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Company, Inc.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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National Broadcasting Company, Inc.
711 Fifth Avenue New York, N. Y.



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MEXICAN CONFERENCE AT STANDSTILL

"Manana" seems to be the hope of the North American Radio Conference in Mexico City. According to the grapevine wireless, little, if anything, has been accomplished to date, "but maybe something will happen tomorrow." One report has it that an impasse has been reached.

All meetings are secret but it is said that the stumbling block - as had been predicted - is that Mexico and the Latin-American Republics want more frequencies than the United States is willing to give up. Also that they will not be satisfied with anything outside of the present broadcast band.

The only definite thing learned is that a dispatch has been received from James W. Baldwin, observer for the National Association of Broadcasters in Mexico City, that the Conference may end in two weeks.

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HAMS MEET AT WORLD'S FAIR

An assembly of the highlighted figures of amateur and professional radio have been gathered for the world-wide radio amateur convention to be held in connection with the Chicago World's Fair on August 3rd, 4th and 5th. The schedule of events announced by the World's Fair Radio Amateur Council features many of the men best known in amateur radio, and a complete coverage of all the subjects of most interest to the hundreds of visiting amateurs expected to attend.

Also of predominant interest on the program is the world's championship code speed contests, from the finals of which is expected to emerge a new world's champion radio operator. The existing titleholder, Theodore R. McElroy, who won his laurels in 1922, will be present to defend the title. Elimination classes in which amateurs of all grades of experience will be permitted an equal chance in competition, will be held during the three days of the convention. Rufus C. Dawes, President of A Century of Progress, will present the newly made champion with a beautiful silver loving cup at a special ceremony following the finals.

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100% COVERAGE ASSURED IN RECOVERY DRIVE

So great was the response of the radio stations to the appeal to cooperate in Gen. Hugh S. Johnson's national recovery drive, that Phil Loucks, Managing Director of the National Association of Broadcasters, could just about get in the door of his office Monday. Two hundred letters from stations offering their services to the Government came in the first mail.

"One hundred per cent coverage is assured", Mr. Loucks said. "Already every station in Baltimore, Philadelphia, and other large cities nearby has been signed up. New England responded almost unanimously.

"We haven't had time yet to hear from many of the stations west of the Mississippi, but I am confident it will be a repetition of the response in the East."

The net result is that it will be impossible to listen to any program any time anywhere in the United States without at frequent intervals hearing special messages from General Johnson and how the national recovery drive is progressing.

It will assume the proportions of the war-time liberty loan campaigns, except that in those days there were not 600 broadcasting stations and no coast-to-coast networks to help pass the word along.

Among the stations which sent messages direct to the National Recovery Administration promising complete cooperation were:

WTNJ, Trenton, N. J.; WAAF, Chicago; WOR, Newark, N.J.; WAIU, Columbus, Ohio; WAWZ, Zarepath, N. J.; WHAT, Philadelphia; KSL, Salt Lake City, Utah; KMOX, St. Louis; KWK, St. Louis; WFBE, Cincinnati; WCKY, Covington, Ky.; WTEL, Philadelphia, WHP, Harrisburg, Pa.; WEXL, Royal Oak, Michigan; WADC, Akron, O.; WTBO, Cumberland, Md.; WSJS, Winston-Salem, N.C.; WBSO, Babson Park, Mass.; WKRC, Cincinnati; KFLV, Rockford, Ill.; WDEV, Waterbury, Vt.; WHEC, Rochester, N.Y.; WMBD, Peoria, Ill.; WBTM, Danville, Va.; WLW and WSAI, Cincinnati; KSTP, St. Paul; KSO, Des Moines; KGHI, Little Rock; WCSH, Portland, Me.; WJAR, Providence, R. I.; WNBZ, Binghamton, N. Y.; WHBL, Sheboygan, Wis.; WFBG, Altoona, Pa.; KFPM, Greenville, Texas; WLBZ, Bangor, Me.; WKBH, La Crosse, Wis.; WLTH, Brooklyn, N. Y.

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RCA VICTOR LIFTS WAGES ANOTHER 10%

The RCA Victor Company, Inc., announced last week that effective yesterday (Monday) and pending establishment of a national code for the radio industry, the corporation will increase the wages of 5,600 employees another 10 per cent and put them on a forty-hour week basis. They will work eight hours a day, five days a week. This action follows the pay rise of 10 per cent on July 12, which was said to have cost the company \$10,000 a week.

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CHICAGO SPORTSWRITERS USE PORTABLE SHORT WAVE SETS

A lightweight portable radio-telephone set is being used successfully for reporting news events by the Chicago office of United Press. The set, perfected in detail by Roscoe H. Johnson, chief operator of the central division of the U. P. weighs 35 pounds and is carried on the back of the operator. It has a sending range of about four miles, uses less than two watts of power and operates on ultra-high frequency waves.

The midget set received its first real test under actual reporting conditions when used by George Kirksey, U. P. sports writer, during the A. A. U. track and field meet in Chicago recently. Using the set, Kirksey was able to flash to his telegraph wire located in the press stand at Soldiers' Field the results of many events even before the A. A. timers could cover the distance from the finish lines to the judges' stand.

It is believed that the set will be particularly valuable in the covering of championship golf play as it will enable the reporter to transmit instantly the running story of the play from each hole to the telegraph wire operated from the club house. The network announcers use similar radio-telephone transmitters for broadcasting sports events.

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RADIO FIRMS MERGE

Merger of the United States Radio & Television Corporation, Chicago, with Grunow Corporation, to form General Household Utilities Co., Chicago, has been approved by stockholders of the U. S. Radio & Television firm.

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RMA FILES CODE FOR RADIO MANUFACTURING INDUSTRY

After many weeks of work by the Radio Manufacturers' Association Board of Directors and Code Committee, a national code for the radio manufacturing industry was filed Saturday, July 29, by the RMA with the National Recovery Administration.

Immediate application of the Association's code's labor provisions, which it is estimated would give work to 10,000 more radio factory employees and increase the industry's annual payroll by \$3,000,000, was asked.

Members and the industry were urged by the Board to make the wage increases and reduced working hours of the industry code operative on or before August 7th.

The Association also applied to the Government for immediate acceptance and operation of the industry code labor provisions. These are substantially those in President Roosevelt's voluntary code and of that submitted recently by the electrical industry.

The labor features of the RMA code, which would apply to all radio manufacturers including non-members of the Association and will be administered and enforced by the RMA, provide a 36-hour maximum week for factory workers. For all other employees except executive, administrative, research and engineering and supervisory employees and traveling and commission sales-people, a maximum working week of 40 hours is provided.

On wages the RMA code provides a minimum wage for factory employees of 40¢ per hour unless this rate per hour for the same class of labor on July 15, 1929, was less than 40¢ in which case the rate per hour shall be not less than the rate per hour paid on July 15, 1929, and provided also that in no event shall the rate per hour be less than 30¢. For all other employees, except commission sales-people, the Association code provides minimum wages at the rate of \$15 per week except that office boys and girls, learners and casual employees up to 5 per cent of the payroll may be paid 80 percent of these minimum wages.

Provision is made for adjustment of wages of employees above the minimum scale and also for extra-hour employment during seasonal peak periods.

The minimum wage and maximum working hour provisions of the Association code appear, to the RMA Board of Directors and the Code Committee, of which W. Roy McCanne of Rochester, N. Y., is Chairman, to be the best probably obtainable in order to secure prompt acceptance by the Government. The labor provisions were adopted by the Code Committee and approved by the Board of Directors after weeks of labor and consideration of literally bales of statistical and other data.

No date has yet been set for hearing by the National Recovery Administration on the Association code, but early response from the Government is expected to the RMA application to have the industry's code labor provisions become immediately operative and thus end operation of the Administration's voluntary code, which has been signed by a number of manufacturers.

The RMA code consists of general provisions affecting all radio manufacturers and also anticipates commercial use and, therefore, includes application to television. Various industry groups have additional chapters in the code containing provisions relating to their special interests. There are separate chapters for manufacturers of receiving sets, tubes, parts, cabinets and accessories, loud speakers, sound distribution equipment and fixed condensers. These group codes may be expanded later.

The code creates a Radio Emergency National Committee, composed of Chairmen of the RMA Divisions, with broad powers to administer the national code, both for Association members and non-members - anyone engaged in radio or television manufacture. It specifically provides that the code shall with the approval of the President be administered by the Radio Manufacturers' Association through its Radio Emergency National Committee and be applicable to all manufacturers of radio and television products. The Committee is given extensive powers to enforce all provisions of the code, including sales below cost of production, and all receiving sets below the proposed weighted average price. Provision is made for improving many merchandising practices and for collection of statistics with functions of certified public accountants to establish production costs and other necessary standards for all radio manufacturers.

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NETWORKS SHOW TIME-CHARGE GAIN

Network broadcasting made comparative gains in June, according to reports, not falling off as much as the usual seasonal amount. In comparison with June, 1932, the two principal systems sold 68.9 per cent as much time. For May the percentage was 63.0, and for April 61.6. January, 1933, at 70.3 per cent of January, 1932, made the best showing thus far this year.

National Broadcasting's time charges in June were 72.6 of those in June, 1932. In May they were 72.4 per cent, and in April they set a low at 61.6 per cent of the corresponding month in 1932. Columbia Broadcasting's time charges in June were 60.4 of those in June, 1932, against a low of 47.0 per cent in May.

Because of the 1932 peak of broadcasting, comparisons with the averages for four preceding years are more favorable than comparisons with 1932 alone - reversing the situation of newspaper and magazine lineage. In comparison with the four-year averages, June network broadcasting stood at 90.0 per cent, against May's 86.9 per cent. This is the first interruption in the long decline of broadcasting, which, on a basis of four-year averages, went on all last year and until May of this.

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NBC NEW AND RENEWAL ACCOUNTS AND PROGRAM CHANGES

RENEWAL - Kraft-Phenix Cheese Corp., Chicago, Ill. (Miracle Whip Salad Dressing); Agency - J. Walter Thompson Cop, 420 Lexington Ave., New York City; Starts Aug. 3, 1933, 10:00-11:00 P.M. EDST, Thursdays; Network - Basic Red, NW, SW, Orange, KOA KDYL; Program - Al Jolson, Paul Whiteman and his orchestra, and Deems Taylor, Master of Ceremonies.

CHANGE - Armour & Co., WJZ, Program - Phil Baker - "The Armour Hour Featuring Phil Baker", Friday, 9:30-10:00 P.M. EDST, on 7/21 and thereafter kill the following stations at 9:30-10:00 P.M. and add them at 1:15-1:45 Midnight EDST - KGO KFI KGW KOMO KHQ.

CHANGE - Julius Grossman, Inc. - WJZ; Program "Baby Rose Marie"; Sunday 12:00-12:15 Noon EDST; Program stopped during Summer, reinstate program starting September 10, 1933;

CHANGE - Harold F. Ritchie & Co. - WJZ; Program - "The Eno Crime Club", Tues. Wed. 8:00-8:30-P.M. EDST, Extend program from 9/5/33 up to and including 1/31/34.

NEW - William R. Warner Co. (Vince Mouth Wash), 9:00-9:30, 113 W. 18th St., N.Y.C. (Sloan's Liniment) 9:30-10:00; Agency - Cecil Warwick & Cecil, 230 Park Ave., N.Y. City; Starts October 11, 1933; Wednesdays 9:00-10:00 P.M. EDST; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WCKY (WENR 9:30-10:00) (WLS 9:00-9:30) KWCR KSO KWK WREN KOIL; Program - Vince Program John McCormack and orchestra; Sloan's Program - "20,000 Years in Sing Sing with Warden Lawes".

NEW - L. J. Fox, Inc. (Furs), 393 Fifth Ave., New York City; Agency - Peck Advertising Agency, 271 Madison Ave., New York City; Starts July 26, 1933; Wednesdays, 8:30-8:45 P.M. EDST; WEAJ only; Program - "Fox Fur Trappers" - Bert Hirsch, orchestra and male quartette.

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DISTRICT COURT DISMISSES RCA COMPLAINT

The complaint made by C. Wood Arthur against the Radio Corporation of America in the Supreme Court of the District of Columbia has been dismissed. Mr. Arthur asked for a mandamus directing the Commission to cancel the licenses of the Radio Corporation and its subsidiaries on the grounds that the Federal Court of Delaware had found the RCA guilty of a practice that tended to a monopoly.

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PRESS WIRELESS TURNED DOWN ON LAND RADIOTELEPHONE

The Federal Radio Commission has denied the application of Press Wireless, Inc., for experimental stations to be located in Hicksville, N. Y., Chicago and San Francisco for a radiotelephone press service. Seven circuits for international radiotelegraph service have been developed and are maintained by Press Wireless, but to date only two domestic circuits have been established.

In turning down Press Wireless, the Commission was of the opinion that it had not shown a need for the proposed new radiotelephone service; that the new service would not result in as efficient and as economical use of the very limited facilities to be drawn from as would the use of the telegraph system and that the press made by Press Wireless in the development of the domestic radiotelegraph press service, which the Commission had previously authorized, would not warrant the granting of additional facilities.

In the event the proposed domestic radiotelephone service brought satisfactory results, Press Wireless planned to enlarge the service to cover the area of the United States by the use of eleven transmitting stations.

Press Wireless, Inc., is a group composed of the Christian Science Monitor, New York Times, New York Herald Tribune, Chicago Daily News, Chicago Tribune, Los Angeles Times and the San Francisco Chronicle.

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AMALGAMATED OPENING AUGUST 15TH - MAYBE

Ed Wynn wires from Hollywood that they are forcing him to sell his horse because it neighs when everything else out there, including Leo, the lion, yes-es.

Mr. Wynn declares things are progressing so rosily with his new amalgamated chain that the seven studios in New York occupying the fourteenth floor of the chain's new building will be completed today, August 1st.

As yet the opening date of the network has not been definitely set. LeRoy Mark, of Station WOL, the Amalgamated's outlet here, said his guess would be about August 15th.

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STATE CONTROL OVER RADIO IN DENMARK

Governmental control over radio broadcasting operations in Denmark, which ranks first among nations in the number of receiving sets in proportion to population, is said to be giving complete satisfaction. Furthermore the control system is self-supporting financially, says the Department of Commerce.

Danish broadcast programs are controlled by a supervisory board of 15 members which accepts suggestions from civic organizations which have been formed for the purpose of seeking an improvement in radio programs.

Receiving sets are licensed at about \$1.75 a year and the broadcasting monopoly receives the entire sum. In most European countries the government levies a tax on receiving sets.

There is about one receiving set for each seven persons in Denmark, while in the United States the estimate is one set for eight and a third persons.

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LONG ANTENNA BRINGS EFFICIENCY

The most efficient radio ship in the Coast Guard Service is the "Mojave". This is believed to be caused by the fact that the "Mojave's" antenna length is approximately twenty-eight feet longer than any other vessel's in the Coast Guard Service.

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CANADIAN NEWS BROADCASTS REGULATED

Instructions have been issued to all radio broadcasting stations in Canada that they will not be allowed to broadcast news items other than those provided by the Canadian Press or some other licensed news agency in the Dominion of Canada. At the time, Canadian Radio Broadcasting Commission was furnished with news bulletins for two five-minute broadcasts daily, including Sunday.

According to the new regulations, which the Radio Commission has circulated to all stations, including those not yet taken over by the commission, a basic news bulletin service will be distributed from Toronto, head office of the Canadian Press, to be augmented by regional news items at such centers as Halifax, Montreal, Ottawa, Winnipeg and Vancouver.

These broadcasts are being used on the Commission's chain of some 20 stations, and made available to all independent stations that apply for the service from the nearest Canadian Press bureau.

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KNOWS RADIO CODE AT 6

Six-year-old Elmer Pendleton, of Columbus, O., according to an Associated Press Dispatch, has never been to school and does not know his A, B, C's, but he can send eight words a minute with a telegraph instrument.

Young Pendleton has to increase his speed to only 10 words a minute to qualify for a Department of Commerce license as a radio operator.

The boy began learning to use the code when 4 years old, when his father installed an instrument and began teaching him the dots and dashes.

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Edwin M. Whitney, member of the production staff of the National Broadcasting Company in New York, was married to Miss Emma M. Bolenius, of Lancaster, Pa. last Saturday at the Trinity Lutheran Church, of Lancaster. The Rev. Dr. Aden McIntosh, pastor of Trinity Lutheran, officiated.

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CBS NEW AND RENEWED CONTRACTS AND CHANGES

RENEWAL - Kolynos Sales Co., 536 Lake Shore Drive, Chicago, Ill.; Blackett-Sample-Hummert (Agency), 230 Park Ave., N.Y. City; Program - Just Plain Bill, Mon, through Friday, 7:15-7:30 P.M.; 13 basic and 1 supp. stations.

NEW - General Foods Corp., 250 Park Ave., New York City; Agency - Young & Rubicam, 285 Madison Ave., New York City; Program - All American Football Show, Friday 9:30-10:00 P.M., basic, Don Lee, 11 supp. stations.

RENEWAL - Gold Dust Corp., 88 Lexington Ave., New York City, Agency - Batten, Barton, Durstine & Osborn, 383 Madison Ave., N.Y. City; Monday through Friday 9:15-9:30 A.M., Stations: 7 basic plus 4 supp.; Listings: Goldie and Dustie and the Silver Dust Twins.

NEW - I. J. Fox Co., 393 Fifth Ave., New York City; Started July 25, 1933; Tues. and Friday, 8:00-8:15 P.M., WABC only; Program - Fox Fur Trappers; Agency - Peck Advertising Agency, 271 Madison Ave., New York City.

RENEWAL:

P. Lorillard & Co., 119 West 40th St., New York City; Wednesdays 10:00-10:30, 22 basic stations plus Don Lee plus 44 supp. Agency - Lennen & Mitchell, 17 East 45th St., New York City; Listings: Old Gold.

CHANGES: Frigidaire Corp., Wed. & Fri., 10:30-10:45, add Waterloo, Rochester, Bridgeport, Nashville, Columbus, Montreal & Toronto.

King's Brewing Co., Mon. & Wed., 7:00-7:15 P.M. After July 31st change to Monday only 6:45-7:15 P.M.

Barbasol Co., Mon. through Friday 8:00-8:15 P.M. After Sept. 11 change to 8:15-8:30 P.M.

Tidewater Oil Co., Mon. Wed. Fri., 7:30-7:45 P.M. After July 10th add Bridgeport and WPG.

Gulf Refining Co. Wed. Fri. 9:00-9:15 P.M. after July 12th add Glens Falls;

American Home Products, Sunday 2:00-3:00 P.M. after Sept. 24th change to 1:30-2:30 P.M.

Works

RENEWAL - Acme White Lead & Color, Detroit, Mich.; Agency - Henri Hurst & McDonald, Detroit, Mich; Program - "Smiling Ed McConnell"; Sundays 6:00-6:15, 16 basic, 15 supp. and Don Lee stations;

RENEWAL - Spool Cotton Co., 350 - Fifth Ave., New York City; Agency - Paul Cornell Co., 580 Fifth Ave., N.Y. City; Program - "Threads of Happiness", Friday 9:15-9:30 P.M., Basic, Don Lee, and 18 supp. stations.

RENEWAL - National Oil Products Co., Harrison, N. J.; Chas. Dallas Reach, Newark, N. J. (Agency); Program - "Big Freddy Miller", Tues., Thurs. Fri., 11:15-11:30 A.M., WABC only.

NEW - Sterling Products, Inc., Wheeling, W. Va.; Agency - Blackett-Sample-Hummert, 230 Park Ave., N. Y. C.; Program - "Jack Armstrong - All American Boy", Mon. to Friday, 5:00-5:15 P.M., 12 basic;

NEW - Buick-Olds-Pontiac Sales Co., Detroit, Mich.; Agency - Campbell-Ewald, Detroit, Mich., "Ted Husing and Leon Belasco", Tues., Thurs., 10:30-10:45 P.M., 21 basic stations, 18 supp. and Don Lee.

NEW - Buick-Olds-Pontiac Sales Co., Detroit, Mich.; Agency - Campbell-Ewald, Detroit Mich.; Program - "Don Ross, the Pontiac Minstrel", Tues. - Thurs., 2:30-2:45 P.M.; 15 basic, 24 supp. stations and Don Lee.

NEW - Hecker H-O, Buffalo, N. Y.; Agency - Erwin Wasey & Co., 430 Lexington Ave., New York City; Mon. to Fri. inclusive, 6:15-6:30, and Mon. Wed. Fri., 5:45-6:00 P.M. PST, "H-Bar-O-Rangers". ✓

RENEWAL - Continental Baking Corp., New York City (Wonder Bread): Time - Mon. Wed. Fri., 8:00-8:15 P.M.; Program - "The Happy Wonder Bakers", trio and orchestra.

NEW - The Centaur Co., New York City (Fletcher's Castoria), starts October 4, 1933; Time: Wednesday 8:30-9:00 P.M.; Program -- Music and script; Agency - Young & Rubicam, New York City; Stations - 20 basic, Don Lee, 16 supplementary. ✓

CHANGES; Oldsmobile, Tues. Thurs., 10:30-10:45 p.m., beginning August 1, is adding Bangor, Rochester, Fort Worth;

Pontiac, Tues. Thurs., 2:30-2:45 p.m., beginning Aug. 1 is adding Toledo.

P. Lorillard - Wednesday, 10:10:30 P.M., beginning August 9 is adding Richmond.

General Mills - Wheaties - on July 31 the program was changed from "Skippy" to "Jack Armstrong - All American Boy."

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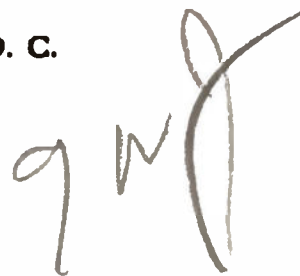
National Broadcasting Company, Inc.
GENERAL HEADQUARTERS
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No. 645

BROADCASTERS AND COMPOSERS GO TO IT HAMMER AND TONGS

"Harsh Words and Music" might well be the theme song of the clash between the Broadcasters and the Composers over the proposed increase September 1st to 4% of a station's gross receipts for the playing of copyrighted music.

As a result of representation said to have been made by Newton D. Baker, former Secretary of War, and counsel for the National Association of Broadcasters, and Oswald F. Schuette, of the Broadcasters, official notice may be taken of the controversy by the Department of Justice and the Federal Trade Commission. Mr. Baker recently conferred with Attorney General Cummings and on the same day met with Alfred J. McCosker, President of the National Association of Broadcasters, Philip G. Loucks, Managing Director, and Mr. Schuette. Officials at both the Justice Department and the Federal Trade Commission have been exceedingly "mum".

In the meantime, Gene Buck, President of the American Society of Composers, and E. C. Mills, the Society's fighting General Manager, have not been idle. A pamphlet which they issued, "The Murder of Music", naming radio as the murderer, has probably caused more discussion than anything which has happened in the long fight.

The main cause of the controversy between the broadcasters and the American Society of Composers, Authors and Publishers, arises out of the demand of the latter for an arbitrary annual sustaining fee and a fixed percentage of the gross revenue of the broadcasting stations regardless of the amount of ASCAP music that is used or whether music is used at all in the broadcasting programs.

At present this fixed percentage is 3 per cent, but after September 1, it is to be 4 per cent and in 1935, 5 per cent of the income from every program that is put on a broadcasting station.

This demand was embodied in the contract submitted to the broadcasters a year ago and each station was compelled to accept the contract without change under penalty of unlimited infringement suits. Inasmuch as every performance of a copyrighted number would be a separate infringement with a minimum statutory penalty of \$250, it is said the Composers Society found itself in a position to threaten so vast a total of infringement suits that it refused to argue with the stations about the details of the contract. Each station had to sign the contract as it was presented or risk these unlimited suits.

Out of possibly a thousand music publishers in the United States - little and big - 140 are said to belong to the American Society of Composers, Authors and Publishers. Out of a roll of composers that has been estimated to run as high as 10,000, the Society is credited with a membership of 800.

The terms of the Composers broadcasting contract practically made it impossible for these independent composers or publishers to deal with broadcasters, inasmuch as any payment to an independent composer would represent a double payment on the part of the station for the music used by it. The station had already paid a percentage of its revenue for the use of the Society's music for the entire program.

This was a double burden on independent composers and publishers as it practically resulted in keeping them off the air - the only access which these composers and publishers had to a public audition of their music. It is this phase of the situation that has been the center of attention on the part of the Federal Trade Commission and the Department of Justice. Another complaint of the broadcasters is that the Composers Society has refused to submit a list of the compositions on which it claims the copyrights.

In an effort to overcome this handicap and to broaden the fields from which American broadcasting stations may obtain their music, the Radio Program Foundation was created by the broadcasters as a non-profit, cooperative organization of the National Association of Broadcasters. Mr. Schuette, director of copyright of the NAB was made President. His first step was to obtain for the American radio stations the "air rights" to the world famous Ricordi catalogue comprising some 123,000 compositions. The cost of this license was prorated among the broadcasting stations, but in each case the use of this music represented a double payment, inasmuch as the broadcasters must also pay for the Society's music which the Ricordi compositions might displace. Even though Ricordi numbers be used exclusively in a program, the royalty percentage on that program must also be paid to the American Society of Composers, the broadcasters contend.

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MONTREAL STATIONS MAY MERGE

"La Patrie", Montreal French daily newspaper which also controls radio station CHLP in the building of the Sun Life Assurance Company of Canada, has been taken over by "La Presse", the largest French daily on the North American continent. Both papers are in the evening field.

CHLP will continue to operate, it was affirmed, with perhaps a few changes in the personnel. The possibility was hinted at that the Presse station CKAC would be moved in with CHLP in the Sun Life Building.

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R.M.A. GETS BLUE EAGLE

Authority to execute modified Presidential Reemployment Agreements was granted by National Recovery Administrator Hugh S. Johnson to five great industries - the electrical manufacturing industry, the radio manufacturing industry, the rayon weaving industry, the bedding industry and a rayon and synthetic yarn producing industry.

More than 250,000 workers now employed, and an additional estimated 40,000 to be reemployed in these five industries, are directly affected by the modified agreements.

As a result, units of those industries who signed certificates of compliance with the modified Agreements, will immediately be entitled to display the N. R. A. Blue Eagle insignia. In these negotiations the Radio Manufacturers' Association signed the certificate of compliance for the radio manufacturing industry. All the members of the RMA who signed the President's Voluntary Agreement are therefore given the full privileges and benefits of the Blue Eagle.

Pending final disposition of the electrical manufacturing industry code, public hearings on which were concluded several days ago, workers in that industry "engaged in the processing of the products" will receive a minimum of 40¢ an hour for a 36 hour work week. Other employees except commission sales people will receive a minimum of fifteen dollars a week for a 40 hour work week. Executive, administrative and supervisory employees and traveling and commission sales people are exempted from the 40 hour maximum limit.

Similar minimums and maximums will apply in the radio industry until its code has been heard by the National Recovery Administration and approved by the President.

All of the modified Agreements specifically ban child labor in the affected industries.

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WKAV WITHDRAWS ITS APPEAL

The appeal of Station WKAV at Laconia, N. H., has been dismissed at the request of the station. It had previously been denied a renewal of license.

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GLOOMY MEXICAN OUTLOOK REPORTED

Advices reaching Washington are to the effect that there has been a deadlock at the North American Radio Conference at Mexico City for the past week and if this is not broken soon, the Conference may be dissolved. Inasmuch as all sessions are secret, it is exceedingly difficult to secure reliable information. One report is that the Mexicans have demanded 12 cleared channels, which the Americans declared was out of all proportion to their needs.

Likewise, it is understood that others of the Central American countries have from time to time asked for channels which would result, if lumped together in "the United States having about one cleared channel left", according to a broadcaster facetiously commenting upon the subject in Washington.

According to the information reaching here, the Canadians are not taking any part in the controversy, apparently being satisfied with what they have. There are conflicting reports with regard to the fate of Dr. Brinkley, whose station was closed down in Kansas and who is now operating a station on the Mexican border. One report is to the effect that his station is now being considered more favorably by the Mexicans.

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NAB TO ISSUE UP-TO-DATE CALL LIST

After waiting since January 1, 1932, for the Federal Radio Commission, which has been handicapped due to lack of funds, to issue a revised list of the broadcasting stations of the United States, the National Association of Broadcasters, upon the initiative of Phil Loucks, General Manager, has undertaken the work. Since the last Government printed list in 1932, additional supplements have been printed but the task of locating a new station or securing the latest information has been very annoying.

Accordingly, the Broadcasters have issued a printed list of stations as of August 1, 1933, carrying with it likewise quota units. There will be correction sheets every month and every six months, the entire list will be reprinted.

Mr. Loucks laughingly remarked that about the first people to be heard from after the new list had been printed was the Federal Radio Commission which asked for a "flock" of copies.

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COMMISSIONER TO INSPECT MONITORING STATIONS

Col. Thad H. Brown, who has been acting Chairman of the Federal Radio Commission during the absence of Judge E. O. Sykes, who heads the American Delegation at the North American Radio Conference in session at Mexico City, today (Friday) outlined his plans for an extensive trip in the field to obtain first-hand information in his capacity as Commissioner in charge of Field Operations.

Commissioner Brown will inspect monitoring stations and will confer with the Inspectors in Charge of a number of the radio districts. He is anxious to see that the Economy program recently inaugurated by the Commission does not reduce the efficiency of the field force. He is convinced that by proper administration of the reorganization plan there will be no let-up in the fight against "air pirates" and in the reporting of broadcasters who violate the rules and regulations of the Commission. He believes the new plan will eliminate much overlapping and will tend to more efficient service at less expense.

On August 21st he will go to Chicago and will inspect the new monitoring equipment set up by the Great Lakes Naval Training School; then he will visit the field offices in Kansas City to confer with officials there.

He will spend a week in Texas visiting Dallas, Fort Worth, San Antonio, Beaumont, Galveston, and Houston. In Texas, he will confer with Government officials, especially the District Attorneys, regarding the illegal operation of radio stations in that State. The Commission has received reports indicating 43 "Air Pirates" are operating in Texas, and the names of 13 of those alleged violators have been submitted to the Department of Justice for action.

Commissioner Brown will also visit the field offices in New Orleans and Atlanta on his return trip to Washington. He will be accompanied by Assistant Secretary John B. Reynolds.

Subject to some slight changes, Commissioner Brown's itinerary follows:

Chicago, August 21; Kansas City, August 22; Dallas and Fort Worth, August 23, 24, 25; San Antonio, August 26, 27; Houston, Galveston and Beaumont, August 28, 29, 30; New Orleans, August 31, September 1; Atlanta, September 2, 3, 4.

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BOSTON STATION APPEALS TO SUPREME COURT

A petition for a writ of certiorari in the United States Supreme Court will be filed by Station WLOE, of Boston, operated by the Boston Broadcasting Co. It is a 100 watt station with 250 watts during the daytime, operating on a frequency of 1500 kilocycles.

The Radio Commission denied a renewal of license to William S. Pote, who bought the station from a receiver in bankruptcy. Pote was also denied an assignment of the license. Both Pote and the station took the case to the District Court of Appeals which upheld the Radio Commission. Now they will appeal to the Supreme Court for a review of the case.

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BROADCASTERS GET BUSY ON CODE

A questionnaire has been sent to all members of the National Association of Broadcasters by Alfred J. McCosker, President, for the purpose of finding out what changes will be required in employment, hours of labor and wages paid by broadcasting stations by reason of their compliance with the President's Blanket Code.

The National Association of Broadcasters - and indeed all broadcasters, we believe - are heartily in accord with the principles underlying the code and the policy of the National Recovery Administration. Mr. McCosker said in his questionnaire addressed to the broadcasters. At the same time, there is not sufficient information available to determine what will be the actual effects upon the broadcasters by subscription to the code and by complete and whole-hearted compliance with its provisions. Nor is there enough information available from the industry to furnish an adequate basis for the preparation of the code which the President has required from all forms of business by no later than the first of September,

There has been an immediate and tremendous response to the appeal made by Alfred J. McCosker for the cooperation of stations throughout the country with the National Recovery Administration.

Already 400 stations have actually signed up on this, according to Philip G. Loucks, Managing Director of the Association, and more continue to come in.

Scripts are being sent to the station, also announcements by the National Recovery Administration. The question is now up as to whether or not electrical transcriptions may be made.

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SHORTWAVE AND TELEVISION CORP. BEGINS PUBLICITY CAMPAIGN

What is evidently the beginning of a vigorous publicity campaign is the first of a series of releases to radio editors sent by the Shortwave and Television Corporation of Boston. The first release bears the following note to the Editor:

"The authenticity of this article is guaranteed by Shortwave and Television Corporation who refer you to patents Nos. 1903112 and 1903113 issued in the name of Dr. Francois Henroteau."

"Ten years ago, while radio engineers were delving into the mysteries of radio receiver research, a young astronomer, Dr. Francois Henroteau, now head of the Astrophysical Department of the Dominion of Canada, scanning the heavens at night, was originating an idea that was eventually to prove the evident solution of television," the press release sets forth.

"Dr. Henroteau's ambition was to eliminate the use of cumbersome telescopic lenses and apply in their stead light sensitive devices, such as photo-electric cells, to bring the stars closer to the human eye. Photocells are sensitive to a wider band of colors than the eye, hence their value in astronomy.

"Finally an idea came to him which would provide an ultra-flexible means of star-gazing, in fact, a real 'eye', as facile as the human eye, but as sensitive to the colors of the spectrum as a photocell - a Super Eye.

"With the development of a Super Eye, which would be electrical in nature, its application to the coming art of television was an obvious step - and the device suited the idea perfectly.

"Patents were taken out in many countries and have been issued for over three years. The natural question that arises is why hasn't the Henroteau Super Eye been used in television long before this? The answer is that this eye needs the cathode ray type of receiver or reproducer to be fully effective and since the receiver itself had not been perfected, little thought was given to a television 'camera'.

"Like all good inventions, the Henroteau Super Eye is simple, as simple as the cathode ray tube itself. The image to be televised is picked up by a high grade photographic lense and focused on a plate inside a glass tube, much like a television cathode ray tube. This plate is made up of millions of tiny globules which are miniature photocells. A sweeping beam of light or electrons rapidly scans this plate in the familiar cathode ray manner.

"With the image playing constantly on the plate, each cell has the opportunity to fully register the amount of light or shade the lense directs upon it. As the scanning beam sweeps each minute cell, it releases the electricity charged up in that cell, the amount varying according to the amount of light or shade playing

upon it from the lense. The discharge places the voltage upon the grid of an amplifying tube.

"The outstanding advantages of this method of television pickup, besides the simplicity, is the fact that pictures of tremendously fine detail, up to 500 lines a frame, are possible; pictures with such good light pickup that the long dreamed of out-of-door scenes of basebell and football games become near realities,

"It is this powerful light pickup and consequent impulse which makes this Super Eye the connecting link in bringing cathode ray television to a point of practical utility.

"The cathode ray receiver had been foreseen by early workers, but a method of picking up the picture which could work up to the 500 line possibilities of the cathode ray picture reproducer seemed remote. Mechanical methods completely failed. Even though the speed could be obtained by high speed and unwieldy apparatus, the breaking up of the picture into so many fine dots made each one so small and in turn its impression upon the photocell so small that amplification to any useful point was impossible to all intents and purposes.

"With the Henroteau device, the scanning beam sweeps with the speed required for the 500 line television, but instead of being limited to the microscopic amount of light impulse which would result in the ordinary method of pickup, the beam arrives at each dot to find it holding a relatively large electrical charge which the beam releases instantly. On a basis of 24 pictures a second, it means that each minute particle will give an electrical impulse based on an exposure of 1/24 of a second, instead of 1/1,000,000 of a second under ordinary scanning conditions.

"It is seldom that the literary figure of speech, 'stargazing', has such a literal parallel as in this case of the Canadian astronomer, who, scanning the remote stars, found the answer to television."

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LINIT SIGNS FOR SUNDAY NIGHT SERIES OF HOUR SHOWS ON CBS

A new series of one-hour programs will be heard over a nation-wide WABC-Columbia network every Sunday, beginning October 1st. The broadcasts will be sponsored by the Corn Products Refining Co. in the interests of Linit.

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IMPROVED ANTENNA SYSTEM FOR RADIO BEACONS

In the radio range-beacons located along the airways of the United States, the course indication is secured by the intersection of two space patterns produced by properly excited antenna structures. In the TL antenna system recently developed by the Bureau of Standards for these stations to eliminate night effect, four towers are employed to secure the desired space pattern. In order that this pattern may remain fixed in space, the relations between the currents in the various structures must be maintained constant, both as to phase and magnitude, to a high degree of accuracy.

To accomplish this the Bureau has developed an excitation system which automatically maintains this relationship even during adverse conditions of antenna tuning. This synchronizing action is secured in one of two ways, first by the use of transmission lines 90 electrical degrees in length connected in parallel to the power amplifiers, and second by lines 180° long connected in series.

The operation of the parallel connected lines is dependent upon the fact that the relation between sending voltage and receiving end current for a line 90° in length is independent of the impedance of the load. The series connection is based upon the condition that a 180° line acts as a simple series circuit and consequently the current is continuous throughout the system. Both of these are dependent upon the fact that the attenuation of the line is negligible.

Tests of the system show it to perform very satisfactorily and it has been adopted as the standard method of installation on the airways. A complete description of this development will appear as Research Paper No. 581 of the Bureau of Standards Journal of Research.

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BROADCASTERS COMPLAIN OF MUSIC PLUGGERS

The music "plugging" over radio stations by the American Society of Composers publishers is getting worse, according to Oswald F. Schuette of the National Association of Broadcasters.

"A report from a single New York studio for one week in July", Mr. Schuette declares, "shows that twenty-six 'representatives' of twenty-one publishing houses paid sixty-two visits to that studio in that single week. A far western studio reports 'plugging' letters from five companies in the same week. And yet the American Society of Composers, Authors and Publishers claims that radio 'murders' music!"

The latter refers to a pamphlet gotten out by Gene Buck, President, and E. C. Mills, General Manager of the Composers, entitled "The Murder of Music", in which radio is charged with being one of the murderers.

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HEARING SCHEDULED FOR WEDNESDAY, AUG. 9

WPRO - Cherry & Webb Broadcasting Co., Providence, R. I., special authority (experimental) asked for on 630 kc., 250 w., unlimited time. Present Assignment: 1210 kc., 100 w., unlimited time. Others Notified: WMAL, Washington, D. C.; WEAF, New York, WCAC, Storrs, Conn.; WEEI, Boston; WGBF, Evansville, Ind.; KFRU, Columbia, Mo.; KGFX, Pierre, S. Dak.; WOS, Jefferson City, Mo.; S. Geo. Webb, Newport, R. I., and John E. McGoff, Julius Schaeffer & Francis Thurston, Newport, R. I.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 1, 1933)

WIND, Johnson Kennedy Radio Corp., Gary, Ind., modification of License to use old main transmitter as auxiliary, 560 kc., 1 KW; WKBC, R. B. Broyles Furniture Co., Birmingham, Ala., authority to operate the transmitter without approved frequency monitor, provided frequency is kept, but to cease operation if frequency deviates, for period of 10 days while monitor is being repaired; KFWI, Radio Entertainments, Ltd., San Francisco, extension of authority to remain silent for 30 additional days from July 31st; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., special authority to operate 9 A.M. to 11:30 A.M., 1:30 to 5:30 P.M. and 8:30 to 9:30 P.M. CST on August 4.

Also, Aeronautical Radio, Inc.: New at Kylertown, Pa., C.P. 278 kc., 15 watts; WNAM, Bellefonte, Pa., C.P. to change location of transmitter to Ames Airport, Kylertown, Pa.; WSDH, Murfreesboro, Tenn., aviation license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited 3222.5, 4917.5 day only, 400 watts; WAEN, Evansville, Ind., same as above (WSDH) except 50 watts power; City of Lubbock, Dept. of Elect., Lubbock, Tex., C.P. for police service, frequency 2458 kc., 50 watts; City of Rockford, Ill., C.P. for police service, frequency 2458 kc., 50 watts.

August 4: WKEU, Allen Wright Marshall, Jr., et al, LaGrange, Ga., license covering erection of new station, 1500 kc., 100 watts, specified hours; WMCA, Knickerbocker Broadcasting Co., Inc., New York City, modification of license to change hours of

operation from sharing with WPCH to unlimited; consolidate WMCA and WPCH, then delete WPCH; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., authority to remain silent from Aug. 7 to Sept. 11, 1933, on account of business conditions; WCFL, Chicago Fed. of Labor, Chicago, Ill., modification of C.P. extending completion date of C.P. from Sept. 1, 1933, to March 1, 1934; WSAI, Crosley Radio Corp., Cincinnati, Ohio, authority to use directional antenna installed under special authority and C.P. on present power, 500 w. night, 1 KW day, 1330 kc.; WMBH, W. M. Robertson, Joplin, Mo., special temporary authority to operate from 9:30 to 10 P.M. CST, Sept. 2, 9, 16, 23 and 30; Oct. 7, 14, 21 and 28; Nov. 4, 11, 18 and 25; Dec. 2, 9, 16, 23 and 30, 1933.

Also, W9XAH, Incorporated Village of Tinley Park, Ill., general experimental license 1594 kc., 20 watts; W9XAD, Echophone Radio Manufacturing, Ltd., Portable & Mobile, Waukegan, Ill., general experimental license, 34600, 41000, 51400 kc., 20 watts; WPFA, City of Newton, Mass., Police Dept., modification of C.P. to extend completion date to Aug. 16, 1933.

Applications Denied

WSPD, Toledo Broadcasting Co., Toledo, Ohio, denied authority to operate experimentally on frequency 590 with 1 KW from 3 to 5 A.M. CST, August 15, 16, and 17; WHBC, Edward P. Graham, Canton, Ohio, denied authority to operate simultaneously with WNBO August 7, 9 to 10 P.M.; also denied authority to operate with WNBO Aug. 8, 9 P.M. to 12 midnight.

Authorizations

The following authorizations have been granted subject to ratification by the full Commission at some future date:

Action Taken July 26: Radiomarine Corp. of America: KUFF, aboard "Lake Floris", Washington, D. C., temporary authority (60 days) to operate aboard vessel pending receipt of formal application; frequency range 375 to 500 kc., 200 watts; KOJQ, aboard "Lake Fitch", Washington, same as above; KHJA, aboard "Commercial Traveler", Washington, D. C. same as above except 2 KW spark; WHER, Westinghouse Electric & Manufacturing Co., aboard "Arthur B. Storey" Chicopee Falls, Mass., authority granted on July 22 covering operation of station on 2390 kc., aboard schooner, extended to include July 26 and 27; Action taken July 29: WIEW, National Broadcasting Co., New York City, authority to operate portable and mobile transmitter on July 30 and 31, 2390 kc.; KJXS, Mackay Radio & Telg. Co., Inc., aboard "San Jacinto", N. Y. City, 60 day authority to operate 50 watt transmitter aboard vessel pending receipt of formal application, frequencies 375 to 500 kc.; WJMS, WJMS, Inc., Ironwood, Mich., modification of special temp. authority to operate from 7:30 to 9:15 A.M., 11:30 A.M. to 1:30 P.M. and 4:30 to 7 P.M. CST for period Aug. 1 to Nov. 1, 1933; WMEH, Southern Radio Corp., NC-8495, special authority to operate aircraft station on plane as broadcast pickup station for period of 5 days, on 2390 kc., 15 watts; Action taken July 31: WKRC, WKRC, Inc., Cincinnati, Ohio, extension of special temporary exp. authority, authorized from August 1 to Nov. 1 as originally granted on June 16, Comr. Hanley withheld his approval of application.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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Miss Spurgeon

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NAB LINES UP WITH JOHNSON ON CODE

General Hugh S. Johnson, Administrator of the NRA, was advised on August 1st by Philip G. Loucks, Managing Director of the National Association of Broadcasters, that the Association "is now at work developing a code for broadcasters.

"President Alfred J. McCosker has appointed a committee which has addressed a questionnaire to all broadcasters with a view to obtaining information upon which a code will be drafted for submission to the National Recovery Administration", the letter states.

"Every effort will be made to have the code agreed upon and ready for submission at the earliest possible date."

Questionnaires mailed to all stations on July 31st are pouring in to the Washington headquarters of the Broadcasters' Association, and information contained therein will be used as the basis for the broadcasters' code. There is no need to stress the importance of each station supplying the information requested at the earliest possible date. Stations are cooperating generously in making the publicity campaign successful and the drafting and filing of a code is essential to make broadcasting's compliance with the letter and spirit of the law complete.

In dealing with industries submitting codes, officials of the NRA are urging each business unit to cooperate with the trade association representing its industry. Such cooperation not only expedites action, which is important, but makes for better representation of the industry involved.

The National Association of Broadcasters, in drafting and submitting a code, will represent the broadcasting business but this representation can be more effective from every point of view if every station joins up and does its part. Nothing would be more beneficial to the broadcasters and more helpful to the NRA than if all 610 licensed stations joined together in a single body under the Broadcasters' Association and worked cooperatively toward the achievement of the letter and spirit of the National Recovery Act.

In an effort to perfect the broadcasters' organization, the NAB at St. Louis, last November, reduced to \$60.00 a year dues for stations whose gross business during the 12-month period immediately preceding December 1, 1932, did not exceed \$30,000.00. It is estimated that about 200 stations will fall within this classification.

STRATOSPHERE NOT SO GOOD FOR RADIO BACKERS

The stratosphere balloon ascension proved a disappointment to the National Broadcasting Co., one of its sponsors, because there wasn't time to notify listeners when it would start. Word reached Washington about 5 o'clock Friday afternoon (August 4) that the balloon would go up at midnight and that a description of its ascent would be made at that time.

This was too late for the evening papers and too early for the morning papers, with the result that though there were several broadcasts preliminary to Lieutenant Commander's departure, only those who happened to be listening in knew about them.

The balloon finally went up at 2:50 o'clock, EST, Saturday morning. Nothing was heard by radio from Commander Settle after he left.

Thus not only the NBC was left in the dark, but also the Chicago Daily News, another sponsor. The third sponsor of the event, however, cashed in big. This was the Century of Progress Exposition, which seems to have a lucky break in most everything it does. Not only has the Exposition been kept in the public eye by the stratosphere attempt, but thousands upon thousands were attracted to the Exposition grounds to witness the start.

The balloon was equipped with such a powerful radio apparatus that Prof. Auguste Piccard had expected to talk to Commander Settle from Belgium.

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ILLINOIS STATION TURNED DOWN ON DAYTIME INCREASE

Ralph L. Walker, Examiner at the Federal Radio Commission has recommended that the application of Station WILL, the University of Illinois at Urbana, to increase its daytime power from 500 to 1000 watts, be denied.

The Examiner states that "serious and objectionable interference now exists between Stations WILL and WENR, due to insufficient mileage separation. The granting of the present application would increase this interference and further restrict the good service area of Station WENR. It does not appear that public interest, convenience and/or necessity would be served by granting the application.

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EARLY FALL "S R O" SIGN LIKELY TO BE HUNG OUT BY NBC NETWORKS

"The Standing Room Only" sign may be exhibited in the National Broadcasting Company's advertising lobby, according to George F. McClelland, NBC's Executive Vice-President in Charge of Sales.

"We have seen it coming", said Mr. McClelland in speaking of the rush for network operations on preferred times. "As much as three months ago, I prophesied that the so-called Summer 'tapering-off' would abruptly halt and a veritable rush for time start. It is now a fact that NBC scarcely has an available 15-minute period in the evenings on either network after September 1st. Nearly every old customer has signed for as much or more time on NBC networks beginning in September."

"The hegira to the NBC networks may have been caused in no little measure by the activities of the President's Industrial Recovery Act now about to be placed into active force. Whatever the individual's opinion of its final outcome, none will admit that NIRA is lacking in potentialities and is accountable for the prevailing strong upswing to business", according to the NBC Trade News Division.

"National advertisers aren't going to miss the opening act of the 'New and Bigger Business Deal.' They'll not only keep their season's box seats but will very probably buy up the choicest aisle seats to steal a march on competition. These national advertisers know from previous experience - even depression experience - that Broadcast Advertising will pay back every cent spent on the regular seats, on the extra seats they are buying. The newcomers to the air have the old-timers' word for it.

"However, down the list of agencies who place the majority of business with NBC, it is learned that no less than 25 shows are being planned and are taking shape under the direction of the ad agencies' radio directors. If the 'pre-views' of most of the shows are any indication, this Fall and Winter should indeed be a 'New Deal' for listeners."

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MILAN GIVES RADIO SHOW

The Fifth Annual Radio Show to be held in Italy will be in that familiar centre of Italy's industrial life, Milan, and will be inaugurated in September.

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MEXICO STANDING PAT FOR RADIO CHANNELS

The latest advice from Mexico City is that the Mexicans are clinging to their demand for numerous clear channels and that the North American Radio Conference will adjourn without an agreement on this.

One report reaching Washington is that the Mexicans held out for 12 clear channels and another that they demanded six for stations along the United States border. The Cuban, Nicaraguan and Costa Rican delegations are said to have supported Mexico in this demand.

The Canadians, it is understood, have taken no part in the channel controversy so it would seem that they must be satisfied with what they have. If no agreement is reached with regard to the assignment of Mexico's border stations, and there is no change of policy on the part of the Mexican Government in respect to these stations, the situation already there is likely to become worse.

Station XER, at Villa Acuna, operated by the well-known Dr. Brinkley, of Milford, Kans., is already causing serious interference to stations in this country with his 75,000 watts power. If through the representations of former Vice-President Curtis, who is in Mexico City acting as his unofficial observer, he is allowed to step his power up to 150,000 watts, even more etherial havoc may be created in this country. Our highest powered station is 50,000 watts.

However, stations in the United States are under the strictest scrutiny with regard to keeping on their assigned frequency. There is said to be none of this in Mexico, with the result that they "wobble" and are liable to be found most anywhere. Also, we have no agreement with Mexico as we have with Canada for a definite frequency assignment for these stations. Experiments are now being made prior to the opening of Norman T. Baker's station XENT, at Nueva Lauredo. Baker's old Station TNT was closed down in Muscatine, Ia. He expects to use 150,000 watts in Mexico.

Furthermore, the Mexican Government has authorized the construction of a 100,000 watt station at Pedras Negras, and still another of 500,000 watts, which would be one of the two largest in the world, at Matamoros. Russia has the other one. The Mexican government has indicated, however, that it may curb objectionable medical talks.

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RADIO LEADERS PROMINENT IN NEW YORK RECOVERY DRIVE

One of the first things Grover Whalen, of John Wanamaker's, Chairman of President Roosevelt's Recovery Drive in New York City, did was to appoint a strong Radio Committee. Its members are as follows:

Merlin H. Aylesworth, President National Broadcasting Company; William S. Paley, President, Columbia Broadcasting System; Donald Flamm, President, WMCA; Alfred J. McCosker, President, National Association of Broadcasters, and Emil Gough, President, WINS.

Among those whom Mr. Whalen appointed to his Executive Committee were Gen. James G. Harbord, Chairman of the Board, Radio Corporation of America, and Owen D. Young, Chairman of the Board, General Electric Company.

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WYNN SIGNS BISHOP OF CHINATOWN

Tom Noonan, beloved "bishop" of Chinatown, has signed a 52 week contract with the Amalgamated Broadcasting System, Ed Wynn's new network.

"The Cathedral of the Underworld", under which title the broadcasts will be heard, will include the regular services from the Bowery Mission House, Chinatown, New York City.

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RKO FORECLOSURE MOVE EXPLAINED

The foreclosure action against the Radio-Keith-Orpheum Corporation brought last Saturday, Aug. 5 by the Chemical Bank and Trust Co., as trustee of the corporation's 6 per cent gold debentures, will not affect the operation of RKO by its present management, M. H. Aylesworth, its President, said yesterday (Monday).

The foreclosure, he said, was merely a legal step to bring the trustee and the interests of the debenture holders within the supervision of the court, which is administering the receivership.

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NBC SPLASHES FORTH WITH NEW MERCHANDISING PUBLICATION

In the interests of effective selling by radio, the National Broadcasting Co. has issued the first number of a new periodical called "Broadcast Merchandising." The new publication, four pages in size, measures 9 by 12, will be issued from time to time.

In its initial issue, "Broadcast Merchandising" features an article by Lee Bristol, Vice-President of Bristol-Myers, Inc.

"How Etiquette is Merchandised to Sell Cellophane" is another leading article that tells of the example of aggressive radio merchandising the du Pont Company effected in connection with its Emily Post series.

A column entitled "Sparks" lists current sponsors' offers, tie-ins. Two more short subjects, "Selecting the Radio Offer" and "Phrasing the Radio Tie-In" complete the lineup of contents.

A copy of "Broadcast Merchandising" may be secured upon request from E. P. H. James, Sales Promotion Manager, NBC, 711 Fifth Avenue, New York City.

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RADIO OUTPUT IS RECORD

According to LeRoi J. Williams, Vice-President and General Manager of Grigsby-Grunow Co., manufacturers of Majestic radios and refrigerators, they have had another banner month in radio and refrigerator production.

"In the month of July", said Mr. Williams, "29,777 radio receiving sets and refrigerators were shipped from our plants. These shipments were not equaled in any month this year except June."

Mr. Williams also pointed out "refrigerator shipments for July were more than seven times those of July of last year. While July of 1932 was the lowest radio month for the year, July radio shipments for this year have been exceeded only by June - our peak record for almost two years."

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WRITER ASSAILS RADIO MANUFACTURING METHODS

Doubtless leaders in the radio manufacturing industry will reply to the following letter to the Editor of the New York Times, which appeared in that publication last Sunday signed by H. Graubard:

"For the past month or so there has been a great hue and cry in the New York newspapers about sweatshop conditions in many of the Pennsylvania factories. Reforms, like charities, should begin at home.

"During the past three weeks the writer, engaged in organizing a New York branch of the radio workers, affiliated with the American Federation of Labor, has seen almost unbelievable conditions in some factories manufacturing radio sets and parts. Long hours, low wages and bad working conditions have made these employees an exploited class, as witness the piece-work system. In one shop the workers remain in ignorance of the contents of their weekly pay envelopes until they receive them, because the employer cuts the scale without notifying them. The reason for this is obvious. Some of the employees, in trying to speed up production and thus augment their wages, became too efficient, and in this industrial age in which we live, profits invariably take precedence over principle.

"Undoubtedly some of these abuses will be remedied by the National Industrial Recovery Act - temporarily. In the excitement of the huge peacetime drive against poverty, many are apt to forget that the NRA is only a temporary emergency measure. From long experience in the labor field and with the inexplicable vagaries of human nature, I prophesy that the minute the temporary relief measures expire, human greed, in the face of rising prices and increased buying power, will force unorganized labor back to the same old standards. Not only the radio workers but all labor should remember that while at present all is sweetness and light - employers prefer profits!"

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"Skippy", the popular dramatization of Percy Crosby's well-known newspaper series and a juvenile favorite over the WABC-Columbia network for the past two years, is now being presented under the sponsorship of Sterling Products in the interests of Phillips Dental Magnesia.

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STANDARD ORDER FOR RADIO ADOPTED

Adoption of a standard order blank for spot broadcasting, similar to the standard order blank for publications in use since 1920, was announced jointly by the National Association of Broadcasters and the American Association of Advertising Agencies last week.

So far as possible the conditions governing the placing of spot broadcasting conform to those governing contracts and orders for publications. Points of similarity include:

1. Terms of payment, reading in part: "The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment." This is a clarification of the position taken by media owners and agencies and corresponds with a similar paragraph in the recently announced revised publication order blank.

2. Rates are guaranteed to be the lowest in effect and all shall be published.

3. A new clause in which the agency agrees that it will not rebate to its client any part of the commission allowed by the station, is identical with a new clause in the publication form.

Among the special broadcasting provisions are the following:

1. Contract may be terminated on two weeks' notice.

2. In case of substitution of sustaining program, with notice to agency less than two weeks in advance of broadcast, the station will reimburse the agency any non-cancellable cost of live talent. This is in accordance with current practice.

The purpose of the standard order blank is to facilitate placing of spot broadcast advertising and the handling of it by stations under uniform conditions. Both associations plan to promote widespread adoption of the new form which will be available to all bonafide advertising agencies whether members of the A.A.A.A. or not. A.A.A.A. members will use a white stock imprinted "Member A.A.A."; non-member agencies a colored stock without the designation aforesaid.

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SPANISH PUBLISHERS BAR NEWS TO RADIO

The Newspaper Publishers' Association of Catalonia, in Spain, according to a dispatch to the Editor & Publisher from Barcelona, have adopted resolutions against the practice of disseminating news by radio.

Contending with a problem that has vexed American publishers, the Newspaper Publishers' Association in Catalonia feel that with the wholesale importation of American, British, German and French radios into Spain at low prices, the stations in Barcelona and vicinity have during the last six months, given more time to news broadcasts as a means both of filling the dull morning and afternoon hours and reducing operating expenses.

Since the broadcasting companies are achieving both purposes by relying upon dispatches that are broadcast before appearing in the dailies, the publishers are determined to protect their interests by restricting to themselves all rights to the news services for which they are paying.

These services include those of the United Press Associations, Associated Press, Reuters, Fabra, Havas, and Wolff.

The following resolutions were adopted:

"1. Not to publish, except as paid advertisements, any notices previous to the celebration of any public act or spectacle the account of which might be transmitted to the public by radio.

"2. Not to authorize any editor or person associated with newspaper interests to make available, directly or indirectly, any information or to lend any aid to the radio broadcasting firms."

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Carleton & Hovey Co. (Father John's Cough Medicine), Lowell, Mass.; Agency - John W. Queen, 5 Park Square, Boston, Mass.; Starts October 18, 1933, Wednesdays, 7:15-7:30 P.M. EDST; Network - WJZ, WBAL WMAL WBZ WBZA WSYR WHAM KDKA WCKY WENR KWCR KSO KWK KOIL; Also Starting Sunday, October 15, 1933, 2:45-3:00 P.M.; WEAJ WTAG WEEI WJAR WCSH WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WOC WHO WOW WDAH; Program - "Gems of Melody".

CHANGE - The Wander Co., Pacific Coast Daily except Sun. & Thurs 5:45-6:00 P.M. PST, starting 9/25/33. On Sept. 25 and thereafter KOA and KDYL will carry the "Little Orphan Annie" program from 4:45-5:00 P.M. PST. KGO KFI KGW KOMO KHQ KTAR continue to take the program at 5:45 PM PST.

NEW - Buick-Olds-Pontiac Co. (Buick Automobiles), General Motors Building, Detroit, Mich.; Agency - Campbell-Ewald Co., General Motors Building, Detroit, Mich.; Starts July 31, 1933; Mondays, 10:30-11:00 P.M. EDST; Network - WEAF WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KFYZ KSD WOC WHO WOW WDAF WTMJ KSTP WEBC WSB KVOO WKY WFAA KPRC WOAI KOA KDYL KGIR KGHL KGO KFI KGW KOMO KHQ; Program - "Gus Haenschen's Parade of Melody" - Gus Haenschen and musical combination.

NEW - Gordon & Gordon, Ltd. (Cosmetics), 2701 S. Wells St., Chicago, Ill.; Agency - Critchfield & Co., 8 S. Michigan Ave., Chicago, Ill.; Started July 31, 1933; Mondays 10:30-11:00 P.M. EDST Network - WENR WJR KDKA; Program - "Princess Pat Pageant" - romantic dramatic program;

NEW - Beech-Nut Packing Co. (Chewing Gum), Canajoharie, N. Y. Agency - McCann Erickson, Inc., 285 Madison Ave., New York City; Started August 7, 1933; Monday, Wednesday, Friday 7:15-7:30 P.M. EDST, WEAF only; Program - "Red Davis" - dramatic sketch.

RENEWAL - Swift & Co. (Formay Shortening), Union Stock Yards, Chicago, Ill.; Agency - J. Walter Thompson Co., 410 N. Michigan Ave., Chicago, Ill.; Starts August 3, 1933; Time - Thurs. Fri. 10:30-10:45 A.M. EDST; Network - WEAF WEEI (WTIC Thurs. only) WJAR WTAG WCSH; Program - "The Happy Ramblers", musical with Irving Kaufman and brief talk by Lucy Allen.

NEW - Continental Auto Co., Detroit, Mich.; Agency - Grace & Holliday, Detroit, Mich.; Starts August 7, 1933; Time - Mondays, 1:15-1:30 PM EDST WJZ WBAL WMAL WSYR KDKA WGAR WJR WPTF WJAX; 2:30-2:45 P.M. EDST WMAQ WLW WOC WHO WOW WDAF WTMJ KSTP WSM WMC WSB Effective Sept. 25 and thereafter this program will be changed to 12:15-12:30 P.M. on the Blue and 1:30-1:45 P.M. on the Red; Program "March of Transportation", dramatic program.

NEW - Fisher Body Corp. (Automobile Bodies), General Motors Bldg., Detroit, Mich.; Agency - Campbell Ewald Co., General Motors Building, Detroit, Mich.; Starts Wednesday, August 16 only; Time - Wednesday 9:45-10:00 P.M. EDST; Network - WEAF WTAG WJAR WCSH WLIT WFBR WRC WBEN WCAE WTAM WWJ WLW WMAQ KSD WOW WDAF CRCT CFCF WTMJ WIBA WEBC WDAY KFYZ WRVA WPTF WWNC WIS WJAX WIOD WFLA WSM WMC WSB WJDX WSMB KVOO WKY WFAA KTBS KPRC WOAI KOA KDYL KGIR KGHL KGO KFI KGW KOMO KHQ KFSD KTAR; Program - "Fisher Craftsmen's Guild Program" 1st Infantry Armory, Chicago, 15 minute address by Edwin C. Hill.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission granted renewal of licenses for the regular period to the following:

WAAF, Chicago; WBSO, Needham, Mass.; WCAO, Baltimore and auxiliary; WDAF, Kansas City, Mo.; WDBO, Orlando, Fla.; WOSU, Columbus, Ohio; WEEI, Boston; WGBI, Scranton, Pa.; WGR, Buffalo;

WGST, Atlanta, Ga.; WICC, Bridgeport, Conn.; WIP, Philadelphia, Pa.; WJAR, Cleveland; WKY, Oklahoma City; WKZO, Kalamazoo, Mich.; WMAL, Washington, D. C.; WMAL, auxiliary; WMC, Memphis, Tenn.; WMMN, Fairmont, W. Va.; WMT, Waterloo, Ia.; WNAX, Yankton, S. Dak.; WNOX, Knoxville, Tenn.; WQAM and auxiliary, Miami, Fla.; WQAN, Scranton, Pa.; WREC, Memphis, Tenn.; WSUI, Iowa City; WTAG, Worcester, Mass.; WTMJ, Milwaukee; WWJ, Detroit; KFDM, Beaumont, Tex.; KFDY, Brookings, S. Dak.; KFRC, San Francisco; KFUC, Clayton, Mo.; KGW, Portland, Ore.; KHJ, Los Angeles; KLX, Oakland, Cal.; KLZ, Denver; KMJ, Fresno, Cal.; KOMO, Seattle, Wash.; KSD, St. Louis, Mo.

Set For Hearing

Wyoming Broadcasting Co., Cheyenne, Wyo., C.P. for new station to operate on 780 kc., 500 watts night, 1 KW day, unlimited time; KGIZ, Grant City Park Corp., Springfield, Mo., consent to voluntary assignment of C.P. to KGBX, Inc.; WLCI, Luthern Association of Ithaca, Ithaca, N. Y., renewal of license, 1210 kc., 50 watts, specified hours; WSBC, WSBC, Inc., Chicago, Ill., C.P. to move transmitter and studio from Chicago to Hammond, Ind.; install new equipment, change frequency from 1210 to 1360 kc., increase power from 100 watts to 1 KW night, 1.25 KW day; change specified hours to sharing with WGES 4/7ths time (facilities formerly assigned WJKS).

Miscellaneous

KFOR, Howard Shuman, Lincoln, Neb., application to assign license to Cornbelt Broadcasting Corp., granted on May 9 was retired to closed files for want of prosecution; KWLC, Luther College, Decorah, Ia., application for voluntary assignment of license to Telg. Herald, dismissed at request of applicant; KWLC, Telegraph Herald, Dubuque, Ia., C.P. to transfer KWLC from Decorah to Dubuque, dismissed at request of applicant.

Amateur Licenses

The Commission also granted 412 amateur station licenses, consisting of 316 new licenses; 2 renewals and 94 modifications.

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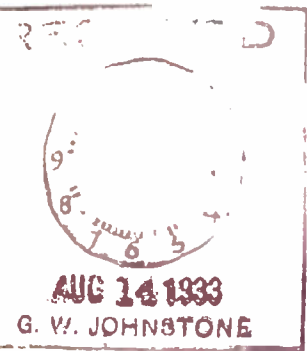
HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

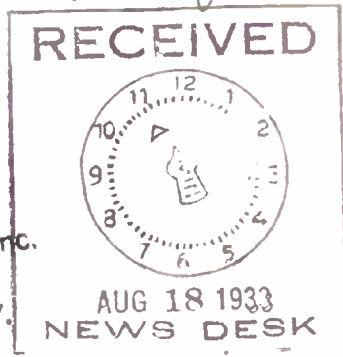
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LAFOUNT OPTIMISTIC WITH REGARD TO FINANCIAL OUTLOOK

"New contracts for the sale of time already signed insure the successful operation of almost all Western radio broadcasting stations during the coming Fall and Winter", Commissioner Harold A. Lafount declared, upon returning to his desk after an extensive inspection trip of broadcasting, police, communication, and all classes of radio stations.

Mr. Lafount sounded a loud note of optimism regarding the financial outlook for radio stations, and expressed gratification over the disposition of licensees to cooperate willingly and anxiously in the work of the N.R.A.

His conclusions are based on visits to 36 cities in 11 Western States by rail, auto and airplane, between July 1 and August 7. Thirty-four of the cities are in the Fifth Radio Zone from which he was appointed. On his trip, Mr. Lafount conferred with 107 broadcasters, 69 licensed operators, 44 program directors, officers of 12 amateur organizations and with 34 individuals who were contemplating filing applications for permits to construct and operate broadcasting stations in the Fifth Zone. He also visited 9 police radio stations, conferred with representatives of Teachers and Parents' Organizations, and numerous listeners; Welfare Organizations, Chambers of Commerce, Commercial Clubs, Breakfast Clubs, and Advertising Agencies.

He held conferences also with several manufacturers and distributors of radio equipment and local officials of radio communication companies. He inspected a number of their transmitting plants.

During the period of unsatisfactory business conditions, Mr. Lafount observed, broadcasters in the Western and Pacific Coast States have suffered financially, although generally speaking they have maintained a high standard of programs. The sacrifices on the part of broadcasters are keenly appreciated by the listening public. He added:

"The general trend, particularly on the part of the smaller stations, has been towards transcriptions, and high class recorded programs, although many stations present 'live talent' programs almost exclusively."

Mr. Lafount denounced price cutting which he said is engaged in by only a few stations he visited and severely criticized the practice of stations selling time on the basis of payment per inquiry. This, he declared, in his personal opinion, to be unethical, and unfair competition and engaging by stations in business other than that of advertising by radio and broadcasting.

Mr. Lafount also commented upon the fact that in a number of States, the smaller stations are organizing State units.

In referring to long sales talks by advertisers, Mr. Lafount said: "It is an exception rather than the rule and many stations will not permit lengthy sales talks."

Mr. Lafount was loud in his praise of the equipment used by Western stations, saying: "It is interesting to note the trend towards improved antennae. Everywhere stations are studying this question with a view to making such changes in antennae as may increase their signals and service areas. Station owners generally are so pleased with the results of their new monitoring equipment that they are now seeking improvements along other lines, and the trend at the moment is towards improved antennae."

Mr. Lafount was likewise very enthusiastic over the work being accomplished by police radio stations. He believes that they are contributing much towards the apprehension of criminals, and in the reduction of crime. This is one of the most important public services that radio can render, he believes.

Mr. Lafount is more enthusiastic than ever before over the American radio system and is convinced it is far superior to that of any other country.

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NAB TO RUSH CODE THROUGH

The National Association of Broadcasters expects to have its code in the hands of General Johnson within the next two weeks. Every effort will be made to expedite its preparation. To this end there will be an important meeting Monday morning (August 14) at the St. Regis Hotel in New York. It will be attended by Alfred J. McCosker, President of the NAB, Frank M. Russell, Vice-President of the National Broadcasting Co. in Washington, Harry C. Butcher, Washington representative of Columbia, G. A. Richards, WJR, Detroit, John Sheppard III, WNAC, Boston, I. I. Buckwalter, WGAL, Lancaster, Pa., Leo Tyson, KHJ, Los Angeles, and Quin Ryan, WGN, Chicago.

"The Code will be worked out in the sunshine", said Mr. Loucks. "There will be no secret meetings. Each zone and class of station is represented on the committee and I imagine this committee will be expanded to include the entire Board inasmuch as the Board will eventually have to pass on it. The idea is to have somebody to speak for all classes of stations."

The New York gathering will have in front of it all the information secured from the recent questionnaires sent out by the National Association of Broadcasters such as hours of work, wages, etc. Likewise, it will have the general rules of the NRA and from this they expect to be able to decide upon the proper procedure.

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MEXICAN FAILURE POSTPONES REALLOCATION

Radio station owners greeted the failure of the North American Radio Conference in Mexico City with sighs of relief. The conference ended on August 9th when the American delegation is supposed to have refused to yield to Mexico's demands for a dozen exclusive channels.

The feeling of relief grows out of the realization that there will be no immediate reallocation of broadcasting stations by the Federal Radio Commission and that all stations are relatively secure on the present assignments, for the time being. They regret the failure of the conference because it allows Mexico and other Latin-American nations to build new stations, undeterred by any international agreement, which must operate on "pre-empted" channels with probable serious interference to stations in this country.

Had an agreement been reached, a widespread reallocation in this country, possibly as drastic as the 1928 shift, in which 95 per cent of the stations were involved, would have been inevitable. The Commission would have been forced to clear certain wave lengths to permit their use in Mexico and Central America, and the realignment would have been necessitated to find other spots for those dislodged American stations.

The American delegation ^{is expected} to arrive in Washington Monday. At the State Department it was said that Mexico's demands for facilities were untenable, since to meet them would have seriously crippled broadcasting in this country. It was indicated, however, that the nations concerned may be able to compose their differences later. Fernandor Coronado, Chairman of the Conference, said: "In the future we hope to reach agreement on broadcasting matters, which was the stumbling block of this gathering."

The official statement from the State Department reads as follows:

"The Department was informed this morning by the Chairman of the Delegation to the North American Radio Conference, which has been meeting in Mexico City during the past four weeks, that the Conference had adjourned yesterday morning, August ninth. A report was unanimously adopted recommending the following:

"1. Allocation and regulations covering use of non-broadcasting frequencies similar to our proposals. The proposal submitted by this Government allocated frequencies to non-broadcasting services, such as mobile, radio beacons, air, for amateurs, etc.

"2. Ten kilocycle separation, fifty cycle tolerance and assignments in multiples of ten for broadcasting stations as now practiced in the United States. This will eliminate the assignment of mid-channel frequencies as at present practiced by Mexico. The

result will be that the interference caused by each powerful Mexican station will now probably affect only one American frequency instead of two, as has been the case with some of the assignments now in force. The agreement to maintain assigned frequencies within a tolerance of plus or minus fifty cycles is in line with the present Federal Radio Commission rule. The enforcement of this provision will be very helpful in eliminating interference.

"3. Use of directional antennae and synchronization where possible to reduce number of broadcasting channels used.

"4. Monitoring by each country of broadcasting stations in all cases to study possibility of reducing interference.

"5. Full exchange of information between governments relating to broadcasting.

"The assignment of broadcasting frequencies to countries was left pending without agreement. Adjournment was on a friendly basis with an expression of expectation to continue cooperation to solve remaining problems."

There is considerable speculation as to whether Mexico and the United States will endeavor to reach an agreement through an exchange of diplomatic notes. Such a procedure was followed in May, 1932, when Canada and the United States agreed on a division of available broadcasting wave lengths. There is also talk of another conference to be held shortly in Washington, attended only by Mexico, Canada and the United States.

In the meantime, it is assumed that XER, Dr. Brinkley's 75,000 watt station just across the border will continue on the air and that Norman T. Baker's 150,000 watt station KENT at Nueva Laredo will be allowed to open up. Both Brinkley and Baker's stations were closed down in the United States on medical complaints. Former Vice-President Curtis, who represented Brinkley in Mexico City during the Conference, is said to have made friends for him down there with an improved feeling towards Brinkley resulting.

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SOCIALIST STATION WANTS MORE POWER

With six out of the ten stations sharing the frequency of 1300 kilocycles using 1000 watts, Station WEVD, memorial station of New York, dedicated to the late Euvenc V. Debs, national Socialist leader, has now likewise petitioned the Radio Commission for that privilege. WEVD is at present using 500 watts.

Those using 1000 watts on the frequency are WBBR, Brooklyn, WFAB, New York, WIOD, Miami, Fla., KFH, Wichita, Kans., WOQ, Kansas City, Mo., and KFAS, Los Angeles. WEVD shares time with WHAZ, Troy, and WFAB, New York.

Owing to the fact that other stations on the frequency are allowed 1000 watts, it is figured that the chances of WEVD for securing the increase are good. A hearing will be held on the case in Washington Tuesday, August 15.

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MUSIC PUBLISHERS' CODE TO BE OPPOSED

Opposition loomed up in the pop publishers' ranks last week against the music industry code that is being submitted to the NRA administrators. As soon as the covenant, which was approved at a general meeting of the trade called by the Music Publishers' Protective Association last Tuesday is placed on file in Washington, the opposition group intends to protest against several provisions in the code and ask Gen. Hugh S. Johnson for a hearing.

What this publisher coterie particularly objects to, according to Variety, is the move made by the MPPA to have itself declared by the administration as the one and only recognized association of the industry with full power and authority to assess costs and otherwise administer the provisions of the code. The opposition group will seek to have eliminated from the code that portion which prohibits any publisher from attending club or hotel room openings or closing or similar functions and which puts a strict curb on what the clause here terms "extraordinary expenditures".

"The standard publishers are expected to have their code completed by the end of this week and ready for merger with the pop men's covenant", Variety continues. "If the standard camp fails to get together on a definite set of regulations soon it is the intention of the MPPA to cease waiting and immediately forward the pop music code to Washington.

"Clause dealing with the unfair methods of exploiting material, in addition to prohibiting any form of gratuity, puts a ban on furnishing any sort of special arrangement, the buying of benefit, dance, etc., tickets, advertising in mail order organs or paying the bill for performer puff advertising, the cutting in of orchestra leader or performers on songs and the attending of night spot openings. Under the same clause, no band leader may make a special arrangement for himself without first getting permission from the copyright owners."

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BROADCAST TOWERS DEMAND BEST CARE SAYS U. S. OFFICIAL

Radio transmitting stations could be improved greatly in general appearance and repair bills would be cut down, if all broadcasters were to paint the towers of their stations at frequent intervals, according to Thad H. Brown, Acting Chairman of the Federal Radio Commission and Commissioner in charge of the Division of Field Operations.

Chairman Brown, in discussing ways and means to improve the appearance of radio transmitters, recalled that the Aeronautic branch of the Department of Commerce demands that all radio towers in the immediate vicinity of airports be painted. He added:

"While this is a matter outside the jurisdiction of the Commission, radio stations, as part of their good will campaign, should see to it that their equipment does not produce eyesores in the neighborhoods in which they operate.

"Believing that it is a good investment, the Commission's master monitoring station at Grand Island, Nebraska, is kept scrupulously clean and painted. All the uprights in and near the station are kept freshly painted as well as the walls of the rooms wherein the valuable equipment is located."

Paint experts say that not only will the painting of radio towers add to the distinctive appearance of a station but it will prolong the life of the towers themselves.

"It is difficult to make an accurate estimate", said Dr. Henry A. Gardner, one of the leading paint research experts of the country, "of the losses resulting from weathering away of metals, but the annual loss of steel alone, due to corrosion, has been estimated to be in the neighborhood of five hundred million dollars."

Dr. Gardner says that "a ton of fabricated steel, worth, say \$50.00 is effectively preserved by probably less than three dollars worth of paint."

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TO TRY 2-WAY POLICE RADIO

After more than a year of preliminary work, a request has been made by the Indianapolis Police Department for an experimental license from the Federal Radio Commission to conduct a series of tests from WMDZ, police radio station, to establish a two-way communication between radio cars and headquarters.

Tests will be conducted under the supervision of Capt. Robert L. Batts. Michael F. Morrissey, chief of the Indianapolis police, and Capt. Batts have conferred with engineers in Washington on the feasibility of the project.

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A-K STRIKE MAY SPREAD

A number of employees of the Atwater Kent Manufacturing Company in Philadelphia struck for an increase in wages and recognition of the Union. Officials of the company denied that a "strike" existed at their plants, but admitted that "100 dissatisfied workers" walked out.

The company said the dissatisfaction arose when bulletins were posted, stating the plant would operate under the modified code of the Radio Manufacturers' Association, as approved by the NRA.

It is planned by leaders of the men to extend the strike to the entire 1,500 employees.

The strike is being conducted by organizers of the American Federation of Radio Workers, which organized a similar strike of more than 4,000 employees of the radio and television plants of the Philco Radio Company several weeks ago.

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MCCARGAR SAYS TELEVISION READY BUT NEEDS CAPITAL

Television is technically ready for broadcasting, but its launching on a basis akin to radio will require quite an outlay of capital, J. B. McCargar, President of Television Laboratories, Ltd., stated to the Associated Press in San Francisco, upon his return from the East.

Mr. McCargar said that his company, which has been pioneering in cathode ray tube television development, has arranged for the establishment of laboratories in Philadelphia.

As to the immediate future of television, he said air-picture transmission will tend definitely toward the ultra-short wave channels with its own separate set-up.

Its general inauguration will be on a sectional basis, Mr. McCargar believes, and chain coverage will be practical only after the establishment of relay stations at intervals of about twenty-five to fifty miles.

Recent experiments appear, he said, to have established that the maximum distance of television in the ultra-short waves is about seventy-five miles.

For some time to come, he predicts, television will be on a regional basis, but if business conditions continue to improve, "there is no logical reason why commercial television should not be launched in the near future.

"In its present stage of development, television is much further along from the point of view of home entertainment than radio was when it was introduced", he added.

The Television Laboratories' process was largely the development of Phil T. Farnsworth, Brigham Young University youth, who at 22 had designed his first cathode ray tubes for both transmission and reception with electrical scanning. The last two years Farnsworth has been conducting experiments for a Philadelphia radio set manufacturer.

Pictures and sound can both be broadcast over the same wave channels, making it possible, Mr. McCargar said, to build combined television and radio sets at a reasonable outlay.

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RADIO WHOLESALERS FILE CODE

The Radio Wholesalers' Association and National Federation of Radio Associations have filed a distributive divisions code for the radio industry. A National Executive Committee of the radio industry is to be created and several divisions established for the administration of the code. These are to be the Radio Wholesalers' Association, local associations of distributors, the National Association of Retailers, local associations of retailers, and service companies and local associations of service men.

Each division is to undertake formulation of a labor code, consistent with the general provisions of the proposed master code. Child labor is banned. Maximum hours of labor for distributors' employees (other than outside salesmen) are set at \$40 a week. There is to be no business done on Saturdays, Sundays or legal holidays, except in emergencies. Minimum rates of wages are fixed on the basis of classification of labor, geographical location and cost of living. In metropolitan areas minimum wages range from \$15 to \$22.50.

Regulations affecting prices, trade practices, advertising, statistics and records, and rules for the administration of the code are formulated in detail.

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DRAFTED FOR RADIO SERVICE

Floyd Gibbons, mile-a-minute radio reporter and veteran war correspondent has again been drafted for wartime service, this time by Gen. Hugh S. Hohnson, commanding the forces in the battle for industrial recovery. Lowell Thomas, Edwin C. Hill and others will be called upon.

Gibbons flew to Washington from Chicago to confer with the head of the National Recovery Administration to get a typical Gibbons "low-down" on the complicated machinery of the organization. He returned to Chicago by air the following day. He plans to give a first-hand picture of the work of the Recovery Administration.

Gibbons is tied up with a network contract sponsored by the Palmer House of Chicago, consisting of a daily running fire comment on the World's Fair. He wired the Speakers' Division as follows:

"I feel greatly honored at your invitation to broadcast the dramatic story of the National Industrial Recovery Act which I have already described as the greatest and most important event in the economic history of the nation. The Palmer House concurs in your request and relinquishes its exclusive control of my radio appearances for the success of the program. Will be glad to fly to Washington and spend day gathering material. Please accept my personal assurance. I am yours to command in this national emergency."

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NEW 500 KW TESTS BEGIN IN FEBRUARY

Enough water to supply the daily wants of more than 6,600 average families will be used each day to cool the giant 100-kilowatt tubes to be installed in the new mammoth 500,000 watt transmitter plant now under construction for the Crosley Radio Corporation station WLW.

Virtual completion of the huge cooling system for what is to be the world's most powerful broadcasting station was announced by Joseph A. Chambers, WLW Technical Supervisor in charge of the construction of the new plant. One million gallons of water will circulate daily through this cooling system.

The new colossus of the air is expected to be completed and ready for test broadcasts late in February.

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D. C. NRA CAMPAIGN LEADERS GIVEN MILITARY TITLES

The District of Columbia's campaign organization to push the President's recovery program has been formed with Thomas P. Littlepage, President of the Chamber of Commerce and well-known radio lawyer as its Committee Chairman and General. There is a Lieut. General next in command to General Littlepage and the three next important committees are headed by Colonels. Col. Claude W. Owen is Chairman of the Publicity Committee which is responsible for sending the NRA message out through the press, the radio, over poster boards and from theater screens.

The sub-committees of these main divisions are headed by majors and these are divided into ranks led by captains.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 8, 1933)

WPEW, Commonwealth of Mass., Dept. of Public Safety, Northampton, Mass., modification of C.P. to extend completion date to Aug. 21, 1933; KGST, Aeronautical Radio, Inc., Kansas City, Mo., aviation license, 278 kc., 15 watts; WSDX, Same Co., Chicago, Ill., aviation license 6495 kc., 5 watts; Bell Telephone Laboratories, Inc.: W2XBY, NC-952-V, and W10XAD, NC-417-H, renewal of special experimental license in exact accordance with existing licenses; KWW, Joseph T. Bauer, near Chichagoff, Alaska, renewal of fixed public point-to-point telg. license in exact accordance with existing license; Aeronautical Radio, Inc., Fort Worth, Texas, C.P., frequencies 3127.5, 3232.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited; 3222.5 kc day only, 400 watts power.

August 11 - WODA, WAAM, Wodaam Corp., Patterson, N. J., authority to conduct field intensity tests from new proposed transmitter location during experimental period for 10 days, with portable transmitter 250 w. on 1250 kc.; KGDY, Voice of South Dakota, Inc., Huron, S. Dak., modification of C.P. to extend completion date from Aug. 21 to Nov. 21, 1933; WMSG, Madison Square Garden Broadcast Corp., and WCDA, Italian Educational Broadcasting Co., New York, consent to voluntary assignment of license to Standard Cahill Co., Inc.; KVOR, The Reynolds Radio Co., Inc., Colorado Springs, Colo., consent to voluntary assignment of license to S. H. Patterson; WGNY, Peter Goelet, Chester Township, N. Y., special temporary authority to operate specified hours August 16 and Aug. 17 provided WFAS and WGBB remain silent; WMBH, W. M. Robertson, Joplin, Mo., special temporary authority to operate from 3:30 to 6 P.M. CST, on September 5 and 6.

Also, WLXAZ, Westinghouse Electric & Manufacturing Co., E. Springfield, Mass., modification of C.P. to extend completion date from Aug. 14 to Oct. 1, 1933; WPFU, City of Portland, Maine, Police Dept., license for police service, 2422 kc., 100 watts; WPDZ, City of Fort Wayne, Ind., Police Dept., license for police service, 2470 kc., 200 watts; WIXAM, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., license to cover test of 68 type TBF transmitters (Spec. Exp.), frequencies allocated by Ex. Ord. to Navy Dept., and under conditions specified by that Dept. 500 watts; WIXAK, Same Co. (W. E. & M. Co.) renewal of special experimental license, 990 kc., 50 KW, unlimited time.

Renewal Of Licenses

WBEN, Buffalo, N. Y. (also auxiliary); WCOC, Meridian, Miss.; WFI, Philadelphia; WJAX, Jacksonville, Fla.; WKBN, Youngstown, Ohio; WLIT, Philadelphia; WOW, Omaha, Neb.; KARK, Little Rock, Ark.; KFAF, Denver; KFYZ, Bismarck, N. Dak.; KMTR, Los Angeles, KPRC, Houston, Tex., KTAB, San Francisco; WCAC, Storrs, Conn.; WMCA and auxiliary, New York; WTAG, and auxiliary, Worcester, Mass.; KFSD, San Diego, Cal.; KGKO, Wichita Falls, Tex.; KHQ, Spokane, Wash.; KSAC, Manhattan, Kans.; KTAR, Phoenix, Ariz.

Miscellaneous

WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., granted petition to reopen case heard on June 20, 1933, for increase in power, in order to consolidate case with the application of WCAC, Storrs, Conn., for increase in power on the same frequency. WICC and WCAC now divide time on 600 kc.

KOAC, Oregon State Agricultural College, Corvallis, Ore., granted permission to take depositions of 25 witnesses in re hearing upon application for renewal of license.

KTAR, KTAR Broadcasting Co., Phoenix, Ariz., granted special temporary exp. authority for period beginning September 1, and in no event later than March 1, 1934, permitting operation of said station with 500 watts night in addition to regular power of 500 watts, for the purpose of enabling practical observations to be made to determine whether or not interference will result from such operation. This authorization is made pending final decision of the Commission on the application of KTAR for modification of license to increase night power from 500 watts to 1 KW.

The following application, heretofore set for hearing, was denied because applicant failed to enter appearance within time allowed: WCAC, Connecticut Agr. College, Storrs, Conn., application for modification of license to increase power to 500 watts.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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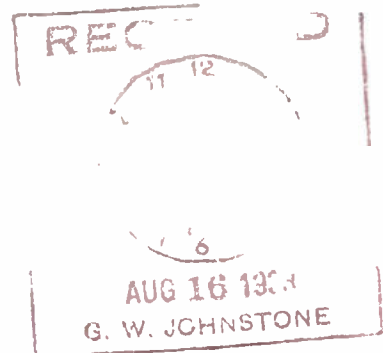
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No. 649



WOULD DENY RADIO FACILITIES TO NRA SLACKERS

It is the patriotic, if not the bounden and legal duty of all licensees of radio broadcasting stations to deny their facilities to advertisers who are disposed to defy, ignore, or modify the codes established by the NRA, Commissioner Harold A. Lafount has declared.

Mr. Lafount's observations were based on experiences gained on his recent inspection trip of 107 radio stations in 11 Western and Pacific Coast States. While he found a disposition on the part of practically all broadcasting stations to support enthusiastically the industrial recovery program of the Government, a few isolated cases of flagrant violations were brought to his attention which he feels should not go unnoticed. For instance, in a Pacific Coast city, a delegation of business men called on him and protested vehemently against a licensee of a broadcasting station who permitted one of their associates to go on the air offering his service at greatly reduced prices.

The chairman of the delegation said, in effect:

"We have signed the NRA code and we intend to support the Government to the limit in its recovery program. But we feel that we are the victims of a grave injustice when Government agencies, in the form of franchises for the use of radio facilities, are allowed to ruin our business. We should be afforded protection from such practices."

Protestants declared that one of their associates after signing the code had gone on the air with a price-cutting program and as a result he had a big boom in business at their expense.

Of course such trade practices and unfair competition should not be countenanced, Mr. Lafount declared, but there is little or nothing the Commission can do about it. He added:

"Under the Radio Act the Commission has no right of censorship. However, the Commission has the right to take into consideration the kind of programs broadcast when licensees apply for renewals.

"In the present crucial time, when the Government is making a determined effort to restore prosperity and to provide employment for vast groups, by establishing codes for industry, tending to provide more jobs; by reducing working hours and advancing wage scales, it is questionable, in my individual opinion, if the Commission should ignore such protests as the one filed by the delegation mentioned:

"Of course, when the people are fully informed concerning the NRA drive, its purport, and the philosophy back of it, listeners will ignore appeals for business based on price-cutting. In fact, such appeals will be considered unfair, unpatriotic and un-American.

"During the World War those who refused to do their part were labeled 'Slackers' - a term of contempt. Those who refuse to aid the Government in this critical time in its war against depression should be placed in the same category. So far they have been dubbed 'Chiselers' but to my mind that is too mild a term.

"The success of the recovery drive, it is generally conceded, depends on team work on the part of the whole nation - the buyers as well as the producers. Many are called upon to make sacrifices for the common good and those who refuse to play the game deserve, and undoubtedly will receive, the odium of all true Americans.

"It is to be hoped that radio stations, using valuable facilities loaned to them temporarily by the Government, will not unwittingly be placed in an embarrassing position because of the greed or lack of patriotism on the part of a few unscrupulous advertisers."

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VAUGHN DE LEATH SUGGESTED FOR RADIO COMMISSION

While Vaugh De Leath, said to be the original crooner, was playing at a Washington theatre, an admirer started a boom for her as Federal Radio Commissioner. This was done in a letter to a newspaper as follows:

"Now that the Administration is recognizing women's ability to fill responsible positions in the Government, it seems to be a fitting time to suggest that the appointment of Vaugh De Leath to the Federal Radio Commission would be a wise and beneficial move.

"Though the public knows Miss De Leath primarily as a radio star, it is well known that as one of the pioneers of radio, she is as much at home in the control room as in the studio. Her knowledge of its controversies, of the wants of the public, and of the needs of radio as a whole is far greater than that of many men now controlling the destiny of the radio field.

"As a member of the Commission, her views would be representative of the millions of women who today comprise the larger part of the radio audience throughout the country."

It is said that Miss De Leath for a long time conducted her own radio station and that she assisted Dr. Lee de Forest.

Of course Miss De Leath has not the slightest chance of becoming a Radio Commissioner, even assuming that the above proposal is serious and not a press agent stunt. Nevertheless, the proposal may start other women to thinking about it, among them possibly someone who may have sufficient political pull to inaugurate something.

The next Commissioner, whose term is to expire in February, 1934, is W. D. L. Starbuck, a Democrat, of New York. It would be an interesting turn of affairs, and one well within the realm of probability now that the thing has been suggested, if there should be women as well as men candidates seeking his place.

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AUTO RADIO RECEIVERS WIN FIRM PLACE

"Will the return to better times economically see a natural and inevitable fusion of the automobile and radio?" William Ullman, noted automobile authority inquires. Replying to his own question, he declares there are strong indications that the query merits an affirmative answer.

Among the substantive evidence, as he sees it, is the following:

Motor car radio receivers are becoming more efficient. Some of the original difficulties, among them that of interference from the ignition system, have been eliminated entirely and others have been significantly modified.

Receiver prices are dropping steadily to a point that makes them economically feasible for a much larger number of motorists, especially with the return to anything like normal economic equilibrium. The price reductions are the result of reduced production costs rather than a diminution of quality in sets.

Steady improvement of automobiles with respect to smoothness and silence of operation makes radio reception much more readily adaptable to the field of personal transportation.

A virtually complete absence of opposition on the part of motor vehicle and traffic officials who, in the early days of motor car radio, foresaw a disadvantage to traffic safety in the possible distraction of driver attention.

In the face of these advances and the changed attitude on the part of motordom's official monitors, radio manufacturers see a brand-new field opening up before them. To them, the automobile provides an opportunity to sell the family a second radio receiver which was frustrated to some extent by the durability and continued efficiency of their other products. The market prospects are large enough to stimulate them to a mighty effort to produce the ideal receiver in point of design and price; in short, a

promise of revival for the industry which is brighter than any other in years.

Motor car retailers and accessory dealers welcome the development of this new fitment for the automobile. Their earnings in recent years have diminished considerably as a result of the trend toward factory-equipping of passenger vehicles, a fate which may eventually overtake radio receivers but which appears unlikely for the time being.

Several fundamental questions remain to be answered before automobile radio is permanently set for the brilliant future which is assumed for it by most observers. One is whether the receiver should be built strictly for the motor car, an integral part of it, or be adaptable to several uses. Many can see distinct advantages in favor of the receiver that can be used alternately in the home, the car, the motor boat, the camp or wherever the average individual may find himself in non-business hours.

At the same time, however, other critics maintain that such a universal design represents compromises which minimize the effectiveness of the set in each of its potential spheres of usefulness. Those who hold this point of view feel that the perfect motor car radio development is the one which envisages a receiver designed primarily for, and built integral to, the automobile.

Both types now are available and it will be interesting to watch the settlement of the issue which they involve.

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COAST GUARD DEVELOPS AIRCRAFT FREQUENCY INDICATOR

A new type of aircraft frequency indicator is being developed for use in Coast Guard aircraft. This indicator will cover the frequency bands of from 275 to 600, and 2600 to 8100, kilocycles. A quickly detachable shock absorbing mount is furnished with each equipment. This equipment includes a novel temperature compensating indicator which automatically shows for each set of curves the correction which is to be applied for changes in temperature. The circuit employs an electron coupled oscillator, detector and amplifier all of which are combined in one tube.

The frequency variation due to temperature changes has been reduced to a point which is only slightly greater than that of a quartz crystal. A quartz crystal is also utilized in this equipment for checking. The indicator complete with shock absorbing mount will weigh approximately six pounds. It is expected that this equipment will be ready for issue to Aviation Stations at an early date.

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RADIO PHOTO FOR FASHIONS

First sketches of the new Fall fashions as exhibited in Paris were distributed by the Newspaper Enterprise Association Service last week. Publication of these fashion sketches by NEA clients within two or three days of the date of the openings in Paris was made possible by the use of radio photo. One of the best French fashion artists made the sketches in Paris from the models as they were exhibited. The sketches were then flown to London where they were radiophotoed to New York where another fashion artist resketched the models again bringing out details which were lost in the radio transmission.

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COLUMBIA NEW AND RENEWED CONTRACTS

NEW - S. C. Johnson & Son, Racine, Wis., (Floor Wax), Starts August 20, Sunday 10:45-11:00 A.M., Mon. Thurs. 11:30-11:45 A.M.; Program - Tony Wons, Peggy Keenan and Sandra Phillips (two pianos); Stations - 19 basic, plus three supplementary stations; Agency - Needham, Louis and Brorby, 360 N. Michigan Ave., Chicago, Ill. ✓

NEW - Corn Products Refining Co., New York; (Linit); Starts October 1, 1933, Sundays 9:00-10:00 P.M.; Program - Musical; Stations - Basic, Don Lee, Denver, Salt Lake; Agency - E. W. Hellwig, New York. ✓

RENEWED - Gold Dust Corp., August 4th renewed local broadcast over WABC only, Mon. Wed. Fri., 7:15-7:30 P.M. ✓

CHANGES - Frigidaire - Wed. Fri., 10:30-10:45 P.M. on August 2 added Bangor WLBZ ✓

Union Central Life Insurance Co. - opening fall broadcast on Sept. 24, Sunday 7:30-8:00, beginning Oct. 15 will broadcast 7:00-7:30 P.M. ✓

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WHDH'S UNLIMITED TIME REQUEST RECOMMENDED FOR DENIAL

Station WHDH, owned by the Matheson Radio Company, of Boston, Mass., which is seeking a change in operating hours from limited time to unlimited time, has had its application recommended for denial by George H. Hill, Examiner of the Federal Radio Commission. This station operates on a frequency of 830 kc. until local sunset at Denver, Colo., with power of 1 KW. The frequency 830 kc is a clear channel allocated to the Fifth Zone, to which Station KOA is assigned as the dominant station.

The application is recommended for denial upon the following conclusions having been reached:

1. Boston and Eastern Massachusetts now receive adequate broadcast service at night from stations located therein.
2. A sufficient showing of need for the service requested has not been made by the applicant.
3. A great portion of the listeners located within 800 miles of Denver, Colo., are dependent upon clear channel stations remotely located and within this area Station KOA furnishes the best and most dependable service.
4. The granting of the application would result in interference between Stations WHDH and KOA; would substantially reduce the area served by Station KOA, and would deprive a large number of rural listeners of service from what is now their most dependable station.
5. Public interest, convenience and/or necessity would not be served by the granting of this application.

Judge Ira E. Robinson, former Radio Commissioner, Elmer W. Pratt, former Examiner of the Commission, and W. J. MacInnes appeared on behalf of Station WHDH; Philip J. Hennessey, Jr., represented Station KOA; John M. Littlepage looked after the interests of Station WMAS, Springfield, Mass.; George O. Sutton, and William A. Porter appeared on behalf of Station WEEI, and Horace L. Lohnes and Garland Powell represented Station WRUF.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Western Clock Co. (Alarm Clocks), LaSalle, Ill.; Agency - Batten, Barton, Durstine & Osborn, 221 N. LaSalle St., Chicago, Ill., Starts Sept. 24, 1933; Sundays 5:00-5:15 P.M. EDST, Network - Basic Red; Program - Dramatic (Talent and Title not yet available).

NEW - Sterling Products (Phillips Milk of Magnesia), 170 Varick St., New York City; Agency - Blackett Sample Hummert, Inc., 230 Park Ave., N. Y. City; Starts October 4, 1933; Wednesdays 9:00-9:30 P.M. EDST, Network - Basic Red; Program - not yet available.

NEW - Tastyeast, Inc., Trenton, N. J.; Agency - Stack Goble Advertising Agency, 8 S. Michigan Ave., Chicago; Starts - September 14, 1933; Time, Thursdays, 7:15-7:30 P.M. EDST; Network - WJZ WBZ WBZA WBAL WMAL WSYR KDKA; Program - "Baby Rose Marie" (musical).

RENEWAL - Real Silk Hosiery Mills, Indianapolis, Ind., Agency - Erwin Wasey & Co., 230 N. Michigan Ave., Chicago, Ill.; Starts - Sept. 10, 1933; Sundays 7:00-7:30 P.M. EDST; Network - Basic Blue, WSM WSB WJDX WSMB WKY, Dallas - Ft. Worth, KPRC WOAI KTHS KOA KDYL, Orange Northwestern; Program - Dance orchestra and guest talent (title and name of talent not yet available).

NEW - Spratt's Patent Limited (Dog Foods), 18 Congress St., Newark, N. J.; Agency - Paris & Peart, 370 Lexington Ave., New York City; Starts - Sept. 12, 1933; Time - Tuesdays, 7:45-8:00 P.M. EDST; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WJAR WJR WCKY KYW; Program - "Don Carney's Dog Stories".

ALSO - Same as Above (Except on Wednesdays at 8:15-8:30 P.M. EDST on KGO KFI KGW KOMO KHQ, ONLY) - Starting date for this program is September 27, 1933.

NEW - U. S. Tobacco Co., 1107 Broadway, New York City (Dill's smoking tobacco); Agency - McCan Erickson, 285 Madison Ave., New York City; Starts - November 18, 1933; Time - Saturdays, 7:30-8:00 P.M. EDST; Network - WEAf WGY WEEI WTIC WJAR WTAG WCSH; Program - Title undetermined. Monologues by varied well-known Broadway actors, quartette.

NEW O Borden Sales Co., 350 Madison Ave., New York City; (None-Such Mince Meat); Agency - Young & Rubicam, Inc., 285 Madison Ave., New York City; Starts - October 7, 1933; Time - Saturdays at 9:30-10:00 P.M. EDST; Network - WEAf WEEI WMAQ WTAG WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ KSD WOC WHO WOW WDAF WSAI; Program - Leo Reisman's orchestra, Yacht Club Boys and Vivian Ruth.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 15, 1933)

WGCM, Grace Jones Stewart under the trade name Great Southern Land Co., Mississippi City, Miss., C.P. to make changes in equipment increase day power from 100 to 250 watts, and change specified hours to as follows: Daily except Sunday - 9 A.M. to 1 P.M. 7 to 9 P.M., Sunday 9:45 A.M. to 1 P.M.; WKBY, Wm. O. Knox, d/b as Knox Battery & Electric Co., Connorsville, Ind., C.P. to move transmitter from Connorsville, Ind. to U.S. Road #27, near Richmond, Ind. and move studio from Connorsville to Richmond; also make changes in equipment; WSB, Atlanta Journal Co., Atlanta, Ga., authority to use present main transmitter as auxiliary for period of 30 days, beginning August 14 in case any defect develops in the new 50 KW transmitter; WESG, Cornell University, Elmira, N. Y., authority to operate until 11 P.M. on evening of August 18; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 P.M. to 2 P.M. CST, Sept. 4 provided Station KFDY remains silent.

Also, Albert F. Sise, Milton, Mass., C.P. for general experimental service, 41000, 51400 and 60000-400000 kc., 50 watts; Howitt-Wood Radio Co., Inc., Binghamton, N. Y., general experimental C.P., frequency 34600, 41000, 51400, 60000-400000 kc., 10 watts; Borough of Kenilworth, N. J., Police Dept., C.P. for general experimental service, 60000-400000 kc., 15 watts; Westinghouse Electric & Manufacturing Co., Portable and Mobile, two general experimental C.P.'s 27100, 34600, 41000, 51400, 60000-400000, 401000 and above kc., 50 watts; The Voice of South Carolina, Spartanburg, S. C., general experimental C.P. 60000-400000 kc., 25 watts; City of Miami Beach, Fla., Collins Island, Miami Beach, Fla., general experimental C.P. 34600 kc., 15 watts; Village of Winnetka, Ill., Police Department, general experimental C.P. 34600 and 41000 kc., 15 watts; City of Indianapolis, Ind., Police Dept., two general experimental C.P. 34600, 41000 and 51400 kc., 10 watts, and the same except 350 watts; Ronald G. Martin, Portable, San Francisco, general experimental C.P., frequencies 34600, 41000, 51400, 60000, 100000 to 400000 kc. 25 watts.

Also, Aeronautical Radio, Inc.: KGUF, Dallas, Texas, C.P. aviation aero. service, to replace 400 watt transmitter with a 50 watt one; WAEQ, Elmira, N. Y., modification of C.P. to extend commencement date to Aug. 12 and completion date to Nov. 12, 1933; KGSE, Iowa City, Ia., modification of license to include special authority for transmission of beacon signals of standard aural type, using transmitter modulated with tone of from 500 to 1000 cycles; City of Shreveport, Shreveport, La., C.P. for police service, 2430 kc., 50 watts; Gulf Research & Dev. Corp., Portable, mostly in SW, 4 C.P. for geophysical service, 1602, 1628, 1652, 1676, 1700 kc., 10 watts; WPFF, Toms River Police Dept., Toms River, N. J., license for police service, 2430 kc., 50 watts; W2XER, Donald Bruce Whittemore, Portable & Mobile, general experimental license, frequencies 34600, 41000, 51400, 60000-400000, 401000 and above kb., 5 watts.

Also, W2XAR, Radio Pictures, Inc., Long Island City, N. Y., modification of license to use additional transmitter type U.B. Serial #1005; KDF, Hyder Radio & Tel. Co., Hyder, Alaska, modification of license to communicate with VAJ, Digby Island, B.C.; W3XU, Dept. of Public Safety, City of Philadelphia, renewal of special experimental license in accordance with existing license.

Set For Hearing

Greensburg Broadcasting Co., Greensburg, Pa., C.P. for new station 1420 kc., 100 watts, daytime hours; WMAQ, National Broadcasting Co., Inc., Chicago, Ill., C.P. to move transmitter from Addison, Ill., to near Downer's Grove, Ill., install new equipment and increase power from 5 to 50 KW; WTMJ, The Journal Co., (The Milwaukee Journal), Milwaukee, Wis., modification of license to change frequency from 620 to 670 kc., increase power from 1 KW night and 2½ KW day to 5 KW (facilities of WMAQ, WHA and WLBL); KRGV, KRGV, Inc., Harlingen, Tex., modification of license to increase hours of operation from sharing equally with KWWG to unlimited.

Oral Argument Granted

WMBD, Peoria Broadcasting Co., Peoria, Ill., oral argument in re Examiner's report No. 493, was granted in these cases to be held Wednesday, Sept. 20, 1933 (WTAD), Illinois Broadcasting Corp. Quincy, Ill., same as for WMBD.

RATIFICATIONS

Action taken July 31: KROW, Educational Broadcasting Corp., Oakland, Cal., granted extension of special temporary authority to operate unlimited time from July 31 to Oct. 1, 1933, provided Station KFWI remains silent; WIEH, Knickerbocker Broadcasting Co., Inc., New York, authorized to operate station from Aug. 1 to Aug. 5 inclusive, 8 to 8:45 P.M.; KHPKP, United Airports of Conn., Inc., On Plane NC-13300; authorized to operate aircraft station aboard plane, for 30 days pending action on application, to communicate with red chain stations; KDQJ, Mackay Radio Telg. Co., San Francisco, Cal., granted 60 day authority to operate 100 watt tube transmitter pending receipt and action on formal application, frequencies 375 to 500 kc., aboard vessel "Solona"; Action taken August 1: WMEL, Penna. Airlines, Inc., on Aircraft, Willock, Pa., granted authority to operate transmitter aboard regularly licensed aircraft as a broadcast pickup station Aug. 1 on frequency 2342 kc.; WMEH, Southern Radio Corp., on Plane MC-8495, granted extension of authority to operate aircraft station as broadcast pic-up station aboard Plane Aug. 3 to Aug. 8, on 2398 kc.

Action taken August 2: WHP, WHP, Inc., Harrisburg, Pa., granted special temporary authority to operate from 2 to 2:30 P.M. EST Aug. 2, provided Station WBAK remains silent; WEEW, American Radio News Corp., Carlstadt, N. J., granted special temporary authority to add Mexico City as additional point of communication for period not to exceed 30 days, and pending receipt and action upon modification of license application.

Action taken August 3: KJLW, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate station aboard vessel H. M. Storey, pending receipt of formal application, 375 to 500 kc.; Action taken Aug. 4: WIEX, National Broadcasting Co., Inc., Washington, D. C., granted authority to operate portable and mobile transmitter 1566 and 2390 kc., during period from August 5 to 15th, in connection with rebroadcasting description Piccard Balloon flight, transmitter located on truck mobile within 300 miles of Chicago; Action taken August 7: WHB, WHB Broadcasting Co., Kansas City, Mo., granted special temporary authority to remain on the air from 7:15 to not later than 9 P.M. Aug 7; W2BTQ, Thurston Tyler Paul, Jr., Camp Smith, Peekskill, N. Y., granted special temporary authority to operate amateur station at Camp Smith, Aug. 7 to 20 incl.; WJER, The Journal Co., Milwaukee, Wis., authorized to use Station Aug. 12 and 13, frequency 1566 or 2390 kc.; KWWG, Frank P. Jackson, Brownsville, Tex., granted special temporary authority to remain silent pending repair of storm damage, not to exceed 15 days; WIEH, Knickerbocker Broadcasting Co., Inc., New York, authorized to operate station Aug. 8 to 11, 8 to 8:30 P.M.; KMJR, Radiomarine Corp. of America, Washington, D.C. granted 60 day authority to operate station aboard yacht "Ripple" pending receipt of formal application, frequency range 5520 to 8290 and 875 to 500 kc., 200 and 250 watts; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., granted special temporary authority to operate with new equipment at new location pending decision on hearing of renewal of license and C.P. but not later than Oct. 1, 1933.

Action taken August 8: WHER, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., authorized to operate station using 2390 kc., Aug. 9, from Bass Point House, Nahant, Mass.; Bell Telephone Laboratories, Inc., Portable, granted special temporary authority to operate general experimental station W2XU for period of 1 month, as special experimental station; Action taken August 10: WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., granted special temporary authority to operate 200 watts for period of 10 days pending repair of high voltage generator; WCDM, Dollar Steamship Lines, San Francisco, Cal., granted 60 day authority to operate transmitter aboard steamship Stanley Dollar, frequency range 375 to 500 and 3105 to 22150 kc., 150 watts; Action taken August 11: WBAL, Consolidated Gas, Electric Light & Power Co., Baltimore, Md., granted extension until August 31, of special temporary authority to use 1 KW transmitter at new location; WLEZ, The Norfolk Daily News, Norfolk, Neb., authorized to use broadcast pickup station August 11, using 2342 kc.

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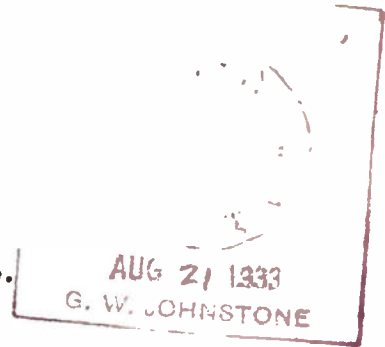
HEINL RADIO BUSINESS LETTER

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MEXICAN DELEGATION IS MUM UPON RETURN

Judge Eugene O. Sykes and all members of the delegation returning from the ill-fated North American Radio Conference at Mexico City were mum as oysters. Nobody had anything to say. There is still some question as to how many channels Mexico actually demanded. It is said that they started with 20 and then got down to 12 but that what they really were trying to get was 6 clear channels.

The situation was badly complicated by the other Latin-American countries making demands for clear channels for which, the Americans alleged, they had not the slightest excuse. It was said jokingly in this column last week that if all their combined demands were granted, the United States would have about one clear channel left. A person in close touch with the Mexican situation said that that statement was not nearly as facetious as it sounded.

When and where the next conference will be held, if in Washington or in Canada, is not known, but the chances are that the Mexicans and possibly the Cubans will be ^{the} only ones invited if the Americans have anything to say about it.

There was plenty of criticism for former Vice-President Curtis who represented Dr. Brinkley's outlaw station XER at Villa Acuna, just across the border. Mr. Curtis was quoted by a correspondent of Variety in Mexico City as saying, "I am well satisfied with the outcome of the conference. We have a concession for twenty-five years and indications are that we will continue to operate unmolested."

Some of those who have been watching the developments of the conference closely go so far as to blame Mr. Curtis, more than anyone else, for its going on the rocks.

Commenting upon Dr. Brinkley's retaining such distinguished counsel, Carlisle Barger in the Washington Post wrote as follows:

"But what did the good doctor do but employ Charlie, the former Vice President of the United States, to represent him. It wasn't, of course, because of any peculiar knowledge of Charlie's on radio law; indeed, it was not because Charlie's knowledge of law of any kind. It was, most certainly, because Charlie had been Vice President.

"When Charlie showed up at the conference he subordinated it entirely. One read in the newspapers of a statement that Charlie issued, not a statement having anything to do with the conference or with radio, but on conditions in the United States. Charlie said, as I recall it, that the United States was on the up and up. The point is that Mexico City received Charlie, not as a radio attorney, not as an attorney for Dr. Brinkley, the goat specialist, but as an authority on the United States being on the up and up.

"Following this initial statement of Charlie's there appeared newspaper accounts of his being received by the president, of his being dined and feted by Mexican officialdom."

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RADIO MANUFACTURERS GO UNDER ELECTRICAL CODE: RMA CODE WITHDRAWN

All radio manufacturers, Radio Manufacturers' Association members and also non-member makers of radio products, are now under the code of fair competition for the electrical manufacturing industry which was approved by President Roosevelt. The electrical code became effective for all radio manufacturers on Friday (August 18) and immediately operative following withdrawal by the Radio Manufacturers' Association of its proposed code for the radio industry.

Withdrawal of the RMA code from the Administration placed all radio manufacturers under the electrical industry code.

Immediate, definite and permanent wage scales and working hours for employees as provided in the electrical code are secured for radio manufacturers. The labor provisions of the electrical code are believed to be the best obtainable and probably better than might have been secured had the proposed RMA code gone to final hearing before the Government, according to Bond Geddes.

Adoption of the electrical code does not affect the Radio Manufacturers' Association as an organization and no RMA member need join the National Electrical Manufacturers' Association unless he desires. However, to provide effective administration of the code by NEMA and for radio manufacturers, committees of the two Associations have begun negotiations for application of the code to radio manufacturers. All administration of the code necessarily will be under supervision of the electrical manufacturers, as stipulated in the electrical code.

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ED WYNN GIVES WASHINGTON A SAMPLE

Test programs on Ed Wynn's new network have been received in Washington and broadcast locally by Station WOL, it is learned on excellent authority. However, it has been done without explanatory announcements, station officials refusing to confirm or deny the fact that the programs were being sent to member stations.

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AIR SERVICE RADIO STATIONS TO BE IMPROVED IN FIVE CITIES

Improvements at air service radio stations of the Department of Commerce, authorized under the Federal Government's Public Works Program, will be started in the near future at Bellefonte, Pa., Minneapolis, Minn., Fargo, N. Dak., Tulsa, Okla., and Rock Springs, Wyo.

The work at each location will consist of combining the transmitter of the radio range beacon with that of the radio communication station so that a standby transmitter will be available. This is to be undertaken as a result of recent improvements in the Airways Communication System which make it no longer necessary to separate the two types of transmitters.

Originally, the radio communication transmitter and the radio range beacon serving a terminal were located on separate plots of ground, sometimes several miles apart. At the combined stations the equipment will be housed together and both the radio broadcast and the radio range beacon directional signals will go on the air from the same transmitter and a single T-L antenna system. This antenna, which is an improved type recently developed, consists of four steel towers used as vertical radiators and is the most effective yet devised for the purpose.

Radio range beacons and communication stations are to be affected at fifty-seven places under the present project. However, the required antenna systems are only in operation at the five cities previously listed, and therefore radio facilities at these places will be the first to be combined.

The new type antennas now are under construction at fifteen cities and when they are completed, the radio communication and radio range beacon transmitters at each place will be combined in accordance with the new project. These cities are: Birmingham, Ala., Little Rock, Ark., Winslow and Kingman, Ariz., Los Angeles, Calif., Wichita, Kans., Shreveport, La., Albuquerque, N. M., Pittsburgh, Pa., Memphis, Tenn., Fort Worth, Amarillo, Big Spring and El Paso, Tex., and Cheyenne, Wyo.

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Representatives of radio service companies in the metropolitan area of New York expect to present their code to General Johnson this week.

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MARCONI SEES NEW SHORT-WAVE ERA

The New York Times carried the following copyrighted article by Senator Guglielmo Marconi last Thursday (Aug. 17):

"The results of my latest experiments hardly deserve the name of a new invention, for they have merely confirmed what we already knew after many months of patient research.

"They have, however, established beyond a shadow of doubt that ultra short wireless waves can be made to follow the curvature of the earth - that is, to some extent. From this viewpoint, the experiments are without doubt of very great importance and may even be said to mark the dawn of a new era in wireless.

"The advantages of very short waves over long waves are too well known for me to go into the matter here. When I first started experimenting with them, I found, however, that they apparently suffered a very serious drawback. I found they followed the laws of light; they traveled, in other words, only in straight lines and could not, therefore, be received at points below the horizon.

"This drawback naturally greatly reduced their usefulness, because it limited the distance over which they could be used.

"In experiments which I performed in July and August of last year, I was able to ascertain that it was not true these ultra short waves could not be received at points below the horizon, as I succeeded in hearing signals at distances from one and one-half times to twice as great as the maximum limit set by that theory.

"These experiments, however, were not conclusive as to the possibility of bending the waves, since the same result could be explained by the phenomenon of diffraction. It was possible, in other words, that ultra short waves filtered around the curvature of the earth for a short distance in the same way as light creeps for a short distance around the edges of obstacles.

"In my last experiments, signals were received clearly at a distance five times as great and less distinctly and intermittently as a distance nine times as great as the maximum allowed by theory. This, I think, establishes quite clearly that ultra short waves can be made to bend.

"It is to be noted also that the signals were received at a maximum distance of 160 miles, although the sending station used only the small power supplied by a twenty-five watt generator.

"I cannot yet hazard a guess as to what causes the waves to bend. It may be a phenomenon of refraction or a phenomenon of diffraction; or it may be that ultra short waves, just as long waves, are reflected by the ether in the upper reaches of the atmosphere.

"I have said that it may well be that these ultra short waves are about to open a completely new vista in the field of wireless communication. I do not wish that statement to appear to be too sweeping.

"Some people have suggested that the day is at hand when everyone will be able to carry a portable ultra short wave wireless telephone in his pocket and communicate with anyone at will. Far be it from me to say that anything is impossible, for we today see things which would have been regarded as inconceivable only a few years ago. It may be said, therefore, that such a development is for the present premature.

"What I do say is that, if we can solve the problem of making ultra short waves bend sufficiently to compete with long waves, for instance, we shall be at the eve of an era of wireless communication of hitherto undreamed-of cheapness. We shall also have solved the problem of interference between stations.

"If, as is probable, ultra short waves can also be applied to broadcasting, we shall have increased the band of wave lengths at the disposal of broadcasting stations and overcome the excessive overcrowding which at present prevails. In all fields of wireless communication we shall have eliminated the atmospheric disturbances which play havoc with clear reception.

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BROADCASTERS' CODE MAY BE READY WITHIN WEEK

After several open committee meetings, it is believed that a basis has been reached for the preliminary draft of a code by the National Association of Broadcasters. Officials of this organization feel that they have pretty well analyzed the field to be covered. As a result of this, Alfred J. McCosker, President of the organization, the group in charge of drafting the code, and Philip G. Loucks, Managing Director, are now engaged in informal discussion with Sol A. Rosenblatt, Deputy Administrator of the NRA.

It is difficult to tell how soon the broadcasters may be able to submit the code in its final form but it is hoped that this can be done within the next week.

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JERSEY STATION WITHDRAWS WJSV COMPLAINT

They heaved quite a sigh of relief at Station WJSV, of Washington, when the Jersey City station, WHOM, of 250 watts power withdrew its protest against the directional antenna of the Virginia 10,000 watter. Station WHOM about three weeks ago informed the Commission that WJSV had been laying down a strong signal in the direction of Jersey City, causing serious interference there. WJSV operates on the 1460 kilocycle channel and is only 10 kilocycles removed from WHOM.

Station WJSV originally received a complaint from the Naval Research Laboratory that the Columbia station was interfering with important radio tests being made at the laboratory.

WJSV is less than a mile from the naval station, but through an ingenious method of redirecting the radio waves, sending them north and south instead of east and west, interference was lessened to such an extent that the research laboratory withdrew its complaint, otherwise WJSV might have had to be scrapped.

Since it was the belief that the broadcasting waves were going almost entirely north and south, there was mystification when the Jersey City station to the east complained that it was being interfered with. However, with WHOM taken care of, it looks as if WJSV's troubles are over with, for the time being anyway.

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MUSIC PUBLISHER WANTS RADIO INVESTIGATED

John G. Paine, Chairman of ^{the} Music Publishers' Protective Association Board, wants the music industry to launch an investigation of broadcasting. He's asked that a committee be appointed from the publishing ranks to start their probing after the music trade has disposed of its code.

Some of the things that Paine purposes finding out through the suggested inquiry is to what extent radio has been responsible for the "destruction" of vaudeville, the concert field, and what he terms "other legitimate and worthwhile amusement enterprises."

It's also his idea to have it determine to what extent radio has been competing unfairly with other enterprises, such as the newspaper, the magazine and the picture theatre, and also to what extent radio is "chargeable with the destruction of cultural development in this country".

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DECLARES BBC PROGRAMS DULL

The following letter has been received by O. H. Caldwell from an American friend who has gone to London to live, after having been brought up on American radio:

"In the London area the business of selecting a receiver is complicated by the multiplicity of voltages in use, although I understand that standardization is promised when the grid system is installed, the cables and connections for which are already laid. After obtaining a lease on a small apartment in one of the Inns of Court, I decided to hire a machine, for 2/6 per week, £1 down, to be forfeited if I returned the instrument within 12 months; service included. The company, which does an extensive business in renting machines thus, accepted the application, but their engineer subsequently reported that nothing could be done, because the voltage was 160 d.c. I then decided to purchase a small portable battery unit, 5-tube, Marconi. This is in a revolvable cabinet, giving excellent selectivity, and with all the range I need. Continental programs, as well as the English ones, come in well.

"The English programs (BBC) are mostly dull. At least this is the impression I get after the variety given in the States. The listener is irritated as well as bored by the listless manner in which the business is conducted. Time signals come in very often in the middle of a selection, or the program finishes early. The announcers are exasperatingly casual, giving as little information as possible, and hardly ever trouble to make a station announcement. Identification of a speaker or a number is difficult. Last evening I tuned in in the middle of an interesting talk, at the end of which the announcer merely said, "That was Mr. Redcliffe." Generally, however, the finish of a selection or song or talk is followed by a deadly silence for 3 to 5 minutes, sometimes more, prompting the thought that the station has suddenly gone off the air. Following Continental practice at some stations the BBC recently put on a woman announcer, but the experiment has resulted in little enthusiasm.

"The basis of broadcasting in this part of the world is the gramophone record, which is not to be despised. The London and regional stations at times all give the same program, and they rarely provide any variety from the set forms.

"News releases are entirely without interpretation or livening of any kind. You can hear them at 6 P.M. and if you wish to do so you can hear the identical news again at 9 o'clock, followed by elaborate details about high-pressure systems and love-pressure systems, and what not, as a preliminary to the general notice that it will rain on the morrow. The BBC sells a weekly paper for 2d. entitled RADIO NEWS. To justify advertisements, it spreads the programs over many pages, without giving any summary, making a quick determination of what is on the air at any particular time an impossibility. The newspapers give a

summary, including the Continental programs (ignored by the BBC) but it is rarely correct or comprehensive.

"Continental programs, so far as music is concerned, are better than the English. Berlin is exceptionally good, although I do not know if the quality will drop now that Hitler has fired all the Jews in charge. Reception from all Continental stations is usually excellent, at least on my set. Announcing is done so that the impression is not given that the listener has been forgotten, as is the case in England. Perhaps the lacksdaisical manner of the announcers and the character of the programs meet the requirements of the British public, but if this is so, then I am sure that the reason can be found in the fact that nothing better is known."

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BETTER JULY BUSINESS TAXES SHOW

Marked improvement in Summer sales of radio compared to last year are shown by a Treasury report just issued. Internal Revenue collections during July 1933 of the 5 per cent excise tax on radio products and phonograph records amounted to \$191,074.94, according to the official statement just released. This compares with excise tax collections of \$32,848.50 from June 20 to July 31, in 1932, during the initial operation of the excise tax law.

July 1933 tax collections on mechanical refrigerators were reported at \$893,008.57 against only \$27,611.65 in July, 1932.

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EQUITY SETS CODES FOR AIR AND SCREEN

The Actors' Equity Association, which heretofore has confined itself chiefly to the regulation of entertainers in the legitimate theatre, is now drawing up codes assuming jurisdiction over entertainers in the motion-picture industry and in the field of radio. They are to be submitted to the National Industrial Administration for consideration in the final drafts of those industrial codes.

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TEXAS PROHIBITIONISTS TO USE MEXICAN STATION

Word has come to the Federal Radio Commission of the plans of prohibition forces in Texas to use a high-powered "renegade" station in Mexico, just across the border from Eagle Pass, Texas, to carry the anti-repeal fight not only to that State but to the whole of the American continent.

The station is XEPN, one of the new border units against which Norman T. Baker, former broadcaster of Muscatine, Iowa, whose license was canceled by the Radio Commission because of objectionable medical broadcasts and use of the station as a "personal mouthpiece".

Texas has its repeal referendum August 26 and the anti-repeal group has contracted for 26 broadcasts of 30 minutes each at a cost of \$4,375.

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RADIO ADVICE HELP PLANE LAND SAFELY

When the hydraulic-operated landing gear of a Varney Air Service plane became locked in its "up" position, the pilot faced a difficult problem, which was solved by the quick action of Raymond E. Dickens, radio operator for the Department of Commerce at Oakland, Calif.

Having no sending set on his plane, Pilot Fred Hammer dropped a note on the San Francisco Bay Airdrome, Alameda, Cal., explaining his predicament. The operations manager phoned the department's radio station, where Dickens was broadcasting weather information. Weather conditions were good at the time, so Dickens interrupted his routine to give Hammer some details on what to do in such an emergency.

Hammer could have landed with no injury to his passengers, and with slight damage to the plane, but with the instructions radioed to him, he made a simple adjustment which put the wheels in position for a safe orthodox landing.

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CBS NEW AND RENEWED CONTRACTS

Hittleman Goldenrod Brewery, Inc., Brooklyn, N. Y. (Goldenrod Beer), started Aug. 11, 1933; Friday 8:30-9:00 P.M.; Program - "Goldenrod Revue" - Phil Spitalny & Orchestra, Julius Tannen and guest artists; Stations - 11, New York, Phila. and New England; Agency - Fertig, Slavitt & Caffnew, Inc., N.Y.

Dairyman's League Co-Operative Association, New York City, started August 10, Thursdays, Saturdays, Wednesdays, 8:15-8:30 P.M., Fri. 9:15-9:30, Sun. 7:00-7:15; Tues. 7:15-7:30 P.M.; Program - Dr. Royal S. Copeland; Stations - New York stations; Agency - Van Sant, Dugdale & Corner, Inc., Syracuse, N.Y.

Cream of Wheat Corp., Minneapolis, Minn.; Starts October 8, 1933, Sundays, 10:00-10:30 P.M. Program - to be determined; Stations - 18 Basic, Don Lee, 3 supplementaries; Agency - J. Walter Thompson Co., New York City.

R. B. Davis Co., Hoboken, N. J. (Cocomalt), starts October 2, Mon. Tues. Wed, Thurs. 6:00-6:15 P.M., 7:30-7:45 P.M.; Program - Buck Rogers in the 25th century; Stations - 18 basic, plus 2 - Agency - Ruth, Muff and Ryan, New York City.

CHANGES - Wasey Products, Inc., which returns to air September 11, Mon. through Fri. 11:00-11:15 A.M. is adding Detroit to schedule, and changing Wednesday evening program from 8:00-8:15 to 8:30-8:45.

Centaur Co. - adding Canadian stations to program beginning October 4th.

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APPLICATIONS RECEIVED BY RADIO COMMISSION

WBOW, Banks of Wabash, Inc., Terre Haute, Ind., C.P. to make changes in equipment, change frequency from 1310 kc. to 1360 kc., increase power from 100 watts to 1 kilowatt (facilities of WGES, Chicago, Ill.); Frank Wilburn, Prescott, Ariz., C.P. to erect a new station at Prescott, Ariz. to operate on 1500 kc., 100 watts, unlimited time (facilities of KPJM, Prescott, Ariz.); KGA, Northwest Broadcasting System, Inc., Spokane, Wash., consent to voluntary assignment of license to Louis Wasmer; KEX, Western Broadcasting Co., Portland, Oreg., consent to voluntary assignment of license to The Oregonian Publishing Co.

The following applications for renewal of licenses have been received: KDFN, Donald Lewis Hathaway, 1440 kc., 500 w., unlimited; KTSA, Southwest Broadcasting Co., San Antonio, Texas, 1290 kc., 1 kw, unlimited; KWEA, Hello World Broadcasting Corp., Shreveport, La., 1210 kc., 100 w., unlimited; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., 560 kc., 1 kw, auxiliary purposes; WRBX, Richmond Development Corp., Roanoke, Va., 1410 kc., 250 w. S-WHIS;

Applications Other Than Broadcasting

W9XD, The Journal Co., Milwaukee, Wis., C.P. for visual broadcast station; to move present equipment locally; W10XAC, The Journal (The Milwaukee Journal), Portable & Mobile, renewal of general experimental station license 34600, 41000, 51400, 60000-400000 kc., 1 watt; W2XC, Federal Telegraph Co., Newark, N. J., renewal of general experimental license 34600, 41000, 51400, 80000 to 300000, 1000000 to 3000000 kc., 500 watts; W2XAW, General Electric Co., S. Schenectady, N. Y., renewal of general experimental license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 34600, 41000, 51400 kc., 25 KW; W2XO, General Electric Co., S. Schenectady, N. Y., renewal of general experimental license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 25 KW; W9XAM, Elgin National Watch Co., Elgin, Ill., renewal of general experimental license 4797.5 kc., 500 watts; W9XI, Chicago Federation of Labor, Portable and Mobile, renewal of general experimental license 6000 to 100000 kc., 30 watts.

Also, National Broadcasting Co., Inc.: W2XK, New York, N. Y., renewal of general experimental license 41000, 51400, 60000-400000, 401000 and above kc., 2.5 KW; W3XL, Bound Brook, N.J., renewal of general experimental station license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 100 KW; W10XAH, Portable and Mobile, W10XY, Portable and Mobile, W10XN, Portable and Mobile, W10XAK, W10XAM, Portable and Mobile, renewal of general experimental license 34600, 41000, 51400, 60000-400000 kc., 5 watts, 5 watts, 5 watts, 1 watt, and 5 watts respectively; W10XAP, W10XAN, W10XAI, Portable and Mobile, renewal of general experimental license 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 7.5 watts, 10 watts, 1 watt respectively; W6XAP, Portable in vicinity of San Diego, Calif., renewal of general experimental license 60000-400000 kc., 6 watts.

Also, Mackay Radio & Telegraph Co. (California), Palo Alto, Calif.: KNW, modification of point-to-point telegraph license, deletion of transmitter described as type CM-220, Serial #29011; KNA, modification of point-to-point telegraph license, deletion of the transmitter described as type AM-5662, Serial #29166; KWD, license to cover C.P. 8990 kc., 20 KW; KNG, license to cover C. P. 17140 kc., 20 KW.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 650

NEW FEDERAL BROADCASTING CORP. BECOMES OPERATORS OF WMCA

A group of progressive young American business men, whose families have built some of the outstanding industrial institutions of the modern business era, have formed the Federal Broadcasting Corporation, which, under the terms of an agency contract, has taken over the commercial and program presentation rights of WMCA, New York's only independent full-time broadcasting station.

John T. Adams is President of the new FBC, and associated with him as officers are Clendenin J. Ryan, Jr., Vice-President; Major Talbot O. Freeman, Vice-President and Secretary; James K. Norris, Treasurer, and as directors in addition to the above, Allen A. Ryan, Jr., Walter S. Mack, Jr., and John Hay Whitney, A. Newbold Morris, Howard G. Cushing, Robert H. Thayer, Paul H. Nitze, and Bethuel M. Webster, Jr. This group is combining its experience in various fields to develop a broadcasting station with programs which will reflect the best that New York affords in culture, entertainment, education, sports, drama and the other elements that make New York City the Mecca of the Western World.

It is the purpose of the Directors of the Federal Broadcasting Corp. to give the listening audience a radio station that is characteristic of the New York idiom, not only that which typifies Broadway, but the more substantial things for which the great metropolis stands.

Many new departures will be made in an effort to discover new talent and to give it a chance to make good - not alone will the United States be scoured from end to end, but the entire world will be canvassed for potential program material.

The executives of the new company, practically all of whom have been in one way or another deeply interested in the advertising and promotional departments of the vast industrial empires controlled by their families, are of the unanimous opinion that radio offers an unparalleled medium to supplement newspaper and magazine advertising.

While Mr. Adams and the Federal group takes over complete charge of the station's activities, ownership and control of WMCA remains the property and province of the Knickerbocker Broadcasting Co., Inc., licensee of the station.

"The responsibility of operating a full time New York station, serving the largest and most cosmopolitan audience in the world, required an immediate expansion of WMCA's commercial and program policy", said Donald Flamm, President of the Knickerbocker Broadcasting Co. "Accordingly, it is with complete satisfaction and confidence in the future of WMCA that I look forward to the development of the station by John T. Adams and the Federal Broadcasting Corporation group."

While Mr. Adams takes over complete charge of the station's activities, ownership and control of WMCA remains the property and province of Donald Flamm.

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BAR ASS'N FAVORS COMMUNICATIONS COMMISSION

Establishment of a central communications agency in the Federal Government to regulate broadcasting along with wire and wireless communications, and also to fix rates, is urged by the Committee on Communications of the American Bar Association in its annual report. The Association will hold its Fiftieth Annual Convention at Grand Rapids, Mich., August 30 to September 1.

While the Committee, headed by John W. Guider, Washington attorney, does not formally recommend by resolution that a communications commission be established, it does stress the desirability of such an agency. At present a half-dozen different Federal agencies are charged with the regulation of various phases of communication. This division of authority, it is held, is contrary to public interest.

In substance, the committee urges enactment of legislation along the lines of the Couzens bill originally introduced four years ago in the Senate. This bill proposed the creation of a commission which would absorb the Federal Radio Commission with its control over radio, as well as the powers of the Interstate Commerce Commission, State Department and the military departments over international cables. It also proposed regulation of rates, particularly of the common carrier message companies. Broadcasting stations have not been adjudged common carriers.

The committee also recommended repeal or at least modification of the so-called Davis Amendment, under which the Radio Commission is authorized to distribute broadcasting facilities among the States according to population and irrespective of area. This law has long been the target of broadcasters, who claim it is unjust since the wide open spaces of the West, in which additional stations could be accommodated technically, are prevented from having this service because of sparse population.

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ANOTHER "BLUE EAGLE" MARCH

"Old Timers" from Buck Keyes Post of the American Legion at Quantico, Va. flash the word that we'll soon be hearing the "Blue Eagle March" over the radio. It was written by Gunner Talbot, leader of the Marine Band at Quantico, and dedicated to the NRA.

The new march contains strains of "The Traveling Salesman", song, "Glory, Glory, Hallelujah", and "Happy Days Are Here Again", so it can hardly fail to be a success.

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BETTER BUSINESS BUREAU CONTENDS "RCA LICENSED" MISLEADING

Although previous bulletins have been issued by the National Better Business Bureau urging advertisers to describe accurately and clearly radio products made under R. C. A. patents, a recent survey shows considerable misleading advertising still prevalent, according to the Bureau.

"Radio dealers and mail order firms employ the term 'RCA Licensed' in advertising radio sets and tubes of various makes. Some advertisers have shown the words 'RCA' in large type and the word 'licensed' in small type in a manner tending to mislead the public into believing that the product advertised is made by the Radio Corporation of America. In many cases neither the brand of the set or tube, nor the name of the manufacturer is mentioned, and this situation has given rise to confusion on the part of the public", the Better Business Bureau reports.

"The description 'RCA Licensed' as applied to radio products means simply that the article so advertised has been made under RCA patents by a manufacturer who has obtained a license from the Radio Corporation of America. It does not mean that the product or the manufacturer is affiliated with RCA or that the product is approved or endorsed by RCA.

"In some instances advertisements of such products have used without authority the trademark monogram of the Radio Corporation of America. Such use of the RCA trademark is misleading to the public as this trademark can rightfully be applied only to products actually made by the Radio Corporation of America and its subsidiaries.

"In order to protect the public and to promote fair competition, the National Better Business Bureau again recommends that:

"Radio sets, tubes, and other equipment made under Radio Corporation of America patents or license agreements should be designated in advertising by the actual trade name or brand name of the merchandise. If advertisers of such products desire to use, in addition, the expressions 'Licensed by RCA' or 'RCA licensed', all the words in these terms should be given equal prominence. Under no circumstances should the RCA trademark monogram be used in advertising by a licensee or a dealer handling licensed products. This trademark may be applied only to products manufactured by the Radio Corporation of America and its subsidiaries."

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GENERAL JOHNSON'S NEW STATION

The latest is about the man who believed his set had established a long distance record when he picked up what he thought was "Station NRA" which he couldn't find listed among the stations of the United States.

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GEORGE M. COHAN PROVES A RADIO NATURAL

Although one of the last to yield to the lure of micro-phonio gold, George M. Cohan made a whale of a success of his first network appearance, in my opinion. He proved a radio natural. Despite the fact that he is now 55 years old, I believe after a little more studio practice, he will be every bit as good over the radio as he used to be on the stage.

Certainly Mr. Cohan's skit showed more evidence of careful preparation and more originality than anything which has been heard for sometime. Probably no one on the air has ever sung in topical fashion an entire little show made up exclusively of songs which he himself had written. Although these songs represented the outstanding hits of over a quarter of a century, Mr. Cohan gave the younger generation among the listeners a pretty good idea of what they were like in about 14 minutes.

Harry von Tilzer used to sing a medley of songs which he had written, including "In the Shade of the Old Apple Tree", and "Down Where the Wurzburger Flows", but Cohan's radio medley had this beaten a mile because he has written more famous songs (besides about 20 successful plays). It was a real event to hear the composer himself singing bits of "Give My Regards to Broadway", "It's a Grand Old Flag", "H-A-R-R-I-G-A-N Spells Harrigan!", "Nelly, the Daughter of Officer Kelly", and winding up with one of the most glorious martial compositions of all time, "Over There". In fact, this Cohan revival must have affected old timers deeply, as it evidently did Mr. Cohan while singing it.

Nor was Mr. Cohen's NRA, New Deal Song, dedicated to President Roosevelt far below the Cohan standard. John Philip Sousa once told me that compositions of this kind "written to order" seldom lived. He cited the fact that of all the marches that were ever dedicated to expositions, his "King Cotton March" written for a Southern exposition was about the only one which has ever been heard of since. Surely the march which Mr. Sousa wrote just before his death and dedicated to A Century of Progress has been lost in the shuffle. At that it may be revived and heard later when Sousa will be appreciated more even than he is now.

George M. Cohan's New Deal song may not be the song hit of the season but it is catchy, has quite a swing and unquestionably will serve a very definite purpose in pepping up morale in the present crisis.

Mr. Cohan unconsciously, in his radio performance settled a controversy of many years' standing - the matter of how to pronounce his name. The popular pronunciation is "Cohen" and many persons have thought from this that he is Jewish. As a matter of

fact, he is Irish, his middle name is Michael, and his mother's name was Costigan. Mr. Cohan himself, over the radio, pronounced his name "Co-han" sounding the "h" and accenting the last syllable.

Cohan's fame will probably live longest as the composer of "Over There". This song had its first public performance in Washington and I was present when it was sung.

The occasion was a war-time gathering at Fort Myer. Cohan came to Washington with the Friars from New York for the purpose of putting on a performance for the soldiers. With him was a trainload of stars. They were the guests of the National Press Club for dinner. The show was given in the riding hall at Fort Myer and just before it began a terrific thunder and rain-storm extinguished the lights. The place was packed with soldiers and instantly became so dark that you couldn't see your hand in front of your face.

Soldiers produced a few lanterns. Finally somebody conceived the happy idea of driving several automobiles into the hall. The stage was illuminated by automobile headlights. I remember this because when Louise Dresser, one of the stars, arose to perform, she got between one of the automobile beams and the audience. Wearing a light, thin dress the result may be readily imagined. A gale of laughter arose from the doughboys, but it was sometime before Miss Dresser discovered the cause of the merriment.

Gus Edwards sang "Over There" and it met with such an outburst of enthusiasm that Mr. Cohan, who had been behind the scenes helping pull the big makeshift curtain back and forth, was dragged to the center of the stage. No man ever received a finer ovation, and later when Edwards repeated the chorus of the song, the entire audience joined in.

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RMA SMART TO ACCEPT NEMA CODE

Bond Geddes, of the Radio Manufacturers' Association, having finished his struggles with the RMA code will probably join the other tired radio executives at Rehoboth Beach.

The radio manufacturers saved themselves a lot of grief by accepting the electrical manufacturers' code instead of insisting upon putting over one of their own.

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HARBORD HEADS NRA EMPLOYER GROUP

A Mediation Board to settle labor and other controversies brought before the New York City Committee of the President's Emergency Re-employment Campaign has been appointed by Grover A. Whalen, Chairman. The Mediation Board is composed of three representatives each of the public, labor and employer groups.

The Employer Group is headed by Maj. Gen. James G. Harbord, Chairman of the Radio Corporation of America. The other members are George J. Atwell and Louis K. Comstock, President of the Merchants' Association of New York.

General Harbord will address the radio audience under the auspices of the National Recovery Administration over the WJZ network of the NBC next Tuesday night, August 29th, at 7:00 P.M. Eastern Standard Time.

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HUBER STAGES ANOTHER BALTIMORE BROADCAST

Baltimore again revealed to the Nation Tuesday night that it is still doing business at the old stand. The Municipal Band of Baltimore, composed of 85 musicians made its first network appearance. The concert came from the music pavilion in Patterson Park, the land for which was given over 100 years ago by the father of Betsy Patterson Bonaparte.

Credit for the performance is given to Mayor Jackson, everlastingly behind everything that is good for Baltimore, but an effective colleague is Frederic R. Huber, Director of Station WBAL.

Mr. Huber is also musical director of Baltimore, manager of Lyric Theater, a director of Peabody Institute of Music, and has several more things to occupy his spare time. He is the one who put the Baltimore Symphony Orchestra on the air last Spring and unquestionably the appearance of the Municipal Band on the air is a part of his plan to keep Baltimore in the national musical spotlight.

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FORESEES INTERCONNECTION OF TELEVISION STATIONS

Chain Television like chain radio broadcasting is going to be one of the first requirements of commercial television, but the links in that chain need a wholly new method of interconnection, a method which challenges the skill of the engineer and fires the imagination of the man in the street who wants to know the "how" of things, according to the Shortwave and Television Laboratory of Boston.

"Tall buildings, high hills and great towers will be at a premium for television", states Hollis Baird, Chief Engineer of the Laboratory. "Ultra-short waves will be used in order to get the space (or width) in the ether necessary for sending the fine details that will make up the home pictures of the future. As ultra-short waves have more the characteristics of light rather than radio, they can easily penetrate darkness and fog, but solid objects rapidly weaken them. Thus, the visual horizon, from a given point, promises to be the range limit of an ultra-short wave station.

"The television broadcaster", continues Mr. Baird, "will have a range for his main station, depending on how high he can get the transmitting antenna into the air; the higher its location, the broader the horizon and thus the greater distance the signal will travel.

"When radio became good entertainment, it had to expand its field to meet the public demand. So will television. Present chain radio broadcasting is sent over telephone wires, but the voice requirements are only one four-hundredth of television requirements and no present telephone circuits, nor any that appear in the offing, will be able to carry the television signals.

"A relay system is the solution. At the furthest visible point on the horizon from the main transmitter, a receiving station will pick up the television signals and relay them to another similar station. This point to point transmitting is called 'directional' and the action is repeated until the required distance is covered. When the signal reaches the city desired, it will be put out on a non-directional antenna and the program will then cover a circle some 30 miles in radius.

"As an instance, a two hundred mile airline between two cities would require five 1,000 watt relay stations 30 miles apart. Sending ultra-short waves out on a narrow focused beam requires but little power. This same signal to be clearly heard over a radius of 30 miles necessitates a transmitter as powerful as those now used for city radio broadcasting stations. This means that every sizable city in the country will eventually have its own powerful television station interconnected by relay stations to various key television stations from which the programs will emanate. At first thought, the erecting of a sufficient number of powerful stations and small relay stations to provide nation-wide

reception appears to be a herculean task but, as in radio, public needs are invariably met when the demands become great enough. Research and invention have a kindly way of meeting such requirements when they arise.

"These stations, dotting the countryside, transmitting Super Eye television from point to point, create an exciting picture of the not too distant future when skilled artists will appear in our homes over chain television systems."

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NBC NEW AND RENEWAL ACCOUNTS

NEW - D. L. & W. Coal Co. (Blue Coal), N. Y. City; Agency - Ruthrauff & Ryan, 405 Lexington Ave., N. Y. City; Starts Oct. 1, 1933, Sunday 7:00-7:30 P.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN; Program - Orchestra, comedy team and vocalist to be determined.

RENEWAL - Carnation Co. (Evaporated Milk), Milwaukee, Wis.; Agency - Erwin Wasey & Co., 230 N. Michigan Ave., Chicago, Ill. Starts - October 2, 1933; Time Monday 10:00-10:30 P.M.; Network WEAF WEEI WTIC WJAR WTAG WCSH WFI WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WCFL KSD WOC WHO WOW WDAF WSM WMC WSB WKY WFAA KPRC WOAI WTMJ KSTP WEBC KFJR CRCT CFCF KOA KDYL KGO KFI KGW KOMO KHQ; Program - "Carnation Contented Program" - Morgan Eastman orchestra, Carnation quartet, Gene Arnold and Lullaby Lady.

RENEWAL - Premier-Pabst Sales Co. (Blue Ribbon Malt & Beer), 720 N. Michigan Ave., Chicago, Ill.; Agency - Matteson-Fogarty-Jordan, Inc., 307 N. Michigan Ave., Chicago, Ill.; Starts - Sept. 12, 1933, EDST, Tuesday, 9:00-9:30 P.M., 12:00-12:30 Midnight; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WCFL KSD WOC WHO WOW WDAF WRVA WSM WMC WSMB WKY WBAP KPRC WOAI WTMJ KSTP WDAY KFJR KOA 9:00-9:30 P.M. EDST KGO KFI KGW KOMO KHQ 12:00-12:30 Midnight EDST; Program - "Ben Bernie and his orchestra".

RENEWAL - Rex Cole, Inc. (G. E. Merchandise), 265 Fourth Ave., New York City, Agency - Maxon, Inc., 122 E. 42nd St., N. Y. City; Starts - August 14, 1933, Monday to Friday inclusive, 7:00-7:15 P.M. EDST; Network - WEAF; Program - "Rex Cole Mountaineers" - Fields & Hall, Hill-billy music.

RENEWAL - Armour & Co. (Meat Packers), U. S. Yards, Chicago, Ill.; Agency - N. W. Ayer & Son, Inc., 164 West Jackson Blvd., Chicago, Ill., Starts September 22, 1933; Time - Fridays 9:30-10:00 P.M.; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WMAQ KWK WREN KOIL KSO WTMJ KSTP WEBC WRVA WWNC WJAX WIOD WSM WMC WSB WAPI WSMB WKY WFAA KPRC WOAI KGO KFI KGW KOMO KHQ KOA KDYL. Program on KGO KFI KGW KOMO KHQ only will be broadcast 1:15-1:45 Midnight as a repeat Sept. 22 only, 9/29 and thereafter entire broadcast will be 9:30-10:00.

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RADIO COMMISSION RESCINDS SUSPENSION OF RULE 151

The Commission today (August 22, 1933) rescinded its action of May 23, 1933, which action suspended the working of Rule 151 until 3:00 A.M. EST., November 1, 1933. Provided, however, such rescission shall not affect authorizations heretofore granted certain stations, upon application, to operate less than the time required by the rule, up to but not beyond November 1, 1933.

Rule 151 requires the licensee of each broadcast station to maintain a minimum regular operating schedule of two-thirds the hours authorized to operate each broadcast day, except Sundays.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

KGRS, E. B. Gish (Gish Radio Service), Amarillo, Texas, C.P. to rebuild transmitter and make changes in equipment; KGHI, Loyd Judd Co., Little Rock, Ark., license covering changes in equipment and increase in daytime power, 1200 kc., 100 w. night, 250 watts day, unlimited time; WEED, William Avera Wynne, Greenville, N. C., modification of C.P. to make changes in equipment, change studio location locally, and change completion date to 45 days from this date; WDGY, Dr. George W. Young, Minneapolis, Minn., modification of C.P. to extend commencement date to July 1 and completion date to Oct. 30, 1933; WHAM, Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., modification of license to authorize continuing the use of 5 KW auxiliary transmitter; WKOK, Charles S. Blue, Sunbury, Pa., authority to extend equipment tests from Aug. 14, to Aug. 31.

Also, WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., temporary authority pending hearing on application for specified hours; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate nighttime Aug. 21, to broadcast countrywide NRA meeting; KGIW, Leonard E. Wilson, Trinidad, Colo., C.P. to move transmitter and studio from Trinidad to LaVeta Highway, near city limits of Alamosa, and make changes in equipment; KGER, Cons. Broadcasting Corp., Ltd., Long Beach, Cal., 30 day authority to use portable transmitter on frequency 1360 kc., after midnight, to conduct tests to determine location of transmitter.

Also, WOL, American Broadcasting Co., Washington, D. C. C.P. to make changes in equipment; WGCM, Great Southern Land Co., Mississippi City, Miss., consent to voluntary assignment of license to Grace Jones Stewart, under trade name of Great Southern Land Co.; WGCM, Grace Jones Stewart, under trade name, Great Southern Land Co., Mississippi City, Miss., C.P. to make changes in equipment increase day power from 100 to 250 watts, and change hours of operation to: Daily except Sunday - 9 A.M. to 1 P.M. 7 to 9 P.M. Sunday - 9:45 A.M. to 1 P.M.; KOA, National Broadcasting Co., Inc., Denver, Colo., modification of C.P. approving equipment and transmitter location at Colfax Ave., Twp. 4 South, Colo.; WCAC, Conn. Agr. College Storrs, Conn., authority to continue remaining silent until 12:30 P.M.

Oct. 2; KFNF, Henry Field Co., Shenandoah, Ia., extension of special authority to use time assigned to but not used by stations KUSD and WILL during month of Sept.; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., authority to operate for period of 90 days with 300 watts power, pending repair of high-voltage generator (regular power 500 watts); WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate from 10 P.M. to 12 midnight CST, Sept. 22; WESG, Cornell University, Elmira, N. Y., The Commission reconsidered its action of Aug. 15 in granting application for special temporary authority to operate station until 11 P.M. EST, on evening of Aug. 18, and granted same for special temporary authority to operate station until 1 A.M. EST August 19.

Also, Alexander Anderson McKenzie, Mt. Washington, N. H. general experimental C.P. 41000, 51400, 60000-400000 kc., 500 watts; Dale Robertson, Mobile, Jackson Co., Mich., general experimental C.P. 41000 and 51400 kc., 50 watts; W8XS, Westinghouse Electric & Manufacturing Co., Wilkins Twp., E. Pittsburgh, Pa., general experimental C.P. to change location of transmitter to KDKA Blvd. near Saxonburg, Pa. and install new transmitter, frequencies 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 20 KW; Norris Hawkins, Portable in California, general experimental C.P. frequencies 60000-400000 and 401000 and above 25 watts; WIQ, Mackay Radio & Telg. Co., Inc., Sayville, N. Y., modification of license to change description of transmitter; WPEI, Police Dept., E. Providence, R. I., license for police service, 1712 kc., 50 watts

Also, National Broadcasting Co., Inc.: WIEO, Portable & Mobile, C.P. temporary broadcast pickup service to install new transmitter; WIEO, Portable and Mobile, license for temporary broadcast pickup service 1566 kc., 2390 kc., 50 watts; KGPE, City of Kansas City, Police Dept., Kansas City, Mo., license for police service 2422 kc., 400 watts; KHHAY, American Airways, Inc., NC-12383, license, frequencies, 3105, 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, 50 watts; Transcontinental & Western Air, Inc.; portable and mobile on any aircraft in vicinity of Kansas City only, W9XU, renewal of special experimental license, 3042.5 kc., day only, 4947.5 kc., unlimited, 50 watts; KHDDW, Transcon, etc. NC-12292, license, frequencies 3105, 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 50 watts.

Also, Aeronautical Radio, Inc.: New, Portable & Mobile, general experimental C.P. frequencies 41000, 51400, 60000-400000, 401000 and above kc., 5 watts; New, Portable & Mobile, general experimental license, frequencies 41000, 51400, 60000-400000, 401000 and above kc., 5 watts; KGTF, Ft. Worth, Tex., aviation-aero. license, 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited 3222.5 kc. day only, 400 watts; City of St. Petersburg, Police Dept., St. Petersburg, Fla., general experimental C.P., frequencies 34600, 41000 kc., 15 watts; W9XD, The Journal Co., The Milwaukee Journal, Milwaukee, Wis. C.P. experimental visual broadcast, frequencies 43000-46000, 48500-50300, 60000-80000 kc., 500 watts;

Also, W2XAH, Bell Telephone Laboratories, Inc., S. Plainfield, N. J., renewal of experimental license, 278 kc., 10 watts; WSAI, Crosley Radio Corp., Cincinnati, Ohio, increase in operating power from 500 w. night to 1 KW night and from 1 KW day to 2½ KW day, affirming grant made June 30, 1933, which was protested by F. P. Moler licensee of WHBD, at Mt. Orab, Ohio. Moler has withdrawn his protest and hearing scheduled has been cancelled; WKEW, Hartund Aircraft Corp., Roseville, Mich., modification of C.P. to extend completion date of C.P. to Sept. 23, 1933; WPEZ, City of Miami, Fla., modification of C.P. to extend commencement date of C.P. to Sept. 2 and extend completion date to Nov. 2, 1933; W9XAT, Dr. George W. Young, Minneapolis, Minn., modification of C.P. to change location of transmitter from 900 W. Broadway, Minneapolis, to portable, and granted experimental visual broadcasting license 43000-46000, 48500-50300, 60000-80000 kc., 500 watts;

Also, W2XES, City of Englewood, Englewood, N. J., Gen. experimental license 34600 kc., 15 watts; Merchant & Miners Transp. Co., S/S Dorchester SS Volusia, SS Wyoming SS York SS Chatham, SS Fairfax SS Juniata, special experimental license, 392 kc., 1 watt, for automatic keyed radio beacon signals; Eastern Steamship Lines, Inc., SS George Washington, SS New York, SS Robert E. Lee, SS Boston, special experimental license 392 kc., 1 watt for automatic keyed radio beacon signals.

Ratifications

Action taken August 16: WFDM, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate aboard vessel "Labrea", frequencies 375 to 500 kc., 100 watts; also frequencies 5500 to 22000 kc., 100 watts, pending receipt and action on formal application; KDUD, Radiomarine Corp. of America, aboard vessel Knoxville City, granted 60 day authority to operate additional 50-watt transmitter aboard vessel Knoxville City, pending action on application; Action taken August 17: KWWG, Frank P. Jackson, Brownsville, Texas, granted special temporary authority to remain silent pending repairs on transmitter to Sept. 10;

Action taken August 18: WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., granted 10 day authority to use auxiliary transmitter for emergency purposes, pending action on application for renewal; Action taken August 19: WODA, Wodaam Corp., Paterson, N. J., granted special temporary authority extending equipment text 10 days from Aug. 21; WCBD, Wilbur Glenn Voliva, Zion, Ill., granted special temp. auth. to change hrs. of operation from limited sharing with WMBI to the specified hours to Nov. 1, 1933.

Action taken August 14: KDCX, Radiomarine Corp. of America Steel Engineer, Washington, D. C., granted 60 day authority to operate additional transmitter aboard vessel pending action on application 375 to 500 kc., 50 watts; KDSM, Same Co., "Nashaba", Washington, D. C., modification of 3rd class public license for additional transmitter; KITX, Mackay Radio & Telg. Co., aboard "Willfaro", Baltimore, Md., granted 60 day authority to operate 2 KW spark transmitter aboard vessel "Willfaro" pending receipt of action on application frequency 375 to 500 kc.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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RADIO'S PAYROLL TOTALS \$23,000,000

Radio broadcasting's big parade of progress around the United States during the last dozen years has created an industry affording livelihood to some 12,000 full-time employees, exclusive of artists, with an annual payroll which this year shall approach \$23,000,000.

Statistics covering the newest of the front rank industries for the first time have been computed in connection with the planned filing of a code for broadcasters with the Industrial Recovery Administration. Based on a survey conducted by the National Association of Broadcasters, which will file the code, the figures give an insight on the phenomenal growth of an industry, which in 1921 was considered a mere passing fad.

Broadcasting's magnitude as an industry, however, does not stop with its full-time employees and regular payroll. There are literally thousands of radio artists hired by program sponsors and by the networks who are not included in the full-time category.

The compilations were made by Dr. Herman S. Hettinger, professor of the Wharton School of Finance of the University of Pennsylvania. He is on leave of absence and is at present retained as research specialist of the N. A. B. His estimates were based on returns from 154 stations in all power categories.

Dr. Hettinger concluded that the total payroll of the 600 odd broadcasting stations, excluding networks, is approximately \$17,000,000 for the current year, distributed among 9,200 regular full-time employees. Add to this total the some 2,000 employees of the National Broadcasting Co. and Columbia Broadcasting System, plus the full-time employees of the miscellaneous networks, radio station representatives and field men, transcription companies and other small groups and the total employment figure should reach 12,000, the payroll would amount to \$23,000,000, since most of these network and special employees are in the higher salary executive brackets.

The average weekly wage in the industry, according to Dr. Hettinger, is \$33.72 and the average annual wage \$1,753. This compares with an annual wage for manufacturing employees in 1930 of approximately \$1,340 and for retail employees of \$1,315.

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NBC AGAIN NAMED IN SUIT

Gerald V. Moore, 1220 I St., N. W., in Washington, filed suit in District Supreme Court last Wednesday to compel the Federal Radio Commission to cancel the permit issued to the National Broadcasting Co. for operation of Station WMAL.

Moore's petition, filed through Attorney M. E. Stamen, charged the Company was found guilty of obtaining a monopoly for sale of radio apparatus by a Federal court in Delaware.

A similar suit to this was filed several months ago by C. Woods Arthur of the same address. Moore and Arthur are said to be friends. The suit of Arthur, however, was dismissed by the District Court. He had asked for a mandamus directing the Commission to cancel the licenses of the Radio Corporation and its subsidiaries on the ground that the Federal Court of Delaware had found the RCA guilty of a practice that tended to monopoly.

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A. T. & T. OFFICIAL IS PRESIDENTIAL AIDE

The first meeting of President Roosevelt's Science Advisory Board, his latest mobilization of brains, swung into action on the multiple-phased angles of the Government's scientific work. This Board, of which Dr. Frank B. Jewett, Vice-President of the American Telephone & Telegraph Co., and head of the Bell Laboratories, is a member, will work in conjunction with the National Academy of Sciences and the National Research Council. Problems which the new industrial era will create will form the special field of this council.

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REFUSES TO CLOSE RADIO STATION

Promising a fight to the finish, the Rev. Sam Morris of Stamford, Texas, one of nineteen persons charged with violations of Federal radio regulations, declares his small station will continue daily broadcasts. The Sunshine Radio Station, operated by the First Baptist Church, "will be on the air daily until the courts settle this case in the final stage", the minister declared.

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FLAMM SECURES LUCRATIVE WMCA LEASE

It has been learned on excellent authority that Donald Flamm is to receive \$150,000 a year rental for Station WMCA in New York which he has just leased to a group of wealthy New Yorkers including descendents of the Thomas Fortune Ryan and Whitney families. This new operating agency of WMCA is called the Federal Broadcasting Corporation.

Jack Adams, formerly head of the Judson Radio Program Bureau is the President of the new company, and associated with him as officers are Clendenin J. Ryan, Jr., Vice-President; Maj. Talbot O. Freeman, Vice-President and Secretary; James K. Norris, Treasurer; and as Directors, in addition to the above, Allen A. Ryan, Jr., Walter S. Mack, Jr., John Hay Whitney, A. Newbold Morris Howard G. Cushing, Robert H. Thayer, Paul H. Nitze, and Bethuel M. Webster, Jr. The last named was formerly Chief Counsel of the Federal Radio Commission and lives in Washington.

The general supposition is that WMCA may become the key station for a new chain. It is understood the WMCA lease has been informally approved by the Legal Division of the Federal Radio Commission but as yet has not been brought to the attention of the Commission.

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CHINA DEVELOPING COMMUNICATIONS NETWORK

A network of wireless stations established throughout China by the Ministry of Communications has served greatly to augment existing means of communication.

At the present time, according to Vice Consul Douglas Jenkins, Jr., there are 30 wireless stations in the larger cities, operating in connection with the land wire telegraph offices in transmitting commercial messages.

The first step in the establishment of this wireless system was taken by the government in the erection of stations in Nanking and Shanghai, to transmit commercial messages. This service proved so profitable that the government determined to expand the service throughout the entire country.

The fact that most of the material used in building these Chinese wireless stations has been of United States manufacture, it is pointed out, makes it reasonably certain that, with the continued development of this type of communication, a growing market for American radio materials will result.

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HURRICANE SCARE THROUGH BROADCAST MISINTERPRETATION

Misinterpreting a bulletin broadcast by Station WJSV in Washington to mean that the Capital was to be struck by a hurricane last Wednesday (August 23), the Weather Bureau, all radio stations and the newspaper offices were besieged by telephone calls for confirmation or denial of the report. Many Government employees were dismissed early from some of the temporary buildings with a warning to be off the streets 5 o'clock when it was reported that the "hurricane" was to strike. The misunderstanding arose during a terrific wind and rain storm, the tail end of the hurricane which swept the seaboard, and for a time caused much uneasiness.

With the intention of protecting small craft in the Potomac River from the high wind, Capt. John S. Arnold, of the Alexandria, Va. police telephoned Ted Church, acting manager of Station WJSV, that a hurricane was coming up the river, and asked him to warn owners of boats. He said the hurricane would strike Washington at about 2 o'clock and that he had received this information from the Coast Guard. Mr. Church lost no time in broadcasting the warning but tempered it by saying "high wind approaching hurricane intensity". Nevertheless the word "hurricane" touched off the populace.

K. H. Berkeley, Manager of WRC, immediately got in touch with the Weather Bureau and was told that the storm would probably not amount to more than gale proportions. Whereupon the Weather Bureau called up Mr. Church, who immediately began putting reassuring bulletins on the air.

However, in the meantime, the Weather Bureau, as well as broadcasting stations and newspaper offices became swamped with calls. So great was the telephone traffic that even the White House was unable to communicate with the Weather Bureau and Col. Louis McHenry Howe, worried about his father in their shore cottage, was obliged to telegraph to Forecaster C. L. Mitchell, although they were in the same city.

Mr. Church contended that his broadcast was entirely accurate in content regardless of misinterpretations and cries of "false alarm".

"We are a Virginia station, our transmitter being located just across the Potomac from Washington", Mr. Church said, "and we have always made it a point to cooperate with the police and other authorities. Accordingly when I received this request from the Alexandria police, I interrupted the regular routine at the station and gave it the right of way. I tempered the broadcast to the best of my judgment."

A curious thing in connection with the scare was a rumor which got about the city that a warning had been broadcast for the people "to turn out their lights" at 2 o'clock when the hurricane was supposed to be due to hit Washington. Mr. Church declared it was not a part of the Columbia broadcast.

At any rate within a few minutes the Potomac Electric Power Company switchboard was besieged with telephone calls. To be told "to turn out their lights" seemed to terrify many and they pleaded for the reason of this, what seemed to them, extreme measure.

"It wouldn't have made a bit of difference whether the lights were on or off", C. Melvin Sharpe of the company said, discussing the incident, "and I can't for the life of me see how such a thing got started. It spread like wildfire and while it is laughable as we look back, it was quite serious at the time. I really believe this alarmed the people more than anything else in connection with the hurricane scare."

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RCA VICTOR TOES THE LINE

E. T. Cunningham, President of the RCA Victor Co., Inc., of Camden, N. J. said that the company had signed the President's Agreement pending revision and final acceptance of a code for the radio industry. The RCA Victor Company, Inc., employs approximately 6,500 persons in its factory, laboratory and offices at Camden.

Mr. Cunningham declared he was heartily in agreement with the President's recovery program and welcomed the opportunity to enroll the RCA Victor Company under the banner of the Blue Eagle.

The RCA Radiotron Co., of Harrison, N. J., with 4,000 employees, has also signed the Agreement.

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LATIN AMERICA HAS ADVERTISING AMBITIONS

The North American Radio Conference recently held in Mexico City is said to have put the idea into the heads of various Latin-American countries that some day it may be possible for them to erect powerful broadcasting stations and advertise their products, such as coffee and fruits and other commodities, direct to the United States.

This is said to be one of the reasons so many of these little countries demanded clear channels at the Conference and which proved a stumbling block.

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NEW RADIO PUBLICATION MAKES ITS BOW

There appeared this week the first issue of "Radio Business", which was described as the National weekly newspaper of broadcasting. It is published at 310 E. 44th St., New York City. Harold E. Tillotson is the President and General Manager, and H. P. Brown is the Editor. Mr. Brown was for many years editor of the "Radio Digest" in Chicago and New York.

In a leading article, "Radio Business" reiterates the assertion which has been made from time to time that Curtis Dall, son-in-law of President Roosevelt, is now Chairman of the Board of the Amalgamated Broadcasting System, Ed Wynn's new chain.

"Other members of the Roosevelt family are interested in the new third chain - and in Ed Wynn personally", the new magazine goes on. "It is up to the Radio Commission to help make the third chain a success.

"With time largely sold over the two oldest chains for the coming season, it is argued that this is the psychological time to introduce a third chain. Ed Wynn has been fostering this pet for nearly a year. Now it is ready to fly. The commercial interests have asked for more power so the stations, as individuals, are after that power. Currently there is filed before the Commission a request from WDEL, Wilmington, one of the ABS stations, for power increase from 200 to 500 watts, and WPEN in Philadelphia has asked permission to double its power and for unlimited time."

The magazine also asserts that the Amalgamated System has decided to utilize the facilities of the A. T. & T. instead of the Western Union but Mr. LeRoy Mark, of Station WOL in Washington, the Ed Wynn outlet in the Capital, said that testing was going ahead satisfactorily with Western Union lines and he had not heard of the proposed change to telephone wires.

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NRA USES TRANSCRIPTIONS

The NRA going in for electrical transcriptions is a logical follow-up of "personal appearance" broadcasts over the networks. The first of the recorded series, which will soon be heard on independent stations throughout the United States, was made in the National Sound Studios in Washington from a broadcast of Thomas S. Hammond, Executive Director of the President's Re-employment Program. Bob Trout of Columbia was the announcer. Up to now only scripts have been sent out to be read over the stations.

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RADIO EMPLOYMENT INCREASES

July employment index number for the radio industry was 94.1 compared with 92.1 for June, and 62.5 for July of last year, taking 1926 at 100, according to the Bureau of Labor Statistics, Department of Labor. The payroll index for July was 55.7 compared with 65.5 for June and 47.8 for July of last year.

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STATION RESTRICTS ADVERTISING

Station KQW, San Francisco, is using advertising in the San Francisco Examiner stating that it carries wholesome advertising only; that advertisers of questionable merchandise, liquors, beer gardens and tobaccos cannot buy time on KQW, which is doing its part in "Keeping the Air Clean".

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PROTEST HALTS BELGIAN RADIO TAX RISE

Protests from radio listeners caused the Belgian government to abandon its intention of raising annual license fees (\$1.71 for valve and 57½¢ for crystal sets), which yields about \$571,430 a year, and goes to the National Institute of Radiodiffusion.

Government proposes, instead, to make the Institute do with less and is taking a first contribution of \$14,285 to swell the tourist propaganda fund.

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COMMISSION BANS TOY RADIO UNITS

It is understood that the Federal Radio Commission will put its foot down on the manufacture of toy radio stations, a novelty which was expected to be offered to the public during the forthcoming Christmas season. One manufacturer is said to have already constructed several thousand of these sets in anticipation of the holiday demand. This man is reported to have shown these little toy transmitters to Commissioner Harold A. Lafount when the latter was making an inspection trip to the Pacific Coast last month and visited the radio manufacturer. These, he told Commissioner Lafount, would sell for a few dollars and would be a "sure-fire" Christmas product.

Mr. Lafount expressed deep concern. He knew the radio law, which specifies that no radio station, regardless of size, can be built without a "construction permit" from the Commission and that no station can be operated without a license. He learned that several other coast manufacturers had invaded the same line of manufacture.

The case was presented to the Commission's lawyers. There wasn't any legal question about it. The fact that the baby sets use "fly" powder didn't matter. They transmit impulses, admittedly, only a few hundred feet. But that transmission, says the law, constitutes "interstate commerce" and interstate commerce means Federal supervision by the Radio Commission.

Theoretically, a station, no matter how small, can cause interference in a neighboring State. While the signal itself cannot be heard, the inaudible carrier wave can set up a brand of commotion with regularly licensed stations that impairs reception for the listener.

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NEW ZEALAND IMPORTS LESS RADIO SETS BUT MORE PARTS

The high cost of landing complete radio sets in New Zealand has resulted in curtailing imports of sets in cabinets and raising imports of radio parts, according to a report from Vice Consul W. W. Orebough, Wellington.

The report, which is based on recently issued customs statistics for May last, shows that in that month sets imported numbered 655 as compared with 910 in April but that on the other hand the value of parts and unmounted sets rose from 11,423 lbs. sterling to 22,528 pounds. Imports from the United States in May amounted to 586 sets valued at 3,000 pounds sterling and parts valued at 7,000 pounds sterling.

Customs duties, combined with adverse rates of exchange between New Zealand and the countries from which it purchases radios, account for the excessively high cost of landing complete sets, it is pointed out. The United States is the country most affected as it has long been the largest supplier of complete receivers to New Zealand.

Many firms handling American radio sets have been forced to sever their connections with the United States as they were unable to pass on to the buyer the increase in price occasioned by the higher landing cost. However, the report points out, with an improvement in the exchange, a better volume of trade from the American standpoint is looked for.

The protective tariff on radios has greatly stimulated local manufacture, notwithstanding the higher production costs inevitable in small manufacturing units. There are now on the market several lines of New Zealand - built sets which appear to be meeting with a fair amount of sales.

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ARNOLD TO TELL OF AUDIENCE REACTION

Frank A. Arnold, Vice-President of Albert Frank-Guenther Law, Inc. will be a guest speaker over a WEAFF network of 36 stations on Monday, August 28th. His subject, "Radio, A Social Force", is based on the reactions he has obtained from audience groups throughout the United States during the six years he was engaged in field work for the National Broadcasting Co.

Mr. Arnold has been the guest of 32 of the 36 stations on the WEAFF network and has spoken from the public platform in each of the cities represented.

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RUDY VALLEE IN CAR CRASH

Rudy Vallee, singer and orchestra leader, escaped injury, but Miss Alice Faye, a dancer with his orchestra, suffered a cut over the right eye and body bruises early last Monday night when their automobile skidded during a heavy rainstorm and upset near Greenwood, Del.

Miss Faye was taken to the office of a physician at Bridgeville by Vallee and other members of the orchestra. After she was treated, the party continued on its way from Atlantic City to Virginia Beach, Miss Faye and Vallee riding with other musicians in their cars.

Vallee estimated the damage to his car, which was left at a Bridgeville garage for repairs, at \$2,000.

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SPARKS--WITHINGTON GAINS

The following is a financial report of the Sparks-Withington Co. for the year ended June 30:

Net loss after taxes, depreciation and other charges, \$285,137, compared with \$1,930,514 net loss in preceding year. Six months ended June 30: Net loss after above charges, \$84,141, compared with \$1,437,857 loss in first half of 1932.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

APPLICATIONS GRANTED (August 25, 1933)

KUOA, KUOA, Inc., Fayetteville, Ark., modification of C.P. to make changes in equipment and approval of transmitter site at Mount Sequoyah, Fayetteville, Ark.; WACO, Central Texas Broadcasting Co., Inc., Waco, Tex., license covering installation of new equipment, moving station locally and change in frequency power and hours of operation: 1420 kc., 100 watts, specified hours; KLX, The Tribune Publishing Co., Oakland, Cal., consent to voluntary assignment of license to Tribune Building Co.; KGA, Northwest Broadcasting System, Inc., Spokane, Wash., consent to Voluntary assignment of license to Louis Wasmer (lessee); KEX, Western Broadcasting Co., Portland, Ore., consent to voluntary assignment of license to The Oregonian Publishing Co.; WMBH, WMBH Broadcasting Co., Joplin, Mo., authority to broadcast all World Series Baseball games when dates and hours become known; WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., authority to remain silent Labor Day Sept. 4, in order to give employees a holiday; KDFW, Donald Lewis Hathaway, Casper, Wyo., C.P. to move station locally in Casper, and change antenna system.

Also, Lehigh Valley Railroad Co., portable mobile for use on trains, two general experimental C.P.'s, frequency 34600, 41000, 51400, 60000-400000 kc., 4.5 watts; City of Fort Worth, Tex. general experimental C.P. 34600 kc., 15 watts; Gillette Rubber Co. Portable, Eau Claire, Wis., general experimental C.P., frequency 60000 to 400000 kc., 5 watts; WPEH, City of Somerville, Somerville, Mass., license for police service, 1712 kc., 100 watts; WAEF, Aeronautical Radio, Inc., Newark, N. J., aviation-Aero. license, frequencies 2906, 2072.5, 3088, 4967.5, 4987.5, 5662.5, 5692.5 kc. unlimited, 400 watts; WEEW, American Radio News Corp., Carlstadt, N. J., modification of license to include Mexico City as additional point of communication.

Also, WSXAR, Westinghouse Electric & Manufacturing Co. south of Saxonburg, Pa., renewal of special experimental license in accordance with existing license; Sigurd Hopstad, Akiak, Alaska, authority to operate point-to-point telg. station at Akiak, Alaska, frequency 425 kc., 10 watts to communicate with Bethel and other point-to-point telg. stations in the vicinity; for period of 6 months, pending action on formal application for C.P.; also granted authority to operate station for 6 months without formal operator's license pending examination.

Amateur Licenses

The Commission also granted 202 amateur licenses, of which 148 were new and 54 modifications.

Set For Hearing

WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., C.P. to move transmitter from Tupper Lake to Lake Clear, N. Y., make changes in equipment, change frequency from 1420 to 1290 kc., and change power from 100 to 250 watts (facilities of WNBZ); WJAR, The Outlet Co., Providence, R. I., modification of license to increase operating night power from 250 to 500 watts, remove exp. clause relative to additional 250 watt on exp. basis; KWWG, Frank P. Jackson, Brownsville, Tex., renewal of license, facilities of station are being requested.

Application Denied

Lebanon Broadcasting Corp., Lebanon, Pa., C.P. for new station to operate on 1500 kc., 50 watts, daytime, heretofore set for hearing was denied because applicant failed to enter appearance within time allowed.

Action on Examiner's Report

KVOA, Robert M. Riculfi, Tucson, Ariz., granted renewal of license to operate on 1260 kc., 500 watts, specified hours; also granted voluntary assignment of license to Arizona Broadcasting Co., Inc., reversing Examiner Pratt.

Oral Arguments Granted

Oral arguments were granted, to be held September 27th, involving stations WFEA, Manchester, N. H., WDRO, Augusta, Maine, WQDM, St. Albans, Vt. The Portland Maine Publishing Co., and Casco Bay Broadcasting Co., Portland, Maine; Also Station WILL, Urbana, Ill.

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The entire fleet of the Black Diamond Steamship Corp. is being equipped with Kilster Radio Direction Finders supplied and installed by Mackay Radio which also provides the radio service for the ships of this line. The Black Diamond Line operates between Atlantic ports and Holland and Belgium.

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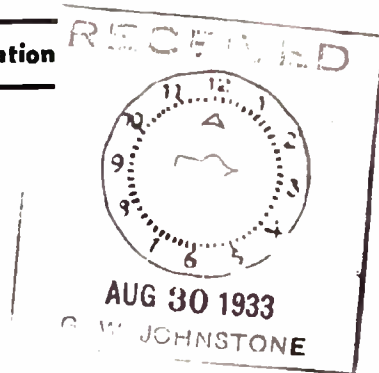
Handwritten initials

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication



Desk

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No. 652



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COMMISSION MAY APPROVE WMCA DEAL DESPITE PROTEST

Despite the protest of Federal Radio Commissioner Harold A. Lafount, the Radio Commission may approve the leasing of Station WMCA of New York, to the Federal Broadcasting Company. This conclusion is based upon the comment of a Radio Commissioner, quite an influential one, who was reported to have said:

"If a station can sell part of its time to one individual or group, why can't it sell all of it?"

In the arrangement with Donald Flamm and the Knickerbocker Broadcasting Company, the new WMCA operating company simply took over the commercial and program presentation rights, but Flamm and the Knickerbocker Company retain the ownership and the station's broadcasting license.

However it was not until two weeks after the contract was said to have been signed that the matter was officially considered by the Commission, and it probably would not have come before it then had it not been for the protest of Commissioner Lafount. After considering the matter in executive session today (Tuesday) the Commission referred it to the Legal Division for a recommendation. The Legal Division had previously, informally, approved the transaction.

Addressing the Commission, Mr. Lafount said:

"I have read a printed copy of what is termed an 'Agency Agreement' between Knickerbocker Broadcasting Company, Inc., et al. and State Broadcasting Corporation dated August 15, 1933. Newspaper accounts indicate the name of 'State' has been changed to 'Federal'. However, the name of the corporation, or the personnel of same, is immaterial at the moment. It is the principle involved that I desire to call to the attention of the Commission.

"To prevent trafficking in licenses, wave lengths or frequencies, the Commission on January 29, 1932, adopted an order requiring all applicants for assignment of radio broadcast station licenses to submit a sworn statement that the new or proposed licensee would have complete control of station equipment and operation, and unlimited supervision of programs - the sworn statement to the Commission to include the price, whether paid or promised, and all terms and conditions of the proposed transfer; said transfer to be subject to the consent of the Federal Radio Commission. In the agreement here referred to, no attempt is made to assign the license although the effect is identical.

"Instead of selling the equipment and making application for assignment of license, Knickerbocker Broadcasting Co., Inc., agrees to sell all their time for a price which clearly indicates

that a value of about \$4,000,000 has been placed upon the license which they seek to retain. The application of Knickerbocker Broadcasting Co., Inc., for renewal of license dated June 22, 1933, and sworn to on the same day, lists the assets of the corporation as being \$100,000, and their equipment as being 500 watt composite. The agreement provides that \$155,000 per annum be paid to the licensee, plus 25% of revenue in excess of \$600,000 a year. A guarantee is made that there shall be at least \$100,000 available from this source every 3 years. It is certainly a very simple problem in mathematics to determine the value placed upon the license.

"I do not believe the Radio Act contemplates the commercializing of a government franchise. Personally, I am unwilling to impose a royalty or tariff upon the purchasers of time, or advertisers. Certainly the procedure contemplated has that effect. The agreement undertakes to relieve the licensee from the responsibility of rendering a public service, which I understand is the exclusive reason for the grant, and provides rather that he becomes a censor of programs, thus defeating the very purpose of the law.

"I consider our first obligation is to the public. Listeners are primarily interested in the programs and public service to be rendered by radio stations. I am unwilling to assign to Knickerbocker Broadcasting Co., Inc., or any other licensee, the obligation imposed upon us by Congress to decide who shall be charged with the responsibility of rendering that service. If this policy is adopted, any individual or corporation could control the character of program service to be rendered, and price charged for time over any or all stations in a city, State, or even in the entire country.

"It would be possible for a former licensee whose application for renewal license had been denied, after a finding had been made that the continued operation of a station by him would not be in the public interest, thus to secure rights on the air otherwise denied him. I say such an individual or corporation could, under the agreement here referred to, acquire complete control of a station's time, without the Commission's knowledge that such a condition existed.

"The licensee has an obligation to the public that, in my opinion, cannot be transferred. Licenses may be transferred with the consent of the Commission, but the Commission is without authority to grant licenses to individuals or corporations for nothing. The requirement for the valuable franchise is that the licensee (not his assignee) operate the station in the public interest.

"I fully appreciate the fact that under our system, broadcasters must sell time to advertisers, etc. This, however, is done partly to provide revenue to supply programs beneficial to, and in the interest of the community.

"The time is sold in short periods to numerous advertisers, and represents only a portion of the broadcast hours. But in the case here referred to, it is a complete sell-out - no time

being left for the licensee to himself render a public service. There is no doubt in my mind that the licensee has under this agreement lost control, not of the operation of equipment, but of the time, and since that is actually the only matter in which the public is interested or may derive any benefit, I must, and do conclude, that the license should be held by the parties undertaking the public service."

The reason for Mr. Lafount's action is said to be the following. On the day the WMCA agreement became effective, it is understood that a letter was received from the Knickerbocker Broadcasting Co. addressed to the Federal Radio Commission containing a printed copy of the contract asking if the Commission had any interest in the matter. This letter was referred to the Legal Division and acknowledged by someone there for the signature of Herbert L. Pettey, Secretary of the Radio Commission, saying that the transaction was not of interest to the Commission.

This letter, according to an explanation later, was signed by Mr. Pettey, as a matter of routine, and mailed by him to the Knickerbocker Broadcasting Co. without his calling the transaction to the official attention of the Commission.

A day or so later someone in Washington telephoned Commissioner Lafount to ask if the Commission had any further details as to the leasing of WMCA.

"I didn't know the station had been leased", Mr. Lafount said in apparent surprise. "Tell me about it!"

The inquirer thought the Commissioner was joking because a release on it had been sent out by the WMCA Press Department giving all details and it had even been printed in several papers.

"Honestly I never heard about it until this minute", Lafount replied. "I'm going to look into it at once."

When seen a short time later Commissioner Lafount apparently was highly indignant saying that though the WMCA transaction had apparently been informally approved by the Legal Division of the Commission, it had never been brought to his personal attention or to the attention of the Commission as a whole. He said that several of the Commissioners apparently knew about it. Whereupon he demanded a thorough investigation of the matter which resulted in its formal consideration by the Commission.

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COLUMBIA TO HAVE NEW WASHINGTON OFFICES

The Washington headquarters of the Columbia Broadcasting System will move from its present location in the Shoreham Building to larger offices in the Earle Building, November 1st, it was announced by Harry C. Butcher, General Manager of Station WJSV, the Columbia outlet for Washington. The new offices will occupy the eighth and ninth floors of the building at 13th and E Streets, Washington, just off Pennsylvania Avenue and a short distance from the new Post Office Department and other Government buildings under construction.

The move to larger quarters is a direct result of the growth of the Washington office of Columbia immediately following the acquisition of the 10,000 watt station WJSV at Alexandria, Va. Increased studio and office space, more flexible and complete engineering equipment, plus air-cooling and conditioning equipment and one hundred per cent sound isolation through the use of rock wool are the outstanding improvement features of the new location.

The entire center wing of the 8th floor of the Earle Building has been given over to studio and engineering control equipment. Three studios will offer space for the production of any program of any size which might arise in Washington. The largest of the studios will be two stories high and will be equipped with an observation room for studio guests. The size of the studios and the extent of the equipment being installed will make it possible to handle, as well, any broadcast development of either network or local caliber.

An unique feature will be the construction of a glass enclosed broadcasting booth on the roof of the Earle Building for descriptions of the many activities which occur on Pennsylvania Avenue. In addition, arrangements have been made for the erection of auxiliary transmitting towers and equipment on the roof if and when it becomes necessary.

When completed the office, studio and engineering space will represent the largest and most complete installation of its kind in Washington, it is said.

Easily the most important and modern of the features of the new location is the air-cooling and conditioning equipment to be installed throughout. Thermostatic controls will maintain room temperatures in Summer and Winter, the air being washed and cooled by the most modern and complete equipment available.

Office and studio decorations will carry out the time honored traditions of old Virginia, being done in strict, simple Colonial style - a style employed in the construction and decoration of WJSV's Alexandria offices and studios on the Mount Vernon Memorial Highway.

Frederic William Wile, Columbia's political analyst, whose offices are now with the Columbia offices in the Shoreham Building will also move to the Earle Building space having been provided for him in the new regular Columbia offices.

IS SOCKET RADIO READY?

Again the rumor of radio via the electric light socket bobs up in the following paragraph from the National Whirligig published by the McClure Newspaper Syndicate of New York:

"Electrical insiders say that plans are set to launch special broadcast programs over ordinary electric light circuits. Power companies are only waiting for a propitious moment to make it commercially profitable.

"The new system is planned to give those who want them more highbrow programs than the usual radio stuff. Arrangements with artists and so forth have all been made. Power companies are actually supporting numbers of people in the music field who are simply being held on tap until the hour is ripe."

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LONDON STAGES RADIO SHOW COMEBACK

Maybe radio shows, which in recent years have been comparatively few, are due for a comeback. London staged one last week which had 9 miles of exhibition stands. The British Broadcasting Corporation equipped a radio theatre seating 2,500 persons for demonstrating purposes.

The McMichael Company, manufacturers of receiving sets, produced a "straight" four-valve circuit containing two moving-coil loud-speakers to give good reproduction of both high and low notes.

To reduce current consumption where the listener is dependent on batteries for power, there has been introduced in England a special type of push-pull output stage known as "Class B." Several new battery receivers, therefore, are, it is claimed, capable of giving volume, sound and quality reproduction comparable to all-electric sets. The General Electric Company is showing a six-tube superheterodyne worked on this principle at £16 (about \$72).

The Osram G. E. C. Lamp Company has aroused considerable interest with a range of new Catkin all-metal tubes which are virtually indestructible.

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HYGRADE SYLVANIA OPERATES AT CAPACITY

Hygrade Sylvania Corporation, manufacturer of incandescent lamps, radio tubes, broadcasting equipment and other electronic devices, with plants at Salem, Mass., Emporium, Pa., St. Marys, Pa., and Clifton, N. J., increased its employees by over 1400 between June 17 and August 12. A majority of these employees were added in anticipation of the provisions and requirements of the NRA.

Payroll increases for this eight week period are at the rate of \$1,000,000 yearly, or over 35 per cent.

All plants of the corporation are working at capacity and officials of the company anticipate an unusually active Fall season, stimulated by actual market demands. Present production of both incandescent lamps and tubes is the result of consumer needs rather than an anticipation of price increases, one of the officials of the company said.

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GULF MAKES 4,000 PHONE CALLS TO TEST PROGRAM POPULARITY

Recently four thousand telephone calls were made in eight representative cities by the Gulf Refining Company's advertising department to determine how many listeners were tuned into the "Gulf Headliners" stellar program, according to a statement by the Trade News Division of the NBC.

"What the Gulf people learned only added to the executives' desire to have the program renewed over NBC. Through the courtesy of Gulf's advertising agents, Cecil Warwick & Cecil, the figures have been released", the NBC statement continues.

"70% of the people called in the cities listed below were listening to the "Gulf Headliners." The returns from individual cities follows:

New York	52.8%	Louisville	52.3%
Philadelphia	58.2%	New Orleans	81.3%
Pittsburgh	68.5%	Houston	88.2%
Boston	54.0%	Atlanta	87.6%

The questions asked on the telephone survey were: (1) "Do you have a radio?" - 92.8% answered "Yes". (2) "Is it tuned in?" - 52.5% said "Yes". (3) "To what program are you listening?" 70% said "Gulf Headliners".

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SUES TO STOP BROADCAST

Injunction proceedings were instituted against the American Weekly in the New York County Supreme Court last week on behalf of Miss Bettie MacDonald, who in private life is Mary Elizabeth Young. She is a former musical comedy actress. She also asks \$50,000 damages.

The restraining order is sought to prevent the defendant from broadcasting any of her literary material, particularly that used as a feature serial in the American Weekly.

She states she entered into a contract with the Hearst weekly periodical to write her stage experiences serially, for which she was to get \$1,000 for the first three instalments and \$300 for each chapter, used thereafter. She charges that the defendants were contracting for the serial rights only.

Later she learned through an advertisement in the New York Evening Journal that there was to be a broadcast program entitled "Secrets of the Follies." On Aug. 9, according to her complaint, she listened in on the broadcast and discovered that it consisted of a dramatization of her serial, put on the radio by means of electrical transcription.

The plaintiff charges that the air program interfered with her common law property right in her literary production.

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TO IMPROVE RADIO PROGRAMS

"How many times have you written to a radio broadcaster to criticize his excessive advertising ballyhoo, or the bad taste of his offering?" Deems Taylor writes in Harper's. "How often - and how promptly - do you take the trouble to thank a station for an excellent sustaining program, or to reassure some enlightened commercial sponsor that his interesting and intelligent offering is being heard by people who appreciate it?"

"We self-styled cultivated listeners regard the fan letter with great scorn, and yet it is the only way by which the radio performer, producer, or advertiser can have any notion of what his hearers like or dislike. The fan letter is the ballot; and if you are above casting yours, you must be above complaining if the election goes against your party.

"It is an axiom in radio circles that the better your program, the scantier your fan mail."

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BROADCASTERS' CODE WILL ADD \$1,000,000 TO PAYROLLS

The National Association of Broadcasters Tuesday (August 29) submitted to the National Recovery Administration their code of fair competition for the radio broadcasting industry. It was in the form approved by the Board of Directors of the Association at its meeting in Washington, August 24.

At the same time application was made to substitute the labor and wage provisions of the broadcasters' code for labor and wage provisions of the President's Reemployment Agreement. It is expected that the National Recovery Administration will act promptly upon the application for substitution and that all radio stations of the United States will be under the Blue Eagle within the next few days. Many stations have already signed the President's Reemployment Agreement and are operating under its provisions although the vast majority are awaiting approval of the substituted provisions.

Deputy Administrator Sol A. Rosenblatt, who has been designated to handle the broadcasters' code, indicated that an early date will be fixed for public hearing on the permanent code.

Copies of the code as filed by the Association are being sent to all broadcasting stations.

Briefly, the code provides a forty hour week for all employees, except radio operators and control men who are given a 48-hour week. Special provisions have been made for persons employed on special event programs of public interest. Exceptions as to working hours are made with respect to persons above a certain salary grade who are employed in a managerial or executive capacity (including announcers and production men), outside salesmen, and employees on emergency maintenance and repair work.

Persons under the age of 16 years may not be employed except as talent on programs and then for not more than three hours daily, the hours of employment not to interfere with their schooling.

A differential in salary classification is provided as between stations employing more than 10 regular employees and stations employing less than that number. Minimum pay for broadcast technicians, including radio operators and control men, is fixed at \$20 a week for stations employing more than ten persons and at \$15 a week for stations employing no more than 10 employees. Announcers and program production employees are given a minimum weekly salary of \$20 in the larger stations and \$15 in the smaller stations. For other employees the wage schedules provided in the President's Reemployment Agreement are followed.

The code also provides for equitable readjustments in all pay schedules in line with the spirit of the blanket code and carries the statutory provisions relating to collective bargaining.

A section on trade practices bans "rate chiseling", "song plugging", disparagement of competitors, false coverage claims, and lotteries.

The National Association of Broadcasters is designated as the supervisory agency under the code.

It is estimated that compliance with the code will result in the employment of 720 additional employees, or an increase of 6.5 per cent over the number regularly employed as of July 29, 1933. The total employment would be 3.2 per cent above that of any previous year in the industry's history. Exclusive of equitable readjustments, the amount added to payrolls would exceed \$1,000,000, representing a gain of 4.8 per cent when compared with present payrolls. According to surveys conducted by the Association, there are now approximately 11,000 persons regularly employed in the industry, exclusive of special talent, and the annual payroll is around \$20,900,000.

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NEW RADIO COMMISSION ATTORNEY APPOINTED

Andrew G. Haley, former secretary to Representative Horr, of Washington, was appointed an attorney in the Legal Division, to take the place made vacant by the resignation of Hobart Newman. He will take office September 1, 1933. Mr. Haley is from Tacoma, Washington.

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RADIO COMMISSION SECRETARY GOES POLITICAL

Herbert L. Pettey, Secretary of the Federal Radio Commission has gone to Kansas City to address a meeting of the Young Democratic Clubs of America.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 29, 1933)

KIDO, Boise Broadcasting Station, Boise, Idaho, C.P. to make changes in equipment and install vertical radiator; WBAL, Consolidated Gas & Electric Light & Power Co. of Baltimore, modification of C.P. extending completion date to Aug. 31, 1933; WODX, Mobile Broadcasting Corp., Mobile, Ala., authority to resume operation Sept. 1 instead of Sept. 10; KWFV, Hilo Broadcasting Co., Ltd., Hilo, Hawaii, permission to use 10 watt transmitter for purpose of making field intensity measurements to determine site for transmitter; WBAL, Consolidated Gas & Electric Light & Power Co., of Baltimore, renewal of special experimental authority to synchronize on 760 kc. with WJZ with power of $2\frac{1}{2}$ KW for a period of 3 months from Sept. 1; WILL, University of Illinois, Urbana, Ill., authority to remain silent from Sept. 1 until 3 A.M. Sept. 20, 1933; WKRC, WKRC, Inc., Cincinnati, Ohio, extension of special experimental authority to use 1 KW (500 watts additional) power, to Nov. 1, 1933.

WLBL, State of Wisconsin Dept. of Agr. & Markets, Stevens Point, Wis., and WIND, Johnson-Kennedy Radio Corp., Gary, Ind., renewal of licenses on a temporary basis, subject to such action as the Commission may take on their pending applications for renewal, and designated said application for hearing; KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, license extended on a temporary basis to Oct. 1, 1933, pending receipt and/or action on application for renewal; WEAN, Shepard Broadcasting Service, Inc., Providence, R. I., renewal of license, 780 kc., 250 watts, 500 watts, LS, unlimited time, also granted special temporary authority to operate with additional 250 watts nighttime power for period Sept. 1, 1933 to March 1, 1934; WJAR, The Outlet Co., Providence, R. I., renewal of license 890 kc., 250 watts, 500 watts LS; also granted special temporary authority experimentally to operate with additional 250 watts nighttime power for period Sept. 1 to March 1, 1934; WFLA-WSUN, Clearwater Chamber of Commerce, & St. Petersburg Chamber of Commerce, Clearwater, Fla., special temporary authority to operate with 1 KW power night with directional antenna and $2\frac{1}{2}$ KW daytime.

Also, WPFA, City of Newton, Police Dept., Newton, Mass., modification of C.P. to extend completion date to Sept. 16, 1933; W3XAY, The Atlantic Refining Co., Philadelphia, Pa., modification of C.P. to extend completion date to Oct. 31, 1933; KGUF, Aeronautical Radio, Inc., Dallas, Texas, aviation license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5 kc. day only, 50 watts; W9XAY, Iowa Broadcasting Co., Portable, operating within 10 miles from Des Moines, general experimental license 51400 kc., 5 watts; W6XAU, Wm. Edward Ellis, Portable and Mobile, Fresno, Cal., general experimental license, 51400 kc., 7 watts; Thomas E. Prosser, St. Louis, Ill., renewal of amateur operator's license.

Also, Mackay Radio & Telegraph Co. Palo Alto, Cal.: KNA, modification of license to delete transmitter Serial No. 29166; KNW, Same except transmitter No. 29011; KNG, (Remote control San Francisco), license fixed public point-to-point telegraph, 17140 kc., 20 KW; KWD, same except frequency 8990 kc., 20 KW.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WFLA-WSUN, Clearwater, Fla.; WGBF, Evansville, Ind.; WOBV, Charleston, W. Va.; WOS, Jefferson City, Mo.; WSYR-WMAC, Syracuse, N. Y.; KFRU, Columbia, Mo.; KGBU, Ketchikan, Alaska, and KGE₃X, Pierre, S. Dak.

Ratifications

Action taken August 21: WQOE, Radiomarine Corp. of America, "NOSA CHIEF", Washington, D. C., granted 60 day authority to operate 200 watt tube transmitter aboard vessel "Nosa Chief", frequency range 375 to 500 kc.; Action taken August 22: W6SV, Harry Engwicht, San Jose, Cal., granted special temporary authority to operate station at a location not covered by present license, using remote control at Hotel St. Claire, with transmitter at Rosicrucian Temple, San Jose, Sept. 2 to 4 inclusive; Action taken August 23: WSCS, Radiomarine Corp. of America, "City of Honolulu", Washington, D. C., granted 60 day authority to operate 50 watt tube transmitter aboard vessel; frequency range 375 to 500 kc.

Action taken August 24: KIGW, Iowa Broadcasting Co., Des Moines, Ia., authorized to operate station August 25 to Sept. 2 in connection with Iowa State Fair; frequency 2390 kc., 20 watts; W5BEN, W. Ben Wimberly, Amarillo, Texas, granted special temporary authority to operate amateur station at Tri-State Fair Grounds, Amarillo, August 28 to October 1.; Action taken August 26: KOBM, Mackay Radio & Telegraph Co., "Willpolo", Baltimore, Md., granted 60 day authority to operate 2000 watt spark transmitter aboard vessel, pending receipt of formal application, frequency range 375 to 500 kc.

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