

HEINL RADIO BUSINESS LETTER

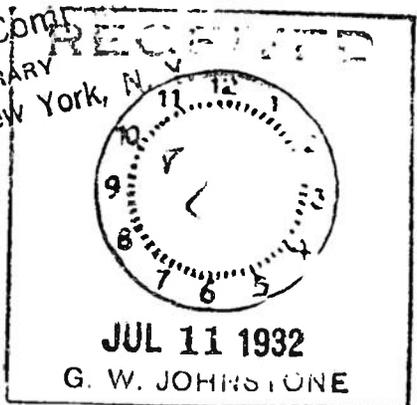
INSURANCE BUILDING

WASHINGTON, D. C.

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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

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No. 542

WHAT WILL DILL GET OUT OF IT?

Having failed to secure the vice-presidential plum, which admiring friends whispered was to be his reward, the question is being asked, "What will Senator Dill of Washington receive for the active part he took in nominating Governor Roosevelt at Chicago?"

About all Senator Dill, who is the co-author of the Radio Act, has received to date was a "booing" while addressing the Chicago convention when advocating the election of Senator Walsh as permanent chairman. The Washington Senator brought "boos" from the Shouse supporters, chiefly in the galleries, with the assertion that the fight to elect Mr. Shouse was really an effort to "rebuke a man because they want another in that position."

It was obviously embarrassing because just before this incident, Senator Dill had complimented the speakers for keeping the debate upon a "high plane". He noted that there had been no acrimonious statements and that the only personal references were those of praise of the two candidates.

Senator Dill paused a moment, when the "boos" were heard, and then without taking any notice of them, concluded his speech at which time he was liberally applauded.

Critics of the Roosevelt forces charged Senator Dill with being one of the younger statesmen, inexperienced in handling national conventions, who ran things at Chicago to the chagrin of elder Democratic leaders who heretofore had been in control. Senator Burton Wheeler, of Montana, was another named as "too progressive and unsafe". To these supporters was invariably an ironic linking of the name of Senator Huey Long, of Louisiana.

Whether Senator Dill has Cabinet aspirations or not, is not known, but this much can be safely said, the Westerner, at the moment, stands high among the chieftains in the Roosevelt camp and unquestionably will take an important guiding hand in the forthcoming campaign.

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CHICAGO CONVENTION ANNOUNCERS CRITICIZED

"The enterprise of the NBC beating Columbia to it by broadcasting the arrival at the Chicago airport of Governor Roosevelt to the convention itself, as well as to the listening public, was badly offset by their excited announcers", Robert D. Heintz commented in the Washington Post. "Instead of giving the public a chance to listen to the arrival - which in itself was noisy and exciting enough - the announcers Butterworth and Lyon, as they frequently did at critical times during the Convention - began shouting into the microphone like madmen.

"David Lawrence, NBC commentator, in announcing a previous exciting event took exactly the opposite tact. He lowered his voice, did not get excited, spoke infrequently, and gave the impression of one who was quietly letting you in on something behind the scenes.

"The chain announcers at Chicago - and this includes Ted Husing who talked entirely too much - could get some valuable tips for announcing future news events by studying the methods of Frederic William Wile, of Columbia, Bill Hard, NBC, and H. V. Kaltenborn, of Columbia, whose work at the Conventions was admirable throughout. It would have been better if the chains had sent Herluf Provensen, of WRC, and Stanley Bell, of WMAL, both of Washington, to Chicago for the routine announcing. They both know Washington and the national figures and could have handled the event admirably.

"Washington correspondents in the press section who at the White House and Capitol are in the most intimate daily contact with notables and think nothing of it, must have smiled when Butterworth, the radio announcer, rushed to the microphone, so excited he could hardly talk, and bellowed forth to the world that he had just ridden in from the Chicago airport 'in the same car with Mayor Cermak and Governor Roosevelt'".

The above paragraphs about the announcing of the Chicago political conventions brought forth the following comments from readers of the Washington Post.

"Your radio article of criticism of the chain announcers - such as Mr. Ted Husing - is not agreed upon by me or my many radio acquaintances. I have just written Mr. Husing with an apology for what you wrote. We like Mr. Husing's announcements so much, although we do not know him personally, that we invariably turn to his announcing, not only for political but for other programs as well. I wish more were like him."

"A word of hasty commendation for your criticism of announcers at Chicago", another letter reads. "The public is not interested in personal opinions. One announcer in particular seems to think he is as important as the affair he presents. His condescension as he handed over the 'mike' to one of the splendid commentators during the convention was very tiresome."

"I listened in with my two sisters, to broadcasting during the Democratic Convention"; the third reader writes, "and this is not the first time we have tried to listen to such a very interesting broadcast. We have on very many occasions wished the announcer would choke. For instance, the continual conversation during some part of the time, when we and our guests would rather have heard the bands or other demonstrations. I second the motion that experienced men be sent to do these jobs in the future."

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RMA DIRECTORS TO MEET

Fred D. Williams of Indianapolis, the newly elected president of the Radio Manufacturers' Association, is arranging a meeting of the RMA Board of Directors during July at Niagara Falls, Canada. The RMA policies and program for the coming year under the new administration of President Williams will be considered at this meeting, the regular mid-Summer meeting of the new governing board of the RMA and the annual visit of the radio leaders to Canadian soil. The meeting will be held at the Clifton House at Niagara Falls.

Continuation of all present services to and privileges of RMA members, despite reduction in membership dues and operating expenses of the Association, together with the development of new sales promotion activities are among the important subjects which will be before the RMA directorate. Problems of the new Federal radio tax law also will be considered.

Reports of the recent Eighth Annual RMA Convention and Trade Show at Chicago also will be received.

Treasury Department regulations, Official 46, relating to the new five per cent Federal excise tax on radio products, are being secured at Washington by the RMA and soon will be mailed to all members. Regulations also will be available at the offices of local Internal Revenue Collectors. Many inquiries regarding the new tax law and the Treasury's interpretations and regulations are being handled for RMA members by Frank D. Scott, Legislative Counsel of the Association, 216 Munsey Building, Washington, D. C., and all possible future information and service in the operation of the new law will continue to go to all RMA members. Individual manufacturers will determine their own policies as to discounts, invoicing, purchasing, etc., on which the RMA has made no recommendations beyond giving as complete information as possible for the guidance and assistance of its membership.

The manuscript for the school equipment manual being prepared jointly by the RMA and the Office of Education of the Department of the Interior will be completed soon and arrangements made for early printing and publication. A. C. Kleckner, of Racine, Wis., is Chairman of the committee which has been developing this manual to aid educators of public schools and colleges in radio equipment. Editorial work, based on contributions of valuable technical data from many RMA members, for the manuscript has been completed by the editor for the Association, Mr. Orrin E. Dunlap, Jr., Radio Editor of the New York Times. It is hoped to send the manual to press within the next few weeks.

While much radio legislation has reached various stages of discussion in Congress, adjournment has approached with little action on any important matters except the long pending copyright revision bill primarily of interest to broadcasters. Radio interests in the national and State legislatures, as well as municipal ordinances, are to be in the charge for another year of H. B. Richmond, of Cambridge, Mass., former RMA president and reappointed by President Williams as Chairman of the Association's Legislative Committee. Chairman Richmond has appointed the following to serve on the committee for the ensuing year: W. J. Barkley, of Passaic, N. J.; C. C. Colby, of Canton, Mass.; Franklin Hutchinson, of New York, N. Y.; Morris Metcalf, of Springfield, Mass.; John W. Van Allen, of Buffalo, N. Y.; General Counsel of the RMA, and Frank D. Scott of Washington, D. C., Legislative Counsel of the RMA.

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STATIONS MAY HAVE TO PAY ELECTRICAL ENERGY TAX

Radio broadcasters of the country may not be exempted from the payment of the electrical-energy tax provided for in the new revenue law, according to officials of the Bureau of Internal Revenue who are looking into the matter.

Section 616 of the Act imposes a tax of 3 per cent upon all electrical energy for domestic or commercial consumption. The regulations of the Bureau exempt "radio companies" from the provisions of the Act, but Bureau officials argue that "broadcast stations" do not fall in the same category as point-to-point stations and therefore are subject to the tax.

It is understood, however, that the Bureau will withhold any regulation holding broadcasting companies liable to the tax until the National Association of Broadcasters has had an opportunity to file a brief answering certain questions which have been raised by the Bureau.

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"Barnum reckoned the score at only 'one a minute'", George Rothwell Brown, of Washington comments, "but that was before folks formed the habit of sitting up all night at a radio to listen to a re-count of the Pennsylvania delegation."

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CONTENDS AURORA SWISHES AUDIBLY

Despite assertions to the contrary, Dr. W. W. Perrett, missionary for forty years located in Labrador, claims they distinctly hear the "swishing" of the Aurora Borealis.

"I have asked several natives about it and they all say it can be heard", Dr. Perrett writes to his explorer friend Commander E. F. MacDonald, Jr., radio manufacturer, of Chicago. "It makes them smile when I tell them some scientists say 'the sound is caused by the falling of minute ice-crystals due to the freezing of the moisture in the observer's breath.'"

Dr. Perrett gave Commander MacDonald the benefit of his observations of the influence of the Aurora on radio reception.

"One hears remarks as follows: 'How's the radio tonight?' 'No good, too much Aurora'", Dr. Perrett said. The Aurora often makes the radio crackly, something like sparks crackling, though I should not like to say this happens only on nights when the Aurora is brilliant. Then, when listening in, the music or whatever the item on the program may be, has almost faded out, and, on looking out of the window I have observed a wave of Aurora passing overhead at the time. There is fading at other times, but it is very marked some nights when the Aurora is very bright. I think the fading is more marked when the Aurora is low than when it is higher in the sky.

"Another thing strikes me as perhaps being worthy of observation, viz. whether the direction of the Aurora makes any difference, i. e. with the Aurora playing from north to south or from east to west. It may make a difference, though I have never taken notice of this.

"There is something I believe all radio fans notice here, and I have never seen it mentioned in a paper, viz. that as the moon approaches new and full, with spring tides, reception improves, whereas reception is poorest when the moon is at the quarters i. e. with neap tides. It remains for scientists to declare whether it is the influence of the moon or the tides, but with us the fact of there being this noticeable difference is pretty strongly established."

Dr. Perrett reported that he was unable to pick up the Arctic broadcasts of KDKA but in January was able to hear WCSH, Portland, Maine, WOR, Newark, N. J., WNAC, and WAAB, of Boston.

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P. O. PRAISED FOR CATCHING RADIO SONG SHARKS

Postmaster General Brown is commended for his alert vigilance in suppressing the so-called "song sharks" who hold out false radio promises as part of their lure, by E. C. Mills of the American Society of Composers.

Mr. Mills particularly referred to the fraud order recently issued by Solicitor Horace J. Donnelly against the National Composers' Association of Chicago, which, in addition to everything else, offered an auspicious radio presentation to unsuspecting amateur composers.

"There is no question but that advantage is taken of the almost universal urge on the part of individuals to write music or scenarios for music or radio by a lot of 'gyp' offices to the tune of many thousands of dollars a year", Mr. Mills said.

"During the fifteen years I have been with the industry, we have spent a great deal of time and money investigating and prosecuting these so-called 'sharks'. In the entire history of the American Society of Composers there has not been brought to our attention a single even moderately successful song produced through the medium of one of these fake concerns for one of its victims."

Mr. Mills said if the victim couldn't pay all cash they would take part cash and be so plausible in their efforts that they would land the same "sucker" two or three times.

"Many are called to write music but few are chosen", Mr. Mills concluded. "More than 20,000 musical copyrights are issued for every 200 which achieve success. So it's what the racing men call 'a long shot' at best.

"I have seen these grafters take the money a crippled girl had saved for an operation and when they knew, because she told them so in her letters, how necessary it was that their advice to her be careful and honest. And yet they went ahead with her 'song poem' when any practical person would have known that it had no commercial possibilities whatever by any conceivable stretch of the imagination.

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TUCSON RADIO STATION DENIED UNLIMITED TIME

The Federal Radio Commission denied the application of Station KVOA, of Tucson, Ariz., for permission to operate on unlimited time. The Commission said Robert M. Riculfi, the owner, had failed to make a satisfactory showing with respect to the character of additional features he proposed to broadcast or that sufficient talent would be available to insure programs acceptable to the public.

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NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - Lady Esther Co. (Cosmetics), Chicago, Ill., Agency - Stack, Goble Advertising Agency, 910 South Michigan Ave., Chicago, Ill.; Starts July 17, 1932; Sundays 3:00-3:30 P.M., EDST; WEAJ Basic red network, SW, NW, Mt., Orange; Program - "Wayne King and his Orchestra" and talk on cosmetics by Lady Esther.

RENEWAL - Carnation Milk Co. (Canned Milk), Milwaukee, Wis.; Agency - Erwin Wasey & Co., 230 N. Michigan Ave., Chicago, Ill.; starts July 4, 1932; Monday, 8:00-8:30 P.M., EDST; WJZ network - New York, Baltimore, Rochester, Pittsburgh, Detroit, Cincinnati, Chicago, St. Louis, Kansas City, Omaha-Council Bluffs; Program - (Canadian WTMJ, KSTP, WEBC WDAY, SE exc. WWNC, WIS, SW exc. KTHS & KTBS, WSM, WMC, WSB, start 10/3/32; Program - "Contented Program" - Grenadiers Quartet, Harold Stokes and 17 piece orchestra.

NEW - Maryland Pharmaceutical Co. (Rem), 2419 Greenmount Ave., Baltimore, Md.; Agency - Joseph Katz Co., 6 East Mt. Vernon Place, Baltimore, Md., starts September 25, 1932; Sunday, 6:45-7:00 P.M., EDST/; WJZ Basic Blue network; Program - not yet decided.

NEW - Buick-Oldsmobile-Pontiac Sales Corporation, General Motors Building, Detroit, Michigan; (Motor Cars); Agency - Campbell Ewald Co.; Period - Fridays 10:00 to 10:30 P.M., starting July 8, 1932; Basic Red network; Program - "Paul Whiteman's Orchestra."

NEW - Richardson and Robbins, Dover, Delaware (Canned Goods); Agency, J. P. Muller Co.; Period - Tuesday 11:00-11:15 A.M., starting July 5, 1932; Basic Blue Network; Program - "Mrs. A. M. Goudiss".

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APPLICATIONS OF THE FEDERAL RADIO COMMISSION

July 5 - WCAH, Commercial Radio Service Co., Columbus, Ohio, determine license power of station by direct measurement of antenna; WTFI, Toccoa Falls Broadcasting Co., Athens, Ga., voluntary assignment of license to Liberty Broadcasting Co.; KRMD, Radio Station KFMD, Inc., Shreveport, La., C.P. to move transmitter locally; J. E. Richards, Greenville, S. C., C.P. for a new station on 590 kc., amended to omit request for facilities of KOCW; KUSD, University of South Dakota, Vermillion, S. D., C.P. to make changes in equipment and increase power from 500 watts to 1 kilowatt; KFGQ, Boone Biblical College, Boone, Iowa, license to cover C.P. granted 1/22/32 for changes in equipment; WOS, Missouri State Marketing Bureau, Jefferson City, Mo., modification of license to increase power from 500 watts to 500 watts, 1 kilowatt LS; KFSD, Airfan Radio Corporation, Ltd., San Diego, Calif., modification of license to increase power from 500 watts, 1 KW LS, to 1 kilowatt day and night.

The following applications were returned to the applicants: WLBX, John N. Brahy, Long Island City, N. Y., C.P. for 1300 kc., 500 watts (WLBX deleted); WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., modification of license for specified hours (request of applicant); WGST, Georgia School of Technology, Atlanta, Ga., modification of license to increase power to 500 watts day and night (Rule 6a and d);

Applications Other Than Broadcasting

July 5 - KGUA, Aeronautical Radio, Inc., El Paso, Texas, modification of license requesting authority to communicate with aircraft on the blue chain in addition to the brown chain, aeronautical service; WPEM, Woonsocket Police Dept., Woonsocket, R. I., license covering C.P. for 2470 kc., 50 watts, emergency police service; Tropical Radio Telegraph Co.: WNN, Mobile, Ala., modification of licenses for change in hours of operation, coastal telegraph service and Marine Relay; WFU, Mobile, Ala., WFW, and WFV, Mobile, Ala., modification of point-to-point licenses for change in hours of operation.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 1, 1932)

WSAJ, Grove City College, Grove City, Pa., C.P. to move transmitter locally, and install new equipment; WHOM, New Jersey Broadcasting Corp., Jersey City, N. J., license covering local move of station and changes in equipment; 1450 kc., 250 watts, share with WNJ and WBMS; WNBH, New Bedford Broadcasting Co., New Bedford, Mass., license covering changes in equipment and increase in day power from 100 to 250 watts; 1310 kc., 100 w., 250 w., LS, unlimited; WBBM-WJBT, WBBM Broadcasting Corp., Chicago, Ill., license covering installation of new equipment and to use present transmitter as auxiliary; 770 kc., 25 KW, simultaneous day, share KFAB night; WCAO, The Monumental Radio Co., Baltimore, Md., authority to install automatic frequency control for auxiliary transmitter; WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., and KBPS, Benson Polytechnic School, Portland, Oregon, authority to install automatic frequency control.

Also, WGCP, May Radio Broadcast Corp., Newark, N. J., license covering changes in equipment and move of transmitter locally; 1250 kc., 250 watts, shares with WODA and WAAM; WAAB, Bay State Broadcasting Corp., Boston, Mass., WNAC-WBIS, Shepard Broadcasting Service, Inc., Boston, Mass.; WMBI, Moody Bible Institute Radio Station, Chicago, Ill., authority for direct measurement of antenna input power; WNJ, Radio Investment Co., Inc., Newark, N. J., authority to remain silent July 4, 1932; WHB, WHB Broadcasting Co., Kansas City, Mo., authority extend completion date for installation of automatic frequency control for two months.

Also, WCAO, The Monumental Radio Co., Baltimore, Md., authority to suspend operation of auxiliary transmitter pending action on application to install new automatic frequency control; WEAI, Cornell University, Ithaca, N. Y., authority to use frequency monitor that was built in laboratories of Cornell University for purpose of testing frequency of broadcast station WEAI in accordance with Rule 145; WKBH, WKBH, Inc., La Crosse, Wis., authority to operate unlimited time during time that KSO is not in operation; WCAT, South Dakota State School of Mines, Rapid City, S. D., authority to suspend operation from June 23rd to September 12th, the vacation period of South Dakota School of Mines; KFYN, Meyer Broadcasting Co., Bismarck, South Dakota, authority to operate from 12:30 P.M. to 2 P.M., CST, July 4, provided station KFDY remains silent; KWEA, Hello World Broadcasting Corp., Shreveport, La., authority to discontinue operation for a period to end not later than October 1, 1932 (action taken June 29th); KTHS, Hot Springs Chamber of Commerce, Hot Springs, National Park, Ark., authority to operate during daytime on frequency 970 kc., with 10 KW, for duration of Democratic National Convention (Action taken June 29th); WMBC, Michigan Broadcasting Co., Detroit, Mich., extension of program test period 15 days from July 1, pending action on application for license covering C.P. (Action taken June 28th);

July 5 - WMCA, Knickerbocker Broadcasting Co., Inc., New York City, C.P. to install new auxiliary transmitter to be used for emergency purposes only at studio location, 500 watts; WWSW, Walker & Downing Radio Corp., Pittsburgh, Pa., C.P. to install new equipment and to increase daytime power from 100 to 250 w.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., C.P. to make changes in equipment and move transmitter locally; also to use auxiliary transmitter while moving; WQDM, A. J. St. Antoine, St. Albans, Vt., consent to voluntary assignment of license to A. J. St. Antoine & E. J. Regan; WTAR, WTAR Radio Corp., Norfolk, Va., authority to operate with reduced power of 140 watts for period of 15 days, while high voltage transformer is being repaired; WNBX, The WNBX Broadcasting Corp., Springfield, Vt., C.P. to install new equipment and change frequency from 1200 to 1260 kc., increase power from 10 watts to 250 watts and hours of operation from sharing with WCAX to daytime only, and to move station locally from Main Street to 1-3/4 miles from Springfield.

Also, WSM, National Life and Accident Insurance Co., Nashville, Tenn., modification of C.P. to extend completion date to August 17, 1932; WSB, The Atlanta Journal Co., Atlanta, Ga., modification of C.P. for a new site for 50 KW transmitter; WNBO, John Brownlee Spriggs, Silver Haven, Pa., license covering installation of new equipment (action taken July 1); KMBC, Midland Broadcasting Co., Kansas City, Mo., 10 day extension of equipment test period; WKBB, Telegraph Herald Co., E. Dubuque, Ill., permission to take depositions in case of WKBB, requests change in frequency and time of operation; WLS, Agricultural Broadcasting Co., Chicago, Ill., authorized to carry on two way communication with U. S. Army Aircraft, July 2 to 4th, in connection with George Washington Military Tournament (Action taken July 1st).

Applications Other Than Broadcasting

Granted July 1 - Federal Telegraph Co., Newark, N. J., C.P. for general experimental purposes, 34600, 41000, 51400, 80000 to 300000, 1000000 to 3000000 kc., 500 w.; Airfan Radio Corp., Ltd., portable in vicinity of San Diego, Cal., C.P. for broadcast pickup service, 2342 kc., 15 watts; WPDP, City of Philadelphia, Pa., Philadelphia, Pa., C.P. for police service, to increase power from 250 to 500 watts (applicant is now authorized to operate with maximum power of 500 w., and this is to permit radiation of this power); Charles Newton Kraus, E. Providence, R. I., C.P. for general experimental service, 6000 to 400000 kc., 25 w., also C.P. same as above except 4 watts; Harvard Seismograph Station: Portable, and Portable #1, geophysical C.P.s 1602, 1628, 1652, 1676 and 1700 kc., 5 watts; Inland Waterways Corp.: WPI, Memphis, Tenn., modification of C.P. to extend commencement date to July 1, 1932, and completion date to August 15, 1932; KQP, Minneapolis, Minn., renewal of coastal telg. and marine relay licenses, 163, 438, 3120, 4780, 6250 kc., 6210 kc., primarily for calling but may be used for working purposes if no interference results, 2 KW, 1 transmitter 50 watts.

Also, Pere Marquette Radio Corp.: WLD, Ludington, Mich., modification of C.P. for extension of commencement date to June 27th and completion date to July 15, 1932,, also authorized to extend completion date of construction to July 15th; WAEI, Aeronautical Radio, Inc., Detroit, Mich., modification of C.P. to extend commencement date of C.P. to June 18th and completion date to Sept. 18, 1932; WPEK, City of New Orleans, New Orleans, La., modification of C.P. to extend completion date to July 15, 1932; W8XK, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., experimental relay broadcasting license, 6140, 9570, 11870, 15210, 17780, 21540 kc., 40 KW; W8XU, Neil H. Williams, portable, initial location Ann Arbor, Mich., and W8XV, same location, licenses (general experimental), 34600, 41000, 51400, 60000-400000 kc., 5 watts and 15 watts power respectively; Inland Steamship Co. Hutchinson & Co., managers on vessel "Joseph Block", special experimental license 484 kc., 1 watt; KGXC, Pierce Co. Washington (Tacoma Field), Tacoma, Wash., airport license, 278 kc., 10 watts.

Also, Walter S. Franklin & Frank C. Nicodemus, Jr., Receivers of Ann Arbor RR Co.: C.F. Ann Arbor No. 7 (vessel); C.F. Wabash (Vessel); C.F. Ann Arbor No. 5 (Vessel); C.F. Ann Arbor No. 6 (Vessel); C.F. City of Flint 32 (vessel), C.F. Pere Marquette 21 (vessel), C.F. Pere Marquette 22 (vessel), C.F. City of Saginaw 31 (vessel), special experimental licenses 484 kc., 1 watt; Libby McNeill & Libby: KIDV, Moored Tally Scow, Alaska, point-to-point telephone license, 3190 kc., 2 watts; WIEV, Seattle, Wash., 60 day authority to operate 2 watt telephone aboard gas boat "Guy Junior" on frequency 3190 kc.; Edwin C. Ewing, Jr., NC-10164, experimental aircraft license, 60000 to 400000 kc., 10 watts; KQP, Inland Waterways Corp. (given above); W10XAR, Western Electric Co., Inc., Portable, renewal of special experimental license, 278 kc., 10 watts; KGPIJ, City of Beaumont, Beaumont, Texas, extension of time to complete construction of emergency police station from July 2 to August 2, 1932;

Also, Tropical Radio Telegraph Co.: WAX, Hialeah, Fla., WNU, New Orleans, La. modification of coastal telg. license to change model and serial no. of transmitter; also same for both except Marine Relay service; WAB, WAF, WAM, WAW, WAU, WAV, Hialeah, Fla., modification of license, point-to-point telg. to change serial no. of transmitter; WNN, WFU, WVU, WVW, Mobile, Ala., authority to operate stations under following time schedule pending action on formal applications: Week-days - 8 A.M. to noon, 1 P.M. to 5 P.M.; Sundays 8 A.M. to 11 A.M.; 3 to 5 P.M.; American Radio News Corp.: W2XH, New York, renewal of special experimental license, 95 and 99 kc., 750 watts; W3XO, portable in Sussex, Morris, Essex and Somerset Counties, N. J., renewal of special experimental license, 6640-7330, 8570-10400; 11550-12890, 13720, 15250, 17280-19330, 2000-22070 kc., 10 w.; W2XX, Ocean Gate, N. J., renewal of special experimental license, 10550, 16270, 21420 kc., 20 KW; W2XA, Rocky Point, N. Y., renewal of special experimental license 45-75 except 46, 54, 56, 64, 66, 75 kc., 190 w.

Also, Bell Telephone Laboratories, Inc.: W2XDI, portable on truck in N. J., W2XDH, portable in N. J., W2XDJ, Ocean Twp., N. J., W2XDG, Ocean Twp., N. J., renewal of special experimental licenses, 3422.5, 4752.5, 6755, 7565, 7610, 8560, 9170, 9730, 9870, 10550, 10675, 10840, 12840, 13390, 14470, 14590, 15355, 15415, 16270, 17120, 18340, 19220, 19820, 21060, 21420 kc., 1 KW (W2XDJ, 25 KW; W2XDG, 5 KW); RCA Communications, Inc.: W6XI, Bolinas, Cal., renewal of special experimental license, 6845, 6860, 9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060, 20780 kc., 80 KW; K6XO, Kahuku, Hawaii, renewal of special experimental license, 6890, 7520, 11680, 15985, 16030 kc., 80 KW; WOCI, Mackay Radio Telg. Co., San Francisco, 60 day authority to operate station aboard Vessel "J. A. MOFFETT", pending receipt of formal application, frequencies 375, 400, 425, 468, 500 kc., 500 w.; WBAK, Penna. State Police, Harrisburg, Pa., authorized to discontinue operation until June 27th; Buffalo Broadcasting Corp., Buffalo, N. Y., authorized to operate a general experimental station in the experimental band in connection with broadcast pickup work during celebration of Centennial at Buffalo, June 29th to July 10th, frequency 60,000 to 4000,000 kc., 50 watts; WBEN, Inc., Portable, authorized to use broadcast pickup stations in experimental service in connection with broadcast pickup work during celebration of Buffalo Centennial, 51400 kc. 60,000 kc., 10 watts.

Also, KIVV, Radiomarine Corp. of America, New York, 60 day authority to operate additional transmitter aboard vessel "West Cactus", 150 watts, frequency 8200 to 16680 kc.; KIQV, Same Co., 60 day authority to operate station aboard vessel "Exiria" as first and third class.

Set For Hearing

J. B. Taylor, near Aberdeen, S. Dak., requests C.P. 920 kc., 500 watts, daytime (facilities of KSOO); WHEF, d/b as Attala Milling & Produce Co., Kosciusko, Miss., requests modification of C.P. to move station to Robert E. Lee Hotel, Jackson, Miss.; WLAP, American Broadcasting Corp. of Ky., Louisville, Ky. requests C.P. to change frequency from 1200 kc. to 940 kc., increase power from 100 watts night, 250 w. daytime to 1 KW (facilities of WFIW).

Applications Denied

Thomas Edward Williams, Abilene, Texas, C.P. 1420 kc., 100 w., unlimited time (facilities of KFYO), denied because applicant failed to enter appearance within time allowed; WBK, Radio Air Service Corp., Cleveland, Ohio, authority to operate with 2½ KW daytime as applied for in application which has been designated for hearing; WCAP, Radio Industries Broadcast Co., Asbury Park, N. J., denied authority to increase power from 500 to 1000 watts experimentally, for period July 1 to Sept. 5, 1932.

Action On Examiners' Reports

KVOA, Robert M. Riculfi, Tucson, Ariz., denied modification of license to change time from half-time to unlimited, reversing Examiner Ellis A. Yost; KGMP, d/b as Bryant Radio & Electric Co., Elk City, Okla., revoked license of Station KGMP, reversing Chief Examiner Ellis A. Yost; also denied C.P. to move transmitter and make changes in equipment sustaining Examiner Yost; also denied assignment of license to D. R. Wallace, sustaining Examiner Yost; also denied consent to assignment of license to E. M. Woody, reversing Examiner Yost; KGMP, E. M. Woody, Elk City, Okla., granted C. O. to move studio and transmitter locally and make changes in equipment sustaining Examiner Yost.

Also, Charles L. Bennett, Jamaica, N. Y., denied with prejudice application for a new station to operate on 1210 kc., 100 w., to share with WGBB, WCOH, and WJBI, sustaining Chief Examiner Ellis A. Yost; d/b as Louisiana Broadcast Co., Baton Rouge, La., denied, by default application for new station to operate on 1310 kc., 100 watts, unlimited time (facilities of KMLB, KRMD and WTSL); KXO, E. R. Irely and F. M. Bowles, El Centro, Cal., experimental clause providing for operation on 1500 kc., experimentally, removed from license and provision made regular instead of experimental; Thirty-first St. Baptist Church, Indianapolis, Ind., action of the Commission of June 21st, designating this application for hearing, reconsidered and granted, authorizing a new station to operate on 600 kc., 250 watts, daytime.

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RADIO NETWORKS ATTACK FIGHT BROADCASTS RULING

The New York State Athletic Commission's decision that none but "boxing experts" could broadcast accounts of boxing matches in New York State in the future brought statements from the major networks mildly threatening war and definitely charging "a serious blow at the freedom of broadcasting", according to an Associated Press report from New York City.

"The National Broadcasting Co. always has and always will continue to select its own announcers for fight broadcasts", said John F. Royal, Vice-President in Charge of Programs.

Charles Francis Coe, novelist, and Graham McNamee broadcast for NBC, the account of the match in which Jack Sharkey won the heavyweight title from Max Schmeling, and to which the Athletic Commission expressed its objections by banning all but "boxing sports writers, judges or referees" from future broadcasts.

Although NBC is understood to have a long-term agreement with Madison Square Garden regarding the broadcasting of matches, it was indicated that the company might ignore such broadcasts in the future rather than submit to outside direction.

The Commission's ruling was the second reverse in a sports way that the broadcasters have encountered recently. Previously twelve major Eastern colleges decided to forego permission for the broadcasting of football games because of the adverse effect on gate receipts.

The statement of the Columbia Broadcasting Co. which did not put the Sharkey-Schmeling fight on the air, said:

"The State Athletic Commission, in composing a virtual censorship, has dealt a serious blow at the freedom of broadcasting. This arbitrary ruling undoubtedly will serve to handicap the broadcasters' service to the public. It is no more logical for the Commission to choose or to approve broadcasters of fights than to choose or to approve those who cover fights for the press."

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TRADE INFORMATION BULLETIN NO. 799

"Broadcast Advertising in Asia, Africa, Australia, and Oceania", Trade Information Bulletin No. 799, made be obtained from the Superintendent of Documents, United States Government Printing Office, Washington, D. C., or any district office of the United States Department of Commerce at 10¢ each.

This bulletin discusses the point as to whether American manufacturers should employ radio as an advertising medium abroad. For countries in Asia, Africa, Australia, and Oceania, the answer may be glimpsed in this report. The information comes from American Government representatives who obtained it first-hand.

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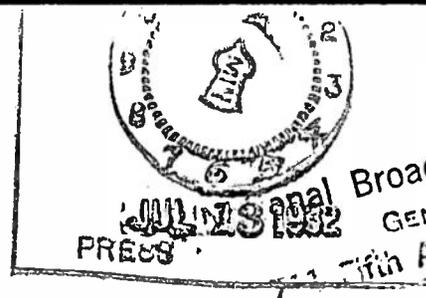
HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

Desk

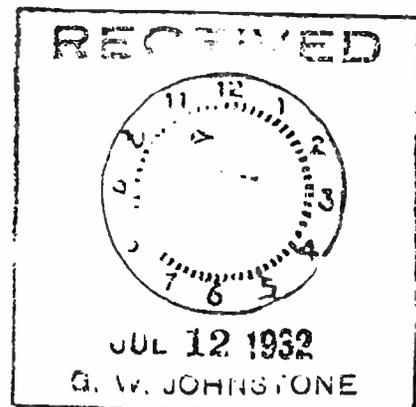


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No. 543



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

BROWN ADDRESSES OHIO STATE BAR ASSOCIATION

A survey of recent radio legislation was presented by Col. Thad H. Brown, member of the Federal Radio Commission, in an address before the Ohio State Bar Association at Cedar Point, Ohio, on July 8th.

Colonel Brown, in reviewing progress in radio law, pointed out that whatever doubts may have existed in 1927 in the minds of some of our Federal lawmakers as to the power of Congress to enact the Radio Act of 1927 under the so-called "Commerce Clause" of the Constitution, it is now well settled that radio communication is commerce.

As early as 1877 the Supreme Court held that the transmission of telegraph messages across State lines was interstate commerce. See *Pensacola Telegraph Co. v. Western Union Telegraph Co.*, 96 U.S. 1. An opinion of the Attorney General in 1902 said that radio telegraphy was commerce. 24 Opinions Atty. Gen. 100.

In 1927, the United States District Court for the District of Kentucky held, in *Whitehurst v. Grimes*, 21 F. (2d) 787, that all radio broadcasting is interstate commerce. Since 1927, a number of courts have made similar declarations.

The District Court of the United States for the Eastern District of South Carolina, in the case of *WBT, Inc., v. Joseph M. Poulnot, Sheriff, of Charleston County, et al.*, 46 F (2d) 671, held that a tax on radio receiving sets was invalid.

Section 1 of the Radio Act of 1927 provides that it is intended to regulate all forms of interstate and foreign radio transmissions and communications within the United States, its territories and possessions; to maintain the control of the United States over all of the channels of interstate and foreign radio transmission, and to provide for the use but not the ownership thereof by individuals, firms or corporations for limited periods of time under licenses granted by Federal authority.

On March 28, 1928, the so-called "Davis Amendment" to the Radio Act of 1927 was passed whereby the licensing authority was directed to provide equality of broadcasting service, both of transmission and reception, and in order to do so "as nearly as possible make and maintain an equal allocation of broadcasting licenses, of bands of frequencies or wave length or lengths, of periods of time for operation and of station power to each of said Zones when and in so far as there are applications therefor; and shall make a fair and equitable allocation of licenses, wave lengths, time for operation and station power to each of the States, the District of Columbia, the Territories and Possessions of the United States within the Zones according to population."

The constitutionality of the Radio Act was questioned in the case of the United States v. American Bond & Mortgage Company, in the District Court of the United States for the Northern District of Illinois, Eastern Division. The defendants were refused a license by the Federal Radio Commission. They threatened to operate without a license and the Government filed a bill for injunction.

Pursuant to this amendment, the Commission promulgated its General Order No. 40 under which stations were divided into three classes: "High power", "regional", and "local". It set aside 40 frequencies for operation of stations of high power, allocating eight to each zone, one station only to be operated at night on each of these channels.

The defendants contended that the Act was invalid and unconstitutional for the reasons that it was an unreasonable exercise of the power of Congress to regulate commerce; that it was unreasonable and arbitrary as to the business of defendants and constitutes a taking of property without due process of law and without compensation, contrary to the Fifth Amendment; that it attempted an unlawful delegation of legislative power because the standard set-up in the Act for guidance of an administrative body is not sufficient.

The court held that "radio transmission and reception among the States are interstate commerce"; that the denial of an application for renewal of station license is not a violation of constitutional amendment relating to the taking of property without due process and without just compensation, and that the Act was not invalid for lack of definiteness in the standard "public interest, convenience and necessity." (31 F. (2d) 448).

An appeal was taken to the United States Circuit Court of appeals for the Seventh Circuit and that court certified five questions to the Supreme Court of the United States.

On Jan. 5, 1931, the Supreme Court dismissed the certificate on the grounds that the questions certified by the Circuit Court of Appeals for the Seventh Circuit were too indefinite and general for answer. (75 L. Ed. (U.S.) 141). Thereupon a rehearing was had in the Circuit Court and that court affirmed the lower court and denied the petition for rehearing.

The first appeal to be taken under Section 16 of the Radio Act of 1927 grew out of the general reallocation in 1928 under General Order No. 40. Station WGY at Schenectady, N. Y., for some time before the reallocation had been operating unlimited hours of operation on one of the frequencies designated by this General Order as a "high-power" frequency. The reallocation reduced the hours of operation of this station to limited time, and the station appealed from this decision.

The Court of Appeals of the District of Columbia held that the refusal of the Commission to renew the license of Station WGY, except as modified with respect to hours of operation, was in fact a denial of its application within the terms of the Radio Act of 1927.

It was likewise contended by applicant in this appeal that the action of the Commission in limiting the hours of operation of Station WGY deprived it of its property rights without due process of law and without just compensation contrary to the Fifth Amendment of the Constitution of the United States. The court held that under the commerce clause of the Constitution, Congress has the power to provide for reasonable regulation of the use and operation of radio stations and to create bodies such as the Federal Radio Commission to carry such regulation into effect.

The Commission made application to the Supreme Court of the United States for a writ of certiorari, which was denied on the grounds that the Supreme Court can only review "cases and controversies" within the meaning of Section 2 of Article 3 of the Constitution and that the Court of Appeals of the District of Columbia under Section 16 of the Radio Act of 1927 was acting in an administrative and not a judicial capacity.

Thereafter, on July 1, 1930, Section 16 of the Radio Act of 1927, was amended so that the review of the Court of Appeals of the District of Columbia is limited to questions of law; the findings of fact by the Commission, if supported by substantial evidence, are made conclusive unless clearly shown to be arbitrary and capricious. The judgment of the Court of Appeals is made final, subject to review by the Supreme Court of the United States on a writ of certiorari.

The quasilegislative power of the Commission to make rules of general application, though they limit private property rights, was sustained by the Court of Appeals of the District of Columbia in *Carrell v. Federal Radio Commission* (36 F. (2d) 117).

There followed a host of appeals to the Court of Appeals of the District of Columbia under Section 16 of the Radio Act, many of which raised no new questions of law, but merely questions of fact as to whether the evidence warranted the Commission's decision. In every case where notice and hearing have been given the applicant whose application was denied by the Commission, its decision has been upheld.

Section 29 of the Radio Act of 1927 expressly denies to the Commission any power of censorship over the radio communications or signals transmitted by any station.

The Commission denied an application for renewal of license of Station KFKE, of Milford, Kans., operated by Dr. Brinkley, on the ground that a review of its past operation convinced the Commission that the future operation of this station would not serve public interest, convenience and necessity. The station appealed

from this denial, asserting that the Commission's decision constituted a violation of Section 29 of the Radio Act in that it was censorship. The Court of Appeals of the District of Columbia sustained the Commission.

The constitutionality of the Davis Amendment to the Radio Act of 1927 and the legality of the Commission's regulation promulgated pursuant thereto, were questioned and upheld by the Court of Appeals of the District of Columbia in the cases of Durham Life Insurance Company v. Federal Radio Commission, 60 App. D.C. 375, and Pacific Development Radio Company v. Federal Radio Commission, 60 App. D.C. 378.

Section 29 of the Radio Act provides that no person within the jurisdiction of the United States shall utter any obscene, indecent or profane language by means of radio communication. The first conviction under this section was had in the District Court of the United States for the District of Oregon. The defendant, Robert Duncan, known as the "Oregon Wildcat", was accused of willfully and feloniously uttering obscene indecent and profane language over Station KVEP, Portland, Oreg.

On appeal to the United States Circuit Court for the Ninth Circuit the conviction was affirmed. See 48 F. (2d) 128. The defendant was sentenced with a \$500 fine and imprisonment for six months. The Supreme Court refused certiorari. (283 U.S. 863, 75 L. Ed. 1468).

A number of convictions have been had in the various District Courts of the United States for violation of Section 1 of the Radio Act of 1927, which provides that no person shall use or operate any apparatus for the transmission of energy or communications or signals by radio without a license.

The first was the case of William Fellowes, at St. Louis, Mo., Fellowes was given a year and a day for operating a radio without a license, and was subsequently deported as he was not an American citizen. No appeal was taken and the case is not reported.

An interesting decision was rendered last June 10th by the Supreme Court of the State of Nebraska, reversing the lower court, in the case of Sorensen v. Wood. Sorensen, the appellant, was a candidate for reelection as Attorney General. It appears that the defendant Wood undertook to make certain statements of and concerning him and his candidacy over radio station KFAB and Sorensen sued Wood and the station jointly, for libel.

The defendant broadcasting station pleaded privilege on the ground that under the Radio Act of 1917, Section 18, it was precluded from censoring the defendant Wood's speech or utterances over its facilities, since defendant Wood was a legally qualified candidate for public office and the station had already permitted one candidate for the same office to use its facilities, thereby making it necessary under the law to permit him equal use of its facilities.

In view of the importance of the case, it is hoped it will be taken to the Supreme Court of the United States.

In all the decisions of the various courts in radio cases both under the Radio Act and otherwise, a commendable caution is noticeable in dealing with these new and for the most part unprecedented problems.

The foregoing is intended to give you a general review of current legislative and judicial results of Federal regulation of radio.

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SAY CONVENTION RADIO CUT NEWSPAPER SALES

Although reporting a decided increase in circulation during the Democratic convention as compared with the Republican meeting, Chicago newspaper circulators were virtually unanimous in asserting that radio broadcasting of the proceedings definitely hurt the sale of papers, according to a dispatch from Chicago to Editor & Publisher.

"While loop hotel and downtown news-stand sales were ahead of the G.O.P., event, in some cases as high as 3 to 1, circulation managers nevertheless declared that the increase in outlying districts was not as great as anticipated and blamed radio broadcasting", the report continued. "There were any number of sensational spot news developments, they pointed out, that should have precipitated heavy street sales, but the demand for papers was comparatively weak.

"Aside from the nomination of Governor Roosevelt on Friday evening and the three ballots taken early Friday morning, local papers did not extra any of the convention news. The Chicago Tribune and Herald and Examiner reported extra heavy sales on Friday morning, following the all-night session and subsequent deadlock."

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NO EXCEPTION FOR E. T.

"By diligent effort the broadcasters managed to remove the tax on long distance lines from all lines used for broadcasting before the 1932 Revenue Bill was passed, thus saving the networks a sizeable piece of change", Broadcasting Advertising, Chicago, observes. "No one seemed to remember, however, that some programs are broadcast by electrical transcriptions, so these will be taxed. The following paragraph is quoted from a summary and interpretation of the radio tax law issued by the RMA:

"Electrical transcriptions are taxable unless it can be proven to satisfaction of Treasury Department that such transcriptions are not phonograph records. In the discussions of this item by Committees of Congress, transcriptions were included and were considered to be taxable."

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COLUMBIA-WJSV PLANS TO DATE ANNOUNCED

Plans to date for the construction by the Columbia Broadcasting System of the new Station WJSV have been announced.

The station, the control of which recently passed from independent hands to Columbia, will be erected on the new Mt. Vernon Highway, overlooking the Capital, the Potomac River and within sight of historic Alexandria, Va.

It's 10,000 watts of power will be thrown from a transmitter of the most modern construction. Masts 165 feet high, painted and lighted according to regulations laid down by the Aeronautics Division of the Department of Commerce, are to be erected beside a control and broadcasting studio of true Colonial design. The Colonial architecture is expected to be in strict keeping with the plans of the District Park and Planning Commission for the highway. The project in reality reclaims a part of the swampy marsh now bordering the highway near the Potomac Yards. Extensive landscaping, patterned after similar work already completed along the highway will complete the picture.

Arrangements have been completed with the Virginia Public Service Company for power and with the Chesapeake and Potomac Telephone Company for telephone and wire service. The location is approximately 15 minutes by bus from downtown Washington, five minutes from Washington airport, and ten minutes from Alexandria. Operation of the station by Columbia is expected to begin on or about October 1, 1932.

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NEWSPAPER ADVERTISING CHECKED

The following is reprinted from the Transit News, St. Louis:

"Recently the 'Post-Dispatch' (St. Louis) featured an editorial entitled 'Limiting Radio Advertising', implying that its competitor, the radio, was headed for government control unless the advertising on the programs was restricted, and suggesting that 5 per cent advertising and 95 per cent entertainment wouldn't be such a bad program.

"The issue of the 'Post-Dispatch' in which the article appeared was divided as follows: 67½ per cent advertising, 32½ per cent news."

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MAY NOTIFY HOOVER BY RADIO

The President may change his notification plans as a result of Roosevelt's flight to Chicago, Paul Mallon writes in the "National Whirligig". Arrangements had been privately made for a ceremony on the White House lawn late in July.

"A plan under consideration contemplates something new in radio hookups. National committeemen could remain at home and listen in. Notifier Snell could deliver his address from his home in New York. Acceptor Hoover could answer from Camp Rapidan", according to Mr. Mallon,

"Something along that line probably will be worked out.

"Mr. Hoover will depend largely on the radio and the movies to conduct his campaign. White House relations with NBC are particularly close. The movie connections are already well known. For two years past the plans have been a building.

"These hookups would enable Mr. Hoover to meet and talk to every voter without leaving the White House."

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SAY RADIO ADVERTISING MUST CHANGE

"Radio remains a problem", Louis Salbitano, of Utica, N.Y., writes to the New York Times. "It is true that superb music, and more rarely a good speech, occasionally rewards us; but most of the time the air is made hideous with advertisement-dominated inanities. Literally it is a racket. Since 90 per cent of the programs are commercial, radio listeners are overwhelmed with parrot high-pressure methods they would not tolerate under other circumstances.

"This merciless bombardment is defeating its own ends. After all, our ears cannot stand punishment indefinitely; the law of diminishing returns operates here as regards attention.

"Undoubtedly commercial sponsors are finding out, to their expensive dismay, that their potential market has been deafened into profitless inattention. There is the further handicap of hostility, as people resent, and rightly, the 'Say, listen to me fella' technique of some programs.

"Ballyhoo has its place at carnivals and political conventions; yet, as the principal method of selling over the air, it is not only ineffective but destroys good-will. Luckily we have become expert in the art of deftly tuning out objectionable stuff.

"Printed advertisement has the merit of being generally well-behaved and of inviting leisurely attention. People read and do get an impression that gets translated into buying. Radio will have to change its ways or lose out."

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COMMITTEE TO DISCUSS MADRID CONVENTION

A special committee considering the use of radio frequencies in the band between 10 and 550 kilocycles will meet in a few days to complete its report to the main committee preparing for the International Radio Conference to be held in Madrid, September 3rd.

Louis G. Caldwell, former General Counsel of the Federal Radio Commission, has been named on the special committee by Dr. C. B. Jolliffe, Chief Engineer of the Commission and Chairman of the committee. Mr. Caldwell has just completed a study of the bands below 550 kilocycles and their availability for broadcasting and he will present the facts to the committee.

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: BUSINESS LETTER BRIEFS :
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A reduction in the rate on coast-to-coast broadcasts, effective September 1st, was announced by Columbia Broadcasting System last week in a communication to Sales Managers.

The decrease takes the form of elimination of the circuit charge for hooking up the Columbia basic network with the Don Lee Coast Unit. The charge was \$250 for evening programs and \$125 for programs prior to 6 P.M. Pacific Coast Time.

Kolster Brandes, Ltd. - Year ended February 29: Net profit after contingencies, taxes and other charges, 61,468 pounds (money value) or 19 cents a share on 1,166,000 ordinary shares, against 6,895 pounds (money value) or 3 cents a share, in preceding year.

For the first time in many months, employment and payrolls in radio manufacturing plants increased in May, the last fiscal month reported on, according to the Bureau of Labor Statistics of the Department of Labor. Reports from forty-five manufacturers gave their May employment as 16,044, or 6.5 per cent more than in April. Payrolls increased 15.9 per cent over April.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Wheatena Corporation, Rahway, N. J.; Agency - McKee & Albright, 1528 Walnut Street, Philadelphia, Pa.; Starts Sept. 26, 1932; Daily except Thursday and Sunday, 5:45-6:00 PST; San Francisco Orange network; Program - "Wheatenaville" - dramatic sketch written by Raymond Knight.

NEW - Pacific Coast Borax Co. (Twenty Mule Team Borax), 51 Madison Ave., New York City; Agency - McCann Erickson, Inc., 285 Madison Ave., New York City; Starts October 4, 1932; Tuesdays 9:30-10:00 P.M., EDST, SJZ Basic Blue Network; Program - "Death Valley Days" - dramatic sketches picturing pioneer life in Death Valley, Calif., with incidental music under direction of Joseph Bonime;

NEW - U. S. Industrial Alcohol Co. (Alcohol (pyro)); 60 East 42nd St., New York City; Agency - J. Walter Thompson Co., 420 Lexington Ave., New York City; Starts October 23, 1932; Sundays, 7:45-8:00 P.M., WEAJ Basic red Network; Program - not yet decided.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 6 - WTIC, The Travelers Broadcasting Service, Corp., Hartford, Conn., install automatic frequency control; WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., C.P. for auxiliary transmitter amended as to equipment, auxiliary to operate with power of 100 watts; WHBQ, Broadcasting Station WHBQ, Inc., Memphis, Tenn., C.P. to move transmitter locally; d/b as Grief & Ericson, Lewiston, Idaho, C.P. to erect a new station to use 1210 kc., 100 watts, unlimited time; KRSC, Radio Sales Corporation, Seattle, Wash., license to cover C.P. granted 6/17/32 to increase power to 100 watts and make changes in equipment; KUMA, Albert H. Schermann, Yuma, Ariz., license to cover C.P. granted 4/29/32 for authority to move station from Flagstaff, Ariz., to Yuma, Ariz.; KYW-KFKX, Westinghouse Electric & Manufacturing Co., Chicago, Ill., C.P. amended to request to move transmitter to Whitmarsh Twp., Pa., instead of near Essington, Tinicum Twp., Pa.

July 8 - WDEV, Harry C. Whitehill, Waterbury, Vt., C.P. to change from 1420 kc., 50 watts, specified hours to 550 kc., 500 watts, daytime and make changes in equipment; WMIL, Arthur Faske, Brooklyn, N. Y., modification of license for increase in hours of operation (1/3 of WLBX's facilities. WLBX, Long Island City, N.Y. was deleted 6/25/32); Erie Broadcasting Corp., Erie, Pa., C.P. for a new station to use 800 kc., 2½ KW, daytime till sunset at Dallas, Texas; WAPI, WAPI Broadcasting Co., Birmingham, Ala., voluntary assignment of C.P. and license for 25 KW to WAPI Broadcasting Corp.

Applications Other Than Broadcasting

July 6 - Arthur Rawlins, Portable, initial location, Knoxville, Tenn., new C.P. for 1700 kc., 10 watts, geophysical service; City of Newton, Police Dept., Newton, Mass., new C.P. for 1712 kc., 50 watts, emergency police service; W9XL, American Radio News Corp., Winley Park, Ill., license covering C.P. for 7625, 7640, 9230, 9390, 10090 kc., 500 watts, special experimental service; KGTN, Aeronautical Radio, Inc., Las Vegas, Nevada, license covering C.P. for 2906, 3072.5, 3082.5, 3088, 5510, 5540, 5672.5, 5692.5 kc., 5 watts, aeronautical service; WPI, Inland Waterways Corp., Memphis, Tenn., renewal of coastal and Marine relay licenses for 163, 438, 3120, 4780, 6210, 6250 kc., 1 KW, 100 watts; Warner Bros. Broadcasting Corp., portable, new C.P. for general experimental frequencies, 250 watts.

July 7 - Western Air Express, Inc., on 8 planes, modification of licenses to include communication with brown chain stations in addition to blue chain, aircraft service; KIED, Warner Bros. Broadcasting Corp., portable, license covering C.P. for 1518, 2342 kc., 250 watts, temporary broadcast pickup; W2XAQ, R. C. Powell & Co., Inc., New York, N. Y., license covering C.P. for 51400, 60000 kc., 50 watts, general experimental; The Producers Steamship Co., on vessel "Louis W. Hill", new license, frequencies not specified, 1 watt, special experimental service.

July 8 - Atlantic Broadcasting Corp., New York, N. Y., new license for experimental visual broadcasting station 43000, 46000, 48500, 50300, 60000, 80000 kc., 50 watts; Grand Trunk Milwaukee Car Ferry Co., on vessels "C/F City of Milwaukee" and "C/F Madison", new licenses for 484 kc., 1 watt, special experimental service;

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DECISIONS OF THE RADIO COMMISSION

Applications Granted (July 8, 1932)

WSUI, State University of Iowa, Iowa City, Ia., authority to operate from 10 P.M. to 12 midnight, CST, Saturday, July 9th; WFDW, Raymond C. Hammett, Anniston, Ala., authority to remain silent until August 1, 1932; WTFI, Toccoa Falls Broadcasting Co., Athens, Ga., consent to voluntary assignment of license to Liberty Broadcasting Co.; KLCN, Charles Leo Lintzenich, Blytheville, Ark., authority to remain closed until September 22nd, or until necessary apparatus and approved frequency monitor are installed to permit operation in compliance with Rule 144 and 145; KGCU, Mandan Radio Association, Mandan, N. Dak., authority to operate from 1 to 7:30 P.M., and from 10 P.M. to midnight or later, CST, on July 8 only, provided KLPM remains silent; KLPM, John B. Cooley, Minot, N. Dak., authority to operate from 7:30 to 10 P.M., CST, on July 8, provided KGCU remains silent.

Also, WABC, Atlantic Broadcasting Corp., New York City, authority to broadcast messages addressed to lost yacht "Curlew" enroute to Bermuda; Same Co., WIEI, WIEJ, authority to use stations July 5 to 9th inc., in connection with broadcast from aquaplane; KGZE, City of San Antonio & State of Texas, San Antonio, Tex., license for police service; 2506 kc., 500 watts; W9XH, W9XE, W8XC, Ford Motor Co., Lansing, Mich., renewal of special experimental licenses 389 kc., 1 KW.

Renewal of Licenses

WAAW, Omaha, Neb.; WABC-WBOQ, New York; WAIU, Columbus, O.; WBT, Charlotte, N. C.; WBZ, Boston, Mass.; WBZA, Boston; WCAU, Philadelphia, Pa.; WCAU (auxiliary); WCCO, Minneapolis, WDGY, Minneapolis; WDZ, Tuscola, Ill.; WEAF, New York; WEAF (auxiliary); WEEU, Reading, Pa.; WENR-WBCN, Chicago, WENR-WBCN (auxiliary); WGN-WLIB, Chicago; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHDH, Boston; WINS, New York; WJR, Detroit, Mich.; WJZ, New York, WJZ (auxiliary); WLW, Cincinnati, Ohio; WMAQ, Chicago; WMAZ, Macon, Ga.; FOAI, San Antonio, Tex., WPG, Atlantic City, N. J.; WPTF, Raleigh, N. C.; WRUF, Gainesville, Fla.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WSM, Nashville, Tenn.; WTAM, Cleveland, Ohio; KEX, Portland, Ore.; KFAB, Lincoln, Neb.; KFBI, Abilene, Kans.; KFEQ, St. Joseph, Mo.; KFVD, Los Angeles; KGDM, Stockton, Cal.; KGO, San Francisco; KGO (auxiliary); KRJ, Seattle, Wash.; KOA, Denver; KOA (auxiliary); KPCB, Seattle, Wash.; KRLD, Dallas, Texas; KTHS, Hot Springs, Ark. WJI, Iowa State College of Agr. & Mech. Arts, Ames, Iowa, granted renewal of license 640 kc., 5 KW (without experimental clause) daytime

Action On Examiners' Reports

A. V. Tidmore, Hagerstown, Md., granted C.P. 1cr new station to operate on 1210 kc., 100 watts, daytime hours, sustaining Examiner Yost; U. S. Radio & Television Corp., Marion, Ind., granted C.P. for experimental visual station and C.P. for special exp. sound track, frequencies 43 to 46, 48.5 to 50.3, 60 to 80 megacycles, 1 KW, unlimited time, sustaining Examiner E. W. Pratt; Radio Engineering Labs., Inc., Long Island, N. Y., denied C.P. for visual broadcasting station, sustaining Examiner E. W. Pratt; KGBX, KGBX, Inc., St. Joseph, Mo., granted C.P. to move station from St. Joseph to Springfield, Mo., frequency 1310 kc., 100 watts, unlimited time when WOQ is operating, sustaining Examiner Ellis A. Yost; KRMD, Radio Station KRMD, Inc., Shreveport, La., granted renewal of license to operate on 1310 kc., 50 watts, share with WTSL, applicants requesting facilities of KRMD failed to appear at hearing, Examiner Ellis A. Yost sustained;

Application Denied - WNBO, John Brownlee Spriggs, Silver Haven, Pa., denied request for reconsideration of Commission's decision to move transmitter to Elrama, Pa., change time to unlimited, increase day power and remove temporary clause from license. This application has been set for hearing; KORO, KORO, Ltd., Eureka, Cal., application heretofore set for hearing was denied as in default because applicant failed to enter appearance within time allowed, C.P. for new station 1500 kc., 100 w., unlimited.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 544

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HENDERSON TAKES GARNER TO TASK

Declaring that adjournment of Congress means dodging anti-monopoly legislation, Representative Harold McGugin (Rep.) of Kansas, revealed the fact that there had been a passage at arms between Speaker Garner, Democratic Vice-presidential candidate, and W. K. Henderson, President of the "Hello World" Broadcasting Company at Shreveport, La.

"I believe that certain correspondence between Mr. Henderson and Speaker Garner discloses that Mr. Garner prefers that this House adjourn failing and refusing to revise the anti-monopoly laws, notwithstanding the fact that he and his party have solemnly stated that monopoly has brought about the most of our present troubles and that revisionary monopoly legislation will benefit labor, the small packer, and distributor", Representative McGugin declared.

"In brief, Mr. Henderson called upon Mr. Roosevelt and Mr. Garner immediately to bring out and pass through this House the promised revisionary legislation of the monopoly laws which would benefit labor, the small packer, and distributor. I have a telegram from Mr. Henderson of July 11th, in which he reports Mr. Garner's answer to this telegram from Mr. Henderson to Governor Roosevelt and Mr. Garner. The telegram of July 11 which I have received from Mr. Henderson is in part as follows:

"I have a letter from Speaker Garner in which he states that any legislation looking to the curbing of monopoly and centralization of money would be opposed by the Republican Senate and vetoed by the President."

Mr. Henderson reported further to Representative McGugin that he had sent the following message to Mr. Garner:

"Replying to your letter of July 7, I only wish to remind that you have driven through the House and Senate legislation authorizing the borrowing of \$2,300,000,000 to be placed at the disposal of the Reconstruction Finance Corporation. You did this in the face of the announcement from the White House that such legislation would be vetoed. Now, in this matter of monopoly and centralization of money, by far the greatest economic question facing us, you dismiss it with the simple statement that a Republican Senate would refuse to concur in such legislation and that the President would veto same, whereas in this instance the President has not announced that he would veto such legislation. It is my belief that the voters of the country will not accept such a statement as any evidence of sincerity on the part of the Democratic leadership in opposition to monopoly."

"No man can enlarge upon this statement by Mr. Henderson", Representative McGugin concluded.

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RCA MOSAIC FOR RADIO CITY

A large glass mosaic will be executed on the walls of the loggia at the western entrance of the seventy-store RCA Building in Rockefeller Center, New York, as one of the most important units in the decorative scheme for the \$250,000,000 office and amusement project.

A pictorial design by Barry Faulkner, American artist, has been accepted for the mosaic, which will be 79 feet in length and 14 feet high. It will be carried out by Ravenna Mosaics, Inc., of 101 Park Avenue. The subject will be "Intelligence Awakening Mankind."

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REMOVAL OF KFKW FROM AIR FAVORED

Deletion of Station KFKW, St. Louis, Mo., and granting of its facilities to Station WIL, Missouri Broadcasting Company, St. Louis, giving the latter unlimited time, were recommended to the Federal Radio Commission in a report by Examiner Elmer W. Pratt.

In the same report Examiner Pratt recommended that the application of The American Legion, Department of Missouri, Donald Holden Post No. 106, Albany, Mo., which asked for a new station to use the facilities of both St. Louis stations, be denied.

Station KFKW was recommended for deletion because the Truth Center is not empowered by its character to operate a broadcasting station, and because the station was used "principally as the mouthpiece of Emil C. Hartman in the dissemination of his personal religious views." The Truth Center, it was pointed out in the report, is a corporation engaged in religious and charitable work, and as such is inconsistent with its aims and purposes in operating a commercial broadcasting station for profit.

Station WIL, which formerly shared time with Station KFKW on 1200 kilocycles, will, if the Commission approves the report, operate unlimited time, using the Truth Center station's facilities.

The American Legion application was recommended for denial because Albany, Mo., now receives adequate broadcast service, and because the applicant at the hearing on the case failed to show adequate technical or financial responsibility to operate the proposed station.

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NEW RADIO LIBEL CAMPAIGN RESTRICTIONS

Broadcasters will have to guard themselves against the utterances of political candidates in the forthcoming rip-roaring presidential campaign.

Until the present moment the radio companies have relied on a provision in Section 18 of the Federal Radio Act of 1927 that they "shall have no power of censorship over the material broadcast under the provisions of this paragraph" - said paragraph obliging them to give equal opportunities for broadcasting to rival candidates for a given office. It has, accordingly, been customary for announcers to preface political talks with the explanation that the station assumes no responsibility for utterances made by the speaker being introduced. The fat went into the fire when Chief Justice Charles A. Goss on June 10th handed down a decision in the Nebraska Supreme Court to the effect that radio stations are subject to the same laws against the utterance of libel to which newspapers are subject. This was the first time an Appellate Court had ruled on the responsibility of radio stations for material they permit to pass to the public through the air.

"This decision, I have just learned, started something almost immediately in the State of Minnesota where a hot campaign was raging over the Republican nomination for Governor", Marlen E. Pew, of the Editor & Publisher commented. "In that campaign the radio was being used freely for the promulgation of patently libelous statements against not only a candidate named Earle Brown, who had been drafted by a Republican pre-primary conference to run for Governor, but against the Minneapolis Journal, one of his supporters, as well as Carl W. Jones, its publisher, and other prominent citizens. The listening citizens were told by radio that these men were 'tax-dodgers', though the proof offered was declared by the Minneapolis Journal to be false and misleading figures garbled from public records.

"The political ruckus in Minnesota was about as lively as anything that State has experienced in recent years. Tom Davis, a well-known politician, had bolted the Brown nomination and had held a so-called 'mass convention' of his own at which one Franklin Ellsworth was put up for Governor. Davis had a substantial campaign fund at hand and spent it to wage a bitter radio campaign, using not only the big stations of the Twin Cities, but a number of smaller ones encircling the State.

"This free use of air currents to put into circulation charges against individuals that no newspaper would publish as advertising without legal advice as to libel responsibility, was in full force when, over in Nebraska, Chief Justice Goss came through with his decision. Promptly on the appearance of this legal opinion Publisher Jones consulted his attorney, and on the latter's advice sent to each of the radio stations, together with a newspaper clipping summarizing the Nebraska decision, a warning letter."

The letter revealed the fact that the Minneapolis Journal's taxes were paid by the Journal Printing Company, a separate corporation and the stations were warned that they would be held responsible for any further defamatory broadcasts.

"This bluffcalling epistle was sent out in the last week of the campaign", Mr. Pew continued. "The effect was magical. Some of the station managers, Mr. Jones tells me, replied to the effect that while they had no power of censorship, they would endeavor to prevent further publication of the libels complained of. And they did, by insisting that all manuscripts intended for broadcast be submitted in advance for review. Mr. Davis continued to deliver his air speeches, but was compelled to omit from them the specific charges of tax-dodging he had previously made in every speech. He contented himself with generalized philippics and with challenges to take the matter into the courts. The public, of course, saw through the business as if it were a transparency.

"Some ugly stuff has been 'pulled' in paid radio political campaigns in this country in recent years, the harum-scarum and malicious tactics of 'Kingfish' Huey Long in Louisiana being best remembered, and the evil has seemed to be beyond reach. With the Nebraska decision in hand I see no reason why this particular horned devil should not now be cornered and nailed to the barn-door. Chief Justice Goss' clear and sensible definition ought to be a safe passport to the U. S. Supreme Court if any broadcaster is disposed to stand on the Radio Act as justifying libel at regular advertising rates."

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BUILDERS SOON TO USE SHORT WAVES

Results of extensive tests have proved that operation on the ultra-high frequencies is ready for commercial adoption, after months of experiments which have culminated in the decision that this comparatively new phase of radio operation will play significant part in the business of the future, it was learned at the Federal Radio Commission. The Commission does not wish to make public the name of the laboratory that has reached this conclusion.

Final results of tests have revealed that frequencies around 60,000 kilocycles are of great value for transmission and reception of messages over short distances up to two or three miles. Such operation is dependable and stable, and may be used in a number of capacities.

The building industry, it is expected, will be among the first to make wide use of short-wave operation. Light, portable apparatus will be installed where high buildings are being constructed, so the foreman or supervisor of the job can at all times be in direct personal touch with workmen high on the girders. Such personal contact will mean speedier and more efficient construction.

In highway construction, short-wave apparatus will enable a supervisor to direct work at all points for two or three miles along the road. Where specific directions must be imparted to workmen at different places, the director may sit at his transmitter and maintain contact with all workmen.

In loading and unloading vessels and railway cars, short-wave apparatus will be used to facilitate the work by transmission of information to workers. Constant communication between officers fore and aft on a ship, or between trainmen in the engine and caboose on a train, will be maintained with transmitters and receivers using the ultra-high channels.

In any operation where short-distance communication is necessary, yet where installation of telephone wire systems does not warrant the expense, short-wave radio operation will be used.

Where a private communications system is needed between officials in a large building, short-wave apparatus will take the place of the telephone without installation of wires. In some instances installation of wire systems is impractical or too expensive; in these cases the new radio development will be adopted.

As tests reveal further developments, and the possibility of operation over longer distances becomes imminent, new uses will be discovered.

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COLUMBIA NETWORK TO OBSERVE TELEVISION ANNIVERSARY

WABC and the coast-to-coast Columbia network will be synchronized with W2XAB's television facilities when the first anniversary of Columbia's regular transmission of television programs will be celebrated from 9:00 to 9:15 P.M., EDST, Thursday, July 21st. The same event will also inaugurate regular broadcasting of simultaneous sight and sound on one wave-length, a revolutionary development in visual broadcasting.

In addition to brief talks on television by William Schudt, Jr., director of Columbia's television programs, and Edwin K. Cohan, Columbia's technical director, another innovation will be introduced as the entertainment feature of the program. Harold Stern's Orchestra, which broadcasts over the network from the St. Mortiz Hotel in New York, will play at the hotel roof garden as their leader talks to them and directs them from W2XAB's studio. Receivers set up in front of the band will enable the musicians to follow Stern's baton and to hear his instructions as he faces the flying spot nine blocks away, for the first broadcast in which an orchestra has been led by television.

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DEPRESSION DELAYS 3RD NETWORK

Plans for the organization of a third national network have been abandoned by the George Coates group, at least for the duration of the depression, Variety reports, and continues:

"Coates coterie had men out in the field lining up prospective station members of the chain when Wall Street backing suddenly decided it couldn't spare the coin and called off all promises.

"Syndicate promoting the third chain idea called itself the Affiliated Broadcasting Co., Inc. Coates, the directing mind, is rated as the original founder of the Columbia system."

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A. S. A. APPROVES TWO NEW RADIO STANDARDS

Two new national standards for radio have just been approved by the American Standards Association, it was announced by Dr. P. G. Agnew, secretary of the Association.

The standards were developed by the technical committee on Radio working under the procedure of the American Standards Association, with the Institute of Radio Engineers and the American Institute of Electrical Engineers directing the technical work. Alfred N. Goldsmith, vice-president of the Radio Corporation of America, is Chairman of the committee.

The first of the standards applies to certain details in the manufacture of broadcast receivers which it is desirable to have uniform in the sets of all manufacturers.

The second standard specifies dimensions for many of the principal types of bases and sockets of vacuum tubes used in both receiving and transmitting. The types of base covered in the standard are four-pin bases of the large and small type; large four-pin base without bayonet pin; large five-pin base without bayonet pin; four-pin transmitting tube base; large transmitting tube base; four pin sockets for receiving tubes and five-pin sockets for receiving tubes.

The standard also specifies dimensions for terminal caps for both receiving and transmitting tubes and for connections between the tube elements and the pins.

The manufacturing standards applying to broadcast receivers establish a national standard for the frequency range of receivers from 550 kilocycles (545.1 meters) to 1500 kilocycles (199.9 meters). The rating and design of socket-power devices and electric radio receivers are to be standardized for operation on voltages from 105 to 125 volts. A standard test for quality of soldering of cord tips or terminals to radio cords is also provided. This test is a straight pull of five pounds applied to the cord tip or terminal. Other details for which standard dimensions are established are cord tips, binding post, cable terminals, radio plugs and jacks, and pilot lamps. There are also standard definitions for the various parts of radio receivers.

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WHITE NEW COLUMBIA PRESS MAN

Jesse S. Butcher has resigned as Director of Public Relations of the Columbia Broadcasting System. Paul W. White, news editor of the network for the past year and a half, has been appointed Publicity Director.

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RCA AND MACKAY OPPOSE FURTHER SHORT WAVE HEARINGS

Further hearings by the Federal Radio Commission on the reallocation of domestic short-wave frequencies assigned to R.C.A. Communications, Inc., and the Mackay Radio and Telegraph Co. by the District of Columbia Court of Appeals were opposed yesterday (Wednesday) by these corporations in replies filed with the court.

The Commission had asked permission to hold new hearings on reallocation of the frequencies, recaptured from the bankrupt Universal Wireless Communications Corporation. It contended that changed economic conditions since the court order necessitated further deliberation.

R.C.A. Communications in asking that the petition be denied, stated that it "has the ability and desire to inaugurate its domestic point-to-point system."

"There must come a time when a final determination will be made of the issues in this case and we submit that time has arrived", the company asserted.

Arguing the necessity of feeders within the United States to supplement its transoceanic system, the company declared that it has "never been able to make satisfactory arrangements for pick-up services with land lines; namely, the systems of the Western

Union Telegraph Company and the Postal Telegraph Company, both of which own and control or are owned and controlled by cable companies engaged in international communications competing directly with the international communications system of the R.C.A. Communications, Inc."

The Mackay Company contended that "the public is entitled to the type of service that best fits its convenience and any communications company should be entitled to use such means of communications as will best serve the public. These considerations remain whether or not the country is in a state of depression."

The Mackay company said that it has never denied that the Commission has a right to find which frequencies should be allocated to it, subject to the jurisdiction of the court, but contended that the question raised by the Radio Commission had already been decided by the court in favor of the companies.

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NEW ARCTURUS VIOLET RAY LAMP

A new and remarkably different type of health lamp, known as the Sirian Ultra-Violet Lamp, has been developed and is being marketed by the Arcturus Radio Tube Company, Newark, N. J.

The lamp is so designed that it fits into any lighting socket on any lighting line, and does not require transformers or other additional apparatus.

Officials of the company state that the lamps are made in 60, 100, 150 and 300 watt sizes, and are priced considerably lower than any ultra-violet equipment on the market.

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INTERNATIONAL ELECTRICAL CONGRESS ENDS

The International Electrical Congress closed Tuesday in Paris. It meets twice in a century. The last meeting was held in Paris in 1881. This meeting was to have been held in 1931 but was a year late. The next meeting will be held in 1981, probably in Paris.

A paper by F. G. Loring and H. H. Guttner of the United States described the present use of radio apparatus on moving objects, especially on small ships and airplanes, and predicted greater advances in communication between people traveling and those on land. The last discussion, covering the standardization of the measurement of electrical units indicated a possible world standard in the near future.

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APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

July 11 - (Applications other than broadcasting): Harvard Seismograph Station, portables No. 3 and No. 4, new C.P.s for 1602, 1628, 1652, 1676, 1700 kc., 10 w., geophysical service; City of Saginaw, Saginaw, Mich., license covering C.P. for 2442 kc., 50 w. emergency police service; American Telephone & Telegraph Co., Ocean Gate, N. J., license for 19380 kc., 20 KW, point-to-point telegraph and telephone service.

July 12 - WBCM, James E. Davidson, Bay City, Mich., modification of license to increase power from 500 w. to 500 w., 1 kw., local sunset; WIP, Gimbel Brothers, Inc., Philadelphia, Pa., voluntary assignment of license to Pennsylvania Broadcasting Co., Inc.; WMBG, Havens & Martin, Inc., Richmond, Va., C.P. to make changes in auxiliary transmitter and increase operating power of same from 10 w. to 100 w.; WIS, South Carolina Broadcasting Co., Inc., Columbia, S. C., determine operating power of station by direct measurement of antenna power; KFFW, Southwestern Hotel Co., Fort Smith, Ark., license to cover C.P. granted April 26, 1932, for 1210 kc., 100 watts, unlimited time, and changes in equipment; A. H. Yeomans, Athens, Ga., C. P. for a new station to use 1450 kc., 500 w., unlimited time, facilities of WTFI, Athens, Ga.; KFJF, National Radio Manufacturing Co., Oklahoma City, Okla., install automatic frequency control; WIOD-WMBF, Isle of Dreams Broadcasting Corp., Miami, Fla., license to cover C.P. granted March 29, 1932 for changes in equipment (new transmitter); WWL, Loyola University, New Orleans, La., modification of C.P. to extend completion date to Sept. 15, 1932.

Also (Applications other than broadcasting): W10XAZ, Airplane and Marine Direction Finder Corp., on vessel "Navigator", renewal of special experimental license for 516 kc., 2 w.; KDG, Press Wireless, Inc., Honolulu, T. H., modification of license for additional frequency of 20,800 kc., point-to-point telegraph service; Mutual Telephone Co.: KHM, Lihue, T. H., and KHL, Wailuku, T. H., licenses covering C.P.s for 3195, 3225, 5720, 5750 kc., 500 w., point-to-point telegraph service; Transpacific Communication Co., Ltd., Dixon, Calif., renewal of license for 7365, 7610, 10840, 15355, 15415, 21060 kc., 20 KW., special experimental service; Rockford Broadcasters, Inc., Rockford, Ill., new C.P., frequency not specified, 3 w., temporary broadcast pickup; WKDX, City of New York, Department of Plant and Structures, modification of license to include A3 emission and to show frequency range as 1500-1600 kc., coastal harbor service;

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 11, 1932)

WFDV, Rome Broadcasting Corp., Rome, Ga., authority to operate until 9:30 P.M., July 12 in order to broadcast political speech, regular hours are from 6 to 9 P.M., additional time requested is 30 minutes; WJBI, Monmouth Broadcasting Co., Red Bank, N.J., C.P. to make changes in equipment; WCGU, United States

Broadcasting Corp., Brooklyn, N. Y., authority to install automatic frequency control, and permission to use transmitter of WFOX during installation; KGCK, First State Bank of Vida, Wolf Point, Mont., authority to operate from 3 to 6 P.M., M.S.T., July 14, 15 and 16; WENC, Americus Broadcast Co., Americus, Ga., special authorization to broadcast at night during next two weeks provided WFDW remains silent (action taken July 9); KMOX, Voice of St. Louis, Inc., St. Louis, Mo., permission to pick up and rebroadcast interview between publicity man and commanding officer, 35th Division, Thursday, July 14th, if permission is obtained from Missouri National Guard for rebroadcast (action taken July 8); KMBC, Midland Broadcasting Co., Kansas City, Mo., authority to extend test period for 10 days, (action taken July 9); Cannon System, Ltd., Glendale, Calif., permission to take depositions in re hearing on applicant's application set for hearing July 22nd (action taken July 7); KS00, Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak., special authority to continue operating daily until 6:30 P.M., CST, and on Sunday nights beginning at 9:30 P.M., CST, with reduction of power to 1 KW, authorization subject to cancellation at any time without prior notice to licensee.

The following stations were granted suspension of working rule 145 until September 1, pending the testing of frequency monitors at the Bureau of Standards which have been ordered: WCAL, Northfield, Minn.; KPOF, Denver, Colo.; WCAX, Burlington, Vt.; WORK, York, Pa.; WCBS, Springfield, Ill.; KGVO, Missoula, Mont.; KSEI, Pocatello, Idaho; WRAK, Williamsport, Pa.; KGEK, Yuma, Ariz.; WCBD, Zion, Ill.; KXI, Portland, Oregon; KTFI, Twin Falls, Idaho; WBTM, Danville, Vt.; WBMS, Hackensack, N. J.; KGFX, Pierre, S. Dak.; WKBH, LaCrosse, Wis.; WKBZ, Ludington, Mich.; WWRL, New York, WERE, Erie, Pa.

Applications Other Than Broadcasting

WPDY, Department of Police, Atlanta, Ga., authority to operate police station with power up to 400 w., for period of 60 days, for purpose of determining maximum amount of power necessary to cover surrounding counties; W8XAA, Department of Airport, Cleveland, Ohio, special experimental C.P. 278 kc., 15 w.; WPEI, Police Department, Woonsocket, R. I., license for police service, 2470 kc., 50 w.; KICZ, Mutual Telephone Co., Honolulu, T. H., license point-to-point telegraph service 3195, 3225 kc., unlimited time, 5720, 5750 kc., daylight only, two transmitters 1 kw each. International Harvester Co., on vessel "The Harvester", special experimental license 484 kc., 1 KW, beacon signals band width, 4 kc; Standard Oil Co. of California, on vessel "F. H. Hillman", special experimental license 516 kc., 2 w., beacon signals, band width 4 kc.; Boeing Air Transport, Inc., modification of 35 licenses (Aviation-Aircraft) for addition of frequencies 3322.5 and 5592.5 kc.

Also, Aeronautical Radio, Inc.: WSDK, Memphis, Tenn., aeronautical point-to-point C.P. for installation of new equipment; KGUA, El Paso, Tex., modification of aviation license for additional points of communication; also, modification of 36 licenses (Aviation-Aircraft) for two additional frequencies 3322.5 and 5592.5 kc.; KNWD, Bismarck, N. Dak., modification of C.P. extending commencement date of construction permit to June 18 and completion date to Sept. 18, 1932.

Also, National Air Transport, Inc., modification of 29 licenses (Aviation-Aircraft) for two additional frequencies 3322.5 and 5592.5 kc., to be added to each license; Pacific Air Transport, Inc., modification of 15 licenses (Aviation) for addition of frequencies 3322.5 and 5592.5 kc.; Varney Air Lines, Inc., modification of 9 licenses (Aviation-Aircraft) for additional frequencies 3322.5 and 5592.5 kc.; KHUBY, Boeing Airplane Co., Inc., modification of aviation-aircraft license for two additional frequencies, 3322.5 and 5592.5 kc.; WQCH, Radiomarine Corporation of America, aboard "Carabobo", temporary authority not to exceed 60 day to operate transmitting pending receipt of formal application, frequency 125 to 500, 750 w.; WODI, H. Leslie Atlass, aboard yacht, "Harriett", authority to use telegraph frequencies above 3000 kc., to be used pending action on formal application for license; KDCT, Tropical Radio Telegraph Co., New York, 60-day authority pending receipt of formal application to operate aboard vessel "Veragua", in accordance with rule 285; W6XAN, Press Wireless, Inc., Los Angeles, Cal., extension of completion date of C.P. to Dec. 31, 1932; WPEJ, Department of Police, Brookline, Mass., extension of time in which to complete construction, from July 11 for one year.

Set for Hearing

Anthony F. Crisselli, Long Island City, N.Y., requests C.P. 1500 kc., 100 w., share with WMIL, WWRL, WMPQ (facilities of WLBX); WWRL, Long Island Broadcasting Corp., Woodside, Long Island, requests modification of license to increase hours of operation to half-time sharing with WMIL, WMBQ (facilities of WLBX), heretofore shared with WMIL, WMBQ, and WLBX; WMBQ, Paul J. Gollhofer, Brooklyn, N. Y., requests modification of license to increase hours of operation to nine hours, dividing with WMIL, WWRL and WLBX, and facilities of WLBX; J. B. Sanders, Center, Texas., requests construction permit 1310 kc., 100 w., specified hours (facilities of KFPM); KSOO, Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak., renewal of license set for hearing because facilities of station have been applied for, temporary license issued pending outcome of hearing.

The experimental clause was removed from the licenses of the following stations: WJAR, The Outlet Co., Providence, R. I., this station is licensed to operate with 250 w. night and day and additional 250 w. daytime on experimental basis on Canadian-shared channel of 890 kc., 500 w., daytime made permanent; WLBZ, Maine Broadcasting Co., Inc., Bangor, Me., this station is licensed to operate with a power of 500 w. for experimental purposes to determine whether interference results on 620 channel, 500 w. made permanent; WLBW, Radio-Wire Program Corporation of America, Oil City, Pa., this station is licensed to operate on 1260 kc., with night power of 500 w., and day power of 500 w. and additional 500 w. experimentally, now to operate with 500 w. night, 1000 w. day; WCFL, Chicago Federation of Labor, Chicago, Ill., station licensed to operate on 970 kc., with $1\frac{1}{2}$ kw., limited time, and special authority to operate unlimited time, station now has C.P. to move transmitter and operate unlimited time with 5 kw.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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No. 545

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POLITICAL PRESSURE DESTROYING CLEAR CHANNELS

"Slowly but surely the 'clear channels' - the very backbone of American broadcasting - are being whittled away", O. H. Caldwell, former Federal Radio Commissioner declares in an attack on the Federal Radio Commission for yielding to political pressure. "One by one, the exclusive wavelengths which have made it possible for radio to reach every small town, rural community and farm in the United States, are being ravaged by political pressure and commercial expediency", Mr. Caldwell warns. "Steadily the structure crumbles. Already five of these forty clear channels are gone as 'rural service' channels."

The former Commissioner explained the breakdown of the clear-channel structure started when the owners of Station WGY at Schenectady carried to the Supreme Court their case demanding the unrestricted full-time operation of Stations WGY and KGO at San Francisco on the same wavelength, - without synchronized frequency control between the two stations, as proposed by the Radio Commission.

KSL at Salt Lake City, Utah, now has its clear channel destroyed by the Commission's authorization of Station WJJD, at Chicago, to operate until 9 P.M., Chicago time.

The frequency assigned as a clear channel to Station KJR at Seattle, Wash., is now authorized for destruction by a 5-kw. transmitter which the Commission has granted permit for the Chicago Federation of Labor station, WCFL, to build at Chicago.

"The National Broadcasting Company operates KJR at Seattle, which will have its service area hemmed in to within a few miles of Seattle when the new WCFL transmitter gets operating, depriving millions of small towns, remote mountain cabins, and ranch owners in the Pacific Coast and Rocky Mountain states of radio reception from this station", Mr. Caldwell charges. "The matter was referred to the operators of Station KJR, but with the labor group demanding the use of the wavelength, engineering principles were waived and forgotten, and the simultaneous use of the channel conceded. Here was an instance in which the majority of the members of the Federal Radio Commission, sworn to protect the radio rights of the listeners, gave no heed to the loss of radio facilities by remote millions in the mountain area which needs broadcasting service most, and yielded to the importunities of the Senators who control the confirmation of the Radio Commissioners.

"The Radio Commission had previously refused many other applications for facilities to be used in Illinois, because that State was over-quoted under the Davis Amendment. In fact the Commission recently granted an applicant from Indiana the facilities previously assigned to Station WIBO in Chicago, in order to bring about equalization. This case is now pending in the Court of Appeals, but regardless of all this, the Radio Commission last

month granted additional facilities to Illinois, in the WCFL case, inconsistent with the Commission's own quota rules and regulations, - inconsistent with the mileage separation which the Commission's engineers say is necessary between two five-kilowatt stations, - and also inconsistent with General Order No. 40 setting up clear channels. A powerful bloc - and politics - did the trick."

Clear Channel No. 4 had its doom sealed when the State Department, also charged with the protection of American interests, assented to the simultaneous operation of a 5-kw station in Nova Scotia, on the same wavelength as Station KNX at Los Angeles. In periods of good radio reception, the inevitable heterodyne beating in on this channel from the Canadian border, will convert KNX from a great clear-channel station designed to serve the vast Rocky Mountain territory, into an impotent regional, barely getting out to the San Francisco Bay country without an annoying whistle riding on its carrier.

The fifth clear channel to go into the "ether trash-heap", according to the allegations, is 1100 kilocycles, now occupied under a time-sharing arrangement between Station WPG, the Columbia Broadcasting System's outlet at Atlantic City, and Station WLWL, at New York, the station of the Paulist Fathers, one of the teaching orders of the Catholic Church.

"Destruction of this clear channel was also arranged by the U. S. State Department in completing its recent radio agreement with Canada", the former Federal official asserts. "Our good friends of the north, numbering in population about the same as California or New York City, already had three times as many wavelengths per capita as have citizens of the United States, but the latest adjustment dictated by the State Department grants them four times the radio service per capita, besides ruining two American clear channels in the bargain.

"The sorry spectacle thus taking place in the collapse of the clear channels is known to radio engineers and to all who follow the Washington wavelength assignments, but while all privately lament the progress of the destruction, few can be found to raise their voices in protest. Unhappily those informed seem too busy or concerned with their own individual situations, to protect the general commonwealth of radio. And the majority of the Federal Radio Commission, continuously pounded by political pressure, find that they must grant concessions to properly accoutred applicants, while radio principle and the rights of farm and rural listeners go into the discard.

"What clear channels will go next, is a matter for conjecture. WEAf, WABC, WLW, KDKA, WGN, WMAQ - call-letters all sacred in the minds and memories of American listeners, - may within the next twelve months follow the others over the plank to oblivion, and become merely high-powered locals, each serving a few counties, but lost to rural listeners outside a few miles range.

"Perhaps by the time the U. S. State Department concludes its negotiations with Mexico there won't be any clear channels left!"

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NEW COLUMBIA P. D. IS KANSAN

Like Sam Pickard, Senator Capper, and others of prominence in the radio world, Paul White, new Publicity Director of Columbia, hails from Kansas.

White has been conneced with the Columbia Publicity Department as news editor since December, 1930, coming from the New York staff of the United Press. He was for seven years with the U.P., and he was one of its star reporters. He joined the U.P. upon being graduated in 1923 from the Columbia School of Journalism. Before that, he was telegraph editor of the Kansas City Journal.

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RCA EQUIPS NEW LINERS

Announcement was recently made by Charles J. Pannill, Executive Vice President of the Radiomarine Corporation of America, that the four new passenger vessels of the Grace Line and Panama Mail Steamship Company will be completely outfitted with RCA equipment.

Two of these ships, the "Santa Rosa" and "Santa Paula", were recently launched at The Federal Shipbuilding Company's plant at Kearny, N. J., where their sister ships, "Santa Lucia" and "Santa Elena", are still on the way. When these new steamers are commissioned, they will be placed in the Grace-Panama Mail Central American service and the radio transmitting and receiving apparatus will be of such a type and power that continuous communication can be maintained throughout the voyage with the Radiomarine Corporation's high power short wave stations at Chatham, Mass., and San Francisco, Calif.

Each of the ships will have a main set consisting of a 500/750 watt combination short and intermediate wave transmitter and an auxiliary 50-watt intermediate wave transmitter which operates from a storage battery. Two receivers will be used for operation in the short, intermediate and long wave bands, and an RCA radio direction finder will enable the vessels to take bearings on shore points and on other ships at all times.

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N. Y. PLEASED WITH POLICE RADIO

Police Commissioner Mulrooney announced his complete satisfaction with the police radio broadcasting system installed in New York City last February. The radio patrol cars in the five boroughs have answered approximately 5,000 alarms.

"In the period June 1 to June 14th, they answered 550 calls and from June 15th to July 4th, they answered 981", the Commissioner said, "and the efficiency keeps increasing. The radio has helped us make a number of arrests that would not have been made without the new alarm system."

The radio cars were used in 145 arrests in Manhattan, 112 in Brooklyn, 20 in the Bronx and 18 in Queens. Originally 180 cars were in use; now there are 238. The number will be increased as soon as department engineers have completed experiments with a new type of receiver which will overcome electric interference on Broadway and the poor reception in the financial district.

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LIFTING OF JAPANESE BAR ON SHORT-WAVE RADIO SEEN

Increasing public interest in international broadcasts, usually handled by short-wave transmission, seems to indicate that eventually the Japanese government ban on the short wave may be modified, according to Assistant Commercial Attache William S. Dowd, Tokyo. It is to be hoped, Mr. Dowd says, that the use of the short-wave sets will be permitted, because such action would, in all probability, stimulate imports from the United States.

At the present time, Japanese manufacturers supply almost exclusively the large demand for long-wave sets, consisting mostly of three and four tube sizes. There is no production of short-wave sets because of lack of demand, and if the government objection were withdrawn, the supply would necessarily, for the time being at least, come from America.

The total number of receiving sets in operation in Japan at the end of April was 1,103,548, there being 58,951 permits approved in that month alone. All sets in the hands of private operators pay a monthly assessment of 25 cents.

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MODERN RADIO TUBE HAS 200 MILE HIGH VACUUM

While flying at high altitude on one of his numerous trips, George Lewis, prominent tube engineer and Vice-President of the Arcturus Radio Tube Company, of Newark, N. J., calculated the height it would be necessary for a balloon or plane to rise before encountering the degree of vacuum attained in a radio tube.

"As an aviator flies upward", says Mr. Lewis, "the air he breathes becomes rarer and rarer, slowly approaching a vacuum. When the flier rises three and six-tenths miles, he has left half the earth's atmosphere below him.

"While it has not been accomplished to date, should man reach an altitude of thirty-one miles, he will find that the atmospheric pressure has dropped to one-seven thousandth that of sea level. But even this degree of rarification is negligible in comparison with the degree of vacuum attained in a good radio tube. This pressure is equal to seven thousand microns, and a good radio tube has a vacuum of about five to seven microns - a thousand times better.

"It is difficult to estimate just how high one must go before encountering a vacuum comparable to that in a radio tube. Up to thirty-one miles, the density of the air decreases in a simple mathematical proportion - the logarithm of the pressure varying inversely with altitude. Above this altitude each molecule of air must be considered as a tiny satellite of this planet, and engineers have been unable to calculate the manner in which the atmosphere becomes more rarified.

"Probably", concludes Mr. Lewis, "if an aviator could take a tube up two hundred miles, and there empty out the air, he would have a perfectly fine vacuum suitable for radio uses."

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COLUMBIA HAS BIG MAIL INCREASE

For the year ending July 1, 1932, the total number of letters written by listeners and addressed to the New York outlet alone of the Columbia network, according to a statement by that organization, amounts to 3,316,025. For a representative month, March, 1932, the total approached 736,512 letters - or a daily average of close to 25,000.

The current year's figure presents a marked contrast to that of the previous year. For in that period, ending July 1, 1931, the fan mail received totalled 479,942 letters, showing an unprecedented increase of 2,836,083 letters.

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A. T. & T. EARNINGS \$4.02 A SHARE

The American Telephone and Telegraph Company reported for the six months ended on June 30th, a net income of \$75,044,346, equal to \$4.02 a share on 18,660,970 average number of shares outstanding during the period, comparing with \$89,213,357, or \$.89 a share, in the first half of 1931. The report is subject to minor changes when final figures for last month are available. To continue dividends at the annual rate of \$9 a share, the company called upon surplus for \$8,875,021 in the half-year. In the same period in 1931 there was a surplus of \$9,331,270 after dividend payments.

Total earnings amounted to \$130,846,789, for the six months, against \$150,379,198 in the first half of 1931. Revenues in the form of dividends were \$69,671,264, against \$79,214,738, and interest received was \$13,090,537, against \$14,000,274. No dividends have been received this year from the Western Electric Company, as contrasted with \$10,325,862 received in the first six months of last year, Mr. Gifford said. Western Electric is operating at about 20 per cent of capacity, with a net loss for the first four months of this year, the latest available figures, of \$3,381,000.

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FATHER OF BOND GEDDES DIES

William M. Geddes, former U.S. Treasury officer, father of Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, died in Washington last Thursday. Mr. Geddes had been in failing health since he suffered a stroke three years ago after his retirement from the Treasury Department. Mr. Geddes was in charge of all Government exhibits at national exhibitions since 1889

Born in Zanesville, Ohio, Mr. Geddes began his career as a newspaper publisher, founding newspapers at Pawaw and Amboy, Ill. He later edited and published the Grand Island Independent and South Omaha Sun. He was active in Republican circles in Nebraska for many years, serving seven terms in the city council and one as Mayor of Grand Island, Nebr.

He was elected Chief Clerk of the Nebraska House of Representatives in 1883, when former Senator John M. Thurston was sent to Washington. He was active in Masonry in Nebraska and Washington, being a thirty-second degree Mason and a member of the Royal Arch, Knights Templar and Shrine, the latter of Almas Temple.

During his latter years of Treasury service, Mr. Geddes was a site agent in the Supervising Architect's office, selecting the sites for many Federal buildings throughout the country. He was also active in the acquisition of property on Pennsylvania Avenue in the Federal development of the Capital.

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PREDICTS LITTLE CAMPAIGN RADIO BEFORE FALL

"National Broadcasting Company spent money into six figures to cover the two conventions. The cost includes loss of revenue from advertising contracts, as well as payments to performers under contract whose services could not be used", James McMullin writes in the "National Whirligig" published by the McClure Newspaper Syndicate, New York City, and subscribed to by more than 100 newspapers.

"The all-night session of the Democratic convention was a pain in the neck to the radio exchequer.

"The net result is to put radio executives in position to ask the politicians to pay for any more time they want. Where the big money required is coming from is another question. One radio official believes there will be little activity along these lines before October.

"Both the large broadcasting chains have suffered sharp losses in commercial accounts recently. Hundreds of employees have been laid off in an economy drive."

To this the following confidential note, not for publication, is added by Mr. McMullin:

"It is understood here that both the Republican and Democratic organizations are anxious to make maximum use of the radio for speeches delivered by the candidates themselves. Radio conceals President Hoover's apparent inability to look an audience squarely in the eye, just as it conceals Gov. Roosevelt's physical handicap. Both men are apt to make a better impression on the radio than in person."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 15 - WTAG, Worcester Telegram Publishing Co., Inc., Worcester, Mass., direct measurement of antenna power; WRNY, Aviation Radio Station, Inc., New York, N. Y., modification of license for increase in hours of operation; facilities of WQAO-WPAP, New York; KFRU, Stephens College, Columbia, Mo., voluntary assignment of license to KFRU, Inc.; JAMES M. CALDWELL, Goodland, Kans., C.P. for new station amended to request 1310 kc., share with KGFV, Kearney, Nebr., instead of 1500 kc., share with KGKY, Scottsbluff, Nebr., still requesting 100 w. power.

July 13 - W3XR, Bell Telephone Laboratories, Inc., Menham Township, N. J., renewal of special experimental license for 278, 3415, 5592.5, 5642.5 kc., 400 w. and 10 w.; W1XAK, Westinghouse

Electric & Manufacturing Co., Chicopee Falls, Mass., renewal of special experimental license for 990 kc., 50 kw.; WEJ, WQE, WQY, WEL, WPE, RCA Communications, Inc., Rocky Point, N. Y., modification of license for change in normal transmitter number and change in points of communication, point-to-point telegraph service; Tropical Radio Telegraph Co., Hingham, Mass., C.P. for new transmitter, 6770, 12940, 17580, 10460, 12955, 10450, 677.5 kc., 1 kw., point-to-point telegraph service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

In a decision of July 11th, it was announced that the experimental clause had been removed from the license of Station WCFM, Chicago Federation of Labor, Chicago. A correction of July 15th states that the Commission took no such action.

Applications Granted (July 15, 1932)

KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, C.P. to install new equipment and move station locally; change specified hours of operation to as follows: 10 A.M. to 2 P.M., 5 to 7 P.M., 10 P.M. to 3 A.M.; WTIC, The Travelers Broadcasting Service, Corp., Hartford, Conn., authority to install automatic frequency control equipment; WBAK, Pennsylvania State Police, Harrisburg, Pa., authority to install automatic frequency control equipment; KFJI, Broadcasters, Inc., Klamath Falls, Oreg., authority to install automatic frequency control equipment; WMBO, WMBO, Inc., Auburn, N. Y., license covering local move of station, 1310 kc., 100 watts, unlimited time; WMBC, Michigan Broadcasting Co., Detroit, Mich., license covering local move of station and installation of new equipment, 1420 kc., 100 w., 250 w., local sunset, unlimited time; KICA, W. E. Whitmore, license covering erection of new station, 1370 kc., 100 watts, shares with KGFL; KPCB, Queen City Broadcasting Co., Inc., Seattle, Wash., license covering construction of temporary auxiliary transmitter, 650 kc., 100 w., auxiliary purposes only; KRSC, Radio Sales Corp., Seattle, Wash., license covering changes in equipment and increase in power from 50 to 100 watts, 1120 kc., 100 w. daytime.

Also, WHA, University of Wisconsin, Madison, Wis., modification of C.P. to make changes in equipment and increase power from 750 w. to 1 KW; WFI, Strawbridge & Clothier, Philadelphia, Pa., consent to voluntary assignment of license to WFI Broadcasting Co.; WAPI, WAPI Broadcasting Co., Birmingham, Ala., consent to voluntary assignment of C.P. and license to WAPI Broadcasting Corp., WHOL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., renewal of license 1420 kc., 100 w., daytime; KFYO, Kirksey Bros., Abilene, Texas, renewal of license 1420 kc., 100 w., 250 w., local sunset, unlimited; WDAY, WDAY, Inc., Fargo, N. Dak., authority to install additional type 228-A tube in power amplifier stage to be employed as an auxiliary. A switching arrangement is provided so that it

is impossible for more than one tube to be in use at the same time; KPJM, A. P. Miller, Prescott, Ariz., authority granted Scott and Sturm, purchasers of Station KPJM at a foreclosure sale, to operate the station pending receipt and action on formal application for voluntary assignment of license; KELW, Magnolia Park, Ltd., Burbank, Calif., authority to reduce power to 200 w., for a period not to exceed 10 days (action taken July 13); Wade H. Dellinger, Charlotte, N. C., C.P. for general experimental purposes, frequencies 4100, 51400, 60000 to 100000 kc., 15 w.

Also, Harvard Seismograph Station, two portables, C.P. for geophysical service, 1602, 1628, 1652, 1676, 1700 kc., 10 w.; Harry Shaw, portable to operate on mobile units, granted 3 C.P.s for general experimental service 41000, 51400 and 60000 to 400000 kc., 50 w., granted 3 licenses for general experimental service, 41000, 51400 and 60000 to 400000 kc., maximum power, 50 w.; KIED, Warner Brothers Broadcasting Corp., portable, granted license for broadcast pickup service, 1518, 2342 kc., 250 w.; Grand Trunk Milwaukee Car Ferry Co., on vessel "C Madison", on vessel "City of Milwaukee", experimental license 484 kc., 1 w.; W2XBB, Radio Corporation of America, New York, general experimental license for additional transmitter; frequencies 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 and 25700 kc., 1 kw; W2XDU, Atlantic Broadcasting Corp., New York City, modification of general experimental C.P. to extend completion date to Dec. 1, 1932; W6XAD, Whitford & Ausman, San Francisco, Calif., consent to voluntary assignment of license to Vickerson Radio Laboratories; WDM, Walter S. Franklin and Frank C. Nicodemus, Jr., receivers of Wabash Radio Corporation, Menominee, Mich., modification of fixed public-telegraph and public coastal license to make minor change in hours of operation.

Also, Tropical Radio Telegraph Co.: WBF, Hingham, Mass., modification of coastal telegraph license for change in transmitters and modification of marine relay license to replace one transmitter; also, at Boston, Mass., 60-day authority to operate vessel "Laperia" as third class (action taken July 12); Western Air Express, Inc., modification of aircraft licenses for 8 planes, for additional points of communication; KFT, Pacific Communication Co., Everett, Wash., modification of coastal telegraph license to change hours of operation from unlimited to 6 to 10 A.M., 4 to 8 p.m., PST; KGSA, City of St. Louis, Robertson, Mo., extension of time to complete construction of airport station to 60 days after July 24th; Louisiana State Bureau of Identification and Investigation, Shreveport, La., 90-day extension of time in which to complete construction, and 60-day authority to use 100 w., portable transmitter on frequency 1574 kc., to determine suitable site for a replacement transmitter; KGQH, Van Camp Sea Food Co., Inc., Terminal Island, Calif., 60-day authority to operate radio station aboard vessel "Chicken of the Sea" (action taken July 11th); WJEH, Radiomarine Corp. of America, New York City, 60-day authority to operate 200-w transmitter aboard steamtug "Salvor", frequency 375 to 500 kc., (action taken July 11th).

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WBAL, Baltimore; WBAP, Fort Worth, Tex.; WBBM-WJBT, Chicago; WFAA, Dallas, Texas.; WHB, Kansas City, Mo.; WLS, Chicago; WLWL, New York; WOV, New York; WTIC, Hartford, Conn.; ZDKA, Pittsburgh, Pa.; KFI, Los Angeles; KFI (auxiliary); KMMJ, Clay Center, Nebr.; KMPC, Beverley Hills, Calif.; KNX, Los Angeles; KPO, San Francisco; KSL, Salt Lake City, and KVOO, Tulsa, Okla.

Set For Hearing

George F. Bissell, Glens Falls, N. Y., requests C.P. 1370 kc., 50 w., unlimited time (facilities of WESG); Edward Tomajke, Sr., Greensburg, Pa., requests C.P. for new station, 620 kc., 250 w., daytime only; KDG, Press Wireless, Inc., Diamond Head T. H., requests modification of license for additional frequency 19340 kc.; WCOC, Mississippi Broadcasting Co., Inc., Meridian, Miss.; WCRW, Clinton R. White, Chicago, Ill.; WNAX, The House of Gurney, Inc., Yankton, S. Dak.; WNOX, Inc., Knoxville, Tenn., renewal of licenses set for hearing because facilities have been applied for.

Application Dismissed

The following application was dismissed at request of applicant: Richmond J. Morrow, and Ronald F. Brill, Roseville, Calif., C.P. for 1500 kc., 100 w., specified hours.

Action On Examiners' Reports

Sayles & Stewart, Gillette, Wyo., denied, C.P. for a new station to operate on 1310 kc., 100 w., 6 to 10 P.M., daily, sustaining Examiner R. H. Hyde; Matheson Radio Co., Inc., Boston, Mass., application of WHDH to move transmitter from Gloucester to Saugus, Mass., sustaining Chief Examiner Ellis A. Yost and rescinding Commission's decision of March 4, 1932, denying this application; Black Hills Broadcasters, Sturgis, S. Dak., denied C.P. for a new station to operate on 1200 kc., 100 w., share with WCAT, sustaining Examiner R. H. Hyde.

Oral Argument Granted

The Commission granted petition of Peter J. Prinz for oral argument to be heard Sept. 7, 1932, in re Examiner's Report No. 380, which recommended that the application of Prinz for renewal of station license to operate Station WMRJ, Jamaica, N.Y., on 1210 kc., with 100 w. power be denied, and granting the application of Peter Goelet for the erection of a new station at Chester Township, N. Y., to operate on 1210 kc., with 50 w, specified hours.

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RADIO LEGISLATION LEFT OVER BY CONGRESS

Several radio bills went over until December with the adjournment of Congress. They will be considered by the 73rd Congress without reintroduction. Among them are:

A bill (H.R. 7716) passed by the House and favorably reported by the Senate Committee on Interstate Commerce, after which it was recommitted, providing for establishment of a system of license fees to be paid by all users of the ether. Approximately \$600,000 was to be realized from these license fees, which would be imposed upon broadcasters, commercial radio operators, and all other branches of radio.

Two bills (H.R. 12844 and H.R. 12845) introduced by Rep. LaGuardia (Rep.) of New York, providing for regulation of reasonable license fees for patented radio equipment, and for establishment of reasonable fees for radio advertisement.

A bill (S. 4933), introduced by Senator Metcalf, (Rep.) of Rhode Island, providing that the sum of \$10,000 be appropriated annually for four years to the Radio Commission, for the purpose of cooperating with States in development of education by radio broadcasting. This measure also provides that every applicant for a broadcasting license shall be required to file with the application an agreement to set aside not less than five per cent of its authorized broadcasting hours for the purpose of broadcasting educational programs in cooperation with a State director of education who shall cooperate with the Commission.

The report of the Commission on advertising and education in radio broadcasting, requested in the bill (S. 129) was recently submitted to the Senate, which has taken no action with regard to information contained in the report.

Other pending legislation includes the Commission's petition to the Court of Appeals of the District of Columbia, asking that the court clarify its mandate ordering allocation to certain short-wave communication companies of 40 frequencies left vacant when the Universal Wireless Communications Company, Inc., became insolvent. The Commission, in its brief to the court, cited "economic distress" in the communications field as the basis on which new hearings should be held before these vacant frequencies are reallocated.

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Those interested in the musical copyright-radio situation, may find chapters of interest in "Musical Copyright" by Alfred Shafter, just published by Callaghan & Co., of Chicago

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 546

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GENERAL SALTZMAN LEAVES FEDERAL RADIO COMMISSION

General Charles McK. Saltzman, who, for nearly two and one-half years was Chairman of the Federal Radio Commission, and a member of that body since May 2, 1929, has returned to private life. The President accepted his resignation on July 19th.

General Saltzman's letter said that he was forced to resign because of ill health and upon the advice of his physician.

On June 15, 1932, General Saltzman completed forty years of Government service. He is a native of Des Moines, Iowa.

General Saltzman determined upon a communications career even before he entered West Point. As a matter of fact, he commenced communications work as a boy of fifteen in a railroad terminal office. In an emergency one day he stepped into the position of the regular telegraph operator when no other man could be found to fill the place. The work fascinated him and he later became a telegraph operator, working in railroad terminals and for the Western Union.

Then came the opportunity to go to West Point. There he specialized in communications, including telegraphy, telephony, radio, and marine cables.

General Saltzman entered West Point in 1896 and served continuously for 35 years in the regular Army. He was a graduate of the Army War College and ended his Army career as the Chief Signal Officer. As an Army officer he represented the United States at the International Radio Conference in London in 1912, the International Radiotelegraph Conference in Paris, 1925; the International Radiotelegraph Conference in this country in 1927, and the technical radio conference at The Hague in 1929.

General Saltzman received two citations for bravery in action during the Spanish-American War and the Distinguished Service Medal for his activities in the World War.

Numerous names have been presented to President Hoover to fill the vacancy caused by General Saltzman's resignation. Among the names under consideration at the White House are those of Harry Shaw, of Iowa, President of the National Association of Broadcasters; O. S. Spillman, formerly Attorney General of Nebraska; and Robert D. Heinl, of the Washington Post, a native of Indiana.

Also James W. Baldwin, Secretary of the Radio Commission, likewise a native of Indiana; William S. Hedges, of Station WMAQ, Chicago; and Harold Hayes, Federal Radio Supervisor at Chicago. President Hoover has given no indication as to when he will name General Saltzman's successor.

In the meantime, there has been considerable speculation as to who the Commission may elect as its Chairman. The Republican members are Harold A. Lafount and Col. Thad H. Brown. It is rumored that Hoover may recommend Col. Thad H. Brown, Ohio politician, whom he recently promoted from General Counsel to membership on the Commission. Brown's confirmation was vigorously opposed by Senator Couzens although the Senate overrode Couzen's objections.

CITIZENS POLICE CALLS INSTANTLY HEARD

The newest wrinkle in police radio is connecting the telephone system to the police radio transmitter during the reception of emergency calls in order that all police cars may hear the actual conversation between the dispatcher and the citizen reporting the burglary, hold-up or whatever it may happen to be.

This is revealed in a survey of police radio in 50 municipalities made by the Federal Radio Commission. Police radio, although only 2 years old, is now serving a quarter of the population of the United States and 2,255 police automobiles are equipped with receiving sets. Emergency calls to the extent of 150,000 were transmitted in one month, the average time to transmit one call was 1 minute, 2 seconds, and the busiest hour was between 9 and 10 P.M. From these calls came 12,676 arrests.

Only 25 of the 50 reporting cities made available information regarding the amount of stolen property recovered. These 25 reported recovered property valued at \$386,585 for the month. The Commission feels that a fair estimate of the total for all police services using radio is twice this amount. An estimate for cities and States not included in the report brings the aggregate recovery for one month well over \$750,000, and for a year such as 1931, to about \$9,000,000.

Many licensees believe that secrecy systems have possibilities if they can be made mechanical, rather than of the code book type. The majority of licensees believe that secrecy systems are unnecessary and that the number of times that the transmissions are used for improper purposes is far outweighed by the salutary effect due to reception by the general public.

One licensee, with reference to a secrecy system, states that he believes any criminal organization having the ability to install and operate an intercept system for protection against the police would be able to duplicate mechanical devices installed for secrecy purposes and render such a system ineffective.

Opinion with reference to code designed to transmit the maximum amount of information with the minimum number of words is much more divided. At least one city reports the use of a very complete code based on a numeral system in which the type and gravity of the crime is indicated by the size of the number, such as number 1 indicating a murder, number 2 an armed holdup, etc.

Other cities are experimenting with the code system but do not feel that they are as yet in a position to report on its feasibility. A few cities have tried code and discarded its use. A large group of licensees feel that a code system is unnecessary if care is used by the dispatcher to avoid the transmission of unnecessary words and therefore, do not recommend its adoption.

In one city 15 persons were caught in the actual commission of crime in one month.

It was suggested that a two-way communication system should be provided to permit patrolmen in cars to transmit back to headquarters or to other cars information of general importance in combatting crime. It is recognized that a two-way system of communication has distinct advantages and would permit greater flexibility in the handling of a motorized police force. However, no consideration can be given to the authorization of such a service until a sufficient number of frequencies become available.

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COMMISSION ESTABLISHES FIELD OPERATIONS DIVISION

At an executive session of the Federal Radio Commission yesterday (Wednesday), it was decided to create a Division of Field Operations. W. D. Terrell, former Chief of the Radio Division of the Department of Commerce, is to be chief of the new division.

Commissioner Thad H. Brown will have general supervision of the unit.

President Hoover issued an Executive Order earlier Wednesday abolishing the Radio Division of the Commerce Department and transferring the duties of that division to the Federal Radio Commission.

There are 100 employees in the abolished Commerce Department branch and some of them are faced with dismissal as a result of the President's order. Officials, however, said they could not estimate the number likely to be thrown out of work. Only 31 of the employees are stationed in Washington.

President Hoover acted under the authority of the so-called economy act. In ordering the transfer of the duties and officers and employees of the Radio Division to the Radio Commission, the President authorized the Commission to dismiss officers and other employees not considered indispensable to the service, and to make such changes in the titles, designations and duties of the officers and employees as may be deemed necessary.

He also directed the Commission to return to the Treasury all appropriations or unexpended balances because of this transfer not necessary to the maintenance of the Commission itself.

The Commerce Department July 1st allotted the Division \$490,000 for operating during the current fiscal year, a reduction of \$156,000 under the 1932 fiscal year appropriation. This fund, Terrell said, would be turned over to the Radio Commission.

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N. Y. NEWS COMMENTATOR MAKES GOOD START

Ed Hill, New York's star newspaper reporter, made a promising beginning as news commentator for Columbia. His subjects were varied. Speaking of depressions, Mr. Hill held out some hope in saying that history shows every depression since the Civil War has ended between May and September. With regard to foreign debts he remarked that anyone who thinks we will get back a sizeable part of \$11,000,000,000 owed us abroad certainly believes in Santa Claus. As to Governor Roosevelt, Mr. Hill reported that the sailing expedition and the airplane flight to the Chicago convention, were for the purpose of advertising to the world that the Democratic candidate is physically sound except for his inability to walk.

Mr. Hill credited both the airplane and sailing ideas to Louis McHenry Howe, the "Colonel House" of the Roosevelt contingent. Howe, he said, was an odd character, a behind the scenes worker, whose invisible efforts would likely prove an important factor in the Roosevelt campaign.

Hill has a splendid voice for the radio and though he made a good beginning a year or so ago, has greatly improved since. He has a way of dramatizing his subjects without exploding like a machine gun. His style is quite different from that of Wile, Lawrence or Bill Hard, but just about right for New York. Hill, in fact, is doing from a New York angle about what the above three commentators are broadcasting from the Capital.

Likewise what Hill has to say is not calculated to antagonize newspapers, which have been complaining more than usual lately because radio has been invading the spot news field. Hill doesn't grab a newspaper as he rushes into the studio and depend upon getting by with his audience by reading the headlines, but rather discusses the news in an editorial fashion, venturing his own opinions which, in the light of his long service on the New York Sun, are decidedly worth while.

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N. E. A. 'S PLATFORM RE EDUCATION BY RADIO

The platform of the National Education Association, as adopted at Atlantic City, N. J., on July 1st, contained the following radio paragraph:

"Legislation should be enacted which will safeguard, for the uses of education, a reasonable share of the radio broadcasting channels of the United States. State and national school officials should develop the technics for using the radio effectively in education."

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EDITORS' HEAD RAPS RADIO USE OF NEWS

The National Editorial Association opened its annual convention with a discussion of radio competition. L. M. Nichols, of Bristow, Okla., the president, addressed the editors on problems connected with radio broadcasting of news.

"I strongly object", he said, "to radio systems using the news pages as a source of prestige - not only in theory, but legally. The radio station has no right to broadcast the news gathered by newspapers and news associations."

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MULTI-ELEMENT TUBES INCREASE SET EFFICIENCY

Modern radio tube construction, according to W. L. Krahl, Chief Engineer of the Arcturus Radio Tube Company, Newark, N. J., reverses the old adage that the simpler a device the more efficient it is.

Inversely, the more complex tubes have been made by the addition of an extra grid or cathode or other element, the more efficient they have become. And their improved effectiveness has been reflected in the increased efficiency of radio receivers.

"The early three element filament tubes", continued Mr. Krahl, "were efficient as far as they went. But when a screen, grid or cathode were added, either individually or in combination, tube operation and resultant set performance were considerably improved.

"Now comes a new seven-prong tube which we have developed, embodying a filament, cathode, control grid, suppressor grid, screen grid and plate. All of these elements within one bulb results in one of the most versatile tubes ever made. By various connections, this new Arcturus tube can be used as a Class "A" amplifier, triode driver-output tube, Class "B" triode or a pentode output tube.

"This is a definite example where a multi-element tube involving difficult manufacturing processes, results in improved performance of a radio receiver."

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BATTLE OVER 1020 KILOCYCLE CHANNEL UNDER WAY

Representatives of twenty-seven radio stations were present at the opening of the fight before an Examiner, Elmer W. Pratt, of the Federal Radio Commission to obtain control of the 1020 kilocycle channel, which, in turn, involves numerous station changes.

The controversy had its inception in 1928 when the Commission lent to the Fourth Zone the 1020 kilocycle channel which had been allotted to the Second Zone. The "loaned" facilities were placed at the disposal of Station KYW, the Westinghouse station in Chicago.

Now the Second Zone interests insist that the channel should be returned, and both Philadelphia and Detroit want to use it. The owners of Station KYW, contend that it should be permitted to continue operation in Chicago, but if the transfer is to be made, it should be privileged, because of its heavy investment, to move to Philadelphia. Therefore, KYW filed an application asking permission to move its transmitter from the Windy City to Philadelphia.

Other stations have filed applications opposing the move. Among these are two stations and one broadcasting corporation which have applied for the facilities of the Westinghouse station. Station WJAS, Pittsburgh Radio Supply House, Pittsburgh, has asked for the facilities of Station KYW, and an interchange of frequencies with Station WHAS, The Courier-Journal Company and the Louisville-Times Company, Louisville, Ky. Granting of this application would bring the channel back to the Second Zone, where it would be used by the Louisville station.

Station WIP, Gimbel Brothers, Inc., Philadelphia, also has applied for the Westinghouse station's facilities, as well as those of Station WRAX, WRAX Broadcasting Company, Inc., which now uses the 1020 frequency in Philadelphia. By this move also, the channel would be returned to the Second Zone.

The Kunsy-Trendle Broadcasting Corporation, Detroit, has requested a construction permit for a new station at Detroit, to use the facilities of Station KYW; in this instance also the frequency would come back to its original zone.

Stations represented at the hearing were: Kunsy-Trendle Broadcasting Corp.; WJAS, Pittsburgh Radio Supply House; WHAS, Courier-Journal Company and Louisville Times Co.; KYW-KFKX, Westinghouse; WFAN, Keystone Broadcasting Company, Philadelphia; WIP, Gimbel Brothers, Philadelphia; WRAX, WRAX Broadcasting Co., Philadelphia; WCAU, Universal Broadcasting Co., Philadelphia; WPEN, William Penn Broadcasting Co., Philadelphia; WIBG, WIBG, Inc., Mr. Sutton; WORK, York Broadcasting Co., York, Pa.; Spencer Gordon; WHN, Marcus Loew Booking Agency, New York City; WRNY, Aviation Radio Station, Inc., New York City; WQAO-WPAP, Calvary Baptist Church, New York City; WOWO, The Main Auto Supply Co., Fort Wayne, Ind.; WWVA, The West Virginia Broadcasting Co., Wheeling, W. Va.

The following stations had no applications involved, but were notified of the hearing and appeared: WAAT, Jersey City, N.J.; WIS, Columbia, S. C.; WCCO, Minneapolis, Minn.; KJR, Seattle, Wash.; KDKA, Pittsburgh; WPCH, New York City; WHDH, Gloucester, Mass.; WEEU, Reading, Pa.; WTIC, Hartford, Conn.; WHAM, Rochester, N. Y.; and WNBZ, Saranac Lake, N. Y.

In addition to the 1020 kilocycle channel dispute, the hearing involves a question concerning the allocation of the 1160 kilocycle frequency, a clear channel originally allocated to the Second Zone, but now shared between the Second and Fourth Zones, by Station WWVA, Wheeling, W. Va., and WOWO, Fort Wayne, Ind. Each of these stations wants unlimited time on the channel.

Other issues involved are chiefly problems of interference which might result from different allocations of the channel. Engineering testimony will be presented by each station that might be affected.

The first day's hearing included only testimony on the application of the Kunsky-Trendle Corporation for permission to erect a new station at Detroit. Among those who testified for the Detroit station in addition to the company's president, George W. Trendle, were Frank E. Fisher, representing the Masonic order; Harry I. Dingen, station chairman for radio of the American Legion, and George S. Carroll, State Commissioner of the Knights of Columbus.

The second day was opened with testimony presented by Station WJAS, the Pittsburgh Radio Supply House, Pittsburgh. Counsel for the station, George O. Sutton, Judge Ira E. Robinson, and William Porter, presented testimony in support of the station's application for the facilities of Station KYW.

Mr. Sutton, in outlining what the station requested, pointed out that by giving Station WJAS the facilities of Station KYW, then interchanging frequencies between Station WJAS and Station WHAS, Louisville, Ky., giving the Pittsburgh station 820 kilocycles and granting the Second Zone Louisville station the 1020 frequency, the greatest service to the greatest number of persons in the Second Zone would be brought about.

Judge Robinson, counsel for Station WJAS, Pittsburgh, raised a question which he said was of vital interest to the future of the broadcasting industry in America.

"How long is radio to be a private mouthpiece?" he asked, pointing out that in broadcasting for the various organizations mentioned by Corporation witnesses, the station was serving as a mouthpiece for these private interests.

"Why should any station give free time for propaganda for any sort of organization, regardless of creed, affiliation or other interests?" he demanded. "Radio is a commercial enterprise - not a private mouthpiece."

Engineering testimony for WJAS took up the third day of the hearings.

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: BUSINESS LETTER BRIEFS :
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Charles F. Gannon, Director of the Radio Department, Erwin, Wasey & Co., Inc., New York, has been appointed Chairman of the Committee on Radio Broadcasting of the American Association of Advertising Agencies. Mr. Gannon has served for two years as a member of this Committee. Mr. Gannon succeeds Howard Angus, of Batten, Barton, Durstine & Osborne, Inc., who will remain on the Committee.

"Uses Of Transmissions Of Standard Radio Frequencies" - This pamphlet gives methods of frequency measurement for utilizing the standard frequencies transmitted by radio by the National Bureau of Standards. It is in three parts and may be had by addressing the Bureau of Standards, Washington, D. C. (Letter Circular LC-335 (replacing LC171, 280 and 314)).

The Bureau of Standards transmits standard frequencies from its station WWV, Washington, D. C., every Tuesday. The transmissions are on 5000 kilocycles, and are given continuously from 2:00 to 4:00 P.M., and from 10:00 P.M. to 12:00 midnight, Eastern Standard Time. (From October, 1931, to March, 1932, inclusive, the evening schedule was two hours earlier). The transmissions can be heard and utilized by stations equipped for continuous-wave reception throughout the United States, although not with certainty in some places. The accuracy of the frequency is at all times better than one cycle in five million.

The Irving Trust Co., New York, was appointed July 7th, as equity receiver for National Radio Advertising, Inc., of 120 West 42nd Street. The petitioner was the National Electrical Transcription Corporation, a creditor in the amount of \$3,177. Assets were said to exceed liabilities, but no estimates were filed.

Executives of the Grigsby-Grunow Co. have been studying an unusually interesting log on the performance of two Majestic radio sets owned by a radio listener in Gisborne, New Zealand. This user, Mr. K. R. Graham, writes as follows: "I own two Majestics, a Model 21 and a Model 251, and have great results from them. I have logged 62 American stations, some with only 100 watts of power with a daylight range supposedly but 1000 miles. As I am writing this note, the American station WBIG is as loud as a local."

Mr. Graham's log, besides covering the U.S.A. from KOA and KNX to WBIG and WRC, includes Station KGBO of the Los Angeles police department. If one studies a map of the world, it is apparent that Mr. Graham's reception of American stations is all over distances of 7,000 to 10,000 miles.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 18 - WMAL, M. A. Leese Radio Corp., Washington, D.C., modification of license to change from 250 w., 500 w. LS to 500 watts day and night; WSAI, Crosley Radio Corporation, Cincinnati, Ohio, install automatic frequency control; WIBG, WIBG, Inc., Glenside, Pa., license to cover C.P. granted 4/13/32 to move studio and make changes in equipment; d/b as Radio Service Co., C.P. for a new station to use 1340 kc., 100 watts, 250 watts, LS, unlimited time; WSMB, WSMB, Inc., New Orleans, La., install automatic frequency control; d/b as Wabash Valley Broadcasting Co., Attica, Ind., C.P. for a new station to use 1210 kc., 100 watts, unlimited, facilities of WHBF.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 19, 1932)

WPCH, Eastern Broadcasters, Inc., New York City, C.P. to move transmitter from Hoboken, N. J., to College Point Causeway, Flushing, N. Y.; KFYO, d/b as Kirksey Bros., Lubbock, Texas, C.P. to make changes in equipment; KFJF, National Radio Mfg. Co., Oklahoma City, Okla., and WSOC, WSOC, Inc., Gastonia, N. C., authority to install automatic frequency control; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., license covering local move of station and making changes in equipment, 1160 kc., 5 KW, share with WOWO; KFDM, Magnolia Petroleum Co., Beaumont, Texas, consent to voluntary assignment of license to Sabine Broadcasting Co., Inc.; WRBX, Richmond Development Corp., Roanoke, Va., 30 day extension of special authority to cease operation while completing new studio and installing new equipment; KRKD, Dalton's, Inc., Los Angeles, Cal., authority to use transmitter of KFSG for 15 days effective July 14th.

Also, Tropical Radio Telegraph Co.; WFV, Mobile, Ala., WNN, Mobile, Ala., modification of fixed public point-to-point telg. license to change hours of operation to Weekdays 8 A.M. to noon and 1 P.M. to 5 P.M., Sundays 8 to 11 A.M. and 3 to 5 P.M.; (WNN marine relay license); WFU, Mobile, Ala., same; WFW, same WNN, Mobile, Ala., same but modification of public coastal telg. license; also, at New York City, 60 day authority pending receipt of formal application to operate aboard vessels "Limon" and "San Mateo" as third class (action taken July 15th); W10XAZ, Airplane & Marine Direction Finder Corp., on vessel "Navigator", renewal of special experimental license 516 kc., 1 watt; W6GHI, Wayne E. Russell, Fullerton, Cal., new amateur station license; KEKC, Mackay Radio & Telg. Co., Inc., aboard "Norma", 60 day authority pending receipt of formal application to operate as Third Class public service, frequencies 375, 425 and 500 kc., 1 KW (action taken July 15);

Also, National Broadcasting Co.: W10XAP, W10 XAN, New York City; RCA Communications, Inc.: W2XBL, W2XBC, New York City; RCA Victor Co.: W10XE, W10XT; Radiomarine Corp. of America: W10XC, W10XA, - special authorization permitting the use of these stations both as "portable" and "mobile"; WIEK, Atlantic Broadcasting Corp., New York City, authority to use station July 14th to 21st inclusive at Jones Beach Island, in connection with broadcast of Olympic tryouts; frequencies 1542 and 2478 (action taken July 13).

Renewal Of Licenses

The following stations were granted regular renewals of station licenses: WJJD, Mooseheart, Ill. (for regular hours); WOR, Newark, N. J., (for regular hours); KJBS, San Francisco; KMOX, St. Louis, and KWJJ, Portland, Ore.

The following stations were granted temporary licenses subject to such action as the Commission may take on their pending applications for renewal of license: WHAS, Louisville, Ky.; WJAG, Norfolk, Neb.; WCRK, York, Pa.; WOWO, Fort Wayne, Ind., WRAX, Philadelphia, WWVA, Wheeling, W. Va., KOB, State College, N. Mexico, and KYW-KFKX, Chicago.

WHO, Central Broadcasting Co., Des Moines, Ia., granted renewal of license, 1000 kc., 5 KW, shares with WOC; WHO, Central Broadcasting Co., Des Moines, Ia., granted special authority to Feb. 1, 1933, to operate simultaneously with WOC on 1000 kc., experimentally. The difference in frequency between the stations shall not be greater than 0.2 cycles per second and on condition that licensee file with the Commission at the end of license period a report of the results of operation; WOC, Central Broadcasting Co., granted special authority to operate simultaneously with WHO as above, and granted renewal of license, 1000 kc., 5 KW shares with WHO; WJJD, WJJD, Inc., Mooseheart, Ill., granted special authority to operate until 8:30 P.M. each evening (CST) on condition that the power of station is reduced 50% beginning at 7 P.M., that is from 20 KW to 10 KW, within 1 hour thereafter, or by 8 P.M. and on further condition that no future requests for operating after 8:30 P.M. CST will be made.

The following stations were granted temporary licenses, pending the Commission's action on their application for renewal of licenses, and designated the applications for hearing:

KWKH, Hello World Broadcasting Corp., Shreveport, La., and WWL, Loyola University, New Orleans, La.

Set For Hearing

WEDC, Emil Denemark, Inc., Chicago, Ill., and WSBC, World Battery Co., Inc., renewal of broadcast station licenses; F. N. Blake Realty Co., Dracut, Miss., requests C.P. for new station to operate on 680 kc., 250 watts, daytime only; Erie Broadcasting Corp., Erie, Pa., requests C.P. for new station, 800 kc., 2500 watts, daytime (till sunset at Dallas, Texas); WCAE, WCAE, Inc., Pittsburgh, Pa., requests C.P. to move transmitter from Gimbel Bros. Warehouse,

Pittsburgh to Baldwin Twp., Pa., and make changes in antenna system; The Greenville News-Piedmont Co., Greenville, S. C., requests C.P. for new station, 800 kc., 1 KW, limited time; Central Broadcasting Co., Davenport, Ia., requests C.P. 600 kc., 250 w., night, 500 w., LS, unlimited time (facilities of WMT); KFSD, Airfan Radio Corp., Ltd., San Diego, Cal., requests modification of license to increase power (night) from 500 w. to 1 KW.

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RADIO REPRESENTATION NOT PERMITTED IN NEWS CONFERENCE

The following is a dispatch to the Editor and Publisher from St. Paul, Minn.:

"In a brief skirmish with radio competition, the newspapers of St. Paul came off victorious. The issue was sharply drawn in the kidnapping of Haskell Bohn, son of a wealthy refrigerator manufacturer of St. Paul. Following the kidnapping the family asked for a press conference with newspapers and the police. When the time was set for the first meeting newspapermen found representatives of radio stations waiting to take part.

"Speaking for the newspapermen R. J. Dunlap, Managing Editor of the St. Paul Dispatch and Pioneer Press argued that the radio should have no part in the conference since it was not a news gathering agency and so long as the conference had for its main purpose disclosure of material for publication gathered both by police and reporters, it was unfair to make this information available for broadcasting.

"Mr. Dunlap concluded by informing police officials that unless radio representatives were excluded, the papers he represented would refuse to take part in the conferences.

"Chief of Police Thomas Dahill accepted this view and the radio representatives were told to withdraw, the chief promising to give radio whatever information he deemed advisable at about the hour afternoon newspapers were off the presses."

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 547

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

RADIO SALES SURVEY AVAILABLE

Room for appreciable improvement in efficiency and costs in the wholesaling of radios, whose importance is shown by the fact that it is the outlet for more than 80 per cent of the products of radio manufacturers, has been disclosed in a census of distribution study made available by the Department of Commerce.

Costs of wholesaling in the radio trade, for all types of wholesale houses, amounted to 15.41 cents for each dollar of net sales, it was shown. This figure is held to be a rough guide to efficiency in carrying on the wholesale radio trade; but the fact that more than one-third of the wholesale merchants operated on an expense margin of less than 15 per cent indicates considerably leeway for betterment among the remaining two-thirds, it was pointed out. At least a careful scrutiny of operating costs would seem to be in order.

The great differences in operating efficiency which obtain in a fairly homogeneous group of business establishments is shown by the fact that operating costs of nine wholesale radio dealers, having an average sales per establishment of \$95,677, were in excess of 55 per cent of net sales, while 14 merchants with average sales of \$242,470 reported percentages of 2.5 to 4.99. Expenses of 618 other establishments were in between these extremes. Nearly 90 per cent of 641 establishments had costs between 5 and 32.5 per cent.

There are probably numerous factors explaining the wide ranges of costs, among which may be mentioned individual peculiarities and sectional differences.

It is considered noteworthy that the comparatively new radio industry should show such a decided preference for the wholesale distributor. This is all the more amazing when it is recalled that commodities of fairly high unit values, such as radio sets, have been pointed to as lending themselves peculiarly to direct-selling methods. In explanation, it may be said that the very newness of the industry, involving as it does intricate technological problems, has made it necessary to concentrate both capital and initiative on experimentation and production.

The wholesalers have offered a service in distribution which the producers have welcomed. By accepting exclusive agencies, which has made possible the establishment of more definite sales quotas by the manufacturers, wholesalers have, in some cases, contributed to smoother production schedules. Furthermore, they have given intimate attention to the retail field by such activities as supplying service men in each territory.

The wholesalers also have simplified the manufacturer's financing problems by prompt payment of invoices, where direct selling by the manufacturer to the retailer would involve liberal credit terms and tie up capital which might be devoted to production.

The electrical trade is the most important outlet for radios, parts and accessories. Of a total reported sales of these companies, 88.6 per cent went through wholesale establishments of all types in the electrical trade. Wholesale merchants, who accounted for 64 per cent of the radio business in all trades, handled 62.3 per cent of such business in the electrical trade.

The automotive trade was next in importance as an outlet, and wholesale merchants in the hardware and metals trade were third in rank. These three outlets accounted for 96.1 per cent of total sales of radios and equipment, which amounted to about \$600,000,000 in 1929.

A basis for comparison of relative saturation of the radio market is set up by the Census Bureau in supplying information by States on the location of wholesale radio specialty houses along with the percentage of families in the States having radios and the total per capita sales at retail in 1929.

These facts make possible the establishment of market quotas on a more satisfactory basis than has hitherto been available. It is a significant market fact that there is a fairly high degree of correlation apparent between the percentages of families having radio sets and per capita sales at retail.

The wholesaling of radio sets and equipment is highly concentrated. New York, Illinois, Pennsylvania, California, Ohio and New Jersey account for nearly 70 per cent of the total volume. New York City is the leading wholesale market with nearly a third of the total volume of the entire country, and is particularly important, since many New York City establishments have built up national distribution. Chicago is second in importance, followed by Newark and San Francisco. These four cities handle half the total wholesale radio business in the United States.

For wholesale merchants operating costs tend to decline as the size of the business increases, the large-scale establishments showing the lowest costs. Manufacturers' sales branches, however, showed lowest costs in the medium-sized businesses and not for the large-scale concerns. In all instances, the small firms showed the highest cost of doing business.

Several interesting correlations have been developed that should prove to be of material benefit to those who wish to improve their methods of distribution radios.

Decided advantages, for example, are shown for wholesale merchants covering a sales territory under a 75-mile radius, for with but one exception operating expenses were higher for firms operating over a wider area. The exception may be explained by the fact that the 70 establishments covering a radius of 251 to 500 miles showed the largest average sales per establishment of the entire group.

It would seem that the wholesalers and the manufacturers' wholesale branches have considerable to learn from each other. Insofar as they perform the same functions and are comparable, it is concluded that wholesalers should be able to reduce their selling costs and that manufacturers should be able to cut the costs not so directly connected with selling.

A census bulletin on the wholesale distribution of radio sets, parts and accessories may be obtained for 10 cents from the Superintendent of Documents, Washington, D. C.

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EXPERIMENTAL STATION ON TELEVISION ASKED

An application for a new experimental visual broadcasting station which would make tests in transmitting television images in color, was recommended for granting in an Examiner's report made public last week by the Federal Radio Commission.

The applicant, the Sparks-Withington Company, Jackson, Mich., proposes to carry on a series of experiments between a television station and an experimental station which will broadcast sound signals simultaneously with the visual images. It was brought out at the hearings on the case June 8th that engineers of the company have developed a method of scanning by which images are transmitted by wire using only half the usual frequency band width required for visual broadcasts. Leland S. Bisbee and James O'Donnell Moran appeared on behalf of Sparks-Withington.

In the report, submitted by Examiner Elmer W. Pratt, it is pointed out that the station, if erected, will be a laboratory for experiments which probably would "result in a substantial contribution to the development of the visual broadcasting art." Chief among these experiments is one in which it is proposed to transmit visual images in color, by a method using a prism filter.

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I. T. & T. STOCKHOLDERS NUMBER OVER 100,000

The International Telephone & Telegraph Corp. has now joined that small and select group of great American industrial organizations which number more than 100,000 stockholders. This mark, which the Corporation has been approaching for some little time, has now been attained, the figures as of July 16th showing that there are 100,745 individual shareholders.

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SATURATION OF BATTERY SETS FAR OFF

The general impression is that these days most of the radio receivers are operated from the electric light socket and that the battery operated set is pretty much a thing of the past. A survey just completed by E. E. Horine, of the National Carbon Company, in New York, proves the contrary to be true.

Out of a total of nearly 30,000,000 families, something more than 9,800,000, or roughly one-third, live in homes without electricity, and therefore must use battery operated receivers or do without radio.

Some of the homes without electricity by States follow:

California, 45,221 (estimated); Connecticut, 13,217; Dist. of Columbia, 21,860; Illinois, 333,666; Indiana, 254,762; Iowa, 238,774; Kentucky, 368,747; Maine, 44,367; Massachusetts, 59,382; Michigan, 250,175; Minnesota, 234,728; Missouri, 389,918; New Hampshire, 21,845; New Jersey, 71,427; New York, 162,334; Ohio, 390,143; Pennsylvania, 506,336; Rhode Island, 3,022; Vermont, 33,975.

The number of families in and around trading areas of certain cities which must depend upon battery sets are as follows:

Hartford, Conn., 2,318; Washington, D. C., 21,860; Chicago, Ill., 76,068; Evansville, Ind., 107,521; Fort Wayne, Ind., 29,449; Indianapolis, Ind., 106,204; South Bend, Ind., 25,240; Terre Haute, Ind., 40,611; Portland, Maine, 66,857; Boston, Mass., 31,763; Springfield, Mass., 5812; Worcester, Mass., 14,489; Detroit, Mich., 96,051; Grand Rapids, Mich., 54,572; Kansas City, Mo., 137,159; St. Louis, Mo., 251,155; Springfield, Mo., 56,875; Manchester, -Keene, N. H., 27,055; Albany, N. Y., 57,082; Buffalo, N. Y., 56,837; New York City, 208,414; Rochester, N. Y., 41,681; Syracuse, N. Y., 28,400; Cincinnati, O., 132,531; Cleveland, O., 82,720; Columbus, O., 124,088; Toledo, 55,963; Pittsburgh, Pa., 156,448; Philadelphia, Pa., 161,504; Providence, R. I., 9,554.

"This enormous and practically untouched radio market has seen radio programs and receivers both get better and better, year by year, but has been unable to take advantage of either", Mr. Horine says, commenting upon the report; "it wants radio, and for the most part it needs radio; and now that a really practical and satisfactory battery receiver has been developed, one which is as modern in every respect as the latest all-electric set, it presents the biggest opportunity the Radio Industry has had for a long time."

"Rural radio possibilities are probably greater both from a commercial and a social point of view than those in our cities. This is proven by the fact that nearly a third of all the homes in the United States are without electricity and must use the battery-type radio set or do altogether without radio. The

importance of this is emphasized by the new report on the market for air cell radio receivers just prepared by Mr. Horine, R. S. McBride, consulting engineer in Washington, said.

"The report shows that in some trading areas there are many more homes without electricity than those which are wired. In such areas the air cell receiver, which is now made by most of the prominent radio set manufacturers, is the only answer to good radio service. Such householders have no lamp socket in which to connect a socket set nor have they power even to recharge a storage battery. The inconvenience of taking such battery to town every time it needs recharging makes the air cell set vastly more convenient, in fact more economical as well.

"The market which can be reached by this new type of radio equipment is one which really needs radio the most of all. It lies largely in rural areas where other means for distribution of news and for securing entertainment are most limited. Great social benefit, as well as commercial opportunity, will therefore come from a full development of these possibilities by the radio set manufacturers."

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RECORDS RADIO PERFORMANCE ACROSS EQUATOR

A celebration in Buenos Aires participated in by the President of Argentina and Robert Woods Bliss, American Ambassador, and transmitted via short waves, was heard so clearly in Washington recently that L. W. Windmuller, in the National Press Building, succeeded in recording the ceremonies on an aluminum disk. It is believed to be the first short-wave program from across the Equator ever successfully recorded.

Although some static was picked up, the 7000-mile broadcast is strikingly clear on the record. There is a rendition by the National Band of the Argentinian hymn, "Oid mortales, el grito, sagrado". The final recorded words are those of the announcer at Station LR4, in Buenos Aires.

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OBJECTS TO PRICE MENTION

"Now during certain hours advertisers may mention prices in radio broadcasting", the Editor and Publisher comments, "but we well remember the day when the broadcasters promised the public that only names of sponsors would be permitted."

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NEW FREQUENCY REGULATION IMPROVES RECEPTION

One month after its strict frequency-maintenance regulation went into effect, the Federal Radio Commission has determined that stations are reaching the largest audience in the history of broadcasting.

The maintenance order, which requires that broadcasting stations keep within a frequency 50 cycles above or below their assigned channels, and which became effective June 22nd, has resulted in universal reduction of interference and increase of service area for nearly all stations, it was explained.

William D. Terrell, Chief of the Commission's new Division of Field Operations, reports that stations throughout the country have cooperated in maintaining their assigned channels, and that very few stations have failed to comply with the new regulation.

Engineers of the Commission, after preliminary tests of the effectiveness of the new ruling, have determined that the service area of most stations has been substantially increased, and that objectionable interference has been reduced to a point where it hinders good reception less than ever before.

Summer months, during which hot weather somewhat restricts broadcasting efficiency, are constantly becoming less feared by broadcasters. During the period from June 22 to July 22, hot weather influenced broadcasting less than during the corresponding period of any preceding year, because of the new order. While stations now may not be reaching quite so many persons as last Winter, considering weather conditions, they are reaching proportionately more listeners than during the cold season of any previous year.

Especially has the new ruling aided small local outlets. Stations of low power found that since all adjacent broadcasters are maintaining their frequencies, programs are being received without interference nearly twice as far in all directions from the transmitter as they were this time last year. The Commission has made definite tests on Station WOL, Washington, D. C., operating with 100 watts - and has found that where before the order went into effect, the station could reach only about four miles without interference, it now serves listeners without interference at a distance of nearly 10 miles from the transmitter.

Thus, for many stations, the service area has been doubled. The greatest reduction in interference has come about by almost complete elimination of heterodyne whistles, which made reception bad for nearly all low-power stations.

Advertisers, paying the same rates to stations that they did when a 500-cycle deviation was allowed, are getting more for their money now than before, and are more assured that their messages reach listeners clearly and without distortion.

The order, termed by the Commission "a recognition of the greatest technical advancement in the broadcast transmitter art in recent years", is not something that can become effective overnight. The change has been gradual from the old to the new deviation requirements. Some stations have not yet been able to install frequency-control devices, because the Bureau of Standards, which must test all apparatus, has been swamped with work because of the order. When the apparatus is working in all stations, it is believed an even greater improvement will be noted.

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RMA REORGANIZATION PLAN TO BE CONSIDERED AT CLEVELAND

A united radio manufacturing industry, with greater cooperation and active direction of receiving set makers; aggressive and constructive measures on behalf of all radio interests, and development of special interests of various groups among radio manufacturers are objects of a plan to reorganize the RMA.

The reorganization plan was approved unanimously by the RMA Board of Directors at Cleveland, July 19th. A membership meeting to consider the plan will be held at 10:00 A.M. Tuesday, August 23rd, at Cleveland, Ohio.

Important features, incorporated in the proposed new by-laws of the RMA, provide for much larger influence and action by chief executives of set manufacturers in industry and RMA affairs, together with unified action and closer work between various manufacturing groups, such as set, tube, parts and accessory manufacturers. Special interests of such groups will be promoted under the direction of each group but with unity and cooperative action on all general industry interests.

The RMA Board of Directors at their Cleveland meeting also ordered a one-third reduction in Association dues of all members for the coming fiscal year of the Association. In view of the one-third reduction in dues, effective August 1st, and additional dues reductions of members because of their decreased volume of sales during the past year, the existing sliding scale of dues rates was unchanged.

Another financial action to benefit members was a ten per cent refund ordered by the Board of Directors to all exhibiting companies in the Trade Show at Chicago last May. The ten per cent rebate was a voluntary action of the Board, not required under contracts with exhibitors, but was made possible by financial results including operating economies. For these the Directors recognized the service of Bond Geddes, Trade Show Manager, with a rising vote of appreciation.

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BUYING HESITANCY REACHED LOW SAYS KLUGH

Buying hesitancy has, in the opinion of Paul B. Klugh, Vice-President of the Zenith Radio Corporation, reached its low ebb and from now on we should all see an increase in radio sales.

"Too many sets have seen the end of their usefulness, and the public will not do without radio", Mr. Klugh declared in announcing the Zenith line for 1932-3.

"There are over five million electric midget sets in the homes of American people today. Easily one-half, or two and a half million, of these owners want standard electric sets. Of the four million battery operated sets, one-fourth, or one million, are being used in homes with electric current and, therefore, can be sold standard electric sets. There are approximately five million obsolete electric sets and another six million wired homes without any radio, all of whom can be sold new radio receivers - a total market today for fourteen million receivers. This is a tremendous market.

"A country-wide survey made of dealers' stocks shows the smallest inventory of radio sets since radio became a real business. These dealers must have up-to-date, standard, well-known radios. Their demands will be felt at an early date.

"A few years back, Zenith built and sold radios for which the customers paid as high as \$2,500. Contrast those days with the new prices of our new line - from \$49.95 to \$184 tax paid - and they are better radio sets than we have ever built. So definitely are they better that we invite anyone to name a single demonstrable improvement known in radio which is not found in the Zenith 1932 line, and we further challenge anyone to name a radio line which contains all the improvements found in our Zenith 1932 models.

"I could not conceive three years ago by any stretch of the imagination that Zenith would ever build a quality radio set and sell it in a console at about \$60 - nor an automatically tuned radio set with the exclusive 'Press the button, there's your station!' feature selling around \$100. Nor could I, nor any of my associates, foresee that the standard system of discounts to jobbers, which we ourselves inaugurated many years ago, would ever be lengthened as we have lengthened them today.

"Of course, trading up in itself is not the only solution. The past three years have played havoc with a number of manufacturers. Distributors and dealers have taken on radio lines only to find, a few months later, that the manufacturer has gone out of business, liquidated, or dropped radio from his manufacturing program. This has caused tremendous losses on inventory. I say, therefore, that more distributors and dealers today are looking for permanency and stabilization than ever before - and that is one important contribution to a return of radio profits. Radio manufacturing is fast being shorn of a racketeering atmosphere. The

Get-Rich-Quick Wallingfords are going. There are few of us left in a strong financial position, and to our knowledge only one of us left who manufactures radio exclusively, namely, Zenith.

"Yes, we are optimistic - not only from the standpoint of greater industry sales, but we also feel that the radio dealer and jobber will make money if they will bring themselves to understand that radio is today a stable industry and the romance and thrill of 'wireless' unsubdued as yet by Father Time."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 21 - WCGU, United States Broadcasting Corp., Brooklyn, N. Y., C.P. to move transmitter from Brooklyn, N. Y. to Long Island City, N. Y.; WLEY, Lexington Air Station, Lexington, Mass., C.P. to move station from Lexington to Lowell, Mass.; WELL, Enquirer-News Co., Battle Creek, Mich., C.P. to make changes in equipment and move studio locally; KWEA, Hello World Broadcasting Corp., Shreveport, La., C.P. to install new transmitter; KMBC, Midland Broadcasting Co., Kansas City, Mo., license to cover C.P. granted June 7, 1932, for new transmitter; WLS, Agricultural Broadcasting Co., Chicago, Ill., modification of license for authority to use auxiliary of WENR-WBCN for auxiliary purposes of WLS; KXL, KXL Broadcasters, Portland, Oreg., C.P. for a new transmitter and to change from 1420 kc., 100 w., sharing with KBPS to 1410 kc., 250 w. unlimited time, facilities of KTBR, Portland, Oreg.

Applications Other Than Broadcasting

July 20 - City of Klamath Falls Police Dept., Klamath Falls, Ore., new C.P. for emergency police station, frequency to be assigned, 25 watts; WPEK, City of New Orleans Police Dept., New Orleans, La., license covering C.P. for 2430 kc., 100 watts, emergency police service; Aeronautical Radio, Inc.: KGTH, Salt Lake City, Utah, license covering C.P. for 2720, 2732, 4110, 6510, 6520, 6530, 8015 kc., 150 watts, aero. point-to-point service; KGTJ, Las Vegas, Nev. same as above; W3XAU, Universal Broadcasting Co., Newton Twp., Pa., modification of relay broadcasting C.P. for extension of completion date to 10-13/32; Radio Engineering Lab., Inc.: On Nash auto in New York, and on Essex Auto in New York - new C.P.s for one frequency between 40,000 to 56,000 kc., and one between 60,000 to 90,000 kc., 2 watts, experimental service; Airfan Radio Corp., Ltd., Portable in vicinity of San Diego, Calif., C.P. for 400,000 kc., 6 watts amended to change service from temporary broadcast pickup to general experimental.

July 21 - Police Department, Wichita Falls, Tex., new C.P. for 1712 kc., 50 w., emergency police service; Police Department, Village of Old Field, Inc., Long Island, N. Y., new C.P. for 1712 kc., 15 w., emergency police service; W8XAR, Westinghouse Electric & Manufacturing Co., Saxonburg, Pa., renewal of special experimental

license for 980 kc., 50 to 400 kw., special experimental service; WIOXAS, Pacific Telephone & Telegraph Co., portable, renewal of general experimental license for 1594, 2398, 3492.5, 4797.5 kc., 50 w.; R.C.A. Communications, Inc.: WQD, WKL, WQC, WQU, WET, Rocky Point, N. Y., modification of license for change in serial number of transmitter and points of communication.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 21, 1932)

WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., C.P. to install auxiliary transmitter at present main transmitter location, 100 w. day and night; WMBG, Havens & Martin, Inc., Richmond, Va., C.P. to make changes in auxiliary transmitter and increase maximum rated and operating power from 10 to 100 w.; KRMD, KRMD, Inc., Shreveport, La., C.P. to move transmitter locally in Shreveport; WWL, Loyola University, New Orleans, La., modification of C.P. to extend completion date to Sept. 15, 1932 (original permit authorized increase in power from 5 to 10 kw., installation of new equipment change in hours of operation from sharing with KWKH to specified hours, and moving transmitter locally); KFPW, Southwestern Hotel Co., Fort Smith, Ark., license 1210 kc., 100 w., unlimited time, covering installation of new equipment; change in ~~frequency~~ frequency from 1340 to 1210 kc., increase in power from 50 to 100 watts and increase in hours of operation from daytime only to unlimited; WREN, Jenny Wren Co., Lawrence, Kans., license 1220 kc., 1 kw., shares with KFKU, original permit authorized moving of transmitter from Lawrence to South of Tonganoxie, Kans.

Also, KFGQ, Boone Biblical College, Boone, Iowa, license covering changes in equipment 1310 kc., 100 w., specified hours; KGY, KGY, Inc., Olympia, Wash., license covering move of station from Lacey to Olympia, Wash., installing new equipment, change frequency from 1200 to 1210 kc., increase power from 10 to 100 w., and change in hours of operation from unlimited to specified; WIS, South Carolina Broadcasting Co., Inc., Columbia, S. C., authority for direct measurement of antenna input; WLIT, Lit Bros., Philadelphia, Pa., consent to voluntary assignment of license to Lit Bros. Broadcasting System, Inc.; WEAI, School of Electrical Engineering, Cornell University, Ithaca, N. Y., authority to reduce hours of operation from daytime only to not less than 1 hour per day to and including Oct. 1, 1932; KFPM, The New Furniture Co., Greenville, Tex., special authorization to operate from 9 P.M. to 12 midnight, CST, on July 23, Aug. 27 and Nov. 8, 1932; WCFL, Chicago Federation of Labor, Chicago, Ill., renewal of broadcast station license, also granted special authorization to operate unlimited time experimentally on 970 kc., from Aug. 1, 1932 to Feb. 1, 1933; WCAZ, Superior Broadcasting Service, Inc., Carthage, Ill., renewal of license, 1070 kc., 50 w., hours of operation from 9:30 to 3:30 P.M. CST, daily except Sunday; WOWO, Main Auto Supply Co., Fort Wayne,

Ind., special authorization to operate simultaneously during daytime with station WWVA for the period Aug. 1, 1932, to Feb. 1, 1933, pending action on formal application for modification of license; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., same as above, except to operate simultaneously with WOWO.

Also, Radio Service and Engineering Laboratories, Harrisburg, Pa., C.P. (general experimental) 4797.5, 8655, 12862.5 kc., 100 w., yours of operation 9 to 12 A.M.; 2 to 9 P.M., EST; Airfan Radio Service, Ltd., portable in vicinity of San Diego, Calif., general experimental C.P. frequencies 60000 to 400000 kc.; Mobile Broadcasting Corp., Dauphin Island, Ala., C.P. for temporary broadcast pickup service 2342 kc., 15 w., Aug. 8 to 10 inclusive; Atlantic Broadcasting Corp., New York, experimental visual broadcasting license, frequencies 43000-46000, 48500-50300, 60000-80000 kc., 50 w.; W2XAQ, R. C. Powell & Co., Inc., New York, general experimental license, 51400, 60000 kc., 50 w.; The Producers Steamship Co. on vessel "Louis W. Hill", special experimental license, 484 kc., 1 w.

Also, W9XL, American Radio News Corp., Tinley Park, Ill., special experimental license, 7625, 7640, 9230, 9390, 10090 kc., 500 w.; WPES, City of Saginaw, Saginaw, Mich., police service license 2442 kc., 50 w.; WLD, Pere Marquette Radio Corp., Ludington Mich., license, fixed public point-to-point telegraph service, 109 kc., 200 w.; KHL, Mutual Telephone Co., Wailuku, T. H., KRM, Lihue, T.H., licenses, fixed public point-to-point telegraph 3195, 3225 kc., unlimited, 5720, 5750 kc., day only, 500 w.; KGTN, Aeronautical Radio, Inc., Las Vegas, Nev., license for aviation service, 2900, 3072.5, 3082.5, 3088, 5519* 5540* 5672.5, 5692.5 kc. (*available to March 1, 1933 only), 5 w.; Frank Coombs Dixon, Cuyahoga Falls, Ohio, amateur station license; National Broadcasting Co., WIEW, WIEK, New York, authority to operate portable broadcast pickup transmitter WIEW on frequency 1566 kc., and 2390 kc., July 21 to 28 inclusive, in connection with preliminary tests and rebroadcast description Sky Line of New York from deck of excursion steamer "Mendalay" around Manhattan Island. On July 22nd and 23 same transmitter to operate on SS. "Manhattan" while passing Atlantic City; also to use WIEK on same frequencies at Shelburne Hotel in Atlantic City.

Applications Denied

The following applications, heretofore designated for hearing were denied because applicants failed to enter their appearances within time allowed: Claude Raymond Brand, Deadwood, S. Dak., C.P. 1200 kc., 100 w., three hours daily; Harvard University School of Geography, Cambridge, Mass., C.P. 17143, 16375, 15050, 9000, 5900 kc., day, 9000, 8200, 6700, 5900 kc., night, 350 w., unlimited time.

Application Dismissed: Tri County Broadcasting Co., Los Gatos, Calif., C.P. 1420 kc., 100 w., half-time (this application was dismissed at request of applicant).

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 548

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RADIO VACANCY MAY NOT BE FILLED UNTIL MIDDLE AUGUST

With so many other matters of importance weighing upon his mind, President Hoover may not consider the naming of a successor to Maj. Gen. Charles Mck. Saltzman, recently resigned, until after he has delivered his acceptance speech on August 11.

Choice of a Commissioner must be made from the states comprising the fourth zone. They are Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas and Missouri. The appointment will be made for the remainder of the six-year term of General Saltzman - three years of which had expired on May 2, this year. The salary will be a little over \$9000 yearly.

Among those whose names have been presented to the President are Harry Shaw, president of the National Association of Broadcasters, owner of Station WMT, Waterloo, Iowa; William S. Hedges, Station WMAQ, Chicago; Robert D. Heinl, nationally known radio writer, a native of Indiana; O. S. Spillman, former Attorney General of Nebraska; James W. Baldwin, secretary of the Federal Radio Commission; and Harold D. Hayes, Federal Radio Supervisor, Chicago.

Undoubtedly, the Federal Radio Commission is awaiting the appointment of the new Commissioner before electing a chairman, as they are now permitted to do under the law. In the meantime, Judge E. O. Sykes, senior member of the Commission, is acting chairman. Judge Sykes is the only member of the original Commission appointed by President Coolidge.

Also it will be necessary for the President to name a member of the Federal Radio Commission to represent the United States at the International Radiotelegraph Conference at Madrid, Spain, in September. Because of General Saltzman's wide experience, it was taken for granted that President Hoover would name him as a member of the United States delegation. It is unlikely that the Commission member will be named before the new Commissioner is chosen.

There was a grand scramble on the part of all interested parties to be appointed to the American delegation of the International Radiotelegraph Conference, but the economy measure, limiting expenses of delegates to \$6 a day, has taken all the joy out of the voyage to the castles in Spain.

A bill providing additional funds went through the Senate but was killed in the House. Delegates fear that they will not be able to keep up their end of entertaining without digging into their own jeans and are afraid the situation may prove embarrassing financially.

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COMPOSERS AND BROADCASTERS DEADLOCKED

It is quite apparent that there is a deadlock of the negotiations which committees representing the American Society of Composers, Authors and Publishers and the National Association of Broadcasters have been holding since last Spring. The controversy began last April when the Composers informed the broadcasters that, beginning June 1, the license fees for use of copyrighted music would be five per cent of the gross income of the stations. This rate, it was estimated, would have produced an income for the American Society of Composers of about \$3,500,000 as against the \$1,000,000 in fees collected last year.

The broadcasters declared that they could not afford to pay the increased license fees and the Society stood its ground, refusing to take less. The effective date of the new license fee was moved forward to September 1 after this disagreement.

The impasse will not result in a boycott of copyright music.

"There is absolutely no thought of depriving the American public of the opportunity of hearing copyrighted music from radio stations", said E. C. Mills, general manager of the American Society of Composers.

In a letter addressed to the members of the National Association of Broadcasters Copyright Committee -- Paul W. Morency, Station WTIC, Hartford, Conn.; Edward F. Klauber, vice president, Columbia Broadcasting System; and A. L. Ashby, vice president, National Broadcasting Company -- Mr. Mills wrote:

"With reference to the negotiations between our respective Committees, which have been in progress since yours of April 18th, and to our action taken on July 12th to accept the proposal made by your Committee at the joint meeting of that date, which proposal was on July 21st submitted to and rejected by your Board of Directors; and with further reference to the proposal then presented by your Committee as authorized by your Board at its said meeting, I am now obliged to advise you that the latter proposal is not accepted.

"It is our feeling now that the respective Committees have, without success, done their utmost to accomplish a mutually satisfactory adjustment of differences, and in view of the fact that your Committee must of necessity depend upon the individual sanction of a great many broadcasters who are not members of the National Association of Broadcasters as well as those who are members, of any plan or formula which your Committee might approve, whereas our Committee is vested with authority to definitely commit the members of this Society, it is apparent that no purpose can be served by further conferences.

"In these circumstances we desire now to advise you of our intention to proceed within the next few days to the making of the license of the Society available to broadcasters individually upon such terms as may be mutually agreed upon in each individual case."

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233 RADIO BILLS AND RESOLUTIONS SINCE 1903

Although radio is a comparatively young industry, a recent tabulation of the bills and resolutions directly concerned with radio which have been introduced in Congress since 1903 show that they number 233.

In the Fifty-eighth Congress, 1903-1905, there was one bill, introduced by Representative Ketcham, "to promote the efficiency of the Revenue Cutter Service by providing for the equipment of the vessels of that service with approved wireless telegraph apparatus for communication between vessels of the Coast Guard and coast wireless telegraphic stations."

There was no radio legislation in the Fifty-ninth Congress, but the Sixtieth Congress got busy and introduced ten bills, all of which dealt with radio-telegraphic communication.

The Seventy-first Congress, 1929-1931, was the busiest as far as radio is concerned, some fifty radio bills and resolutions having been introduced.

The first session of the Seventy-second Congress resulted in the introduction of twenty-four radio bills and resolutions. The status of the pending legislation, which went over as unfinished business, is as follows:

S. 4 - Fess radio educational bill, providing that certain frequencies be allocated to educational stations, Committee on Interstate Commerce.

S. 21 - King bill, providing for increased copyright fees, Committee on Patents.

S. 22 - King bill, providing for licenses on unused patents, at current license rates, Committee on Patents.

S. 176 - Hebert copyright bill, Committee on Patents.

S. 481.- White omnibus radio bill; Committee on Interstate Commerce.

S. 750 - McNary bill, providing for prohibition of broadcasts of lotteries and games of chance, Committee on Interstate Commerce.

S. 1035 - Tydings copyright bill; Committee on Patents.

S. 1037 - Dill bill transferring Radio Division of Department of Commerce to Federal Radio Commission, passed by Senate, now in House Committee on Merchant Marine, Radio and Fisheries.

S. 1866 - Dill patent bill, Committee on Patents.

S. 2374 - George bill to give City of Savannah, Ga., naval radio station being abandoned, Committee on Naval Affairs.

S. 3046 - Dill bill concerning allocation of cleared channels; Committee on Interstate Commerce.

S. 3047 - Hatfield bill providing that organized labor be given a cleared channel, referred to subcommittee.

S. 3649 - Shipstead bill providing for changes in broadcast allocations; Committee on Interstate Commerce.

S. 3985 - Dill copyright bill; Committee on Patents.

S. 4399 - Metcalf bill appropriating money for Federal Radio Commission to cooperate with States for broadcasting educational programs; Committee on Education and Labor.

S. Res. 28 - Howell bill for investigating possibility of broadcasting Senate sessions from Senate chamber; Committee on Rules

S. Res. 58 - Dill bill to investigate Radio-Keith-Orpheum; Committee on Audit and Control.

S. Res. 71 - Dill bill providing for broadcasting from Senate chamber; Committee on Rules;

S. Res. 163 - Dill resolution calling upon the Department of State to call a North American broadcasting conference; Committee on Interstate Commerce.

Bills and resolutions pending in House Committees follow:

H.R. 139 - Vestal copyright bill; Committee on Patents.

H.R. 256 - Christopherson bill prohibiting radio lotteries; Committee on the Judiciary.

H.R. 410 - French lottery bill, Committee on Merchant Marine, Radio and Fisheries.

H.R. 421 - Hoch bill to amend Interstate Commerce Commission Act to define radio as a "common carrier", Committee on Interstate, and Foreign Commerce.

H.R. 6039 - Sirovich bill to transfer Radio Division of Department of Commerce to Federal Radio Commission, Committee on Merchant Marine, Radio and Fisheries.

H.R. 7253 - Connery bill providing a clear channel for labor, Committee on Merchant Marine, Radio and Fisheries.

H. R. 7716 - Davis radio omnibus bill, passed by House, recommitted; Senate Committee on Interstate Commerce.

H.R. 8759 - Amlie bill prohibiting radio advertising on Sunday, Committee on Merchant Marine, Radio and Fisheries.

H.R. 12844 - LaGuardia bill establishing license fees for patented radio equipment, Committee on Patents.

H.R. 12845 - LaGuardia bill providing for establishment of fees for radio advertising. Committee on Merchant Marine, Radio and Fisheries.

H.Res. 80 - Horr resolution to investigate Federal Radio Commission and National Broadcasting Company control of Pacific coast stations; Committee on Rules.

H. Res. - 110 - Amlie resolution on free speech on broadcasting; Committee on Merchant Marine, Radio and Fisheries.

H. Res - 10976 - Sirovich copyright bill providing for changes in fees, reported on House calendar.

This compilation of radio bills and resolutions is the work of John Nicholson, and the entire report was printed in the Congressional Record of July 25, 1932, at the request of Senator Peter Norbeck, of South Dakota. The information given includes the titles of the bills, by whom they were introduced, to what committees they were referred, and their subsequent legislative history, including references to debates.

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OHIO BROADCASTERS SUE

A suit asking for a receiver for Station WKBN, Youngstown, Ohio, has been filed by the Ohio Broadcasting Co., Cleveland, which controls a large block of WKBN stock, against Warren E. Williamson, Sr., and others, in the local common pleas court.

Ohio Broadcasting Co., controlled by C. C. Townes, former city manager of Cleveland, has instituted a number of suits here recently against Williamson and others to force them either to sell their stock to the Cleveland company or to take the Cleveland stock.

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NEWSPAPER ASSOCIATIONS AGAINST BROADCASTING NEWS

Radio came in for discussion at two newspaper conventions held last week. A resolution urging that press services discontinue furnishing news to radio stations was adopted by the Southern Newspaper Publishers' Association at Asheville, N. C.

Several members related indignantly that they had heard important news over their home receiving sets, announced by courtesy of press services, minutes to hours before its arrival on their office printers. One publisher stated that the tardy receipt of news on the Lindbergh kidnapping case had prevented its inclusion in his first edition although it had been broadcast nationally long before the deadline.

The resolution follows:

"Resolved, that the press services be urged to discontinue furnishing news to radio broadcasting stations."

The resolution on leased wires, as adopted, follows:

"The smaller newspaper members of this association are finding burdensome the expense in the volume of wire reports provided in the eight hours of printer service, and believing that many of them would welcome a shorter report at a commensurate reduction in price, we would respectfully commend as an objective for the newly elected officers and directors a conference with the American Telephone and Telegraph Company and such other organizations to the end that an abrogation of their present eight-hour period might be secured, and that in turn the smaller newspapers might be allowed a shorter service in hours within the news hours of the day or night, or otherwise as the officers may determine."

Radio had another brief moment on the crowded program, most interest being aroused by the New Orleans and Shreveport experiments in barring all mention of radio activities from news columns. The usual abyss of opinion between newspapers which operate their own stations and those which have no radio relations was apparent.

President Lea M. Nichols, Bristow (Okla.) Record advocated a definite stand on the radio problem at the 47th annual convention of the National Editorial Association at San Francisco. He said that radio stations have no legal right to broadcast news gathered by newspapers and press associations.

In his address, President Nichols charged that news associations are "more or less dominated by newspapers that own radio stations or have strong radio affiliations." "Those of us who are fortunate enough not to own a radio station", he said, are thereby forced to help develop an agency that bids for patronage once enjoyed by our publications.

"I strongly object to radio stations and systems using our news pages as sources of prestige. Not only in theory but legally the radio station has not the right to broadcast news gathered by newspapers and news associations." He protested against the broadcast of news and urged the association to take a stand on the question.

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MACKAY OFFERS COMPLETE TRANS-PACIFIC SERVICE

The International Telephone and Telegraph Corporation announces that there has been concluded an agreement between the Minister of Communications of China and the Mackay Radio and Telegraph Company for the exchange of radio telegraph traffic between China and the United States, Havana and the Philippines. This agreement, together with the existing services to Honolulu and the Philippines, gives Mackay Radio a complete trans-Pacific service in addition to its services to South America and Europe.

A further agreement has been concluded between the Ministry of Communications of China and the China Electric Co., a subsidiary of the International Telephone and Telegraph Corp., for the erection of four radio telephone transmitting and receiving stations for communication within China, one to be at Shanghai and the other three at important cities in that country. In addition to these an international radio telephone station will be built at Shanghai so that the rest of the world can be connected to the more than 100,000 telephones now in China.

In making the announcement, Gen. George S. Gibbs, President of Postal Telegraph and Vice-President of the International Telephone and Telegraph Corporation, said:

"When these connections are made it will be possible for telephone conversations to be held between Nanking, the capital, and capitals of all other large nations in the world."

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CBS NEW AND RENEWED CONTRACTS

RENEWAL - Cream of Wheat Corporation, Minneapolis, Minn., (Cereal); Agency - J. Walter Thompson Co., Chicago, Ill.; Program - Angelo Patri - "Your Child", Sun., Wed., 7:45-8 P.M., rebroadcast 11:15-11:30 to coast; Basic Network Don Lee, plus 3.

NEW - Wilkening Mfg. Co., Philadelphia, Pa., (Pedric Piston Rings); Agency - Behel & Waldie, Chicago; Program - "Unsung Heroes", orchestra and dramatic sketch, Mon., 10:15-10:30 P.M., 7 stations.

RENEWAL - The Best Foods, Inc., New York City (Nucoa, butter substitute); Agency - Benton & Bowles; Program - "The 'Round the World Cooking School", Ida Bailey Allen, Male soloist, piano, dialogue, Fridays 11:30-11:45 A.M., 10 stations, starting Aug. 15.

RENEWAL - Wyeth Chemical Co., New York (Jad Salts), Agency - Blackette-Sample-Hummert, Inc., Chicago; Program - "Aunt Jemima" Songs, Tuesday, Wednesday, Thursday, 2:00-2:15 P.M., Basic network plus 4.

RENEWAL - Lehn & Fink Products Co., Inc.,; Agency - United States Adv. Corp.; Program - "Stories of the Living Great", Ida Bailey Allen, Tues., 11:15-11:30 A.M., Basic network.

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ADVERTISERS SPEND LARGE AMOUNT ON RADIO

After estimating the individual expenditures of 435 newspaper advertisers, a survey made by the Bureau of Advertising, American Newspaper Publishers' Association, placed their total purchases of newspaper space at \$143,365,000. Broadcast advertising was used by 121, spending \$21,223,862 on the radio.

The Bureau points out that its study does not cover all national newspaper advertisers, nor even all the principle ones, but only an important group whose expenditures the Bureau was able to check. Moreover, the figures would be somewhat changed if they had included magazine and radio advertisers who did not use newspaper space.

Automobiles and trucks constitute one of the leading industrial groups from the standpoint of newspaper advertising expenditure. In this division, 18 companies spent \$23,665,000 in newspaper space in 1931, as compared with \$12,399,910 spent in magazines and \$368,950 in radio broadcasting. In the food products division, 81 companies spent \$20,395,000 in newspapers as compared with \$18,292,065 in magazines and \$4,868,442 in radio. Fourteen tobacco companies invested \$28,730,000 in newspaper space last year, as against \$5,029,790 in radio and \$3,949,086 in magazines.

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ZENITH FACTORY TO PAY EXTRA TAX

Zenith Radio Corporation, through its Vice-President and General Manager, Paul Klugh, announces that there will be no extra tax on the list prices of the products made by his concern, but that said list prices will stand and the factory will pay the tax. This arrangement simplifies the tax matter for Zenith distributors and dealers and places the burden of taxation where it should be places, namely on the factory.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 23 - WDEL, WDEL, Inc., Wilmington, Dela. modification of license to increase power from 250 w. 500 w. LS to 500 w. day and night on experimental basis; WHAS, The Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., license to cover C.P. granted June 24, 1932, for auxiliary transmitter; KWEA Hello World Broadcasting Corp., Shreveport, La., C.P. to install new transmitter; KTSM, WDAH, W. S. Bledsoe and W. T. Blackwell, El Paso, Tex., voluntary assignment of license to Tri-State Broadcasting Co., Inc.; WKFI, J. Pat Scully, Greenville, Miss., license to cover C.P. granted May 24, 1932, for changes in equipment and change power from 100 w. 250 w. LS to 100 w. day and night, (formerly WRBQ); KLO, Interstate Broadcasting Corp., Ogden, Utah, C.P. to move station to Salt Lake City, Utah; R.W. and D. P. Lautzenheiser, Prescott, Ariz., C.P. to erect a new station to use 1500 kc., 100 w., unlimited time, facilities of KPJM, Prescott, Ariz.

July 25 - WCAU, Universal Broadcasting Co., Philadelphia, Pa., modification of C.P. for 50 KW, request extension of completion date to 9/17/32; WSM, National Life & Accident Insurance Co., Nashville, Tenn., license to cover C.P. granted 11/17/32 for 50 KW; WRBL, WRBL Radio Station, Inc., Columbus, Ga., license to cover C.P. granted 4/1/32 for changes in equipment and increase power from 50 to 100 watts; Armand Ralph Gamache, Newton, N. C., C.P. for a new station to use 1500 kc., 7 watts, 7 A.M. to 5:30 P.M.; WIAS, Iowa Broadcasting Co., Ottumwa, Iowa, modification of license to change from specified hours to unlimited time; KFGQ, The Boone Biblical College, Boone, Iowa, modification of license for changes in specified hours of operation.

The following applications were returned to the applicant: KGIX, J. M. Heaton, Las Vegas, Nevada, automatic frequency control (request of applicant); KMTR, KMTR Radio Corp., Los Angeles, Calif., direct measurement of antenna power (request of applicant).

Applications Other Than Broadcasting

July 23 - W1XC, R.C.A. Communications, Inc., Marion, Mass., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 10 kw.; WAL, American Radio News Corporation, Carlstadt, N. J., modification of license for increase in power from 10 kw to 20 kw.; WAK, same as for WAL; John M. Wells, new license for aircraft on 60000 to 400000 kc., less than 50 w., general experimental service.

July 25 - Robert J. Wood, NC-8450, new license for 56000 to 60000 kc., 15 watts, general experimental service; WBEN, Inc.: W8XH, portable within 25 miles WBEN, Martinsville, N. Y.; also for another portable - licenses covering C.P. for 51400 kc. and 60000 kc. respectively, 10 watts, general experimental service; W10XM, Ford Motor Co., NC-8405, renewal of general experimental license for 6425 kc., 7.5 watts; Howard A. Seyse, Mobiles in Erie Co., N. Y., new C.P.s for 55500 kc., also 55500, 60500, 70500, 80500, 90500, 100500 kc., respectively, 10 watts, general experimental service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 25, 1932)

Britt A. Rogers, Jr., Tupelo, Miss., C.P. for new station to operate on 990 kc., 500 w., daytime; WHBQ, Broadcasting Station WHBQ, Inc., Memphis, Tenn., C.P. to move transmitter locally from 3rd St. Memphis, Tenn.; WCGU, United States Broadcasting Corp., Brooklyn, N. Y., authorized to cease operation for 30 days while installing frequency control equipment; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., authorized to extend period of silence from July 22 to Aug. 20, 1932, to establish selection of proper transmitter site; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., authority to operate specified hours to Sept. 24, provided Station WCMA remains silent; KUMA, Albert H. Schermann, Yuma, Ariz., 30 day extension of program test period.

Also, WPDH, Police Department, Richmond, Ind., C.P. to install new equipment; W3XAU, Universal Broadcasting Co., Newton Township, Pa., modification of C.P. to extend completion date to Oct. 13, 1932; WPEK, Police Department, New Orleans, La., license for police station 2430 kc., 100 w.; KGTH, Aeronautical Radio, Inc., Salt Lake City, Utah, KGTJ, Las Vegas, Nev., licenses aeronautical and point-to-point 2720, 2732, 4110 kc., unlimited; 6510, 6520, 6530, 8015 kc., day only, 150 w.; WPI, Inland Waterways Corp., Memphis, Tenn., renewal of coastal telegraph license, 163 and 438 kc., 1 kw., for one transmitter, 100 w. for other transmitter; John M. Wells, Southbridge, Mass., special authority to operate a new station for experimental test purposes during August and September in connection with transmission measurements during solar eclipse.

The Texas Company: WGED, WIEV, WJEB, WJEA, ships "Major Albatross", "Petrel", "Hobson", and "Tampico" third-class ship station licenses to authorize operation of low-power tube transmitter aboard vessels listed, 2738 kc., 15 w.; Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., authority to operate broadcast pickup station on 2342 kc., 10 w., July 28 to August 10 inclusive, for purpose of rebroadcasting results of international yacht races on Lake Ontario (Action taken July 21); Metro-Goldwyn-Mayer Corp., portable, Point Barrow, Alaska, and vicinity, 3 C.P.s for portable service in Alaska to communicate with other portable stations of same licensee in Alaska and with Army Signal Corps station at Point Barrow, 4140 and 6210 kc., 2 w. power, granted one C.P. same as above except 50 w. power, granted licenses to cover the above; WCMA, General Broadcasting Corp., Culver, Ind., authorized to operate from July 15 to Oct. 1st inclusive specified hours, provided Station WKBF remains silent; WQDM, A. J. St. Antoine and E. J. Regan, St. Albans, Vt., authorized to operate from 9 to 11 A.M. and from 2 to 6 P.M., E.S.T., July 28 and 29, 1932.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WEW, St. Louis, Mo.; WKAR, East Lansing, Mich., KGU, Honolulu, T.H., and KXA, Seattle, Wash.

Set For Hearing

KLO, Interstate Broadcasting Corp., Ogden, Utah, C.P. to move transmitter from near Ogden to 8 miles west of Salt Lake City, and studio from Ogden to Salt Lake City; Thirty-first Street Baptist Church, Indianapolis, Ind., C.P. for new daytime station to operate on 600 kc., 250 w., daytime, heretofore granted, has been set for hearing because of protest filed by Station WFBM (action taken July 25); W2KE, Kenneth J. Stanford, Brooklyn, N. Y., application for amateur station license set for hearing because of violations of amateur regulations.

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DECREASE IN EXPORTS AND IMPORTS

Exports of radio receiving sets for May, 1932, which the Bureau of Foreign and Domestic Commerce has just reported on, were valued at \$493,831 - a decrease of \$677,109 from last year. Some of the foreign markets have been curtailed by the imposition of high duties and the establishment of quotas, but on the other hand other countries are gradually becoming more interested in radio sets and are developing into fair markets. Recent information from China, for instance, states that the outstanding activity in the Shanghai import trade is the interest in radio receiving sets, despite the unfavorable outlook for a wide scale of broadcasting, owing to Government restrictions.

During the month under review Spain was the largest individual purchaser of American radios, shipments going to that country being worth \$57,364. Brazil was next taking \$51,934 and Belgium imported 1,515 sets valued at \$40,040. Argentina purchased radio receiving sets in the amount of \$41,917 and the Union of South Africa accounted for \$31,041 worth. Argentina also purchased \$38,902 worth of components and \$26,729 worth of loud speakers; the value of these products being taken by the other countries mentioned were comparatively small.

Purchases of electrical equipment made abroad during the month under review amounted to \$169,210, as compared with \$235,728 for last year.

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