

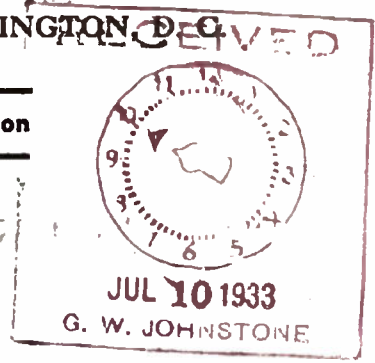
HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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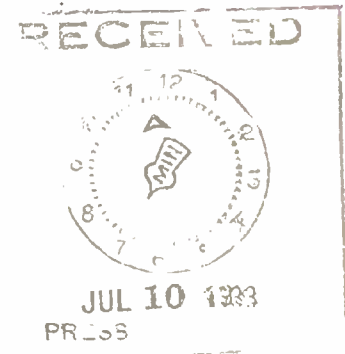
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No. 636



FEDERAL RADIO COMMISSION LOSES NO TIME IN MOVING

Once the Government order had been signed, the Federal Radio Commission began vigorous preparations for moving. These began following the Fourth of July holiday with the result that the Commission is now installed in the Architects' Building, a commercial structure, located at 18th and E Streets, N. W., in Washington. This is just a block south of where the Commission was formerly housed in the Interior Department at 18th and F Streets, N. W.

It will, however, take the Commission sometime to get unpacked and straightened around. Its next meeting will not be held until Tuesday, July 11th. With Judge E. O. Sykes, Chairman of the Radio Commission in Mexico for an indefinite period, and Commissioner Lafount in the West on an inspection trip, not much business is expected to be transacted and official routine at the Commission will be suspended for the Summer.

Nevertheless, it is expected that there will be always at hand at least two of the Commissioners and sometimes three. Commissioner Hanley has returned from Nebraska. Commissioner Starbuck expects to make an inspection of aviation facilities with regard to radio but will not do this for a month at least.

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ATWATER KENT OFFERS ALL-WAVE AND MOTOR MODELS

In a new combination broadcast and short wave console, Atwater Kent has just announced a new model reaching everything between 540 and 20,000 kilocycles and designed also to meet the more exacting demands of summer radio.

For six months the Atwater Kent engineers have been working to develop this set. The result is now available in the Model 808 console, or the same equipment can be obtained in a table model cabinet, with exactly the same chassis and full size speaker.

Announcement is also made of a new compact model presenting for the first time a five tube super-heterodyne giving full advantage of the 8½ inch Atwater Kent speaker.

A new A-K motor Model 424 auto-radio is said to be "as easy to install as a spark plug." One quarter-inch hole drilled in the dash bulk-head with a few twists of a couple of thumb screws completes the installation, with one connection to the battery, another to the antenna, and the hooking-up of the suppressors.

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BROADCASTERS IN DOUBT AS TO CODE PROCEDURE

Because of the fact that they are already licensed by a governmental body, the Federal Radio Commission, broadcasters are somewhat in doubt as to procedure in formulating a code of fair practice to present to the National Industrial Recovery Administration. They are, of course, anxious to comply with the law and to work in the fullest cooperation with General Hugh Johnson, but desire to avoid a possible conflict of authorities.

Broadcasters feel that they are almost in the same category with the railroads and other carriers operating under the supervision of the Interstate Commerce Commission. The question is being given careful consideration but thus far has proved pretty much of a problem. As soon as the National Association of Broadcasters reaches a conclusion on this, a committee will no doubt be appointed and the code will be formulated, but until that time, it is not expected that much progress can be made.

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GENE McDONALD JOINS FREE GOLD MARKET COMMITTEE

Naming E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation as a member of the Committee to establish a Free Gold Market in the United States, J. Chester Cuppia, Partner, E. A. Pierce & Co., announced that J. H. Rand, Jr. President of the Remington Rand, Inc., Governor Rolph, Jr., of California, Carle C. Conway, Chairman, Continental Can Co., and Gen. R. E. Wood, President, Sears, Roebuck & Co., of Chicago, were among other members of the committee.

A groundwork of research has been laid by the committee in the last four weeks. A special report on the operation of the free gold market in London has been obtained from a leading gold authority of Europe, Professor T. E. Gregory of the London School of Economics and Political Science of the University of London.

Investigation of the probable effect of a similar free gold market in the United States has been made by economists in this country. Conferences have been held with others who are interested in accelerating gold production in the United States by the grubstake movement which already has sent thousands of unemployed into our western hills to pan gold.

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NEW 500 WATT FOR PORTLAND, MAINE, RECOMMENDED

If the recommendation of Ellis A. Yost, Chief Examiner of the Federal Radio Commission, is followed, there will be a new 500 watt station established in Portland, Maine. It will be built by the Portland Publishing Co., publishers of the Portland Press Herald, the Portland Evening Express, and the Portland Sunday Telegram.

At the same time Mr. Yost recommended that the application of A. J. St. Antoine and E. J. Regan, of St. Albans, Vt., owners of Station WQDM, to change the station's frequency from 1340 kc., which the new Portland station would use, to increase the power to 1000 watts, be dismissed.

In the same case, the application of Charles W. Phelan, of the Casco Bay Broadcasting Co., a resident of Marblehead, Mass., would be denied if the recommendations of Chief Examiner Yost are followed. Also to deny the request of WFEA, the New Hampshire Broadcasting Co., of Manchester, N. H., for modification of construction permit to change its frequency to 1340 kc., which the new Portland station would have.

At the same time, Examiner Yost recommended that the application of WRDO, of Augusta, Me., to move to Portland, be denied.

Examiner Yost found that the operation of the proposed station by Mr. Phelan would cause blanketing interference to a substantial part of Portland, also to Station WSPD in Toledo.

Upon a comparative basis as to finances, program facilities, and affiliation plans, he found that the Portland Publishing Company is better qualified to serve the public than Phelan. Also that the prospective antennae system proposed by the Portland Publishing Company would provide maximum radiation and coverage in the Portland area and would reduce the probability of causing interference within the service area of WSPD, at Toledo.

Maine is due 2.2 units of radio facilities and is assigned 2.24 units.

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P. O. RULES ON FAN MAIL

Fan mail sent to feature writers in care of newspapers using their articles will no longer be forwarded to the writers without payment of additional postage, C. B. Eilenberger, Third Assistant Postmaster General has announced.

If the letters are put up in bulk packages, they may be remailed at the third or fourth class rate, according to their weight, but if they are opened, they must be re-mailed at the first-class rate.

The same ruling also applies to audience or fan mail sent originally to broadcasting stations and remailed to the headquarters of other stations of the broadcasting systems, or to advertising agencies, or sponsors of advertisers, irrespective of whether the letters are to be opened finally by the persons or concerns to whom they are remailed.

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RADIO INDUSTRY CODE MAY BE SEVERAL WEEKS IN MAKING

It was the opinion of Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, that the task of formulating a code of fair prices for the radio industry and its separate divisions for presentation to the National Industrial Recovery Administration will take at least three weeks. An outline of the code will be considered Monday at Buffalo at a meeting of the Board of Directors of the Association.

Just how it will be brought to the attention of the entire membership has not as yet been decided but there may be a meeting of the Association called to which all members would be invited.

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AL JOLSON STAGES COMEBACK

Apparently Al Jolson, who was not happily cast in his previous broadcasts, staged a comeback in his performance with Paul Whiteman's orchestra on the first two-hour radio commercial air show which made its debut recently. Following the performance he received a telegram from John S. Royal, Vice-President of the National Broadcasting Company in charge of programs, which read as follows:

"You are still what I have always thought the greatest entertainer in the world."

The next day Al received a letter from M. H. Aylesworth, the President of the NBC, which read:

"Dear Al:

"I was very proud of you last night and without question you did the greatest job you ever did on the radio and one of the greatest performances I ever heard.

"Naturally I was very pleased and want you to know that I am happy about it.

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MACKAY ENCOURAGING BUSINESS INCREASE

The business of the Mackay Radio and Telegraph Company has improved sharply since March and is well ahead of the corresponding period of 1932 and even ahead of 1931, according to A. Y. Tuel, Vice-President. Mr. Tuel attributed part of this improvement to the quickening of general business activity, part to the further extension of the facilities of the company such as the opening of point-to-point radio-telegraph circuits to Shanghai and several important points in Europe, and part to the acceptance given by steamship owners to Mackay Radio's new line of shipboard radiotelegraph equipment.

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FATHER OF NBC HEAD DIES

Dr. Barton H. Aylesworth, 73 years old, father of M. H. Aylesworth, President of the National Broadcasting Company, died in Denver, Saturday, July 1st. He was survived by his widow and a daughter, Mrs. A. W. Hahn, of Ft. Collins, Colo. also.

Dr. Aylesworth was born at Athens, Ill., and received his Bachelor of Arts degree, in 1879, from Eureka (Ill.) College. Many years later Bethany College gave him an honorary M.A., Drake University a Doctorate of Laws.

After serving as President of Drake University for eight years, 1889-97, Dr. Aylesworth was for two years pastor of the Central Church of Christ in Denver. From 1899 to 1909 he was President of the Faculty, and Professor of Political Economy and Logic at Colorado State Agricultural College. In 1910 he became a national lecturer and organizer for the National Woman Suffrage Association. He wrote "Thirteen and Twelve Others", and "Song and Fable" In 1882, he married Miss Georgia L. Shores.

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RADIO AND PHONOGRAPH TAX \$110,000

The Internal Revenue Bureau reports collections during May, 1933, of the Federal 5 percent excise tax on radio and phonograph records amounting to \$110,747.70. The May collections on mechanical refrigerators were \$376,188.35.

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NEW WLW ANTENNA MAST ALMOST AS HIGH AS EIFFEL TOWER

Have you noticed Station WLW, of Cincinnati, coming in clearer lately. The station is testing out its 831-ft. antenna tower, which is considerably higher than the Washington Monument, in fact is almost as tall as the Eiffel Tower.

The new tower is the first completed step in the 500,000-watt transmitter plant, now under way, which will make WLW, with the possible exception of a station which is said to be operating in Russia, the world's most powerful broadcasting station. Dr. Louis Cohan recently returned from that country declared that the Russian station is using 500,000 watts.

If so, it is considerably more powerful than any in this country, no station in the United States having exceeded 50,000 watts, except experimentally. Station XER, Dr. Brinkley's station, across the Rio Grande in Mexico is said to be using 80,000 and the Mexican government just issued a license for a 500,000 watt station at Matamoros, opposite Brownsville, Texas.

The new 831-ft. antenna tower has brought pronounced increased efficiency to WLW's present 50,000-watt transmitter. Powel Crosley, Jr., in the light of messages he has received from all parts of the country believes the tower has increased the signal strength of WLW from 50 to 100 percent.

A radical departure from the traditional in design, the new tower itself acts as the antenna.

At right angles with the surface of the earth rather than parallel with it as in the case of the old fashioned antenna, the structure radiates virtually all of the electrical energy carrying WLW's signal in waves parallel with the earth. With the older type of antenna much of this valuable energy was said to have been lost in space through being radiated directly upward.

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NORWEGIAN WANTS AMERICAN POLICE RADIO

Oslo (Norway) policemen may no longer complain of flat feet. They are to be given automobiles to ride in, and what is more, they are to be given radio-equipped squad cars similar to those used in Washington, D.C. and other American cities.

They are, that is, if Alf Bjercke, an Oslo councilman who was in the National Capital last week, fresh from a study of American crime-prevention methods, has his way. As a member of the Oslo council's police committee, Mr. Bjercke anticipates little difficulty in winning the city's governing body to his view of the effectiveness of the American radio car patrol.

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BROADCASTERS TO MEET AT WHITE SULPHUR SPRINGS

The Board of Directors of the National Association of Broadcasters has selected White Sulphur Springs, W. Va., as the place for the 1933 membership meeting of the Association. The dates selected are October 8, 9, 10 and 11.

A Committee will shortly be appointed by Alfred J. McCosker, of WOR, President of the NAB, to make the necessary arrangements and outline a program for discussion.

In recognition of the importance of broadcasting, Mr. McCosker was elected a Director of the Advertising Federation of America at its meeting at Grand Rapids. It is the first time that broadcasting has been awarded a place in the governing body of the Federation, which includes all important branches of the advertising profession.

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DECLARES WYNN NETWORK NOW HAS BARRELS OF MONEY

Apparently Ed Wynn's broadcasting chain has taken on new life. At least LeRoy Mark, of Station WOL, Washington, D.C. member of the proposed network, is optimistic.

"We expect to receive test programs within the next few days", Mr. Mark said. "Western Union wires have been installed and we will be able to hear the New York auditions sitting at our desks here in Washington.

"It wouldn't surprise me if the new network didn't begin to broadcast regularly on or before August 1st. The name of the new Chairman of the Board is to be announced soon. He is a man who is known from coast to coast and the members of the Board are cracker-jacks likewise.

"The new network now has barrels of money behind it and the Board of Directors will compare favorably with that of either of the major networks. Ed Wynn himself has spent upwards of \$50,000 in the venture and others are ready to back him up with whatever additional money is necessary.

"The studios in New York are completed. The equipment is Western Electric with the exception of the microphones which are RCA. The network is taking plenty of time to start but once it does, there will have to be no apologies to anybody."

Mr. Mark said that he had heard in New York that Ed Wynn was to receive \$250,000 for the moving picture venture which is taking him to the Pacific Coast.

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NEW AND RENEWED CONTRACTS OF COLUMBIA

SHELL EASTERN PETROLEUM PRODUCTS - Starts June 27, 1933; Schedule: Tuesday and Thursday, 7:30 to 7:45 P.M., 4 basic stations, 4 supp.; Listing - The Road Reporter; Agency, J. Walter Thompson.

HOUSEHOLD FINANCE CORP - Starts June 13, 1933, Schedule: Tuesday, 11:30 to 11:45 A.M., 15 basic stations, 5 supp.; Listing - "Household Happiness"; Agency - Charles Daniel Frey.

BARBARA GOULD, Inc. - Renewal, June 22, 1933; Schedule: Thursday, 10:45 to 11 A.M., 13 basic stations; Listing - "Have you Heard?"; Agency - Redfield-Coupe.

BOURJOIS, INC - Renewal - June 19th, 1933, Mondays 9:30 to 9:45 P.M., 12 basic, 6 supp. stations; Listing: "Evening in Paris"; Agency - Redfield-Coupe, Inc.

STERLING PRODUCTS, INC. - Renewal - July 3, 1933, Monday and Wednesday, 8:45 to 9 P.M. (3 days a week beginning Sept. 25th, Monday, Tuesday, Wednesday, 8:45-9:00 P.M.); Basic stations less Ft. Wayne, Minn; Listing - "Hot from Hollywood"; Agency; Blackett-Sample-Hummert.

RICHFIELD OIL CORP - New York City; Renewal - July 3, 1933; Mondays, 10 to 10:30 P.M., 11 basic stations, 6 supp.; Listing - "The Richfield Country Club (musical program); Agency - The Paul Cornell Co., Inc., New York City.

KING'S BREWING CO., Brooklyn, N. Y. - Starts Aug. 7, 1933; Monday and Wednesdays 7 to 7:15 P.M., WABC only; Listing - "King's Henchmen (Fred Berren's Orchestra, Chas. Carlisle); No agency.

HIRAM RICKER & SONS, South Poland, Maine; Starts June 27, 1933, Time: Tuesdays 9 to 9:30 P.M., WABC only; Listing: Script act; Agency - McCann Erickson, New York City.

THE FRIGIDAIRE CORP., Dayton, Ohio; Starts - July 14, 1933; Time Wednesday and Fridays, 10:30 to 10:45 P.M.; Basic stations, Don Lee plus 20; Listing: Frigidaire Program with Jane Froman and the Snow Queens (Wed.); Frigidaire Program with Howard Marsh and the Snow Queens (Fri.); Agency: The Geyer Co., Dayton, Ohio.

AMERICAN RAILWAYS (Joint Railroad Account) c/o the Caples Co., Starts June 29, 1933; Tuesday and Thursdays 10 to 10:15 P.M., 15 basic stations plus 10; Listing: "Westphal's orchestra, male chorus and dramatic dialogue; Agency: Caples Co., Chicago, Ill. (Change in time to Monday and Thursday, 9:45 - 10:00 P.M.)

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Mr. Essex gave credit to radio for aiding in putting over the Daily Times as a newspaper and Chicago's first tabloid in 1929, but stated that the amount of money spent since then for promotion over the air and the broadcasting of news flashes has not brought sufficient results to continue this affiliation. As far as news broadcasts are concerned, it was felt that the Daily Times was giving away what it should be selling, he said. The Daily Times news broadcasts over Stations WJJD, Chicago, and WINI (for WJFS, Gary), are likewise discontinued.

The Times is now the only Chicago daily without radio affiliation.

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LUCERNE CONFAB ENDS

International Radio Conference at Lucerne, Switzerland, called to revise the allotment of wavelengths, and which has been on since May 15th, has ended.

Russia refused admission to the 1927 Washington conference, had observers at Lucerne. Not being a member of the International Union, Russia could please itself in the matter of wavelengths and programs.

Final agreement arrived at was signed by representatives of 24 countries but must be ratified by respective governments before being made public. Meantime, European manufacturers of receiving sets have to wait for station-finding scales which the shuffling of wavelengths will change.

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RADIO PROGRAM FOUNDATION ISSUES PRINTED BULLETIN

Following the example of the National Association of Broadcasters and the American Society of Composers, which formerly issued only mimeographed bulletins, the Radio Program Foundation, of which Oswald F. Schuette is President, has begun issuing in printed form the first of what are known as "R.P.F. Program Bulletins".

The first bulletin sets forth the organization and purposes of the Radio Program Foundation, and the second described in detail the acquisition by the Program Foundation of the broadcasting rights of the Ricordi catalogue.

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NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - The Pepsodent Co., Chicago, Ill.; Agency - Lord & Thomas, Chicago, Ill.; Starts July 13, 1933, 7:45-8:00 P.M., daily except Sat. & Sun.; Network - WEA, WEEI, WJAR WTAG WCSH (WLIT Mon. and Wed. Fri.) (WFI Tues. Thurs. Sat.) WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WENR WOW WDAF; Program - "The Goldbergs" - dramatic sketch.

RENEWAL - Carnation Co. (Evaporated Milk), Milwaukee, Wis.; Agency - Erwin, Wasey & Co., Chicago, Ill.; Starts July 3, 1933, Mondays 10:00-10:30 P.M., EDST; Network - WGY WBEN WCAE WTAM WWJ WLW WENR KSD WOC WHO WDAF WTMJ; Program "Contented Program" - orchestra under direction of Morgan L. Eastman; Commodores Quartet, Lullaby Lady and Gene Arnold, narrator.

RENEWAL - General Foods Corp. (Diamond Crystal Salt); New York City; Agency - Benton and Bowles, New York City; Starts July 6, 1933, Thursdays 8:00-8:30 P.M., EDST; Network - WJZ WBZ WBZA WHAM KDKA WJR; Program - "Cape Diamond Light" - dramatic sketches.

RENEWAL - General Foods Corp. (Post Toasties), New York City; Agency - Benton and Bowles, New York City; Starts June 26, 1933, Mon. Wed. Fri., 5:45-6:00 P.M. EDST; Network - WEA, WGY WBEN WTAM WWJ; Program - "Paul Wing - The Story Man" - Children's stories written and dramatized by Paul Wing assisted by small cast.

RENEWAL - Same as two above (Maxwell House Coffee); Starts July 6, 1933, Thursdays 9:00-10:00 P.M. and 1:00-2:00 A.M. EDST; Network - WEA, WEEI, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WCKY, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF, WTMJ, KSTP, WRVA, WWRC, WIS, WJAX, WIOD, WFLA, WSM, WMC, WSB, WAPI, WJDX, WSMB, WKY, WBAP, KPRC, WOAI, KTBS 9:00-10:00 P.M.; KGO, KFI, KGW, KOMO, KHQ, KFSD, KTAR, KOA, KDYL, 1:00-2 AM; Last repeat coast program 1:00-2:00 AM will be Sept. 21; Beginning Sept. 28 repeat program to coast t will be scheduled 9:00-10:00 P.M. EST; Program - "Maxwell House Show Boat Hour".

RENEWAL - Bayer Co. (Bayer Aspirin), New York City; Agency - Blackett-Sample-Hummert, Inc., New York City; Starts July 16, 1933; Time - Sunday 9:30-10:00 P.M. EDST; Network - WEA, WEEI, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WCKY, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF, WTMJ, CRCT, CFCF, KSTP, WRVA, WPTF, WJAX, WIOD, WFLA, WMC, WSB, WJDX, WSMB, KVOO, WKY, WFAA, KPRC, WOAI, KGO, KFI, KGW, KOMO, KHQ, KOA, KDYL; Program - "American Album of Familiar Music" - concert orchestr under direction of Gus Haenschen - with Frank Munn and Elixabeth Lennox and Ohman and Arden.

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In the Circuit Court at Newark, RCA lost a suit brought against the Arcturus Radio Tube Co., of Newark, for \$37,032, alleged to be due as royalties on tubes manufactured by Arcturus.

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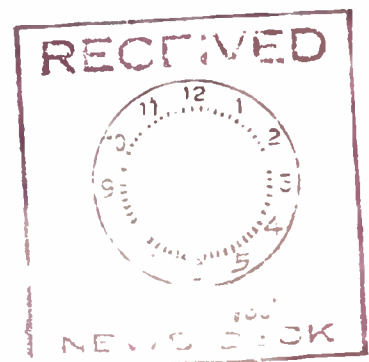
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No. 637



MEXICO PULLS A FAST ONE BEFORE THE CONFERENCE BEGINS

Showing that Mexico is not so dumb with regard to radio as some of our people apparently had thought was word from there on the eve of the North American Radio Conference which opened in Mexico City Monday, that new regulations providing for radio station license periods as long as 50 years had just been promulgated. Our stations are only licensed for 6 months. The significance of the Mexican move is said by experts here to be that through the longer licensing period, Mexico will not be in a position to give up any stations. On the other hand, because of our shorter period, if the Conference so decrees, there would be no reason why the frequencies of some of our stations could not be cancelled. In other words, it looks as if we could lose at the Conference, but that the Mexicans couldn't.

The fact that Mexico had sprung this surprise move came in a telegram to Philip Loucks, of the National Association of Broadcasters, from James W. Baldwin, who is acting as observer for the Association in Mexico City.

The new Mexican regulations provide that all broadcasts relative to medicine and health may be made only upon permission of the Government and that foreign studies are prohibited. This will no doubt be hailed with satisfaction by the Federal Radio Commission as it is looked upon as a direct slap at Dr. J. R. Brinkley, an American, operating Station XER, at Villa Acuna, Mexico, just across the border from El Paso.

Brinkley, a "goat gland" specialist, who claims to be able to rejuvenate the aged, originally operated Station KFKB at Milford, Kans. Complaints were made against the station by the American Medical Association and others. It is said that several Kansans volunteered to come to Washington to prove that the "goat gland" treatment had actually made them younger.

However, the Federal Radio Commission finally closed the station. Whereupon Brinkley lost no time opening up across the Mexican border, telephoning his broadcasts down to Mexico from Kansas. Brinkley has been bombarding the United States on what is declared to be between 75,000 and 100,000 watts power, which is about twice as much as is regularly used by any station in this country. Recently he was authorized to use 500,000 watts power, according to reports from Mexico.

Worse than that, Brinkley selected a frequency which seriously interferes with stations in this country. Nevertheless, he is believed to be getting his messages to a considerably greater portion of the United States than he did when he was silenced in Kansas.

Noting the success of Brinkley, Norman Baker, of Station KTNT, of Muscatine, Ia., operating a hospital where he alleged cancer could be cured, likewise thrown off the air on the complaint of the American Medical Association, is now preparing to open a station at Nuevo Laredo, in Mexico, just across the Texas border.

These evasions have naturally been a thorn in the side of the Federal Radio Commission and Judge Eugene O. Sykes, Chairman of the American delegation was expected to make a big fight on it at the conference. Former Vice-President Curtis went to Mexico especially to represent Brinkley's interests.

Mexico's new regulations apparently will hereafter preclude Brinkley's broadcasts from his Kansas studios but whether or not they will prevent his sending broadcasts down from the United States by electrical transcription (phonograph records) or having the same propaganda broadcast in person from his Mexican station is not known. Also, there is a proviso that may prove embarrassing to Brinkley that stations may be licensed only to Mexicans or Mexican corporations.

In view of the fact that Congress is considering the possibilities of requiring our broadcasting stations to pay a license fee, there is also interest here in the new Mexican regulations providing that commercial stations there must pay a tax of 5% of gross revenues and pay monthly inspection fees ranging from 150 to 750 pesos (the normal value of a peso being about 50 cents, but now down to approximately half that).

Hereafter, all advertising rates of broadcasting stations in Mexico must be approved by the Secretary of Communications.

The following is the complete text of the telegram sent to Mr. Loucks by Mr. Baldwin from Mexico City:

"New regulations issued today provide two classes of stations, commercial and cultural. Commercial stations may be licensed to Mexicans or Mexican corporations for a period of not greater than 50 years. Advertising rates must be approved by the Secretary of Communications. Commercial stations must pay tax of 5% of gross revenues and monthly inspection fees ranging from 150 to 750 pesos. Operators must be Mexicans. All programs must be in Spanish but with permission may then be given in other languages. Broadcasts relative to medicine and health may be made only after permission. Foreign studios prohibited. Retransmission permitted after prior authority."

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OPERATION OF NEW ANTENNA AT KYW ✓

About seven months ago KYW made first use of a new type of antenna, that in effect consists of two vertical radiators, so spaced and properly adjusted in such a manner, as to concentrate the larger portion of the radiated energy in the directed direction. The unique feature of this installation was the utilization of wooden masts for the support of the conductors which radiate the 10 kilowatts of KYW's 1020 kilocycle frequency.

"The beneficial results, due to increased coverage, obtained from this installation have more than exceeded the highest expectations", according to a Westinghouse press release which describes the antenna in detail. "Signal strength of KYW was nearly doubled in the heavily populated centers in and around Chicago.

"The main antenna at KYW, generally referred to as the Exciter Antenna, consists of a wooden mast which supports a section of copper tubing 204 feet in length. When first installed, an attempt was made to work the antenna as a half-wave radiator. A tuning coil was placed midway between the top and bottom of the pole and at a height of about 100 feet, and current fed by means of a two-wire transmission system to the transmitter. This particular system presented some difficulty in the matter of tuning and adjustments and after some experiments were made, it was decided that a quarter-wave, under the circumstances would be more feasible. Since January 5, 1933, the Exciter Antenna has been worked as a quarter-wave, its advantages over the half-wave being that it is little affected by weather conditions and can be tuned and adjusted at the base of the mast. Also as the present method of operating the quarter-wave antenna makes use of a ground consisting of copper sheets and radial wires, the wood pole is very nearly at the same potential as the antenna itself, thus doing away with the possibility of loading considerable portion of the radiated energy into the supporting mast.

"When the antenna was first installed, three sets of guys, consisting of four guy wires each, were made use of to hold the mast erect. The top-most set of guys was approximately 140 feet above ground. There remained, unsupported, a 60 foot section of the mast at the top. It was decided that this presented a hazard in the case of high winds or ice collecting, and an additional set of guys was installed and attached to the mast, approximately 175 feet from the ground. All guy wires had been insulated from the ground and the pole by means of insulators and were broken up into 40 foot sections. The installation of the latter set of guys dropped the signal strength approximately five percent. More insulators were then installed in this set of guy wires, breaking the sections up into 20 foot lengths. Later, additional insulators were installed on the portion of the guy wires that were in proximity to the antenna. The signal strength then returned to its normal value. Since then, a few extra insulators have been installed in the guy wires on the second set, with a slight improvement in field strength resulting.

"KYW's new antenna since its installation has weathered a fifty-mile gale without damage and the effect of ice. On March 18, 1933, a heavy coating of ice formed on the antenna. Signal strength dropped approximately 10 percent. The reason for this was not ascertainable until one of the top guy wires burned off, due to an arc caused by radio frequency leaking across the ice from the copper tubing to the guy wire. It was noticed that even though the guy wire had dropped, an arc still held between the short section still attached to the pole and the copper tubing. By vigorously shaking one of the guy wires on the top section, the ice at this point was dislodged and the signal strength immediately returned to normal, although the remainder of the pole and copper tubing was still entirely covered with ice. Since then, additional insulators have been installed as close to the pole as possible, thus eliminating a considerable amount of coupling to the wires that are attached to the pole itself.

"The lead-in on KYW's former antenna was located in such a manner as to be inductively coupled to the 500 ohm transmission line termination in the tuning house. Upon erection of the new antenna, which was located 120 feet from the tuning house, it became necessary to install another transmission line from this tuning house to the new antenna. At the present time, the new antenna is being fed by a single-wire feeder, connected at a point about 50 feet above the ground and inductively coupled to the transmission line termination in the tuning house.

"The reflector portion of the new antenna system differs somewhat in construction from the exciter antenna for reasons of economy rather than necessity. It consists of one single wooden mast, extending 90 feet above ground and on top of which is attached a fabricated 60-foot duraluminum tower. The convention copper tubing attaches to this mast and extends down the length of the wood pole to an inductance which tunes this installation to 1020 kilocycles. This mast is guyed with a single set of four guy wires and although the fabricated tower portion of this antenna, due to its nature, collects a considerable load of ice, no mechanical or electrical difficulties were encountered."

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NEW SPOT BROADCASTING STANDARD ORDER BLANK

The standard order blank for spot broadcasting which is being worked out by the National Association of Broadcasters, in cooperation with the Advertising Federation of America, will probably be promulgated during the present week.

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FOES OF TAMMANY ASK TIME ON WNYC

The City Affairs Committee in New York has sent a letter to the Department of Plant and Structures asking for the privilege of radio time on New York City's station, WNYC, for the broadcasting of three talks on city problems by John Haynes Holmes, Chairman of the Committee; Professor Joseph B. McGoldrick of Columbia University and Paul Blanshard. All are identified with the movement to unseat Tammany at the coming city election.

The request followed a series of talks by department heads on New York City problems. It was announced that the topic of Mr. Holmes would be "Unemployment Relief", while Professor McGoldrick would discuss "The Finances of the City of New York", and Mr. Blanshard, "The Board of Aldermen."

"We should like to hear from you at the earliest possible moment whether these speakers and topics are acceptable", Mr. Holmes wrote. "We shall regard your attitude in this matter as a test of the non-partisanship of the city radio station."

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ANPA ISSUES NEWSPAPER RADIO ADVERTISING COMPARISON

The Bureau of Advertising, American Newspaper Publishers' Association, made public the results of a study of newspaper, magazine and broadcast expenditures for advertising in 1932. The survey showed that newspapers received about 59 per cent of the aggregate appropriations of 432 national advertisers, and were the preferred medium in nineteen out of thirty leading trade groups.

It was shown that this representative group of advertisers spent \$116,200,000 in newspaper space, compared with \$52,301,139 in magazines and \$25,321,984 in broadcast, a total of \$193,823,123. Of 342 newspaper advertisers, 150 also used magazines, while 111 also used radio.

In the automobile and trucks group, 82.4 per cent of the advertising expenditures went to newspapers. The newspaper share in some of the other groups was: gasolines and motor oils, 74.2 per cent; druggists' sundries, 65.2 per cent; financial, 68.3 per cent; soft drinks, 63.8 per cent; railroads, 92.7 per cent; steamships, 83.8 per cent; clothings and shoes, 87 per cent.

Sixty-two national food manufacturers, accounting for a total advertising expenditure of \$37,958,000, spent 46 per cent of this appropriation in newspapers, compared with 34.7 per cent in magazines and 19.3 per cent in radio. In the tobacco division, nine companies spent together \$25,724,865, of which 72.3 per cent went to newspapers, 11.2 per cent to magazines and 16.5 per cent to radio.

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MEXICAN CONFERENCE MAY LAST TWO MONTHS

The importance of reaching an international agreement for the use of radio facilities in North and Central America was emphasized by Eugene O. Sykes, of Jackson, Miss., Chairman of the Federal Radio Commission and head of the United States delegation at the opening of the North American Radio Conference in Mexico City on Monday.

"Our difficulties", declared Mr. Sykes, "should not be as great as those which confronted the European broadcasting conference, recently concluded. Let it not be said of us that continental Europe, with the vast intricacies of its problem, was able to reach an agreement and that North and Central America failed."

It was predicted that the Mexican Conference may last as long as two months.

According to a dispatch to Washington, President Rodriguez, of Mexico, is to receive former Vice-President Curtis at the Palace Wednesday. Mr. Curtis is down there representing Dr. Brinkley whose station was closed down in Kansas and who has since been operating, much to the discomfiture of the Federal Radio Commission, from Mexico. President Rodriguez did not open the Convention as had been expected but sent someone in his place.

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HOLLYWOOD BELIEVED TO BE CENTER OF TELEVISION INDUSTRY

Radio executives think Hollywood will be the center of the new industry, television, when it comes along, and they're looking over the ground out there.

"M. H. Aylesworth, NBC's president", according to Pathfinder Magazine, "has signed for a big studio in the town where the stars always shine."

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BELL LABORATORY RESEARCH DIRECTOR DIES

Harold De Forest Arnold, Director of Research of the Bell Telephone Laboratories, died at his home at Summit, N. J., Monday morning, of a heart attack. He was 49 years old.

Mr. Arnold was among the first to appreciate the necessity for a high vacuum in order to realize the full possibilities of the three-element vacuum valve and assisted in research to discover means of obtaining it and of taking full advantage of the space charge effect of electrons. He designed not only vacuum tubes but methods for their manufacture as a part of the telephone industry.

During this work he introduced the oxide-coated filament as a source of electrons and adapted tubes to use in long-distance wire and radio communication. In recognition of this work, Mr. Arnold received the John Scott Medal in 1928.

He also had a part in the development of permalloy and perminvar, magnetic alloys, the first of which is used in submarine telegraph cables to increase their effective capacity more than five-fold and which has also brought about reduced distortion in electrical sound apparatus, and the second of which is used in the cores of loading coils in telephone circuits.

A statement from the Bell Laboratories said that "under his efficient direction, not to mention his very definite contribution of ideas, fundamental research work upon many phases of the communication art has been carried on. These have notably advanced the whole telephone art, both wire and radio; they have made available new methods in land wire telegraphy; in submarine cable telegraphy they have furnished a new type of cable with appropriately modified methods of operations; they have given new methods of recording sounds, making possible improved phonograph records and making practical the so-called talking movie; and, finally, not to extend the statement further, this work finds more or less direct application to the problem of those with impaired hearing."

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NBC AND RCA OBSERVERS AT MEXICO CITY

C. W. Horn, Chief Engineer for the National Broadcasting Company, is acting as observer for that company at the North American Radio Conference in Mexico City. A. J. Costigan is there representing the Radiomarine Corporation.

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KFWI'S EQUIPMENT SEIZED

Station KFWI is off the air since Graybar Electric Co. seized \$25,000 worth of equipment for which the station still owed. Western Electric technical material was purchased by the indie station recently when the broadcaster's old equipment was declared obsolete.

Radio Entertainments, owners of the station, continue to maintain a telephonic connection, answering all questions about programs with, "We're not sure of the definite hour we'll be back on."

The situation, however, isn't so bright as the old equipment can't be used and there isn't enough dough for the new stuff, let alone buying more.

Graybar is trying to peddle the seized equipment, and will let it go for about \$10,000.

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LEAGUE INVITES KALTENBORN TO GENEVA

The Secretariat of the League of Nations has extended a formal invitation to H. V. Kaltenborn, Columbia's news analyst, to come to Geneva for several weeks in August and September as consultant on broadcasting League proceedings. The League now owns and operates one of the most powerful broadcasting stations in Europe and desires to make more of a feature of broadcasting proceedings of the Council and Assembly, and of putting the leading statesmen of the world on the air from Geneva.

Kaltenborn, who currently is covering the London Economic Conference for the Columbia network, is holding in abeyance his definite acceptance of the invitation until completion of tentative broadcasting plans for this coming Fall and Winter.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 11, 1933)

KFH, Radio Station KFH Co., Wichita, Kans., modification of temporary license, pursuant to and in conformity with the Mandate of the Court of Appeals of the D.C., contained in that certain Stay Order granted by said Court July 10, 1933, in Cause No. 6006, Unity School of Christianity (KOQ) Appellant, v. F.R.C. in said Court and in effect subject to the further order of that court and the Commission pending determination of the issues raised by said appeal (Station KFH to operate 5/7 time on 1300, 1 KW; WOQ 2/7 time on 1300.

Also, WOI, Iowa State College of Agr. & Mechanic Arts, Ames, Ia., special temp. authority to remain silent Thanksgiving Day, Christmas Day and January 1, 1934, provided Stock Market is closed on those dates; WBZA, Westinghouse Electric & Manufacturing Co., Boston, Mass., C.P. to make changes in equipment; WHEF, Attala Milling & Produce Co., Kosciusko, Miss., modification of C.P. extending commencement date to July 24, and completion date to Jan. 24, 1932; KFLX, George Roy Clough, Galveston, Texas, license covering move of transmitter and studio, 1370 kc., 100 watts, unlimited time.

Also, National Broadcasting Co., Inc.; New - Portable and Mobile, (2) applications, C. P. and license, General Experimental service, frequencies 34600, 41000, 51400, 60000 to 400000 kc., 1 watt power; General Electric Co., New - Mobile, Schenectady Co. N.Y., 2 new C.P.'s for general experimental service, frequencies 27100, 34600, 41000, 51400, 60000 to 400000, 401000 and above kc., 50 watts; Commissioners of Township of Abington, Abington, Pa., General experimental C.P., frequency 34600 kc., 15 watts; WPEI, E. Providence Police Dept., E. Providence, R. I., C.P. to install new equipment in police transmitter; City of Port Huron, Mich., C.P. for police service, 2414 kc., 50 watts; W8XAS, Victor George Martin, Portable & Mobile, Rochester, N. Y., general experimental license, 23100, 26000, 27100, 34600, 41000, 60000, 400000 kc., 25 watts; M. & H. Sporting Goods Co.: W3XAX, Portable, and W3XAW, Portable and Mobile in New York and New Jersey, general experimental licenses, frequencies 41000, 51400, 61000, 81000 kc., 20 watts.

Also, Aeronautical Radio, Inc.: New at Kansas City, Mo., C.P., aviation service 278 kc., 15 watts; New at Murfreesboro, Tenn., C.P. to move existing station approximately 400 feet; WAEN, Evansville, Ind., C.P. to move transmitter approximately 300 feet; KGUE, Brownsville, Texas, aeronautical point-to-point station license, frequencies 2316, 2356, 3467.5, 4740 kc., unlimited, 6540, 6550, 6560, 8015 kc., day only, 150 w.; KGTH, Salt Lake City, aeronautical point-to-point license, 2720, 2732, 4110 kc., unlimited; 6510, 6520, 6530, 8015 kc., day only, 150 watts; KGSK, Billings, Mont., aviation license, 2668 and 2672 kc., 400 watts; WAE0, Chicago, aircraft license, frequencies 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 400 watts; KGTH, Salt Lake City, aviation aeronautical license, frequencies 2906, 3072.5, 3088, 5672.5, 5692.5 kc., 400 watts; KGSS, Denver, Colo., aviation aeronautical license, frequencies 2906, 5692.5 kc., 100 watts; KGSK, Billings, Mont., aviation aeronautical license, frequencies 2854, and 3005 kc., unlimited, 5377.5 kc. day only, 400 watts;

Also, W5XC, Rev. Lannie W. Stewart, Shreveport, La., general experimental license, frequencies 1594, 34600 kc., 100 watts; Press Wireless, Inc.: W9XAV, Portable and Mobile, Elgin, Ill., W2XDT, Portable and Mobile, Hicksville, N. Y., general experimental licenses, frequencies 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 100 watts; WJU, Hicksville, N. Y., modification of C.P. to add frequency 10750 kc., in place of 5285 kc., and add Winnipeg, San Francisco, Chicago, Buenos Aires, Havana and Rome as additional points of communication, and change description of transmitter; WJS, WAFH, WCX, WHL, Hicksville, N. Y., modification

of existing licenses to authorize use of additional transmitter No. NY#7; Sun Oil Co.: WRFG, Aboard "Pudden", and WBFH, aboard "ENA", application for Third Class Ship station license to authorize use of high frequency transmitter for the cruiser launch "ENA" & "PUDDEN", in connection with oil drilling operations in Louisiana near Gulf of Mexico.

Also, Nakat Packing Corp.: KJI, Nakeen, Alaska, public coastal-coastal telegraph license 425 and 500 kc., 200 watts; KICC, Nakeen, Alaska, license, fixed public point-to-point telegraph 274 and 178 kc., 200 watts; KUU, R. R. Farish, Steamboat Bay, Alaska, public coastal - Coastal Telegraph license 500, 425 kc., 200 watts; Also same KICV, (Farish) fixed public point-to-point telegraph license 274, 268, 256 kc., 200 watts; WPFQ, Borough of Swarthmore, Swarthmore, Pa., police service license, 2470 kc., 50 watts; WPFU, City of Portland, Portland, Me., modification of C.P. to extend completion date from July 1 to July 10, 1933; WPFS, Buncombe Co., N.C. Asheville, N. C., modification of C.P. (Police Service) to extend completion date to July 31, 1933, and increase power from 100 to 200 watts temporarily.

Also, KGZT, Santa Cruz Co., Santa Cruz, Cal., modification of police C.P., extending completion date to Sept. 30, 1933; K7XD, Tel. Bond & Share Co., Ketchikan, Alaska, modification of general experimental C.P. extending completion date from Aug. 18, 1933 to Feb. 1, 1934; W8XL, The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio, modification of C.P. extending completion date to Feb. 25, 1934; KIDB, A. A. McCue, Kasaan, Alaska, renewal of fixed public point-to-point telephone license, in exact accordance with existing license, also granted modification of license for additional point of communication, WXH, Ketchikan; Edward Bennett, Norfolk, Va., amateur first class license.

Also, Bell Telephone Laboratories, Inc.: W2XDJ, Whalepond Road, N. J., and W2XAY, Portable, renewal of special experimental license in exact conformity with existing license; American Telephone and Telegraph Co., Portable in Sussex, Morris, Essex and Somerset Counties, N. J., and W2XA, Rocky Point, N. Y., renewal of special experimental license in exact conformity with existing license; Ford Motor Co.: W8XE, and W8XC, Dearborn, Mich., and W9XH Lansing, Ill., renewal of special experimental licenses in exact conformity with existing license; RCA Communications, Inc.: K6XO, Kahuku, Hawaii, and W6XI, Bolinas, Cal., renewal of special experimental licenses in exact conformity with existing licenses; KGZB, City of Houston, Texas, authority to test municipal police station.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WAAW, Omaha, Neb.; WABC-WBOQ, New York; WAIU, Columbus, Ohio; WAPI, Birmingham, Ala.; WBAL, Baltimore; WBAP, Fort Worth, Tex.; WBT, Charlotte, N. C.; WBZ, Boston, WBZA, Boston; WCAU and auxiliary, Philadelphia; WCAZ, Carthage, Ill.; WCCO, Minneapolis; WDZ, Tuxcola, Ill.; WEAF and auxiliary, New York; WEEU, Reading, Pa.; WENR and auxiliary, Chicago; WESG, Elmira, N. Y.; WFAA, Dallas, Tex.; WGY, Schenectady, N. Y.; and auxiliary (WGY);

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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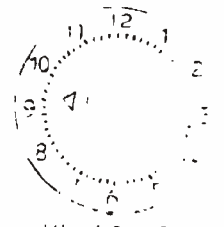
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No. 638



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JERSEY STATION COMPLAINS OF WJSV INTERFERENCE

Apparently Station WJSV, Columbia station in Washington has met another difficulty in its effort to change the direction of its broadcasting waves so as not to interfere with other stations. By means of a directional antenna it had succeeded in eliminating a clash between itself and the Naval Research Laboratory about a mile away across the Potomac River, but in so doing, Station WHOM, of Jersey City has complained to the Federal Radio Commission that WJSV is deflecting the waves in its direction and causing interference.

Harry C. Butcher, General Manager of WJSV, said that his chief transmitter engineer, William Criz, had reported to him that WHOM had made the same complaint to the Radio Commission about two years ago. This was before Columbia had acquired the station and when WJSV was still located south of Alexandria, at Mt. Vernon Hills, Va. Mr. Criz was at that time the engineer at the old WJSV.

Mr. Butcher further declared that Columbia engineers in New York City had reported to him that since WJSV's directional antenna had been installed that the signals from WJSV were much weaker than before. Inasmuch as Jersey City is just across the river from New York, Mr. Butcher said that he was puzzled by this discrepancy.

He concluded by saying that it was the first complaint WJSV had received from anywhere under the new conditions.

Station WHOM operates on a frequency of 1450 kilocycles which is but ten kilocycles separated from WJSV. According to the mileage tables there should be no interference between these two stations and thus far there has not been but WHOM has now asked for a hearing before the Federal Radio Commission in order that it may show that the directional antenna of WJSV is now causing it trouble.

The Jersey City people, however, do not ask that WJSV be closed down or that it be restricted in any way until the Jersey station has had further opportunity to make additional observations.

Interference to WHOM perplexes engineers because it had been thought that the waves of WJSV had been directed north and south. The Naval Research Laboratory is east of WJSV and WHOM, in Jersey City, is northeast. The former station operates on 10,000 watts power and the latter 250 watts.

An investigation into the situation is being made by the Federal Radio Commission engineers but, as yet, no date has been set for the hearing, if one is to be held.

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NAB TO COLLECT TRADE STATISTICS

In line with the plans developed at the recent meeting of the Commercial Section of the National Association of Broadcasters at Grand Rapids, immediate steps are being taken by the Association for the collection of fundamental trade statistics regarding broadcasting and broadcast advertising.

"At the present time the broadcasters are less equipped to furnish fundamental statistics regarding their industry to business men or government agencies desiring such data than is any other advertising medium", Philip G. Loucks, Managing Director said. "It is impossible at the present date even to estimate the total amount of money being spent by companies for broadcast advertising. Other than figures regarding total network revenue from the sale of time, nothing is available in this field.

"Since it is estimated that the national network revenue comprises no more than one-half of the total amount spent on broadcast advertising in this country, national network figures are utterly inadequate as a measure of the trend of business in the radio field.

"It is highly necessary, therefore, that equally comprehensive information be secured regarding the trend in national spot broadcast advertising and in the volume of advertising being carried on by local business organizations over stations. It is also important that a close check be kept on the trend of broadcasting advertising volume in various industries, both as regards their general radio advertising and with respect to their use of network and spot broadcasting.

"Similarly it is necessary to have information as to the trend of broadcast advertising volume in different parts of the country, and to keep a close watch on the development of broadcast advertising as compared with the volume of business placed in newspapers, magazines, and other competing media.

"A plan covering these and other features has been developed for the NAB by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania. Dr. Hettinger has been active in broadcast advertising and general merchandising research for some years. His present plan is the result of several months' investigation of the work being carried on by various trade associations and competing media. During the course of the investigation advertising agencies, market research experts, broadcasters, government officials and trade association executives were interviewed, while the records of leading organizations were studied thoroughly.

"Dr. Hettinger will have supervision of the establishment of the trade statistics service of the Association, and has consented to act as consultant to the Association in this capacity during the next several months."

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KIPLING PROVES SPLENDID BROADCASTER

The broadcast from London by Rudyard Kipling, G. K. Chesterton and Marquess of Crew from the Royal Society of Literature's luncheon for Canadian authors, doubtless will be remembered by all who had the good fortune to hear it.

Although this was his first appearance before the microphone, and broke a self-imposed rule against broadcasting, which he had followed since radio came into being, Mr. Kipling showed not one iota of fright in a speech polished and effective to the last comma. Nowhere was his salient ability to get things across with no lost motion better demonstrated.

The Marquess made an excellent introductory talk, and Mr. Chesterton gave America listeners many chuckles occasioned not only by his remarks but by his typical British verbalisms.

A thing which struck us in listening to the affair was its contrast to some of our luncheons. There was no story about the two Irishmen, no slap-stick comedy, no girls in from the vaudeville theater, and no second-rate music. The orchestra, as was everything else connected with the British luncheon, was subdued. All, in fact, was what seemed to us tremendously good taste.

One rarely hears a softer or more pleasing voice than that of Kipling, whose remarks he addressed to "My lords, ladies, and gentlemen". Chesterton, over the radio, came most to sounding like a "stage" Englishman but even so, was delightful as was the whole affair.

It was too bad that it came so early in the morning that so few could take time to tune it in because listening to the luncheon (which we did before we had had our breakfast) was like a visit to old England itself. The broadcast was by far the clearest we have ever heard from overseas and gives an idea of the improvement in transatlantic broadcasts and what we may expect in the future.

Kipling in 1901, in his book "Traffics and Discoveries", wrote "Wireless", one of the first fiction stories ever written about radio.

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RADIO ANNOUNCERS AND NEWSPAPER MEN TAX EXEMPT

Radio announcers, newspaper reporters, photographers, telegraphers and persons of similar vocation, who are admitted free to any place for the purpose of performing special duties in connection with the event, and whose special duties are the sole reason for their presence at the event and for free admission thereto, are not liable for any tax on admission, according to a ruling by the Commissioner of Internal Revenue.

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SOUTHWESTERN RADIO CO. CONSPICUOUS BY ABSENCE

Upon the calling of the case of the Southwestern Radio Telegraph Co., of San Diego, Cal., which had applied to the Federal Radio Commission for a construction permit for a new public coastal station of 2 kw, no one appeared on behalf of the applicant. Accordingly Ralph L. Walker, the Examiner, recommended that the application be denied as in cases of default.

Spencer Gordon and Fontaine C. Bradley appeared for the Mackay Radio & Telegraph Company, respondents, and Frederick Leuschner appeared for Radiomarine Corporation of America, respondents.

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RCA VICTOR INCREASES PAY

The RCA Victor Company, effective July 24, will increase wages for all hourly rated and piecework employees 10 per cent, according to an announcement by W. R. G. Baker, Vice-President. The company is taking this step, Mr. Baker said, to further the efforts being made by the national government to increase buying power and to increase employment. It is estimated that this wage increase will affect about 80 per cent of the employees of the company.

This wage increase, it is said, will be subject to such modification as may be necessary upon the establishment of a code for the radio industry.

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COLUMBIA BEATS NBC TO BALBO

Columbia put over a fast one on its rival, the National Broadcasting Company, by bringing the voice of Air Minister Gen. Italo Balbo into the United States shortly after the Italian seaplanes arrived in Shediac, New Brunswick, Thursday. What the cause of the NBC disadvantage was is not known but Columbia had General Balbo all to itself for about a half an hour.

It was a surprise broadcast with no time to give listeners advance notice. The Air Minister declared that speaking into a microphone was not a natural thing for him to do and he would much rather fly. The cheering crowds could be distinctly heard and the greatest enthusiasm prevailed.

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SEES RADIO INDUSTRY AS VULNERABLE TO REFORMERS

A second article "Static Ahead!" by Allen Raymond in the "New Outlook" magazine for July, of which former Governor Alfred E. Smith is editor, is even more critical of radio than was the first article of the series published in the same magazine last month.

Mr. Raymond, a former London correspondent of the "New York Times" in his most recent article writes, in part, as follows:

"When Congress, yielding to the political pressure of reformers and other persons with axes to grind, comes to consider what shall be done with this strange mixture called Radio - part show business, part newspaper, with a dash of the schoolmaster and an overdose of house-to-house peddler - the commercial broadcasters are likely to awaken to the fact they have very few friends.

"Was there ever an industry which in a few brief years made so many enemies?"

"The newspapers are hostile competitors in news dissemination. They feel that they have been exploited and gulled into giving the new radio 'art' barrels of free publicity, and are aggrieved at a lamentable lack of quid pro quo in paid advertising.

"The amusement world is far from friendly, though radio as an industry has become inextricably entwined with the movies, and has yielded rich salaries to comedians, crooners, saxophone players, and night club maestros. Nevertheless, Broadway considers that radio has destroyed more performers than it has created."

"In September and October, 1932, there were at least twenty-five coast-to-coast hook-ups, and listening to these, the movie men figures, were about 40,000,000 persons. At least one in five of those would very probably have sought surcease from human sorrow at his local theatre, if he had not been, able to get free entertainment at home. Eight million persons, depositing a quarter apiece twenty-five times in the course of two months, would have swelled the revenues of Hollywood."

"Tin Pan Alley, as represented by the American Society of Authors, Composers and Publishers, has been fighting the broadcasters violently for years, and so crucial is their battle now that they have engaged the subtle Ivy Lee to mould public opinion against their foes in the radio field.

"To be sure, the talents of that master publicist, Oswald F. Schuette, have now been summoned to the aid of the broadcasters, in their fight with the musicians. But Mr. Schuette, within the last few years, made so remarkable an assault on the 'Radio Trust'

and the 'Radio Racketeers', (hiw own coined expressions) as to be credited with having forced the dissolution of a vast, illegal monopoly. However much that great campaign within the courts of public opinion may have gained for the surviving independent radio manufacturers, radio as an industry will be many a year in allaying the popular suspicions of its purposes, and the popular antagonism toward its leadership, which Mr. Schuette and his backers so cleverly aroused."

"In other words, radio as it exists today is so vulnerable that it would be a push-over for a real first class reformer like the late Wayne Wheeler. And it fights for its life on airways that it never can own, because Congress has recognized them as public property. Every six months the commercial broadcasters have to go before the political representatives of the American people and get renewed permission to use the 'frequencies' which have been allotted to them temporarily by the government on grounds of 'public interest, convenience and necessity.'

"All the broadcasters' investments in luxurious studios and expensive transmitters are predicated on the gamble that they can continue to convince the politicians that they, rather than some other agency, can best serve the public. No wonder Roy Howard scoffed, at the Associated Press meeting in April, at the idea of radio broadcasters going to war with the press. 'Not while their property rights in the air rest on so flimsy a foundation', he asserted.

"Yet now the war is on, and all the enemies of commercial broadcasting are heartened. For the broadcasters make enemies on two counts, primarily by the quality of their programs, and secondarily by the character of their trade practices."

"The brief preamble of Senate Resolution No. 129, introduced by Senator James Couzens, of Michigan, is perhaps the most significant portion of it. In seventeen pungent words it sets the seal of Senatorial approval upon a popular indictment of radio programs as infantile twaddle mingled with impudent salesmanship.

"'Whereas there is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising', the resolution starts. It under-states a fact so obvious that it is beginning to be perceived by the masters of radio themselves, high in their ivory towers and surrounded by yes-men. The number of radio critics increases. Their Bronx cheers grow violent.

"The spear-head of a rising popular demand that broadcasting as we know it today be drastically altered is undoubtedly the National Committee on Education by Radio, with headquarters in Washington, D. C., of which Dr. Joy Elmer Morgan is chairman. This organization has supporters by no means contemptible, though the broadcasters sneer at it as 'an uplift racket.'

"Specifically it asks that fifteen percent of available air channels be set aside for educational broadcasting, as may be required by state and private educational institutions. It is the belief of the committee that a development of radio by non-commercial agencies is quite as essential to the welfare of the country as is the development of broadcasting by commercial agencies, and it maintains that whenever a non-commercial agency and a commercial have come into conflict, the commercial has won, for several understandable reasons."

"The basic argument which assailants of commercial broadcasting count upon most surely to rally a great popular following is the unanswerable statement that radio programs under commercial auspices have been terrible. Awful! Unfit for human consumption!"

"The illusion of the ignorant, so carefully fostered by propaganda of the broadcasters, that listeners escape paying for their radio entertainment because commercial sponsors pay the immediate fees for it, will not stand an instant's thoughtful examination. Consider the testimony of Harold L. Stuart, president of the financial house of Halsey, Stuart & Co., early this year, before a Senate committee. This was the concern which sponsored a program of advice on investments, in the late lamented boom days, and made \$36,000,000 in paper profits ballyhooing the utilities stocks of the Insull companies. Halsey, Stuart & Co., acting on the advice of Merlin H. Aylesworth, president of the National Broadcasting Company, hired a college professor with an 'honest sounding' fatherly voice to take the air under the pseudonym of 'Old Counsellor', and to 'educate the public on investment topics.' In other words, 'Old Counsellor' was set to work, talking in the homes of the uneducated, warning them of the pitfalls before unwary investors, and counselling them to have faith in the stocks that Halsey, Stuart & Co., as a reputable concern, was handling."

"What a wealth of ammunition is in the reformers' locker! All the evidence which led to the dissolution of the R.C.A.-General Electric-Westinghouse tie-up, by direction of the Federal Courts. All the evidence from those suits against the Radio Corporation which Lee De Forest won before the struggle broke him. And the visible presence of Merlin Aylesworth at the head of the nation's biggest chain of broadcasting stations, -- a chain owned lock, stock and barrel by RCA.

Mr. Aylesworth is an able organizer. Astute and personable. Ingratating, even. But because of his record as head of the now defunct National Electric Light Association, there is scarcely a liberal in the country who does not distrust him."

"It was Aylesworth who urged public utility executives to subsidize professors of economics in the colleges, and who informed them they need not mind the expense, because the public was bound to pay the expense. Quotations from his advice to the

utility men form part of the standardized anti-radio propaganda of today, because the power and public utility interests, whose servant was the N.E.L.A., are undoubtedly the most unpopular commercial group in the country with the possible exception of the bankers."

"Dissatisfaction with the present system of trying to govern a commercial broadcasting business by a board of political appointees, acting for six-year terms at modest salaries, is rampant even in the industry itself. Following a recent decision by the United States Supreme Court which strengthened the Commission's grip on radio, making its power to give or take away a wave length absolute, except for provable caprice, Broadcasting, the trade publication of the studios, said editorially that the decision had thrown a wave of fear into owners of studios in thirty 'over-quota' states."

"Congress is bound to thresh out this whole business of commercial broadcasting and its regulation at the next regular session. Specific broadcasting stations and chains have their friends in the House and Senate, but commercial broadcasting as a whole has been acquiring enemies even faster than advertising contracts.

"There will be far more non-commercial broadcasting in the hands of governmental units, universities, churches, and endowed foundations than there has been in the past - after the smoke of political conflict clears away."

A third article in this series on radio by Mr. Raymond will appear in the August issue of "New Outlook".

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CAPT. GREENLEE NEW HEAD OF NAVAL RESEARCH LABORATORY

Capt. Halford R. Greenlee, U.S.N., Director of the Naval Engineering Experiment Station at Annapolis, has been ordered to duty as Director of the Naval Research Laboratory at Bellevue, D.C. He will succeed Commander E. D. Almy, U.S.N., who has gone to duty at the Mare Island Navy Yard.

As commanding officer of the Bellevue station, Captain Greenlee will supervise the work in conducting tests and maintaining specifications for machinery and inventions. The Bellevue station also carries on work in electrical engineering and on special scientific and technical problems.

Captain Greenlee was born in Lyndon, Ill., in 1881, and was appointed to the Naval Academy in 1901. During the World War he served as engineer officer on the "U.S.S. Nevada" and later as executive officer of the "U.S.S. Louisiana". In 1919 he was attached to the Bureau of Steam Engineering and in 1925 was appointed as aide on the staff of the commander of the Destroyer Squadrons, Battle Fleet. He returned to the Bureau of Engineering in 1927, and has been on duty as the Director of the Naval Engineering Experiment Station since 1930.

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WTMJ SEEKS NEW FACILITIES

The Milwaukee Journal, which operates Station WTMJ, made two important applications to the Federal Radio Commission last week. The first was for a construction permit for a new station to use the frequency of 900 kcs. with 1000 watts power at night, and 2500 watts to local sunset time. Unlimited hours were asked for and a request was made for the frequencies of WHA, Madison, Wis., and WLBL, Stevens Point, Wis.

The second application filed by the Milwaukee Journal was for a modification of license to change the frequency and power of WTMJ from 620 kcs. with 1000 watts power at night and 2500 watts power to local sunset, to 670 kcs., and 5000 watts power. In doing this, the Journal requested that it be allowed to avail itself of the frequency of WMAQ, Chicago, WHA, Madison, Wis., and WLBL, Stevens Point, Wis.

At the present time, Station WMAQ, which was taken over from the Chicago Daily News by the National Broadcasting Company some time ago, is operating on a clear channel with a frequency of 670 kilocycles and 5000 watts power.

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AUTO RADIOS MEET FAVOR IN ENGLAND

Radio receiving sets for installation in automobiles are catching the public fancy in Great Britain and there are indications that they will become an important item in the radio trade.

A report received in the Electrical Equipment Division of the Commerce Department from Trade Commissioner Floyd E. Sullivan, London, says that one of the most currently popular models measures about 12 inches by 7 inches by 5 inches, is mounted in a single cellulose-sprayed steel cabinet and may be installed within easy reach of the driver. The superheterodyne circuit comprises four tubes.

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Col. Thad Brown, of the Federal Radio Commission, was called to Ohio on account of the death of his mother-in-law.

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JENKINS TELEVISION ASSETS SOLD FOR \$200,000

All property and other assets of the Jenkins Television Corporation were sold at auction today at Wilmington, Del. to the receivers for the DeForest Radio Co. for \$200,000.

The assets include all patents of the Jenkins Corporation and shares of stock in the Jenkins Laboratories, Inc.; the Canadian Television Co., Ltd., and the Jenkins Television Co. of New Jersey.

The sale to the DeForest Company, the only bidder, was made by the receivers of the Jenkins concern.

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NBC NEW AND RENEWAL ACCOUNTS

CHANGE - G. Washington Coffee Refining Co., WJZ, original time Wednesday 9:00-9:30 P.M., 12:15-12:45 Midnight, on Sept. 27, 1933, and thereafter this program will be changed to Wednesday, 8:30-9:00 P.M. on WEAF and network 12:15-12:45 midnight. Program not scheduled to start until Sept. 27; Station List; WEAF WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WHO-WOC WOW WDAF CRCT CFCF 8:30-9:00 P.M.; KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ KFSD KTAR 12:15 - 12:45.

NEW - F. W. Fitch Co. (Fitch Shampoo), Des Moines, Iowa; Agency - L. W. Ramsey Co., Davenport, Iowa; Starts September 24, 1933, Sunday 7:45-8:00 P.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF; Program - undetermined.

RENEWAL - Larus & Bro. Co., (Edgeworth Tobacco), Richmond, Va.; Agency - Batten, Barton Durstine & Osborn, 383 Madison Ave., New York City; Starts July 5, Wednesday 10:00-10:30 P.M. EDST; Network WEAF WEEI WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WENR KSD WOC WHO WOW WDAF WTMJ KSTP WIBI WEBC WDAY KFJR KGO KFI KGW KOMO KHQ KOA KDYL KGIR KGHL; Program - "Corn Cob Pipe Club of Virginia" - informal rural singing and novelty program; humorists, negro spirituals, novelty orchestra, barnyard imitations and other features.

NEW - Ford Dealers (Automobiles), Cleveland, Ohio; Agency - Critchfield & Co., Cleveland, Ohio; Starts July 3, 1933; Mon. to Thurs. incl. 7:30-7:45 P.M. WEAF WFBR WRC WGY WBEN WTAM; Mon. to Thurs. incl. 7:45-8:00 P.M. WLW; Mon. to Thurs. incl. 11:15-11:30 P.M. WENR KSD WOC WHO WKBF WTMJ; Friday 10:30-11:00 P.M. WEAF WLIT WFBR WRC WGY WBEN WTAM KSD WENR WOC WHO WKBF WTMJ; Program - "Lum and Abner" - Mon. to Thurs. incl.; "Lum and Abner Sociable" Friday.

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WHB, Kansas City, Mo., WHDH, Boston, WHEB, Portsmouth, N. H.; WJR, Detroit, Mich.; WLS and auxiliary, Chicago; WAAQ, Chicago, WMAZ, Macon, Ga., WMBI, Chicago; WNYC, New York; WOAI, San Antonio and auxiliary; WOC-WHO, Des Moines; WOI, Ames, Ia.; WOR, Newark, N. J.; WOV, New York; WPG, Atlantic City; WPTF, Raleigh, N. C.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WTAM, Cleveland, Ohio; WTIC, Hartford, Conn.; KDKA, Pittsburgh; KEX, Portland, Ore.; KFEQ, St. Joseph, Mo.; KFI, and auxiliary, Los Angeles; KGDM, Stockton, Cal.; KGO, San Francisco; and auxiliary; KGU, Honolulu; KIEV, Glendale, Cal.; KJBS, San Francisco; KJR, Seattle, Wash.; KMOX, St. Louis, Mo.; KMPO, Beverly Hills, Cal.; KNX, Los Angeles; KOA and auxiliary, Denver; KPCB, Seattle, Wash.; KPO and auxiliary, San Francisco; KRLD, Dallas, Tex.; KSL, Salt Lake City; KTHS, Hot Springs National Park, Ark.; KVOO, Tulsa; KWJJ, Portland, Ore.

Miscellaneous

WOW, Woodmen of the World Life Insurance Association, Omaha, Neb., reconsidered and granted application for full time on 590 kc., application of WCAJ for facilities of WOW retired to closed files; WCAJ withdrew its objections and consented to grant of full time to WOW; the license of WCAJ is to be surrendered; KOAC, Oregon State Agriculture College, Corvallis, Ore., application for renewal of license designated for hearing.

Ratifications

Action taken June 29 - KEBZ, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Exporter" as 1st and 3rd class, pending receipt of formal application; Action taken June 30: KPDJ, Mackay Radio & Telegraph Co., San Francisco, granted 60 day authority to operate station aboard vessel "La Placentia", 100 watts, frequency range 375 to 500 and 100 watt tube range 5500 to 22000; WLER, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station as "North Wind" instead of "Nosa Duke", pending receipt of formal application; Action taken July 3: KDFN, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate additional 50 watt transmitter aboard steel "Voyager", 375 to 500 kc., pending receipt of formal application; WHDL, Tupper Lake Broadcasting Co., Tupper Lake, N. Y., special temporary authority granted to operate until 9 P.M. months of July and August; WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y., granted authority to take depositions of 20 witnesses in New York on July 11th; New - Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., granted special temporary authority to operate general experimental station W1XAK as special experimental station; any frequencies in the band 2000 to 4525 kc., allocated to Navy Dept., subject to requirement that frequencies are to be used only upon specific order of the Navy Department; Action taken July 5: KGRO, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Thalia" pending receipt of formal application, frequency range 17100 to 8200 kc., 50 watts.

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No. 639

MEXICAN DEMAND FOR LARGE NUMBER OF CHANNELS DISCOUNTED

From an American standpoint, the early reports from the North American Radio Conference at Mexico City are a trifle disconcerting. One from James W. Baldwin, official observer of the National Association of Broadcasters is to the effect that Mexico may consider area as a basis for its claims and that it will ask only for facilities in the present broadcast band. This would mean, according to a report from still another source, that Mexico might demand as many as 20 channels, both exclusive and shared, for its use.

These early reports, however, in the opinion of a seasoned Washington observer should not disconcert the American delegation. He discounted absolutely such a demand as, say, for 20 frequencies, if the Mexicans should ask for as many as these.

"This is out of all proportion to their needs", he said. "To begin with, they are not ready to invest as much money as would be required to build up many stations at this time. At these conferences, they always start out with theoretical allocation plans, such as by area, population or number of listeners, but as a rule, these practically don't work. Insofar as area is concerned, if the Sahara Desert happened to be on a continent which was being divided up for radio allocations, it would get all of the stations because of its size, but that wouldn't mean anything.

"The main thing to consider is what is fair to the listener. There are in the United States, supposedly about 20,000,000 listeners, and in Mexico, probably not more than 300,000 or 400,000, mostly around Mexico City. Therefore, that would make a demand from Mexico for, say, 20 frequencies, assuming, of course, that the report of such a demand is correct, clear out of all proportions. Likewise, broadcasters who are already operating stations unquestionably have certain rights which will be recognized.

"So, in my opinion, after a great deal of preliminary talk, and each side gets pretty well worn down - you want to remember that they haven't even started yet - the difference between Mexico and the United States, if there is to be one, will resolve itself into the question of how many stations Mexico can operate, how many frequencies it can actually avail itself of, and what facilities it really needs to accommodate its listeners. I think the whole thing will be settled on that basis."

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TO ESTABLISH PROGRAM CLEARING HOUSE

Following the approval of the general plan by its committees, the National Association of Broadcasters has taken immediate steps to establish a Program Clearing House.

The theory prompting the recommendation and establishment of the clearing house is that there is a wealth of program material existing, either in use or in the files of stations which could be used with profit by other non-competing stations throughout the country.

A station in one part of the country might have developed an especially effective manner of presenting a program to be sponsored by a local bank. Another station, situated in another part of the country, might have a bank as a potential customer. Its own ideas thus far might not have met with approval on the part of the bank's officials, and the station, therefore, would be anxious to receive any ideas available as to what might be done in the way of a bank program. It might be that the program of the first station would be ideally suited to meet the problem. If the two stations could be brought together, therefore, both would profit. The one station would sell the other its program, while the other would have found the program which it needed.

The NAB program clearing house will not handle any continuities itself. It will merely transfer request for further information to the station originally offering the continuity, leaving it to the executives of the two stations to effect a satisfactory arrangement among themselves.

The clearing house is but the beginning of a comprehensive plan of program service on the part of the NAB. Other items included for later consideration are matters such as studies of program costs, talent costs and sources, programs for special uses such as department store programs, community cooperation programs, program aspects of station promotion and similar features.

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STAY ORDER GRANTED TO WOQ

A stay order was granted last week to Station WOQ, of Kansas City, Missouri, in connection with a recent decision of the Federal Radio Commission giving Station KFH, Wichita, Kansas, WOQ's time on the frequency of 1300 kcs.

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NEW ORLEANS STATIONS ORGANIZE NEWS SERVICE

Formation of the City News Service to furnish local and national news to radio broadcasting stations in New Orleans, La., was announced last week by Edwin D. Barber, former newspaperman, who heads the service.

Organization was started shortly after New Orleans newspapers had warned radio stations that they would go to court unless the stations ceased "pirating" news from the papers. Station WDSU ignored the warning, and Judge Walter L. Gleason of civil district court issued an injunction June 29 restraining the station from broadcasting news until it was 24 hours old.

Mr. Barber, who expressed the belief that the radio news service was the first of its kind in the United States, said that teletype machines will be installed in the subscribing radio stations, which he said, includes WDSU, WWL, WSMB and WJBO. The central transmitting teletype machine, he said, would be located at police headquarters.

Each story will be confined to a 35-word bulletin, Mr. Barber said, regardless of its nature. The subscribing stations have regular news broadcasting times, but all have agreed to use flashes on important news.

National news will be furnished the service by the Consolidated Press Association of Washington, D. C., Mr. Barber said, and the service is now receiving a daily 5,000-word news summary by wire from Washington. Bulletins are also being received through Postal Telegraph in conjunction with the McKay radio system. Flight of the Italian airplane armada to Chicago was "covered" by the New Orleans outfit in this manner.

Mr. Barber announced the following personnel: S. E. Evans and J. M. Chassier, police; Al Foster, A. C. Pritchard, parish, and Robert Billingsby and Ervin Viktor, state news. Mr. Barber himself acts as editor and roving reporter.

None of the personnel has had reportorial experience, with the exception of Mr. Barber, and Mr. Evans, the latter having been previously connected with advertising departments of several newspapers.

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WBAL BUILDING MAGIC HOUSE ON THE AIR

A radio program, unique in many respects, is "THE GENERAL BUILDS A HOUSE" from WBAL, Baltimore, on Thursday evenings at 7 o'clock (EST). This feature is a thrilling mystere drama; a play within a play and incorporated in this dramatic broadcast is the building of a magic house in Pinehurst, one of Baltimore's leveliest suburban sections.

The idea of building a model home on the air was first tried out in the East by WBAL last summer, Purnell H. Gould, WBAL's Commercial Representative, having originated the plan in Baltimore. That series, broadcast under the title "The House That Jack Built" proved phenomenally successful, the house being sold within 10 days after it was completed and the final program dramatizing that home building project was broadcast, and that in spite of the fact that 1932 was generally considered the worst depression year for real estate sales.

This year's magic house series, scheduled to run through the entire summer, is WBAL's own product; the drama being written by Broughton Tall, Baltimore playwright and WBAL's Literary Research Supervisor, and produced by the WBAL Players, under the direction of Evelyn Quinn, a former Broadway star with Otis Skinner, William Faversham, Maxine Elliott and other stage celebrities. The commercial side is again being handled by Mr. Gould who has worked out a unique sponsor plan, in which C. K. Wells, Jr., Inc., the Boxwood Land Co., developers of Pinehurst, the General Electric Co. and other sub-contractors engaged in the construction of the "General's" magic house, are cooperating.

"THE GENERAL BUILDS A HOUSE" is a dramatized story which the "General" tells his buddy "Lt. Carter" while he supervises the building of his home in Pinehurst. The scenes of the mystery are laid in an old deserted seaside hotel where listeners find a gang of crooks arranging for the exchange of a lovely young Russian "Mlle. Markov" (whom they are palming off as the royal Princess Anastasia, daughter of the late Czar, for the sum of \$100,000 offered by a mysterious "Dr. N."). Adventure, romance and mystery run concurrently through the entire drama and listeners are held enthralled from week to week as the various chapters are broadcast. Those in the case include Edwin Tunis ("The General"), David N. Finck ("Lt. Bob Carter"), Leopold Proser, Cyrus Pinkham and Francis Swann, all of whom, with the exception of Mr. Proser, have been recruited from the Vagabonds, America's oldest little theatre group. Mr. Proser was formerly a member of the British Broadcasting Company's staff in London. The leading feminine role is taken by Mrs. Quinn herself.

The premiere performance of this mystery drama came on the air on June 8, the same day on which Frederick R. Huber, Director of WBAL, and a group of officials and executives interested in this particular home-building project, went to Pinehurst and broke the ground for this magic house.

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BROADCASTERS ENGINEER PIONEERS IN SKY WAVE AND DIRECTIONAL ANTENNA WORK

There seems to be sprouting under our eyes here in Washington a young radio expert of great promise. Only 30 years old, he is the consulting engineer of the National Association of Broadcasters and already has several notable achievements to his credit in beaming radio waves in certain directions.

Furthermore, this young man, whose name is J. C. McNary, and who was born and raised in Dayton, O., and was graduated from the University of Cincinnati, has been conducting some experiments with sky-wave radiation which, if successful, will alone be sufficient to assure him of fame and fortune.

Contrary to popular conception, radio waves, when broadcast, do not go directly from point to point on a bee-line, but rather are reflected upward until they hit the earth's ceiling, known as the Heaviside layer, and then bounce back to the earth again. On their return, they are known as sky-waves and cause an immense amount of interference. There is a crying need for the elimination of the sky-waves and young Mr. McNary, working in his little laboratory at College Park, Md., declared that he is very hopeful of the results. He believes, if successful, his anti-sky-wave antenna will also do much to eliminate fading, which is another of the great problems in broadcasting.

Mr. McNary's work in beam, or directional radio, has reached a much more practical stage. For instance, there are now three broadcasting stations operating on the same frequency. One is WKRC, at Cincinnati, using 500 watts power, KSD, at St. Louis, 500 watts, and WGR, Buffalo, 1000 watts. WKRC desires to increase its power to 1000 watts, but ordinarily this could not be done without the Cincinnati station interfering with Buffalo and St. Louis. However, the Federal Radio Commission engineers were so impressed with a setup which Mr. McNary outlined to them, that they allowed the Cincinnati station to temporarily increase its power for an experimental period. The problem is, of course, to direct the waves of the Cincinnati station north and south so that they will not interfere with St. Louis and Buffalo.

There was a similar problem here in Washington in the interference between Station WJSV and the Naval Research Laboratory, conducting tremendously important short-wave communications experiments just across the Potomac River, and not more than a mile away to the East. Naturally, radio waves radiate east and west, as well as north and south. However, in this case, to prevent interference with the Naval Research Laboratory, and, in fact, the scrapping of WJSV, it was necessary that the waves flow only north and south.

This was done successfully, apparently, and was among the first accomplishments of its kind in the history of radio.

Mr. McNary was an early consultant in this case and the work was carried out by Frank Falknor, of Chicago, chief engineer of Station WBBM, and A. B. Chamberlain, of the engineering staff of Columbia, in New York.

Incidentally, this writer has learned upon exceptionally good authority that the work at WJSV was accomplished at what seems to be a ridiculously low figure in proportion to the investment involved. If the directional experiment had not been successful, Columbia would have had the problem of scrapping a station which represented an investment close to \$100,000. According to our information, it cost them only about \$2,000 to make the necessary changes.

There has been a complaint in the case of WJSV from WHOM, a small station in Jersey City, that since the former station has applied directional devices, that waves have been deflected towards the Jersey station causing serious interference. This is being investigated by the Radio Commission but is not being taken seriously by engineers apparently.

Harry C. Butcher, General Manager of WJSV, declares that it has been reported to him that WHOM made a similar complaint two years ago before Columbia acquired WJSV and when the transmitter was still located at its old site at Mt. Vernon Hills, Va., south of Alexandria.

Despite any such setbacks as these which may occur, engineers believe directional work will be perfected and that it will assume even greater importance after the North American Conference, now in session at Mexico City, finishes its work. The assumption is that we will have to give up some of our broadcasting frequencies which will mean, unless stations are to be eliminated, more will have to be placed upon the same channel.

Here is where Mr. McNary and his directional radio will come into the picture. Say there are at present stations in New York, Chicago and San Francisco now operating on the same frequency. If he can succeed in successfully directing waves north and south, then perhaps stations could be included in Pittsburgh, Omaha, Denver, Salt Lake City, etc.

Directional radio, with which the young electrical expert is working, may serve to revolutionize broadcasting in the future in two ways, - first, to prevent stations on the same frequency from interfering with each other, and second, to beam it into cities.

There is nothing very new in beam radio in the communications world. Short wave messages have been beamed to Africa, to China, etc. However, broadcasters in the entertainment field have been slow to adopt these principles.

The future of directional radio, insofar as the entertainment broadcasting field is concerned, is first its ability to keep stations in nearby cities on the same channels from interfering with each other, and second, to intensify the broadcast in a certain city or territory, service range it is called by the engineers.

Mr. McNary cited an example of what is now being tried out by Station WSAI, at Cincinnati. The transmitter of this station is located at Mason, Ohio, 18 miles north of Cincinnati. Here also is located the transmitter of the famous WLW, which operating on 50,000 watts, seems to reach most everywhere.

However, WSAI is only permitted to use 500 watts power, which is the same as WRC in Washington, only the WRC transmitter being directly in the heart of the city has no difficulty covering this territory whereas WSAI, being 18 miles away from Cincinnati, desires to improve its signals into that city. It is expected, by means of directional methods, that this will be done. Needless to say, if it is successful in Cincinnati, the system will rapidly be adopted elsewhere.

As explained by the radio engineer, the directional work is accomplished by using two antennae instead of one. They are several hundred feet apart but are connected up to the same transmitter in such a way that radiation from one antenna cancels out radiation of the other in certain directions and adds to it in other directions.

The result is that the sound transmitted, or the signal as engineers call it, is louder in some directions than in others. Also, interference in directions where radiation from the two antennae cancels out, is reduced very much.

Broadcasting waves go out in circles just as when you drop a pebble into a pond and see the circular ripples go out one after another.

"If you drop two pebbles into a pond", said Mr. McNary, "within a few feet of each other at exactly the same time, you would see the way the directional antenna beam works."

Another thing in the favor of directional radio is its comparative low cost. Mr. McNary said that a setup for eliminating interference with another station would range in price from \$5,000 to \$25,000. This may sound high to the lay mind but in proportion to the amount invested in a broadcasting station and increased coverage which might be attained through greater power, is relatively small.

From an engineering standpoint, Mr. McNary says that broadcasting is just getting a good start. Now that the commercial setup is all fixed, the industry, as a whole will be able to take advantage of engineering developments.

Those which he sees in the near future are first, directional radio, second, anti-sky-wave protection, and third, synchronization.

Synchronization is now being developed and is where several broadcasting stations are using the same frequency at the same time. This is being tried out by Stations WJZ, in New York, and WBAL, in Baltimore. Synchronization, however, has the disadvantage that both stations have to broadcast identical programs and also that the stations must be connected by wire. The wire toll alone is something like \$50 a mile per year, and likewise the other mechanism is quite expensive. Nevertheless, it is said that considerable progress is being made with synchronization.

When asked if any success had been met with in the long fight to eliminate static, Mr. McNary said, "No."

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DRY GOODS STORE PRINTS RADIO PROGRAMS

The Nashville Banner recently discontinued publication of radio programs except as paid advertisements. This action was in accordance with the resolution adopted at the recent convention of the American Newspaper Publishers' Association in New York.

Three days after the programs had been discontinued, the Gastner-Knott Dry Goods Company announced its intention of publishing radio programs along with its merchandise advertising. They have continued to do so to date.

James G. Stahlman, Banner publisher, told Editor & Publisher that during the three days radio programs were not printed, the Banner received only six inquiries as to their omission.

"This reader response", Mr. Stahlman said, "Was in keeping with the Banner's experience with news broadcasts, when after a six weeks' period of experimental broadcast with what was pronounced by radio authorities as a 'knock-out program', the Banner received a total of 118 letters, postcards, telegrams or telephone calls. The program was of a promotional nature with several distinctive 'come-on' features which should have produced considerable fan mail. Of these 118 replies, 14 were from Nashville, 11 written on postcards praising the voice of the announcer; and 11 were from outside Nashville but within the Banner's recognized trade territory, as set up by the A. B. C. The other 93 came from distant places. The Banner forthwith discontinued its broadcast program."

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SYKES CHAIRMAN MEXICAN GENERAL AFFAIRS COMMITTEE

As a preliminary to getting down to business, the North American Radio Conference at Mexico City elected Judge Eugene O. Sykes, Chairman of the American delegation, to be Chairman of the General Affairs Committee. A Broadcasting Committee is headed by a Mexican, the Technical Committee by a Canadian, and the Drafting Committee, by a Nicaraguan.

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BROADCASTERS AVAIL THEMSELVES OF RESTRICTED MUSIC

Applications for licenses to broadcast Ricordi compositions, which include "Madame Butterfly" and other selections heretofore restricted, are being received in practically every mail that reaches the Washington offices of the Radio Program Foundation, according to Oswald F. Schuette, President of the Foundation. In each instance, the sublicenses are being sent to the stations by return mail so that they may make immediate use of the compositions.

According to Mr. Schuette, program directors of many stations holding such sublicenses are now compiling special Ricordi programs.

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CONTROL OF RADIO INDUSTRY BY GERMAN GOVERNMENT

The radio manufacturing industry of Germany is being organized under the Minister of Propaganda who is exercising considerable control over the manufacturing as well as over the broadcasting phase of the industry.

A report to the Electrical Equipment Division of the Commerce Department from Assistant Trade Commissioner A. Douglas Cook, Berlin, says that the manufacturers have entered into an agreement which specifies that sales may be made through a limited number of representatives for each factory, or by wholesalers. Another agreement is intended to insure a uniform basis of competition, although manufacturers are allowed to change prices at will.

The new organization, called the Wirufa, has stated that it does not expect to limit the number of radio dealers, a restriction which has been placed on retail outlets in other industries.

Among restrictions placed upon wholesalers is one prohibiting deliveries direct to users. Another provision, now being drawn up, will limit rebates and conditions of delivery. This projected proviso is said to be aimed at limiting dealers' profits.

The Minister of Propaganda has thrown the weight of his office behind the exploitation of a small receiving set, of which 100,000 are to be manufactured soon. This order will be divided up among the members of Wirufa.

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RADIO JOB AUCTION PLACES 100 IDLE MEN

Holding a "job auction" by radio and telephone in Washington, D. C., the District of Columbia Department of the American Legion, through its committee on unemployment, headed by Samuel Rose, of the Sergt. Jasper Post, succeeded in finding temporary employment for nearly 100 destitute Washington men.

Using the facilities of the National Broadcasting System, with time donated by D. J. Kaufman, "Radio Joe", the committee told of the availability for work of the men whose cases had been investigated by it, and requested that listeners needing any kind of help telephone station WMAL. The committee then arranged to have a man report for the work to be done.

A half-hour evening program proved so successful in finding work at the homes of sympathetic Washingtonians that the management of the radio station arranged for an additional fifteen minutes to be given the committee at 9 p.m. the following night. During this period approximately 50 jobs were "auctioned", each one assuring some sort of work for men long without something to do and in great need of assistance.

The Legion plans, with the cooperation of its supporters, to continue the series of "job auctions" through the period of unemployment distress.

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Herbert L. Pettey, Secretary of the Federal Radio Commission, is on an inspection trip of Western stations.

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RADIO AUDIENCE APPLAUDS COMMERCIAL ANNOUNCEMENT

Fred Waring's Wednesday night broadcasts from Carnegie Hall, in New York, over a nation-wide network produce a phenomenon the like of which radio folk never expected to witness.

"Each time David Ross, announcer, finishes his commercial message", writes Fred Baer, Old Gold's new publicity representative, "he gets the full measure of applause that has been given to Mr. Waring and his Pennsylvanians, to Mandy Lou, Babs Ryan, the Lane Sisters and all the other entertainers.

"The first time it happened, Mr. Ross stared open-mouthed at the 3000 persons in the audience. He said later that goose-flesh stood out all over him. But when he had recovered his aplomb, he modestly characterized the incident as 'the triumph of his commercial career.'

"Now it happens every Wednesday evening. The CBS business representatives, who 'never expected to live to see the day' when the 'impossible' first happened, give all credit to Mr. Ross' splendid reading. The sponsors gravely adjudge it to be due to the product they make. The advertising writers accept it as a tribute justly earned by their copy. Mr. Waring smiles and greets them all as fellow-artists."

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CBS NEW AND RENEWED CONTRACTS

NEW - Carborundum Co., Niagara Falls, N. Y.; Agency - F. H. Greene, Parsons Building, Buffalo, N. Y., starting Nov. 11, 1933, 13 basic and 2 supp. stations; Program - Carborundum Band, Sat. 9:30-10:00 P.M.

RENEWAL - Gold Dust Corp., New York City; Agency - Barton, Batts, Durstine & Osborn, New York City, starting June 29, 1933, WABC; Program - Jack Denny's Orchestra, Jeanie Lang, Scrappy Lambert, Mon. through Fri., 7:15-7:30 P.M.

RENEWAL - Tide Water Oil Sales Co., New York City; Agency - Lennen & Mitchell, 17 E. 45th St., New York City, starting July 3, 1933, 11 basic and 5 supp. stations; Program - Dolph Martin's orchestra, Traveler's Quartet, 7:30-7:45 Mon. Wed. Fri.

RENEWAL - Wyeth Chemical Co., New York City, Agency - Blackett-Sample, Hummert, 230 Park Ave., New York City, starting Sept. 26, 1933, 8 basic, 1 supp. stations; Tues. Wed. Thurs. 6:45-7:00 P.M.

NEW - American Home Products Corp., 578 Madison Ave., N.Y. City; Agency - Blackett-Sample-Hummert, etc., starting Sept. 24, 1933, 15 basi and 5 supp. stations; Sunday 2:00-3:00 P.M.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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No. 640

ECONOMY FORCES CLOSING OF SEVERAL MONITORING STATIONS

On account of reduced appropriations and personnel, and in the interest of economy, it has been necessary for the Federal Radio Commission to close several of its frequency monitoring stations.

This necessitated the establishment of a schedule so that all stations could be checked or measured at least once or twice each month.

All broadcast stations within measurable range of monitoring stations will be checked or measured once or twice each month during the regular broadcasting periods of the stations. Approximately 300 broadcast stations will be required to maintain operating or silent schedules between midnight and six a.m. during the first week of each month, so that their operating frequencies can be checked or measured at long range without interference.

During the after-midnight monitoring schedule, the call letters of the station being monitored will be announced every three minutes.

Stations that are found to be operating well within the authorized tolerance of fifty cycles by means of rough checks will not be measured accurately; therefore station licensees should not apply to the Commission or the monitoring stations for records of measurements.

Stations that are found to be operating beyond the limits of the tolerance will be measured accurately, and notified.

A list of the stations scheduled for after-midnight operation, giving day and time of operation, frequency, call letters and location has just been issued by the Radio Commission.

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AMALGAMATED ENGINEER TESTS WASHINGTON STATION

Howard S. Frazier, Communications Engineer of the Amalgamated Broadcasting System, Ed Wynn's proposed chain, was in Washington recently testing out WOL'S outfit. Everything is now all set to go so far as Washington, D.C. is concerned, according to LeRoy Mark, owner of WOL.

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NEW S-C AUTO RADIO ENTERS FIELD

Qualities of tone and performance hitherto thought possible only in larger console receivers are characteristics claimed by the Stromberg-Carlson Company for its latest development, a six-tube Superheterodyne automobile radio just announced.

The Company bases its claim on the use of full-sized parts, Class A audio amplification and a full-sized electro-dynamic speaker possessing 250% greater active diaphragm area than small one-piece receivers, combined with a wooden baffle system similar to that used in larger home receivers. Engineers maintain that the six tubes used provide ten-tube operation through the employment of a tubeless "B" power unit and the arrangement of tubes to perform multiple functions.

The new receiver incorporates many features found successful by the Company in its manufacture of airplane and police radios which necessitates reliable performance under severe operating conditions. Simplified remote control mounts on the steering column within easy reach of the driver.

The set operates entirely from the storage battery and has extremely low current consumption. Its great power provides satisfactory reception under adverse conditions and adequate volume against ordinary traffic and high speed noises, it is said.

Extreme sensitivity, high selectivity, combined "off and on" switch and manual volume control for one-hand operation, tone control, automatic volume control, illuminated dial calibrated in kilocycles and lock and key operation are some of the more important features.

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RENEWAL OF CONTRACT KEEPS COBB ON AIR THROUGH NOVEMBER

Irvin S. Cobb is in receipt of a new contract which will keep him on the air at least until the end of November. His programs will continue to be heard over an extensive WABC-Columbia network on Wednesdays and Fridays at 9:00 P.M., EDST, under the sponsorship of the Gulf Refining Company. This is the second time the Kentuckian's contract has been renewed since the inception of the series.

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RADIO ASSAILED BY COMPOSERS

The era of mechanization is indicted as "the murderer of music" in a graphically illustrated pamphlet recently issued by the American Society of Composers, Authors and Publishers. What has happened to "the lovely art of music" is revealed by charts, which with figures serve as evidence that the talking pictures, radio and the phonograph have "murdered" music, at the same time failing to compensate musical genius adequately for talent and melody that have been killed.

The Society asserts that its portrayal constitutes a challenge to all who are interested in the continued creation of American music.

It is pointed out that from twelve to eighteen hours a day, every day, several hundred broadcasting stations endlessly din into the ears of millions of listeners old music and new music, sung, played, whistled, hummed, crooned by artists and aspiring artists, by professionals and amateurs, all without proper remuneration to those who create the melodies.

A song hit, it is estimated, now has only three months to live. Before melodies were impinged upon microphones, prior to 1925, a popular song enjoyed a life of sixteen months, according to the Society's figures. Popular song sales used to total up to 1,115,134 copies, but after broadcasting a total sale of 229,866 copies is considered a good record.

While the public heard songs only in theatres and music stores, sheet music, with a fair remuneration to the composer, enjoyed popular sale. Since the new tunes may be heard many times a day on the radio, the desire for music in sheets has vanished. The drop in composers' incomes from the sale of sheet music and phonograph records, therefore, is laid at the door of the broadcaster.

The President's Committee on Recent Social Trends is quoted as the source of statistics which reveal that the American people spent annually \$2,214,725,000 for commercial amusements from 1928 to 1930. Each of these commercial enterprise groups, including the motion pictures, radio, theatres and concerts, dance halls, night clubs and cabarets, is dependent upon music. The Society contends that without melody each one would cease. Yet, for every dollar paid by the American populace for commercial amusement of this sort, the creators received less than one-tenth of 1 per cent as their reward, according to figures compiled by the Society.

Figures supplied by the American Federation of Musicians disclose that since 1925, when 19,000 musicians were employed in motion-picture theatre orchestras, the number has dropped to 3,000 in 1932. This decline is said to be due to mechanization of music in talking pictures.

Royalties from phonograph records dropped from \$887,514 in 1926 to \$86,000 in 1932. Phonograph sales in 1927 totaled \$46,000,000 and \$4,869,000 in 1931. For this the Society does not blame the depression but "the change in the musical habits of the nation." Piano sales reached \$93,670,000 in 1925, compared with \$12,000,000 in 1931, according to statistics of the Music Industries Chamber of Commerce.

The chart showing the total sales of radio sets indicates that the radio industry was a sufferer since 1929 along with the music industry. For example, in 1929, radio sales totaled \$592,068,000, dropping to \$124,860,000 in 1932.

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SEEKS TO MOVE THE NAVAL OBSERVATORY

A proposal to dispose of the valuable Naval Observatory grounds in the residential section of Washington, and remove the Observatory to the "Mount Weather" tract on the crest of the Blue Ridge Mountains just beyond Bluemont, Va., which is owned by the Government and has not been used for any purpose for nearly 20 years, is said to be under consideration by President Roosevelt.

The assessor of the District of Columbia has valued the Naval Observatory grounds at \$1,442,400. He adds that his office values the buildings and improvements on the Observatory property at \$500,000.

The Navy is just completing three new scientific buildings at the Naval Observatory. This, more than ever, militates against moving the establishment in view of the delays that would be occasioned by a shift to Mount Weather, with the Government deprived of the use of the new buildings, for which it has just paid a great many thousands of dollars. A new clock vault has recently been completed, under which the temperature is kept constant, so that the exact time may be flashed by radio and telegraph all over the United States.

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JOE PALOOKA APPEARS ON THE RADIO

Joe Palooka, "His-self", came to life over Station WOL in Washington, D. C., last week. Joe has quickly sprung into popularity as one of the new comic characters in a syndicated newspaper feature. Played by the Northern Dramatic Co., directed by Ronald Dawson, the skit has plenty of punch.

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CAPITAL REGULATIONS MIGHT BAN RADIOS IN AUTOS

While it has never been so applied, a regulation in Washington might, in the opinion of the Assistant Corporation Counsel Edward W. Thomas, be used to require police permits for the operation of radios in automobiles on public streets.

Representative Louis Ludlow, of Indiana, introduced a bill in the last session of Congress requiring a permit to have a short-wave set which might pick up police calls in an automobile. However, the regulation which Mr. Thomas refers to could be applied, he believes, if a test were made of it, to long-wave sets carrying broadcast programs.

The regulation, however, was not intended for this purpose, but was written some time ago as a protection against portable loud speakers which were carried on automobile trucks amplifying phonograph records.

The invasion of these sound trucks threatened to occasion considerable annoyance.

Although there has been much development along the line, notably a sound truck which could furnish band music for a marching regiment, and another in Huey Long's campaigns where he could put on a whole show as he passed through a village, little seems to have been heard of them lately.

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SAN ANTONIO PAPERS DROP PROGRAMS

The San Antonio dailies - Light, Express and Evening News - have just adopted a policy of omitting radio programs from their news columns, although still carrying radio highlights. A. W. Walliser, managing editor of the News stated that stories of important broadcasts would be handled on their merits as news.

Papers here long have co-operated with radio stations. Omission of the radio programs brought calls from many readers, some protesting, a dispatch to Editor & Publisher states.

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Goldy and Dusty, who have been appearing over the Columbia network since December last, will continue their program for another year. Their broadcasts will continue to be heard over the WABC-Columbia network daily except Saturday and Sunday from 9:15 to 9:30 A.M., EDST, under the sponsorship of the Gold Dust Corporation.

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RADIO SALES TALKS ON STOCKS STUDIED

An aggressive campaign against high-pressure selling of questionable stocks by radio will be undertaken by the Federal Trade Commission, Chairman March has announced.

In an effort to develop other fields of its jurisdiction under the Securities Act, the Commission is also preparing a regulation to govern the advertisement of securities in newspapers and other media.

Mr. March said that a number of reports relating to wild-cat stock schemes being promoted over the radio had reached the Commission. Some broadcasts under scrutiny are said to originate at privately owned stations in Mexico.

"There is no question about the jurisdiction of the Commission over such cases", Mr. March said. "While it is not mentioned by name in every applicable section of the Securities Act, the radio, as a means of interstate communication, clearly would come within the meaning of the act as definitely as do the United States mail service, the telephone and the telegraph.

"We have received complaints about the broadcasting of sales talks on unregistered securities, some of them undoubtedly worthless, and we are going right after the offenders in every case."

Now that the machinery for receiving and reporting upon the registration of new security issues has been put into smooth operation, the Federal Trade Commission is in a position to expand its activities in administering other phases of the Securities Act, Mr. March explained.

"Since the fundamental purpose of the act is to provide the public with truth about investments offered on the market", he said, "it is necessary for the Commission to look with care into the radio selling and the security advertising problems which are involved."

A ruling designed to govern newspaper and magazine announcements of investment offerings would undoubtedly come within the scope of the Federal Trade Commission, he declared.

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STANDARDS BUREAU DROPS SOME ACTIVITIES

For the sake of economy, important activities of the Bureau of Standards will be abandoned at once to private initiative, Secretary Roper has announced.

Work which has been carried on in the field of simplification, commercial standards, safety codes and building codes, has been turned over by agreement to the American Standards' Association of New York, composed of 37 industrial groups including the Institute of Radio Engineers.

In correspondence, Howard Coonley, President of the Association, has declared that every effort will be made to continue satisfactorily the work of the Bureau of Standards.

Mr. Roper assured the Association that the full cooperation of the Bureau of Standards would be available at all times both in carrying through the transfer with a minimum of disruption and in providing at least a part of the research work necessary to the standardization projects.

"The task of turning over this work of the Division of Simplified Practice, Building and House, Specifications, and Trade Standards, and the Section of Safety Standards, will be effected gradually under the direction of the Secretary of Commerce and the Director of the Bureau of Standards", Mr. Roper said.

It was learned at the Bureau of Standards, through Dr. Dellinger that about 400 of the 900 employees at the Bureau have been discharged and that the radio section has been reduced in about the same proportion. He further said that it will not be possible for them to devote as much time as they have been in their study of radio frequency standards and radio wave variations.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 21, 1933)

WFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, modification of license to change frequency from 1230 to 600 kc.; KGKB, East Texas Broadcasting Co., Tyler, Texas, C.P. to make changes in equipment and move transmitter within building; WMIL, Arthur Faske, Brooklyn, N. Y., modification of C.P. to extend completion date to Oct. 1, 1933; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., modification of C.P. to change location of transmitter locally near Indianapolis, and granted license covering same; 1400 kc., 500 watts, specified hours, also granted authority to install automatic frequency control; KICK, Red Oak

Radio Corp., Carter Lake, Iowa., license covering removal of station from Red Oak to Carter Lake, Ia., 1420 kc., 100 watts, unlimited time; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., license covering change in equipment and reduction in daytime power, 560 kc., 1 KW, unlimited time; WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, modification of license to reduce specified hours from daily 9 AM to 1 P.M., and 3 to 7 P.M. EST, to 11 A.M. to 1 P.M. and 4 to 7 P.M. EST, daily.

Also, WJZ, National Broadcasting Co., Inc., New York City, extension of special experimental authority to operate with 50 KW power for period of 6 months from August 1, 1933; KXA, American Radio Tel. Co., Seattle, Wash., granted extension of special experimental authority to operate from sundown to 10 P.M., 250 watts power, for period of 6 months from Aug. 1; WCFL, Chicago Federation of Labor, Chicago, Ill., renewal of special experimental authority to operate unlimited time experimentally on 970 kc. for period of 6 months from August 1.; WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., extension of special authority which expires July 22, for an indefinite period, to operate without place volt-meter pending repair; WJJD, WJJD, Inc., Mooseheart, Ill., renewal of special authority to begin operation at 5:30 P.M. CST, on account of daylight saving time; WODX, Mobile Broadcasting Corp., Springhill, Ala., authority to remain silent from July 20 or as soon thereafter as possible, until Sept. 10, in order to work on equipment; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., special temporary authority to operate from 9:30 to 11:30 A.M. CST, July 26.

Also, County of Nassau, Police Dept., Mineola, N. Y., C.P. 2414 kc., 200 watts; City of Lincoln, Lincoln, Neb., C.P. for police service, 2470 kc., 50 watts; Aeronautical Radio, Inc.: at Kalamazoo, Mich., C.P. aviation service, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, and 5632.5 kc., unlimited, 4917.5 kc., day only, 50 watts; WAEI, Detroit, Mich., same frequencies as for Kalamazoo but 400 watts; at Chicago, Ill., aviation C.P. 6425 kc., 50 watts; Pan American Airways, Inc., Portable and Mobile, two general experimental C.P.s, frequencies 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 350 watts; The Goodyear Tire & Rubber Co. Wheeling, Ill., general experimental C.P., frequencies 2398, 4797.5, 150 watts; The Journal Co. (The Milwaukee Journal), Portable & Mobile, general experimental frequencies 34600, 41000, 51400, 60000-400000 kc., C.P., 1 watt, also granted license covering same.

Also, R.C.A. Communications, Inc., Rocky Point, N. Y.: WIR, modification of fixed public point-to-point telg. license to delete frequency 4276 kc.; WAD, and WQN, modification of licenses to delete Montreal and Mexico City as points of communication respectively; Libby McNeill & Libby: KIGK, Nushagak Moored Tally Scow 11 #1 Alaska, KIGO, Same Scow VI No. 4, KIGP, Same Egushik, Alaska, license, fixed public point-to-point tel. 3190 kc., 4 watts; KIGJ, Same, Scow VII #2, same except 2 watts power; WPFT, City of Lakeland, Lakeland, Fla., modification of C.P. to extend completion date to Sept. 10, 1933; American Tel. and Tel. Co.: WOX, WLK, WKK, Lawrenceville, N. J., modification of license to add Lima Peru, as additional point of communication; City of Lincoln Park, Mich.,

Police Dept., general experimental C.P. frequencies 34600, 41000, 51400 kc., 50 watts; State of New York, Division of State Police, South Schenectady, C.P. for police service, 1534 kc., 1000 watts.

Renewal of Licenses

For the regular period: WCHD, Zion, Ill.; WCFL, Chicago; WDGY, Minneapolis, WEW, St. Louis, Mo.; WJAG, Norfolk, Neb.; WJZ and auxiliary, New York; WLW, Cincinnati; WLWL, New York; WSM and auxiliary, Nashville, Tenn.; KFBI, Abilene, Kans.; KMMJ, Clay Center, Neb.; KOB, Albuquerque, N. Mex.; KSOO, Sioux Falls, S. Dak.; KXA, Seattle, Wash.

Temporary renewal of license granted subject to such action as the Commission may take on licensees' pending application for renewal in the following cases:

WHAS, Louisville, Ky.; WJJD, Mooseheart, Ill.; WORK, York, Pa.; WOWO, Fort Wayne, Ind.; WRAX, Philadelphia; WRUF, Gainesville, Fla.; WWL, New Orleans. WWVA, Wheeling, W. Va.; KWKH, Shreveport, La.; and KYW, of Chicago.

WOWO, The Main Auto Supply Co., Ft. Wayne, Ind., granted special temporary authorization to operate simultaneously during daytime with Station WWVA, subject to such action as the Commission may take on licensee's pending application for renewal of license; WWVA, W. Va. Broadcasting Corp., Wheeling, W. Va., granted same as above, except to operate simultaneously with Station WOWO; KSOO, Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak., granted special temporary authorization to continue operation daily until 6:30 P.M. CST and on Sunday nights beginning at 9:30 P.M. CST, with reduction of power to 1 KW, subject to such action as the Commission may take on licensee's pending application for renewal of license; KMMJ, The M. M. Johnson Co., Clay Center, Neb., granted special temporary authority to operate station from 5 to 6 A.M. CST, until this period is required by Station WSB, but no later than Feb. 1, 1934, and on condition that licensee agrees to and will cease operation during said period at any time without a hearing, upon 5 days' notice; W3XY, Bell Tel. Labs., Inc., Mendham Township, N. Y., granted renewal of special experimental license in exact accordance with existing license.

Action on Examiner's Report

WMAS, WMAS, Inc., Springfield, Mass., granted C.P. to install new equipment and increase power from 100 watts to 250 watts, daytime; station to operate on same frequency (1420 kc.) and same night power (100 watts), sustaining Examiner Ellis A. Yost.

Amateur Licenses

The Commission also granted 820 amateur licenses, of which 658 were new and 162 were modifications.

Ratifications

W2AWO, Sidney W. Koran, Scranton, Pa., granted temporary authority to operate amateur station at Scranton Boy Scout Camp from July 8 to 22 (action taken July 5); W2GXV, Leo J. Donahue, Newark, N. J., granted temporary authority to operate amateur station at Camp Moore, N. J., from July 22 to Aug. 5 (action taken July 7); Action taken July 8: WKBR, Radiomarine Corp. of America, aboard "Caliche", Washington, D. C., granted 60 day authority to operate station aboard vessel "Caliche", pending receipt of formal application, frequencies 17100 to 8200 kc., 150 w.; WKDI, same, aboard "Amazon", Washington, D. C., granted same as above except frequencies 17100 to 2000 kc., 200 watts; Action taken July 10: Radiomarine Corp. of America, aboard "Thalea", Washington, D. C., authorized additional transmitter aboard "Thalea", 150 watts, instead of 50 watts as authorized July 5.

Action taken July 11: KIND, Radiomarine Corp. of America, aboard "Falcon", Washington, D. C. granted 60 day authority to operate with replaced transmitter aboard vessel "Falcon", pending receipt of formal application, frequency range 313 to 500 kc., 200 watts; KDIT, Mackay Radio & Telg. Co., Seattle, Wash., granted 60 day authority to operate transmitter aboard vessel "C.D. Johnson, Third", pending receipt of formal application, frequencies 375, 425, 50 kc.

Action taken July 14: WREI, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Quistconck", pending receipt of formal application; WBFK, Fishermen's Packing Corp., Everett, Wash., granted 60 day authority to operate station aboard motorboat "Ruth M", pending action on application, frequencies 375, 425 and 500 kc., 15 watts; KMJE, Mackay Radio & Telegraph Co., New York, granted 60 day authority to operate aboard yacht "Ramona", pending receipt of formal application frequencies 375, 425 and 500 kc., 50 watts; WINS, American Radio News Corp., New York, granted license to cover C.P., 1180 kc., 500 watts, limited time; WBAL, Consolidated Gas & Electric Light & Power Co., of Baltimore, granted 30 day authority to operate 1 KW, auxiliary transmitter for testing while moving old transmitter to new site; H. Leslie Atlass, Aboard yacht "Harriette", granted special authority to use equipment licensed for yacht as broadcast pickup station, on frequency 2478 kc., during Italian Fliers, Chicago visit; WLXAL, Shortwave Broadcasting Corp., Boston, Mass., granted temporary renewal of license, subject to such action as the Commission may take after hearing on licensee's pending application for license.

Action taken July 15: WIEX, RCA Communications, Inc., Washington, D. C., authorized to operate portable and mobile transmitter WIEX No. 1984, frequencies 1566 and 2390 kc., 50 watts, during period July 16 to 31; Atlantic Broadcasting Corp.: WIEK, WIEL, Atlantic, New York, authorized to use stations WIEK and WIEL August 1 to 7 incl. aboard Coast Guard cutter "Tampa" in Long Island Sound, frequencies 1542 and 2478 kc.; also authorized to use stations July 16 to 31 in vicinity of New York in connection with Italian Fliers' broadcast; WIEH, Knickerbocker Broadcasting Co., Inc., New York authorized to use station from July 18 to 22 8 to 8:45 P.M.

Action taken July 17: W7DCU, Eugene Austin Piety, Tacoma, Wash., authorized to operate portable station in Alaska until Oct. 1, subject to amateur regulations; KIEO, Airfan Radio Corp. Ltd., San Diego, Cal., authorized to use broadcast pickup transmitter July 17 to 23; Action taken July 18: Mackay Radio Telg. Co. aboard airplane, granted special temporary authority to install and operate transmitter on airplane to cover Italian Flight from Chicago to New York, 5555 kc., 100 watts; WIEK, WIEL, Atlantic Broadcasting Corp., New York, authorized to use stations at Jones Beach, July 19 to 24, frequencies 1542 and 2478 kc.; WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., granted special temporary authority to operate from 8 to 12 P.M. CDST, July 31 (Action taken July 20).

Set For Hearing

WSAI, Crosley Radio Corp., Cincinnati, Ohio, suspended grant for C.P. for new equipment and increase in operating power from 500 watts night and 1 KW day to 1 KW night and 2½ KW day, and designated application for hearing because of protest of WSPD, Toledo, Ohio; WJSV, Old Dominion Broadcasting Corp., Alexandria, Va., suspended grant made June 16, 1933, to operate until Nov. 1, 1933, because of protest of WHOM, Jersey City, N. J., and application for regular license was designated for hearing. Pending outcome of hearing station will operate under special temporary authority, under identical conditions set forth in license issued June 16th; WIND (formerly WJKS), Johnson-Kennedy Radio Corp., Gary, Ind., designated for hearing application for renewal of license because of applications filed for the facilities of this station;

Also, WGNY, Peter Goelet, Chester Township, N. Y., modification of license to change hours of operation from specified to sharing equally with WJBI, WFAS and WGBB; WFBR, The Baltimore Radio Show, Inc., Baltimore, Md., modification of license to increase power from 500 watts to 1 KW; WNBH, Irving Vermilya, tr. as New Bedford Broadcasting Co., New Bedford, Mass., modification of license to change frequency from 1310 kc. to 1200 kc.; WTAR, WTAR Radio Corp., Norfolk, Va., modification of license to increase operating power from 500 watts to 1 KW (facilities of WPHR); WKZO, WKZO, Inc., Kalamazoo, Mich., modification of license to increase hours of operation from daytime only to unlimited using 250 watts night, 1 KW daytime; WBHS, Radio Station WBHS, Inc., Huntsville, Ala., modification of license to increase hours of operation from sharing with WFBC; WBHS 6/7 time, WFBC 1/7 time to unlimited; KWKC Wilson Duncan Broadcasting Co., Kansas City, Mo., modification of license to increase hours of operation from specified to unlimited; KGDM E. F. Peffer, Stockton, Cal., modification of license requests increase in hours of operation from daytime only to daytime and from 12 midnight to 6 A.M. daily (facilities of WPG and WLWL).

Also, The Conn. Broadcasting Co., Danbury, Conn., C.P. for new station to operate on 1310 kc., 100 watts, daytime; The Lebanon Broadcasting Corp., Lebanon, Pa., C.P. for new station to operate on 1500 kc., 50 watts, daytime; KGIX, Clyde D. Smith & R. W. Lautzenheiser, d/b as Vagas Broadcasting Co., Las Vegas, Nev., involuntary assignment of license from J. M. Heaton to Clyde D. Smith and R. W. Lautzenheiser and C.P. for new station to operate on 1420 kc. 100 watt: daytime (facilities of KGIX).

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
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PRESIDENT BROADCASTING PRESENTS MOVIE SPECTACLE

If a diplomat had strolled into the Diplomatic Reception Room at the White House Tuesday night while President Roosevelt was broadcasting his message to the San Francisco Governors' conference, the foreigner would have thought that he had accidentally stumbled into the making of a movie in Hollywood in addition to witnessing a great network broadcast such as one can only see put on in a New York studio. There have been many strange scenes enacted in the White House but none more bizarre or typical of the swift moving times in which we live than the background of a present day Presidential broadcast.

The average listener doubtless pictured the President alone in his cool, comfortable study late last night, quietly reading into the microphone his message to the Governors in California. Instead, he was the central figure of a tense drama enacted in the oppressively hot little oval room on the basement floor of the White House.

President Roosevelt was seated at his specially constructed broadcasting desk. It was like most any other desk except that it had large holes bored through the top to accommodate wires to the microphone. There were four of these "mikes", two for the National Broadcasting Company, one for Columbia, and one for the sound pictures. They were built very low on the desk, standing up perhaps not more than six inches, in order not to hide the face of the President in the picture-taking.

As radio developed, the number and size of microphones was so enlarged that at times it became almost impossible to see the face of the speaker. Likewise these dwarf microphones of the President do not have on them the initials of the broadcasting systems, news photographers having objected to their receiving so much free publicity.

Standing at either side of the broadcasting desk was Carleton Smith, NBC announcer, and Bob Trout, of Columbia, each having their microphone on a stand in front of them.

Aimed at the President were four huge sound picture cameras heavily blanketed with portions of old quilts to suppress the noise. Formerly the sound picture men had tried out the experiment of photographing the President from glass enclosed booths, but the old quilts proved more effective in keeping down the noise.

Also pointed in the President's direction were about five cameras for still pictures. The room was cluttered with all sorts of portable electrical apparatus and the floor was as thickly covered with electrical cables leading to the President's desk as

was the street of the big lumberyard fire in Washington Sunday night strewn with hose lines.

Lining the room facing the President and watching his every move, or standing at their machines tensely, were at least 20 to 25 radio engineers, sound and still photographers, and technicians performing their various duties.

The broadcast Tuesday night was far simpler because of its brevity but in his address Monday night appealing for support of the National Recovery Program, the President surely had a bath of fire, figuratively and literally.

The temperature in the room must have been 90. After M. H. McIntyre, presidential secretary, had satisfied himself that everything was O.K., President Roosevelt seated himself at his broadcasting desk a short time before the networks were connected.

As in the case of every big broadcast, although those present talked among themselves, the air was surcharged with an indescribable something. The President quietly went over his manuscript, and finally at a signal, Bob Trout, the announcer, began about 20 seconds ahead of Smith. However, they were soon both talking but in a tone so low that those in the room a few feet away could hardly hear them. Then the President began, but his voice was much stronger and louder. He is equally as vigorous speaking over the radio as he is in personal conversation. He went ahead reading his address so calmly that at one stage of the broadcast, while continuing to talk, he reached over and very carefully extinguished a portion of his cigarette which was still burning in the ash-tray.

He went along in such a matter-of-fact way that those present were really startled when he said, in a conversational tone, and in an entirely different manner of speech, "Where's that glass of water?" Earlier, Ike Hoover, White House major domo, had very thoughtfully placed a glass of water on the President's desk. The President then relieved the radio people by exclaiming to the audience, "It's very hot here in Washington tonight and I have a frog in my throat."

One of the first things President Roosevelt asked Harry Butcher, Washington representative of Columbia, after the broadcast, was, "Was it all right for me to have said that about the glass of water?"

"Sure", replied Mr. Butcher, "that was the natural thing for you to do. It was exactly what Alister MacDonald, son of the Premier, did when he was broadcasting in Washington, except that Mr. MacDonald said, 'Hold on everybody!'"

A small group, including Alfred J. McCosker, President of the National Association of Broadcasters, Dr. Leon Levy, of Philadelphia, Vice-President of Columbia, Norman Siegel, a Cleveland newspaper man, and H. M. Talburt, the famous Washington cartoonist, attended the broadcast. Easily the most interested spectator,

however, was General Hugh S. Johnson, Administrator of the National Recovery Act, who was present with Mrs. Johnson.

"After a broadcast", remarked Ted Church of Columbia, "the President's first question of the engineers is, 'How did it go out?'"

He received his first authoritative information on this Tuesday night from Ike Hoover who said he had been listening in upstairs and that it sounded better than in the broadcasting room itself.

However, with the signing off of the radio broadcast, the President's troubles were really only beginning, for then a battery of Kliegl lights were turned on and the taking of the sound pictures then began.

The President, although he subsequently left the room in a wheel-chair, had such a wonderful color of healthy tan, that in the glare of these lights, he was as handsome as any moving picture actor who had been made up especially for the occasion. With his desk flood-lighted, it reminded this writer of a scene from a play where someone was enacting the role of the President. In again delivering the speech for the sound cameras, there were frequent stops, due to the changing of films, etc., and he showed the utmost patience. At one stage of the game he was reading his address when suddenly a movie man shouted "Cut!", meaning for the President to stop as something had happened to one of the machines. Whereupon Mr. Roosevelt looked up surprised and laughingly asked, "Who's dead?"

It must have taken considerably more than another half-hour for the sound picture process. Even then he was not through for the still picture men finally crowded up to his desk for a closeup view.

Although he arrived for the broadcast at about 9:20 o'clock, it was almost 11 o'clock before the President finally left the scene of action. It was a remarkable exhibition of patience and endurance and especially in view of the fact of the terrific day the President had had which included 57 appointments in the morning alone.

The President hurriedly left the improvised broadcasting studio due to the fact that he had been informed by Miss Margaret LeHand, his personal secretary, that Mrs. Roosevelt was waiting on the long-distance telephone at Chautauqua, N.Y. to congratulate him upon his speech.

"Do you want to take the call there at your desk", Miss LeHand asked:

"No, I'll take it upstairs", President Roosevelt replied and away he went, still smiling and in the best possible humor.

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MARCONI EXPECTED TO VISIT WASHINGTON

Guglielmo Marconi, inventor of wireless telegraphy, is expected to come to Washington next week-end on his way to Chicago and the World's Fair, it was reported reliably in the Capital.

Apparently hoping to dodge publicity, Marconi's plans have been kept secret. Attaches at the Italian Embassy here said they had not been informed of the inventor's expected arrival, though several weeks ago it was rumored he hoped to inspect the scientific exhibits at the Chicago Exposition.

Arrangements are being made, however, to receive the inventor and his party at the Wardman Park Hotel. Officials there have been notified to expect him and Mrs. Marconi Saturday.

Marconi was last in America during the International Radio Conference in Washington in 1927.

Whether he will come on one of the regular steamship lines or with his own party in his world-famous yacht "Electra", could not be determined.

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COMMISSION POWERLESS AGAINST SUMMER NIGHT LOUD SPEAKERS

There is little or nothing the Radio Commission can do about the blaring of the loud speakers these Summer nights, other than to suggest to listeners that they apply the Golden Rule and show the proper consideration for their neighbors, Col. Thad H. Brown, of the Federal Radio Commission, declared this week.

"Certainly at this season, when it is necessary to keep doors and windows open, all radio receiving sets should be tuned down very low, so that the signals will be confined to a very limited area. Low, soft tones are, in many respects, much more satisfying and desirable than loud, harsh ones", Col. Brown continued.

"In all communities the police have authority to eliminate public nuisances. Many towns, villages and cities have enacted ordinances which are proving very effective, in limiting the operation of loud speakers. Broadcasting stations might help the situation by suggesting to listeners that they tune down their sets when they use them during late hours.

"At this time we are being petitioned by many 'distracted' listeners for relief from loud speakers operating late in the night. Many complainants charge they are on the verge of nervous prostration.

"Because of the tremendous demand of the vast majority of the listening public, the Commission has designated the broadcast day as that period from 6 a.m. to 12 midnight. But, as some complainants point out, it is possible for a loud speaker to be operated all night, giving forth programs from distant stations, operating within their lawful time. Reducing the hours in the broadcasting day would not, therefore, solve the problem."

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NATIONAL RADIO MANUFACTURERS' CODE NEAR COMPLETION

The national radio industry code is nearing completion and will be hastened even more rapidly as a result of the Government's request for submission of voluntary codes by individual employers, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association reports.

Because the radio industry code being prepared by the RMA meets the radio industry's needs in a more far-reaching manner and provides many privileges, benefits, fair trade practice agreements and other features than the proposed voluntary code of the Government, greater haste to submit and secure Government approval of the RMA code will be exercised.

The code, applying nationally to all radio manufacturers of all radio products, is ready for preliminary negotiations with the Government. These are scheduled during the present week. After the Government's reactions are secured, the industry code will be submitted to the RMA membership for approval as quickly as possible.

Action by manufacturers on the voluntary code presented to the Nation by President Roosevelt and General Johnson, Industrial Recovery Administrator, on July 21st, is entirely left to the judgment and action of each employer. Attention is called to the fact that the voluntary codes are applicable only if signed by each individual manufacturer and until his own industry code, such as that of the RMA, is adopted, and trade association members are urged to assist in early adoption of their own industry's code.

It is virtually assured that there will be a separate code for the radio manufacturing industry. Official action with the National Industrial Recovery Administration at Washington to this end has been taken. Under authorization of the Radio Manufacturers' Association Board, a formal appearance on behalf of the RMA and radio industry was made at Washington, July 19, by Bond Geddes. During the Government's hearing on the electrical industry code submitted by NEMA, Mr. Geddes made a statement and advised the Federal Administration that a national radio industry code was in preparation and that radio would be excluded from operations of the electrical industry code.

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MEXICAN CONFERENCE CONTINUES IN SECRECY

All sessions at the North American Radio Conference in Mexico City continue to be secret, inasmuch as it is practically a treaty-making body, with the result that there are many unconfirmed reports arising as to what is actually going on. One is to the effect that Judge Sykes believes the conference will conclude in as short a time as two weeks. Another rumor, however, is to the effect that it is having extreme difficulty in deciding upon exactly what measures to consider.

Apropos the contention that Mexico will ask for twenty cleared channels, comes the report from Mexico City that the United States is willing to concede five of these channels.

"Whether or not the conference will consider frequencies below 550 kc. for broadcasting is still problematical", according to James W. Baldwin, official observer in Mexico for the National Association of Broadcasters. It is understood unofficially that Mexico desires channels only in the broadcast band, although Canada feels that the band could be widened to include 540 kc., 530 kc., 520 kc., and 510 kc., on condition that adequate safeguards are set up to protect the distress frequency of 500 kc. Canada proposed widening the band down to 460 kc. during the Madrid conference last September. The plan, however, was not adopted when a decision was reached that the matter was properly one to be discussed at a regional conference.

While the position of the United States has not been made officially known, it is doubtful if this country's delegation will agree to widening the band below 550 kc. if ways and means can be found to work out a solution otherwise.

There is a feeling that the Mexican government will adopt the fifty cycle deviation tolerance now adopted in both the United States and Canada and that there will be no departure from the present separation of ten kilocycles. It is also believed that approximate mileage separations applicable to regional and local stations will be accepted.

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DETROIT SUPERVISOR SUCCEEDS DOWNEY

E. H. Lee, in charge of the Detroit office of the Federal Radio Commission, has been appointed Assistant to William D. Terrell, Chief of the Division of Field Operations. Mr. Lee has been in Detroit about a year and succeeds William Downey, who for many years was Mr. Terrell's assistant, and who lost out because of economic retrenchments.

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RADIO COMMISSION ISSUES NEW STATE QUOTA FIGURES

According to the latest report of the Federal Radio Commission, radio broadcasting facilities in terms of quota units were distributed among the States and Zones as follows:

FIRST ZONE - New York, +2.88 over-quota; Massachusetts, -1.38 under-quota; New Jersey, +0.37; Maryland, -0.35; Connecticut, -0.88; Porto Rico, -3.80; Maine, +0.02; Rhode Island, -0.51; District of Columbia, -0.05; New Hampshire, -0.37; Vermont, -0.38; Delaware, -0.05; Virgin Islands, -0.06, making the First Zone -4.56 units underquota, or -6%.

SECOND ZONE - Pennsylvania, -7.51; Ohio, +0.22; Michigan, 3.26; Kentucky, +1.00; Virginia, +2.55; West Virginia, +0.65, making the Second Zone -6.35 underquota, or -8%.

THIRD ZONE - Texas, +6.90; North Carolina, +0.93; Georgia, +0.05; Alabama, -0.95; Tennessee, +5.51; Oklahoma, +1.77; Louisiana, +2.54; Mississippi, -2.05; Arkansas, +0.14; South Carolina, -2.83; Florida, +4.36, making the Third Zone +16.37 overquota, or 20% over.

FOURTH ZONE - Illinois, +10.79; Missouri, +1.29; Indiana, -1.69; Wisconsin, -0.68; Minnesota, +1.46; Iowa, +4.30; Kansas, +0.50; Nebraska, +3.24; South Dakota, +0.92; North Dakota, +0.98, making the Fourth Zone +21.11 overquota, or +26%.

FIFTH ZONE - California, +1.20; Washington, +5.44; Colorado, +2.52; Oregon, +3.03; Montana, +0.36; Utah, +3.30; Idaho, +0.11; Arizona, -0.17; New Mexico, +1.28; Hawaii, -0.45; Wyoming, -0.86; Nevada, +0.11; Alaska, +0.30, making the Fifth Zone +16.17, or +20% overquota.

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FINED FOR UNLICENSED RADIO STATION

Three men, described by Federal agents as the "nerves and brains" of a liquor smuggling ring, were fined \$25 each in Federal court in Philadelphia on charges of operating an unlicensed radio station. They were John W. Roberts, Atlantic City, N.J.; Frank Fitzpatrick, his nephew, and Harry Lyman, Philadelphia. They testified that the radio set had been left by a previous roomer and that they were merely "tinkering" with it.

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RADIO TUBE OF METAL DEVELOPED IN ENGLAND

A radio tube made of metal instead of glass has been perfected in London after two years of research, according to an Associated Press dispatch.

Developed by Marconi scientists, it is claimed to be almost unbreakable; that its solid metal shield gives better screening than metalizing on a glass bulb, and its small size will allow more compact sets.

The new tube uses its anode as the envelope for containing the vacuum, which also forms a rigid support for the electrode system contained inside.

With a maximum overall length of less than five inches, and diameter of little more than an inch, it is smaller than its glass equivalents.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Richfield Oil Corporation of New York (Gasoline and Oil), 122 E. 42nd St., New York City; Agency - The Paul Cornell Co., 580 Fifth Ave., N. Y. City; Starts August 14, 1933, Monday 7:30-8:00 P.M. EDST, WJZ Network including WBZ, WBZA, WBAL, WHAM, KDKA, WSYR, WMAL, CRCT, "Richfield Country Club", program with Jack Golden's orchestra, Grantland Rice, Betty Barthell and a male chorus.

NEW - Andrew Jergens Co. (Jergens Lotion), Cincinnati, Ohio; Agency - J. Walter Thompson, 420 Lexington Ave., N.Y. City; Starts September 3, 1933, Sunday, 9:30-9:45 P.M. and 11:15-11:30 P.M. (starting 11.5); Network - WJZ, WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WLW WMAQ KWCR KSO KWK WREN KOIL 9:30-9:45 KOA KDYL KGIR KGHL KGO KFI KGW KOMO KHQ KFSD KTAR 11:15-11:30 starting 11/5; Program - "The Jergens Program", Walter Winchell and an orchestra.

NEW - Tastyeast, Inc. (Tastyeast), Trenton, N. J.; Agency - Stack Goble Advertising Agency, 8 South Michigan Ave., Chicago, Ill., starting July 10, 1933; Network - WJZ WBZ WBAL WBZA KDKA WSYR WMAL; Program - Baby Rose Marie.

RENEWAL - Colgate Palmolive Peet Co. (Supersuds), Chicago, Ill.; Agency - Lord and Thomas, 919 N. Michigan Ave., Chicago, Ill., Starting August 1, 1933; Daily except Saturday and Sunday, 10:15-10:30 A.M. EDST; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WCKY KWK WREN KOIL WTMJ KSTP WRVA WPTF WWNC WIS WJAX WSM WMC WSB WAPI WJDY WSMB KVOO WKY WFAA KPRC WOAI KOA KDYL (WIOD starting 11/1); Program - Clara, Lu and Em.

NEW - Harold F. Ritchie & Co. (Scott's Emulsion), 40 E. 34th St., New York City; Agency, N. W. Ayer & Son, 500 Fifth Avenue, New York City; Starts October 19, 1933; Thursday and Friday, 7:30-7:45 P.M. EST; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WLW WCKY KWK WREN KYW; Program - "Circus Days", dramatized stories of circul life written by Courtney Riley Cooper with incidental music.

NEW - Ralston Purina Co. (Cereal), St. Louis, Mo.; Agency - Gardner Advertising Co., 330 W. 42nd St., New York City, Starting Sept. 25, 1933, Mon. Wed. Fri., 5:30-5:45 P.M. and 6:30-6:45 P.M. EDST; Network - 5:30-5:45 P.M. WEA F WEEI WTIC WJAR WTAG, Philadelphia, WRC WGY WBEN WCAE WTAM WWJ WCSH WFBR 6/30-6:45 P.M. - WMAQ KSD WTMJ WIBA KSTP WEBC; Program - "Tom Mix - Children's Program;

NEW - Malted Cereals Co. (Maltex), Burlington, Vt.; Agency, Samuel C. Croot Co., 28 W. 44th St., New York City; Starts August 20, 1933; Time 5:30-6:00 P.M. EDST Sundays; Network WEA F WEEI WTIC WJAR WCSH WTAG WGY WBEN WTAM WWJ Philadelphia; Program - Dale Carnegie talking about little-known facts of well-known people; orchestra.

NEW - The Molle Co. (Shaving Cream), Agency - Stack Goble Advertising Agency, 8 Michigan Ave., Chicago; Starting Sept. 25, 1933; Time - 7:00-7:15 P.M. EDST Mon Wed. Fri; Network - WEA F WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WMAQ KSD WOC WHO WOW WDAF; Program - Charles Leland, comedian, incidental organ music.

NEW - Firestone Tire & Rubber Co., Akron, Ohio; Starts Dec. 4, 1933; Time 8:30-9:00 P.M. and 11:30-12:00 midnight EDST Mondays; Network - Basic red, Canadian, NW, Se, SC, SW 8:30-9:00 P.M. KOA KDYL KGIR KGHL Orange KFSD STAR KGU 11:30-12:00 P.M.; Agency - Sweeney & James, Buckley Bldg., Cleveland, Ohio; Program "The Voice of Firestone", orchestra and guest artists.

NEW - Gulf Refining Co., Pittsburgh, Pa.; Agency - Cecil Warwick & Cecil, Inc., 230 Park Ave., New York City, starts 7/30/33 9:00-9:30 P.M. EDST Sundays; Network - WJZ WBZ WBZA WHAM KDKA WGAR WJR WLW WMAL WSYR WRVA WPTF WWNC WIS WJAX WIOD WFLA WSM WMC WSB WAPI WJDX WSMD KTHS WFAA KPRC WOAI KTBS; Program - "Gulf Headliners", Goodman's Orchestra with the Revelers and Guest artists.

NEW - Ralston Purina Co. (Ry-Krisp), St. Louis, Mo.; Agency - Gardner Advertising Co., 330 W. 42nd St., N.Y. City; Starts Sept. 26, 1933; Time - 10:30-10:45 P.M. EDST Tuesdays; Network - WEA F WEEI WTAG WRC WGY WBEN WWJ WMAQ KSD WOC WHO KOA KDYL ORANGE WTMJ WIBA WEBC KSTP; Program - Madame Sylvia and Movie Stars.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Other than broadcasting - Bell Telephone Laboratories, Inc., Hadley Field, S. Plainfield, N. J., W2XAH, Renewal of special experimental license 278 kc. 10 watts; Westinghouse Electric & Manufacturing Co.: WSXAR, 1.2 miles south of Saxonburg, Pa., renewal of special experimental license 980 kc., 400 KW; W1XAK, Chicopee Falls, Mass., renewal of special experimental license 990 kc. 50 watts; WSDH, Aeronautical Radio, Inc., Nashville, Tenn., license to cover C.P. 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5, unlimited, 3222.5 4917.5 day only kc., 400 watts; Same Co., Ames Airport, Kylertown, Pa., C.P. for new airport license 278 kc., 15 watts; WNAM, Same Co., Airport, Bellefonte, Pa., C.P. to change present location of transmitter 3147.5, 3162.5, 3172.5, 3182.5, 3322.5, 5122.5, 5572.5, 5582.5, 5592.5, 5662.5, 400 watts; WAEN, Same Co., and same request as for WSDH, with the exception of asking for 50 watts instead of 400 watts.

There were also received 205 applications for amateur licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 25, 1933)

WABI, First Universalist Society of Bangor, Maine, authority to remain silent for a period of 3 days in order to move transmitter to another room; KUSD, University of South Dakota, Vermillion, S. Dak., authority to remain silent from the present time to Sept. 18; KFNF, Henry Field Co., Shenandoah, Ia., extension of special authority to use time assigned but not used by Stations KUSD AND WILL during month of August; KFOR, Meyer Broadcasting Co., Bismarck, No. Dak., special temporary authority to operate from 12:30 to 2 P.M. CST, July 28, provided station KFDY remains silent.

Also, Ramler Co., Ltd., Berkeley, Cal., and San Francisco Cal., two C.P.s for general experimental service 41000, 51400 kc., 5 watts; National Broadcasting Co., Inc., Portable and Mobile, general experimental C.P., frequencies 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 1 watt, also granted license to cover same; City of Bayonne, Bayonne Police Dept., Bayonne, N.J.: W2XCJ, experimental general license, frequencies 34600, 41000, 51400, 60000-400000 kc., 25 watts; Same - Mobile W2XGG, W2XEA, W2XEB, W2XEC, W2XED, W2XEE, W2XEF, W2XEG, W2XEH, same except 4.5 watts; W2XAC, Alden Sampson, 2nd, Portable and mobile, general experimental license, frequencies 51400, 60000, 60200, 60400 kc., 15 watts (Commissioner Starbuck dissented); W6XB, Kenneth R. Cox, Berkeley, Cal., general experimental license 60000-400000, 401000 and above, 100 watts.

Also, RCA Communications, Inc., WCG, Rocky Point, N. Y., modification of license to authorize Berlin as additional point of communication, and to use normal transmitter No. 39 as a replacement for the present transmitter; W2XEO, Township of Teaneck, Teaneck, N. J., modification of C.P. to install different make of transmitter.

Ratifications

Action taken July 19:

KDYL, Radiomarine Corp. of America, aboard vessel "Steel Navigator", Washington, D. C., granted 60 day authority to operate additional transmitter aboard vessel, pending receipt of formal application, frequencies 375 to 500 kc.; KHOTG, United States Airways, Inc., NC-266-K, authorized to operate station aboard plane for 30 days pending action on application, to communicate with Blue Chain stations; KHCUF, Same - NC-9304, authorized to operate station aboard plane for 30 days pending action on application, to communicate with Blue Chain stations; KDAK, Tropical Radio Telg. Co., aboard "Atenas", New York, granted 60 day authority to operate station aboard vessel pending receipt of formal application.

Action taken July 20: KDRC, Mackay Radio & Telg. Co., aboard "Cathwood", San Francisco, granted 60 day authority to operate additional transmitter aboard vessel "Cathwood" pending receipt of formal application; KLHA, Edward Robert Drisco, aboard "Mazatlan", La Jolla, Cal., granted 60 day authority to operate station aboard vessel pending action on application, frequency range 5505 to 22000 kc. tube; spark 375 to 500 kc., 200 and 2000 watts power.

Action on Examiner's Report (Taken July 21)

Southwestern Radio Teleg. Co., San Diego, Calif., denied as in case of default, application for new public coastal station, sustaining Examiner Ralph L. Walker.

Miscellaneous

City of Gary, Ind., Police Dept., C.P. for emergency police service, was retired to closed files for want of prosecution.

Amateur License Revoked

W2KTL, Robert Matthews, 231 Mill St., Lawrence, N. Y., order of revocation of license made final and absolute. Licensee made no request for hearing within specified time.

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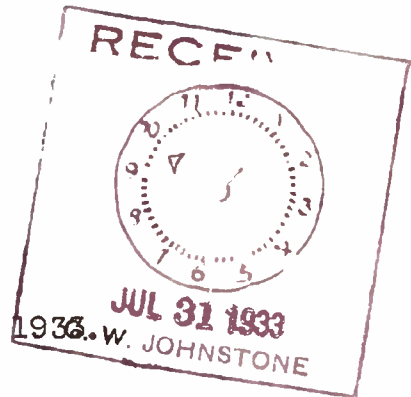
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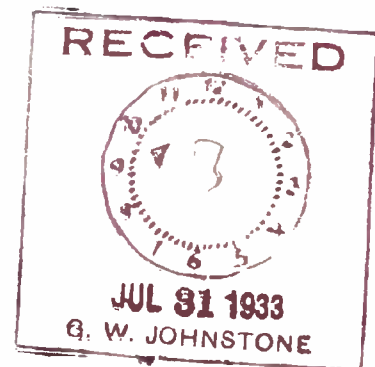
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No. 642



NEWTON BAKER CONFERS WITH ATTORNEY GENERAL

There is considerable speculation as a result of a conference in Washington early in the week between Newton D. Baker, of Cleveland, former Secretary of War, and Attorney General Cummings at the Department of Justice. Neither the Attorney General nor Mr. Baker would reveal the topic of their discussion. It was said at the Department, however, that no agreement had been reached.

The natural conclusion as to Mr. Baker's mission was that, inasmuch as he has been retained as counsel by the National Association of Broadcasters in the controversy between the Broadcasters and the American Society of Composers, that that was the object of his errand. Color was lent to this theory by the fact that earlier in the day Mr. Baker and his law partner, Joseph Hostetler, of Cleveland, met with Alfred J. McCosker, of New York, President of the National Association of Broadcasters, Isaac D. Levy, of Philadelphia, Chairman of the Financial Committee of the Broadcasters, and Oswald F. Schuette, who has been directing the copyright fight.

In the meantime, it has been learned definitely that an informal complaint has been lodged against the Composers, evidently by the Broadcasters, at the Federal Trade Commission, and that the Commission is giving it serious attention.

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OVER TWO MILLION TAXES PAID BY RADIO

During the first year's operations of the new Federal 5 percent excise tax on radio and phonograph records, the industry has paid \$2,206,763.39 to the Government, much less than the estimates of the Treasury Department to Congress when the law was under consideration.

Internal Revenue Bureau collections during June of the 5 percent tax amounted to \$165,646.40, according to an official statement just released in Washington. June collections on mechanical refrigerators were \$642,727.48.

Treasury experts originally estimated that between ten million and eleven million dollars would be secured from the 5 percent taxes on radio and phonograph apparatus. The new law became effective June 20, 1932, and following are the records of Government collections for the past year:

	<u>1932</u>		<u>1933</u>
June 20 to July 31	- \$ 32,848.57	January	- \$283,425.27
August	- 76,445.47	February	- 173,987.32
September	- 165,710.65	March	- 149,859.86
October	- 218,722.70	April	- 138,587.02
November	- 298,577.86	May	- 110,747.70
December	- 392,204.81	June	- 165,646.40

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WARNS AGAINST POLITICALLY COATED SERMONS

Licenseses of broadcasting stations should check carefully political arguments over their stations, delivered under the guise of "sermons", James H. Hanley, a member of the Federal Radio Commission declared at the Commission.

This matter was brought to the attention of Mr. Hanley by a letter from Hubert La Due, of Yucaipa, California, who wrote:

"I wish to call to your attention a condition that I -- along with many others -- feel is utterly wrong.

"During recent months especially, and probably for the years to come, unless a stop is put to it, the 'reform' type of ministers, under guise of sermons, have been waging a rabid, almost vicious, fight in behalf of the Eighteenth Amendment and against Repeal.

"Now, this is their right. But when anyone uses the radio to speak in behalf of repeal, or for ratification of the 21st Amendment, he is required to stamp his address as a 'political talk'. The announcer is required to introduce and to conclude the speech with the words, 'This is a political talk; this station is neutral and the speaker does not necessarily express the opinion of this station', or words to that effect.

"When such an announcement is not made, before and after a speech, a much different impression is given the listeners. It detracts considerably from the weight of any political speech, yet it is utterly fair.

"But when political argument is served up in the guise of 'sermons', it puts the opposing side at tremendous disadvantage.

"I respectfully submit that all reformers, ministers or otherwise, fighting the 21st Amendment, either be required not to mention Prohibition -- pro or con -- or else that the station be required to introduce and to end such addresses with the usual 'political' clause."

While the situation referred to by Mr. La Due is not specifically covered by the Radio Law of 1927, as amended, or by regulations of the Commission, it is a matter which is worthy of serious study.

It would seem that in the interest of harmony and goodwill the licenseses of stations would treat alike representatives of both sides of controversial questions. For station owners to stamp an address in favor of repeal of the 18th Amendment as a "Political Talk" and to allow "Sermons" opposing repeal to be delivered without such a designation, of course, is rank discrimination and should not be countenanced.

As Mr. La Due points out in a post-script, the opinion of the wets is of no more value, perhaps, than the opinion of the drys, but they should argue over the air under exactly the same rules.

Nor should speakers over the air be allowed to argue a controversial matter deftly and subtly while discussing another topic. In such cases, in my judgment, the licensee would be justified in cutting the speaker off the air.

In the Radio Law specific instructions are laid down relative to the use by candidates for public office of radio stations in their campaign. It is set forth that if the licensee of a radio station permits one candidate to use its facilities, the same privilege must be extended to other candidates for the same office, but the licensee is not obliged to allow the use of his station by any candidate. That section of the law is eminently fair and just and should be a guide for all broadcasters in handling controversial matters.

While the law says the licensee has no power of censorship over material broadcast under the clause relative to the use of a station by candidates, it is the solemn obligation and duty of broadcasters to scan carefully all other material used over their stations, for the Court of Appeals in the District of Columbia, in a celebrated decision in a radio case, recently quoted the Biblical injunction "By Their Fruits Ye Shall Know Them" for the guidance of the Commission in evaluating stations and in determining whether they are operating in the public interest, convenience and necessity.

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RADIO INDUSTRY PROSPERITY CAMPAIGN

The Radio Industry has organized under the Radio Manufacturers' Association to lift itself out of the depression this Fall with a September Radio Prosperity campaign. This will be an intensive National Sales Drive through the month of September, with a local campaign committee in every city, working together to increase the sale of new sets, tubes, parts and accessories. It will reach a climax in Radio Progress Week October 2-7. A week of special broadcasting programs to develop popular appreciation of modern radio broadcasting and equipment and to enlarge the radio audience.

Headquarters have been established at 330 West 42nd St., New York City by Earl Whitehorne, director of the drive.

Mr. Whitehorn declared that Radio Progress Week shall be a gift of music and entertainment to the American people that will bring them a new appreciation of the extent to which radio is enriching their lives.

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RADIO STATION COOPERATION FOR ROOSEVELT URGED BY McCOSKER

This appeal has been made by Alfred J. McCosker, President of the National Association of Broadcasters to all stations:

"The National Association of Broadcasters has pledged its active cooperation to the National Recovery Administration in the campaign to arouse popular support for President Roosevelt's undertaking to create jobs for the jobless and end unemployment for as many as possible in the quickest possible time.

"An advisory committee on radio broadcasts consisting of Alfred J. McCosker, President of the National Association of Broadcasters; Frank M. Russell, Vice-President of the National Broadcasting Company; Harry C. Butcher, Director of the Washington Office of the Columbia Broadcasting System; Martin Codel, Publisher of Broadcasting, and Philip G. Loucks, Managing Director of the National Association of Broadcasters has been appointed by the Administration. This committee recently held a meeting in the offices of the National Association of Broadcasters with W. B. Dolph, in charge of the Administration's radio broadcasting activities for the purpose of making effective radio cooperation.

"It was agreed that all stations cooperate closely with their local committees, now being organized throughout the country, by providing time on the air to speakers officially designated by such committees and that attempts be made to persuade advertisers to include in their programs brief announcements to be furnished from headquarters of the Administration.

"The networks will continue to broadcast speeches by leading government officials who will discuss policies of the Administration as well as report on the progress of its activities.

"It was recommended that the Administration give careful consideration to the making available of electrical transcriptions to stations not having network affiliations and that the telephone companies be requested to cooperate in extending wire circuits to non-network stations with a view to giving the widest possible circulation to the most important announcements by government officials.

"The Administration will send to cooperating stations material for broadcasting use as well as suggestions for the use of such material.

"Obviously, the committee has spoken for members of the National Association of Broadcasters, promising both the letter and spirit of cooperation with the Administration.

"As President of the National Association of Broadcasters, I urge you to fulfill the promise made by the Association to the Administration and to support enthusiastically President Roosevelt's Recovery program with the zeal heretofore demonstrated by broadcasters in efforts of great public interest."

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CENTURY OF PROGRESS EXPOSITION HAS FINE RADIO EXHIBIT

Although considerable has been written about the important exhibits at the Century of Progress Exposition, very little has been said regarding the radio display. It has remained for F. P. Guthrie, District Communications Manager at the Radio Corporation of America in Washington, to bring back a good account of this.

Giving his impression of what he saw along the lines of radio, Mr. Guthrie said that he rather hesitated to talk about the radio display as a whole because he had paid more attention to the exhibits of his own concern. Nevertheless, there appears to be little that he missed.

"Radio is given considerable recognition at the Century of Progress Exposition in Chicago", Mr. Guthrie said. "One wing of the large Electrical Building is devoted to communications, and over one of the entrances appears the word "R A D I O" in large letters.

"Naturally, the largest radio exhibit is that of the companies affiliated with the Radio Corporation of America. George H. Clark, who for many years has been the custodian of RCA's historic exhibit, has on display many historic pieces of equipment showing the gradual processes of development through which radio has gone, from the first tube receiving set up to the most modern receiver."

There are also working models of the radio compass, and another attractive working model illustrating services rendered by the Radiomarine Corporation of America in saving life at sea by radio, Mr. Guthrie continued.

The RCA Radiotron Company has a complete exhibit showing the manufacture of radiotrons. Radiotrons are actually manufactured before the eyes of the visitors and there is always a crowd around this exhibit.

R. C. A. Communications, Inc. has on display the equipment used to transmit and receive messages in the international Morse code, and visitors to the Fair may write out messages to themselves at the transmitting desk, see the operator punch the tape just as would be done in actual transoceanic communication, and see and hear the message being received at another desk a few feet away.

RCA Victor, in addition to having a complete display of its receiving sets, has its famous "Color Organ" in a very prominent position. Also, the RCA Victor's automatic Electrola is conspicuously displayed, a small auditorium being provided with one of the machines on the stage arranged with a large mirror to show the operation of the automatic record change, and the seats of the auditorium are almost always filled by visitors taking the

opportunity to rest for a few minutes and, at the same time, listen to the music and watch the operation of the machine, which is entirely automatic.

Other branches of communications are represented by displays of the Western Union Telegraph Company, Postal Telegraph Company, and the American Telephone and Telegraph Company, but less emphasis is laid on radio in these exhibits, although in connection with the Postal's exhibit, the apparatus used by the Mackay Radio and Telegraph Company is on display, and both the Postal and Western Union exhibit cable transmitting and recording equipment. It is interesting to compare the tape used for radio reception and the tape used for cable reception. Both devices use a syphon recorder which operates on the same principle, but radio dots and dashes seem to laymen to be somewhat easier to decipher, since the dashes are obviously longer than the dots. On the cable tape, however, the dash is represented by a mark on one side of the center line of the tape, while the dot is represented by an exactly similar mark on the other side of the center line. The same arrangement for visitors to send messages to themselves is provided by the cable companies as described above for radio messages.

One interesting feature of the cable tape, referred to above, is that the cable signals being sent for only a distance of a few feet, are beautifully sharp and distinct, as compared to actual cable tape used for the reception of messages over several thousand miles of cable; it is often a mystery to the uninitiated how the irregular lines on such tape can be deciphered by the operators. On the other hand, the radio tape, even when receiving messages from stations on the opposite side of the earth, is often just as clean-cut and distinct as in local reception.

Not so much attention is paid to television in the communications wing of the building, but it was noted that there was a television display in the Electrical Building in connection with the exhibit of the Hudson Motor Car Company. An auditorium is provided with a large sign over the door, reading, "TELEVISION DISPLAY EACH HOUR", and there is usually quite a long line of people waiting for the next performance.

When visitors are admitted, they are first shown a motion picture concerning the Hudson and Essex cars, and are then given a very fair demonstration of television. The lecturer cautions the visitors against expecting too much, and he explains in simple language the general principles of the operation of the equipment. He then goes to the back of the auditorium and takes his seat before the transmitter, whereupon his face appears on the television screen on the stage and he continues the talk which he had begun in person before the audience, microphones and loudspeakers being used in conjunction with the television. Later, several members of the audience are invited to go back to the transmitter so that their face may be seen on the screen and recognized by their friends. No mention is made by the lecturer as to the type of equipment used nor the manufacturer of it, as, of course, it is only incidental to the display of the Hudson Motor Car Company.

"Various applications of radio are in evidence throughout the grounds", Mr. Guthrie concluded. "A system of loud-speakers mounted on poles throughout the grounds pours out music practically all day long, and many of the advertising displays use microphones and loud-speakers to attract the visitors. Quite a contrast in these devices can be noted, some of them being obviously very poor, but one of the best is installed on the submarine, whose barker is continually inviting visitors to inspect the submarine, and broadcasts in detail its size, construction, and so forth, which can be clearly heard and understood over a considerable portion of the grounds, as compared to many of the others where the speaker can hardly be understood when within a few feet of the loud-speaker."

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WJSV MUST ANSWER COMPLAINT OF WHOM

The protest of Station WHOM, Jersey City, against WJSV, across the Potomac from Washington, alleging interference with reception in New Jersey since the installation a few weeks ago of a new type antenna by WJSV, was recognized last week by the Federal Radio Commission.

The case is expected to come to formal hearing before the Commission this Fall. The Commission, at the same time, ordered the suspension of regular authority to WJSV to operate with its present equipment and substituted a "special authorization" to operate with its present facilities in the interim.

Station WHOM had previously informed the Commission that the new directional antenna installed by WJSV to eliminate interference with the Naval Research Laboratory at Bellevue, D.C. actually laid down a strong signal in the direction of Jersey City, causing serious interference there. WJSV operates on the 1460 kilocycle channel with 10,000 watts power, and its only 10 kilocycles removed from the 1450 kilocycle wavelength on which WHOM operates.

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BROADCASTERS' ASSOCIATION PUTS REEMPLOYMENT UP TO MEMBERS

The following letter has been sent to all National Association of Broadcasters members signed by Alfred J. McCosker, President of the Association, and Phil Loucks, Managing Director:

"The President's Reemployment Agreement has the complete endorsement of the National Association of Broadcasters. In view of the fact that patriotic and humanitarian considerations are the basic factors, we believe each member should arrive at individual determination concerning signing of the Agreement."

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TELEVISION GROUP FORMED

The National Television Association was formed in Chicago at a meeting of 50 television manufacturers and experts. Martin J. Wade, Jr., Chicago, was elected President; John V. L. Hogan, New York, Vice-President; and Arthur Stringer, Chicago, Secretary and Treasurer. President Wade said the Association will work to "protect the television industry in the allotment of wave bands by the Federal Radio Commission."

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NO SING SING DELAY, COMMISSION CONTENTS

Warden Lewis E. Lawes, of Sing Sing, declaring that he had waited four months for Federal approval for his short wave broadcasting station at Sing Sing, as reported in a dispatch from Ossining, met with ready denial at the Radio Commission.

It was said that Warden Lawes made his original application May 9th but that it was returned to him because it was improperly filled out. The Commission again received the application of Warden Lawes May 15, this time in correct form, and it was granted June 23, which it is maintained was the time required to give it necessary consideration and to allocate the station properly on the police frequency.

The short wave station at Sing Sing is designed primarily to spread alarms and for the apprehension of escaped prisoners.

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IF THE PRESIDENT HAD BEEN CUT OFF

In President Roosevelt's Economic Recovery broadcast, he referred to "the continuing descent into the economic hell of the past four years."

There is a standing order in every broadcasting station that the operator upon hearing "hell" or any word of profanity uttered, shall instantly cut the speaker off the air, no matter who he is. This has been done on several occasions.

"What if some dumb operator had literally followed his instructions upon hearing President Roosevelt say 'hell' and cut him off?" a friend, who had heard the broadcast, remarked. "Wouldn't that have created a situation equivalent to the meaning of the word?"

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TECTRON CO. STARTS ANTI-TRUST ACTION

Tectron Radio Corp. is suing RCA, General Electric and Westinghouse jointly for \$3,000,000 damages under the Clayton Act in the U. S. District Court and also for another \$500,000 in the N. Y. Supreme Court in a civil action, all based on the same general anti-trust charges.

The electricians have just filed answers to the allegations making general denials and asking for dismissal of complaints, although admitting the controlling and pooling of over 4,000 patents on radio tubes and coils, but stating affirmatively that this was all done in the interests of furthering the art of radio broadcasting dating from the initial experimental days revolving about KDKA, Pittsburgh.

A licensing arrangement for radio tubes figures in the extensive complaints prepared by Mackey, Herrlich, Vatner & Breen for Tectron, of which Nathan Goldman is President and Robert Robins, Secretary.

It is stated, at the Mackey firm's offices, that a \$75,000 settlement offer has already been proposed.

Defense counsel includes Cotton, Franklin, Wright & Godron and Charles Neave for RCA; Cravath, de Gersdorff, Swaine & Wood for Westinghouse, and Heber Smith for General Electric.

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MRS. HOWELL OPENS GENERAL RADIO RESEARCH OFFICE

Mrs. Fina M. Howell has left the Federal Radio Commission to open an office of her own in the Navy League Building at 18th and E Streets, N. W., Washington, D. C., to handle general radio research work.

Mrs. Howell, who was for more than three years with the Commission, has a thorough knowledge of its activities and in addition is an accomplished linguist. She accompanied the American Delegation to the International Radio Conference at Madrid as translator and also acted in a similar capacity at the second meeting of the C.C.I.R. at Copenhagen in 1931.

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C O R R E C T I O N

It was inadvertently stated in the last issue of the Business Letter that Dr. Leon Levy, Vice-President of Columbia, of Philadelphia, was among those present at the White House last Monday at the time of President Roosevelt's Economic Recovery broadcast. Instead, it was Dr. Levy's brother, Mr. Isaac D. Levy, of Philadelphia, who attended the broadcast.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 28, 1933)

WACO, Central Texas Broadcasting Co., Inc., Waco, Texas, modification of C.P. to extend commencement date to at once and completion date to Dec. 30, 1933; WSEN, The Columbus Broadcasting Corp., Columbus, Ohio, license authorizing local move of transmitter 1210 kc., 100 watts, unlimited time; WEHC, Emory & Henry College, Charlottesville, Va., consent to voluntary assignment of C.P. to Community Broadcasting Corp.; WGN, WGN, Inc., Chicago, Ill., temporary renewal of license and designated application for hearing; also same for auxiliary transmitter; WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., special temporary authority to operate from 7:45 P.M. to 12 midnight, CST, for period ending Sept. 10, 1933, provided station WODX remains silent; WEW, The St. Louis University, St. Louis, Mo., extension of special authority to discontinue operation except to broadcast all government reports, from August 1 to Sept. 1, 1933.

Also, Ames-Skyways, Inc., East Boston, Mass., two aviation - airport C.P. 278 kc., 15 watts; KGPE, City of Kansas City, Mo., Kansas City, Mo., C.P. to construct additional transmitter at present location, for police service, 2422 kc., 400 watts; W8XO, Crosley Radio Corp., near Mason, Ohio, general experimental C.P. to extend completion date to Feb. 7, 1934; KGSE, Aeronautical Radio, Inc., Municipal Airport, Iowa City, Ia., aviation license, 278 kc., 15 watts; Herman Hobi, Eugene, Ore., authorized to be reexamined at his convenience, for radiotelephone second class license (valid only for telephone operation of stations in aviation service); KGYS, Adam William Lipke, Saldovia, Alaska, modification of license to change frequency 178 to 246 kc.;

Also, Bell Telephone Laboratories, Inc., Mendham Township, N.J., special experimental license to use transmitter previously licensed to general experimental station W3XR for purpose of conducting tests, 2530 kc., 500 watts; City of Aberdeen, Aberdeen, Wash., C.P. for police service, 2414 kc., 50 watts; WPFV, City of Pawtucket, Pawtucket, R. I., modification of C.P. extending commencement date

to August 1, 1933; Benjamin Wolf, Grand Island, Neb., endorsement on 1st class commercial license for 1st class authority for radio telephone service; City of Atlanta, Ga., Police Dept. (Portable) general experimental C.P. to be used to make field strength measurements to find new location for transmitter of police station WPDY, 2414 kc., 100 watts.

Ratifications

Action taken July 22: WTBO, Associated Broadcasting Corp., Cumberland, Md., granted temporary authority to remain silent pending repair of power lines, for period of 10 days; Action taken July 24: WDEQ, Radiomarine Corp. of America, Aboard "Nellwood, 2nd", Washington, D. C., granted 60 day authority to operate aboard vessel pending receipt of formal application 313 to 500 kc. 200 watts; KGBN, Same Co., aboard "Robin Goodfellow", Washington, D. C., same as for WDEQ except vessel "Robin Goodfellow"; W9JZS, Glenn Fea, Knoxville, Ia., granted temporary authority to operate amateur station at Marion Co. Fair Grounds, Knoxville, Ia., from August 7 to 20, 1933; WIEH, Knickerbocker Broadcasting Co., Inc., New York City, authorized to operate Station WIEH from July 25 to 29, 8 to 8:45 P.M.; Action taken July 25: KGBX, KGBX, Inc., Springfield, Mo., the Commission reconsidered its action of June 30, by which it granted in part the application of KGBX, and granted station authority to operate from sunset to midnight CST.

Miscellaneous

The following stations were granted renewal of licenses for the regular period: WINS, New York; WKAR, E. Lansing, Mich. and KFVD, Los Angeles.

WPG, WPG Broadcasting Corp., Atlantic City, N. J., the Commission reconsidered its action of July 11, in granting this station a regular license, and granted a temporary renewal of license, and designated application for hearing because its facilities have been applied for; WSAZ, WSAZ, Inc., Huntington, W. Va., granted renewal of license 1190 kc., 500 watts, limited time, sunset WOI, also granted special experimental temporary authority to operate with an additional 500 watts power; KFAC, Los Angeles Broadcasting Co., Inc., Los Angeles, Cal., granted special temporary authorization to operate unlimited time pending Commission decision on application requesting a change of hours to unlimited. This special authority in no event is to extend beyond 3 A.M. EST, Nov. 1, 1933.

Press Wireless, Inc., Chicago, Ill., denied 3 applications for general experimental work for stations in Hicksville, N. Y., Chicago and San Francisco, denied one application for special experimental license for station at Elgin, Ill., and also denied application for multiple address radiotelephone license for station in Chicago. These applications were heard by the Commission en banc on May 17, 1933.

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