Association of Land-Grant Colleges and Universities, National Education Association, National Catholic Educational Association, National Council of State Superintendents, American Council on Education, Jesuit Educational Association, National University Extension Association, and Association of College and University Broadcasting Stations.

The Chairman of the Committee is Dr. Joy Elmer Morgan, Editor of the Journal of the National Education Association. The Vice-Chairman is Dr. John Henry MacCracken, Associate Director of the American Council on Education. The other members of the Committee are: Dr. Arthur G. Crane, President of the University of Wyoming; Dr. James N. Rule, State Superintendent of Public Instruction in Pennsylvania; Rev. Charles A. Robinson, S.J., Saint Louis University; Prof. J. O. Keller, head, Department of Engineering Extension, Pennsylvania State College; Dean H.J.C. Umberger, Director of Extension, Kansas State College of Agriculture and Mechanic Arts; Charles N. Lischka, Assistant Director, National Catholic Welfare Conference; and Prof. Jos. F. Wright, Director, Radio Station WILL, and Publicity Directory, University of Illinois.

The Committee's full-time staff consists of Dr. Tracy F. Tyler, Secretary and Research Director, who is in charge of arrangements for the conference; Armstrong Perry, Director of the Service Bureau; and Eugene J. Coltrane, special representative in charge of field service.

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## COMMUNICATIONS COMMISSION BILLS MAKE HASTE SLOWLY

It is still any man's guess as to whether or not there will be a Communications Commission Bill passed this session. President Roosevelt has indicated that he would like to have Congress adjourn June 1st, which is only about six weeks off, very little time the way Congress works.

Senator Dill's Committee will try to finish its labors in considering the Senate Bill this week. It is reported, however, that Committee consideration of the Communications Bill in the House may extend over the next two or three weeks because of the number of witnesses expected to testify and due to the fact that the Rayburn Committee is entirely new to the subject, this being the first Radio Bill they have had to handle.

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## COMMISSION ADVOCATES REPEAL OF THE DAVIS AMENDMENT

After two days' sessions the hearings on the Communications Commission Bill introduced into the House by Representative Rayburn have been postponed for about a week until the Interstate Commerce Committee, which is considering the radio bill gets the Rayburn Stock Exchange Bill out of the way.

The high light of the two days' session was Judge E. O. Sykes, Chairman of the Federal Radio Commission, who advocated the repeal of the Davis Amendment.

Judge Sykes suggested, in behalf of the Commission, that the Radio Broadcast Division have jurisdiction over the broadcasting and amateur service, the Telephone Division shall have jurisdiction over telephones, other than broadcasting, by wire, radio or cable, and that the Telegraph Division have jurisdiction over telegraph communication by wire, radio or cable.

Judge Sykes suggested the addition of the following paragraph to Section 211, which deals with contracts:

"The Commission shall have authority to require the filing of any other contract of any carrier and shall also have authority to exempt any carrier from submitting copies of such minor contracts as the Commission may determine."

To Section 214 having to do with extension of lines and circuits, he offered the following:

"Provided, however, that the Commission may upon appropriate request being made, authorize temporary or emergency service preliminary to any proceeding under this section."

Judge Sykes said that if no changes should be made at this session, the Commission, with the single exception of an amendment which has already been submitted to take care of the Mexican situation, to withhold its further suggestions for amendment until a later date. This exception would prohibit a studio in this country transmitting from here to Mexico to be broadcast back into the United States.

If changes are to be considered at this session of Congress, Judge Sykes advocated that a section be added to the bill prohibiting lotteries. Also that the so-called Davis Amendment providing for equal radio facilities for all parts of the country be repealed. As a substitute for the Davis Amendment (Section 9 of the Radio Act), Judge Sykes suggested the following:

"In considering applications for licenses, or modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such a distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide an equitable distribution of radio service to each of the same."

"With slight changes, this is Section 9 of the Radio Act of 1927 prior to its amendment. Developments during the past few years have made it possible to measure accurately radio broadcast service", said Judge Sykes.

"The provision of the Bill which contains the 'Davis Amendment' to the original Section 9 of the Radio Act of 1927 is contrary to natural laws and results in concentration of the use of frequencies in centers of population and a restriction of facilities in sparsely populated States, even though interference would permit the operation of one or more additional stations. Because of the size of the zones, this distribution results in providing ample broadcasting service in small zones and lack of service in large zones. Experience has proved that the section as proposed is very difficult of administration and cannot result in 'an equality of radio broadcasting service.' In the provision suggested, service is made an important criterion making it possible to carry out the statutory provisions of public interest, convenience and necessity without artificial restrictions."

Judge Sykes advocated the following amendment to Section 16, the appeal section of the Radio Act:

"An appeal may be taken in the manner hereinafter provided from orders of the Commission to the Court of Appeals of the District of Columbia in the following cases:

"(1) By any applicant for renewal of an existing radio station license whose application is refused by the Commission, and

"(2) By any licensee of a radio station whose license is revoked by the Commission.

"Such appeal shall be taken by filing with said court within 20 days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the City of Washington.

"Within 30 days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application involved or upon its order revoking a license, and also a like copy of its decision thereon, and shall within 30 days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it.

"At the earliest convenient time, the court shall hear and determine upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission and, in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case to the Commission to carry out the judgment of the court; Provided, however, That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court's judgment shall be final, subject however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under Section 347 of Title 28 by appellant, by the Commission, or by any interested party intervening in the appeal.

"The court may, in its discretion, enter judgment for costs in favor of or against an appellant, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof. Provided, however, That this section shall not relate to or affect appeals which are filed in said Court of Appeals prior to the passage of this Act."

K. F. Clardy, member of the Michigan State Utility Commission endorsed the Bill but urged that a provision be not incorporated which might deprive the State Commissioners of rights to govern intra-State rates and services. Paul A. Walker of the Oklahoma Commission said State Commissions were unable to deal with telephone companies.

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## COMMISSION GRANTS PERMISSION TO BROADCAST NEWS TO STATIONS

An action which may be of far reaching consequences to the press of the country was the amending by the Federal Radio Commission of the rule with regard to broadcasting news so that it may now be transmitted direct to stations by short wave. Previously news could only be broadcast for publication by press associations and newspapers. The new amendment to this reads "or for public dissemination by any class of radio station, the emissions of which are intended for the general public."

The amendment was made following a hearing of the Radio News Service of America, a New York concern, which had applied for the privilege of broadcasting news to stations by short wave, the stations in turn to rebroadcast the bulletins to their listeners.

The apparent object of the Radio News Service of America is to set up a rival service to the bureau recently established by the press associations and newspaper publishers in cooperation with the broadcasters. In the latter service, only two bulletins are broadcast each day. It was the contention of the Radio News Service of America that listeners demanded more news than this.

It is evidently the plan of this service to sell news to stations which in turn will seek commercial sponsors for these bulletins.

Ivan Johnson, President of the Radio News Service of America, told the Radio Commission that 92 small stations had agreed to take his news service. Johnson declared that he fully expected to be able to sign up 300 to 400 stations. He said that he had made arrangements with Press Wireless, Inc., and the American Radio News Corporation (said to be owned by Hearst) to send out his bulletins.

Johnson said he proposed to broadcast from 5000 to 10,000 words a day and to charge the small stations \$10 to \$15 a month and the large ones more. He thought the average would be about \$100 a month. He expected to establish branches in New York City, Chicago and San Francisco and that the stations themselves would serve as news feeders.

Although it was said at the Commission that press associations and newspapers had been duly notified of the application of the Radio News Service of America, no one appeared to oppose it. The Commission expected bitter opposition on the part of the press and was considerably mystified when opponents failed to appear. It was said that this left no alternative to the Commission than to amend the rule.

"It looks to me as if the newspapers have been caught napping on this", an official of the Radio Commission said. "I am not sure that the Radio News Service of America is of enough substance to carry the thing through but it has been the medium of letting down the bars to others and in my opinion may result in setting up direct competition between broadcasting stations and the newspapers in the dissemination of the news."

## DILL BILL REPORTED FAVORABLY WITHOUT AMENDMENT

The Senate Committee on Interstate Commerce Friday afternoon reported favorably upon the Communications Commission Bill introduced by Senator Dill, of Washington, and recommended its passage without amendment, or with but few minor amendments.

This means that there is apt to be a spirited fight on the Bill when it reaches the floor of the Senate. Both broadcasters and commercial communications companies are opposed to it and this will certainly be manifested. It is not possible to say at this time how soon the Senate will take up the Bill.

In the Dill Bill, as reported, the Communications Commission is reduced from seven to five members, appointed for six-year terms. This necessitates two divisions, one for radio and the other for telephone and telegraph, instead of the three divisions originally intended to be created.

The bill contains a new appeal section which provides for review in three-judge United States District Courts of orders of the Commission which revoke, modify or suspend radio station license. Refusals to grant applications for new stations or renewal of licenses, may be appealed to the Court of Appeals in the District of Columbia.

The Commission is directed, in the Dill Bill to investigate and report on the desirability of permitting the States to set up independent accounting and depreciation systems; and also the desirability of having Congress allocate by law fixed percentages of radio facilities for educational, charitable, religious, labor and other non-profit organizations.

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## HIGHEST WOODEN TOWER COMPLETED FOR GERMAN RADIO STATION

What is reported to be the highest wooden tower in the world has just been completed at Muehlacker, Germany, for radio broadcasting, according to advices to the Commerce Department from Assistant Trade Commissioner Rolland Welch, Berlin.

The new tower is 190 meters in height (about 625 feet) and has on the top an antenna ring weighing 1,320 pounds, 10 feet in diameter. The ring is said to guarantee fading-free reception within a circumference of 130 kilometers. This Muehlacker station also has a vertical one-wire aerial connected with the wooden tower.

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## SALTZMAN AGAIN SPOKEN OF TO HEAD COMMISSION

The name of Maj. Gen. Charles McK. Saltzman, former head of the Federal Radio Commission, has been again mentioned as a possibility as Chairman of the new Federal Communications Commission. It was pointed out that General Saltzman was well qualified for aside from his radio experience, he also served as head of the Army Signal Corps where he had experience with telegraph, telephone and cable as well.

It was further stipulated that General Saltzman was well thought of by Secretary of Commerce Roper and had a good deal to do with framing the report of the so-called Roper Committee upon which President Roosevelt based his Communications Commission message to Congress. Nominally General Saltzman is supposed to be a Republican but as is the case with most Army officers, politics are said to have been subordinated in his career. If the partisan point were raised, it was pointed out the General could easily qualify as a minority member of the Commission, inasmuch as two of them will be Republicans.

General Saltzman has been somewhat out of the picture lately due to the fact that on February 23rd he had the misfortune to slip on an icy pavement and broke one of his legs. He is now up and about but still walks with the aid of crutches.

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## TREASURY ESTIMATES 50% INCREASE IN RADIO SALES

Figures presented by the Treasury Department to Congress in connection with the pending tax revision bill contain an estimate by the Treasury that radio sales will increase 50 per cent in the two years ending July 1, 1935.

In consideration of the tax revision bill by the Senate Finance Committee, the Treasury submitted estimates of revenue from radio and other taxes. The actual receipts in radio and phonograph excise taxes for the fiscal year ending July 1, 1933, were \$2,206,763.39. The estimate of the Treasury to the Senate Committee for tax receipts from radio and phonograph sales for the year ending July 1, 1934, are placed at \$2,800,000, while the estimate for such taxes for the year ending July 1, 1935, was \$3,400,000. These Treasury estimates were a part of the figures considered by Congress in calculating its revenue from the excise or "nuisance" and other taxes in connection with the federal budget and are an indication of the opinion of Treasury actuaries regarding prospective sales in the radio industry for the next two fiscal years.

An increase of 56 per cent in radio manufacture last February is indicated by Federal reports of radio and phonograph excise taxes collected. Internal Revenue collections during February 1934 of the 5 percent excise tax on radio products and phonograph records amounted to \$272,335.09; this compares with excise tax collections of \$173,987.28 in February, 1933.

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David Sarnoff, President of the Radio Corporation of America, was among those invited to attend the reception given by the Russian Ambassador and Mrs. Troyanovski at the re-dedication of the Russian Embassy in Washington. This was the outstanding social event of the season in the Capital with practically every one in official life present excepting President Roosevelt.

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Station WOQ, United School of Christianity, Kansas City, Mo., recently removed from the air by the Federal Radio Commission, and later refused relief by the District of Columbia Court of Appeals, has now appealed to the Supreme Court of the United States.

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Senator Key Pittman, of Nevada, Chairman of the Foreign Relations Committee has appointed the following sub-committee to study the International Copyright Bill: Senator Duffy, of Wisconsin, Senator Van Nuys, of Indiana, and Senator Fess, of Ohio.

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Mrs. Thad H. Brown, wife of the Vice-Chairman of the Federal Radio Commission, is spending a short time in New York, and was the guest at luncheon of Mrs. Frank Mason, wife of NBC's Vice-President in Charge of Publicity, who entertained at the National Woman's Republican Club on 54th St. in New York. Other guests at the luncheon were Mrs. Frank-A. Vanderlip, Mrs. Merlin H. Aylesworth, Mrs. Kent Cooper, Mrs. Rex Cole, Mrs. Phil Lennen, Mrs. Charles Speaks, Mrs. Hattie Bell Johnston and Mme. Schnitzer.

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The number of radio receiving licenses in force in Great Britain at the end of March was 6,254,400, as compared with 5,497,000 a year before.

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Work in preparation for the next meeting of the International Consultative Committee for Radiocommunications is being coordinated by the Federal Radio Commission. The agenda contains about twenty-five technical questions. The meeting will be held in Lisbon, Portugal, in September.

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## WJJD 3rd CBS CHICAGO STATION

By gradual absorption, WJJD is becoming a Columbia System station in Chicago, being added to WIND, Gary, and WBBM, as CBS outlets, according to Variety, which continues:

"Due to public howls over the kicking off of the Philharmonic Symphony for baseball broadcasts, CBS has arranged to have WJJD take the Philharmonic on Sundays and also the Union Central Life Insurance Company's "Roses and Drums."

"There now is the rumpus whether or not WJJD will be able to announce itself as of Chicago instead of Mooseheart, Ill. Federal Radio Commission has granted that permission but the other stations in Chicago, with the exception of WBBM, have put up a protest, claiming that it is unfair competition and adding to the number of stations in Chicago, which is already stated as being overcrowded.

"Ralph Atlass, operator of WJJD and WIND, is the brother of Les Atlass, Vice-President of CBS and operator of WBBM."

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## ASKS PRESS ALLIANCE WITH RADIO IN BRITAIN

An appeal in the "interests of civilization" for a permanent alliance between broadcasting companies and the press was made by Maj. Gladstone Murray, one of the original heads of the British Broadcasting Corporation, before the influential Institute of Journalists in London.

Taking the recent violent attacks against that corporation by a section of the British press as "symptom of the underlying apprehension of newspaper proprietors, shareholders and editors", Major Murray said there was no reason why on this side of the Atlantic, British tradition should not advance on a basis of equitable adjustment of interests leading to a partnership in the public service.

"Under such well-established conditions all concerned with newspapers and broadcasting would stand to benefit", he said.

"Thus far by agreeing with newspapers and news agencies about the supply of material and news bulletins, also about the time and conditions of broadcasting such bulletins, the B.B.C. has gained a distinct advantage over the United States broadcasters.

"Nevertheless permanent relations are still far from being established and problems of the ultimate effect of broadcasting on the printed word, on sales, on advertisements and on public opinion remain unsolved. I believe the majority of the British people desire to see an early adjustment of these difficult relations."

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## TOMMY SARNOFF FURNISHES WALLABY MYSTERY TO N. Y. ZOO

When two wallabies (miniature kangaroos) presented to Tommy Sarnoff, 7 year-old-son of David Sarnoff, President of the Radio Corporation of America, and his brother, by E. T. Fisk, Managing Director of the Amalgamated Wireless of Australasia, arrived in New York this week, the crate was turned over to the Central Park Zoo.

The New York Times carried a two-column cut of Tommy and the wallabies and went on to say:

"Under the direction of Capt. Ronald C. Stout, consulting zoologist of the department, and Robert Hurton, head keeper, the crate was opened and the little gray creatures ventured out into the yard next to that occupied by Maggie, the new Canadian black bear.

"The baby wallaby reported born last week in Los Angeles was nowhere in evidence. A search of the crate failed to reveal it.

"'She must have died', remarked Mr. Hurton sadly.

"'No', replied Captain Stout. 'I don't believe so. Look at the way the female is looking into her pouch. I think the baby's down there.'

"'She's not carrying it', said the lion keeper. 'She's too thin.'

"'She may be', insisted the captain. 'Look at that.'

"The argument over the existence or non-existence of the baby wallaby continued until the breathless arrival of Tommy, who had just heard the news and had demanded he be taken to the Zoo immediately.

"At Mr. Sarnoff's office in Rockefeller Center his secretary explained that Mr. Fisk had been in New York last December and at that time had made the acquaintance of the Sarnoff children. She was positive that a baby wallaby had been born before the crate left Los Angeles last Friday.

"Captain Stout said he did not wish to examine the female's pouch until she had become more accustomed to having people around her. If a baby were in it, he said, it might not come out for several weeks."

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(April 13, 1934)

WJR, WJR, The Goodwill Station, Inc., Detroit, Mich., modification of C.P. for approval of towers' location, formerly authorized in C.P.; also granted authority to extend commencement date to 4/16/34 and completion date to 10/16/34, to move transmitter from Pontiac to near Detroit, Mich.; KYW, Westinghouse Electric and Manufacturing Co., Philadelphia, Pa., modification of C.P. for approval of transmitter site at Josha Road, White-marsh Twp., Pa., and install new equipment (original C.P. covers move of station from Chicago to near Philadelphia).

Also, WMAL, National Broadcasting Co., Inc., Washington, D. C., C.P. to install new equipment, maximum power 500 watts, for auxiliary purposes; WCAE, WCAE, Inc., Pittsburgh, Pa., license covering local move of transmitter 1220 kc., 400 watts, for auxiliary purposes; WLBC, Donald A. Burton, Muncie, Ind., license covering change in equipment and increase in day power from 50 to 100 watts on 1310 kc., 50 watts night, simultaneous day operation with WTRC, share night with WTRC; WGN, WHN, Inc., Chicago, Ill., license covering changes in equipment and increase in power from 250 watts to 50 KW, 720 kc., unlimited time; WJBO, Baton Rouge Broadcasting Co., Inc., Baton Rouge, La., modification of C.P. extending commencement date to 10/1/34 and completion date to 12/1/34; WPTF, WPTF Radio Co., Raleigh, N. C., modification of C.P. to change type of equipment authorized by C.P.; KVI, Puget Sound Broadcasting Co., Inc., Tacoma, Wash., authority to take measurement of antenna power; WMPC, The First Methodist Protestant Church of Lapeer, Mich., modification of license to change frequency from 1500 to 1200 kc.; WIBM, WIBM, Inc., Jackson, Mich., modification of license to change hours of operation from specified to unlt'd

Also, WBAL, Consolidated Gas Elec. Light & Power Co., of Baltimore, Baltimore, Md., consent to voluntary assignment of license to the WBAL Broadcasting Company; WJBK, James F. Hopkins, Inc., Detroit, Mich., modification of license to change hours of operation from specified to unlimited and change frequency from 1370 to 1500 kc.

#### Action On Examiners' Reports

KFDY, S. Dak. State College, Brookings, S. Dak., modification of license granted to operate on 780 kc., 1 KW day, specified hours, daily except Sundays; 12:30 to 2 P.M. CST, sustaining Examiner Geo. H. Hill; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., modification of license granted to operate on 550 kc., 1 KW, 2½ KW LS, unlimited time, sustaining Examiner Hill (effective date in the above May 13, 1934); New, Jos. G. Mayer & Clarence R. Cummins, Erie, Pa., denied C.P. for new station to operate on 1420 kc., 100 watts, unlimited time, sustaining Examiner R. L. Walker (effective date of order April 20, 1934); WDBJ, Times-World Corp., Roanoke, Va., granted modification of license to operate on 930 kc. 500 watts, unlimited time, sustaining Examiner Geo. H. Hill (effective date of Order April 20, 1934)

#### Miscellaneous

WDAS, WDAS Broadcasting Station, Inc., Philadelphia, Pa., denied informal request for increase in nighttime power from 100 to 250 watts from 10:15 to 10:45 P.M. EST April 13, 20, 27 and May 4, 1934; WKOK, Charles S. Blue, Sunbury, Pa., granted consent to voluntary assignment of license to Sunbury Broadcasting Corp.; WTAG, Worcester Telg. Pub. Co., Inc., Worcester, Mass., temporary license made permanent increasing power from 250 to 500 watts; WESG, Cornell University, Elmira, N. Y., KWJJ, KWJJ Broadcasting Co., Portland, Ore.; WJAG, Norfolk Daily News, Norfolk, Neb., reconsidered action of March 30, 1934, granting renewals of licenses on a regular basis, and directed special temp. auth. be issued for the period ending Aug. 1, 1934, during the conduct of experiments involving stations KTHS KRLD WTIC and WBAL.

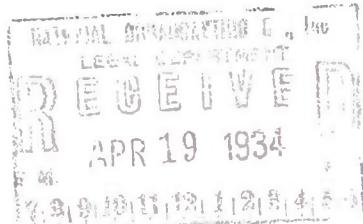
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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No. 716

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April 17, 1934.

## WOULD BREAK DOWN CLEAR CHANNELS AND CENSOR PROGRAMS

There are now too many clear channels, Federal Radio Commissioner James H. Hanley, of Nebraska, declares.

"More people would be served and better service rendered, if we had more regional channels whereby several stations could be accommodated on the same frequency rather than preserve for the exclusive use of favored stations an entire channel when it is well known that the reliable service area of even high powered stations is less than 200 miles", Commissioner Hanley said at the conclusion of his first year on the Commission.

"The success of these experimentations will result in better, more diversified and more continuous programs to many sparsely settled communities which now have very inadequate radio programs.

"Since coming on the Commission I have received numerous complaints from all parts of the country, particularly from the Fourt, or Middle Western Zone, which I represent, objecting to the character of the programs broadcast, particularly to the qualifications and culture of the performers or so-called talent; also to the substance of programs broadcast both musical and otherwise, and too, much criticism of the language employed and excessive time occupied in advertising various products which millions of listeners do not use, but we Commissioners are powerless during the regular licensed period of a station to interfere with such broadcasts because of the section of the Radio Act which prevents censorship.

"The general public, on the other hand, says to us that we must see that the stations are operated in the public interest. There is nothing else to a radio station than its programs, except its inanimate and inexpressible equipment. The Commission of necessity must consider the programs of a station when called upon to decide if its license should be renewed or not."

Commissioner Hanley, who is a Democrat, said as a matter of fairness and equity that the Radio Commission should be clothed with enough authority to warn stations that certain classes of programs are undesirable and may lead to embarrassment if not actual punishment, if they are put on the air. In other words, it would seem to him unfair to stations for the Commission to be muzzled regarding the rendition of programs and at the same time be clothed with authority to arbitrarily and summarily put off the air a station which consciously or unconsciously has rendered

an objectionable program. It puts the Commission much in the attitude of a spider sitting in its web waiting for some prey on which to pounce, said Mr. Hanley.

The Commission had adopted press releases in the past. One, with reference to broadcasting lotteries and recently, one with reference to advertising intoxicating liquor on the air. These releases were in the form of a warning that the Commission would take cognizance of the character of programs and might designate for hearing the renewal application for a station's license when the license for the current period expired.

"This, of course, is nothing more than a 'gun behind the door' policy, or a 'stop sign' warning on a highway, announcing the speed limit", Commissioner Hanley continued. "It seems to me that the Commission should be given some authority by an amendment to the effect that it could without being regarded as censorship, say that such and such a program broadcast by a duly licensed station is not being broadcast in the public interest, or is not supplying any public convenience, or is not meeting any public necessity.

"The air being the common property of all used as it is to convey radio communications, is comparable to any other public way.\* \* \* \* \*

"Consequently this question of program content and extent, particularly in commercial advertising is one that the Commission has been considering and will sooner or later have to solve. Of course we are conscious of the fact that regulatory statutes such as the Federal Radio Act must await the decision of the courts to determine just to what extent we can regulate and control without violating the anti-censorship section of the statute, but the Commission has been and will continue to be, and I think rightly so, petitioned by listeners protesting lotteries and games of chance being broadcast over radio stations, as well as other programs. Eventually Congress will make provision for penalties and punishment against stations which permit flagrant misrepresentation of goods during sponsored programs. Many advertisements over the air are reeking with superlatives regarding certain mediocre if not harmful products. There is no doubt in my mind that the general public is being grossly deceived in many instances. You will recall that only recently an investment house used much time on the air sponsoring a program primarily to sell its securities which proved to be practically worthless. One of the greatest abuses of the radio today is the disposition of advertisers to take advantage of the general public and the law as it now stands affords little protection. We look for relief through the measure designated as the Tugwell Bill now pending in Congress and I sincerely hope it will be enacted into law.

"The listening public expects more in the way of proper, considerate, informative, tolerant and cultured broadcasts from a duly licensed radio station than from the 'soap box' unlicensed

broadcaster. The licensing authority should be given power by law to say to the licensee, whose broadcasts are grossly improper, 'Stop, your broadcasts are not in the public interest, convenience or necessity.'

"Programs should be of wide appeal so that they will foster good-will and cooperation among all classes of our people and not stir social, political or religious strife or antagonisms. They should avoid, particularly in the advertising field, what is commonly known as 'bad taste'.

"While I firmly believe that the American system of broadcasting is the best in the world, there has crept into our system certain practices and abuses which are very apparent and tend to discredit, if not disrupt, the whole institution. We must correct the present abuses and injustices in our system otherwise public opinion will demand that we recapture all the government radio franchises and work out a new allocation, using as a yardstick in the New Deal the welfare of all listeners.

"Under the present setup it is common knowledge that there is too much concentration of facilities in the hands of a few who have found it financially advantageous to use them in the congested areas, as a result we have an appalling duplication of programs in the congested areas while in the wide open spaces, in rural and agricultural districts, there is a dearth of facilities. Constantly, we are forced to deny applications for radio facilities to serve outlying districts, many of which have no communication with the outside world because in the generous treatment of the big fellows the system has nothing left for the little fellow.

"Again I believe we should set aside a liberal number of channels for the exclusive use of educators and educational institutions. It has been clearly demonstrated that radio can be used most advantageously as an aid to classroom work and as a means of conveying worth while information to the general public. Opponents of that proposal claim that only a limited number of people listen to educational programs, but I contend that it is more in the interest of the public welfare and well being that 10,000 people listen to a learned discussion or lecture on some important public question or scientific subject, than it is for 1,000,000 people to listen to a great many of the programs that are now being broadcast. As I said in one of my recent dissenting opinions involving the rights of an educational station:

"Many mature thinking people are not as much interested in jazz, grand opera, or any other music as they are in listening to addresses, sermons, convention proceedings, agricultural and home economic information, and various other matters of sectional or state interest.'

"Whether or not Congress has the power to legislate on the question of rates has long since ceased to be a debatable question. My native state of Nebraska is a pioneer in

legislation on this subject. The Democratic and Peoples Independent parties back in 1892 advocated the fixing of rates to be charged by railroads doing an intra-state business. The late William J. Bryan favored such legislation and in the 1893 session of the Nebraska legislature there was passed such a measure. Its constitutionality was immediately challenged by the railroads interested and suit was commenced in the Circuit Court of Appeals of the United States for the district of Nebraska against Constantine J. Smyth, the then Attorney General of Nebraska, to enjoin the enforcement of the law. The United States Court for Nebraska sustained the law as constitutional but an appeal was immediately taken to the Supreme Court of the United States. Mr. Bryan was one of the attorneys who appeared with the Attorney General of Nebraska in defense of the law, contending that it was within the police power of the State to legislate on the subject. The Supreme Court of the United States, however, held the law unconstitutional on the ground that it was repugnant to the Fourteenth Amendment to the Constitution of the United States, in that it deprived the railroads of their property without due process of law and of equal protection under the law.

"The Supreme Court did not challenge the right of Nebraska to pass legislation on the subject."

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#### RADIO NOTABLES ENJOY GRIDIRON DINNER

Numerous persons identified with the radio industry were favored with invitations to the Spring dinner of the Gridiron Club in Washington last Saturday night in Washington. It was the first public appearance of President Roosevelt after his return from the West Indian fishing trip. The only speech of the evening, besides that of the President, was made by Senator Reed, of Pennsylvania, who presented the Republican side.

The radio people present at the dinner were:

M. H. Aylesworth, President, NBC; H. A. Bellows, Vice-President, Columbia Broadcasting System; Capt. Taylor Branson, leader U. S. Marine Band; Gene Buck, President ASCAP; Harry C. Butcher, Manager of Station WJSV; Louis G. Caldwell, counsel for WGN, Chicago; Martin Codel, editor "Broadcasting Magazine"; Senator C. C. Dill, of Washington; Archer Gibson, New York City; William Randolph Hearst, Jr., New York American; Robert D. Heinl, Heinl News Service; A. H. Kirchofer, Station WBEN, Buffalo; Harold A. Lafount, Federal Radio Commissioner; Frank E. Mason, Vice-President, NBC; Richard S. Patterson, Jr., Vice-President, NBC; Herbert Pettey, Secretary, Federal Radio Commission; David Sarnoff, President, RCA; Thomas R. Shipp, Washington, D.C.; Frank Wozencraft, Assistant General Counsel, RCA.

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## TELEGRAPH CODE HEARING POSTPONED TWO WEEKS

Deputy Administrator H. L. Peebles has announced that when the continued public hearing on the proposed Code of Fair Competition for the Telegraph Communication Industry convenes in the Auditorium in the Commerce Building on Wednesday, April 18th, it will be forthwith recessed to reconvene at the same place at 10 A.M. on Wednesday, May 2, 1934.

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## 23 STATIONS GETTING RADIO BUREAU NEWS

Twenty-three Western radio stations are now receiving the service of the Press Radio Bureau, it was announced by W. R. Gordon, editor of the Bureau. Of these, six are independent stations, and the rest are affiliated with NBC, CBS and Southern California Network.

Although formerly known as the National Radio News Bureau, the name of the Western Bureau organized last month to give Pacific Coast newspapers and radio stations a more localized service, has been changed to harmonize with name of the eastern bureau and to avoid confusion, Gordon said.

NBC stations taking the report are KDYL, Salt Lake City; KEX, Portland, Ore.; KFSD, San Diego; KGA, Spokane; KGHL, Billings, Mont.; KGIR, Butte, Mont.; KGO, San Francisco; KOA, Denver; KTAR, Phoenix, Ariz.; KPO, San Francisco.

Columbia stations are KDB, Santa Barbara; KFRC, San Francisco; KGB, San Diego and KHJ, Los Angeles.

Southern California Network outlets are KFOX, Long Beach, KFWB, Hollywood and KFXM, San Bernardino.

The Independents are KFAC, Los Angeles; KGER, Long Beach; KLX, Oakland; KMPC, Beverly Hills; KMTR, Hollywood, and KRKD, Los Angeles.

KMPC, latest station to subscribe to the service, is installing a Bell System teletype to receive the report. Other local stations now pick up the report by messenger. Copy is delivered to out-of-town stations by Postal and Western Union. Gordon stated, however, that within a few weeks, service will be speeded with the installation of a Bell System No. 19 teletype, with 60-word speed.

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## HOGAN FACSIMILE MACHINE IN REGULAR BROADCASTS NEXT JUNE

The equipment for John V. L. Hogan's facsimile transmission, recently demonstrated in New York, has been shipped back to Milwaukee and broadcasts will be begun there in June under the auspices of the Milwaukee Journal which is pioneering in this new broadcasting development for transmitting photographs, cartoons and printed material.

The facsimile receiver is small and compact. A roll of paper a little larger than adding machine width is concealed in the lower part. It threads upward under the radio pen and into the open. The pen, a combination well and pen point, rests on a horizontal bar. As reception begins a motor synchronizes movement of the pen back and forth across the paper with the upward roll of the paper. A glass panel placed over the pen allows the observer to watch the reception of the picture or story as the pen moves back and forth.

It draws a three-inch picture or three inches of printing in one minute and in an hour the observer will receive 180 inches of picture, cartoon or printed material. In the test the receiver operated at a speed of 40 words a minute, turning out comic pictures, a bridge problem, an outline drawing for children in color, and then used a children's story with sound.

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## K. C. CHIEF OF POLICE SUES FOR LIBEL ON RADIO

A suit seeking \$250,000 from the Columbia Broadcasting System, Remington Rand, Inc., and the Midland Broadcasting Co., for alleged libel and slander was filed in Kansas City by Robert J. Coffey, Chief of Police, according to an Associated Press dispatch.

The suit was based on a recent radio broadcast depicting Kansas City's March 27 municipal election in which four men were slain. The action charges that the words "acting chief, ex-convict, served time in the penitentiary", were used in the broadcast and are false.

The Remington Rand Co., office equipment manufacturers, the suit charges, sponsored the broadcast ("March of Time"). The Midland Broadcasting Co. operates radio station KMBC in Kansas City.

James A. Reed, former Senator, is Chief Coffey's attorney.

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The fact that former Senator Reed has been engaged to handle the case may mean that it will be bitterly fought. Senator Reed is noted for his vigorous prosecutions and not any too friendly to radio because one of his political broadcasts was cut off. Mr. Reed was also the attorney in the suit filed by the Grigsby-Grunow Co. against the so-called "Radio Trust."

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## DOUBT COMMUNICATIONS COMMISSION BILL PASSAGE THIS SESSION

The conferences held by President Roosevelt with administration leaders in Congress, apparently haven't decided the fate of the Communications Commission Bills now pending in the House and Senate. According to one source of information, the Bills were definitely doomed but according to another, they were not even discussed with the President and will not be until the disposition of other bills, considered more important, have been determined.

The President was quoted as saying, upon returning from his Florida trip, that there were several major bills he desired considered and if, after these had been disposed of, there would be time to take up the Communications Bill without delaying adjournment, he hoped this could be done.

If Congress is to adjourn anywhere near May 15th, it would seem that only great pressure could bring about the passage of the Bills this session.

Senator Dill's Bill has been reported to the Senate but it may take sometime to pass it. House hearings, partially completed, have again been postponed, this time to Tuesday, April 24th. This is but three weeks before the tentative time for adjournment and even if the session were extended until June 1st, the House Bill would have to go some to be passed by that time.

It might then be considerably different from the Senate Bill with a result that time would be required for conference. Altogether the prospects for a Communications Bill at this session therefore do not look very bright.

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## WOULD GIVE ONE-FOURTH TIME TO EDUCATION AND RELIGION

Apparently a follow-up of the proposal made by Rev. John B. Harney, of New York, Superior of the Paulist Fathers who operate Station WLWL, that such a redistribution be made, Representative William F. Brunner, Democrat, of Rockaway Park, New York, introduced a Bill in Congress which would give 25% of all radio facilities to religious and educational institutions.

The text of the Bill is as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That to eliminate monopoly and to insure equality of opportunity and consideration for educational, religious, agricultural, labor, cooperative, and similar non-profit-making associations, seeking the opportunity of adding to the cultural and scientific knowledge

of those who listen in on radio broadcasts, the Commission shall require that all radio broadcasting stations allocate not less than one-fourth of their operating time to educational, religious, agricultural, labor, cooperative, and similar non-profit-making associations. The facilities so allocated shall be equally desirable as those assigned to profit-making persons, firms, or corporations."

Numerous petitions urging similar legislation as this are beginning to be received by Senators and Representatives. In this connection the following letter from Mary Filser Lohr, President of the Catholic Women's Union of New York State, was presented to the Senate by Senator Robert Wagner, of New York:

"This is an appeal on behalf of Radio Station WLWL of New York City, the only Catholic broadcasting outlet in the entire Northeast section of the United States.

"For the past several years WLWL has courageously struggled against many of the obstacles and handicaps so that this station could continue, and that the work which is being done by the Catholic Church in one of the principal Catholic centers will not be jeopardized or completely wiped off the air.

"Since 1927 WLWL has been discriminated against unjustly. Once a station with unlimited time, it is now reduced to 15½ hours a week. Columbia Broadcasting has profited by the curtailment of WLWL's time, contrary to the regulations of the Federal Radio Commission.

"The efforts to obtain WLWL's just rights from the Federal Radio Commission up to the present have been unsuccessful. Columbia Broadcasting holds the wave length on which WLWL has only 15½ hours and refuses to give it up; its attitude is clearly expressed in a letter received by WLWL from Mr. Edward Klauber dated March 7, 1934, in part as follows:

"Let me say once more, in order that our position may be entirely clear, that we do not feel that we can conscientiously or with due regard to our own interests or those of our audience surrender any of this wave length to you, nor do we know that the Commission would allow you to have it, even if we were willing."

"Educational and religious radio stations that are striving to render real service for educational and moral life of their listeners are given but a few hours and are thereby sacrificed for unnecessary and commercial programs.

"The Radio Commission has consistently discriminated against educational agencies in the allotment of broadcasting facilities, though the development and extension of education is a deep-rooted policy of our people.

"I would request that you carefully consider the amendments as follows: Section 301-A, 301-B, and 301-C, and use your best endeavors to support these bills. By so doing you will aid the cause of moral, educational, and religious progress in our country, whose proudest boast is its devotion to the cause of education."

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 ::: BUSINESS LETTER NOTES :::  
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Herbert L. Pettey, Secretary of the Federal Radio Commission, has been appointed to the Legion of Honor of DeMolay, it was announced by Grand Scribe Frank S. Land, of Kansas City, Mo.

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An RCA Victor Public Address System, just installed in the Willard Hotel in Washington, D. C., was used for the first time the night of the Gridiron Dinner.

It worked so well and voices were reproduced so naturally that guests were hardly aware that mechanical devices were being used.

The banquet hall is a city block in length but the voice of President Roosevelt was heard perfectly in every part of the room.

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Roger H. Eckersley, Director of Entertainment for the British Broadcasting Corporation, arrived in New York aboard the "Georgic" this week to begin four weeks study of American radio technique. Mr. Eckersley is the first of a group of BBC department heads sent to this country as a result of Sir John Reith's visit here for the opening of Radio City.

Mr. Eckersley made a brief inspection of the Radio City studios yesterday. He will remain in New York for three days, then visit NBC studios in Chicago and Washington.

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"MILESTONES OF RCA PROGRESS"

A 45-page booklet, pocket-size, has been issued entitled, "Milestones of RCA Progress."

The preface of the booklet reads:

"The Radio Corporation of America has held a position of leadership in laboratory research and in the development of radio services throughout the years in which the radio industry in the United States has risen swiftly from halting beginnings to its present place. So many of the important forward steps in radio have been initiated by the Radio Corporation, and in so many others has it been among the leaders, that the story of RCA

outlines the larger story of a radio era. In the following summary of important events in RCA history will be found many of the milestones of that era.

The milestones begin with the year 1919, the highlights of which are set forth as follows:

"First move to offset world communication dominance in foreign hands in letter written by Franklin D. Roosevelt, Acting Secretary of the Navy, requesting the General Electric Company to suspend negotiations for the sale of Alexanderson Alternator to the British Marconi Company until after a conference with the Navy Department - April 4.

"Conference at General Electric Company's offices relative to retention of Alexanderson Alternator in American hands, attended by Admiral Bullard and Commander Hooper of the Navy and the General Electric's representatives, including E. W. Rice, Jr., President of the Company; Owen D. Young, Vice-President; Albert G. Davis, Head of the Patent Department; E. P. Edwards and C. W. Stone, of General Electric - April 8.

"Radio Corporation of America organized - October 17.

"First effort to unlock United States patent deadlock by cross license agreement made between Radio Corporation and General Electric Company - November 20.

"Marconi Wireless Telegraph Company of America assets and business taken over by RCA - November 20."

Then follow other "milestones" up to and including Christmas Day, 1933.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (April 17, 1934)

WLW, The Crosley Radio Corp., Cincinnati, Ohio, special exp. auth. to operate with 500 KW power using transmitter of W8XO for period ending August 1, 1934; WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., special temp. auth. to operate simultaneously with station WALA from 6:15 P.M. to 12 midnight, CST, April 23, 24, 25, 26, 27, 28, 29 and 30, 1934, with 250 watts power; KFPY, Symons Broadcasting Co., Spokane, Wash., special temp. auth. to operate station without an approved frequency monitor for period of not more than 2 weeks from April 20.

Also, New City of Stockton, Cal., Police Dept., C.P. frequencies 30100, 33100, 37100, 40100 kc., 15 watts; New, Sun Oil Co., Portable #1, Recording Station and Portable #2 and 3, C.P.s (Geophysical) 1652 kc., 5 watts; WNEE, Superior Pine

Products Co., Fargo, Ga., C.P. to install new equipment and increase power from 50 to 100 watts; WSDM, Albany, N. Y., and WSDD, Boston, Aeronautical Radio, Inc., license, 2612, 2636, 3467.5, 4740 kc., unlimited, 6540, 6550, 6560 and 8015 kc. day only, 250 watts power; WSDK, Memphis, Tenn., same except licensed operator at control point only.

#### Miscellaneous

WGBI, Scranton Broadcasters, Inc., Scranton, Pa., C.P. 880 kc., 1 KW, to share with WQAN, heretofore set for hearing, was dismissed at request of applicant; New, Victor Beverly Pitts, Raton, New Mexico, C.P. 1500 kc., 100 watts, daytime, heretofore set for hearing, was dismissed at request of applicant; Lloyd Goodstorf, Marion, Wis., barred from examination for radio operator privileges, for a period of 6 months from this date, because he unlawfully operated an amateur station without having first obtained a license from the Commission; Milton Davis, Marion, Wis., same.

#### Ratifications

New, Monty Glennwood Mason, 527-E, granted license to operate aircraft station as broadcast pickup station, frequency 2102, during period of blind flying endurance flight; Same, at Alhambra, Cal., C.P. to communicate on experimental basis granted in the aviation service, frequencies 31600, 35600, 38600, 41000 kc., 10 watts; Action taken April 13: KQV, KQV Broadcasting Co., Pittsburgh, Pa., granted extension of special temporary authority to operate simultaneously with WSMK from 7:15 P.M. to 12 midnight, for period beginning April 15, and ending not later than May 1, 1934; WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, granted extension of special temporary authority to operate simultaneously with KQV from 7:15 P.M. to 12 midnight, for period beginning April 15 and ending at not later than May 1, 1934.

Also, WPGU, Town of Cohasset, Mass., Police Department, granted license to cover C.P., 1712 kc., 24 watts; KIFS, KFJI Broadcasters, Inc., Klamath Falls, Ore., granted authority to use broadcast pickup station on April 21, Lakeview, Ore., frequency 1622 and/or 2150 kc., 50 watts; KIKX, American Hawaiian SS Co., San Francisco, granted 3rd class public service ship license.

#### Set For Hearing

New, Joseph Pappalardo, Methuen, Mass., C.P. for new station, 1120 kc., 500 watts, daytime; New, D. J. Burton & L. C. Davis, Temple, Texas, C.P. for new station, 990 kc., 250 watts, daytime; WDGY, Dr. George W. Young, Minneapolis, Minn., C.P. to make changes in equipment, increase day power from 1 KW to 2½ KW (1 KW night) and change hours of operation from limited to unlimited to be heard before the Commission en banc on June 6.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

RECEIVED  
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No. 717

*[Handwritten scribbles and numbers]*

April 20, 1934.

## NEW DEVICE SHOWS AURAL RADIO RANGE SIGNALS VISUALLY

A device which visually interprets the signals of aeronautical radio range beacons which are received through headphones and are relied upon by airmen for directional guidance under conditions of poor visibility, has been developed by W. E. Jackson and L. M. Harding, radio engineers of the Aeronautics Branch, Department of Commerce, it was announced by Rex Martin, Assistant Director of Aeronautics in charge of air navigation.

"The device includes an indicator which fits into the instrument panel", Mr. Martin explained. "It is similar to that developed for use with the Department's experimental radio system for blind landings and can still be used for this purpose if desired. It has an open face with two needles, one vertical and the other horizontal. The vertical needle is the chief indicator. If the aircraft moves off the course defined by the radio beacon, this needle moves accordingly in the same direction. If the plane is exactly on course, this pointer remains in the center of the dial. The horizontal indicator shows the volume of the received signals which can be adjusted by the pilot.

"In addition to the indicating instrument, there is a small converting set which is attached to the aircraft's regular radio receiver. This set fits into a small box 6 inches long by 7 inches wide and 7 inches deep. No changes are necessary in the regular receiving set.

"When the signals are received they are passed into the converting box and changed into impulses which actuate the visual instrument in front of the pilot. The signals may be received through the headphones simultaneously, thus giving visual or aural indication as the pilot desires.

"If the headphones are used, however, the pilot will hear a predominant dot or dash when off course, depending upon the direction, instead of the familiar Morse code A (.-) or N (-.). It is necessary to change the character of the signals transmitted by the radio range beacons in order for the visual indicator to function. The airman would still hear a steady signal when on course.

"One of the chief advantages of the new device is that it requires only a slight and inexpensive change in cams at the radio range transmitters.

"The general problem of making radio range signals available to airmen in a visual form has been before the Department of Commerce for several years. One of the first solutions considered

was that of installing visual type transmitters at radio range stations which would actuate two vibrating reeds on aircraft instrument panels. However, this method would have cost about \$500,000 for the entire airways as against less than \$500 for the system just developed.

"The arrangement developed by the two radio engineers has undergone extensive flight tests which have shown it to be satisfactory. However, no definite plans to place the new system in operation on the Federal Airways will be made until it has been given practical service tests by those airmen who fly the airways regularly and not then unless these expert users of the aids to air navigation signify their wishes for the new device."

Mr. Jackson and Mr. Harding have been working on the development of this arrangement for several months.

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#### PALEY'S SALARY ESTIMATED AT \$275,000

With the stockholders estimating that profits of at least \$5,000,000 will be garnered this year from the sale of network facilities and the operations of the CBS Artists Bureau and CBS-owned stations, William S. Paley stands to take in as President of Columbia around \$275,000 for 1934, Variety figures.

"This coin is exclusive of what he will collect in dividends as or of the web's major stockholders", the theatrical publication goes on. "Paley's status as a money earner from the angle of youth has its parallel in pictures. He, like Irving Thalberg of Metro, is only 34 years old.

"Paley's salary arrangement with the CBS Board of Directors was revealed in the executive payrolls for both that network and NBC released by the Splawn report made to the House Interstate Commerce Committee. Paley's contract calls for a guarantee of \$40,000 a year plus 2½% of the profits up to \$600,000 and 5% of the network's earnings above \$600,000."

An aftermath of the Splawn report was the Board of Directors of the American Telephone and Telegraph Company backing the big A. T. & T. salaries. Julian I. Pierce, librarian of the American Federation of Labor, owning 11 shares, moved that the salary of W. S. Gifford, President of the A. T. & T. \$206,250 a year be reduced to \$75,000 and that no other officer receive more than \$20,000 a year. The secretary of the company read a statement by the Directors of the A. T. & T. indicating that if they could get "better men by paying more money, it would be wise to do so."

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## FEBRUARY BROADCAST ADVERTISING A TRIFLE OFF

Broadcast advertising in February showed a slight decline as compared with the preceding month, the National Association of Broadcasting reports. Gross sales of time amounted to \$5,943,820 and were 4.1% less than in January. National network revenues were 36.4% above February 1933, though showing a drop of 5.5% as compared with the preceding month of the current year. Non-network advertising decreased 2.0% as compared with January, while regional network advertising increased slightly.

Slight increases in advertising were experienced by stations of 1,000 watts and under, while minor recessions took part in the higher power classes. All geographical districts tended to hold their own as compared with the previous month, the drop in Southern revenues being largely offset by a small increase in Middle Western business. Spot advertising exhibited slight gains, while local advertising decreased approximately 4.0%. Electrical transcription volume continued strong, while spot announcement volume showed added recessions. The large gains in spot and local beverage advertising, the marked increase in national network automotive advertising, and the equally marked shrinkage in spot and automotive advertising were the principal features of the month in the field of sponsorship of advertising.

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## RADIO MERELY PEANUT VENDOR, SAYS EDUCATOR

Radio should be used as "an instrument for spreading culture rather than as a peanut vendor", Dr. Tracy F. Tyler, educator, told a conference on radio control at George Washington University in Washington.

Discussing the question, "Should the United States Adopt the British System of Radio Control?" Dr. Tyler said there is "evidence of growing dissatisfaction on the part of the American public with present broadcasting."

American broadcasting methods were championed by Dr. Henry A. Bellows, Vice-President of the Columbia Broadcasting System, who held that commercial sponsorship has placed some of the finest talent on the air. "Most of the complaints as to radio programs come not from the public, but from those who like to tell people what is good for them - from professional reformers", he said.

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## AUCTION SALES OF RADIOS BOTHER AFRICAN MERCHANTS

The introduction of auction sales to dispose of new radio receiving sets in the Union of South Africa has served to complicate competitive conditions in that market, according to Trade Commissioner E. B. Lawson. Auction-room sales of radios, he points out, are steadily increasing in the Union, especially in Johannesburg.

There have been increasing instances, Lawson reports, where local auction rooms have placed orders with manufacturers' agents for shipments of new radios, which have been put up for auction to the lowest bidder, and thus set up additional competition to the established radio dealers and distributors. These stocks include not only cabinet sets, but automobile sets which have only recently come into the market.

Inasmuch as the prices obtained at these auction sales are reported to be substantially lower than comparative dealer prices, there is a growing fear in the local trade that auction sales will increase unless dealer-importers are able to prevail upon manufacturers' agents to refuse indent orders from auctioneering concerns.

It is recognized that purchasers of radios at auction do not receive the usual ninety days guarantee given by the regular dealers and enjoy no established servicing facilities. However, there are numerous radio service men who will supply service at a price, equally as low as the authorized dealer, and the individual purchaser is content to make a saving on the original price of the equipment.

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## ALLY AT RADIO ALSO HELD GUILTY AS AID IN HOLDUP

Staying home and listening to a police broadcast of a holdup can be as felonious as taking part in the robbery.

An alibi was interpreted as admission of guilt in Washington in District Supreme Court when Charles Potter Haynes, alleged to be one of the four men who robbed a Childs restaurant near the Union Station, told the court he was home at the time listening to a radio account of the holdup.

Any premature hopes of acquittal were dashed when he was promptly sentenced to serve from a year to 14 months. Police claimed it was Hayes' role to stay home and listen to the radio alarm so that he might inform his confederates.

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4/20/34

## NBC SALES DEPARTMENT REORGANIZED

At a meeting of the NBC Sales Staff last Saturday, April 14th, Edgar Kobak, recently-elected Vice President in Charge of Sales for the National Broadcasting Company, announced a new sales set-up, "organized to serve the convenience of the advertiser and his agency rather than that of the NBC itself." The local and national sales staffs are now merged, with all salesmen reporting to the Sales Manager of their respective NBC territorial Division - Eastern, Central or Western.

All advertisers with national or semi-national distribution, whether they wish to use networks, transcriptions or local programs, will be served by the salesmen assigned to national accounts. Strictly local advertisers such as department stores and banks will be served by other men specializing in this type of business. All salesmen in each NBC Division, whether working on national or local business, will be members of a single Sales Department and report to one Divisional Sales Manager.

The reorganization becomes effective immediately in the Eastern Division office and will be extended to the Central and Western offices as soon as practical.

Kobak is now in Chicago for the purposes of gaining a first-hand acquaintance with the personnel in that office and organizing a similar coordination of Sales Departments for the Central Division. He is accompanied by Roy C. Witmer, NBC Vice-President, who will now act as operations head of all NBC Sales.

When the reorganization is completed, every NBC-managed station will represent the National Broadcasting Company as a whole and will not confine itself to so-called "local, spot or transcription" representation, as formerly. While no new titles have yet been announced, it is understood that sales in the Eastern Division will be headed by Donald S. Shaw (previously Eastern Network Sales Manager) assisted by James V. McConnell (previously Eastern Division Manager, Local Sales).

Lloyd Thomas will continue to give his personal attention and supervision to the development of local business through all stations represented by the National Broadcasting Company.

Simultaneously with this Sales Department reorganization, a realignment is announced in the advertising and sales promotional staff. Four definite groups are established, reporting to E. P. H. James, Sales Promotion Manager. The respective heads of the four groups are - B. J. Hauser, Presentations; J. K. Mason, Merchandising; W. C. Roux, Advertising, and Paul Winchell - Marketing.

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4/20/34

### SENATE BILL MAY BE CALLED UP ANYTIME

The Senate Interstate Commerce Committee, which had previously ordered a favorable report on the Senate (Dill) Communications Commission Bill, has now formally reported the Bill to the Senate. This serves to place it on the calendar and at anytime now it may be called up for consideration at the will of a majority.

While there is a possibility that the Dill Bill may be passed by the Senate this session, the fact that Representative Rayburn, of Texas, is apparently not making any particular effort to expedite the House Bill makes it appear unlikely that a Communications Bill will be passed by both Houses this session. Hearings twice postponed will be resumed by the Rayburn Committee next Tuesday and may last for several weeks. If so, this may slow up the proceedings and put the entire fate of the Communications legislation in jeopardy.

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### RADIO COMMISSION SOON MOVES TO NEW QUARTERS

The Federal Radio Commission is scheduled to move to the new Post Office Department Building on Saturday, March 28th. This is located on Pennsylvania Avenue, the next block west of the old Post Office Department building.

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### SQUIER BEQUEATHES ESTATE TO SISTER

Maj. Gen. George Owen Squier, U.S.A. retired, who died March 4, left his estate of at least \$120,000 to his sister, Mary Squier Parker, of Dryden, Mich., it was disclosed in Washington when his will was filed for probate in District Supreme Court.

Mrs. Parker was named executrix of the estate. Besides personal property and real estate totaling \$120,000, Gen Squier owned certain patents, the value of which is unknown. The will was filed by Attorney James A. Purcell.

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4/20/34

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::: BUSINESS LETTER NOTES :::  
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In granting special authorization to the new 500,000 watt transmitter of WLW, operated by the Crosley Radio Corporation at Cincinnati to continue experimentally until August 1st, the Federal Radio Commission reports that no complaints have been received that this super-powered station has caused any interference to other stations.

The transmitter has been temporarily designated W8XO and has already been heard in many parts of the world.

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A message of greeting flashed from the headquarters of the International Telephone and Telegraph Co. in New York City, was received at the same address three minutes and forty-six seconds later, after it had traveled 25,000 miles around the world by telegraph and cable.

The message was sent by Col. Sosthenes Behn, President of the International Telephone and Telegraph Co. to William S. Paley, President of Columbia, in connection with a broadcast entitled "Spanning the World."

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The American Society of Composers, Authors and Publishers last week distributed the largest dividend plum in the history of the organization, Variety reports, and adds: "For the first quarter of 1934 the Society collected over \$800,000, with approximately \$650,000 of this constituting the amount split up among the members. Jump in royalty check figures was about 35% above what they were for the final quarter of 1933."

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A Bill has been introduced by Representative DeRouen, of Louisiana, to authorize the transfer of the Otter Cliffs Radio Station, operated by the Navy Department, on Mount Desert Island in Maine, as an addition to the Acadia National Park. The station occupies about 12 acres of land.

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## COUGHLIN RECEIVES HALF MILLION DOLLARS YEAR BY RADIO

Some amazing statistics are given in connection with a lengthy article about Father Coughlin which appeared recently in Fortune Magazine, excerpts of which follow:

"Early in 1932, Father Charles E. Coughlin of Royal Oak, Michigan, preached a radio sermon on the topic, 'Hoover Prosperity Breeds Another War.' And within a week after he had finished speaking one million people sat down and wrote to him. Six hundred thousand people wrote to him after he had dubbed J. P. Morgan, Andrew Mellon, Ogden Mills, and Eugene Meyer the modern 'Four Horsemen of the Apocalypse.' At this very moment thousands of letters are en route to Father Coughlin in the U. S. mails. In his parish in the suburbs of Detroit there are only a small number of regular communicants, but Father Coughlin receives 80,000 letters a week.

"So far as response is concerned, Father Coughlin in just about the biggest thing that ever happened to radio. Radio men say that each of the twenty-seven Sundays during the year when Father Coughlin preaches over twenty-seven radio stations, there are thirty million people listening to him. Discounting all radio statistics, set down ten million. But an audience of ten million is probably the largest steady radio audience in the world. It is hard to make comparisons because the radio fans usually respond heavily only to offers of free goods. A big star like Rudy Vallee gets only 2,500 unsolicited letters a month. But when the silly Gracie Allen, of Burns and Allen, offered a book of her wisecracks, she got 300,000 requests in a week. Father Coughlin dwarfs even this record; he has touched the million mark and several times approached it, and there is that average of 80,000. He has to have a clerical staff of 150 women to deal with his audience. If you are thinking of comparing him with other famous radio preachers like S. Parkes Cadman and Harry Emerson Fosdick, you may as well stop at once; his mail exceeds theirs by at the very least 1,000 to 1.

"And here is the most astounding fact of all. Father Coughlin's mail contains not coupons but - cash, cash, cash - hundreds of thousands of dollars in voluntary contributions. He got enough cash in 1933 to pay a radio bill of \$380,000 and start a new stone church which is expected to cost \$1,000,000. His probable radio audience of 10,000,000 gives perhaps \$500,000 a year to his works and ways. Father Coughlin walked into a Detroit bank one Tuesday morning and deposited \$22,000 in one-dollar bills which had arrived in Monday's mail. He does that sort of thing all the time. Every cent of his expense is met by voluntary contributions. Some say he has delusions of grandeur and point to the small number of regular communicants. What does he want with a church seating 2,800? But Father Coughlin will tell you that once the new church is built, he will attract the people to fill

it. And since he now has to turn away four times as many visitors as he receives at six Sunday masses, he has some claim to being believed.

Leo J. Fitzpatrick of Station WJR, in Detroit, is referred to as the technical guide of Father Coughlin's entire radio career.

"Mr. Fitzpatrick was friendly enough to squeeze Father Coughlin into WJR's Sunday litany of jazz bands and ballad singers. He was friendly enough to slice the rates for Father Coughlin's benefit. Instead of paying \$450 an hour, it was agreed that, until the results had been tested, the parish would pay only \$100. Four weeks later a microphone stood on the lectern at Royal Oak, and on Sunday afternoon Father Coughlin broadcast a gospel sermon. During the next week he got eight letters about the broadcast. He answered them all by hand because he had no typewriter."

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#### EDUCATIONAL PROGRAMS VOLUME INCREASE, SAYS AYLESWORTH

The volume of educational programs over the radio is far greater than generally believed, M. H. Aylesworth, President of the National Broadcasting Company, declared at the annual meeting of the Advisory Council of the NBC held in New York City.

"Education by radio in the schoolroom must of necessity be generally localized to the community where the curriculum and local time make possible broadcasts that do not interfere with local school activities or with the established course of study", he said. "In other words, radio cannot assume the place of the school teacher in the classroom. On special occasions outstanding national radio broadcasts may be heard in the classroom which serve to put the classroom in touch with the world of public affairs. Instances of this occur where a member of the Cabinet or the President of the United States addresses the nation.

"The prime importance of so-called radio education is in programs to adults dealing with a much broader phase of the term 'education' than that known in the classroom or university. It is here that radio can best serve all the people of our country. The programs which are of the greatest value are those that definitely serve the most immediate need. We have learned this if we have learned nothing else over a period of seven years in broadcasting."

William Green, President of the American Federation of Labor and a member of the broadcasting council, said that the network had consistently maintained the democratic principle of free speech. He declared that during political campaigns the representatives of all parties had received the privilege of broadcasting political messages and "in the few difficult situations which arose great tolerance was shown by those in charge."

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## NBC BOOSTS HEDGES AND MC CARTHY

An expansion of the station relations department of the NBC has been accomplished through the advancement of William S. Hedges and C. L. McCarthy to new positions under Donald Withycomb, department manager.

Hedges will be manager of all NBC managed and operated stations. He formerly was manager of KDKA, Pittsburgh. McCarthy, associated with the NBC's Pacific Coast activities for the past seven years, becomes manager of the associated stations section of the station relations department.

Both Hedges and McCarthy are veteran radio executives. Hedges' radio career started in 1922, when he established the radio department of the Chicago Daily News. Later he became president of the WMAQ, the News station. In 1928 he was named president of the National Association of Broadcasters, and in 1931 was made chairman of the NAB executive committee.

McCarthy has been with the National Broadcasting Co. since the inception of its Pacific Coast division in 1927. After serving in the engineering, traffic and station relations departments, he was appointed assistant to Don Gilman, NBC Vice-President on the Pacific Coast, four years ago. He has been in charge of operations of Stations KPO and KGO, and his duties generally have been of an administrative nature.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

Action On Applications For  
Facilities In The Band 1500  
to 1600 kc.

New, John V. L. Hogan, Long Island City, N. Y., granted C.P. for new station to operate on 1550 kc., 1 KW, variable; such part of the full 24-hour day as is necessary for conduct of planned research (effective May 11, 1934); New, American Republican, Inc., Waterbury, Conn., granted C.P. for new station to operate on 1530 kcs., 1 KW, unlimited time (effective May 11, 1934). New, Pioneer Mercantile Co., Bakersfield, Cal., granted C.P. for new station to operate on 1550 kcs., 1 KW, unlimited time (effective May 11, 1934); New, First National Television, Inc., Kansas City, Mo., granted C.P. for new station to operate on 1530 kcs., 1 KW, unlimited time (effective May 11, 1934); New, Unity School of Christianity, Kansas City, Mo., denied C.P. for new station to operate on 1530 kc., 1 KW, unlimited time; Fred W. Christian & Raleigh W. Whiston, Norco, Cal., denied C.P. for new station to operate on 1570 kcs., 1 KW, Maximum unlimited time.

The above applications for facilities in the Band 1500 to 1600 kc. to develop high fidelity broadcasting were heard before the Commission en banc on April 4, 1934.

4/20/34

Applications Granted  
(April 20, 1934)

WTOC, Savannah Broadcasting Co., Inc., Savannah, Ga., C.P. to install new equipment and increase day power to 1 KW, and set for hearing application to increase night power to 1 KW; WHEF, d/b Attala Milling & Produce Co., Kosciusko, Miss., consent to voluntary assignment of C.P. from J. Niles Boyd Wholesale Grocery Co., to Attala Broadcasting Corp.; KGHF, Curtis P. Ritchie, Pueblo, Colo., CP to make changes in equipment and increase power from 250 w. night, 500 w. day, to 500 watts (Judge Sykes voted to set application for hearing); KSO, Iowa Broadcasting Co., Des Moines, Ia., application to change frequency from 1370 to 1320 kc. and increase power from 100 w. night 250 w LS to 250 watts, withdrawn from hearing docket and granted (Judge Sykes dissented); WILL, University of Illinois, Urbana, Ill., special temp. auth. to operate simultaneously with station KUSD on June 11, from 10:30 A.M. to 12:30 P.M. CST, provided KFNF remains silent; KUSD, University of South Dakota, Vermillion, S. Dak., special temporary authority to operate simultaneously with WILL on June 11 from 10:30 A.M. to 12:30 P.M. CST, provided KFNF remains silent.

Action In Case Heard Before The Commission En Banc

KNX, Western Broadcast Co., Los Angeles, granted modification of license to increase power from 25 KW to 50KW effective April 27, 1934.

HEARING SCHEDULED BEFORE COMMISSION EN BANC APRIL 25

WMAQ, National Broadcasting Co., Inc., Chicago, Ill., C.P. for 50 KW, 670 kc., unlimited time; present assignment, 670 kc., unlimited, 5 W; Others notified: WEAF, New York, WSM, Nashville, Tenn., WLW, Cincinnati, Ohio, WPTF, Raleigh, N. C., and WTMJ, Milwaukee, Wis.

Miscellaneous

WAAT, Bremer Broadcasting Corp., Jersey City, N. J., application for renewal of license designated for hearing; New, S. George Webb, Newport, R. I., application for new station at Newport, redesignated for hearing because application has been amended to request unlimited time on 1200 kc.; WBAA, Bay State Broadcasting Corp., Boston, Mass., application for modification of license redesignated for hearing on bill of particulars dated December 7, 1933, since amended application involves portion of facilities of WKBF; KQV, KQV Broadcasting Co., Pittsburgh, Pa. renewal application designated for hearing to see if broadcasts are in the public interest.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 718

*Handwritten notes at bottom left:*  
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S. J. Fox  
J. M. S.



April 24, 1934.

## RADIO SAVANTS TO GATHER IN CAPITAL

A final draft of the program of the joint meeting in Washington Friday (April 27) of the Institute of Radio Engineers and the American Section, International Scientific Radio Union, embraces the latest field of scientific endeavor. Scientists are necessarily leisurely but this meeting will last but a day and each paper will be limited to twelve minutes, to allow time for discussion.

There will be two sessions, beginning at 10 o'clock in the morning and 2 o'clock in the afternoon to be held at the National Academy of Sciences.

The program follows:

The Development and Characteristics of 9 cm Radiation, C. R. Kilgore (Westinghouse Company); Notes on Propagation At A Wavelength of 73 Centimeters, B. Trevor and R. W. George (RCA Communications, Inc.); Vacuum Tubes For Generating Frequencies Above One Hundred Megacycles, C. E. Fay and A. L. Samual (Bell Telephone Laboratories); The 1932 Eclipse Observed by Radio Facsimile, E. F. W. Alexanderson (General Electric Co.); Some Recent Work on the Ionosphere in Canada, J. T. Henderson (Canadian National Research Council); Studies of the Ionosphere by Multi-frequency Automatic Recording, T. R. Gilliland, (Bureau of Standards).

Also, Ionosphere Measurements at Low Latitudes, L. V. Berkner and H. W. Wells (Carnegie Institution of Washington); A High Frequency Electrodynamic Ammeter, H. M. Turner and P. C. Michel (Yale University); Some Thermal Methods of Measuring Power Loss In Vacuum Tubes, F. P. Cowan (Harvard University); The Frequency Standard and Monitor Station of the Canadian Radio Broadcasting Commission, W. A. Steel and K. A. Mackinnon (Canadian Radio Broadcasting Commission); A Method of Measuring Noise Levels on Short-Wave Radio Telegraph Circuits, H. O. Peterson (RCA Communications, Inc.); Frequency Distribution of the Intensities of Radio Atmospherics, K. A. Norton (Bureau of Standards); Developments in Automatic Sensitivity Control, G. E. Pray (Signal Corps Laboratories); Phase Angle of Vacuum Tube Transconductance at Very High Frequencies, F. B. Llewellyn (Bell Telephone Laboratories).

Also, A New Method of Determining the Operating Characteristics of Power Oscillators, C. N. Kimball and E. L. Chaffee (Harvard University); Grid Circuit Losses in Vacuum Tubes at Very High Frequencies, B. J. Thompson and W. R. Ferris (RCA Radiotron Co. Inc.)

17/21/51  
A Short-Cut Method for Calculation of Harmonic Distortion of Modulated Radio Waves, I. E. Mouromtseff and H. N. Kozanowski (Westinghouse Co.); Space-Charge Effects in Piezo-Electric Resonators, W. G. Cady (Wesleyan University).

Supplementary Program - Low-Frequency Transmission Over Transatlantic Paths, H. H. Beverage (RCA Communications, Inc.) and G. W. Kenrick (Tufts College); Input Impedance of Vacuum Tube Detectors at Ultra Short Waves, A. B. Crawford (Bell Telephone Laboratories); Ionosphere Studies at Fairbanks, Alaska, H. B. Maris (Naval Research Laboratory).

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### EDITORS FORESEE CENSORSHIP IN COMMUNICATIONS COMMISSION

The possibility of censorship as an outcome of the Federal Communications Commission was a subject of vigorous consideration by the American Society of Newspaper Editors in Washington last week. In opposing the large grant of powers that have been proposed the mission in Washington, added:

"Despite all safeguards hereinbefore mentioned, the likelihood that such a Federal Communications Commission might try to inflict a measure of censorship on the press, along with its domination of the telephone and radio business, is not too remote."

Foreign censorship of control of news destined for the United States was another object of attack.

There was a warning by Col. Frank Knox, publisher of the Chicago Daily News:

"The bureaucratic Federal control of all means of communication can readily be converted into an efficient machine for censorship overnight. That the desire exists to exercise such a censorship can no longer be doubted. It has shown itself in a dozen different directions."

In his address to the editors, General Johnson said that were he "as competent as some of the newspaper articles have charged, or were I the blustering jackass of some verbal and pictorial cartoon, you may be sure I would not have lasted a month.

"We have been accused of a diabolical desire to impose a censorship on the press and on the radio", he added. "Considering the articles and speeches in opposition to the President's program, we certainly have made the poorest kind of fist if control of the agencies of publicity was one of our sub-objects.

"As a matter of fact, the constitutional prohibition against interference with the press has been taken into account with every draft of the newspaper code since the first appearance of the publishers' committee in the matter.

"Although I could see no more reason for reasserting the sanctity of liberty of expression in the newspaper code and in reaffirming the whole Constitution of the United States, we have all along reiterated that provision because the publishers wanted it inserted.

"As to the radio, let me give you my personal assurance that never at any time have we asked that a critic be kept off the air or have we sought in any way to trammel the broadcasts of such gentlemen as Colonel McCormick, Mr. Hearst, Mr. Sanders, Senator Dickinson or any of the others who were minded to tell the people how monstrous was what we were trying to do and how wicked were the people who were trying to do it."

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#### CODE AUTHORITY TO MEET MAY 2

A busy day is anticipated at the meeting of the Broadcasters' Code Authority in Washington, Wednesday, May 2. It has been explained by Division Administrator Sol A. Rosenblatt that the letter to which the Broadcasters took such exception to, suggesting a 30-hour week with a 10 percent pay increase, was a form letter sent to all Code Authorities operating in his division and that the radio industry had not been singled out to the exclusion of others. Mr. Rosenblatt's division includes, in addition to broadcasting, the amusement, transportation, advertising and apparel industries.

Nevertheless, the letter is expected to be the basis of animated discussion as many broadcasters feel that it would be impossible for the industry to comply with this provision and have registered a strong protest against it.

The Code Authority at the forthcoming meeting will also take up complaints arising out of alleged trade practice provisions. Guy Earl, of Station KNX, of Los Angeles, has brought the conflict between the Los Angeles newspapers and KNX to the attention of the Code Authority. KNX has asked the Code Authority officials to sustain its interpretation that it is an unfair trade practice, and therefore a violation of the code, for any radio station to broadcast news programs for newspapers without charge, receiving their return in the form of free publicity.

Doubt was expressed as to whether the Code people would consider this complaint.

"It looks to me as if Earle had gotten himself into a jam with the newspapers in Los Angeles and expected the Code Authority to pull him out", an observer remarked. "I don't see why the Code Authority should get mixed up in the press-radio row or a phase of it, such as this appears to be, and it would greatly surprise me if the Code officials took any action in the matter."

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4/24/34

## COMMUNICATIONS COMMISSION LEGISLATION STYMIED

Because it was necessary to give his undivided attention to the stock market control legislation, Chairman Sam Rayburn, of Texas, last Monday (yesterday) indefinitely postponed the hearings before the House Interstate Commerce Committee on the Dill-Rayburn Communications Commission Bill. Chairman Rayburn said he hoped to take up the Communications Commission Bill the latter part of the week but that it all depended upon whether or not the Securities Control Bill had been disposed of.

This further delay in considering the Communications Bill caused considerable speculation as to whether or not the measure had a chance of becoming a law this session. The odds seemed to be about 10 to 1 that it would not, because of the short time between now and the tentative date of adjournment, June 1st.

Nevertheless, this should not be construed to mean that the Bill is dead. Far from it. The legislation is simply sidetracked for the moment and as soon as other legislation, which is considered of an emergency nature, is out of the way, the Communications Bill will be expedited if it is the desire of President Roosevelt to do so.

"You know how they are on the Hill", a veteran observed, "they can stall around interminably but if they really want to pass a Bill, they can sometimes do it in a couple of days."

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## MARCONI PLANS "SURPRISE" IN RADIO IN YEAR OR TWO

A message sent by Senator Guglielmo Marconi to associates in London has aroused considerable speculation as to whether the inventor is near another important radio discovery, according to the New York Times.

"I hope to surprise you in a year or two as I surprised you in 1901 with transmission across the Atlantic", was the wording of the dispatch.

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## PUBLIC APPEALED TO IN COAST RADIO-NEWSPAPER QUARREL

The radio news situation in Los Angeles flared into the open following adoption by local publishers of a policy of omitting from radio column listings those stations which have declined to cooperate in the matter of news broadcasts. according to Editor & Publisher.

This action resulted in the complete elimination of mention of KNX, independent station operated by Guy C. Earl, Jr., and partial elimination of KFI programs. Each of these stations broadcasts news gathered by its own organization. KFI is a member of NBC, and local papers are listing only the chain programs it broadcasts and the Press Radio News period of the Los Angeles Post Record, read over this station.

The Los Angeles Times in "A Plain Statement" explained to its readers, its action and the reasons therefor, asserting that the Press Radio Bureau "is directly in line with the expressed desires and policy of the Federal Radio Commission to protect the listening public from irresponsible and often highly damaging broadcasts of wild rumors, 'grapevine' reports, and not infrequently purely imaginary 'news.'"

In answer KNX included in all its news broadcasts a statement of its position, terming the creation of the Press Radio Bureau an attempt of the American Newspaper Publishers' Association to dictate to radio stations, and describing the Press Radio reports as "censored set-ups."

KNX added to its statement that to all listeners interested the station would send weekly listings of their programs for six months, on receipt of \$1.

Meanwhile the working agreement between KFI and KNX for local news coverage has been terminated. Each has arranged for its own local coverage, and is buying foreign and national news from eastern bureaus. KFI is served by the American Radio News Association Earle Building, Washington, D. C., and KNX by the Radio News Association, 342 Madison Avenue, New York City.

The American Radio News Bureau is said to be staffed chiefly by the same men who comprised the Columbia Broadcasting System news service, Frank Connor, Jr., Cecil Owen, and Wallace Werble.

After CBS discontinued its news broadcast service, the Buffalo Evening News retained Mr. Connor and his associates to bulletin Washington events for its radio programs. From this station the service has branched out to embrace a considerable number of stations not parties to the agreement formed by the four large press associations, the newspaper-operated radio stations, large newspapers and many commercial stations.

The principal federal buildings are covered in Washington but Congressional doings are being reported from the public galleries, since the radio correspondents do not qualify for membership in the press gallery under existing rules. White House happenings are being received through various channels other than direct coverage. None but accredited correspondents for newspapers are allowed White House press privileges.

The Washington office of the American Radio News Bureau is one of a number operated through the country on the same principle. Assessments are made on the stations served, these being based on population and telegraph tolls are paid by the stations. News is bulletined for three daily broadcasts.

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#### OHIO TO DISCUSS RADIO EDUCATION

Plans have been completed for the Fifth Annual Institute, Education by Radio, which will be held at Columbus, Ohio, April 30.

Among the speakers are Governor White, of Ohio; Dr. George W. Rightmire, Ohio State; H. V. Kaltenborn, news commentator; E. A. Corbett, University of Alberta, Canada; Miss Judith C. Waller, educational Director NBC; James E. Pollard, Ohio State; C. H. Milan, American Library Association; Eugene J. Coltrane, National Committee on Education by Radio; A. Lee Henderson, Ohio Emergency Junior Radio College; Joseph F. Wright, President, Association of College and University Broadcasting Stations; Dr. Herman S. Hettinger, University of Pennsylvania; Frederic A. Willis, Educational Director, CBS; H. B. McCarty, Station WHA; W. I. Griffith, Station WOI; Allen Miller, University of Chicago; H. M. Buckley, Cleveland, Ohio; Annas Higgins, Chicago, Ill.; Luther Meyer, San Francisco; Helen Johnson, American School of the Air; Philip G. Loucks, NAB; Grazella P. Shepherd, Cleveland College; Elmer G. Sulzer, University of Kentucky; E. B. Kurtz, University of Iowa.

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#### RADIO WHOLESALE TRADE CODE APPROVED

The National Recovery Administration has approved the supplementary code of the radio wholesaling trade, a division of the wholesaling or distributing trade, effective May 1st.

This Code covers approximately 500 concerns whose total annual sales in 1929 amounted to approximately \$425,000,000. The trade employs about 4,500 persons.

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 :::BUSINESS LETTER NOTES:::  
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An equity complaint charging infringements of patents was filed in the United States Court in Brooklyn by the Radio Corporation of America against the Mackay Radio and Telegraph Company, Inc.

The complaint charges illegal use of four patents issued to Nils E. Lindenblad and Philip S. Carter and assigned by them to the Radio Corporation of America. The patents are for improvements in radio antennas and electric circuit improvements.

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The Institute of Radio Engineers will be among the engineering societies sponsoring the All-Engineers joint banquet at the Mayflower Hotel in Washington, Friday night.

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The Crosley WLW 500,000 watt transmitter at Cincinnati will be dedicated Wednesday, May 2. Thereafter WLW will operate on this power full time day and night until August when, if no interference develops, it is expected authority will be given by the Federal Radio Commission to continue with this power indefinitely.

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A report from Havana is to the effect that Dr. J. R. Brinkley, late of Kansas and Mexico, will begin the operation there of a 1,000,000 watt station.

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Frederic R. Huber, Municipal Music Director of Baltimore, and director of Station WBAL, was the chief speaker at a symposium which opened last evening at the Greenwich House Music School in New York City.

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Senator Copeland, of New York, has served notice that he expects to call up the "food and drug bill" for consideration of the Senate early this week.

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Portland, Oregon, schools, in addition to numerous broadcasts from their own station, KBPS, are using dramatized news events broadcast by radio stations KGW and KEX. These broadcasts are especially designed for school use; contain no advertising matter; and are suited in vocabulary and subject-matter to the needs of elementary school pupils.

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J. LESLIE FOX NEW WMCA V-P

J. Leslie Fox, former manager of WSM, Nashville, has been appointed Vice-President of WMCA, in charge of sales. Jack Adams, is reported to have resigned as Executive Vice-President. Also Capt. R. S. Woods, in charge of publicity. Herbert Glover, formerly of Columbia, has succeeded Woods and C. A. Kracht has been made WMCA's Director of Sales.

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NAB REPORTS RECORD BREAKING MEMBERSHIP

As the result of an intensive membership drive, the National Association of Broadcasters has now 324 active members at this date, according to Philip G. Loucks, Managing Director. The aim is to have 400 members enrolled by May 1st.

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GRIGSBY-GRUNOW SALE POSTPONED ACCOUNT OF LOW BIDS

When the assets of the Grigsby-Grunow Company in Chicago were offered for sale following bankruptcy proceedings, the only sales which were made consisted of the stock which Grigsby-Grunow held in the Columbia Phonograph Co., \$70,500, and in the Majestic Co. of England, \$35,000.

Bids were submitted on the replacement parts for Majestic radios and refrigerators, also on the radios and refrigerators which are completed ready for shipment. The Receiver recommended that the bids be rejected, because in his opinion they could be sold for a larger amount. There was also a bid of \$650,000 submitted for a large number of items of refrigerator machinery equipment covering 24 typewritten pages, which it was necessary to analyze carefully to determine whether or not it was sufficient to warrant consideration.

The sale was postponed for two weeks and in the meantime negotiations for the purchase of various items of the assets will be considered by the Receiver.

There are several groups who are trying to form a reorganization and a proposition from one of these groups at least will be submitted to the Receiver before the date of the next sale.

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## SEES AMERICAN PLOT TO CAPTURE BRITISH RADIO

A conspiracy to extend the American system of broadcasting to England is seen by the London Daily Sketch, which tells its readers:

"There has been a suspicious lull in the baiting of the B.B.C. during the Easter recess. Mr. Samuel L. Rothafel - "Roxy", of New York - has gone home after his flying visit to London. On the fact of it, the latest attempt to capture wireless in Great Britain for American advertisers and exploiters has failed.

"It is by no means certain that the danger is past. It is a very real danger. For months the assault on the B.B.C. has been pursued with a relentless subtlety that has sometimes won to its support influences which were unaware of the purpose behind it. Watch for a renewal of the campaign when Parliament reassembles.

"Criticism of the B.B.C. is inevitable, and is, of course, thoroughly legitimate, in so far as those who provide it with its revenue through license fees are entitled to express their views about programmes.

"Not one in a thousand of these critics would wish to see the chaos of American broadcasting conditions reproduced over here by the setting up of a wireless station in rivalry or in conjunction with a defeated B.B.C. for the broadcasting of advertisement programmes. That, however, is the definite objective.

"It is on the American side that the campaign is being waged most hotly.

"The Daily Sketch learns that one American syndicate has agreed to defray the cost of cabling from New York to England to facilitate the putting over of American 'advertising' programmes.

"Behind the whole plot stands one of the big American corporations with £1,000,000 of capital waiting for investment in what it foresees to be a rich new field for exploitation. British advertisers who fell into such a trap would be the first to rue the consequences.

"Cautiously as the project has been engineered, the arrival one after another of powerful emissaries on exploratory missions has at last robbed the scheme of disguise, though some inside the House of Commons and outside are not yet aware of the extent to which it had been hoped to make use of them. They have been approached by the most plausible arguments through apparently disinterested third parties.

"Some of the B.B.C. methods have paved the way for the attack. The autocratic atmosphere which prevails at Broadcasting House to a greater degree than in any Whitehall department has irritated even those who recognize that with all its faults broadcasting in Britain is infinitely better than in any other country.

"People are constantly being told how much brighter are some of the Continental broadcasts. The proof is within the reach of the owner of the most modest receiving set. How often do you tune in to a foreign station and find it more satisfying than your National, Regional or Daventry programmes?"

"There may be ground before the Corporation's present contract expires for a full inquiry into the future control of British wireless.

"The worst thing that could happen would be that M.P.s should allow themselves to be hustled into a policy of carping criticism or into doing something that would deliver control to a far more dangerous body than the present corporation.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (April 24, 1934)

WNBX, WNBC Broadcasting Corp., Springfield, Vt., C.P. to make changes in equipment and increase power from 250 to 500 watts; no change in frequency (1260) or hours of operation (day-time); KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, C.P. to move transmitter and studio locally in Ketchikan; WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., special experimental authority to increase day power to 1 KW, and set for hearing the application to increase night power to 500 w.; KSTP, National Battery Broadcasting Co., St. Paul, Minn., extension of special experimental authority to 11/1/34, to operate with 25 KW daytime only; also license covering changes in equipment 1460 kc., 10 KW, unlimited time; WHBL, Press Publishing Co., Sheboygan, Wis., license covering changes in equipment 1410 kc., 500 watts, SOWROK.

Also, KPJM, Scott & Strum, Prescott, Ariz., license covering changes in equipment and move of transmitter and studio locally, 1500 kc., 100 w., unlimited; KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, license covering local move of transmitter, and studio, 1240 kc., 500 w., night, 1 KW day, unlimited; WBRG, Birmingham Broadcasting Co., Inc., Birmingham, Ala., authority to determine operating power by direct antenna measurement; WDAF, Kansas City Star Company, Kansas City, Mo., authority to determine operating power by direct antenna measurement.

Also, H. B. DuPont, NC-500, Aviation-Aircraft license, 3105 kc., 10 watts; KGZD, City of San Diego, Cal., Police Dept., C.P. to move transmitter locally, install new transmitter, increase power from 100 to 500 watts, and change frequency from 2430 to 2490 kc.; City of Quincy, Mass., Police Dept., C.P. 30100, 33100, 37100, 40100, 86000-400000, 401000 kc. and above, 50 watts; Same, Portable and Mobile, 6 C.P.s same as above

except 4.5 watts power; Sun Oil Co., Portable (Shooting Station), C.P. for geophysical service, 1652 kc., 50 watts; National Broadcasting Co., Inc., Portable & Mobile, C.P. (General Experimental) 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100 kc., 250 watts; also granted license covering same; Same Co., Seth Parker (Ex-Georgette), Special experimental license, same as above except 55 watts, location: Schooner Seth Parker; W3XF, City of Ventnor City, N. J., Police Dept., license (general experimental), 30100, 33100, 37100, 40100, 86000-400000, 401000 kc. and above, 25 watts power; KGHP, City of Lawton, Okla., Police, Dept., license, 2466 kc., 50 watts; KGHN, City of Hutchinson, Kans., license 2450 kc., 50 watts, licensed operator at control point only; WLOXAG, State of New York, Conservation Dept., Portable and Mobile, modification of license to change frequencies from 60000-80000 kc. to 31600, 35600, 38600, 41000 kc.

Also, WLOXBE, State of New York Conservation Dept. Portable in New York State only, modification of license to change frequencies from 6000-80000 kc. to 31600, 35600, 38600, 41000 kc.; Tropical Radio Telg. Co.; WFB, WFC, WFD, WFT, WFL, New Orleans, La., modification of license to add Belize, British Honduras as an additional point of communication, and delete San Salvador as a point of communication; WFF, modification of license to add Belize, British Honduras as an additional point of communication; The Northrop Corp., Portable mobile in any aircraft, special experimental license, 3125, 5690 kc., 50 watts;

#### Miscellaneous

WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., granted special temporary authority to operate the following specified hours, instead of sharing with WJKS: Mon., Tues. Wed., Thurs. and Fri. 6 A.M. to 11 A.M. and 5 to 8 P.M.; Sat. 6 to 11 A.M.; 5 to 7 P.M.; 11 P.M. to 2 A.M.; Sunday, 7:30 A.M. to 1 P.M.; 3:30 P.M. to 7 P.M.; 11 P.M. to 2 A.M. CST, for period May 1 to Nov. 1, 1934; Virgil Evans, Spartanburg, S. C., application for radio station at Greenwood, S. C., remanded to Examiner for additional testimony; W6AEF, Kenneth S. Kneidler, El Monte, Cal., renewal of amateur license, heretofore designated for hearing, was denied because applicant failed to enter appearance with time allowed; WPFB, Otis P. Eure, C.P. to move transmitter and studio, change frequency and time, heretofore designated for hearing, was dismissed at request of application.

#### Ratifications

Action taken April 19: KIZP, Radiomarine Corp. of America, New York, granted 60 day authority to replace ET-3628 with ET-8004 aboard "Shickshinny", 50 watts, frequency 5500 to 17000 kc.; WCEL, M. Crivello, San Diego, Cal., granted 60 day authority to operate station aboard vessel "Europa", pending action on formal application; Action taken April 30: KVOS, KVOS, Inc., Bellingham, Wash., C.P. to move station locally, granted; Alamo Broadcasting Co., San Antonio, Tex., granted 30 day authority to operate portable-mobile gen. exp. station, frequencies 31100, 34600, 37600 and 40600 kc., 3 watts.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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## CANADIAN HEAD TO ADDRESS RADIO EDUCATIONAL CONFERENCE

Hector Charlesworth, Chairman of the Canadian Radio Broadcasting Commission will be one of the principal speakers at the conference on "The Use of Radio as a Cultural Agency in a Democracy" to be held Monday, May 7, and Tuesday, the 8th, in Washington.

Dr. Arthur E. Morgan, Chairman of the Tennessee Valley Authority, and Dr. John Dickinson, Assistant Secretary of the United States Department of Commerce, are representatives of the Federal Government appearing on the program, according to Dr. Tracy F. Tyler, Secretary and Research Director of the National Committee on Education by Radio, under whose auspices the Conference is being held.

Dr. George F. Zook, United States Commissioner of Education; Dr. William John Cooper, his predecessor, now professor of education at George Washington University; Dr. Edmund A. Walsh, S. J., Regent, School of Foreign Service, Georgetown University; and Dr. John Henry MacCracken, Associate Director, American Council on Education, will each preside at one of the four general sessions of the conference.

Acceptances of membership in the conference, limited in number to provide better opportunity for discussion, have been received from leaders in education, recreation, government, and civic affairs.

The general sessions at 10 A.M. and 2 P.M. on each of the two days of the conference will be held in the auditorium of the Interior Department Building. The Monday evening session, which will be devoted to group meetings, will be held at the headquarters of the National Education Association.

The National Committee on Education by Radio is a representative organization of national educational groups interested in a wider and more effective use of radio broadcasting facilities. Its nine-member board consists of authorized representatives of each of the following: National Association of State Universities, Association of Land-Grant Colleges and Universities, National Education Association, National Catholic Educational Association, National Council on Education, Jesuit Educational Association, National University Extension Association, and Association of College and University Broadcasting Stations.

The Chairman of the Committee is Dr. Joy Elmer Morgan, Editor of the Journal of the National Education Association. The Vice-Chairman is Dr. John Henry MacCracken, Associate Director of

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the American Council on Education. The other members of the Committee are: Dr. Arthur G. Crane, President, University of Wyoming; Dr. James N. Rule, State Superintendent of Public Instruction in Pennsylvania; Rev. Charles A. Robinson, S. J., Saint Louis University; Prof. J. O. Keller, head, Department of Engineering Extension, Pennsylvania State College; Dean H. J. C. Umberger, Director, Division of Extension, Kansas State College of Agriculture and Applied Science; Mr. Charles N. Lischka, Assistant Director, National Catholic Welfare Conference; and Prof. Jos. F. Wright, Director of Public Information and of Radio Station WILL, University of Illinois.

The Committee's full-time staff consists of Dr. Tracy F. Tyler, Secretary and Research Director, who is in charge of arrangements for the conference; Mr. Armstrong Perry, Director of the Service Bureau; and Mr. Eugene J. Coltrane, special representative in charge of field service.

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#### AMERICAN RADIO 70% OF GREECE SALES

Sales of American radio receiving sets in the Greek market have been very satisfactory during the sales season which closed at the end of March, Commercial Attache K. L. Rankin, at Athens reports. In Greece, Rankin points out, the end of the first quarter of the year marks the close of the active radio selling season, which normally lasts from September through March

The number of American sets sold in Greece between September and the end of March was between 950 and 1,000, representing about 70 per cent of total radio sales in Greece during the period in question.

Short and medium-wave combination sets of the mantel type were practically the only models in demand, the report declares. Sales of large cabinet sets, with or without phonograph attachments, have been very small, owing to the prevailing cost in Greece.

The price which the public in Greece expects to pay for a radio set, Rankin points out, ranges from \$100 to \$130. After payment of duty and transportation, an American set retails in Greece for at least twice its list price in the United States.

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## BROAD A. T. & T. PROBE SOUGHT BY SENATOR DILL

A sweeping investigation into the affairs of the American Telephone & Telegraph Co. was demanded by Senator Clarence C. Dill (Democrat), of Washington, in a resolution introduced in the Senate. No action was taken on the resolution. It is believed if the Communications Bill becomes a law at this session, Senator Dill might move to pass the investigation along to the new Commission. Otherwise, it is expected that he will propose that it be made this Summer during the recess of Congress.

The resolution would direct the Interstate Commerce Committee, of which Senator Dill is Chairman, to conduct the inquiry, and appropriates \$25,000 for cost of the investigation.

Senator Dill would have his Committee empowered to "make a thorough and complete investigation of the operations, relationship and activities of the American Telephone & Telegraph Co., its subsidiaries, affiliates and other concerns in which it or they have any direct or indirect financial interest, or in which any of its officers or directors hold any office or exert control."

The Committee would be directed to investigate and report particularly on the relations of the A. T. & T. with its employees and "the extent of its reduction in number and wages of employees while maintaining exorbitant salaries for high officials and a continuous high dividend rate" and why local telephone rates have not been reduced "during the past few years of generally falling prices."

Other aspects of the company's activities, which the Committee would be specifically directed to investigate under the resolution, are:

The extent of interservice contracts between the company and its subsidiary companies and particularly contracts with Western Electric Co. and other manufacturers of electrical communication equipment.

Activities and expansion of the company and affiliates into fields other than telephone communications, including teletype service, telephoto service, broadcasting, motion picture distribution and manufacture of electrical equipment.

Methods of competition with other companies and industries, with reference to equality of service, reasonableness of rates, accounting practices, discriminatory practices, suppression of patents, sale or refusal to sell equipment to competing companies and the company relationship to Electrical Research Products, Inc.

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Methods by which the company has sought through propaganda or the expenditure of money or control of the channels of publicity, to influence or control public opinion or elections.

Senator Dill issued a brief statement in which he asserted that the "telephone monopoly" should be investigated this Summer and Fall, irrespective of whether the Communications Bill is passed by Congress before adjourning. Much information is needed for further regulatory legislation, he said.

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#### RADIO OFFICIAL HOST AT BALTIMORE PRESS CLUB ANNIVERSARY

Frank Wisner, in charge of publicity of the Federal Radio Commission, and formerly President of the Baltimore Press Club, was the host of a party of Washingtonians who attended the celebration of the twenty-second anniversary of the Press Club in Baltimore last Tuesday night.

Prior to the formal exercises of the evening the Washingtonians were the guests at dinner with Gov. Albert C. Ritchie, of Maryland, and Mayor Howard C. Jackson, of Baltimore. An interesting thing the visitors learned was that the grave of Edgar Allan Poe is in the perpetual care of the Baltimore Press Club.

Those in Mr. Wisner's party were United States Senator Tom Connolly, of Texas; Representative Louis Ludlow, of Indiana; William C. Murphy, Jr., President, National Press Club; Paul Wooton, New Orleans Times Picayune; Carl Ruth, Columbus Dispatch, and Robert D. Heintz, Heintz News Service.

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#### IDAHO STATION APPEALS COMMISSION DECISION

Station KSEI, of Pocatello, Idaho, which was ordered back to its old frequency of 900 kilocycles, has appealed to the District of Columbia Court of Appeals. The station had been authorized to use the 890 kilocycles frequency but this was given to KFPY, of Spokane.

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## HOUSE COMMUNICATIONS HEARINGS STILL INDEFINITE

The date of the hearings on the House Communications Bill is still indefinite.

The Senate Communications Commission Bill has been advanced on the calendar and is said to be slated for early consideration although the exact time has not yet been set.

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## MAJOR CLEMENT NEW RCA VICTOR V-P

The appointment of Major J. T. Clement as Vice-President of the RCA Victor Company, has been announced by G. K. Throckmorton, Executive Vice-President. Major Clement was born in Charleston, S. C., and is about 50 years old. He was graduated from the Virginia Military Institute and was appointed to the Army from civil life in 1912. He served at many posts including the Philippines. During the World War he was wounded in France and was cited for bravery in action.

Major Clement received 13 decorations in all, including the French Legion of Honor. He retired from the Army in 1922 and entered the service of the RCA Victor Company about 1925. First he was a traveling salesman for Pennsylvania, and some Southern States, and later was at the Camden plant. Recently Major Clement has been the government sales representative in Washington of the RCA Victor Company.

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## EDUCATIONAL AND RELIGIOUS STATIONS CODE EXEMPT

An Order was signed granting exemption from the provisions of the Code of Fair Competition for the Radio Broadcasting Industry to the members of the Industry listed herein:

WKAR, Michigan State College, East Lansing, Mich.; KPOF, Pillar of Fire, Denver, Colo.; WAWZ, Pillar of Fire, Zarephath, N. J.; WILL, University of Illinois, Urbana, Ill.; WLBL, Dept. of Agriculture and Markets, Stevens Point, Wis.; WOSU, The Ohio State University, Columbus, O.; WMBI, The Moody Bible Institute, Chicago, Ill.; KUSD, University of South Dakota, Vermillion, S.D.; KFDY, South Dakota State College, Brookings, S. D.; KWLC, Luther College, Decorah, Ia.; WCAT, South Dakota State School of Mines, Rapid City, S. D.; WOI, Iowa State College, Ames, Iowa; WTAW, Agricultural and Mechanical College of Texas, College Station, Texas; WSUI, State University of Iowa, Iowa City, Ia.; KOAC, Oregon State Agricultural College, Corvallis, Oregon.

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Also, WLB, University of Minnesota, Minneapolis, Minn.; WBAK, Commonwealth of Pennsylvania, Department of Justice, Harrisburg, Pa.; WCAD, The St. Lawrence University, Canton, N.Y.; KSAC, Kansas State College of Agriculture and Applied Science, Manhattan, Kans.; KSAJ, Grove City College, Grove City, Pa.; WBAA, Purdue University, LaFayette, Ind.; KFSG, The Angelus Temple Radio Beacon, Los Angeles, Cal.; KBPS, Benson Polytechnic School, Portland, Oregon; KWSC, State College of Washington, Pullman, Washington.

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#### NEW FREQUENCIES FOR MASS. AND MICH. STATE POLICE

The Federal Radio Commission straightened out the Massachusetts and Michigan police radio muddle by adding four additional frequencies for use by State Radio Police stations. In this plan, the Massachusetts State Police will be changed from 1574 kc. to 1666. Heretofore the Massachusetts and the Michigan State stations have been operating simultaneously on the same frequency, 1574. Under the new plan, Massachusetts practically has a clear channel although provision has been made to put other State Police stations on this channel when applications are received. However, the line of separation will be much greater than that now existing between Massachusetts and Michigan, thus avoiding all interference.

Under the new plan, Michigan's frequency has been changed from 1574 to 1642.

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#### MILLION WATT CUBAN STATION REGARDED AS STOCK PROMOTER

The 1,000,000 watt station talked of for Havana is regarded in Washington as largely a stock promotional venture and doubt was expressed as to whether or not it would ever be built.

"Up to now there has never been 'such an animal' as a million watt station", a Federal official remarked. "Such a station would cost from \$750,000 to \$1,000,000."

Nothing was known what, if any, connection Dr. J. R. Brinkley, closed down by both the United States and Mexican Governments, had with it. Since such a station as the one proposed in Havana would be heard in both this country and Mexico, the opinion was ventured that complaints would quickly be made through diplomatic channels to Cuba by both countries if Brinkley tried to operate from Cuban shores.

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## RMA AND JOBBERS TO HOLD CHICAGO CONVENTIONS TOGETHER

Annual conventions of both the Radio Manufacturers and the Radio Wholesalers will be held at Chicago June 11 to 14.

There will be no trade show, this having been postponed until next year because of the continuance of the Century of Progress Exposition, nor will there be merchandise displays of any kind. No radio, phonograph, refrigerators or other household goods or musical merchandise will be permitted in either the Stevens or Blackstone Hotels.

The RMA membership in its four Divisions will hold their annual meeting and elect Directors and officers, June 12-13.

A feature of the celebration of the founding ten years ago of the RMA will be a "President's Dinner", tendered by President Fred D. Williams to all past presidents and directors and officers of the Association who have served on its Board during the past ten years.

The annual RMA banquet will be held Wednesday evening, June 13 in the Grand Ball Room of the Stevens Hotel. Paul B. Klugh, of Chicago, Chairman of the Convention Arrangements Committee, will be the toastmaster. The meeting will conclude on June 14 with a radio golf tournament at the Calumet Country Club.

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## RCA INAUGURATES INTER-CITY RADIOTELEGRAPH

R.C.A. Communications, Inc., inaugurated the first of its new inter-city radiotelegraph services last Thursday (April 26) between Boston, New York, Washington and San Francisco. Before June 1st, Chicago and New Orleans will be added. Applications for construction permits have been filed with the Federal Radio Commission for authorization to join Seattle, Los Angeles and Detroit to the network. It is anticipated that other important cities will be added later.

The radio rates are based upon fifteen words at the regular wire-line rate for ten, and sixty lettergram words for the usual price of fifty.

The collection and delivery service of the hundreds of Western Union offices in the cities mentioned, in addition to the offices maintained by RCA, will be available to the public for the sending of Radiograms "Via RCA". The arrangement provides R.C.A. Communications, Inc., with complete facilities for pick-up and delivery without the expense of establishing and maintaining duplicate offices, call boxes, etc.

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:::BUSINESS LETTER NOTES:::  
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Chairman E. O. Sykes, of the Federal Radio Commission, and Mrs. Sykes were guests at the White House at a dinner which President and Mrs. Roosevelt gave in honor of Governor and Mrs. Pinchot, of Pennsylvania.

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James M. Skinner, President of Philco Radio and Television Corporation in Philadelphia, has announced that factory employees of the concern will receive a 10 per cent increase in wages, effective April 30. It was stated the pay will equal that of 1929, despite shorter hours.

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A. Atwater Kent, prominent radio pioneer, was identified as holding 675,334.46 ounces of silver in New York City.

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The Radio Manufacturers' Association has decided to develop, trade-mark and protect for the industry a new name for the so-called "high fidelity" receiver which is being gradually developed in the laboratories. Commercial presentation of the "high fidelity" receiver is not possible in the opinion of the RMA for many months, possibly not before next year.

Inability to trade-mark the name "high fidelity" because of its general scope, and the application of the term to current set models far in advance of commercial introduction, prompted the RMA to adequately safeguard future commercial presentation if and when it may be developed.

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Gen. James G. Harbord, Chairman of the Radio Corporation of America gave a luncheon at the Union League Club in New York for Maj. Gen. William D. Connor, Superintendent of the United States Military Academy at West Point. The guests were Arthur W. Page, Vice-President, A. T. & T.; James R. Sheffield, former United States Ambassador to Mexico; S. Sloan Colt, Col. William J. Donovan, Samuel W. Reyburn, Benjamin L. Winchell, John Callan O'Laughlin, of the Army & Navy Journal, Thomas A. Buckner, David Sarnoff, President of the RCA, Col. J. Mayhew Wainwright, Brig. Gen. Samuel McRoberts, Edward W. Harden, Martin Egan, Henry E. Armstrong, Courtlandt Smith, DeWitt Millhauser, Andrew W. Robertson, Ogden Reid, Frederick Strauss and Louis Wiley.

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## 500 KW WLW TRANSMITTER TRIPLES SIGNAL STRENGTH

Actual operation has revealed a number of facts which - although predicted by Crosley and RCA Victor engineers responsible for the design and construction of the new WLW 500,000-watt transmitter at Cincinnati - existed in the past only in theoretical supposition.

"It has been proved that a 500-KW station, with a tremendous 2,000,000-watts undistorted peak of modulation, can be built so that in actual service it will modulate fully 100 percent, that is, provide the greatest possible program signal on its carrier wave", a Crosley statement sets forth. "That an exceptionally high quality can be obtained is established through the fact that its frequency characteristics are essentially flat (within two decibels) from 30 to 10,000 cycles - a range extending from slightly below the lowest note to twice above the highest note on a piano keyboard - and that its audio harmonics are of negligible quantity being below 10 percent, a quality rarely found even in the most modern transmitters.

"The ten-fold increase in power over WLW's present 50,000-watts has increased that station's signal strength at all points approximately 325 percent while increasing its secondary service area by about 1000 percent. Satisfactory reception in many sections where static and interference have in the past made such reception impossible, has been reported."

Reports from virtually every part of the United States, according to Powel Crosley, Jr., "answer with finality the groundless fears earlier voiced that this tremendous power would 'blanket' the dial.

"These reports, together with our own tests, under the direction of Mr. Joseph A. Chambers, WLW Technical Supervisor, prove conclusively that the use of this added power interferes in no way with the listener's enjoyment of broadcasts from other stations."

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## WAGE RISE BY HYGRADE SYLVANIA

The Hygrade Sylvania Corporation has increased wages 10 per cent. The action affects 3,323 workers and involves an increase of about \$250,000 a year on the basis of present employment and production schedules.

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## RMA DEFINES "ALL WAVE" AND OTHER RECEIVERS

To inform the radio buying public as well as the trade, means to establish identification of "all wave" and other receiving sets have been adopted by the RMA.

The "standard broadcast" receiver is defined to include sets having the regular frequency range from 540 to 1500 kilocycles.

The definition of the "all wave" receiver applies to sets with frequency ranges from 540 kilocycles to at least 18,000 kilocycles.

The "standard" and "short wave" or "dual wave" receiver as defined by the RMA will apply to sets having frequencies between 4,000 and 20,000 kilocycles with a short wave range covering a ratio of maximum to minimum frequencies of at least two and one half to one.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Received and Granted - April 27, 1934

WDRG, WDRG, Inc., Hartford, Conn., C.P. to make changes in equipment and increase day power to  $2\frac{1}{2}$  KW; WJJD, WJJD, Inc., Chicago, Ill., C.P. to install new equipment; KGAR, Tucson Motor Service Co., Tucson, Ariz., C.P. to make changes in equipment; KPCB, Queen City Broadcasting Co., Seattle, Wash., C.P. to make changes in equipment and increase power from 100 to 250 watts; KGIX, J. M. Heaton, Las Vegas, Nev., modification of C.P. extending completion date to July 1, 1934; WHBD, F. P. Moler, Mt. Orab, Ohio, consent to voluntary assignment of license to Veebee Corp.; WRGA, Rome Broadcasting Corp., Rome, Ga., C.P. to move transmitter and studio locally.

Also, WHP, WHP, Inc., Harrisburg, Pa., modification of license for additional time; (Hours heretofore used by WBAK, which station will be discontinued effective May 1, 1934); KFAB, KFAB Broadcasting Co., Lincoln, Neb., modification of special experimental authority to operate synchronously with WBBM from 8:30 to 9:30 P.M. until April 29, and 7:30 to 8:30 P.M. from April 29 to August 1, 1934; WBBM, WBBM Broadcasting Co., Chicago, Ill., same except with station KFAB; WFEA, N. H. Broadcasting Co., Manchester, N. H., special experimental authority to operate on 1430 kc. instead of 1340 kc., unlimited time and simultaneously with WOKO, WHP, WBNS and WHEC, until July 1, 1934; also granted modification of C.P. to extend completion date from May 2 to July 1, 1934.

Action On Examiner's Reports

WGAL, WGAL, Inc., Lancaster, Pa., modification of license to change frequency and hours of operation from 1310 kc to 1500 kc (frequency to be abandoned by WPEN). From sharing with WRAW to unlimited time, 100 w. effective June 1, 1934, Examiner Ralph L. Walker sustained; WRAW, Reading Broadcasting Co., Reading, Pa., modification of license to change time of operation from sharing with WGAL to unlimited time 1310 kc., 100 watts, effective June 1, 1934, Examiner Walker sustained; WTEL, Foulkrod Radio Engineer Co., Philadelphia, Pa., dismissed application for modification of license to change frequency from 1310 kc. to 1500 kc., from sharing with WHAT, WTAL 1/3, WHAT 1/3, WTEL & What not permitted to operate when WCAM is operating to unlimited time, 100 watts, Examiner Walker sustained.

Action In Case Heard Before Commission En Banc

WMAQ, National Broadcasting Co., Inc./ Chicago, Ill., granted C.P. to install new 50 KW transmitter, changing site and increase power from 5 KW to 50 KW, 670 kc., unlimited time, effective May 4, 1934.

Miscellaneous

KFBK, James McClatchy Co., Sacramento, Cal., C.P. to move transmitter locally, make changes in equipment, change frequency from 1310 to 1390 kc. and increase power from 100 w. to 5 KW was ordered returned to applicant because in conflict with Rule 49 of the Commission; WESG, Cornell University, Elmira, N. Y., effective date of order changing station to new frequency, extended to May 8, 1934; Robert Lowell Burch, Salem, Ore., application for new experimental broadcasting station reinstated. To be heard before Commission en banc, June 13, 1934.

Ratifications

Action taken April 20: WBAA, Purdue University, W. Lafayette, Ind., application for modification of license redesignated for hearing on Bill of Particulars dated Dec. 7, 1933, since amended application involves portion of facilities of WKBF (Note: in Report No. 22, dated April 20, 1934, it was inadvertently stated WBAA is operated by Bay State Broadcasting Corp., Boston, Mass. The Bay State Broadcasting Corp. is in no way involved in this case); Action taken April 21: KMWQ, Tropical Radio Telegraph Co., New York, granted 60 day authority to operate aboard vessel "Copan", pending receipt of formal application, frequency 312 to 500 kc., 200 w.; Action taken April 23: WBEL, Radiomarine Corp. of America, New York, granted 60 day authority to operate aboard "Comet" pending receipt and action on formal application, frequency 375 to 500 kc., 50 watts; WIEX, National Broadcasting Co., Inc., New York, authority to operate broadcast pickup station from April 24 to April 30, frequency 1566 and 2390 kc., 50 watts, in connection with trial run high speed train, Union Pacific; WLAP, American Broadcasting Corp. of Ky., Lexington, Ky., extension of program test period granted for 30 days.

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