

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.

National Broadcasting Comp  
GENERAL  
711 Fifth Avenue, N.Y.C.  
Miss Sprague

*Desk*

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No. 589

RECEIVED  
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PRESS

## CANADIAN COMMISSION WILL CLOSE NO STATIONS

The Canadian Radio Broadcasting Commission, as the first step in a series of drastic changes in the broadcasting system there, will limit radio advertising in Canada to five per cent of the time.

"Our system, as defined in the Act of Parliament, differs from that of the British Broadcasting Corporation, which eliminates advertising altogether", Chairman Hector Farnsworth, of the Commission, advises. "So long as Canadians can turn on United States stations at will it would be unfair to Canadian commerce to exclude its announcements from the air, but advertising will be limited to five per cent of the time occupied by the broadcast and a rigid supervision as to its character will be maintained.

"We will not have complete control of stations until after March 31, when all existing licenses expire. The act gives us power to expropriate and close stations and build a series of highpowered stations across the continent to be operated by ourselves, but in view of present financial conditions, I do not think we will embark on so large an undertaking for some time to come.

"For the present we will probably endeavor to lease time in bulk at reasonable rates from the land line companies and go extensively into sponsored programs on our own account utilizing Canadian artists, of whom a large number of fine quality are unemployed", the Canadian radio chairman continues.

"The most serious problem with which we have to deal is that of land-wire costs, which have militated very seriously against the private broadcaster. We are using all the influence we can bring to bear to secure a solution of this problem and to induce the land-wire companies to act with us.

"We also hope to establish cordial relations with the National Broadcasting Company and Columbia system and to secure the best of their own sustaining programs for distribution through Canada", Chairman Farnsworth concluded.

The Canadian act states that the Commission "shall have power to carry on the business of broadcasting in Canada".

It may make operating agreements with private stations for the broadcasting of national programs, acquire existing private stations either by lease or, subject to the approval of Parliament, by purchase, and may construct new stations subject to the approval of Parliament. It may originate programs from within or outside Canada, by purchases or exchange, and make necessary arrangements for their transmission, and make contracts with persons for performance in connection with programs originated by the Commission. Finally, it may take over all broadcasting in Canada, subject to the approval of Parliament.

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## MILLS GIVES BROADCASTERS COLUMBIA RECORD BAN EXPLANATION

In a letter addressed to all licensed radio broadcasting stations, E. C. Mills, of the American Society of Composers, says:

"We have been receiving inquiries from a great many stations regarding the practice of phonograph record manufacturers recently in imprinting upon the labels on records the notice: 'NOT LICENSED FOR RADIO BROADCAST'.

"Our Society did not initiate any steps toward having such a notice imprinted upon the records, nor do we have, as a performing right society, any direct interest in the effect of the notice. Our license covers the right granted in behalf of our members to perform publicly their separately copyrighted musical compositions in non-dramatic renditions regardless of the means used to procure the rendition. In other words, we have no interest in whether the performance is by a human singer or musician, or by some mechanical means.

"However, as a matter of service to our inquiring stations, and for the information of broadcasters generally, we made inquiry of the Columbia Phonograph Company as to its reason for imprinting this notice upon records manufactured by it and we are enclosing an exact copy of the response received in answer to our inquiry".

The Columbia Phonograph reply follows:

"Dear Mr. Mills:

"I am glad to comply with your request contained in your letter of December 13th and I appreciate very much your offer to quote our grounds with respect to the non-licensing of records for broadcasting to those who may make inquiry of you.

"The notice appearing upon the labels of our records 'not licensed for radio broadcast' is based upon the fact that the law recognizes all property rights and particularly property rights arising from investments more fully described below. The labor and skill developed and employed over a period of many years at great cost in searching out and properly combining the constituents forming our physical records, the labor and skill very costly in time and money developed and employed in impressing upon our records with an accuracy recognized by the public all over the world the high priced and famous artists and orchestras, the expert orchestrations utilized and the famous and high priced artists and orchestras themselves in many cases representing a continuing expense through royalty payments, all combine to make our records a valuable property right.

"The broadcast of our records places at the disposal of the public the labor, skill and money investment above described for the sole benefit of the broadcaster, so that the

broadcast of our records is a use of our property rights without our consent for the benefit of someone else without any compensation accruing to us, the owners of the property right. Broadcasting stations probably are not aware that they are violating our rights by the broadcast of our records so that in order to give them notice that we reserve our rights and do not desire them to be violated we have placed on the labels of all of our records the notice 'not licensed for radio broadcast'".

(Signed) A. E. Garmaize.

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#### HEARST REPORTED BIG CHAIN RIVAL

James McMullin, writing in the "National Whirligig", a syndicated letter sent to newspapers by the McClure Newspaper Syndicate, of New York, writes as follows: "

"Radio authorities hear that William Randolph Hearst is planning to blossom forth as a big time rival to the two national chains. The facilities at his New York station are being enlarged and the power is to be stepped up considerably in the next few months. Also he is picking up other scattered stations through the country at bargain rates."

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#### SEES NEWSPAPERS AIDED BY BROADCASTING

We are indebted to Commander Gene McDonald of Chicago for sending us the following article which appeared in the December 17 issue of "Newsdom", published at 63 Park Row, New York.

"Radio is declared to be an aid to the newspaper rather than a detriment, by former United States Senator Gilbert M. Hitchcock, publisher of the Omaha, Nebr., World-Herald, who sees a loss in popularity on the part of broadcasting because of its own limitations.

"We hear a great deal about the radio being a threat to the newspaper", Senator Hitchcock says, "but instead of hurting it is assisting the press. A considerable trace in newspaper circulation can be traced to broadcasting, because people in search of worthwhile features on the air must read the papers in order to get radio programs.

"Millions of dollars in newspaper advertising has resulted from the merchandising of radio sets. Undoubtedly radio will prove to be an aid in news gathering for the papers, because every modern invention of note has assisted the newspaper

in some way. When I went into the newspaper business there were no telephones, and when the telephone came out, instead of being a new way of distributing news it fell right in with newspaper use.

"I have no desire to put the radio out of business. Broadcasting does not damage the newspaper to any extent. After all, it is a fact that all of radio advertising does not total ten per cent of the total of newspaper advertising, so advertising over the air is insignificant, and should not arouse any great concern on the part of the press.

"Omaha stores have used radio advertising, but they have abandoned it because they did not get results. Most of the stores in Omaha have paid for broadcasting at one time or another. but they have not kept it up. \* \* \* Radio is killing itself by being constantly at it. Because it operates day and night, people lose interest in broadcasts. So much material is sent out over the air, that most of it is bound to be uninteresting. On the other hand, if radio operated only certain hours of the day, people would be interested to tune in on it, say between five and eight.

"When people first put a radio in their homes they listen to the programs to a great extent, but this interest diminishes as time goes on, and after two or three years they tire of it. Even though a program is serious, it may not be worth while. People use their radio when something noteworthy is on the air. Apparently radio will be with us to some extent, but its value from a news standpoint exists only during campaigns. Some publishers think radio is a valuable adjunct to the newspaper, and that every well-equipped paper should have one. Some do. The World-Herald treats the radio purely as a news matter, and when anything comes up about radio that has news interest we print it.

"I am opposed as a general thing to giving Associated Press reports to the radio broadcast companies, but on a great occasion like an election it does no harm to do this. The Associated Press is too great an institution to be injured by giving election news to the radio. The World-Herald runs up a bulletin on anything of especial interest, and gives the news to the public."

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SWAGAR SHIRLEY ATTENDS ROOSEVELT CONFERENCE

Among those who attended the conference of Congressional leaders called by President-elect Roosevelt in New York last week was former Representative Shirley, of Kentucky, who was chairman of the Appropriations Committee in the World War. Mr. Shirley has been advising the President-elect on governmental finances. Shirley is known to the radio industry, having acted as counsel for the Radio Corporation of America. The expectation is that Mr. Roosevelt will consult later with Senators Wheeler and Dill, and other progressive or radical Democrats.

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NBC NEW ACCOUNTS AND RENEWALS

New, Clicquot Club Co. (Ginger ale), Millis, Mass., Agency: Danielson & Son, Hospital Trust Bldg., Providence, R.I. Starts Jan. 23, 1933 for 13 weeks. Mondays 8:00-8:30 p.m., EST. Basic blue network. Program: Cliquot Club Eskimos, Harry Reser and orchestra; Annette Hanshaw, A. K. Rowswell, Jimmie Brierly.

Renewal, Cities Service Co. (Gasoline, oil and public utilities), 60 Wall St., NYC. Agency: Lord & Thomas, 247 Park Ave., NYC. Jan. 6, 1933 for 52 weeks. Fridays, 8:00-9:00 p.m., EST. Basic red, Toronto, KSTP, WTMJ, WEBC, SW, KOA, KDYL. Program: Cities Service Concert Orchestra, Jessica Dragonette and the Cavaliers.

New, Western Clock Company, La Salle, Ill., Agency: Batten, Barton, Durstine & Osborn, 332 So. Michigan Ave., Chicago, Ill. Starts Jan. 15 for 13 weeks. Sundays: 5:15 to 5:30 p.m. Basic red up to and including Chicago, excepting Hartford. Program: "Big Ben Dream Dramas" - dramatization of dreams.

Renewal, Standard Oil Co. of N.Y., 26 Broadway, NYC. Agency: B.B. D. & O., 383 Madison Ave. Started Jan. 2, 1933 for 13 weeks. Mondays 8:00-8:30 p.m. EST. Network WEAFF WEEI WTIC WJAR WTAG WCSH WGY WBEN Program: "Soconyland Sketches" - sketches of New England life.

Renewal, Carnation Company (Evaporated milk), Milwaukee, Wis., Agency: Erwin, Wasey & Co., 230 N. Mich. Ave., Chicago. Started Jan. 2, 1933 for 26 weeks. Mondays, 10:00-10:30 p.m. EST. Network WEAFF WGY WBEN WCAE WTAM WWJ WSAI WENR KSD WOC WHO WDAF CKGW CFCF WTMJ KSTP WEBC KFYR WRVA WJAX WIOD WFLA WSM WMC WSB SKY WFAA KPRC WOAI Program: Morgan Eastman orchestra, Carnation Quartette, and Carnation Singers also Lullaby Lady.

Renewal, The Bayer Co. (Aspirin Tablets), 170 Varick St., NYC. Agency: Blackett-Sample-Hummert & Gardner, 330 W. 42nd St., NYC. Starts Jan. 15, 1933 for 13 weeks. Sundays, 9:30-10:00 p.m. Network: WEAFF WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WENR KSD WOC WHO WOW WTMJ KSTP WRVA WJAX WIOD FLA WSM WMC WSB WAPI WJDX WSMB WKY KTHS WFAA KPRC WOAI KGO KFI KGW KOMO KHQ KOA KDYL Program: American Album of Familiar Music - Gus Haenschen's orchestra, Frank Munn, Ohman & Arden; Veronica Wiggins and Bertrand Hirsch, violinist.

Renewal, Waitt & Bond, Inc. (Blackstone Cigars) Newark, N.J. Agency B.B.D. & O., 383 Madison Ave., NYC. Started Jan. 3, 1933 for 52 weeks. Tuesdays, 8:00-8:30 p.m. EST. WEAFF WTAG WJAR WCSH WFI WTAM WRC WBEN WEEI WGY WCAE WWJ. Blackstone Plantation - Frank Crummit and Julia Sanderson, orchestra, songs, guitar and dialogue.

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## EXPEDITES POLICE RADIO BILL

Representative Louis Ludlow, of Indiana, is losing no time in his effort to assist police officials of the country who are trying to make it more difficult for crooks to intercept police radio broadcasts. A bill which Mr. Ludlow introduced has been redrafted and will soon be reintroduced.

It will provide that anyone having a short-wave set in his car capable of picking up police broadcasts must have a permit issued by the U. S. District Attorney. It would be necessary to have a short-wave set permit under this law, just as a permit to carry a gun is required in many places. The penalty for having a short wave set in an automobile, thereafter, would be \$5,000 fine or five years imprisonment, or both fine and imprisonment.

As soon as the police radio bill has been reintroduced Mr. Ludlow will endeavor to have Representative Ewin Davis, of Tennessee, chairman of the Merchant Marine and Radio Committee, hold hearings on it at which time there will be an opportunity for police officials to be heard. Because of the urgency of the measure, Mr. Ludlow proposes to push it as hard as he can, regardless of the legislative congestion of the short session.

If such a bill as Mr. Ludlow will introduce passes, which it undoubtedly will, there is no question but that it will be followed later by an amendment having to do with short wave sets in the homes. If crooks are penalized for having sets in their cars they will quickly transfer the scene of their operations to their houses. In fact, a good many are supposed to be utilizing radio in their homes already, using the telephone to flash information gathered in this way to confederates.

Detecting the presence of a short wave set in a home would be a difficult matter but it has been suggested by Representative Ludlow that dealers be required to account for their sales - or not be allowed to sell short wave sets to anyone who is unable to show a Federal permit authorizing him to have one.

Although nothing has been said about it, the Radio Corporation of America, for instance, has been very reluctant to sell short wave sets for the purpose of receiving police broadcasts solely. An instance is known of a person who tried to get a short wave set from the Radio Corporation for the purpose of picking up police broadcasts and was turned down by the RCA, official in question stating that the corporation desired to cooperate with the police in the matter of trying to keep the broadcasts secret.

Of course, it is always possible for crooks to have short-wave sets built or even build them themselves but it is believed that such tightening up as Representative Ludlow and others have in mind will improve the situation materially.

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## NBC LEASE OF WMAL SEEN AS CERTAINTY

Apparently it is all over but the shouting with regard to the National Broadcasting Company, leasing Station WMAL, Washington, D.C., for the purpose of distributing the WJZ network programs in the National Capital. As has been intimated before, negotiations have been going on for some time but now the major differences seem to have been ironed out.

It is understood the cost of this new outlet to the NBC will be in the neighborhood of \$30,000 per year. M. A. Leese, owner of the station, is said to have fixed a sales price on the station upward of \$300,000.

There seems to be no doubt that the Federal Radio Commission will approve the deal. WRC, owned by the National Broadcasting Company, has been operating on a split network for the most part, giving Washingtonians part of the WJZ network features and part of the WEAJ network programs

WMAL broadcasts on a frequency of 630 kilocycles, with night-time power of only 250 watts (500 watts daytime), because it is on a Canadian shared channel. This frequency is shared in the United States with KFRU, Columbia, Mo.; WOS, Jefferson City, Mo.; and WGBF, Evansville, Ind.

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## JUDGE TURNS SLOGAN MAKER

Judge Ira E. Robinson, from West Virginia, former Chairman of the Federal Radio Commission, has suggested the following for the Columbia station in Washington, now seeking a new slogan:

"This is WJSV - On the Borders of the Old Confederacy". The radio audience was invited to submit suitable identification sentences and about twelve have been selected for use. Among them are "WJSV - In the Shadow of the Nation's Capital" and "WJSV- of Alexandria and Washington".

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## SAT DOWN ON RUDY'S GOLD CUP

A prize incident having to do with the visit of the radio stars who won the awards in the recent popularity contest conducted by the American Bosch Corporation, involved Rudy Vallee's gold cup. After it had been presented him by Vice President Curtis, Vallee had it carried to the Willard Hotel very carefully.

After luncheon at the National Press Club, Don Craig, Jr., Washington radio-scribe, and several other radio writers, went over to the hotel for a little chat with Vallee and the other entertainers. In the meantime, the radio stars went



over to the White House to be presented to the President, and the radio writers decided to wait. Don, prepared to sit down and make himself comfortable. However - horror of horrors-- he missed the chair and sat down on Rudy's gold cup instead, crumpling it all out of line.

"Oh, Don, look what you have done!", exclaimed a feminine newspaper writer.

"Woman, your eyes deceive you", Young Craig retorted, in an heroic attempt to hide his embarrassment.

It was learned later that the cup was pressed back into shape, none the worse for the accident.

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#### WHAT WILL ROOSEVELT DO TO RADIO COMMISSION

With President-elect Roosevelt being given unprecedented and even dictatorial power by Congressional leaders to consolidate or eliminate governmental departments, commissions and bureaus, a question being asked is what is he likely to do with the Federal Radio Commission.

Already the Commission is under fire by Senator Dill, of Washington, who, in attacking the examiner system, whereby preliminary work of the Commission is performed for the Commissioners, has declared there is not enough work for the Commission to do, let alone examiners in addition. He even went so far as to say that he believed a single Commissioner could handle the work of the present Commission.

Senator Dill has been hostile to the Commission on other occasions, but no particular significance was attached to what he said because he, being a Democrat, was then in the minority. However, with the new Democratic administration coming in, and as one of the original Roosevelt men, very close to the new President, he will be a factor to be reckoned with. Dill may even become chairman of the Interstate Commerce Committee, which handles radio in the Senate, and if he does, it may prove bad luck for the Radio Commission.

Likewise, Senator Couzens, Republican, of Michigan, who, after March 4, will become ranking minority member of the Interstate Commerce Committee, has been quite critical of the Commission of late and may prove a thorn in its side. Altogether, it looks as if there may be breakers ahead and members of the Commission will heave signs of relief when they know what their fate is to be.

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## KARL KNIPE APPOINTED COLUMBIA SALES MANAGER

Karl Knipe, until recently executive assistant of the Reuben H. Donnelly Corp., has been appointed sales manager of the Columbia Broadcasting System, according to announcement by H. K. Boice, Columbia's vice president in charge of sales. Mr. Knipe already has assumed his new duties. Although new to radio, Mr. Knipe has had a wide experience in selling, promotional and advertising work.

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## WHY THE FARMER WEPT

The above heading was used over a story by Arthur Brisbane, which read as follows:

"M. H. Aylesworth, head of the National Broadcasting and many other things, as a young lawyer, working for nothing, was protecting a Western farmer with two mort gages on his farm and one on his sheep.

"When bankers told the farmer he must get out, he burst into tears. One kind hearted banker patted him on the shoulder, saying: 'Don't cry, everything will come out all right'. The farmer said, 'I am not crying for myself, I am crying when I think of you bankers in the farming business'.

"Unless things improve suddenly, bankers are going to be in many kinds of business, in which gentlemen are now 'holding on by their eyelids'."

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## SEES FREQUENCY ASSIGNMENT SHAKEUP

"Signs that point omniously to a wholesale shift in the assignments of broadcasting stations as part of a weeding-out process, which may overshadow even the radio shake-up of 1928, are becoming more pronounced in official "Washington", writes Robert E. Mack, of the Consolidated Press. "Seen as the culmination of the re-zoning of the ether channels begun at the recent International Radio Conference in Madrid, this sweeping reallocation will strike during the current year.

"That a reallocation is inevitable became known only a few days ago from official sources, when Duke M. Patrick, dynamic young general counsel of the Radio Commission, informed the Senate Interstate Commerce Committee that the country was coming to the time 'when a reallocation will be necessary'. Naturally, he had in mind the forthcoming North American converece to be attended by the United States, Canada, Mexico, Cuba, and other nations on this continent that are clamoring for more space in the ether. The conference is expected to be held in Mexico City in April".

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

KRKD, Dalton's, Inc., Los Angeles, Calif., granted license covering local move of transmitter; 1120 kc., 500 w. shares with KFSG, latter having one-third time.; KFSG, Echo Park Evangelistic Association, Los Angeles, Calif., granted modification of license to use transmitter of KRKD; also to use present equipment as auxiliary transmitter; WBAA, Purdue University, Lafayette, Ind., granted auth. to operate from 12 to 12:30 p.m., CST, on Jan. 10, 11, 12, 1933, in order to broadcast special agricultural programs, with power of 1 kw.; WPTF, Durham Life Insurance Co., Raleigh, N.C., granted auth. to operate simultaneously with KPO, San Francisco, from sunset at San Francisco to midnight, EST, Jan. 5, to broadcast Governor's inaugural ceremonies; WTRC, The Truth Publishing Co., Inc., Elkhart, Ind., granted CP to make changes in eqpt. and increase daytime power from 50 to 100 w.; KGGF, Powell & Platz, Coffeyville, Kans., granted spec. auth. to operate from 7:15 to 9:15 p.m., CST, Jan. 24 and 26, and from 8:15 to 9:15 p.m., CST, Jan. 25, 1933.

### Miscellaneous

WKBH, Inc., LaCrosse, Wis., denied authority to increase hours of operation from unlimited daytime and specified night hours to unlimited time pending Commission's decision on application for this same authority, which has been designated for hearing.

### Action On Examiners' Reports

Action taken Dec. 23, 1932. WCKY, Radiomarine Corp. of America, granted temp. auth. (60 days) to operate aboard vessel "Virginia", pending receipt of formal application, 200 w.; WTDQ, Mackay Radio Telegraph Co., granted 60-day auth. to operate station aboard vessel "California State", pending receipt of formal appl. 100 w. and 1,000 w., in accordance with Rule 285A.

Action taken Dec. 24, 1932. KDVM, Mackay Radio & Telegraph Co., granted 60-day auth. to operate station aboard vessel "H.T. Harper", pending receipt of formal appl., frequencies 375 to 500 kc., 500 w.

Action taken Dec. 27, 1932. WKEO, Van Camp Seafood Co., San Diego, Calif., granted temp. auth. (60 days) to operate aboard fishing boat "San Rafael", pending receipt of formal application; freq. 3,000 to 12,000 kc., 100 w.; KFDY, South Dakota State College, Brookings, S. Dak.; granted spec. auth. to operate from 8 to 9 p.m., CST, Dec. 29; WHP, Inc., Harrisburg, Pa., granted spec. auth. to operate Jan. 2, 1933.

KCMC, North Mississippi Brdcstg. Corp., Texarkana, Ark., granted renewal of license; KICA, Southwest Brdcstg. Co., Clovis, N. Mex., temp. lic. extended to Feb. 1, 1933, pending action on properly executed time sharing agreement with Station KGFL; WKEP, Radiomarine Corp. of America, New York City, granted temp. auth. (60 days) to operate station aboard vessel "Masaya", pending receipt of formal application; frequency, 375 to 500 kc., 50 w.; WSCP, Radiomarine Corp. of America, New York, granted temp. auth. (60 days), to operate aboard vessel "R. W. McIlvain", freq. 313 to 500 kc., 500 w., pending receipt of formal appl.; KTFI, Radio Brdcstg. Corp., Twin Falls, Idaho; KGKX, W. W. von Cannon, Trustee, Sandpoint, Idaho, granted permission to take despositions in re the KTFI and KGXX case, heretofore set for hearing; KTF, First Presbyterian Church of Seattle, Seattle, Wash., the Commission reconsidered its action of Nov. 22 and Dec. 22, 1932, granting renewal of license to this station, and granted renewal of license, as follows: To operate on 1220 kc., 1 kw., sharing time with KWSC, for period beginning 3 a.m., EST, Dec. 1, and ending according to Rule 27.

Action taken Dec. 30, 1932: KDCS, Radiomarine Corp. of America, New York City, granted 60-day auth. to operate additional transmitter aboard vessel "Hollywood", freqs. 17, 100 to 8, 200 kc., 150 w., pending receipt of formal application; KWEA, Hello World Brdcstg. Corp., Shreveport, La., granted spec. auth. to remain silent pending action on CP, but in no event beyond Feb. 1, 1933; KFYR, Meyer Brdcstg. Co., Bismarck, N. Dak., granted spec. auth. to operate 12:30 to 2 p.m., CST, Jan. 2, 1933, provided KFDY remains silent; KFNE, Henry Field Co., Shenandoah, Ia., granted special auth. to continue using time assigned to, but not used by, stations KUSD and WILL, Jan. 1 to Feb. 1, 1933.

#### Set For Hearing

WGAL, Inc., Lancaster, Pa., CP to make changes in eqpt. and increase in power from 100 to 250 w., daytime, power to be reduced two hours prior to local sunset; New, Intermountain Brdcstg. Corp., Shreveport, La., CP, 850 kc., 10 kw.; hours of operation, daily, exc. Sunday, 6 to 8 a.m., 8:30 p.m. to midnight; Sundays during Lent, 9 p.m. to 12 midnight, CST. (Facilities of KWKH); WGST, Georgia School of Technology, Atlanta, Ga., renewal of license; New, The National Union Indemnity Association, Shreveport, La., CP, 850 kc., 10 kw., facilities of KWKH and WTL; KSTP, National Battery Brdcstg. Co., St. Paul, Minn., CP to make changes in eqpt. and to increase day power from 10 kw. to 25 kw.

#### Applications (Other Than Broadcasting)

KTK, Globe Wireless, Ltd., Musselrock, Calif., mod. of lic. to discontinue one transmitter, coastal telegraph station; KSM, same company, Los Angeles, Calif., mod. of lic. to discontinue one transmitter, coastal telegraph station; New, City of Coffeyville, Kans., CP for 1712 kc., 50 w., municipal police station.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

711 Fifth Avenue, New York, N.Y.  
National Broadcasting Company  
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E. P. JAMES

*Miss Sprague*

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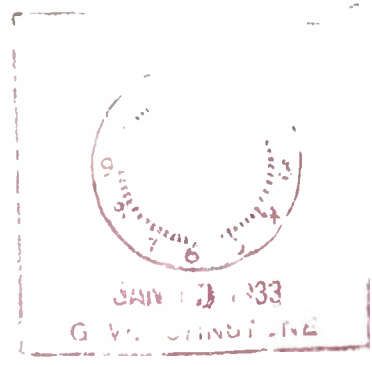
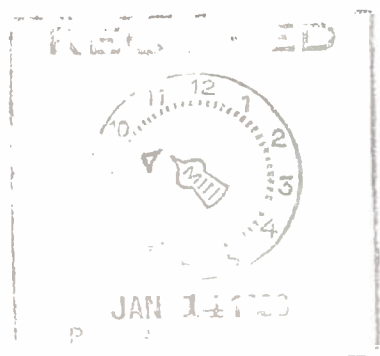
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SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## LESS FLOOR SPACE FOR RADIO CORPORATION IN RADIO CITY

Apropos of the shift of theatres in Radio City - the larger theatre, seating 6200, hereafter to be devoted largely to the movies and the smaller one, seating 3700, to put on the music hall and stage show-- another readjustment has been reported.

It is that the Radio Corporation of America which originally intended using several million feet of space for its offices in Radio City now finds that less than half a million feet of floor space will be sufficient to meet its requirements.

Under the heading, "Error and Amends", the New York Times of January 7 says, editorially:

"Radio City's 6200-seat Music Hall is to become a film theatre and the 3,700-seat Roxy film theatre is to go over to the legitimate. The promoters of the whole enterprise are to be congratulated on the swift and resolute manner in which they faced the realities. It is a strategic retreat which would have done credit to Lenin himself.

"New York City has known before this of theatre buildings too big for the kind of entertainment they were intended to house. Before we go on being hard with Samuel L. Rothafel and his backers for planning a monster vaudeville house in which the performers are dwarfed, and before we describe the whole incident as so thoroughly characteristic of the pre-1929 age of elephantiasis and vulgarity, we might recall what happened almost twenty-five years ago when New York's leading citizens set out to make the beginnings of a national theatre. They began by erecting for this New Theatre a palace on Central Park West so many times too big that it virtually killed the whole project at the start."

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## ROUX JOINS NBC SALES PROMOTION DEPARTMENT

W. C. Roux, formerly assistant to the advertising manager at L. Bamberger & Company, has joined the Sales Promotion Department of the National Broadcasting Company.

Mr. Roux conducted his own advertising agency in Newark for six years.

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## NO FILAMENT USED IN NEW TYPE RADIO TUBE

Radio receiving tubes without filament, which will never burn out and probably will far outlast the radio set into which they are first installed, were envisioned for the "not-far-distant radio future" in a lecture and demonstration held in New York at a meeting of the Institute of Radio Engineers. The speaker was Dr. August Hund, research engineer of Wired Radio, Inc., a subsidiary organization of the North American Company.

For the last year and a half the new tubes have been the subject of intense and secret research in the Newark laboratory of Wired Radio by Dr. Hund and his associates.

A set employing four or five of the bulbs received programs from local broadcasting stations and reproduced the music loud enough to be heard clearly throughout the hall. A one-tube receiver intercepted part of a program and operated a loud speaker.

Dr. Hund explained that for an average-size room in the home such volume as he attained with the one-tube set would be ample. No "A" or filament power was employed. Only a single source of direct-current, corresponding to what set-owners known as a "B" battery or "B" eliminator, was used.

An official of Wired Radio, when asked if the new tubes were likely to find their way on the market in sets very soon, admitted that "something is likely to happen within a year". Radio sets using the new bulbs can be made and sold much more cheaply than good present-day sets employing vacuum tubes, the official said. In the Newark laboratory, the new tubes have been operating continuously for more than 1,200 hours.

Dr. Hund said the bulbs were easy and simple to make and did not have to have the air removed from them.

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### SOUNDED LIKE A SLEDGEHAMMER

Addressing a joint Rotary-Kiwanis meeting recently, the Rev. Ze Barney T. Phillips, chaplain of the Senate, used a lapel microphone. Everything went fine, according to F. P. Guthrie, who was among those present, excepting there was a terrific noise, sounding like something being hit with a sledgehammer every so often. Guests were more or less mystified and looked about trying to discover where the noise was coming from.

Finally, it became plain that it was caused by the Rev. Phillips, who, in speaking, had a way of striking his chest with his hands. This noise was picked up by the lapel microphone, and amplified to the tremendous sound likened to a steel works trip-hammer.

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RMA OFFICES MOVED

The office of the Radio Manufacturers Association is being moved from Chicago to the American Building, 1317 F Street, N.W., Washington, D.C., in charge of Bond Geddes, executive vice president and general manager. Members of the Association and others are requested to note the change of address on January 10th in their records and address all RMA communications to the new address after that date.

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R.S.M.I. KEEPS MOVING

For the third time since it was organized, a year ago, the Institute of Radio Service Men, whose headquarters are in Chicago, has found it necessary to acquire larger quarters to facilitate carrying on the work of the association. Its latest home is located at 510 North Dearborn Street.

Despite the depression during the past year, 1200 service men have applied for admission to the Institute and groups have been formed in 12 cities.

The Institute is now holding its first inter-sectional convention at the Hotel Sherman in Chicago. Papers to be read during the three-day session, Jan. 9 to 11, include: "Problems Involved in the Installation of Noise Reducing Antennas", Tobe Deutschmann, president, Tobe Deutschmann Corp.; "The Necessity for Fundamental Knowledge in Servicing Modern Radio Receivers", J. N. Golden, service manager, Stewart Warner Corp.; an informal discussion of service problems, particularly tubes, E. W. Butler, engineering department, RCA Radiotron Co.; "The Broadcaster and the Service Profession", W. S. Hedges, manager, WMAQ; also

"Relationship of Satisfactory Service to Repeat Sales", M. Nordengren, general service manager, Grigsby-Grunow Co.; "Manufacturing Practices That Determine Performance of Vacuum Tubes in the Field", Walter Jones, sales engineer, Hygradeylvania Corp.; and an informal discussion of General Service Problems, conducted by Lee Taylor, chairman, of the Chicago section of the Institute.

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CHANGES IN GRIGSBY-GRUNOW ORGANIZATION

W. G. Pierce, assistant vice president, in charge of the Radio Division of the Grigsby-Grunow Co. recently announced that Ray Erlandson has been made sales manager of the newly created Auto-Radio Division, where he will devote his entire time to the development of sales for the new Motor Majestic, the first showing of which was held in connection with the New York Auto Show. A. A. Trostler has been transferred from Columbia at New York to succeed Mr. Erlandson. M. E. Paradise has been made Chief Engineer of the Radio Division.

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## SAYS RADIO QUICKLY MAKES SONGS OLD FASHIONED

The Billboard Magazine in the issue of December 31 has an article, "A Dream Come True" by Gene Buck, president of the American Society of Composers. Mr. Buck gives a history of the Society.

With reference to radio, he writes:

"In the year 1931, during the world's greatest depression, in this country broadcasting stations sold \$77,000,000 worth of time to advertisers, \$309,000,000 worth of radio sets were sold in 1931 to the public, and out of 607 stations operating in the United States all but 40 are privately owned and operated. Nearly 17,000,000 homes are equipped with radio sets and it is estimated that they have a listening public of 50,000,000.

"Chain broadcasting over the two great networks, National Broadcasting Company and Columbia, has developed to an astonishing degree. National advertisers use these vast networks to go direct to the home with the story of their products.

"NBC, with a chain of 61 stations, charges for wire charges and facilities alone, and this does not include talent or musicians, \$12,720 per hour, \$7,950 per half hour, and \$4,968 per quarter hour.

"Columbia, with a chain of 79 stations, charges for facilities alone, and this does not include talent or musicians, \$15,225 per hour, \$9,579 per half hour and \$6,188 per quarter hour. I submit these figures to show the rapid strides the radio industry is making and to set forth the importance music plays in their operations. Music is the raw material of this new and giant industry and it has the power to make or kill a popular musical composition beyond the dream of any composer.

"Radio is so instantaneous that the life of a popular song, which before the advent of radio would live at least a year or two, in the new order of things is old-fashioned in a few months."

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### SHIRLEY MENTIONED FOR LITTLE CABINET

Former Representative Swagar Shirley, formerly counsel for the Radio Corporation of America, has been mentioned for Under-Secretary of the Treasury in the Roosevelt Administration.

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## RADIO CITY ADJUSTING ITSELF TO TIMES

The following is the comment of James McMullin, writing in "The National Whirligig", a feature of the McClure Newspaper Syndicate:

"Rockefeller's Radio City is extremely unpopular with other New York landlords. A high occupancy rate has been built up by offering space to prospective tenants at the same per foot rental they are currently paying elsewhere. The buildings are attractive and naturally a lot of tenants have taken advantage of the offer. Comments on the noted Rockefeller philanthropy are acid.

"Inside sources estimate that the total Rockefeller stake in Radio City will run to the modest sum of 250 million dollars. There is no chance of the development earning even one per cent on this investment. The prediction is made from informed quarters that the Rockefellers will eventually write off 150 million dollars of this with a grand gesture and try to get a fair return on what is left. The present cost of the toy is \$63,000 a day.

"The Metropolitan Life Insurance Company owns a 60 million dollar first mortgage on the Center property. The loan was written with a personal guarantee of payment from John D. Jr. himself.

"The relations between Rockefeller Center and Radio Corporation have given the Rockefellers a very important voice in the Corporation's affairs. The principal condition of a 90 per cent reduction in R.C.A.'s floor space contract was the turning over to Rockefeller interests of a whale of a block of Radio stock. A new director representing the Rockefellers has already been added to the R.C.A. Board.

"In combination with Insull developments this may have an adverse bearing on Owen Young's desire to remain at the head of Radio Corporation."

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"The announcement of Wired Radio, Inc., that they have perfected a radio tube without filament is of moment to the Radio Corporation", writes Mr. McMullin in another paragraph. "License fees on the manufacturing of tubes is one of their largest income items. In order to avoid disastrous consequences a large part of the Radio Corporation stock which Westinghouse and General Electric must sell under government orders will probably pass to the North American Company which owns Wired Radio."

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COLUMBIA'S NEW AND RENEWED CONTRACTS

Renewal, Bulova Watch Co. Agency: Biow Co. Time announcements hourly. Station WABC only.

Renewal, Lavioris Chemical Co. (Mouth wash), Agency: Blackett-Sample-Hummert. Program: "Easy Aces", skit. Mon. Wed. and Fri. 10:15-10:30 p.m. Basic 22, Minneapolis.

Renewal, Jo-Cur, Inc. (Wave set), Agency: Blackett-Sample-Hummert. Program: "Sunday Matinee of the Air" -2:15-2:45 p.m. 14 basic stations, plus Rochester

Renewal, Liggett & Myers (Chesterfields), Agency: Newell-Emmet - "Chesterfield Program" - daily exc. Sunday 9:00-9:15 p.m. Basic, Don Lee, plus 30 stations

Renewal, Tide Water Oil Sales Co., (Tydol, Veedol), Agency: Lennen & Mitchell. "Dolf Martin's Orchestra and Travelers Quartet", Mon. Wed. and Fri. 7:30-7:45 p.m., 11 basic stations, plus 5.

New, The George W. Luft Co. (Tangee cosmetics) Agency: Cecil, Warwick & Cecil. Program: "Keller, Sargent & Ross", comedy and music. Tues. and Thurs. 7:30-7:45 p.m. 15 basic stations.

New, Vick Chemical Co. (Vaporub). Agency: Young and Rubicam. Program: "The Romantic Bachelor", musical. Wed-9:15-9:30 p.m. Basic, Don Lee and 25 stations.

New, Socony Vacuum Corp. Agency: B.B. D. & O. Program: Music and script. Fri. 9:30 - 10:00 p.m. Basic 22, plus 20 stations.

Renewal, Best Foods, Inc. on Jan. 3. adding Tuesday to schedule. Now heard Tues. and Fri. 10:45-11:00 a.m. "Round the World Cooking School".

Change, Campana Corp. Time changed from 8:45-9:15 Mon. to 8:30-9:00 p.m.

Change, Canada Dry Gingerale - Sunday 10:00-10:30 p.m.; Thurs. changed to 8:00-8:30 p.m.

Change, Congress Cigar Co. - Now Tues. Wed. and Thurs. 8:30-8:45 p.m. Was Mon. Tues. and Wed. Kate Smith.

Change, Smith Bros. Friday, 8:00-8:15 p.m.; was Wed. 8:45-9:00 p.m.

Change, Philco Radio & Television Corp. Changed from Saturday, once a month, to Mon. Tues. Wed. Thurs. and Fri. 7:45-8:00 p.m.

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NBC NEW AND RENEWAL ACCOUNTS

New, Benjamin Moore & Co. (paints), 511 Canal St., NYC. Agency: none. Starts Jan. 3, 1933 for 26 weeks. Fri. 4:15-4:30 p.m. EST. Network WFAF WTIC WEEI WFI WFBR WRC WGY WCAE WTAM WJZ WIAQ WOC WHO WOV WDAF KSTP WEBC WDAY WKY WFAA WOAI WLW (KSD start after Daylight Saving Time). Program: "Benjamin Moore Triangle Club" - talk on Interior Decorating with organ.

New, Worcester Salt Co. (Salt and tooth paste), 71 Murray St., NYC. Agency: Fuller & Smith & Ross, Inc., 49 W. 45th St., NYC. Starts Jan. 7, 1933 for 13 weeks. Time: Saturdays 7:30-7:45 p.m. EST. WJZ only. "Paul Victorine's Orchestra" - 9 men and leader.

New, Thomas Cook & Son (Travel and tours), 585 Fifth Avenue, NYC. Agency: L. D. Wertheimer, Inc., 250 Park Ave., NYC. Starts Feb. 12, 1933 for 13 weeks. Time: Sundays 1:30-1:45 p.m. EST. Network: Basic Blue, Mt. Orange. Program: "Cook Travelogues" - travel talks by Malcolm La Prade, music.

New, Spratt's Patent Ltd. (Dog Foods), 18 Congress St., Newark, N.J. Agency: Paris & Peart, 370 Lexington Ave., NYC; Starts Jan. 30, 1933 for 12 weeks. Mondays 8:30-8:45 p.m. EST. Network: Basic blue exc KOIL KFCR KSO Program: "Don Carney Dog Chats" - 15 minute talk on dogs. Same program starts Feb. 15, 1933 for 10 weeks, Wednesdays 8:15-8:30 p.m. for Pacific Coast - Orange, exc KHQ.

Renewal, The Borden Company (Evaporated milk), 350 Madison Ave., NYC. Agency: Young and Rubicam, 285 Madison Ave., NYC. Starts Jan. 4, 1933 for 52 weeks on Wednesdays. Jan. 7, 1933 for 26 weeks on Saturdays. 11:15-11:30 a.m. both days. Network: WFAF WEEI (WTIC Sat.) WJAR WFSH WTAG WLIT WFBR WRC WGY WBEN WCAE WTAM WJZ WSAI KYW KSD WOC WHO WDAF WTMJ KSTP WEBC WSM WMC WSB WAPI WSMB KVOO WKY KTHS WBAP KPRC WOAI (KDYL Sat. only) KOA. Program: "Radio Household Institute" - food talk. Same program Starts Jan. 6, 1933 for 26 weeks Fridays, 11:30-11:45 a.m. for Pacific Coast - including KGO KFI KG7 KOMO KHQ KTAR KFSB.

Renewal, General Foods Corp. (Minute Tapioca, Jello), 250 Park Ave., NYC. Agency: Young and Rubicam. Starts Jan. 5, 1933 for 52 weeks. Tues. Thurs. 11:15-11:30 a.m. EST. Network Basic red WTMJ WEBC KSTP WSM WMC WSB WAPI WSMB South-western. Program: "General Foods Cooking School - Francis Lee Barton".

Renewal, Kraft-Phoenix Cheese Corp., 400 Rush St., Chicago, Ill. Agency: J. Walter Thompson, 410 N. Mich. Ave. Starts Jan. 14, 1933 for 13 weeks. Saturdays 11:00-11:15 a.m. EST. Network: Basic blue exc. Cedar Rapids and Des Moines. Program: "Forecast School of Cookery" - talks by Mrs. Goudiss.

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# DECISIONS OF THE FEDERAL RADIO COMMISSION

## Applications Granted

WSYR-WMAC, James G. Tracy & Edmund M. Smedburg, executors of estate of Clive B. Meredith, Syracuse, N.Y., granted consent to voluntary assignment of license to the Central New York Broadcasting Corporation.

## Set For Hearing

New, Altoona Brdcastg. Corp., Altoona, Pa., application for CP, 620 kc., 1 kw., daytime; New, W. L. Gleeson, Salinas, Calif., CP, 1210 kc., 100 w., unlimited time; WSPA, Virgil V. Evans, tr. as the Voice of South Carolina, Spartanburg, S. C., CP to install new equipment (max. rated power 5 kW. change frequency from 1420 kc. to 850 kc., increase power from 100 w. 250 w. LS to 5 kw and change hours of operation from unlimited to simultaneous daytime, sharing with Station WWL at night (facilities of Station KWKH).

## Ratification Of Acts Of Commissioners

Action taken Jan. 3, 1933. KUMC. Southern Steamship Co., S. Philadelphia, Pa., granted temp. auth. (60 days) to operate aboard vessel San Antonio pending receipt of formal application, frequency range 375 to 500 kc., power 1 kw.

Action taken Jan. 4, 1933. KIEV. Cannon System, Ltd., Glendale, Calif., granted auth. to extend equipment test period ten days. WCAE, WCAE, Inc., Pittsburgh, Pa., granted permission to take depositions in re applicant's application for CP; WMBH, T. M. Robertson, Joplin, Mo., granted permission to take depositions in re his application for modification of license, a hearing on which is set for January 30, 1933.

## Action On Examiners' Reports

Ex. Rep. No. 422. WWRL. Long Island Brdcastg. Corp., Woodside, L.I., NY. granted modification of license and renewal of license so as to permit the operation of Station WWRL upon 1500 kc., 100 w., during the following hours. Daily, including Sunday, 8 to 9 a.m., 11 to 12 noon. Sunday, 12 to 7 p.m. Monday, 10 to 12 p.m.; Tuesday, 12 to 2 p.m., 6 to 8 p.m.; Wednesday, 12 to 2 p.m., 8 to 10 p.m.; Thursday, 10 to 12 p.m.; Friday, 12 to 2 p.m., 10 to 12 p.m.; Saturday, 12 to 3 p.m., 9 to 12 p.m. Sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 422. WMBQ. Paul J. Gollhofer, Brooklyn, N.Y., granted modification of license and renewal of license so as to permit the operation of Station WMBQ upon 1500 kc., 100 w., during the following hours: Daily, exc. Sunday, 9 to 11 a.m.; Sunday, 7 to 11 p.m.; Monday, 12 to 2 p.m., 6 to 8 p.m.; Tuesday, 8 to 12 p.m.; Wed., 6 to 8 p.m.; Thurs. 12 to 2 p.m., 8 to 10 p.m., Friday, 6 to 8 p.m., sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 422. WMIL. Arthur Faske, Brooklyn, N.Y., granted renewal of license so as to permit operation of Station WMIL upon 1500 kc., 100 w. during the following hours: Sunday, 9 to 11 a.m., 11 to 12 noon; Monday, 2 to 6 p.m., 8 to 10 p.m.; Tuesday, 2 to 6 p.m.; Wednesday, 2 to 6 p.m., 10 to 12 p.m.; Thursday, 2 to 6 p.m., 6 to 8 p.m.; Friday, 2 to 6 p.m., 8 to 10 p.m.; and Saturday, 3 to 9 p.m. Chief Examiner Ellis A. Yost was sustained.

Ex. Rep. No. 435. New. Peoples Brdcastg. Corp., Jacksonville, Fla., granted permission to withdraw, with prejudice, application for CP for new station to operate upon 1370 kc., 100 w., sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 435. F. J. Reynolds, Tampa, Fla., granted renewal of license to operate on 1370 kc., 100 w., unlimited time, sustaining Chief Examiner Ellis A. Yost.

### Amateur Licenses

The Commission ordered, effective January 6, 1933, that all amateur station licenses be extended for a period of two (2) years from the date of expiration of existing licenses.

#### RULE 27 WAS AMENDED AS FOLLOWS:

"Strike out all of paragraph 'd' and insert the following in lieu thereof:

"d. The licenses for ship stations below 1500 kilocycles will be issued for a normal license period of one year from the date of granting of a new license.

"e. The licenses for amateur stations will be issued for a normal license period of three years from the date of expiration of old license or the date of granting a new license or modification of a license."

### Broadcasting Applications Received

WBMS, New Jersey Brdcastg. Corp., Hackensack, N.J., involuntary assignment of license from WBMS Brdcastg. Corp.; WHFC, WHFC, Inc., Cicero, Ill., CP to install new transmitter and change frequency from 1420 to 1310 kcs. Exchange freq. with WKBB & WCLS - facilities WKBB, Joliet, Ill., and WCLS, Joliet, Ill.; WEHS, Inc., Cicero, Ill., mod. of lic. to change freq. from 1420 to 1310 kcs. Exchange freq. with WCLS. Requests facilities WCLS, Joliet, Ill.; WCLS, Joliet, Ill., CP to change eqpt. and freq. from 1310 to 1420 kcs - Exchange freq. with WEHS, WHFC, WKBI. Frequencies WEHS, WHFC and WKBI, Cicero, Ill., requested.

KFXJ, R. G. Howell & Chas. Howell d/b as Western Slope Brdcastg. Co., Grand Junction, Colo., mod. of lic. to change hours of operation from spec. hours to unlimited. Requests facilities KGET, Fort Morgan, Colo., in quota units.

KXL Brdcsrs., Portland, Oreg., license to cover CP granted August 30, 1932 to move auxiliary transmitter; also modification of license for authority to use auxiliary transmitter as main transmitter; WCGU, United States Brdcsrg. Corp., Brooklyn, N.Y., mod. of lic. to change hours of operation from shares with WFOX, WLTH & WBBC to shares with WBBC. Requests facilities of WLTH, Brooklyn, N.Y. and WFOX, Brooklyn, N.Y. WFOX, Paramount Brdcsrg. Corp., Brooklyn, mod. of lic. to change hours of operation from shares with Stations WCGU, WLTH and WBBC to share with WLTH and WBBC. Facil. WCGU, Brooklyn. Amended to request WFOX 3/4 time; WBBC, 1/4 time - Requests facilities WCGU, Brooklyn, N.Y. and WLTH, Brooklyn, N.Y.

New, Harold F. Gross, Lansing, Mich., CP for new station to use 1210 kcs., 100 w. night, 250 w. LS. Unltd. time. Amended as to name of applicant to partnership of Harold F. Gross, M. B. Keeler and L. A. Versluis, doing business as Capitol Brdcsrg. Co.; WFBE, The Post Pub. Co., Cincinnati, O., voluntary assignment of license to WFBE, Inc. (Geo. M. Schott, president); WSAN, Allentown Call Publishing Co., Inc., Allentown, Pa., vol. assign. of sta. lic. to WSAN, Inc.; TROL, Stuart Brdcsrg. Corp., Knoxville, Tenn., mod. of CP granted July 29, 1932 extend compl. date to Feb. 1, 1933; New, News-Times Pub. Co., El Dorado, Ark., resubmitted and amended, CP for new station to use 1500 kc., 50 w., 7 a.m. to 7 p.m. (daytime) resubmitted and amended to request daylight hours 6 am. to local sunset;

#### Applications Other Than Broadcasting

New, Hartung Aircraft Corp., Roseville, Mich., CP for 278 kc., 15 w. airport station; WPF, City of Highland Park, Ill., mod. of CP for ext. of date for compl. of municipal police station to Feb. 21, 1933; WMU, Southern Radio Corp., Linden, N.J., ren. of lic. for 7775 kc., 1 kw. pt. to tp. telegraph station; WMV, Southern Radio Corp., Linden, N.J., ren. of lic. for 19780 kc., 1 kw. pt. to pt. tel. sta.; WPC, Bethlehem Shipbuilding Corp., Ltd., Quincy, Mass., ren. of lic. for 500, 438 kc., 200 w. coastal tele. sta.; W2XAR, Radio Pictures, Inc., Long Island City, N.Y., mod. of lic. to use additional transmitter now lic. for visual brdcsrg. service, call letters W2XR. Gen. exp. station; KHK, Mutual Telephone Co., Wahiawa, T.H., ren. of license for coastal telegraph station.

The following applications have been returned to the applicants as they were not in proper form for Commission consideration:

WCAC, Conn. Agr. College, Storrs, Conn.; WICC, Bridgeport Brdcsrg. Sta., Inc., Bridgeport, Conn.; KXA, American Radio Tel. Co., Seattle, Wash., and New, William L. Slade, Hamilton, O.

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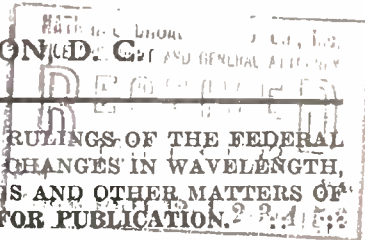
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# HEINL RADIO BUSINESS LETTER

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. 591

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

*Handwritten notes:*  
JAN 15 1933  
dms  
Approved  
by:



## SCHUETTE TAKES SHOT AT MILLS

In another of his series of bulletins (Special Copyright Bulletin No. 5) addressed to all "cooperating broadcasters", Oswald F. Schuette, director of copyright activities for the National Association of Broadcasters, writes:

"Numerous inquiries have been received from broadcasters who ask whether they must pay a 3% copyright royalty to the American Society of Composers, Authors and Publishers on receipts from churches and schools for broadcasting religious and educational programs.

"The answer is 'Yes'. Under Clause 8 of the ASCAP contract, stations must pay this copyright fee on religious and educational programs whether they contain copyright music or not. This fact emphasizes the racketeering nature of the ASCAP contract.

"Last Fall, when stations undertook to pass on a similar copyright fee to political candidates, E. C. Mills, general manager of ASCAP, promptly surrendered and waived the Society's right to demand a 'copyright' fee on political speeches. He announced that he had done this as a 'public service'.

"So far he has made no announcement concerning religious or educational programs. I would suggest that all broadcasting stations take up this matter with the churches and schools who may purchase time on the air from their stations. These educational and religious institutions should be able to obtain from Mr. Mills the same consideration that political candidates received from him. If not, they might take the matter up with their Congressmen and Senators - because it was primarily apprehension about the latter that induced ASCAP to waive the claim to "copyright" fees on political addresses. Surely, church and school programs are a matter of 'public service'.

"I have also had inquiries from stations concerning a recent bulletin sent out by Mr. Mills in which he offered a special 'service' to broadcasters in the registration of 'signature music'. The stations want to know whether they should accept such a 'service' from Mr. Mills at this time. Inasmuch as the Board of Directors of ASCAP has persisted in its refusal to permit Mr. Mills to discuss a revision of the present copyright contract and has insisted upon carrying into effect all of the racketeering demands of ASCAP against broadcasters, I believe it highly inadvisable to accept any 'service' from Mr. Mills or from his organization. If the American Society of Composers desires to render a 'service' to broadcasters, it can evidence that desire for cooperation in just one way - that is to have its Board of Directors revise the copyright contract to eliminate the demand for royalties on time in which no ASCAP music is used. "

Under a heading, "How Much Music Does ASCAP License Cover!", Mr. Schuette writes further:

"The American Society of Composers, Authors and Publishers has sent to each licensed broadcasting station a pretentious catalogue of music supposed to be covered by its license. The catalogue, however, contains no music titles. It merely lists publishers and composers whose works ASCAP claims to cover by its license.

"The most significant point about this document is the fact that it contains 186 pages of publisher and composer lists. Of these 186 pages, however, 180 are foreign lists. Only 6 pages record the names of American composers and publishers in the ASCAP lists.

"This fact is doubly important because the ASCAP license specifically eliminates any guarantee concerning the 180 pages of foreign composers and publishers. The license guarantees only the 6 pages of American composers and publishers, and concerning these it reserves the right to withdraw 'any composition or compositions'."

In the same bulletin (No. 5) in a section headed, "Broadcasters Can Determine ASCAP Payments To Publishers", Mr. Schuette says:

"According to Variety, opposition has arisen in the ranks of ASCAP against the proposal to divide the royalties received from broadcasting on the basis of a new 'point' system. Under this system, a checkup of all radio programs is to be made and points are to be allotted to each publisher and composer based on the number of times their compositions are used.

"The interesting thing about this situation is the fact that the broadcasters are responsible for the number of points to be scored by any publisher. It is completely within their power to determine what compositions are to be performed by their stations. If they will refrain from plugging the numbers sent them by an ASCAP publisher, that publisher will discover the fact in the drop of his receipts from ASCAP. The program directors of each station should be therefore encouraged to make an effort to find music from less favored publishers - and they can say they are doing it to give originality to their programs."

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#### ORAL ARGUMENT IN "1020" CASE

KYW, Westinghouse E. & M. Co.; WJAS, Pittsburgh Radio Supply House; WFAN, Keystone Broadcasting Co., Philadelphia; WIP, Gimbel Brothers, Philadelphia; WCAU, Universal Broadcasting Co., Philadelphia, and others involved in the so-called "1020" case have been granted oral argument, to start at 10 a.m. on Wednesday, February 1, 1933.

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## SENATE RADIO BILL REPORTED FAVORABLY

The bill (H.R. 7716) providing various amendments to the Radio Act of 1927, which was referred by the Senate to its Committee on Interstate Commerce on January 3 for further consideration, was ordered again favorably reported January 10th by the committee with two amendments.

The Committee changed the language in section 8 regarding the number of alien officers or directors who may serve on a corporation of a broadcasting station by striking the words, "officers or" from the statement "more than one-fifth of the officers or directors are aliens".

In the provision in Section 14 regarding "presentation of views on any side of any public question to be voted upon at an election", the Committee added the words, "or to be decided by a governmental agency", which will include State Legislatures.

The matter of abolishing the Examiners Division of the Federal Radio Commission has evidently been put aside for the moment, since an amendment carrying this provision was not in the bill as reported to the Senate.

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## LARGE AUTO RADIO SALES PREDICTED

A quarter of a million automobiles will be equipped with radio during 1933 according to estimates made by prominent radio and automobile manufacturers. This optimistic figure is based on the growth of sales figures during 1932 and is colored somewhat by the high degree of public interest shown late in the year. The average price of these sets will be in the neighborhood of \$45 if sold without power supply or approximately ten dollars more for complete a.c. operation, according to O. H. Caldwell, former Radio Commissioner.

General Motors cars, and those of Dodge and Ford will have provision for radio so that installation will be simple. At present there is no automotive manufacturer who has decided to equip every car with a radio as it now journeys from the factory, as it does with an extra wheel. This status may change over night; once started such a bulge might assume large proportions. Such a demand would be filled by the radio manufacturer selling his entire output to some auto maker, and might easily account for appreciable profit. The tie-ups between Ford and Majestic, between U. S. Radio and Television and Chevrolet are interesting and important trends, pointing to the loss of identity of the radio partner in the auto-radio combination.

"There is also a feeling that the more expensive cars will be easier to sell; but on this point there is much argument", Mr. Caldwell concludes, "Some feel that the owner of an expensive car has problems on his mind too weighty to be relieved by radio tunes or talks".

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## RCA TO ASK USE OF ULTRA-HIGH FREQUENCIES FOR DOMESTIC RADIOTELEGRAPH

The Radio Commission has been advised by the Radio Corporation of America that it proposes to withdraw its continental point-to-point radio applications and substitute an application for a group of ultra-high frequencies to create a domestic radiotelegraph system in competition with commercial wire telegraph companies.

The letter to the Commission, signed by Swagar Sherley, counsel for the Radio Corporation, declares that recent developments and experiments indicate the possibility of using ultra-high frequencies efficiently and economically over great distances for domestic radio transmission of commercial telegraphy, telephony, teletype, or facsimile and for combinations of these services.

The Commission is studying the proposal which it regards as "very important" since litigation over a long period of years has been involved in applications for domestic radio telegraphy. The ultra-high frequencies are being used experimentally only at present. The first step by the Commission, after formal application has been made by the Radio Corporation of America, will be to call all the interested parties to Washington for a hearing, during which the usefulness of the ultra-high frequencies will be determined so that the Commission may decide what uses shall be made of them.

It is quite likely that the Radio Corporation application will start a flood of applications for these channels.

Portions of the letter follow:

"The Radio Corporation of America filed in 1927 its first applications for construction permits covering stations to be used in domestic radio-telegraphy. In 1928 it filed applications for a comprehensive domestic system and during that year the Federal Radio Commission held hearings on those applications, together with the applications of other organizations which sought to establish stations for the same purposes.

"Continuously since then the frequencies useful for domestic communication have been in litigation which is now pending in the Court of Appeals of the District of Columbia. This long-drawn-out litigation tied up these frequencies and has prevented the service the Radio Corporation of America desired to inaugurate.

"On Nov. 22, 1932, the Court of Appeals granted a petition of the Commission for authorization to hold further hearings. Before the scope and character of such hearings are determined, we believe that consideration should be given to the

effects of recent technical developments which at this time give promise of completely changing domestic point-to-point radio communication.

"During the past six months, experimental work in the generation, propagation and use of the very high frequencies (those above 30,000 kc.) has been brought to a preliminary conclusion by the engineers of the Radio Corporation of America. \* \* \* It is too early yet to reach final conclusions as to the best ultimate method of commercial application of these developments. \* \* \* The application of these new developments would at once make obsolete any equipment and any radio system designed to use the frequencies upon which our applications are at present based. The commercial use of frequencies above 30,000 kc. began with the development and installation by the Radio Corporation of America of the inter-island radio telephone system in Hawaii, which has been successfully operated for more than a year by the Mutual Telephone Company. \* \* \*

"Marconi's announcement in August, 1932, of 'bending' these very-high frequency waves for use beyond the visual horizon confirmed our experimental results. \* \* \* The most recent developments involve the successful operation of a very-high frequency 'repeater' station which combined with other experimental data indicates the possibility of using these frequencies efficiently and economically over great distances for domestic radio transmission of commercial telegraphy, telephony, teletype, or facsimile and for combinations of these services. \* \* \*

"It seems probable that equipment now considered most useful for domestic telegraphy will be on the road to obsolescence when devices and methods which the engineers now foresee have been further developed, and that then entirely different frequencies will be found most useful for the purpose.

"The discovery of new and improved methods of domestic radio telegraphy does not lessen the necessity which has long existed for RCA Communications, Inc. to erect its own domestic radio telegraph system, and to conduct a public domestic telegraph service, as well as to deliver and pick up within the United States the international messages handled by its international radio circuits \* \* \* The new very-short wave developments do not affect the need for the immediate and continuing use of the frequencies for the New York-San Francisco transcontinental service and for the New York-Montreal international circuit, both of which are already in operation, nor do they affect those applications covering the continued operation of six transoceanic stations. \* \* \*

" At an appropriate time, RCA Communications, Inc., will amend its domestic applications, confident in the belief that suitable frequencies will be available, and that the company will be permitted to proceed with the creation of a domestic radio telegraph system."

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## WHEN TAFT WAS A BARKEEPER

Much has been made of the fact that John Masefield, poet Laureate of England, once worked in a saloon. In connection with the forthcoming 25th anniversary celebration of the National Press Club, Oswald F. Schuette, of the National Association of Broadcasters, told this story about the late William Howard Taft.

"In the pre-Volstead days, whenever a club secured a liquor license it was issued in the name of the president of the Club. I discovered this during my term as president of the National Press Club.

"There was a regular form to fill out. The same blanks were used for clubs as for ordinary saloons. Imagine then my surprise in looking over some old licenses to come across one signed 'William Howard Taft - Barkeeper'. On closer examination, I found that it had been issued to the University Club, of which Mr. Taft was then president. He had, of course, signed it along with other routine papers and doubtless had a hearty laugh in doing so."

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## EXPLODES TUBELESS RADIO THEORY

About every so often there is a furore created by an announcement that a radio set that does not require vacuum tubes is about to be placed on the market.

"The only effects that have ever come from such an announcement is a temporary loss of sales and a reticence on the part of set owners to purchase a new set or new tubes", declared K. A. Hathaway, of Chicago, executive secretary of the Institute of Radio Service Men. "They let the old radio wheeze along until, no tubeless radio having appeared, they are forced to proceed with the replacement of either set or tubes, perhaps other parts, or forego radio programs entirely.

"Tubeless radio has been predicted for more than ten years. But, you can rest assured of one point, if tubes are not used, some other device must be provided to rectify and amplify the signals. It is only logical to assume that inasmuch as vacuum tubes have reached a high state of development in laboratories having facilities far beyond the scope of imagination, better results can be assured from the vacuum tubes than from a device that has not been subjected to such extensive research or passed the approval of the consumers.

"Then, too, with 17,000,000 radio sets in the United States alone, figure out if you can how long it would take for all of them to be replaced with sets that did not use tubes?"

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WSPD TRANSMITS STOKOWSKI PROGRAM FROM TOLEDO

Few broadcasting stations outside of Philadelphia and New York have ever had the opportunity of feeding a concert by the Philadelphia Orchestra to the networks, but that privilege was given to Station WSPD, Toledo, on Tuesday night when the special dedicatory program of the new wing of the Toledo Museum of Art was put on the air.

The entire Philadelphia Orchestra, including Leopold Stokowski, was transported to the Ohio city especially for the occasion.

The concert was relayed to a nationwide Columbia chain of stations by WSPD, with E. Dwight Northrup, program director, giving a description of the Museum and acting as network announcer. WSPD did a good job of transmission and the Prelude to Wagner's "Tristan und Isolde", which Stokowski selected for his broadcast number, was heard with striking effect through Station WJSV in the Nation's Capital and doubtless as well over the other stations of the network throughout the United States.

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RCA STOCK SPLIT BY WESTINGHOUSE

The directors of the Westinghouse Electric and Manufacturing Company, meeting Wednesday, January 11, in East Pittsburgh, Pa., declared a dividend of a half share of common stock of the Radio Corporation of America for each share of preferred and common stock of the Westinghouse company, payable on Feb. 20 to stockholders of record of January 23.

The dividend declaration carried out a requirement of the consent decree of the Federal Court in Wilmington, Del., on Nov. 21, last, directing Westinghouse and the General Electric Company to distribute at least one-half of their holdings of RCA common stock to their own stockholders within three months. General Electric's directors voted recently to distribute the greater part of its holdings of the common stock to its shareholders on Feb. 20.

It was said it was expected that the suit to enjoin the distribution of RCA shares by the two companies which was brought in Wilmington on Tuesday by the Torquay Corporation, a holder of 100 common and 100 class A preferred shares of the Radio Corporation, would be decided by the court prior to the date set for payments. A hearing on the Torquay petition will be held on Wednesday, January 18.

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SWAGAR SHERLEY KEEPS THEM GUESSING

The dopesters are apparently determined to find a place in the new Cabinet for former Representative Swagar Sherley, who from time to time has acted as special counsel in Washington for the Radio Corporation of America. The first report was that Mr. Sherley, who was among the very few outsiders to attend the conference President-elect Roosevelt held with Congressional leaders in New York recently, was slated to be an Under-Secretary of the Treasury.

Then some of the writers, attempting to predict the make-up of the Roosevelt Cabinet, slated him for Secretary of the Treasury, and one correspondent went so far as to say Mr. Sherley might be the next Secretary of State.

The latest guess is that he may be either the Attorney General or, if Mr. Roosevelt appoints someone else for that position, that Mr. Sherley may be the new Solicitor General.

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EXPERT PROGRAM DIRECTOR DESIRES POSITION CHANGE

A program director and production manager, of unquestioned ability and long experience, now holding responsible position in New York City, seeks a place as program director or production with either a radio station or an advertising agency.

This man started radio work in 1924 with a station in a city of 500,000. Left there four years later (after serving as assistant manager and program director) to join one of the large chains in New York City as announcer. A year later he accepted a position in the radio department of one of the largest advertising agencies in the country.

While there he did production, script-writing and announcing. Two years ago joined New York broadcasting service. Since then has supervised planning, building and production of radio programs for advertisers. This includes supervision of electrically transcribed program as well as network shows.

Is 29 years old and married. Anyone interested may secure further details by communicating with Heinl Radio Business Letter, Insurance Building, 15th & Eye Streets, N.W., Washington, D. C.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

The Federal Radio Commission handed down the following decisions January 10:

WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., granted CP to move transmitter from Sport Hill Road, Easton, Conn., to Pleasure Beach, Bridgeport, distance of 400 feet; WTSL, Southland Radio Corp., Laurel, Miss., granted CP to make changes in eqpt.; WELL, Enquirer-News Company, Battle Creek, Mich., granted mod. of CP to extend completion date to Jan. 9, 1933; also granted license, 1420 kc., 50 w., unlimited time; WAZL, Hazelton Broadcasting Service, Inc., Hazleton, Pa., granted license, 1420 kc., 100 w. hours 6 to 10 a.m.; 9 p.m. to 12 midnight; KMJ, James McClatchy Co., Fresno, Calif., granted license, 580 kc., 500 w., unlt'd. time;

WSBC, World Battery Co., Chicago, Ill., granted mod. of lic. to change name to WSBC, Inc.; KOY, Nielson Radio & Sporting Goods Co., Phoenix, Ariz., granted mod. of lic. to increase day-time power from 500 w. to 1 k.w.; WKBH, Inc., La Crosse, Wis., granted auth. to operate at night from 7 to 8 p.m., instead of from 10 to 11 p.m., in order to give their rural public uninterrupted evening service during the earlier hours; WMT, Waterloo Brdcastg. Co., Waterloo, Iowa, granted order to take depositions of a number of witnesses in behalf of Waterloo Brdcastg. Co., in re hearing on application for renewal of license; WNAD, University of Oklahoma, Norman, Okla., granted spec. auth. to operate from 2 to 3:30 p.m., CST., Jan. 11, 18; Feb. 1, 8, 15, 22; March 1 and 8, 1933, provided Station KGGF remains silent;

WSUI, State University of Iowa, Iowa City, Ia., granted spec. auth. to operate from 10 to 12 p.m. midnight CST Jan. 13, 1933; WPEH, City of Somerville, Mass., granted CP to move police station locally in Somerville; RCA Victor Co., Inc., portable and mobile, Camden, N.J., granted gen. exp. CP, frequencies 23,100, 25,700, 26,000, 27,100, 34,600, 41,000, 51,400, 60-000-400,000 kc., 100 w.; Central Hudson Gas & Elec. Corp., portable throughout Ulster and Greene Counties, New York; portable throughout Duches County, New Jersey, granted two general experimental CPs, 60,000-65,000 kc., 5 w.; Police Department, Columbus, Ga., granted CP for police service, 2414 kc., 50 w.; Pioneer Mercantile Co., Bakersfield, Calif., granted experimental and spec. exp. CP, 1550 kc., 500 w.

KTK, Globe Wireless, Ltd., Musselrock, Calif., granted mod. of public coastal and coastal telegraph license, to Feb. 1, 1934, adding Heintz & Kaufman MC-201 transmitter, serial No. 125. Granted mod. of public coastal and coastal telegraph license covering additional transmitter, same as above except serial No. 109. Granted as above, except serial No. 108.

WEEW, American Radio News Corp., Carlstadt, N.J. granted mod. of license to auth. operation of reequipment, composite De-Forest oscillator-amplifier transmitter; serial No. 101, 5 kw. WQT, RCA Communications, Inc., granted mod. of lic. for exchange in location from New Brunswick, N.J. to Rocky Point, N.Y., and change description of eqpt. . Granted CP covering installation of additional eqpt. of increased power in connection with transmitter No. 55, now licensed for operation at New Brunswick. WKQ, WEV, WES, WAZ granted mod. of lic. to change points of communication to Angora, Beyrouth, Managua, San Jose, and Mexico City; WQY, RCA Comm. Co., Inc., Rocky Point, N.Y., granted modification of license for change in points of communication to Moscow and Reykjavik; WQW, same, except points of communication? Berlin, Monrovia; WGU, San Juan, P.R., same: point of communication, New York; KKZ, Bolinas, Calif., granted mod. of license to change primary point of communication to Mukden and New York.

WPED, City of Arlington, Arlington, Mass., granted auth. to operate municipal police station with 100 w. power in order that City of Arlington may serve City of Somerville police department during period of removal covered by application for CP; WBEB, Radiomarine Corp. of America, N.Y., granted 60-day auth. to operate station aboard vessel "Cambridge" pending receipt of formal application; 375 to 500 kc., 500 w.; KDBL, granted 60-day auth. to operate aboard vessel "West Camargo" with additional transmitter, pending receipt of formal application; 8,200 to 17,100 kc., 150 w.

#### Set For Hearing

WCGU, United States Brdcastg. Corp., Brooklyn, N.Y., CP to move transmitter locally in Brooklyn, and make changes in eqpt.; also authority to continue operation at 2823 Twenty-fourth Street, Long Island City, pending Commission action on amended application; New, Capitol City Brdcastg. Co., Lansing, Mich., CP for new station 1210 kc., 100 w. night, 250 w. LS, unlimited time (Original application heretofore set for hearing was filed in name of Harold F. Gross only).

#### Miscellaneous

WTBO, Associated Brdcastg. Corp., Cumberland, Md., dismissed application for involuntary assignment of license and granted leave to file application for voluntary assignment of license; Shortwave & Television Corp., Boston, Mass., granted ext. of time from Jan. 16 to Feb. 10, in which to file exceptions to Examiner's Report No. 440; WNBX, Inc., Springfield, Vt. granted permission to reduce schedule to minimum of 5 hours per day during January, February, and March, because Winter weather makes it impossible to secure talent and carry on programs; TKAV, Laconia Radio Club, Laconia, N.H., reconsidered and set for hearing application for renewal of license to permit inquiry into activities of station.

## Broadcasting Applications

The Colonial Broadcasting Co., Springfield, Mass., CP for new station to use 1140 kc., 500 w. daytime; WLTH, Voice of Brooklyn, Inc., Brooklyn, N.Y., CP to install auxiliary transmitter; William L. Slade, Hamilton, Ohio, CP for new station to use 1420 kcs., 100 w., unlt. time; resubmitted; corrected as to equipment and map attached re proposed location; WEAO Ohio State University, Columbus, Ohio, mod. of lic. to increase daytime power; change power from 750 w. to 750 w. night, 1 kw. to LS; New, Wilmington Brdcastg. Co., Wilmington, N.C., CP for new station to use 1370 kcs., 100 w., share time with WRAM; requests facilities of WRAM, Wilmington, N.C.; KGIZ, Grant City Park Corp., Grant City, Mo., CP to move transmitter and studio to Maryville, Mo.; KGFX, Dana McNeil, Pierre, S. Dak., CP to change equipment in order to change modulation system; KPQ, Wescoast Brdcastg. Co., Wenatchee, Wash., lic. to cover CP granted Nov. 9, 1932, for new equpt and increase in power;

## Applications Other Than Broadcasting

National Broadcasting Co., Inc., portable and mobile, CP for 34,600, 41,000, 51,400, 60,000 to 400,000 kc., .5w., gen. experimental; Carlton L. Schultz, mobile, CP for 57 and 61 megacycles, experimental, 3 w.; W8XF, WJR, The Goodwill Station, Inc., Pontiac, Mich., mod. of CP for extension of time to July 25, 1933, experimental visual broadcasting; KQM, Aeronautical Radio, Inc., Des Moines, Iowa, license covering CP for change in location of transmitter to New Municipal Airport, Des Moines, Ia.

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## ARGENTINE RADIO MARKET SURVEYED FOR EXPORTERS

The first of a series of foreign radio market surveys, requested by American exporters, will be completed about Jan. 17, according to Marshall T. Jones, chief of the Commerce Department's Electrical Equipment Division.

The first survey will cover several important phases of radio merchandising in Argentina. The Department decided upon these surveys only after communicating with the leaders of the radio manufacturing industry in this country.

Their response and advance sales of the survey indicate the service is needed by the industry, especially in view of the rapidly changing situation in most foreign radio markets.

The survey on Argentina will cover the status of broadcasting, the market for receiving sets, types of sets proving most popular, and the most successful selling methods, as well as facilities for doing business.

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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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*Miss. Young*

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No. 592



AVERAGE EXPENDITURE OF NBC CLIENTS INCREASED IN 1932

The average expenditure of clients for NBC time was approximately \$28,000 more per advertiser in 1932 than in 1931, according to figures just released by the Statistical Department of the National Broadcasting Company.

In 1931 the total number of NBC clients was 231, spending an average of \$110,853 for a gross total of \$25,607,041. In 1932 the number of clients was 191, spending an average of \$138,769 for a gross total of \$26,504,891. This gross total represents an increase of approximately four per cent, and the average expenditure per advertiser a 25 per cent increase over 1931.

"In 1932", the statement continues, "nine of the ten largest network advertisers were all represented on NBC networks and spent \$9,222,638 for NBC time. The individual expenditures on NBC only, were:

"American Tobacco Company (Lucky Strike Cigarettes, Cremo cigars), \$1,851,194; Pepsodent Company (Pepsodent toothpaste and antiseptic), \$1,735,380; Standard Brands, Inc., (Chase and Sanborn Coffee, Royal Gelatine, Fleischmann's Yeast), \$1,731,465; General Motors Corporation (complete line of motor cars and Frigidaire), \$981,596; Swift & Co. (Meats, butter, eggs, Vigoro), \$836,767; Great Atlantic & Pacific Tea Company (Groceries, meats), \$819,124; General Foods Corporation (Maxwell House Coffee, Post Toasties, Diamond Crystal Salt, Certo, Calumet Baking Powder, Jello, Minute Tapioca, Swansdown Flour), \$773,361; R. J. Reynolds Tobacco Company (Prince Albert Tobacco), \$432,983; and Wm. Wrigley, Jr. Company (chewing gum), \$60,768."

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SUPREME COURT REFUSES REVIEW OF SHULER CASE

The Shuler case was definitely ended today when the Supreme Court of the United States denied counsel for Shuler a writ of certiorari. The Federal Radio Commission cancelled the license of Station KGEF, operated by the Rev. Bob Shuler, in Los Angeles, several months ago.

The District Court of Appeals handed down a decision sustaining the action of the Commission at the end of November. This was one of the most important radio cases yet decided by the District Court of Appeals as it was the first time the question of free speech in the Radio Act had been squarely met and judicially determined.

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## PORTER PROMOTION RESULT OF LONG SERVICE

Apparently the appointment of G. Harold Porter as Vice President in charge of the RCA-Victor activities on the West Coast, with offices in Hollywood, has been favorably received by his associates.

"Mr. Porter is one of the oldest and most trusted officials of the Radio Corporation of America", F. P. Guthrie, Washington representative of the RCA said. "He entered the service of the Marconi Wireless Telegraph Company in the pre-historic days of radio, first as purchasing agent of the company, and later, rising to be assistant commercial manager. Incidentally, the commercial manager of that company was Mr. David Sarnoff. Upon the formation of the Radio Corporation of America in 1919, Mr. Porter was made manager of the Marine Department, which position he held until May, 1925, when he was promoted to manager of the Pacific division of the Radio Corporation of America, with headquarters at San Francisco.

"In July, 1929, Mr. Porter was made Vice President of RCA Communications, Inc., and Vice President of the Radiomarine Corporation of America, in charge of the activities of these two companies on the Pacific Coast. A year later, in June, 1930, Mr. Porter was made Vice President of the Radio Corporation of America in charge of all the activities of the Radio Corporation on the Pacific Coast and in the Hawaiian Islands. Mr. Porter's new appointment as Vice President of the RCA Victor Company in charge of its Hollywood offices is evidence of the fact that he now has the activities of the Pacific Coast so well organized as to enable him to seek new fields to conquer.

"Always a very active and energetic man, with a very magnetic personality, Mr. Porter has been a leader in civic activities on the Pacific Coast, including the office of President of the San Francisco Rotary Club, and affiliation with many other influential organizations."

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RCA LOSES TUBE SUIT

The Massachusetts Supreme Court, Judge Fred T. Field sitting, ordered the Radio Corporation of America, defendant in a suit brought by the Raytheon Production Co. and the Raytheon Mfg. Co., to pay the plaintiffs \$42,250.25. Judge Field also enjoined the RCA from terminating an agreement of March 29, 1929, for the making of radio tubes so long as the Raytheon company makes certain royalty payments.

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## SARNOFF DECLARES BALANCE IS NEEDED

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Time is making it increasingly clear that while no fundamental barriers to prosperity exist in the United States, we have still to balance and put into equilibrium the economic and industrial forces of the nation, David Sarnoff, president of the Radio Corporation of America, said at the forum conducted by New York University and the Investment Bankers' Association of America, held in the governors' room of the New York Stock Exchange recently.

"We cannot produce in the blind faith of an inexhaustible demand", Mr. Sarnoff said. "We cannot encourage unrestricted production for its own sake without suffering the consequences of market disorganization. The profitless prosperity that often flows from unrestricted output is but the mirage of success. What does it profit an industry to pile up enormous sales totals in any one year, if by doing so, it undermines the market for the following year.

"There are few who will take issue with the fact that constructive competition should and must be preserved in the manufacture and distribution of commodities. But competition is not a graven image to be worshipped under any and all conditions. It is not always, or necessarily, a beneficent agent which guards us from the serpent of monopoly. The fact of the matter is that the principle of competition must be interpreted in the light of new methods of production, new forms of organization, modern methods of distribution, and new creative forces which have entered industry.

"The greater competition, the supplantive competition of modern industry, may be a new conception that awaits fruition in the scientist's mind; a new invention which may undermine an entire industry; a pioneering technical development that may shake an investment of millions of dollars. No apparent or alleged monopoly can afford to be industrially self-complacent in this era of technical progress. \* \* \*

"The problem of unemployment must be attacked on several fronts. As an offset to the increase in the greater productivity of labor, resulting from advanced technology, there has appeared the persistent demand for shorter hours in industry and more leisure for the worker. I believe we should turn to the shorter day and the shorter week, not only as compensation for the higher individual productivity in industry but also as a definite move toward re-employment through a wider distribution of available work."

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"The Advertising Agency Looks At Radio" is the title of a book on radio advertising, written by eighteen experts from the leading agencies, just published by Appleton & Co., 35 W. 32nd St. The price is \$3.00.

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## NBC LEASES WMAL FOR BLUE NETWORK

The National Broadcasting Company leased Station WMAL, Washington, D. C. for a period of five years and will operate the station as a part of its Blue Network, beginning February 1. The lease was signed on Saturday, January 14.

Announcement of the lease was made in a joint statement, issued by Frank M. Russell, vice president of the NBC in Washington, and Martin A. Leese, owner of WMAL. The lease must be approved by the Federal Radio Commission, with which an application will be filed early this week.

The lease provides that the NBC shall take over the operation and management of WMAL as well as the station's studios at 710-712 Eleventh Street. These studios, of the latest design, with equipment of the most modern type will continue in use. All local programs for WMAL will be broadcast direct from the Eleventh Street studios.

Mr. Leese was appointed advisory counsel for the broadcasting company in Washington, serving without salary. In this capacity he will help guide the activities of both WRC and WMAL.

The technical and operating staff of the two stations will be under the direction of Vincent F. Callahan, assistant to Mr. Russell, and Kenneth H. Berkeley, manager of WRC.

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## SENATE RADIO COMMITTEE HOLDS HEARINGS ON LICENSE FEES BILL

Several witnesses, among them H. A. Bellows, Vice President of the Columbia Broadcasting System, in charge of Washington affairs, speaking for the N.A.B., and W. A. Winterbottom, of RCA Communications, Inc., appeared before the Senate Interstate Commerce Committee to offer protest against the proposal to collect license fees for all types of radio stations and filing fees for applications, etc., at the hearings which started this morning, (Monday).

The bill was introduced by Senator C. C. Dill of Washington on December 16. (S. 5201). At that time, Senator Dill said:

"I think it highly desirable that radio stations in this country should provide a large part of the cost of regulation by the Government."

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## PHONOGRAPH BROADCASTING BAN HELD ILLEGAL

The newly imposed ban on the broadcasting of phonograph records, according to competent legal authorities, is illegal and cannot be enforced either by the phonograph companies or the copyright owners, declares "Broadcasting" magazine.

"Leading phonograph companies now are inscribing their records with the phrase 'not licensed for radio broadcast'," the article continues. "The restriction, it is understood was fostered by the Music Publishers' Protective Association, counterpart of the American Society of Authors & Publishers in the recorded program field, which collects royalties for transcriptions and records from so-called 'public performers'.

"Oswald F. Schuette, director of copyright activities of the NAB, who is inquiring into the record restriction, declared that the move is a 'bluff' and is wholly illegal. He said it appeared to him to be a veiled attempt on the part of the copyright group to force the use of transcriptions to the exclusion of records, since MPPA collects at the rate of 25 cents per number used in each transcription, and 50 cents for 'restricted' numbers - royalties now being paid by advertising agencies for the advertisers - whereas a royalty of only two cents is paid on each record.

"Lawyers state that the purchaser of a phonograph record, whether it be an individual or a broadcasting station, actually pays a royalty on the record to the copyright owner in the purchase price. The copyright law requires manufacturers of records to pay two cents per record to cover copyright. The American Association of Advertising Agencies, vitally affected by the transcription royalty to MPPA, has been studying the case and may institute legal action."

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## ROCHESTER PREFERS BAND CONCERTS ON RADIO

More than 2300 persons expressed preference for band concerts first, news broadcasts second, and symphonic orchestras third, in a survey conducted by Station WHEC, at Rochester, N.Y. Under six headings, 21 types of programs were listed on the Radio Program Preference Survey ballots, which were printed daily in The Democrat and Chronicle for nine days. In tabulating the results of the survey, 21 points were given for first place, 20 points for second place, 19 points for third place and so on. On this basis the types of programs in the greatest favor with the public ranked as follows:

Band concerts, 27,855 points; symphonic orchestras, 23,904; humorous dramatic sketches, 23,806; semi-classical orchestra programs, 23,493; church services, 20,555; serious dramatic presentations, 19,733; educational lectures, 18,226; semi-classical organ recitals, 15,705; minstrel shows, 15,659; semi-classical vocal, 15,626; and musical comedy, 15,447.

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## COMMISSION STILL ADVERTISES ITSELF

Stations continue to announce that they are operating "by authority of the Federal Radio Commission". As previously set forth in these columns, there may have been some justification for this announcement when the Radio Commission took over the reins several years ago.

If the necessity for the announcement ever existed, it has long since passed and the announcement is now just that much free advertising for the Radio Commission. Everyone knows if a radio station is operated without the authority of the Federal Radio Commission, its operators would be subject to a heavy fine or imprisonment.

The Pennsylvania Railroad might just as well be obliged to print on all its literature that it operates by authority of the Interstate Commerce Commission. Other government bureaus might also compel commercial concerns to give them what is known in the news photographing world as a "credit line". It is therefore about time for the Federal Radio Commission to cease annoying listeners with the tiresome repetition. Here's hoping 1933 sees "This station is operating by authority of the Federal Radio Commission" go the way of "You are hearing this song through permission of the copyright owners" which recently was relegated to trash heap.

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## BASEBALL BROADCASTING UP TO CLUBS THEMSELVES

As a result of no action being taken at the recent joint meeting of the National and American League Baseball League officials in New York, it is up to the individual clubs to say whether or not their games are to be broadcast next summer.

When the question came up at the meeting with regard to the advisability of putting baseball games on the air, those taking part in the discussions were reported to have been about evenly divided despite the fact that five out of the eight National League Clubs had previously put themselves on record as being opposed to broadcasting.

At the New York meeting both Boston presidents, Emil Fuchs of the Braves, and Robert Quinn, of the Red Sox, favored broadcasting, as did William Veeck, president of the Chicago Cubs. Opposition was voiced by Samuel Breadon, of the St. Louis Cardinals, and Alva Bradley, of Cleveland.

However, when it comes to a formal vote the magnates seemed to think a "home rule" policy would be best and for the time being, at least, put the matter of broadcasting the games up to the clubs themselves.

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## FIRST INTERNATIONAL TELEVISION OVER WATER

What is reported by the Department of Commerce as the first international television broadcast to be given over water occurred recently when the British Broadcasting Company projected a program to Denmark.

In the presence of a number of experts the television program was transmitted from England, was picked up by the Westfronten Wireless Station and retransmitted by land lines to Copenhagen, where it was projected on a screen about 7 by 3 feet. The pictures and voices were transmitted separately and were then perfectly synchronized before projection.

Both the voices and the pictures were remarkably clear, it was reported, and even the details of the faces were easily seen.

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### HEARING ASKED FOR POLICE RADIO BILL

The bill introduced by Representative Louis Ludlow, Democrat, of Indiana (H.R. 14183), which would require persons using radio sets capable of receiving police broadcasts in autos or other vehicles to secure permits for such use - has been referred to the Merchant Marine and Radio Committee.

Representative Ludlow hopes for a hearing at an early date and although the chances are against passage of the bill at this session, he expects to do everything he can to expedite it.

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### AMOS 'N' ANDY GO VISITING

One never knows when listening to Amos 'n' Andy where they are broadcasting from. If not at their home station in Chicago, they are likely to be most any place.

As a matter of fact, last week they broadcast from WRC, in Washington. It was kept very quiet, but Amos 'n' Andy were guests during the week of Mr. and Mrs. Thomas R. Shipp, in Washington, and their old friend, Larry Richey, secretary to the President. The comedians have enjoyed a vacation in the Capital incognito and spent several days duck hunting at Mr. Shipp's country place, near Mount Vernon, Va.

They went to New York and will return to Chicago at the end of next week.

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# DECISIONS OF THE FEDERAL RADIO COMMISSION

## Applications Granted

WJZ, National Broadcasting Co., New York City, granted special authorization to increase power experimentally from 30 KW to 50 KW; KXA, American Radio Tel. Co., Seattle, Wash., granted special experimental authority to operate simultaneously with Station WJS from local sunset to 10 p.m. PST; KNX, Western Broadcast Co., Los Angeles, Calif., granted CP to make changes in eqpt. increasing maximum rated power from 25 KW to 50 KW; WHA, University of Wisconsin, Madison, Wis., granted license covering local move of transmitter, installation of new eqpt., and increase in power from 750 w. to 1 KW., 940 kc., daytime; WLBC, Donald A. Burton, Muncie, Ind., granted license covering local move of transmitter, 1310 kc., 50 w., simultaneous day, share night with WTRC;

WFBC, Greenville News-Piedmont Co., Greenville, S.C., granted mod. of CP to install new eqpt. increase daytime power from 100 to 250 w.; increase hours of operation from 1/7 time, sharing with WBHS, to unlimited. Also approved location of transmitter and extended commencement date of CP from Dec. 22, 1932 to 30 days after this date, and completion date from March 22, 1933 to 120 days after this date; WHBQ, Broadcasting Station WHBQ, Inc., Memphis, Tenn., granted mod. of CP extending completion date to April 26, 1933 from Jan. 26, 1933; WMAS, Albert S. Moffat, Springfield, Mass., granted consent to vol. assign. of license to WMAS, Inc.; WABZ, Samuel D. Reeks, New Orleans, La., granted renewal of license, 1200 kc., 100 watts; sharing with WJBW (Application for renewal heretofore set for hearing dismissed from docket because time sharing agreement was satisfactorily entered into).

WJBW, Charles C. Caralson, New Orleans, granted same as above, except shares with WABZ; KGCR, The Greater Kampeska Radio Corp., Watertown, S. Dak., granted extension of Rule 145 to January 31, 1933; KOA, National Brdcstg. Co., Denver, Colo., granted auth. to operate station at output of approximately 7 KW until installation of harmonic suppressor; KGY, KGY, Inc., Olympia, Wash., granted auth. to broadcast proceedings at State Legislature increasing specified hours for that purpose only; WIEG, Knickerbocker Brdcstg. Co., Inc., New York, granted auth. to use station Jan. 11 to 18 inc., in connection with broadcasting "Street Forum", 2342 kc., 1 w.; New, The National Union Indemnity Assn., Shreveport, La., granted order to take depositions in re their application for CP scheduled for hearing Feb. 19, 1933; KWKH, Hello World Brdcstg. Corp., Shreveport, La., granted auth. to take depositions in re appl. for renewal of license a hearing on which is set for February 14.

Aeronautical Radio, Inc., 16 Brown Chain, Fixed pt. to pt. aero stations, granted mod. of license to change freq. 4115 kc. to 3467.5 kc. and add freq. 4740 kc.; Same Co., 11 Green Chain, fixed pt. to pt. aero stations, granted mod. of

lic. to change freq. 4130 to 4745 kc.; Same Co., 11 green chain, mobile aero stations, granted mod. of lic. to change freq. 5840 to 4122.5 kc.; KGUG, Same Co., Big Springs, Tex., granted mod. of license to communicate with Orange chain station at Torreon, Mexico and stations of the Brown Chain. Also to communicate primarily with aircraft on Brown and Orange chains; KGUN, Same Co., Douglas, Ariz., same as KGUG;

WKDL, Pan American Airways, Inc., Miami, Fla., granted mod. of lic. to change freq. 4125 to 3082.5 kc.; KGJW, same Co., Brownsville, Tex., granted mod. of lic. to change freq. 4125 to 3082.5 kc., and add transmitter PAA model 24 No. 20, 200 watts. Also granted mod. of lic. to include additional transmitter PAA, Model 24 No. 27, 200 watts; WMDU, Same Co., San Juan, P.R., granted mod. of lic. to include addl. transmitter of 200 w.; Eastern Air Transport, Inc., 19 Green Chain aircraft stations granted mod. of lic. to change frequency 5840 to 4122.5 kc., and add freq. 3105; New, City of Hammond, Indiana, Police Dept., granted CP for police service, freq. 1712 kc., 100 w.; W9XC, United States Radio & Television Corp., Marion, Ind., granted ext. of commencement date to Feb. 1, 1933 and completion date to April 30, 1933;

W3XAD, RCA Victor Co., Inc., Camden, N.J., granted mod. of lic. to delete transmitter No. 1; W2XAY, Bell Tel. Lab., Inc., portable, granted renewal of spec. exp. lic. 17310 and 18310 kc., 100 w. on center freqs; on other freqs. 100 w. between 2 hours after local sunset and 2 hours before local sunrise; 5 watts between 2 hours after local sunset and before local sunrise; W2XDJ, Same Co., Ocean Twp., N.J., granted ren. of spec. exp. lic. frequencies 3422.5, 4752.5, 6755, 7565, 7610, 8560, 9170, 9750, 9870, 10550, 10675, 10840, 12840, 13390, 14470, 14590, 15355, 15415, 16270, 18340, 17120, 19220, 19820, 21060, 21420 kc., 25 KW; W2XA, American Tel. & Telg. Co., Rocky Point, N.Y., granted ren. of spec. exp. license, freq. 45-75 kc., except 46, 54, 56, 64, 66 and 75 kc., 190 KW; W3XO, Same Co., portable in Sussex, Morris, Essex & Somerset Counties, N.J., granted renewal of spec. exp. license; freq. 6640-7330, 8570-10400, 11550-12890, 13720-15250, 17280-19530, 20000-22070 kc., 10 w.; W2XH, American Radio News Corp., New York, granted ren. of spec. exp. license, 95 and 99 kc., 750 w.; W1XH, New England Tel. & Telg. Co., Boxtton, Mass., granted ren. of spec. exp. lic. 2322 kc., 50 w. for the period to and including Oct. 1, 1933; W8XC, W8XE, W9XH, Ford Motor Co., Dearborn, Mich., granted ren. of spec. exp. lic. 389 kc., 1 KW; W9XL, American Radio News Corp., Tinley Park, Ill., granted ren. of spec. exp. license freq. 7625, 7640, 9230, 9390, 10090 kc., 500 w.; K6XO, RCA Communications, Inc., Kahuku, T.H., granted ren. of spec. exp. license, 7370, 7520, 11680, 15985 and 16030 kc., 80 KW; W6XL, Same Co., Bolinas, Calif., granted ren. of spec. exp. license, 6845, 6860, 9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060, and 20780 kc., 80 KW.;

WHD, New York Times Co., New York, granted ren. of mobile press license, 6450, 8360, 11355, 16270, 22250 kc., 1 kw.; WRH, American Radio News Corp., Carlstadt, N.J., granted ren. of mobile press license, same freqs, and same power as above; WOX, New York Tel. Co., Staten Island, N.Y., granted ren. of public coastal - coastal harbor license, 2530 kc., 400 w.; WOU, New England Tel. & Telg. Co., Marshfield, Mass., granted ren. of public coastal license, 2590 kc., 400 w.; WOO, American Tel. & Tel. Co., Ocean Gate, N.J., granted ren. of public coastal license 4752.5, 8560, 12840, 17120 kc., 20 KW; KOU, Southern Calif. Tel. Co., nr San Pedro, Calif., granted ren. of public coastal - coastal harbor lic. 2530 kc., 400 w.;

KUSJ, Radiomarine Corp. of America, N.Y., granted 60 day auth. to operate aboard Vessel "Occidental", 313 to 500 kc., 200 w., pending receipt of formal appl.; WAD, WKC, RCA Communications, Inc., New York, test period extended for 30 days (from January 9th); KDKM, A. H. Bull & Co., Inc., New York, granted 60-day auth. to operate aboard vessel Rosario Ex Natirar pending receipt of formal application; KFSS, Mackay Radio & Telg. Co., San Francisco, Cal., granted 30-day auth. to operate station aboard motorship Standard Service, freq. 375 to 500 kc., pending receipt of formal application; KOZP, C. Mellbert, Master of Schooner "Vigilant", Bellingham, Wash., granted 60-day auth. to City Mill Co. to operate radio eqpt. aboard the schooner; KEZ, RCA Communications, Inc., Bolinas, Calif., granted auth. to communicate with Buenos Aires, Argentina, as additional primary point of communication from fixed service station normally for communication with Shanghai on 10400 kc.;

WHO, Central Brdcastg. Co., Des Moines, Ia., granted spec. auth. to operate simultaneously with WOC on 1000 kc., on exp. basis for term from Feb. 1 to Aug. 1, 1933; WOC, Central Brdcastg. Co., Davenport, Ia., granted spec. auth. to operate simultaneously on WHO's frequency, 1000 kc., on exp. basis, for terms as above; WCFL, Chicago Federation of Labor, Chicago, Ill., granted spec. auth. to operate unlt'd. time experimentally on 970 kc., for term as above.

#### Application Denied

WOL, American Broadcasting Co., Washington, D. C., denied mod. of lic. to operate on 1270 kc., 250 w., unlt'd. time, because applicants failed to enter appearance within time allowed under Rules and Regulations.

#### Set For Hearing

WILL, University of Ill., Urbana, Ill., requests spec. auth. to increase power from 250 w. night, 500 w. day, to 500 w. night and 1 KW day, experimentally (Facilities of WKBS in terms of quota units; New, John E. McGoff, Julius Schaeffer, Francis Thurston, Newport, R.I., CP, 1500 kc., 100 w., 9 hours per day; WBAX, John H. Stenger, Jr., Wilkes Barre, Pa.,

CP, 930 kc., 250 w., unlt'd. time; WTAD, Ill. Broadcasting Corp., Quincy, Ill., CP to move transmitter and studio to Murphy Building, E. St. Louis, Ill.; WFOX, Paramount Brdcastg. Corp., Brooklyn, N.Y., mod. of lic. to increase hours of operation from 1/4 time, sharing with WLTH, WCGU, and WBBC to 3/4 time, sharing with WBBC only (Facilities of WCGU and WLTH); WLTH, Voice of Brooklyn, N.Y., Brooklyn, N.Y., mod. of lic. to increase hours of operation from 1/4 time, sharing with WCGU, WFOX and WBBC, to 3/4 time, sharing with WBBC only (Facilities of WCGU and WFOX); WHIS, Daily Telg. Printing Co., Bluefield, W. Va., mod. of lic. to change hours of operation from sharing "equally" with Station WRBX to sharing with WRBX; WTAQ, Gillette Rubber Co., Eau Claire, Wis., mod. of lic. to change hours of operation from sharing with KSCJ to simultaneous operation daytime, and sharing with KSCJ at night; KSCJ, Perkins Bros. Co., Sioux City Journal, Sioux City, Ia., mod. of lic. to change hours of operation from sharing with WTAQ to simultaneous daytime and sharing with WTAQ at night; KVOA, Robert M. Riculfi, Tucson, Ariz., consent to vol. assign. of lic. to Arizona Brdcastg. Co., Inc.

Action On Examiners' Report

Ex. Rep. No. 425. New. Maurice L. Barrett, E. St. Louis, Mo., denied CP for new station to operate on 1500 kc., 100 w., unlt'd. time, reversing Chief Examiner Ellis A. Yost.

Ex. Rep. No. 425. New. Samuel E. Yaste and Burrel Barash, Galesburg, Ill., denied, as in default, the application for new station to operate on 1310 kc., 100 w., unlt'd. time, sustaining Examiner Yost.

Ex. Rep. No. 425. WKBS, Permil N. Nelson, Galesburg, Ill., denied renewal of license as in case of default, and terminated existing temporary license, effective immediately. (Station operated on 1310 kc., 100 w., unlt'd. time). Examiner Yost sustained.

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Applications Received

WTAG, Worcester, Mass., mod. of lic. to increase power from 250 w. to 250 w. night, 500 w. to LS; WPRO-WPAW, Cherry & Webb Brdcastg. Co., Providence, R.I., CP to move station from Cranston, R.I. to Providence, R.I. and change studio locally; WDBO, Orlando Brdcastg. Co., Orlando, Fla., mod. of lic. to increase power from 250 w. to 500 w. night, 1 kw. to LS, requests facilities withdrawn from TRUF, Gainesville, Fla.; Geo. W. Jenkins, Lincoln, Nebr., CP for new station to use 1210 kc., 100 w. night, 250 w. LS, unlt'd. hrs., requests facilities of KFOR, Lincoln, Nebr.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

RECEIVED  
RESIDENT AT  
JAN 19 1933

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

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No. 592-A

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

*[Handwritten signatures and scribbles]*



## SCHUETTE CONTINUES WAR ON COMPOSERS

In his Copyright Bulletin No. 6, issued on January 17, Oswald F. Schuette, director of copyright activities for the National Association of Broadcasters, writes:

"Information has reached me that E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, has asked certain stations to submit lists of the musical compositions played over their stations.

"This action is in line with the terms of the ASCAP contract. However, it is important for all stations, before complying with such a request, to read carefully the exact wording of their contracts to see just what they are required to do. (Section 6 of the ASCAP contract).

"It is my opinion that a strict interpretation of the provision gives the licensed stations the individual right to exercise the option of submitting only a list of such musical compositions as are actually controlled by the Society. I have, therefore, recommended to broadcasting stations to exercise that option. Manifestly, before a station can comply with the provisions of the requirement imposed upon it under this option, it must have a list of 'all musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of Society or of which Society shall have the right to license the performing rights hereinbefore granted'. Until such a list has been furnished by Mr. Mills it will be impossible for any station to comply with the requirements of this option. A list of publishers and composers is not enough.

"It is important that stations be careful to exercise this option, particularly inasmuch as the Board of Directors of the American Society of Composers has taken an attitude hostile to broadcasting. It would be particularly dangerous to put into the hands of such an unfriendly organization a list of all the musical compositions performed over any station. In case such a list contained a record of the use of a number which ASCAP might claim to control when as a matter of fact it did not, might entail difficulties for the station. I shall appreciate it if cooperating broadcasting stations would send me copies of any correspondence they may have with Mr. Mills on this question."

Then Mr. Schuette, turning to the phonograph records -for-broadcasting question, writes:

"As I have said in previous Copyright Bulletins, as well as in NAB Bulletins, it is my opinion that the mere printing of such a notice upon a phonograph record has no binding effect upon a bona fide purchaser. He is at liberty

to use it for any legal purpose for which it can be used. The phonograph record companies, in my opinion, cannot assert any control over a record after it has been sold."

Under the heading, "Making ASCAP Restrictions Permanent", Mr. Schuette says:

"A new list of 'restrictions' has just been issued by ASCAP. Most of the numbers so withdrawn from the use of broadcasters, who are paying a license to the Society, are compositions controlled by members of the Board of Directors of ASCAP. This is the Board whom Mr. Mills blames for his inability to negotiate a revision of the present extortionate copyright contract.

"The same letter announcing the new withdrawals, lists compositions which now are 'restored' to use by the broadcasters. In line with previous recommendations, I am again urging that none of the numbers so restored be used by broadcasting stations.

"If advertisers insist upon the use of any of these 'restored' numbers, I would not, of course, ask any station to endanger an advertising contract by declining to comply. But I do believe a station should use this opportunity to indicate to such an advertiser that his insistence upon the use of a particular number helps to increase the power which ASCAP pretends to exert over the make-up of broadcasting programs. Once a number has been restricted by ASCAP, it should be kept permanently off the air.

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#### RADIO PATENTS RULING BY SUPREME COURT AWAITED

The United States Supreme Court is expected to hand down a decision shortly in a contest involving title to valuable patents enabling the operation of radio receiving sets by ordinary house electric currents, after the case was placed in the hands of that tribunal yesterday.

Solicitor General Thatcher concluded the oral argument to sustain the Government's claim to three patents granted Percival D. Lowell and Francis W. Dunmore and assigned by them to the Dubilier Condenser Corporation.

He insisted the patents were conceived by the inventors while in the employ of the Bureau of Standards and while engaged in research work. The inventions represented a natural development of the work assigned them, he said. He insisted the Government's title to the patents did not require a specific assignment to the employes of research to make the particular inventions.

James H. Hughes, Jr., in urging the court to sustain the decision of the Third Circuit Court of Appeals in denying the Government's claim, contended it would require a new construction of the law to hold that one employed as a research expert was employed to invent. He asserted the Government could claim title to inventions conceived under a specific contract of employment and denied the two Government employes were assigned specifically to perform work requiring inventions.

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#### SHULER RENEWS FIGHT FOR RADIO STATION

The Rev. Robert P. Shuler of Los Angeles renewed his fight to keep Station KGEF on the air by obtaining from the Supreme Court a delay in handing down the order which last Monday refused to review a lower court decision against him.

The successful motion by Shuler's counsel was presented to permit filing a petition asking the highest court to reverse its order and to hear the case. Such petitions are seldom granted.

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#### AIR NAVIGATION RADIO APPARATUS IMPROVED

Another important step in providing practicable and accurate aid to air navigation has been taken by the Department of Commerce with the recent development of a new type of transmitting antenna which insures more accurate reception of the signals sent out by the radio range beacons to guide airmen along the Federal Airways System.

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#### GERMAN RAILWAYS HAVE RADIOTELEPHONE

Radiotelephone service between trains and ferries was recently inaugurated in Germany by the National Railroad Company, enabling passengers on these transportation services to carry on conversations while en route. Express trains operating between Berlin and Hamburg and ferries plying from Warnemuende to Gjedser are now equipped with short-wave radiotelephone apparatus which permits direct telephone connections between the two services.

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Three efforts to make deep slashes in the retired pay of former Army officers, including Generals Pershing and Harbord were decisively defeated in consideration of the House War Department supply bill.

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## GRIGSBY'S SUIT AGAINST RCA "AMICABLY" SETTLED

Settlement of the radio patent fight of the Grigsby-Grunow Co., of Chicago, against the Radio Corporation of America and affiliated concerns was announced in Kansas City on Tuesday with the dismissal of a \$30,000,000 anti-trust suit.

B. J. Grigsby, president and chairman of the board of Grigsby-Grunow, said that settlement of the company's suit against the Radio Corporation of America over radio rights represented a "satisfactory conclusion" of the case.

"This action marks the successful conclusion of the Grigsby-Grunow Company's fight to obtain better terms and conditions for the radio industry and its operation under the patents of the Radio Corporation and its associated companies", he said.

Mr. Grigsby said that the Radio Corporation had modified its licenses to provide for opening the field of export, elimination of royalty on cabinets and shipping boxes and reduction by a third of the royalty on radio sets and tubes.

David Sarnoff, president of the Radio Corporation of America, said that the agreement had been made between the Grigsby-Grunow Company and the Radio Corporation, General Electric, Westinghouse companies and others "in order to avoid further economic waste and business disorganization". The "Radio group" companies have been released from all claims involved in the Kansas City litigation and other claims, Mr. Sarnoff said, and the Grigsby-Grunow Company has executed the standard supplemental radio receiving set license. The standard radio tube license has also been issued to the Grigsby-Grunow Company for a period of five years with an option to extend it for an additional five-year period.

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### RMA TRAFFIC MANAGERS TO MEET

A conference of traffic managers of the RMA with the Consolidated Classification Committee of the Carriers has been arranged for Monday, January 30, at the Chicago offices of the latter committee. Minimum carload rates and less than carload rates will be considered in the effort of the RMA to secure reductions.

Another meeting in New York on January 27 of the Joint Coordination Committee of the National Electric Light Association, the National Electrical Manufacturers Association and the Radio Manufacturers Association has been called for further work on radio interference problems. Tobe Deutschmann, of Canton, Mass., is chairman of the RCA Interference Committee.

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## RADIO LICENSE FEE BILL IS VIGOROUSLY OPPOSED

The hearing before the sub-committee of the Senate Interstate Commerce Committee on the license fee bill (S. 5201) introduced by Senator C. C. Dill, developed into a protest meeting. Witnesses declared that the fees proposed are tantamount to a tax, also that they are high and discriminatory.

The principle of the bill was opposed by John C. Gall, Secretary of the National Association of Manufacturers, who contended that additional costs to radio stations through license fees would not be cared for by the stations but would be passed on to the advertisers. He said that the bill was a revenue measure and should have originated in the House rather than in the Senate.

H. A. Bellows, of the National Association of Broadcasters, told the sub-committee that the fees will result in the broadcasters paying them out of their losses. He called attention to the burdens already imposed on the stations and cited the copyright charges which have been increased from \$1,000,000 to \$3,000,000.

"Every added burden means less money on programs, less on equipment and talent", he said.

The bill, Mr. Bellows continued, makes the radio stations pay the cost of radio regulation. He declared that railroads were not assessed in a similar manner to defray the cost of regulation through the Interstate Commerce Commission.

"Broadcasting already pays full taxes and this bill imposes another payment", he asserted. Mr. Bellows expressed the opinion that licensing fees will deprive the Radio Commission of its freedom in renewing applications for licenses.

W. A. Winterbottom, vice president and general manager of the Radio Corporation of America, and traffic superintendent of radio communications, declared that the fees add an additional burden to the young industry and are unfair. He said that the fees imposed represent "unfair discrimination" against this form of communication. He cited the existence of 29 cables connecting the United States with foreign countries which carry 80 per cent of the communications yet have no such license burdens imposed upon them.

The cost to RCA, he asserted, will amount to between \$12,000 and \$15,000 annually. He said RCA does not object to fees but does to discrimination. Radio communications, he explained, are in competition with cables and the

charge is burdensome and unequal.

He suggested a modification of the license fee from \$75 to \$25 with a limitation on three frequencies. The fee as a tax should be levied on all forms of communication rather than on radio alone, he concluded.

Edwin H. Duff, of the American Steamship Owners Association said that he regarded the proposed fee as a "hardship" on the steamships, since they are required by law to carry radio equipment. He protested also against the fees which must be paid for all inspections. These inspections are required by law.

The radio, like the newspaper, is a means of disseminating public information, S. Howard Evans of the Ventura (Calif.) Free Press, declared, and they are in competition. The fees on the broadcasting station are an "inequality" and indicate a control by Congress of conditions under which communication takes place, he added, pointing out that it costs no more to get a license for a 50,000 watt station than a 50 watt one.

To impose the fee on the radio station, Mr. Evans insisted, is unfair, and cannot be confined to the radio but will eventually go to the newspapers. He called attention to the fact that there are over 100 radio stations associated with or affiliated with newspapers. Mr. Evans said he thought there should be a Federal investigation to work out the whole matter. Fees affect the small stations' expansion programs and as a result many stations will lose money under the present system, he said.

E. J. Coltrane, representing the National Committee on Education by Radio, said the bill is "unsound in principle" in that it "taxes" educational stations. If the Federal Government levies a charge here, he pointed out, it logically follows that it would levy a tax on universities and colleges maintained by the State governments. Senator Dill replied that it was not a tax but a fee for the privilege or service. Mr. Coltrane declared that the educational stations render a distinctive public service both in teaching and in diffusing information. He suggested that the bill exempt them from the license fees.

Charles F. Dolle, representing Catholic educational stations, said he agreed with Mr. Coltrane and believed that educational stations should be exempt from the charges.

James W. Baldwin, secretary, and D. M. Patrick, general counsel, Federal Radio Commission, called attention to certain technical aspects of the bill affecting administration. They called for amendments authorizing the Commission to make such rules and regulations as would be necessary and questioned whether the bill should authorize rebates.

The Dill bill would require all radio stations to pay an annual license fee, the amount of the fee being governed by the power of the station and the number of stations using the same frequency. The fees run from \$120 yearly for a 100 watt station to \$5,000 for a 50,000 watt station on a cleared channel.

In addition, there are filing fees for all applications for construction permits for new stations, or for a frequency, or the time allocated to an existing station, or for change of frequency, etc.

It has been estimated that, if the bill passes, the amount raised would be more than half enough to defray the cost of the Federal Radio Commission's administration of the Radio Act.

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#### COMMISSION CENSORSHIP UPHELD

Although the Federal Radio Commission is chary about admitting that it possesses the power of censorship- and insofar as the Radio Act is concerned it has none - nevertheless the Supreme Court's refusal to review the Shuler case, thus upholding the decision of the District of Columbia Court of Appeals, establishes censorship without a shadow of a doubt.

The Rev. Robert P. Shuler, a California clergyman, who operated a church station, KGEF, in Los Angeles, was alleged to have attacked Catholics, those of other religions and various notables in public life. Complaints reached the Radio Commission which, after a hearing, in effect closed the station by refusing to grant a license renewal.

Shuler and the church contended the Commission's order was an illegal restriction of constitutional rights of free speech and constituted a censorship. The District of Columbia Court of Appeals sustained the Commission's action.

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#### FATHER COUGHLIN CALLS ON ROOSEVELT

The Rev. Charles E. Coughlin of Detroit, known as the "radio priest", called on President-elect Roosevelt at his New York residence on Tuesday. Father Coughlin described it as "just a friendly visit" and said he would call again on February 15.

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Carlos K. McClatchy, publisher of the Fresno Bee-Republican and prominent in the setting up of a chain of radio stations owned by the McClatchy organization, in Sacramento, Fresno, Bakersfield, Stockton, Calif., and Reno, Nev., died in San Mateo, Calif., on January 17.

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NBC NEW AND RENEWAL ACCOUNTS

New, Great Atlantic and Pacific Tea Co., New York City. Agency: Paris and Peart, NYC. Starts Jan. 9 for 52 weeks. Daily exc. Sat. and Sun. 6:00-6:15 p.m. EST. Network: WJZ WBZ WBZA WBAL KDKA WGAR WMAQ KWK KOIL WREN. Program: "Maud and Cousin Bill" - dramatic sketch by Booth Tarkington.

New, Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa. Agency: Fuller, Smith and Ross, Inc., Cleveland, Ohio. Starts Feb. 14 for 18 weeks. Tuesdays, Thursdays and Saturdays, 7:45-8:00 p.m. and 11:15-11:30 p.m. EST. 7:45 p.m. Basic Blue network. 11:15 p.m. NW SW SC KOA KDYL GOLD Program: "Octavus Roy Cohen Murder Mystery" - dramatized detective stories by Octavus Roy Cohen.

New, Real Silk Hosiery Mills, Indianapolis, Ind. Agency: Erwin, Wasey & Co., 230 N. Mich. Ave., Chicago Starts Feb. 5, 1933 for 13 weeks. Sundays, 10:15-10:45 p.m. EST. Basic Blue network, exc. KWCR KSO KSTP WTMJ WIBA WSM WSB WJDX WSMB SW(exc. KVOO KTBS) KOA KDYL Orange Program: Vincent Lopez orchestra and short domestic skit

Change, WEAFF General Electric Sunday Circle Concert - change length of contract from 40 weeks to 52 weeks Expiration date will be Dec. 17, 1933.

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LIGHT BEAM CARRIES COLUMBIA RADIO PROGRAM

will be

A new method of sound transmission / introduced by the Columbia Broadcasting System tonight (Thursday) at 8:30 o'clock when a light beam will be substituted for a wire line in sending a complete program from a remote point to the network's master control board.

A stream of light will carry the sound of Vaughn de Leath's voice and the music of Fred Berren's orchestra from the Chrysler tower on 42nd Street and Lexington Avenue to the Columbia headquarters at Madison Avenue and 52nd Street, New York City, a distance of approximately half a mile. With the use of the high-intensity light beam the wire circuit which heretofore served as the means of transmitting remote broadcasts will be eliminated.

"This innovation", reads the press notice, "has been made possible by a new type of mercury quartz induction lamp invented by Elman B. Myers. Columbia's broadcast is the result of many months of experimenting by Mr. Myers and Edwin K. Cohan, technical director of the network.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

WROL, Stuart Broadcasting Corp., Knoxville, Tenn., granted mod. of CP, extending completion date from Dec. 28, 1932 to Feb. 1, 1933; KXL Broadcasters, Portland, Oregon, granted license, 1420 kc., 100 w., emergency purposes only; also granted mod. of license to use transmitter as main instead of auxiliary transmitter; WHDH, Matheson Radio Co., Inc., Boston, Mass., granted auth. to determine operating power of station by direct antenna measurement; KFJM, University of North Dakota, Grand Forks, N. Dak., granted ext. of Rule 145 to Feb. 28, 1933; KGFJ-KERN, Ben. S. McGlashan, Los Angeles, The Bee Bakersfield Broadcasting Co., Bakersfield, Calif., station KGFJ advised to remain silent from 2 to 2:15 a.m. Jan. 25, 1933, in order that operating frequency of station KERN may be checked;

WHDF, Upper Michigan Brdcastg. Co., Calumet, Mich., granted authority to discontinue operation for the period Feb. 1 to May 1, 1933; WKBH, Inc., La Crosse, Wis., granted auth. to operate from 9 to 9:15 p.m. Fri. Jan. 27, in order to broadcast a chain program; WGN-WLIB, WGN, Inc., granted renewal of license for the regular period for auxiliary transmitter; WAMC, Raymond C. Hammett, Anniston, Ala., granted renewal of license for the regular period; KIEV, Cannon System, Ltd., Los Angeles, Calif., equipment test period extended for period of 10 days from Feb. 14; City of Tacoma, Washington, granted CP for police service, 2414 kc., 100 w.; W2XAR, Radio Pictures, Inc., Long Island City, N.Y., granted mod. of gen. exp. lic. to add an additional transmitter;

WKDX, City of New York, granted renewal of private coastal-coastal harbor license, 2738 kc., 200 w.; W8XAR, Westinghouse Elec. & Mfg. Co., near Saxonburg, Pa., granted ren. of spec. exp. license, 980 kc., 50 to 400 kw.; hours of operation 1 to 6 a.m. daily; W1XAK, Chicopee Falls, Mass., granted ren. of special experimental license, 990 kc., 50 kw., unlt. time; WKER, Radiomarine Corp. of America, New York City, granted 60-day auth. to operate pending receipt of formal application; 375 to 17,150 kc., 50 w., 375 to 500 kc., aboard vessel "Santa Lucia"; KFZS, granted 30-day auth. to operate station aboard vessel "Mascotte", pending action on formal application; frequency range, 3,200 to 17,100 kc., 150 w.; WKES, Mackay Radio Telegraph Co., New York, granted 30-day auth. to operate station aboard vessel "Trimount", pending action on formal application; 375 to 500 kc., 100 w.

### Set For Hearing

KSCJ, Perkins Bros. Co., Sioux City, Iowa, mod. of lic. to change hours of operation from sharing with WTAQ to simultaneous daytime and sharing with WTAQ at night; KVOA, Robert M. Riculfi, Tucson, Ariz., consent to vol. assign. of lic. to Arizona Brdcastg. Co., Inc.

Action On Examiners' Report

Maurice L. Barrett, E. St. Louis, Mo.; Samuel E. Yaste and Burrel Barash, Galesburg, Ill. and Permil N. Nelson, denied construction permit for new station to operate on 1500 kc., 100 w., unlt'd. time, reversing Chief Examiner Ellis A. Yost; denied as in default the application for new station to operate on 1310 kc., 100 w., sustaining Examiner Yost.

WKBS, Permil N. Nelson, Galesburg, Ill., denied renewal of license as in case of default, and terminated existing temporary license, effective immediately (Station operated on 1310 kc., 100 w., unlt'd. time). Examiner Yost sustained.

Applications - Other Than Broadcasting

Bergen County Police, Hackensack, N.J. CP for new municipal police station; WBEN, Inc., Buffalo, N.Y. CP for new Visual Broadcasting station, 43,000, 48,500-50,300; 60,000-80,000 kc., 20 w.; KGN, Coos Bay Wireless Teleg. Co., North Bend, Oreg., renewal of coastal telegraph license; Vernon Wright, Mauston, Wis., CP for a new general experimental station, 1594-8660 kc., 50 w.

WPFC, City of Muskegon, Mich., license to cover CP for municipal police station, 2424 kc., 50 w.; WAEI, Aeronautical Radio Inc., Detroit, Mich., CP to construct new Western Electric 9-A transmitter. To take the place of RCA ET 3,666 transmitter. Aeronautical and pt.-to-pt. aeronautical stations; W3XAU, Universal Broadcasting Co., Newtown Square, Pa., changing corporate name to WCAU Broadcasting Co. Modification of license for a relay broadcasting station;

KGZB, City of Houston, Tex., CP for a new transmitter covering municipal police station, 1712 kc., 200 w.; WPY, City of New York, ren. of private coastal license, 438,500 kc., 200 w.; W2XAU, Lawrence C.F. Horle, Newark, N.J., license to cover CP for gen. Exp. station, 51,400 and 60,000-200,000 kc., 2 w.; Bell Telephone Laboratories, renewal spec. exp. license; WLC, Central Radio Telegraph Co., Rogers City, Mich., renewal of marine relay license, 143, 165, 410, 425, 454 kc., 1 kw.

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CBS NETWORK TO BE LINKED WITH BAHAMAS

The first radio program originating in Nassau, on the Island of New Providence, The Bahama Islands, will be sent out over the Columbia Broadcasting System at 1 o'clock Sunday afternoon. William S. Paley, president of the company, who is vacationing there, will introduce the Hon. Bede E. H. Clifford, Governor of the Bahama Islands.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D.C.

RECEIVED  
 4 1933  
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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. 593

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

*Handwritten signatures and initials:*  
 [Signature] [Initials]

## MILLS GOES BACK AT SCHUETTE

Replying to the charge by Oswald F. Schuette that the American Society of Composers' contracts are of a "racketeering nature", E. C. Mills, declared formally that any broadcaster who feels that he has entered into the present license arrangement with the American Society of Composers under duress is under no further obligation to retain it. The Society offers, in such a case, to negotiate a new contract.

Mr. Mills says that the Composers will be glad at any time-and will welcome an opportunity-- to confer with any individual broadcaster, or any representative committee of broadcasters with a view to revising the present form of license.

Mr. Mills adds emphatically that the Society will not confer any further with Mr. Schuette on this subject.

"On the letterhead of your Association", Mr. Mills writes to the National Association of Broadcasters, "bearing the typewritten signature of Mr. Schuette, a number of scurrilous and misleading communications have been sent by mail to broadcasting stations.

"These letters have referred to the American Society of Composers and its activities in terms which we consider libelous, false and misleading, and contain opprobrious epithets which we strongly resent. The deliberate purpose of the propaganda expressed in them is obvious, and the hostility voiced indicates clearly to us that it would be hopeless to expect a constructive result from the viewpoint of either the broadcasters or the copyright owners from any conferences in which Mr. Schuette might participate.

"More than 400 of the broadcasting stations have executed the new form of license. It is unthinkable that they would have done so or would have entered into any contractual arrangement with 'racketeers' of any nature, unless it is to be assumed that such a large number of stations were willing to become parties to and participants in such a 'racket'.

"However, assuming that there may be broadcasters who, for some unknown reason, may not have familiarized themselves with the situation, or some who feel that they entered into their present license arrangements with the Society under some form of duress, please be advised that we shall be very glad to accept from any broadcaster immediately a cancellation of his existing license from us.

"As to any broadcasters not serving cancellation notice upon us, we shall assume that they do not support the statements made in letters sent to "All Cooperating Broadcasters" in December and January.

"All broadcasting stations are advised that if and when, as a result of any negotiation had with a committee of representative broadcasters, a departure from the existing formula is agreed upon, all will be afforded an opportunity to revise their licenses in accordance with such formula."

Supplementing the above letter, a copy of which has gone to all broadcasters, Mr. Mills declared:

"There is no 'bluff' regarding the proposal that any station which feels it has secured its license under duress may immediately arrange for its cancellation and we will then negotiate a new license upon whatever terms may be mutually agreed upon.

"In the history of my connection with this industry I have never been so severely criticized as I have been by our own members since we negotiated the formula which is expressed in the present license. I do not know of a single musical copyright owner but feels that we made a very bad deal and that we should have gotten a substantially better result than was obtained.

"We will, therefore, be only too happy to negotiate a new formula so that the copyright owners may perhaps then obtain a compensation which they would consider more in keeping with the value of their service to broadcasting stations."

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#### DELAY IN WMAL TRANSFER TO NBC

There will be a delay in the transfer of Station WMAL to the NBC, so that Washingtonians will not receive the WJZ network programs before February 15th. NBC had planned to take over the operation of the station on February 1st.

The broadcasting company explains that the cause of the delay is that it is impossible to work out all the details of organization by February 1st. However, there may be a hitch in the transfer. The application of the NBC to lease Station WMAL has been received by the Commission and is now being considered by the engineering division. The matter will not come before the Commission as a body before Friday. When the Commission discusses the transfer it will be obliged to take into consideration several protests, charging monopoly.

An open letter to members of Congress, signed by Joy Elmer Morgan, chairman of the National Committee on Education by Radio, reads:

"An agreement has been arranged between NBC and Station WMAL by which NBC will lease that station and thus control its programs for a period of years. This arrangement-- if approved by the Federal Radio Commission-- gives NBC two stations in the

nation's Capital whose programs are controlled from New York. A third station, WJSV, is likewise controlled from this country's largest city.

"Private monopoly in industry is bad enough; monopoly in the agencies which control the distribution of ideas and the dissemination of information is infinitely worse. It strikes at the very roots of free democratic government and crushes out the development of local cultural interests.

"Is it not time for Congress to recognize its responsibility to the people and to protect the listener and the individual community? Has the time not come for a comprehensive investigation of the relation of radio to the cultural development of the nation?"

If a sufficient number of protests are received from members of Congress and other sources, the Commission will set a date for a hearing and there is likely to be a longer delay before the lease becomes effective.

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#### NBC SETS FORTH SYRACUSE STATION ADVANTAGES

An attractive folder, colored in pale blue, black and white, has been received formally announcing that WSYR, Syracuse, N.Y., has joined the NBC. The urban and rural population of Syracuse is given as 1,616,000 and the number of receiving sets in that area as 265,000.

WSYR is owned by the Central New York Broadcasting Corporation. The folder sets forth further:

"WSYR brings to the NBC Basic Blue Network intensive coverage of a preferred market comprising over a million buyers. Syracuse, favorably located in the center of New York, the richest state in the Union, is the headquarters of many nationally known companies. The University is highly regarded in educational circles, and contributes materially to the cultural life of the city and its residents. WSYR informs us that there is an enrollment of 9000 students, spending \$5,000,000 annually in Syracuse.

"WSYR's thorough coverage of the central and northern New York territory is strikingly illustrated by its schedule of cooperative programs for towns and villages surrounding Syracuse, at distances up to 108 miles from the city.

"The card rate for WSYR will be \$190.00 per hour, \$118.75 per half hour and \$74.22 per quarter hour".

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## RADIO NOTABLES AT ALFALFA DINNER

Representing the radio industry at the Alfalfa Club Dinner in Washington on Saturday night were:

Commissioner Thad H. Brown, Federal Radio Commission; Gene Buck, president, American Society of Composers; John W. Guider; Elisha Hanson; Al Jolson; Commissioner Harold A. Lafount; Thomas P. Littlepage; John M. Littlepage; Frank C. Page; William E. Pierson; David Sarnoff, president, Radio Corporation of America; Thomas R. Shipp; Commissioner W.D.L. Starbuck; Commissioner Eugene O. Sykes; Senator James E. Watson; William H. White, Jr.; and Frank W. Wozencraft.

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## BUSINESS LETTER NOTES

Senator C. C. Dill was one of President-elect Roosevelt's official party on the inspection trip to Muscle Shoals, Ala. last Friday. It is doubtful whether there was an opportunity to discuss radio matters on the trip, but Senator Dill is certainly going to have something to say about radio legislation during the next four years. He may even become the chairman of the Senate Interstate Commerce Committee, handling radio.

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"It is a foregone conclusion", a press association dispatch in The Washington Post states, "that Swagar Shirley, counsel for RCA and former member of Congress, will become a member of the Cabinet, either as Secretary of the Treasury or Attorney General".

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In the last issue of the Business Letter, on Page 6, W. A. Winterbottom was referred to as "vice president and general manager of the Radio Corporation of America, and traffic superintendent of radio communications". Mr. Winterbottom is the vice president and general manager of RCA Communications, Inc.

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To combat the effect of Africa's electrical storms on radio communication, equipment of new design will be fitted on four aircraft to be flown on the Cairo-Capetown route. It includes provision for telephone and telegraph communication on both medium and short wave lengths and for direction finding. Storms over Africa were found to render communication impossible on medium wave lengths for considerable periods, and the new equipment is the result of tests carried on for six months.

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## KYW HAS NEW ANTENNA SYSTEM

"You will be interested in the following information concerning the installation of a new antenna system for KYW, Chicago", writes E.P.H. James, of the National Broadcasting Company.

"The new antenna system installed by Westinghouse has resulted in KYW laying down a signal twice as strong as it did formerly. Actual listener reports verify that KYW's increased volume is uniformly effective in every section of Chicago.

"Instead of the diamond shaped antenna heretofore in operation at the Glen Ellyn transmitter site, a vertical radiator made up of copper tubing extending from the ground to the top of a huge wooden mast, which is almost three times as high as former towers, has been installed. Approximately 250 feet directly west of the new tower is a reflector mounted on a 150 foot wooden mast. This intercepts a portion of the dissipated signal directing it back toward the Chicago area and boosting the resultant volume without sacrificing the signal intensity in other directions.

"According to Mr. Homer Hogan, general manager of KYW, this antenna system has already proven most effective on KYW's frequency. This will materially aid in proving equal desirability of higher frequencies."

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## COLUMBIA NEW AND RENEWED ACCOUNTS

Renewal, Kolynos Sales Co., Inc., through Blackett-Sample-Hummert, Inc. "Just Plain Bill", Mon. through Fri. 6:45-7:00 p.m. over 8 basic stations.

New, Sprague Warner & Co. through Erwin, Wasey & Co. "Tea Party Matinee" on Sunday, 5:30-5:45 p.m. "Feast of the Air" on Fri. and Sat., 11:30-11:45, former, 10:00:10:15 a.m. latter day. over six basic stations, plus three.

Renewal, General Baking Co., through Batten, Barton, Durstine & Osborn. Bond Bread Program with Julia Sanderson and Frank Crummit, Fridays, 10:15-10:45 a.m. over 18 basic stations, plus 8.

New, Modern Living Magazine, through Ruthrauff & Ryan. "Modern Living Health Talks", daily 9:30-9:45 a.m. over 5 basic stations, plus 1.

Renewal, Swift & Co., through J. Walter Thompson. "Happy-Go-Lucky Hour", 2:00-2:15 p.m. Tuesdays and Thursdays, over Don Lee chain.

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## BROADCASTING IN SWEDEN NEARS TENTH ANNIVERSARY

The tenth anniversary of the Swedish radio broadcasting service which is under State control will be celebrated in the near future.

During the last decade, Trade Commissioner Basil D. Dahl, Stockholm, writes, the Swedish radio industry and market have grown very rapidly. There are at present approximately 600,000 licensed radio receiving sets in use in Sweden as against only 5,000 eight years ago. It is estimated that about 50,000 to 60,000 radio receiving sets, most of which are of domestic origin, have been sold annually in Sweden during recent years. The owners of radio receiving sets in Sweden pay a license of ten crowns per year to the State.

Because of patent arrangements, the sale of American radios in the Swedish market, has been more or less restricted.

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### TALKING FOG SIGNAL

The newest maritime device is the talking fog signal. Until the perfection of the radio beacon a ship captain had to figure out as best he could the exact location of a fog horn.

However, a new device just installed at St. Johns, New Brunswick, in the Bay of Dundy, one of the world's foggiest localities, by the Canadian Marine Department sings out: "Partridge Island, Partridge Island, Partridge Island".

A steel phonograph record is used and by radio devices the mechanical voice is amplified to such magnitude that it may be heard miles out to sea. It is predicted that wailing sirens, the locations of which are frequently difficult to determine, will soon give way to talking fog signals, which will have messages, such as "This is Fire Island, New York", or "This is Gibraltar Reef", with perhaps the latitude and longitude.

It would seem to the layman, with such a system as that, about all there is left to be worked out is the language which these talking fog signals will speak in different parts of the world. For instance, an English skipper might be entirely out of luck if he had to depend upon a Chinese speaking fog signal.

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The New York World-Telegram is now in the midst of another poll of radio editors to determine the most popular features on the air.

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NBC NET AND RENEWAL ACCOUNTS

New, General Foods Corp. (Maxwell House Coffee), 250 Park Avenue, NYC. Agency: Scott Howe Bowen, Inc., 405 Lexington Avenue. Starts Jan. 19, 20, 21, 26, 27, 28 only. 9:45 a.m. and 6:29 p.m. EST KDKA only "Temperature Reports".

New, Thompson Products Co. (Automobile parts), Cleveland, Ohio, Agency: R. W. Kastor & Sons, Inc., 360 N. Michigan Ave., Chicago. Starts April 12, 1933 for 12 weeks. Time: Wednesdays, 8:30-8:45 p.m., EST. 11:15-11:30 p.m. EST. Network: Early broadcast WJZ up to and including Chicago WPTF WJAX WIOD WSM WSB WSMB. Late broadcast KSD WOV WDAF WOC WHO KVOO WKY WFAA WOAI KOA KDYL Orange Program: "Service with a Song", male quartet.

Renewal, National Biscuit Co. (Wheatsworth Crackers) 449 W. 14th St., NYC. Agency: B.B.D. & O., 385 Madison Ave., NYC. Starts Feb. 13, 1933 for 21 weeks. Mon. Wed. Fri. 8:00-8:15 A.M., EST. WJZ, WBZ, WBZA, WBAL. "King Kill Kare".

Renewal, R. L. Watkins Co., (Dr. Lyons Toothpowder), 250 Park Ave., NYC. Agency: Blackett-Sample-Hummert & Gardner, 330 W. 42nd St., NYC. Starts Feb. 5, 1933 for 13 weeks. Sundays 3:30-4:00 p.m. EST. Network: WJZ WBZ WBZA WBAL WHAM KDKA KYW KWK WREN KOIL KWCR KSO Program: "Manhattan Merry-Go-Round" - popular musical program direction Gene Rodemich, with Lambert and Luther. Also Jean Sargeant and David Percy.

New, Mandeville, King Co. (Flower seeds), Rochester, N.Y. Agency: W. L. Wright Co., 82 St. Paul St., Rochester. April 7, 14, 21, 1933 only. Friday, 10:45-11:00 a.m. EST. Network WJZ WBZ WBZA WBAL WHAM KDKA KWK WGAR WMAQ KWCR KOIL WREN KSO Program: "Talks on Flower Gardening" - helpful talks by Holmes Bloomer, Director of Research, Mandeville King Co.

New, B. W. Klein, Inc. (Shoes and shoe repairing), 115 Nassau St., NYC. Feb. 22, for 13 weeks. Sundays: 1:00-1:15 p.m. EST. WFAF only. Dennis and Reese, piano, songs patter.

New, Iodent Toothpaste Co., 1533 Sixth St., Detroit, Mich. Agency: Scott Howe Bowen, Inc., 405 Lexington Ave., NYC. Jan. 16, 1933 for 52 weeks. Mon. Wed. Fri. 6:30-6:45 p.m. local time WRC only "Detectives Black and Blue" - electrical transcription.

Change in Schedule. Thomas Cook and Son - WJZ. "Cook Travelogue" - Sundays 1:30-1:45 p.m. EST. On Feb. 12 and thereafter this program will be changed to Sundays 1:15-1:30 p.m. EST.

Change, I. J. Fox, Inc., WFAF. "Fox Fur Trappers". Wed. Fri. 7:30-7:45 p.m. changed to Tues. and Fri. same hour.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

KPQ, Wescoast Brdcstg. Co., Wenatchee, Wash., granted license covering changes in eqpt. and increase in power from 50 to 100 watts, 1500 kc., unlted. time; KWVG, Frank P. Jackson, Brownsville, Tex., granted auth. to install automatic freq. control; WTAQ, Gillette Rubber Co., Eau Claire, Wis., granted auth. to install automatic freq. control; WFAN, Keystone Brdcstg. Co., Philadelphia, Pa., granted consent to vol. assign. of licenseto Penna. Broadcasting Co.; WFBE, The Post Publishing Co., Cincinnati, Ohio, granted consent to vol. assign. of license to Radio Station WFBE, Inc. (Geo. M. Schott, president); WOBU, WOBU, Inc., Charleston, W.Va. and WSAZ, WSAZ, Inc., Huntington, W.Va., granted request to continue hearing 30 days from Jan. 23, in re appl. for mod. of license of Station WIBW;

City of Shreveport, La., granted request to take depositions in re application for renewal of license of Station KWKH; WFBM, Indianapolis Power & Light Co. and WSBT, South Bend Tribune, South Bend, Ind., granted additional time to Jan. 21 in which to file exceptions to Examiner's report No. 437, involving applications for mod. of lic. of Stations WFBM and WSBT;

KDWL, Radiomarine Corp. of America, New York, granted 60-day auth. to operate station aboard Vessel "Steel Navigator" with additional transmitter, pending receipt of formal appl. Freq. 8200 to 17100, 150 watts; WMR, Mackay Radio & Teleg. Co., nr. West Palm Beach, Fla., granted spec. auth. to operate coastal and marine relay stations on coastal working freq. 472 kc., from Jan. 17 to Feb. 1; WIV, WJH, WID, Same company, Sayville, N.Y., granted mod. of fixed public pt. to pt. teleg. license for additional point of communication - Vatican City, to June 1, 1933; New, Bergen County Police, Hackensack, N.J., granted CP for police service; freq. 2430 kc., 250 w.;

WLOXT, RCA Victor Co., Inc., portable and mobile, granted gen. exp. CP and license, freqs. 34600, 41000, 51400, 60000-100000 kc. 10 w. and addl. transmitter; WLOXE, RCA Victor Co., Inc., portable and mobile, granted gen. exp. CP and license covering addl. transmitter, same freqs. and power as above; KLN, Mutual Tel. Co., Hilo, T.H., granted license for fixed public pt. to pt. telg. service to add composite transmitter; KSX, Aeronautical Radio, Inc., Albuquerque, N. Mex., granted aviation aero pt. to pt. license, freqs. 2720, 2732, 4110 kc., 6510, 6520, 6530, 8015 kc. day only, 400 w.; KSX also granted aviation aero license; freqs. 2906, 3072.5, 3088, 4967.5, 4987.5, 5510\*, 5540\*, 5672.5, 5692.5 kc., 400 w. (\*Available to March 1, 1933 only); W8XF, WJR, The Goodwill Station, Inc., Pontiac, Mich., granted mod. of exp. visual CP, extending completion date to July 25, 1933; W8XL, The WGAR Brdcstg. Co., Cuyahoga Heights Village, Ohio, granted mod. of exp. visual CP, extending completion date to Aug. 25, 1933; W8XF, The Goodwill Station, granted mod. of visual CP extending completion

date from Feb. 25 to August 25, 1933; W3XB, James C. McNary, College Park, Md., granted mod. of gen. exp. CP extending completion date from Jan. 7 to Jan. 23, 1933; KIFF, Missouri Broadcasting Corp., portable in St. Louis, Mo., granted mod. of temp. broadcasting pickup extending completion date to Feb. 1, 1933; New, RCA Victor Co., portable and mobile, initial location in vicinity of Camden, N.J., granted exp. visual brdcstg. license to use transmitter licensed to visual brdcstg. Station W3XAD, frequencies 43000-46000, 48500-50300, 60000-80000 kc. 50 w.; New, American Airways, Inc., 11 aircraft, granted licenses for 11 aircraft, freqs, 3105, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlted.; 3222.5 day only, not to be used within 300 miles of Canada or Mexico; 4917.5 kc. day only, not to be used within 600 mi. of Mexico; 50 w.; WMR, Mackay Radio & Teleg. Co., Inc. nr. West Palm Beach, Fla., granted ren. of license, public coastal telg. service freq. 143, 500, 3105, 5520, 8280, 11040, 16560, 22080 kc. working 121, 3120, 8380, 8670, 11130 and 474 kc. 5 KW;

WSE, Mackay Radio & Telg. Co., Inc. nr Montauk, N.Y., granted renewal of public coastal - coastal teleg. license, freqs. 500, 474 kc., 5 KW. Also granted same for Marine Relay service; WKX, Bureau of Insular Telg., Govt. of Puerto Rico, Ceiba, P.R., granted ren. of public coastal-coastal teleg. license; calling 500 kc. working 171 and 438 kc., 50 w.; license to expire in 90 days; WGW, same company, P.R., same as WKX; KLH, Pacific Tel. and Tel. Co., nr. San Rafael, Cal., granted ren. of public coastal-coastal harbor license, 2550 kc., 400 w.; KOW, Pacific Tel. and Tel. Co., nr. Edmonds, Wash., granted ren. of pub. coastal-coastal harbor lic. 2590 kc., 400 w.; New, Wm. N. Ferrell, Carlstadt, N.J., granted new amateur station license (Licensee formerly operated station W2AOR, and his license was revoked by the Commission on Dec. 21, 1931, because of failure to comply with rules); John T. Bowdell, Saranac Lake, N.Y., granted mod. of amateur operator's license covering unlted. radiotelephone privileges.

#### Applications Dismissed

The following applications were dismissed at request of applicants:

WRNY, Aviation Radio Sta., Inc., New York, mod. of lic. 1010 kc., 250 w. (Facilities of WQAO-WIAP); New, Central Brdcstg. Co., Davenport, Ia., CP, 600 kc., 250 w., 500 w. LS, unlted. time; New, Radio Station WBHS, Inc., Huntsville, Ala., CP 1200 kc., 100 w., shares with WFBC, uses 6/7 time (facilities of WBHS).

#### Set For Hearing

WJSV, Old Dominion Brdcstg. Co., Alexandria, Va., application for license set for hearing before Commission en banc. Program test period extended to May 1, 1933;

WMU, WMV, Southern Radio Corp., Linden, N.J., ren. of fixed public pt. to pt. teleg. licenses; WHFC, WHFC, Inc., Cicero, Ill., CP to install new transmitter, change freq. from 1420 to 1310 kc. (facilities of WBBB and WCLS); WCLS, WCLS, Inc., Joliet, Ill., CP to make changes in eqpt. and to change freq. from 1310 to 1420 kc. (facilities of WEHE, WHFC and WKBD); WEHS, WEHS, Inc., Cicero, Ill., mod. of lic. to change freq. from 1420 to 1310 kc. (facilities of WCLS); WKBI, WKBI, Inc., Cicero, Ill., mod. of lic. to change freq. from 1420 to 1310 kc.; New, Copper Elec. Co., Inc., Lowell, Ariz., CP for new station 1200 kc., 100 w. daytime; WBMS, N.J. Brdcstg. Corp., applicant, WBMS Brdcstg. Corp., licensee, Hackensack, N.J., consent to involuntary assign. of lic. to New Jersey Brdcstg. Corp.

#### Application Denied

WHOM, N.J. Brdcstg. Corp., Hackensack, N.J., denied request to temporarily use time heretofore used by Station WBMS.

#### Action On Examiners' Reports

Ex. Rep. No. 413 KELW, Magnolia Park, Ltd, Burbank, Cal., granted ren. of lic. to operate on 780 kc., 500 w., 1/3 time, and denied mod. of lic. requesting authority to operate unlt'd. time, reversing Examiner Ellis A. Yost. (Commissioner Sykes not participating; Commissioner Starbuck dissented).

Ex. Rep. No. 413 KTM, Pickwick Brdcstg. Corp., Ltd. Los Angeles, Cal., granted ren. of lic. to operate on 780 kc., 1 KW day, 500 w. night, using 2/3 time, sharing with KELW; denied mod. of lic. to operate unlt'd. time. Examiner Yost reversed. )Commissioner Sykes not participating).

Ex. Rep. No. 432 New, Allen Wright Marshall, Sr., Allen Wright Marshall, Jr., and Guy Aaron Malcolm, La Grange, Ga., granted CP for new station to operate on 1500 kc., 100 w. spec. hrs., reversing Examiner Ellis A. Yost (Commissioner Starbuck dissenting). WRDW, Musicove, Inc., Augusta, Ga., granted renewal of lic. to operate on 1500 kc., 100 w., unlt'd. time, sustaining Examiner Yost.

The Commission granted renewal of coastal telegraph station licenses for public coastal service, to the following:

WPR, South Porto Rico Sugar Co., Ensenada, P.R.; WCV Mich. Wireless Teleg. Co., Wyandotte, Mich.; WNO, Alpena, Mich.; Wabash Radio Corp; WMW, Manitowoc, Wis.; WDM, Menominee, Mich.; WFK, Frankfort, Mich., WMX, Manistique, Mich.; Olympic Radio Co., KJQ, Hoquiam, Wash.; Tidewater Wireless Teleg. Co., WMW, Philadelphia; Central Radio Teleg. Co. WLC, Rogers City, Mich. Magnolia Radio Corp. WOD, Beaumont, Tex.; Mutual Tel. Co. KHK, Wahaiawa, T.H.; Pacific Communication Co. KFT, Everett, Wash.; City of Seattle Harbor Dept. KPE, Seattle, Wash.; Pere

Marquette Radio Corp.; WLD, Ludington, Mich.; Mackinac radio Service, WHQ, Mackinac Island, Mich., Mackay Radio & Teleg. Co., KFS nr. Palo Alto, Cal., KOK, Clearwater, Cal.; KEK, Hillsboro, Oreg.; WSL, Sayville, N.Y.; WSF, New York City; WAG, nr. Rockland, Me.; Tropical Radio Teleg. Co., WIO, Ft. Morgan, Ala.; WBF, Hingham, Mass. WAX, Hialeah, Fla.; WNN, Mobile, Ala.; WNU, New Orleans, La.; Radio Marine Corp. of America, WBL, Buffalo, N.Y.; WCY, West Dover, Ohio; WGO, Chicago; WRL, Duluth, Minn. WCM, Chatham, Mass. WIM, Marion, Mass. WNY, Brooklyn, N.Y., WMH, Baltimore, Md.; WOE, Palm Beach, Fla. WGV, Galveston, Tex.; WPA, Port Arthur Tex.; KJV, Bayton, Tex. Globe Wireless, Ltd., KYG, Island of Oahu, Kaona Pt. T.H. KSA, Edmonds, Wash.; and KDC, Mariana Islands, Guam.

### Broadcasting Applications Received

New, CP for new station to use 1310 kc., 100 w. unlt. time, Donald E. Bean and Wendell S. Clark, doing business as The Connecticut Brdcastg. Co., Danbury, Conn.; WKAR, Mich. State College, East Lansing, Mich., mod. of lic. for change in spec. hrs. of operation; WRUF, University of Florida, Gainesville, Fla., mod. of lic. to change power and hours from 5 KW, unlt. time to 5 KW until sunset at Denver; 1 kw. after sunset at Denver, unlt. time; KSO, Ia. Brdcastg. Co., Des Moines, Ia., determine operating power by direct measurement of antenna power; WCFL, Chicago Fed. of Labor, Chicago, Ill., mod. of CP granted May 27, 1932 to extend date of completion to September 1, 1933; New, Dietrich Dirks, Lincoln, Nebr., CP for new station to use 1210 kcs., 100 w. n., 250 w. LS, unlt. time. Requests facilities of KFOR, Lincoln, Nebr.; New, W. L. Gleeson, Monterey, Calif., CP for new station to use 1120 kc., 500 w. night, 1 kw. to LS, unlt. time. Requests facilities of KFSG Los Angeles, Calif., and KRKD, Los Angeles, Calif.;

WLWL, Missionary Soc. of St. Paul the Apostle, New York; mod. of lic. to change freq. from 1100 kcs. to 810 kcs. and change in spec. hrs., some hrs. requested experimentally amended to request unlt. time; WJBK, James F. Hopkins, Inc., Detroit, Mich., mod. of lic. to increase nighttime power. Requests change of power from 50 w. to 100 w. n., 50 w. to LS.

### Applications - Other Than Broadcasting

W6XN, Transpacific Comm. Co., Ltd., Dixon, Cal., ren. of spec. exp. license for 7565, 7610, 10840, 15355, 15415, 21060 kc., 20 KW; WPEG, City of Jacksonville, Fla., police freq., license covering CP for 2442 kc., 100 w.; KGUR, Aeronautical Radio, Inc., Burbank, Calif., lic. cov. CP for change in loc. of trans. to United Airport, Burbank, aero station, also pt. to pt. station; KGSI, same co., lic. cov. CP for 2906, 5692.5 kc., 90 w. aero; Atlantic Brdcastg. Corp., mobile, CP for gen. exp. station, freqs. to be assigned, 1.5 w.; Hamman Exploration Co., portable in Tex. and La., lic. covering CP for 1628 kc., 2.5 w. geophysical station; WBXO, Crosley Radio Corp., Mason, O., mod. of CP for ext. of completion date to August 7, 1933.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

NATIONAL BROADCASTING CO., Inc.  
 VICE PRESIDENT AND GENERAL ATTORNEY  
**RECEIVED**  
 JAN 27 1933  
 11 12 34 56

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

NATIONAL BROADCASTING CO., Inc.  
 LEGAL DEPARTMENT  
**RECEIVED**  
 JAN 27 1933  
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No. 594

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

*[Handwritten signatures and initials]*

## BROADCASTERS RETAIN NEWTON D. BAKER IN COPYRIGHT FIGHT

President A. J. McCosker, of the National Association of Broadcasters, announced in New York Tuesday that the Association had retained Newton D. Baker, of Ohio, to represent them in matters arising out of the recent license agreement between the broadcasters and the American Society of Composers, Authors and Publishers.

Mr. McCosker said that Mr. Baker has been studying the matter for more than a month.

In Washington, Mr. Baker gave out the following statement:

"I have been retained by the National Association of Broadcasters through Mr. Alfred J. McCosker, and its Board of Directors, to represent the Association in conference or in litigation as may be necessary, in matters arising out of the new form of license-agreement issued by the American Society of Composers, Authors and Publishers to the members of the broadcasting association.

"The matters at issue between the Society and the broadcasters are the validity and fairness of the terms proposed for the broadcasting of copyrighted musical compositions."

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## DIRECT RADIOTELEGRAPH SERVICE BETWEEN U.S. AND VATICAN CITY

The first direct radio telegraph service between the United States and Vatican City, connecting through the station of the Mackay Radio and Telegraph Company at Sayville, L.I., with the lines of the Postal Telegraph and the various other telegraphic facilities of the International system, was inaugurated Tuesday, with the exchange of a series of congratulatory messages.

The announcement of the opening to the public of this latest channel of communications from this country to the Vatican was made by Mr. Hernand Behn, president of the International Telephone and Telegraph Corporation in a telegram to His Eminence Cardinal Pacelli, Papal Secretary of State.

Mr. Behn also sent telegrams to the Governor of Vatican City, His Excellency Camillo Serafini, and the director of the Vatican radio system, Father Gianfranceschi. The Pope's blessing was conveyed to Archbishop Pietro Fumasoni-Biondi, Apostolic Delegate in Washington.

The new system connects the Sayville, L.I. station of the Mackay Radio and Telegraph Company with the lines of the Postal Telegraph and various other telegraphic facilities of the International Company.

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## CAPITAL STATION BLUNDER EMBARRASSES COMMISSION

If the Navy has anything to say in the matter, it looks as if the new 10,000 watt station of WJSV, erected on Mount Vernon Highway, half way between Washington, D.C. and Alexandria, Va., said by the Columbia Broadcasting System to represent an investment of upwards of \$100,000, will have to be junked. The Navy claims because of interference from WJSV's transmitter that important radio experiments are at a standstill. The Naval Research Laboratory is just across the Potomac River and only about a mile from WJSV.

That there would likely be a clash between these stations has been foreseen for some time but it was not until now that the Federal Radio Commission, which granted WJSV permission to erect the station, took official notice of the situation. At the request of the Navy Department, a hearing before the full Commission has been set for Thursday, February 15.

Just who is to blame for the blunder made in allowing a powerful commercial broadcasting station to be built almost within the shadow of what is described as the government's most essential radio experimental laboratory caused a considerable difference of opinion. The burden of the criticism seemed to be on the Radio Commission.

This show-down is coming at a very bad time for the Commission, which is believed to be under close scrutiny by advisors of President-elect Roosevelt and the incoming administration. All sorts of rumors are afloat as to changes which may take place. One is that the Commission may be cut down to three members, another that it may be abolished and its functions transferred elsewhere, and so on. At any rate, this situation cannot but cause the Commission embarrassment.

"At the Naval Research Laboratory they are conducting secret experiments which have to do directly with national defense", a radio official said, discussing the WJSV situation. "How under the sun the Radio Commission engineers, if they went into the matter at all, could have permitted a powerful station like that to locate just across the river is a mystery to me. They surely must have been asleep at the switch."

It was the contention of the Commission that the Navy Department had been fully notified, and since the fact that WJSV was putting up a new transmitter down there was in all the newspapers, they should have known what was going on. The answer to this was that a routine notice, very vague in character, was sent to the Navy Department, stating that a station was to be erected somewhere between Alexandria and Washington but that the Commission sent the notice to an officer

who had nothing to do with the Research Laboratory.

At any rate, the first they knew of it over there was when they saw the towers of WJSV beginning to sprout across the river. There was a tendency on the part of the Navy people to blame Columbia officials, for it is alleged they went ahead and "tried to bull the thing through" after they had been notified that the new station probably would play havoc with the naval radio laboratories where some of the most important short-wave experiments in the world are now said to be carried on.

Replying to this Harry C. Butcher, Columbia representative in charge of WJSV, said: "We complied with every requirement of the Radio Commission legally and lawfully. Our investment down there is around \$100,000, of which we would lose at least \$75,000 if obliged to move. We could not, for instance, move the brick building which cost between \$30,000 and \$35,000. The towers cost approximately \$10,000, having been set on 60-foot piling because of the swamp".

Commenting upon this a radio official declared that as compared to Columbia's investment, which he said he didn't believe was anywhere near \$100,000 because they are using a transmitter bought from WCAU, Philadelphia, there was an investment of several millions at the Naval Research Laboratory.

"There are about 60 radio engineers down there", he said, "and I think the value of the equipment is around \$3,000,000. However, in this case it isn't a question of money value but of national defense. Right now war sparks are flying in the Far East. Short-wave radio communication and its perfection is a most vital factor in this situation. We must keep in touch with our fleet out there. Nobody outside the Navy knows exactly what they are doing at the Naval Research Laboratory, being one of the few branches of governmental work which is absolutely secret.

"Suffice it to say, this work is so important they will not permit it to be interfered with by a commercial broadcasting station, regardless as to what amount of money has been invested or who is to blame for its location."

"No one seemed to be able to lay hands on it, but several declared there is a federal statute which says that a radio station shall not be located at any place in which it will interfere with government activities. That being the case, though naval officials would not talk for publication, it seemed to be sure that they had sufficient grounds to cause the removal of WJSV.

A question arose, since Columbia bought the land and built the station with the sanction of the Federal Radio Commission, if they would not have grounds for heavy damages against the government.

Arlington is only about a mile from WJSV, but officials there declined to say whether or not they had experienced any interference from the program station. NAA is the Navy's key wireless station, communicating directly or indirectly with warships and naval stations in all parts of the world.

Close on the heels of the news that the Commission intended delving into the WJSV matter came word that on Wednesday, February 15, the commissioners would hear the charges of alleged monopoly against the National Broadcasting Company's leasing Station WJAL, also a Washington transmitter.

If this transfer should be approved the two national chains would operate three out of the four Washington stations. Also the networks would have 1100 watts power out of the 1200 watts assigned to the District of Columbia, under the Davis amendment. The reason WJSV is allowed to use 10,000 watts power is because it is a Virginia station, its transmitter being located there.

The principal charge of monopoly in the National Capital was in the form of an open letter addressed to members of Congress by Joy Elmer Morgan, chairman of the National Committee on Education by Radio.

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#### NEW ANTENNA SYSTEM HELPS NIGHT OPERATION OF RADIO BEACONS

A new antenna system for radio range beacon stations used in the guiding of airplanes eliminates troublesome night effects hitherto experienced. It is a "transmission line" antenna, which employs four vertical antennas placed on the corners of a square; two of the antennas on the diagonal corners working together to replace one of the loop antennas of the radio range beacon stations, while the other two replace the other loop antenna. The significant element of the system consists of the use of transmission lines for confining the radiation to the four vertical antennas. The principle upon which the antenna system is based has been the subject of considerable experimentation in England for some time.

The arrangement employed by the U. S. Bureau of Standards involves a number of important new features which permit the application of the system to the radio range beacon with practically complete elimination of night effects.

Details of the electrical performance of the transmission line antenna system are given in Research Paper No. 513, in the January number of the Bureau of Standards Journal of Research.

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## BROADCASTERS WARNED AGAINST COMPOSERS CONTRACT CANCELLATION

Oswald F. Schuette, in charge of copyright matters for the National Association of Broadcasters, has sent the following to all "cooperating broadcasters":

"E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, has sent a letter to all broadcasting stations offering to cancel the present copyright contract and to negotiate a revision either with the stations themselves or with a committee of broadcasters - excluding myself.

"While Mr. Mills' letter asserts that the reason for this offer is a resentment of the charges contained in my bulletins, Mr. Mills' personal explanation to the press gives a different basis. In that explanation he complains that he has been severely criticized by his organization because he had made a 'bad deal' and that ASCAP should have gotten a substantially better result than was obtained. In other words, Mr. Mills proposes now to obtain an immediate upward revision of the ASCAP contract, and the revision upward which ASCAP wants is a contract which would retain the present sustaining fee but levy an additional 10 per cent royalty direct on the advertisers. The stations would pay the sustaining fee.

"All broadcasting stations are therefore warned against risking the cancellation of their present contracts before they have been given the text of a revised contract that is acceptable to them. In his letter to the stations, Mr. Mills has reiterated his previous assurance that whenever the existing formula is changed all stations will be afforded an opportunity to revise their licenses in accordance with the new formula. Therefore, there is no occasion on the part of any station to cancel the existing contract.

"Mr. Mills says that because more than 400 broadcasting stations have signed the ASCAP license, this fact shows their approval of the ASCAP terms. As a matter of fact, I advised the stations to sign these contracts and I told them - at the St. Louis Convention and elsewhere - that only by signing them could they escape the penalties which were threatened against them. Therefore, it does not follow, as Mr. Mills suggests, that any broadcaster who does not at once serve a notice of cancellation upon ASCAP will be assumed to disavow the statements made in these copyright bulletins."

The bulletin announces the publication of another independent song for broadcasters, called "What Is That Blue Song", composed by Thomas Hearon and published by Cronn & Hearon, 1587 Broadway, New York. All broadcasting stations and all orchestras and other musical organizations affiliated or connected with them are authorized to perform the composition publicly for profit at any time or any place without payment of any additional fee, the original consideration having been paid for by Mr. Schuette.

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## GOLDSMITH QUILTS RADIO CORPORATION

Dr. Alfred N. Goldsmith, vice president and general manager of the Radio Corporation of America, who has been an executive of that organization since its formation in 1919, has resigned to form a private consulting engineering practice in radio, electrical entertainment, sound films and allied fields.

Dr. Goldsmith, who was with the Marconi Company before its organization of the RCA, and prior to that a General Electric consultant in radio engineering, said that he intended to form a 'suitable but not elaborately extensive' concern to carry on his ideas.

"It is an idea I have entertained for some years", Dr. Goldsmith explained, "to expand my activities into a general engineering practice. While I have retired from my previous position, the Radio Corporation has become one of my major clients. What I have planned should be quite a departure or evolution from the usual line of consulting engineering operations. Being a practical engineer, I have no personal ambition to start an 'overhead factory', but will conduct my own organization in what I believe to be the most approved economical fashion.

"I am concentrating, more or less, on the new devices and improved economical methods in the broad fields of radio communication and electrical entertainment, together with electrical, acoustic and optical equipment and processes and the corresponding patent surveys and appraisals. In these fields, research, development and commercialization of new ideas will be devised and supervised."

Dr. Goldsmith has numerous inventions to his credit and has written several standard works in the fields of radio and electrical science. He was president of the Institute of Radio Engineers in 1928 and is now president of the Society of Motion Picture Engineers.

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### DETROIT PRIEST RECEIVES HEAVY MAIL RESPONSE

Senator Thomas, of Oklahoma, during the debate on the Glass Banking bill produced a telegram from the secretary to Father Coughlin, the Detroit radio priest, which said that two talks made by the latter over his regular network of stations each Sunday had brought in 725,000 letters from listeners.

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BEER ADVERTISING ON RADIO MAY BE RESTRICTED

If the 3.05 per cent beer and wine bill is enacted into law in any where near its present form, ether programs will not be sponsored by brewers, as has been predicted by so many opponents to the measure. As reported to the Senate by the Judiciary Committee, the bill provides that beer or wine cannot be advertised in dry States. This means that high-powered radio stations are prohibited from all such advertising, since their waves reach in all directions, and that only newspapers which do not go beyond the borders of wet States can advertise the beverages. Low-powered stations, located near a line between a State where sale is permitted and one prohibiting the sale, will be unable to accept advertising from brewers.

Drys have been particularly active in a campaign against radio programs advertising wines and beer, drawing vivid pictures of whole families, particularly the children, listening to and absorbing messages about the beverages.

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SOUTH AMERICAN LINE ORDERS SEVEN VESSELS  
EQUIPPED WITH RCA SHORT WAVE SETS

On the basis of results obtained with short wave radio equipment on two of its ships, the Pacific Argentine Brazil Line has ordered similar installations on the entire fleet of nine vessels.

C. J. Pannill, executive Vice President of the Radiomarine Corporation of America, said that the new short wave sets on the Steamships West Notus and West Cactus had made it possible for those vessels to maintain constant communication direct with San Francisco throughout entire voyages, during which many distant South American ports were visited.

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EXAMINERS' REPORT WOULD DENY LOUISIANA STATION

Denial of the application of Hello World Broadcasting Corp., operating Station KWEA, Shreveport, La., for a renewal of its station license and of the application to move the station to Baton Rouge was recommended by Examiner R. H. Hyde, to the Federal Radio Commission.

Testimony of the applicant, Mr. Hyde says, disclosed poor equipment.

Denial of the application of W. H. Allen & Co., Alexandria, La., for a construction permit was also recommended in the same report because of small capital investment and financial ability of the applicant, and lack of experience or training for the business.

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## CIVIL LIBERTIES UNION TO AID SHULER FIGHT

The American Civil Liberties Union and Morris L. Ernst, attorney, of New York City, have joined the legal forces of the Rev. Robert P. (Bob) Shuler, in the fight to win back his license to operate his radio station KGEF in Los Angeles.

While the Supreme Court refused to review the case, Shuler obtained a stay of execution pending further appeal. It is for this next appeal that he has enlisted the aid of Mr. Ernst and the Civil Liberties Union.

Mr. Ernst explained he had decided to help Mr. Shuler on the broad grounds of constitutional principles.

"This is the first important radio case on censorship", Mr. Ernst said. "This issue is important because the Supreme Court has never decided on the limits of the powers of the Radio Commission. Up until now the Supreme Court has refused to look into the grounds upon which the commission may deny a license.

"This creates a dangerous situation, for at present the commission has practically unlimited powers to suppress any radio station it feels like.

"If the Rev. Shuler said offensive things he should be punished, as provided by law, but it is against all previous rules laid down by the Supreme Court to gag a man in the future for something he said in the past. On this principle a newspaper, publishing an offensive article, would be punished by suspension of publication, something the Supreme Court has refused to permit in the past."

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## EXPERT PROGRAM DIRECTOR DESIRES POSITION CHANGE

A program director and production manager, of unquestioned ability and long experience, now holding responsible position in New York City, seeks a place as program director or production manager with either a radio station or an advertising agency.

This man started radio work in 1924 with a station in a city of 500,000. Left there four years later (after serving as assistant manager and program director) to join one of the large chains in New York City as an announcer. A year later he accepted a position in the radio department of one of the largest advertising agencies in the country. There he did production, script-writing and announcing. Two years later joined New York broadcasting service. Since then has supervised planning, building and production of radio programs for advertisers. Is 29 years old and married. Anyone interested may secure further details by communicating with HEINL RADIO BUSINESS LETTER, Insurance Building, Washington, D.C.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

WEAO, Ohio State University, Columbus, Ohio, granted mod. of license to increase power from 750 w. to 1 kw.; KFNF, Henry Field Co., Shenandoah, Ia., granted continuation of special authority to use time assigned to but not used by Stations KUSD and WILL from Feb. 1 to March 1, 1933; WNAD, University of Oklahoma, Norman, Oklahoma, granted special authority to operate from 8:30 to 10:30 p.m. CST, Feb. 24, 1933; KFMX, Carleton College, Northfield, Minn., granted auth. to remain silent for period of 30 days, provided no changes are made in equipment, which would require a construction permit; WJBY, Gadsden Broadcasting Co., Gadsden, Ala., granted auth. to remain silent until Jan. 30, and station directed that it can not resume operation except with transmitter location as specified in license and approved monitor installed;

Herman Radner, Lansing, Mich., granted authority to take depositions in re his application for a construction permit, hearing on which is set for Feb. 10; International Broadcasting Corp., Shreveport, La., granted authority to take depositions in re application for construction permit, hearing on which is set for February 24; Hartung Aircraft Corp., Roseville, Mich., granted CP for aviation service, 278 kc., 15 w. 8 a.m. to one-half hour after sunset. Granted aircraft license, 3,105 kc., 8 w.;

CITY of Coffeyville, Kans., granted CP for police system for police service, 2,450 kc., 50 w.; National Broadcasting Co., Inc., portable and mobile, granted gen. exp. CP and licenses for two new stations; frequencies, 34,600, 41,000, 51,400, 60,000-400,000 kc., 5 w.; American Telephone & Telegraph Co., Hialeah, Fla., granted spec. exp. license, frequency 3,492.5 kc., 400 w.; WPDP, City of Philadelphia, granted license for police service, 2470 kc., 500 w.; KQM, Aeronautical Radio, Inc., Des Moines, Ia., granted aviation license, frequencies 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 400 w.; W3XAU, Universal Broadcasting Co., Inc., Newtown Square, Pa., granted modification of license to change corporate name to WCAU, ; Broadcasting Company;

Pennsylvania Airlines, Inc., granted mod. of aviation aircraft license to add frequencies 4967.5 and 4,987.5 kc. to present assignment; frequency 3,082.5 deleted from present assignment; W2XAA, Bell Telephone Laboratories, portable, granted continuation of special authority for period of three months from Jan. 9, 1933, under provisions of Rule 22 as follows: 1. Additional authority to operate in special experimental service on any frequency within the band 1,594-8,655 kc., at any time during the 24 hours for the period above. W3XY, same company, Mendham Township, N.J., granted renewal of spec. exp. license; 278, 3,415, 5592.5, 5642.5 kc., 10 w. on frequency 278, 400 w. on other frequencies;

WSC, Radiomarine Corporation of America, Tuckerton, N.J., granted renewal of public coastal telegraph license; eqpt. an.



power as follows: Transmitter No. TU-1, power 3 kw.; No. TU-2, power 5 kw.; No. TU-3, power 500 w.; No. 2006, power 1200 w.; No. 74 power 70 kw.; No. 75, power 70 kw.; No. 2007, power 200 w.; WPD, Geo. Collings Warner, J., Tampa, Fla., granted renewal of public coastal telegraph license, same as existing license;

IGN, Coos Bay Wireless Telegraph Co., North Bay, Oreg., granted renewal of public coastal telegraph license; same as existing license with exception of time of operation to 8 a.m. to 8 p.m.; JPN, Globe Wireless Ltd., Garden City, N.Y., granted renewal public coastal telegraph license same as present license; WSC, Radiomarine Corp. of America, Tuckerton, N.J., granted renewal of marine relay license same as existing license, except transmitters 4 and 5 heretofore rated as 70 kw., shall be specified in renewal license as 40 kw.; KTK, Globe Wireless, Ltd., Mussel Rock, Calif., granted renewal of marine relay license same as present license and granted mod. of license to delete transmitter O-500 Serial No. 1; WPK, Press Wireless, Inc., Hicksville, N.Y., granted temp. renewal of license and set for hearing application for modification of license to add The Hague, Amsterdam and Brussels as additional points of communication; WJP, same except to add The Hague, Santiago and Berlin as additional points of communication; WEE, same except to add Rio de Janeiro as additional point of communication; WRP, same except to add Rio de Janeiro and Santiago, Chile, as additional points of communication; WJS, same except to add Amsterdam and Berlin; WPJ, same except to add Rio de Janeiro; WHL, same except to add Amsterdam and Rio de Janeiro; WRK, same except to add Santiago Chile, and Brussels, Belgium; WHI, same except to add Amsterdam; WRM, same except to add Santiago and Rio de Janeiro; WJQ, same except to add Berlin.

#### Set For Hearing

WMAL, M. A. Leese Radio Corp., Washington, D. C., application for voluntary assignment of CP and license to National Broadcasting Co., Inc., set for hearing to be held Feb. 15; all parties desiring to participate should file notice of intention on or before Feb. 3, 1933; WJSV, Old Dominion Broadcasting Co., Alexandria, Va., application for license to operate on 1460 kc., 10 kw. set for hearing to be held Feb. 16 before the whole Commission; WCGU, United States Broadcasting Corp., Brooklyn, N.Y., mod. of lic. to change hours of operation from sharing with WFOX, WLTH and WBBC to sharing with WBBC only (Facilities of WFOX and WLTH).

#### Miscellaneous

WBAL, Consolidated Gas Elec. Lt. and Power Co., Baltimore Md., granted auth. to operate a portable 250 w. transmitter in metropolitan area of Baltimore for purpose of determining a new site for transmitter; KYW, Westinghouse E. M. Co., Chicago and Philadelphia, and other stations involved in Ex. Rep. No. 426, oral argument in "1020 kc. case" heretofore scheduled for Feb. 1 will be held on March 1 instead, because of petition of stations involved.

The Commission granted renewal of coastal telegraph station licenses for private coastal service, to the following:

WPY, City of New York Police Department; KQP, Inland Waterways Corp., Minneapolis, Minn.; WPC, Bethlehem Shipbuilding Corp., Ltd., Quincy, Mass.; WPI, Inland Waterways Corp., Memphis, Tenn.

The following applications for renewal of license have been resubmitted:

WLIT, Lit Brothers Broadcasting System, Inc., Philadelphia, Pa., 560 kc., 500 w., shares WFI; WFI Broadcasting Co., Philadelphia, Pa., 560 kc., 500 w., shares WLIT; KFEL, Eugene P. O'Fallon, Denver, Colo., 920 kc., 500 w., shares KFXF.

### Broadcasting Applications

WLWL, Missionary Society of St. Paul, New York, N.Y. mod. of lic. to change freq. from 1100 kc. to 810 kc. and change in spec. hours, some hours requested experimentally, amended to request unlimited time; WJBK, James F. Hopkins, Inc., Detroit, Mich., mod. of license to increase night-time power, requests change of power from 50 w. to 100 w. night, 50 w. to LS;

### Applications - Other Than Broadcasting

WPEG, City of Jacksonville, Fla., license covering CP for 2442 kc., 100 w., municipal police station; W6XN, Transpacific Communication Co., Ltd., Dixon, Calif., renewal of spec. exp. license; KGUR, Aeronautical Radio, Inc., Burbank, Calif., license covering CP for change in location of transmitter to United Airport, Burbank, Calif., aeronautical station, point to point station; KGSI, Aeronautical Radio, Inc., Kansas City, Kans. license covering CP for 2906, 5692.5 kc., 90 w., aeronautical station;

Atlantic Broadcasting Corp., Mobile, Ala., CP for gen. exp. station, frequencies to be assigned, 1.5 w.; Hamman Exploration Co., portable in Texas and Louisiana, license covering CP for 1628 kc., 2.5 w.; geophysical station. KIZA, amended application for license covering CP for 1628 kc., 10 w., geophysical station; W8XO, Crosley Radio Corp., Mason, Ohio, mod. of CP, for extension of completion date to Aug. 7, 1933.

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### RKO RECEIVERS NAMED IN NEW JERSEY

With receivership applications pending in New York City and Baltimore, Vice Chancellor Alfred A. Stein, appointed temporary custodial receivers today for the Radio-Keith-Orpheum Corporation's interests and property in New Jersey.

Merlin H. Aylesworth, head of the NBC, is president of Radio-Keith-Orpheum. David Sarnoff is chairman of the board

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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. :: ::

*File*

*Miss Spang*

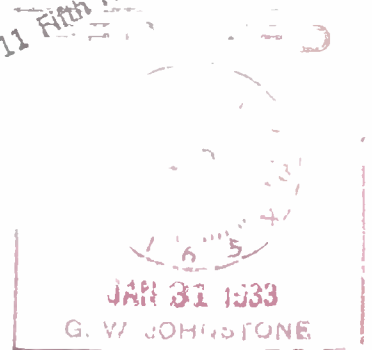
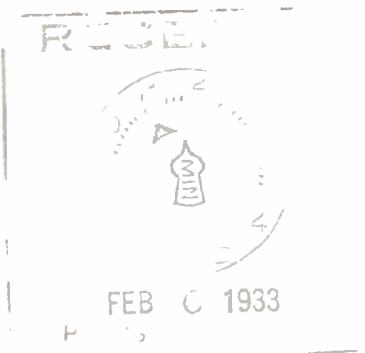
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No. 595

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## BROADCASTERS DRAW UPON WAR CHEST IN COMPOSERS SHOWDOWN

Apparently money is not to be considered in the newest offensive of the National Association of Broadcasters against the American Society of Composers whom they charge with exacting excessive fees for the privilege of broadcasting copyrighted music. The legal services of Newton D. Baker, just retained by the Broadcasters, will very likely cost them a minimum of \$50,000, two prominent lawyers estimated. One of these lawyers said he believed the fee of a man of Mr. Baker's prominence might easily be \$75,000 in this case, while the other said, in his opinion, it could run as high as \$250,000, depending upon how much work was involved.

As a preliminary to securing the services of Mr. Baker, the Broadcasters retained Oswald F. Schuette, at a fee commonly reported to be \$18,000 yearly. Mr. Schuette took a conspicuous part in the RCA anti-trust case.

Thus it would seem, adding office rental, traveling expenses and so on, that the Broadcasters expect to draw on their war chest for at least \$100,000 during the coming year. Possibly more, because it is certain that the Composers will retain equally high priced counsel and that it will be a fight to the finish.

The general commanding the radio shock-troops will be Alfred J. ("Hollywood") McCosker, of Station WOR, Newark, recently elected president of the National Association of Broadcasters. The general in command of the music writers will be Gene Buck, of New York, president of the American Society of Composers. His chief of staff is E. C. Mills.

Buck and Mills are seasoned veterans, having fought the motion picture people and restaurant owners to a successful conclusion in the courts. Regardless of former successes, however, it is not believed they will allow the broadcasters to overshadow them with such able counsel as Newton D. Baker but that they will add to their forces someone of equal prominence.

Unquestionably there must be a showdown. Already Mr. Schuette has drawn the fire of Mr. Mills by alleging that the Broadcasters were forced into signing the Composers' contracts and that they were of a "racketeering nature".

Mr. Mills retorted that any broadcaster who feels that he has entered into the present license agreement with the American Society of Composers under duress is under no further obligation to retain it and the Society offers to negotiate a new contract in each case.

Mr. Mills added, however, that while the Composers are willing to confer with any individual broadcaster or any representative committee of broadcasters - the Society will have no more dealings with Mr. Schuette.

Resenting the "racketeering" charge, Mr. Mills declared that Mr. Schuette's characterization of the Composers was "libelous, false and misleading and contained an opprobrious epithet" which the Composers strongly resented.

The Broadcasters and the Composers have been dropping depth-bombs upon each other ever since the latter demanded, in addition to the sustaining fee, that the Broadcasters must turn over five per cent of their gross receipts for the privilege of broadcasting copyrighted music of the American Society of Composers. It was estimated that this would mean at least a \$2,000,000 annual increase.

The Broadcasters refused but finally agreed to pay three per cent of the net receipts of their stations in 1933; four per cent in 1934; and five per cent in 1935. On this basis, the Composers expected to receive \$2,000,000 from the Broadcasters this year (as against \$939,000 for 1931) but on account of the depression the amount turned over by the Broadcasters may be considerably less.

The Broadcasters object to paying a percentage of the net receipts on all kinds of programs broadcast whether they use music or not as they are now required to do. It is their contention that they should only have to pay a percentage of revenues from programs using the American Society of Composers copyrighted musical publications.

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#### COMPOSERS WELCOME BAKER'S ENTRY INTO FIGHT

Upon learning that the Broadcasters had retained the services of Newton D. Baker in an effort to straighten out their tangled copyright affairs, E. C. Mills, of the American Society of Composers, commented:

"Selection of Mr. Baker as councilor is the most intelligent step the broadcasters have taken in this controversy. We welcome a man of his ability and standing. And we feel sure that when Mr. Baker has studied the case, on his own judgment he will ratify that we are fairly paid. He will be our proponent instead of an opponent. He has the ability to weigh the equities in the case and we have no fear of the outcomes.

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BEER BILL WITH ADVERTISING RESTRICTIONS DELAYED

*Beam Riders*

The chances for a vote on the 3.05 per cent beer and wine bill in the Senate at the present session seem remote. This bill carries with it the proviso that beer and wine cannot be advertised in dry states. This would preclude radio network advertising of beer and wine, also doubtless such advertising by high powered stations likely to penetrate a dry state. Low powered stations remotely situated from the borders of a dry state might be allowed to carry liquor advertising, if this bill becomes law, but probably no stations near the borders of a dry state would be permitted to contract for such advertising.

However, as intimated in the beginning, the bill has a long way to go before becoming a law. It will have to take its chance with the appropriation bills if and when it is reported favorably to the Senate from the Finance Committee. The hearings may last a week. A relief bill, calling for direct Government appropriations for the destitute, is about to emerge from the Manufactures Committee, headed by Senator La Follette of Wisconsin. Is this relief measure to be sidetracked to give the right of way to a mere beer bill? And the relief bill itself is likely to lead to a lot of debate.

If the beer bill is put through the Senate, however, it must enter the conference stage with the House, be agreed upon in both houses after it leaves conference and then go to the President for his approval. President Hoover, it has been reported, will veto such a measure, believing it violative of the Constitution, or at least a mere effort at nullification. But from the present outlook, he probably will not be called upon to say yes or no to the measure.

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COLVIN BROWN COMMISSION MENTION PUZZLES (

Considerable mystification was caused in Washington by a report from Hollywood that Colvin W. Brown, pioneer film manufacturer, will be appointed a member of the Federal Radio Commission, due to the fact there is no vacancy at present in either the Eastern or Western zones. Commissioner Starbuck's term in the Eastern zone doesn't expire until 1934 and Commissioner Lafount was appointed to represent the Western zone until 1935.

Mr. Brown is vice-president of the Quigley Publishing Company, 1790 Broadway, New York. He is said to be a Democrat and to have been an active supporter of Roosevelt in the Presidential campaign.

Mentioned last week as successor to former Commissioner C. McK. Saltzman, was Herbert L. Pettey, of Kansas City, who was in charge of radio for the Democratic National Committee during the Presidential campaign. Mr. Pettey was formerly a salesman for the RCA Photophone Company in Kansas City, Detroit and Washington. He is about thirty years old.

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## A.P. DIRECTORS MEET; RECEIVE RADIO POLL REPORT

About one-half of the answers to the questionnaire sent out by Frank B. Noyes, president of the Associated Press, covering the attitude of members toward radio broadcasting of A.P. news, had been received, it was reported at the A.P. board of directors' meeting in New York last Wednesday and Thursday. No statement as to the trend of the answers was made.

The questions were:

"A. Do you favor permitting broadcasting of brief Associated Press bulletins of news of E.O.S. importance by chains?

"B. Do you favor denial of any Associated Press news whatever for broadcasting by chains regardless of the course adopted by other news-gathering agencies?

"C. Do you favor permitting broadcasting by members?

"D. Do you favor limiting such broadcasting to bulletins on wire news, giving broader latitude on local news?

"E. Do you favor making an additional assessment on members using Associated Press reports for broadcasting?

"F. Do you favor denying members permission to broadcast any news belonging to the Associated Press, whether wire or local, disregarding the advantages both financial and of prestige that would accrue to competing news agencies who permit such broadcasting?

"G. Do you favor requesting the Board of Directors, using its best judgment, to decide on the wise course to be pursued, unhampered by the 1925 resolution of the membership?

"H. Does your newspaper do any news broadcasting?

"I. Do you subscribe to any competing news service?

"J. A joint meeting of the Associated Press members of two states (Utah, Idaho) asks that the following program be submitted to the membership.

"1. The Associated Press shall not furnish any news service whatsoever to any chain or station.

"2. That the Associated Press cancel the membership of any member who furnishes any news matter whatever to any broadcasting chain or station.

"3. That the Associated Press after allowing reasonable time for discontinuance, cancel the membership of

any member who patronizes any other news services which allow broadcasting use of their service by any chain or station within a reasonable distance of Associated Press newspaper members.

"Do you approve this program?"

President Noyes, in a covering statement sent with the questionnaire, said:

"You are familiar with the course followed by the Associated Press.

"My understanding is that both the competing news-gathering organizations made no objection whatever to the recent broadcasting by client newspapers; that the Hearst newspapers made their election news available to the Columbia chain; and that the United Press offered to sell its service to the chains and did sell it to railroads, clubs, etc.

"I do not understand that either of these organizations proposed to forbid broadcasting by clients.

"Based upon the only measures of opinion available it appears our objecting members range from: 1. Those who would forbid any broadcasting whatever of Associated Press news and who propose expulsion of members broadcasting news secured from other sources, or who buy services from any news-gathering organization that permits broadcasting. 2. Those who would forbid use of Associated Press reports in chain broadcasting but permit member broadcasting. 3. Those who would permit brief bulletin broadcasting of news of high importance by both chains and individual stations, permitting more liberal broadcasting of local news by members who broadcast. 4. Those who feel that members using the report for broadcasting should pay an added assessment.

"I think that most of those favoring broadcasting of our news also favor emphatic limitations on that broadcasting. Opinions also have been advanced by proponents of broadcasting. They range from those who think that chain broadcasting should be forbidden entirely, or confined to brief bulletins, without use of detailed figures of election returns, to continuance of broadcasting privileges for members. Some members think that broadcasting hurts circulation while others who broadcast submit figures showing comparative circulation gains.

"One member who broadcasts expresses the view that the first duty of his newspaper is to furnish to the community he serves by the quickest method available all news of great importance and that the radio is best adapted for this purpose, and furthermore is a much cheaper and more effective method than that of issuing extras which are a source of expense rather than profit.



## FEARS TOO MUCH BALLYHOO

It was at a big dinner in Washington. Among the entertainers was a comedian of national reputation.

"This man received \$7,500 for a twenty-minute appearance on the radio in New York last night", his sponsor declared, introducing him to the diners.

"That is one thing which is giving an entirely erroneous impression with regard to the radio industry and which is doing a lot of harm", a radio man who was present at the dinner, remarked. "There ought to be less talk about the high salaries the artists are receiving if they really are receiving such fabulous sums as is claimed.

"In my opinion, no entertainer is worth \$7500 for twenty minutes - unless maybe it's the last twenty minutes of his life. People hearing that such extravagant figures are paid to radio artists, naturally assume that radio is simply rolling in money when, as a matter of fact, radio is having a rough time of it during the depression, along with the other industries. A quietus should be put on the talk of high salaries which artists claim they are receiving".

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### PANAMAN RADIO PACT SIGNED IN 1927 IS JUST RATIFIED

Minister Ricardo Alfaro of Panama has deposited with the State Department in Washington the instrument of ratification by his government of the convention on radio-telegraphy signed at Washington in 1927. The United States has insisted that its treaty obligations to protect the canal and independence of the Republic of Panama made it necessary for this Government to have complete and permanent control of radio communications, not only in the Canal Zone but in the republic as well.

The republic of Panama has protested such control as an infringement of sovereignty.

Officials in Washington are weighing the advisability of permitting private stations to complicate the broadcasting situation on the isthmus.

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NBC NEW AND RENEWAL ACCOUNTS

New, Charis Corporation (Charis Foundation Garments), Allentown, Pa. Agency: John L. Butler Co., Public Ledger Building, Philadelphia, Pa. Starts March 8, 1933 for 13 weeks. Wednesdays, 4:45-5:00 p.m., EST. Network WEAF WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN WTAM WWJ WLW WMAQ KSD WOC WHO WDAF CKGW CFCF WTMJ WIBA KSTP WEBC WSM WMC WSB WAPI WSMB WKY WFAA KPRC WOAI KOA KDYL KGO KFI KGW KOMO KHQ Program: "Charis Musical Review".

Renewal, Swift & Company (Meats and Butter), Union Stock Yards, Chicago, Ill. Agency: J. Walter Thompson Co., 410 N. Mich. Ave., Chicago, Ill. Starts Feb. 2, 1933 for 13 weeks. Thursdays and Fridays, 8:45-9:00 p.m. WJZ WBZ WBZA (WBAL Fri.) WHAM KDKA WGAR WJR WLV WLS KWK WBEN KOIL 12:15-12:30 a.m. KGO KFI KGW KOMO KHQ KOA KDYL Program: "Thurston, the Magician" - dramatic skits with Howard Thurston.

New, Sheffield Farms Co., Inc. (Dairy products), 524 W. 57th St., NYC. Agency: N. W. Ayer & Son, Inc., 500 Fifth Avenue, NYC. Starts Feb. 4, 1933 for 13 weeks. Saturdays, 9:15-9:30 a.m. EST WEAF only "Sheffield Scrap Book Club" - Dorothy Lewis in children's stories.

Renewal, I. J. Fox, Inc. (Furs), 393 Fifth Avenue, NYC. Agency: Peck Advertising Agency, 271 Madison Avenue, NYC. Starts Feb. 10, 1933 for 13 weeks. Time: Friday only 7:30-7:45 p.m. EST. WEAF only. Fox Fur Trappers

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

WHDH, Matheson Radio Co., Boston, Mass., modification of license to change hours of operation from daytime to unlimited time; WAGM, Aroostook Broadcasting Corp., Presque Isle, Me., mod. of license for change in specified hours of operation; WSAI, Crosley Radio Corp., Cincinnati, Ohio, construction permit for changes in eqpt. and increase power from 500 w. 1 kw. local sunset, to 500 w., 2½ kw., local sunset; KGKB, East Texas Broadcasting Co., Tyler, Tex., license to cover CP for change in equipment; WROL, Stuart Broadcasting Corp., Knoxville, Tenn. license to cover CP for change location of transmitter and changes in equipment; WCAZ, Superior Broadcasting Service, Inc. Carthage, Ill., mod. of license to include Sunday operation, 10 a.m. to 3:30 p.m.; WHO-WOC, Central Broadcasting Co., Inc., Iowa, mod. of construction permit granted Dec. 17, 1932, to extend completion date to May 15, 1933;

WMAL, M. A. Leese Radio Corp., Washington, D.C., consent to vol. assignment of license and assignment of CP issued Oct. 21, 1932, for new auxiliary transmitter, to National Broadcasting Co.; WQAO-WPAP, Calvary Baptist Church, New York;

consent to voluntary assignment of license to Marcus Loew Booking Agency; WRNY, Aviation Radio Station, Inc., New York, N.Y., consent to vol. assignment of license to Marcus Loew Booking Agency; KGHI, O. A. Cook, Little Rock, Ark., consent to vol. assignment of license to Loyd Judd Company; KREG, The Voice of the Orange Empire, Inc., Santa Ana, Calif., license to cover CP issued Nov. 9, 1932, for change in equipment; KGHF, Curtis P. Ritchie and Joe E. Finch, Pueblo, Colo., consent to vol. assignment of license to Curtis P. Ritchie and George J. Ikelman.

The following applications for renewal of license have been resubmitted:

KFEL, Eugene P. O'Fallon, Inc., Denver, Colo., 920 kc., 500 w., Shares KFXF; WFI Broadcasting Co., Philadelphia, 560 kcs., 500 w., shares WLIT; WLIT, Lit Bros. Broadcasting System, Inc., Philadelphia, Pa., 560 kcs., 500 w., shares WFI.

The following applications for renewal of license have been returned to the applicants as they were not in proper form for commission consideration:

WSAZ, WSAZ, Inc., Huntington, W.Va.; WGBI, Scranton Broadcasters, Inc., Scranton, Pa.; WOBU, WOBU, Inc., Charleston, W.Va.; WTAG, Worcester Telegram Publishing Co., Inc., Worcester, Mass.; WNOX, WNOX, Inc., Knoxville, Tenn.

#### Applications - Other Than Broadcasting

W3XB, James C. McNary, College Park, Md., license covering CP for 3,492.5, 6,425, 8,655, 4,797.5 kc., 20 w.; general experimental station; WHM, Aeronautical Radio, Inc., Indianapolis, Inc., license covering CP for 2,906, 3,072.5, 3,088, 4,967.5, 4,987.5, 5510, 5540, 5672.5, 5692.5, kc., 400 w., aeronautical station; WSA, Radiomarine Corp. of America, New London, Conn., mod. of license for change in frequencies to 500, 478 kc., marine relay service and coastal telegraph station; KPK, Radiomarine Corp. of America, Portland, Oreg., mod. of license for change in frequencies to 143, 500, 141, 170, 478 kc., marine relay service and coastal telegraph station;

W2XCJ, City of Bayonne, Bayonne, N.J., mod. of CP for ext. of CP from April 30, 1933 to May 30, 1933, gen. exp. station; New, Aeronautical Radio, Inc., Augusta, Ga., CP for 2922, 2986, 4122.5, 5652.5, 2380, 4745, 6590, 6600 kc., 20 w. aero and aero pt. to pt. station; W9XA, National Brdcstg. Co., Inc., Denver, Colo., ren. of spec. exp. lic. for 830 kc., 12.5 kw.; Westinghouse E. & M. Co., Chicopee Falls, Mass., lic. for spec. exp. station, 300 kc., 100 w.; WFFF, Toms River Police Dept., Toms River, N.J., lic. covering CP for 2430 kc., 50 w., municipal police station; WAI, American News Corp., Atlanta, Ga., mod. of CP for ext. of CP to March 15, 1933-Sept. 15, 1933.

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