

# BROADCASTERS' NEWS BULLETIN

Reporting accurately and promptly current happenings of special interest to Broadcasting  
Stations in the Commercial, Regulatory, Legislative and Judicial Fields

Issued by

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## THE NATIONAL ASSOCIATION OF BROADCASTERS

Incorporated

NATIONAL PRESS BUILDING  
WASHINGTON, D. C.

Telephone District 9497

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Secretary

June 20, 1931

### CALIFORNIA HERE WE COME !

Arrangements for the first regional meeting of the National Association of Broadcasters to be held at San Francisco, Calif. Tuesday and Wednesday, July 21 and 22, are going forward rapidly.

Every broadcasting station west of the Mississippi River will be invited to send its representatives to the meeting. Members of the Association are urged to write to fellow broadcasters in their states and in that way assist to get out a large crowd for the California meeting.

An attractive program is being arranged which will include speeches by Senator C. C. Dill, Commissioner Harold A. Lafount, Henry Adams Bellows, Don E. Gilman, C. M. Jansky, jr. and others. Much of the time of the two-day meeting will be devoted to open discussions of broadcasting problems, led by members of the NAB committees.

Let's make the first regional meeting a real success! Every NAB member can help by writing to other broadcasters in his state and urging them to attend.

Committee chairmen are reminded that preliminary reports must be in the hands of the Managing Director before July 1.

Members of the Board are reminded that there will be a board meeting at the conclusion of the Pacific Coast meeting.

Executive Committee: William S. Hedges, Chicago, Ill., Chairman, Henry A. Bellows, Minneapolis, Minn., and Frank M. Russell, Washington, D. C. Directors: William S. Hedges, Chicago, Ill.; H. K. Carpenter, Raleigh, N. C.; George F. McClelland, New York, N. Y.; Dr. Frank W. Elliott, Davenport, Ia.; A. J. McCosker, Newark, N. J.; Edgar L. Bill, Chicago, Ill.; A. B. Church, Kansas City, Mo.; J. G. Cummings, San Antonio, Tex.; Don Lee, Los Angeles, Cal.; E. P. O'Fallon, Denver, Colo.; C. R. Clements, Nashville, Tenn.; Henry A. Bellows, Minneapolis, Minn.; John J. Storey, Worcester, Mass.; E. B. Crane, Butte, Mont.; and Leo Fitzpatrick, Detroit, Mich.

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#### PROPOSE AMENDMENT TO G.O. 78

A report entitled "Recent Developments in Electrical Transcription Broadcasting" was submitted to the Federal Radio Commission by Edgar H. Felix, consultant to broadcasting stations, of Ridgewood, N. J., dealing with various phases of the transcription situation. The report points out that it is now possible to make transcriptions delivering a sound range from 30 to 10,000 cycles, to outlet stations. General Order 78, he contends, is so broadly drawn that almost any kind of a recording other than a commercial record falls within its definition and may therefore be designated as "an electrical transcription made exclusively for broadcasting purposes." Many recordings offered to broadcasting stations are merely re-recorded commercial records, having all the quality limitations imposed upon such records in order to adapt them to use with low power home phonographs and light pick-ups. The bona fide electrical transcription is totally unsuited to use on home phonographs. It is rendered in studios especially treated for producing radio program features and directed to record both a wider tone and volume range than can be handled by such instruments. Mr. Felix proposes that General Order 78 be modified to require that any feature announced as "an electrical transcription for broadcasting purposes" be an original rendition recorded for broadcasting only and not merely a by-product or re-recording of commercial features; that the announcement required by General Order 78 be required only at the end of each record or fifteen minute period; that it be a slow speed recording to be reproduced on a turn table revolving approximately 33 1/3 R. P. M. A copy of Mr. Felix' report to the Commission will be sent to each member of the Association within a few days.

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#### NEBRASKA AND INDIANA CENSUS

With the announcement that nearly fifty per cent of the total families in Nebraska have receiving sets, the Census Bureau has made public radio census figures for this state and Indiana. Out of 343,781 families in Nebraska, 164,324, or 47.8 per cent have broadcast receivers. In the state of Indiana out of 844,463 families, 351,540 or 41.6 are equipped with sets. The number of persons per family in Nebraska is 4.0, and in Indiana 3.8.

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#### POLISH RADIO OFFICIAL HERE

Dr. Sigismond Chamiec, director of "Polskie Radjo," Poland's broadcasting system, is in the United States making a study of American broadcasting methods. The Polish system is operated by a private concessionaire of the government. Support is derived from a tax of \$3.36 per set. After observing American practices, Dr. Chamiec declares that advertising support would raise the standards of Polish broadcasting by making better talent available. Plans are already under way in Poland to commercialize radio broadcasting, he asserted.

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#### COMMISSION MAKES RECESS PLANS

Following a busy week, the Commission will declare a summer recess on June 25, if present plans carry. Commissioner Lafount will be the first to leave Washington. He plans a tour of the Fifth Zone and a part of the Third. He will establish temporary headquarters at San Francisco, Calif., during the Regional Meeting of the NAB July 21 and 22. His itinerary was published by the NAB in a recent issue. General Saltzman, chairman of the Commission, has no definite summer plans. Judge Sykes is planning a trip through the Third Zone during August and Judge Robinson is planning to spend most of his time in Washington and at his home in West Virginia although he may decide later to take a trip.

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#### 83 NOW ON CBS NETWORK

From Maine to California, from Florida to Washington will become an actuality with the Columbia Broadcasting System on June 20 when four southeastern stations become affiliated with the network on a permanent basis. Stations WQAM, Miami; WDBO, Orlando; WDAE, Tampa; and WTOG, Savannah, will in the future take network programs regularly for about 15 hours per day, it is announced.

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#### SETS FOR ARMY HOSPITALS

The War Department this week approved the installation of radio receiving equipment in 105 army hospitals located throughout the United States, Panama, Hawaii, Porto Rico and the Philippine Islands. Present plans provide for a central receiving set in each of the hospitals which will be connected by cables to patients' beds.

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#### TRADE ASSOCIATIONS LAUDED

"Trade associations, like many other good things, may be abused but the investigation of the Department of Commerce shows that such abuses have become rare exceptions. Within the last few years trade associations have rapidly developed into legitimate and constructive fields of the utmost public interest and have marked a fundamental step in the gradual evolution of our whole economic life." These are the words of President Hoover in his recent message to the American Trade Association Executives.

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#### NBC ARTISTS SERVICE CHANGES

The National Broadcasting Company this week announced that D. S. Tuthill will become general sales manager of NBC Artists Service. L. J. Fitzgerald becomes manager of Artists Service in Chicago and Rudolph Vavpetich becomes manager in San Francisco.

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## COMMISSION FACES BUSY WEEK

With one week left before the date fixed for Summer recess the Commission faces a heavily loaded docket containing several of the most important cases before that body in years.

The Commission next week will decide the RCA cases, which have grown out of a Federal court decision holding invalid the famous tube clause, and there is a possibility that the high power cases, heard last fall, will also be decided before adjournment on June 25. The time for filing exceptions in the case of the Commission's proposal to amend General Order 7, providing for 50 cycle deviation, expired on June 19. Several miscellaneous letters were filed objecting to the examiner's report in the case. Argument has been heard, of course, in both the RCA and high power cases.

If the Commission desires to clear its docket before the Summer recess, next week will be a banner week in broadcasting regulation. In addition to the cases of major importance there are numerous examiners' reports to be passed upon as well as a great amount of so-called routine work. Among the cases of importance in which examiner's reports have been rendered and in which decisions will probably be given is the "Bob" Schuler case, involving the renewal of license of KGEF, Los Angeles; the WEVD, New York, case, also involving renewal of license; and the WHA-WLBL case, involving the consolidation of two Wisconsin stations, a change in frequency to 900 kc for operation with 5 kw daytime power.

During the recess period it is planned that a majority of the Commission will be on hand at all times to pass upon issues that may present themselves.

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## CONSIDER TRADE AREA DATA

The National Association of Broadcasters and the American Association of Advertising Agencies are sponsoring a proposal to bring about standardization of information relative to trading areas of broadcasting stations. Stations throughout the United States are spending large sums of money annually preparing trade area data which, because of lack of standardization, is of doubtful value to advertising agencies. The proposal will receive further consideration at a meeting of the NAB Commercial Committee this summer and it is expected that it will be ready for submission to the industry early next Fall.

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## DETERMINING STATION COVERAGE

A paper entitled "On the Use of Field Intensity Measurements for the Determination of Broadcast Station Coverage" prepared by C. M. Jansky jr., and S. L. Bailey, radio engineers, for the annual convention of the Institute of Radio Engineers, will be printed in the forthcoming issue of the Proceedings of the IRE.

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*NAB LIBRARY*

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## POPULATION BULLETIN ISSUED

The Bureau of Census has issued its first population bulletin which gives the total population for states and counties, for urban and rural areas, and for incorporated places of 1,000 and over. The bulletin contains 81 pages of figures and may be obtained from the Superintendent of Documents, Washington, D.C., for 15 cents per copy. The radio set census, which has not yet been concluded, is not included in this bulletin.

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## THE MANUSCRIPT QUESTION

Representative Ruth Bryan Owen, Democrat of Florida, believes that public speakers using radio will soon be forced to forego the use of manuscript. Mrs. Owen, who never uses manuscript, says that "the listening public is not going to stand very long for the dead quality in a voice reading the written word. It will demand the freshness of extemporaneous speaking."

"I didn't find it hard to master extemporaneous speaking before the microphone," she says. "As a matter of fact, I found it much easier than I imagine it would be if I used a manuscript. To my mind, it would be impossible to visualize my small, front room audiences if I were paying attention to something printed in front of me."

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## RADIO DATA QUESTIONNAIRE

Members of the NAB are again urged to return promptly the data questionnaire sent out last week by RADIO ADVERTISING. The form of the questionnaire was worked out by and carries the approval of the Radio Committee of the AMERICAN ASSOCIATION OF ADVERTISING AGENCIES and the Commercial Committee of the NAB. It is important that all NAB members indicate their affiliation in answer to the eleventh question on page one of the questionnaire.

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## PRINTING DILL INTERVIEW

Because of the importance of the content and the technique of presentation, the National Association of Broadcasters will print the full text of the interview of Senator C. C. Dill by Martin Codel, Washington radio writer, which was broadcast over a nationwide network last Saturday night. The interview method of presenting political programs is bound to be utilized freely as politicians come more and more to realize its advantages. The copy is now in the hands of the printer.

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## HEDGES PLEADS FOR STABILITY

Broadcasting is no longer a mere promotional activity of concerns interested primarily in the manufacture of flour or radio sets, the operation of a department store or newspaper, but is now recognized as a business, William S. Hedges, president of WMAQ Inc., Chicago, and chairman of the Executive Committee of the NAB, told the Advertising Federation of America in a speech last week.

The one important source of revenue to the broadcasting station is through the sponsorship of programs and "this economic necessity of broadcasting stations has been viewed with suspicion and alarm by other advertising media," he said. "These other media see in the operation of broadcasting stations on a commercial basis additional competition for the advertiser's dollar. The radio industry, however, has contributed millions of dollars in advertising to newspapers, bill boards and magazines. The radio industry will continue to spend millions of dollars each year in advertising appropriations. The sum of money spent by the radio industry in other advertising media goes a long way to offset the amount of money that has been diverted to broadcast advertising.

"The advantages of radio as an advertising medium are numerous. An advertising message tactfully phrased and presented in good taste is most effective since it enters the home as a welcome visitor. In that connection I wish that every advertising man preparing announcements for broadcasting would think of the radio audience as a little family group sitting around the radio set - a family group composed of father, mother, grandparents, and children ranging from the ages of five to thirty. Multiply this little group by thousands or millions if you wish, but think of that group as the recipient of your entertainment and your advertising message. As your spokesman comes into the home through the radio I refer to him as a welcome guest but he will be welcome only so long as he behaves himself and the instant that he oversteps the bounds of propriety he will be instantly ejected by turning the dial.

"The pleasing programs create a good will that cannot be obtained from other media. Did you ever hear of any one buying any product because he was pleased with the art work or typography of the advertisement? Yet there are countless listeners who have been inspired to buy because of gratitude to the sponsor who has brought an especially well liked program to the radio audience.

"The force of economic circumstances has made broadcasting an advertising medium in the United States and advertising has justified the use of this great means of mass communication for such purposes since it has made possible a production of the finest radio entertainment in the world. Millions of dollars have been spent in sending the finest talent in the world to the radio listeners. Such a system is infinitely superior to government operation of broadcasting stations since this would involve great cost to the American public and the possible misuse of radio to serve the interests of the party in power. The sixty million people in the United States are being served and being served well. Their interest, convenience and necessity is held in due regard by the broadcasters because the broadcasters realize that abuse of their privileges will mean instantaneous loss of popularity.

"The fact that broadcasting continues to grow and prosper is the best possible proof that the public is being served. If anything were done to deny broad-

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## HEDGES PLEADS FOR STABILITY (Cont'd)

casting the financial support it now receives it would either fall into the hands of the demagogues and politicians or equally bad, into the hands of propaganda organizations.

"I do not mean to infer that broadcasting has achieved a state of perfection. I believe there is much work to be done in the improvement of the technique of radio advertising and in the technique of program presentation. Great progress has been made in the past and more progress may be expected."

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## SMALL STATION ADVERTISING

Charlotte Geer, radio writer for the Newark, N.J., Evening News, believes "it is possible for a small station, which has to take local advertising to maintain its exchequer, to make its programs so worthwhile that the public will accept the advertising in spite of its horrid directness and still tune in with pleasant expectations."

After citing specific instances, Miss Geer continues:

"We discovered that when you are being genuinely entertained you don't get ruffled by the advertisements the way you do when they are sandwiched between material that is only trying to pass as entertainment. You accept the advertising just as you do the advertising on the major chain programs. It is not paramount. It is the thorns which prick a little, but do not keep you from garnering the rosebuds."

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## MAY DECIDE RCA CASES MONDAY

There is a possibility that the so-called RCA cases, involving the application of Section 13 of the Radio Act of 1927, will be decided by the Commission early next week, perhaps Monday.

Testimony and argument in the cases in which the National Broadcasting Company, RCA Communications Inc., RCA Victor Company and Radiomarine Corporation appeared as applicants for renewal of some 1409 broadcasting, communication and experimental licenses were heard by the Commission sitting en banc this week. Among the witnesses were W. A. Winterbottom, vice president RCA Communications Inc.; M. H. Aylesworth, president of NBC; T. M. Stevens, general superintendent of Radiomarine Corporation; and E. E. Schumaker, president of RCA Victor.

Opposition to renewing licenses to the applicants, on the theory that Section 13 of the radio act has been violated through the action of the Radio Corporation of America by inserting the famous tube clause in its licensing agreements, was represented by Oswald F. Schuette, head of the Radio Protective Association; Congressman Frank E. Reid of Illinois, who appeared for the "public"; Edward Nockels, representing the Chicago Federation of Labor, and Elisha Hanson, representing the Journal Company, WTMJ, Milwaukee, Wis., which station is an applicant for the facility of Station WENR, Chicago, recently acquired by the NBC. The RCA and its subsidiaries were represented by Louis Titus, Col. Manton Davis, A. L. Ashby and Frederick B. Leuschner.

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## CEASE AND DESIST ORDERS

The Federal Trade Commission announced today that during the month of May orders to cease and desist were issued in the following cases:

Misbranding - 1576, NuGrape Company of America, Atlanta, manufacturer of a syrup designated "NuGrape"; 1775 - Ben-Burk, Inc. Boston, dealer in malt syrup products; 1843 - Canada's Pride Products Co. Inc. New York, dealer in malt syrup products.

Resale Price Maintenance - 1688 - Coty, Inc. New York, importer and dealer in toilet preparations. Falsely Claiming Curative Properties - 1691 - Colloidal Chemists, New York, manufacturer of a compound designated "Viaderma", and "infiltrating oxygen reducing cream" alleged to remove excess fat from any part of the body.

Passing Off of Name and Goods - 1876 - DeBestt Chemical Co. Chicago, distributor of a spurious pharmaceutical designated "Mercurochrome H.W.D. 2 per cent Solution. Falsely Claiming to be Manufacturer - 1887 - Grand Rapids Upholstery Co. New York, dealer in furniture. Selling Below Cost to Suppress Competition - 1894 - Noma Electric Corporation, New York, manufacturer of Christmas tree lighting units.

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## NINE APPEALS PENDING

During the month of June, nine cases were appealed from the decision of the Commission to the Court of Appeals of the District of Columbia. Four of these cases involve renewal of licenses of stations. Three raise the question of increased hours of operation or increases in power of existing stations. One involves the denial of an application for a new station in Pennsylvania, and another is an appeal from a decision granting an application for a change in assignment which was appealed by a respondent.

The following appeals are pending: Keystone Broadcasting Corporation (WCOD) Harrisburg, Pa. v. F.R.C. Docket 5413, Notice of appeal filed June 3; John B. Brahy, (WLBX) Long Island City, N. Y. v. F.R.C. Docket 5414, Notice of appeal filed June 3; WHB Broadcasting Co. (WHB) Kansas City, Mo. v. F.R.C. Docket 5416, Notice of appeal filed June 4; Pioneer Broadcasting Co. Greensburg, Pa. v. F.R.C. Docket 5417, Notice of appeal filed June 4; Norman Baker (KTNT) Muscatine, Iowa, v. F.R.C. Docket 5418, Notice of appeal filed June 5, (Petition for stay order granted and rescinded); W. E. Riker (KFQU) Holy City, Calif. v. F.R.C. Docket 5422, Notice of appeal filed June 9 (Petition for stay order granted); Woodmen of the World Life Insurance Association (WOW) Omaha, Nebraska, v. F.R.C. Docket 5425, Notice of appeal filed June 10; Kunsky-Trendle Broadcasting Corporation v. F.R.C. Docket 5426, Notice of appeal filed June 11; KFQW, Inc. (KFQW) Seattle, Wash. v. F.R.C. Docket 5427, Notice of appeal filed June 11 (Petition for stay order granted).

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## JANSKY OUTLINES PROBLEMS

The diligence of commercial broadcasters, the arguments for and against high power, and the shortcomings of General Orders 92 and 102 were discussed by C. M. Jansky, consulting radio engineer, Washington, D. C. in an address before the Institute for Education by Radio at Columbus, Ohio, last week.

"I speak as the result of sole eleven years' intimate and constant contact with the problems of educational broadcasting stations, commercial broadcasting stations, and the problems of radio regulation, when I state that the basic reason why the most desirable radio broadcast station assignments are occupied by so-called commercially owned stations is the fact that the owners of these stations were more far-sighted, more aggressive, and more willing to finance stations than our educators," Prof. Jansky said.

"One hears frequently such statements as 'There are not enough cleared channels,' or from others the conclusion that 'There are too many cleared channels,' or 'Cleared channels should be abolished altogether.' Frequently those who make such statements do not appreciate that such pronouncements involve questions of public policy determining what groups of people should have service and what groups should not. To illustrate, because of heterodyne interference at night, the service ranges of regional and local stations are severely limited. On the other hand, clear channel stations will be listened to at far greater distances, particularly by those not close to any station. It therefore follows that in general, listeners considerably removed from broadcasting stations such as many in rural districts, secure practically all of their night time reception from distant cleared channel stations. Now if cleared channels were eliminated and regionals or locals substituted, obviously these stations would be in towns. Therefore, those who argue that cleared channels should be eliminated and duplicated channel assignments substituted, are knowingly or unknowingly arguing that in general remote rural communities are entitled to less night time service, and urban communities are entitled to more. A similar consideration of the mechanics of broadcast transmission will show that, assuming we are to have forty cleared channels as at present, an increase in power of all clear channel stations to 50 KW will result in far greater benefit than damage on the basis of reasonable assumptions with respect to coverage. On the other hand, it can be shown that from an engineering standpoint there are instances where there is little technical justification for keeping a channel clear at night for a station of only 5 KW power."

"The most recent and most important Commission interpretations of the Davis Amendment are General Orders 92 and 102. These orders, among other things, set forth a unit system which places particular unit values on stations using various power assignments, then on the basis of an arbitrary assumption with respect to the total number of units available for operation without interference the Commission has determined which zones and states are over quota and which are under quota. It is not my purpose to condemn the passage of General Orders 92 and 102. It must be remembered that the passage of the Davis amendment imposed an exceedingly difficult interpretative duty upon the Commission. However, since these orders purport to be correct interpretations of the Davis amendment and since the enforcement of these orders is bound to stand in the way of changes in broadcast assignments which from an engineering standpoint might be highly desirable, it is essential that we make some effort to determine just what the quota system measures, if anything."

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#### ASSOCIATED SENDS OUT WARNING

Pointing out that the use of commercial records for sustaining programs and electrical transcriptions for sponsored programs is increasing daily and with the danger of innocent infringement, the Associated Music Publishers Inc., which control copyright privileges for thousands of musical works, is now warning broadcasting stations against the unlicensed use of their numbers. Numbers controlled by Associated are not covered by a license from the American Society of Composers, Authors and Publishers. Among leading foreign publishers whose copyrights, including performing rights, which Associated controls in the United States are Breitkopf and Hartel, Leipzig; Bote and Bock, Berlin; Schott's Sohne, Mainz; Simrock, Leipzig; and Universal Edition, Vienna. Among numbers now popular, which Associated claims it has a right to restrict are: "To Whom It May Concern," "The Peanut Vendor," "Headin' For Better Times," "I Got Rhythm," "One More Time," "China Boy," "Little Cafe In Calais," "When I Take My Sugar To Tea," and "This Side of A Country Lane." The networks, it is understood, have made arrangements with Associated for use of their music in network programs but stations not licensed by Associated are cautioned against the use of any numbers controlled by this company.

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#### SPRY SEES CONFUSION HERE

Graham Spry, chairman of the Canadian Radio League, after a visit to the United States sees American broadcasting in a muddled state - almost as unsettled as that of his own country. "The one clear impression of American broadcasting is that the commercial interests, especially the two networks, are all-powerful, able and keenly alert to criticism," he says in a special article written for the Radio News Bureau. "They know exactly what they want and how to get it. The floundering of their critics, proposing contradictory cures for objectionable advertising, or seeking the increased use of radio channels for educational purposes, is the opposite of the Canadian controversy over the definite proposals of the Royal Commission recommending nationalization. The last solution that the average American will suggest is the formation of a government broadcasting company." Mr. Spry sees a decided difference between the problems in this country and those in Canada when it comes to laying down a definite national policy.

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#### CANADIAN CASE UNDECIDED

Broadcasters in the United States are watching with interest for the decision of the Canadian Supreme Court which now has before it the question of whether the supremacy of federal or state control over broadcasting is supreme. The case has been argued and is now submitted.

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#### WEBER AGAIN MUSICIANS' HEAD

Joseph W. Weber was reelected president of the American Federation of Musicians at the 36th annual convention at Chattanooga last week. He was unopposed. Charles L. Bagley, California, defeated James C. Petrillo president of Chicago local, for vice president. W. J. Kerngood, Newark, N.J., was elected secretary. The union decided to continue its advertising campaign against canned music. Los Angeles was selected as the 1932 meeting place.

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#### JULY RENEWAL REMINDER

Present licenses for stations operating on the frequencies of 550, 560, 570, 580, 590, 600, 610, 620, 630, 780, 880, 890, 900, 920 kc will expire at 3 a.m. E.S.T., September 1. Under the terms of General Order 114, promulgated May 15, applications for renewal of license must be filed so as to be received at the office of the Supervisor of Radio in charge of the station district no later than July 1. All members of the NAB who are affected by this regulation have been advised of this filing date by letter. This notice is being given as a reminder that there is only a short time left to comply with the General Order.

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#### LAFOUNT FINDS MUCH INTEREST IN TELEVISION

Leaders in the radio industry are in accord on the question of television being made practical within the next year, according to a statement issued this week by Commissioner Harold A. Lafount. In spite of this opinion, the Commissioner himself does not personally believe that the public will benefit by the experiments which are now being conducted for a period of several years. Mr. Lafount further stated that there was evidence of a real public interest in television as indicated by the increasing number of applications which are being received at the Commission for experimental frequencies to be used in sight transmission. One important factor that has aided considerably in the development of television experiments is the standardization of transmission, according to the information given out by the Commissioner. The recognized standard picture is now one of 60 lines with 20 pictures per second, eliminating much of the "flicker" and producing a picture to be compared to newspaper halftone.

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#### FURTHER TELEVISION EXPERIMENTS

During the current week, the Commission took action on two applications which involved further experimentation in television. The Journal Company, Milwaukee, Wis., station W9XD, was granted a modification of an existing construction permit to allow the use of additional frequencies in the television band, and an extension of completion date on the station construction to Sept. 18th. The Commission sustained the recommendation of Examiner Walker in his report covering the granting of a 500 watt television construction permit to Don Lee, Inc., Los Angeles, Calif. The frequencies authorized for use by this grant are 2100 to 2200 kc and 2850 to 2950 kc with unlimited time.

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## PROPOSE SHORT WAVE SYSTEM

Plans for a world wide short wave broadcasting service on short waves are seen in the proposed merger of Aviation Radio Corporation, New York, and Short Wave and Television Corporation, also of New York. The proposal is now before the Commission as a result of a special hearing before Chief Examiner Yost on June 12. The Aviation company operates Station WRNY, New York, and the Short Wave corporation operates Station W2XAL. The hearing was on an application for extending the completion date of W2XAL, the construction of another short wave station, and removal of the station to Boston. The channels 6,040, 11,800, 22,250, and 21,460 kc are sought. No report has as yet been issued.

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## ROOSEVELT URGES ADVERTISING

Expressing emphatically his belief in advertising, Governor Franklin D. Roosevelt, of New York, told the Advertising Federation of America in New York last week, that advertising is badly needed for National, State, City and County governments. "You are a very integral part, individually and collectively, of the social and economic life of our nation," the Governor said. "You can do much to raise our standards and at the same time you can do much by telling the truth. At the same time yours is a great responsibility, for during the past two years we have come to understand the dangers of overproduction - the danger of making people buy things which they do not want or need - and the necessity of planning on a national scale to avoid a recurrence of our present troubles."

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## COURTS CONFUSE COPYRIGHT

Two federal courts in two different jurisdictions decided two copyright cases in two different ways last week. The question before both courts was whether an unauthorized exhibition of a copyrighted motion picture constitutes an infringement of copyright. Judge James M. Morton of the District Court for the District of Massachusetts, decided that the copyright statute does not give the owner of a copyrighted film a right of action for infringement based on the unauthorized showing of a film and Judge William C. Coleman of the District Court for the District of Maryland, arrived at the opposite conclusion. All of which goes to show that even jurists may honestly disagree upon the rights of copyright owners.

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## PAUL SPEARMAN RECUPERATING

Paul D. P. Spearman, assistant general counsel of the Commission, is recuperating from an operation at the Episcopal Eye, Ear, Nose and Throat Hospital in Washington. Mr. Spearman's condition is reported as satisfactory by hospital attendants, and continued improvement is expected.

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HEARING CALENDAR

The following hearings are scheduled for the week commencing Monday, June 22, 1931. All hearings commence at 10 a. m.

MONDAY, JUNE 22, 1931

K G H L	Northwestern Auto Supply Co.	C. P.	950 kc	1 KW - 2 KW LS
	Billings, Montana		Unlimited time	

TUESDAY, June 23, 1931

W O B T	A. F. Tittsworth	C. P.	1310 kc	100 W
	Union City, Tennessee		Unlimited time	250 W LS

Requests authority to move transmitter and studio to Jackson, Tenn.

Present assignment: 1310 kc 100 W  
250 W LS

K T S L	C. A. Houseman	C. P.	1310 kc	100 W
	Shreveport, Louisiana		Unlimited time	

Requests authority to move transmitter and studio to Laurel, Mississippi.

Present assignment: 1310 kc 100 W  
Shares time with Station KRMD

K R M D	Robert M. Dean	Ren. of Lic.	1310 kc	100 W.
	Shreveport, Louisiana		Shares time with K T S L	

WEDNESDAY, June 24, 1931

W M B C	Michigan Broadcasting Co.	2 applications		
	Detroit, Michigan	C. P.	1420 kc	100 W.
			Unlimited time	250 W. LS

Requests authority to move from Woodward & Adelaide Sts. to 7310 Woodward Ave. Detroit, Michigan.

Ren. of Lic. 1420 kc 100 W.  
Unlimited time 250 W. LS

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HEARING CALENDAR (Continued)

WEDNESDAY, June 24, 1931 (continued)

W9XAA Chicago Federation of Labor C. P. 2750 to 2850 500 W.  
Chicago, Illinois  
Present assignment: 2750 to 2850 kc  
1 KW

THURSDAY, June 25, 1931

W A A T Bremer Broadcasting Corp. Mod. of Lic. 930 kc 250 W.  
Unlimited time  
Present assignment: 940 kc 300 W.  
Daytime until 6 p.m. E.S.T.

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DR. JOLLIFFEE RETURNING

Dr. C. B. Jolliffe, chief engineer of the Federal Radio Commission, and other delegates to the Copenhagen meeting of the C. C. I. R. will return to the United States next week. The meeting concluded more than a week ago with little of major importance accomplished.

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TELEVISION FOR HOME SEEN

M. H. Aylesworth, president of the National Broadcasting Company, predicted in a speech prepared for delivery before the National Electric Light Association, that home television will be available for the home within a comparatively short time. Within a year, he said, the NBC will install a transmitter in the new RCA building in New York and another on the Pacific Coast. "Of one thing we are now certain," he stated, "and that is that the era of television has definitely dawned."

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EDUCATION PROCEEDINGS READY

Proceedings of the first annual assembly of the National Advisory Council on Radio in Education are being published and will soon be ready for distribution. The book is being printed by the University of Chicago Press. It is yet too early to know what the exact price will be. Broadcasters will find in the published proceedings of the Council a veritable wealth of valuable material on this live subject of radio and education. Members desiring copies should communicate immediately with Mr. Levering Tyson, Director, National Advisory Council on Radio in Education, 60 East 42d Street, New York, N. Y.

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June 20, 1931

## ACTION ON EXAMINERS REPORTS

The following action was taken on Examiners Reports by the Commission during the current week:

Ex. Rep. No. 113 WRBT	Wilmington Radio Ass'n Inc. Wilmington, North Carolina	Denied C. P. to change frequency to 1320 kc and increase power to 1 KW, sustaining Examiner Yost.
Ex. Rep. No. 114 W D A Y	WDAY, Inc. Fargo, North Dakota	Denied C. P. to increase power to 1 KW unlimited time, sustaining Examiner Pratt.
Ex. Rep. No. 149 W F I	Strawbridge & Clothier Philadelphia, Pa.	Denied mod. of lic. and C. P. to increase power to 1 KW, reversing Examiner Yost.
Ex. Rep. No. 154 W O A X	Franklyn J. Wolff Trenton, New Jersey	Denied C. P. to move station from Trenton to near Camden, N. J. sustaining Examiner Pratt.
Ex. Rep. No. 156 K G K L	KGKL, Inc. San Angelo, Texas	Denied C. P. to operate with 100 watts, unlimited time on 1370 kc, reversing Examiner Hyde.
Ex. Rep. No. 165 NEW	Charles S. Andrews Charlotte, North Carolina	Granted motion to withdraw application for C. P. for a new station to operate on 920 kc, 1 KW, unlimited time, sustaining Examiner Yost.
Ex. Rep. No. 181 NEW	Don Lee, Inc. Los Angeles, California	Granted C. P. for experimental television service, to use 2100 to 2200 and 2850 to 2950 kc bands, with 500 watts power, unlimited time; sustaining Examiner Walker.
Ex. Rep. No. 120 W Q B C	Delta Broadcasting Co. Vicksburg, Mississippi	Granted C. P. to increase day power from 300 to 500 watts, reversing Examiner Pratt and reversing Commission's action of May 15, 1931.

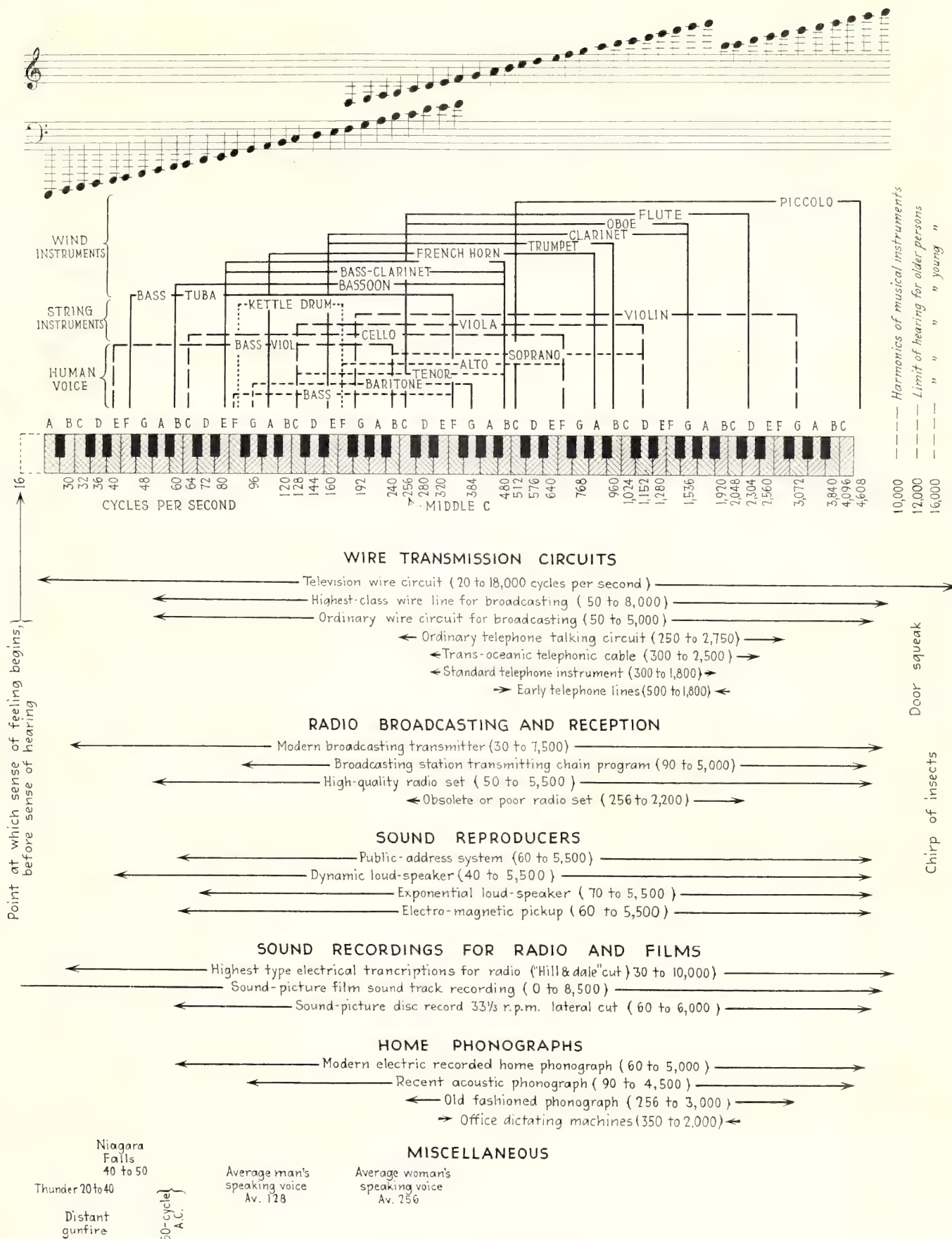
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## ELECTRONICS CHART

The chart of sound frequency characteristics attached to this copy of the BULLETIN was furnished through the courtesy of O. H. Caldwell, editor of ELECTRONICS and former Federal Radio Commissioner. Members of the NAB will find the chart interesting and instructive.

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# Electronics' Chart of Sound Frequency Characteristics



June 20, 1931

# APPLICATIONS GRANTED

The following applications were granted by the Commission at its sessions during the current week:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>NATURE OF GRANT</u>
W C A X	The University of Vermont Burlington, Vermont	Granted consent to voluntary assignment of license to the Burlington Daily News, Inc.
W C A X	The Burlington Daily News, Burlington, Vermont	Granted C. F. to move transmitter and studio locally in Burlington; make changes in equipment to conform to G.O. 111 and 115.
W J B W	C. C. Carlson New Orleans, Louisiana	Granted C. F. to test only, to move transmitter to location to be determined; move studio locally in New Orleans; install new equipment to conform to G.O. 111 and 115.
K F X D	Frank E. Hurt c/o as Service Radio Co. Nampa, Idaho	Granted C. F. to install new equipment decreasing maximum rated power of equipment to 100 w. and increase operating power to 100 w. and drop name "Service Radio Co."
K V O O	Southwestern Sales Corp. Tulsa, Oklahoma	Granted mod. of lic. to increase hours of operation from sharing with WAPI to simultaneous operation with WAPI, share with WAPI at night.
W H K	Radio Air Service Corp. Cleveland, Ohio	Granted authority for measuring antenna input.
K T W	First Presb. Church of Seattle Seattle, Washington	Granted mod. of lic. to change frequency from 1270 to 1220 kc.
K O L	Seattle Brdcstg Co. Inc. Seattle, Washington	Granted mod. of lic. to change time from sharing with KTW to unlimited.
K F I	Earle C. Anthony Inc. Los Angeles, Calif.	Granted authority to continue testing 10 days beginning June 15th.
W C B A	Rev. B. Bryan Musselman Allentown, Pennsylvania	Granted mod. of lic. to use transmitter of WSAN as an auxiliary at new location authorized in C. F.
W B E O	Chas. C. Macleod Marquette, Michigan	Granted consent to voluntary assignment of C. F. to The Lake Superior Brdcstg Co.
W G Y	General Electric Co. Schenectady, New York	Granted permission to operate auxiliary transmitter in building 40 Schenectady works on July 17, while certain technical improvements are being made in main trans.

June 20, 1931

#### PERMIT APPLICATIONS GRANTED

During the current week the Commission granted applications for construction permits to the following stations authorizing the installation of new transmitters or changes in present equipment: WBBL, Richmond, Va.; KGEK, Yuma, Colo.; KFWF, St. Louis, Mo.; KFLX, Galveston, Texas; KUSD, Vermillion, S. D.; KMPC, Beverly Hills, Calif.; KJBS, San Francisco, Calif.; WMBQ, Brooklyn, N. Y.; K F J D, Anchorage, Alaska.

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#### LICENSE APPLICATIONS GRANTED

During the current week the Commission granted applications for license covering previously authorized construction permits to the following stations: WNBR-WGBC, Memphis, Tenn.; WICC, Bridgeport, Conn.; WBZA, Boston, Mass.; KPOF, Denver, Colo.; KGNO, Dodge City, Kansas; KFJB, Marshalltown, Iowa; WTAR, Norfolk, Va.; WFDV, Rome, Ga.; KXRO, Aberdeen, Wash.

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#### APPLICATIONS DISMISSED

The following applications were dismissed by the Commission at the request of applicants:

K S O	J. Callaway and Harry Dahl Clarinda, Iowa	C. F. 1380 kc, 500 w.
K S O	Berry Seed Company Clarinda, Iowa	Vol. assignment of license 1380 kc, 500 w.

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#### APPLICATIONS DENIED

The following applications, heretofore designated for hearing by the Commission, were denied because applicants failed to enter their appearance:

NEW	Dothan Brdcstg Co. Inc. Dothan, Alabama	C. F. 1310 kc, 100 w.
W W A E	Hammond Calumet Brdcstg Corp. Hammond, Indiana	Mod. of lic. 1200 kc, 100 w.
NEW	Los Angeles Harbor Radiophone Wilmington, California	C. F. 1660, 2524, 1708 kc. 75 w.
NEW	A. E. Augerson, jr. Dyersburg, Tennessee	C. F. 1604 kc, 7½ watts.
NEW	Ferkins Bros. Co. Sioux City, Iowa	C. P. 2100 kc, 1 KW.

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June 20, 1931

## EXAMINERS' REPORTS

In re application of Jenny Wren Company, Lawrence, Kansas, (WREN) for construction permit to increase day power to  $2\frac{1}{2}$  KW daylight and move transmitter to a point in Wyandotte County, Kansas, 22 miles from Lawrence and 17 miles west of Kansas City, Missouri. Docket 1044. Report 183. Examiner Hyde recommends denial of application.

In re application of G. L. Burns, Brady, Texas, for construction permit to erect new station on 1500 kc with 100 watts and unlimited time. Docket 1213. Report 185. Examiner Yost recommends denial of application.

In re application of L. B. Wilson, Inc. Covington, Kentucky, (WCKY) for modification of license to increase hours of operation to unlimited time. Docket 1108. Report 186. Examiner Walker recommends motion to dismiss and deny the application be granted, as the application is contrary to General Order 102.

In re application of Thomas F. Harkins, Upper Darby, Pa. for construction permit to erect a new station for operation on 900 kc with daytime operation with 11 to 12:30 p.m. on Sundays excepted. Docket 1127. Report 187. Examiner Hyde recommends denial of application.

In re application of North Shore Church, Chicago, Illinois (WPCC) for modification of license to increase hours of operation to 19 hours weekly. Docket 1147. Report 188. Examiner Yost recommends granting of application and authorization of station WIBO to use all the remaining hours on this assignment.

In re application of Italian Educational Broadcasting Co. Inc. New York, N. Y. (WCDA) for construction permit to increase operating power to 1 KW. Docket 1047. Report 189. Examiner Pratt recommends denial of application.

In re application of G. L. Johnson, Texarkana, Arkansas, for construction permit to erect a new station on 1500 kc with 100 watts and share time with KGKB. Docket 1178. Report 190. Examiner Pratt recommends application be denied as in the case of default.

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SIR JOHN C. W. REITH HOME

Sir John C. W. Reith, director general of the British Broadcasting Corporation, returned to Great Britain still holding firmly to the belief that a government-owned monopoly of broadcasting is superior to the American system. American broadcasters would be better off, he declared, if there were "fewer broadcasting stations, less competition and not so much dependence upon the sponsor." Sir John is as thoroughly convinced that the British plan is superior to the American system as Senator Dill is convinced that the American plan is superior to that which obtains in Great Britain and other European countries. Sir John has been visiting in the United States and Senator Dill has been visiting in Europe. Both are now at home.

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June 20, 1931

APPLICATIONS SET FOR HEARING

The following applications were designated for hearing by the Commission at its sessions during the current week:

NEW	George G. Spratt Coatesville, Pennsylvania	Requests C. P. for new station 1210 kc, 100 watts, unlimited time.
NEW	H. Carlton Henry Adrian, Michigan	Requests C. P. for new station, 1200 kc, 100 watts, daytime hours.
NEW	John E. V. Jasper Baton Rouge, Louisiana	Requests C. P. for new station 1420 kc, 50 watts, share with WJBO; also to use portable to test for location.
NEW	Jas. F. Hopkins Inc. Detroit, Michigan	Requests C. P. 1420 kc, 100 watts, night 250 watts, LS, unlimited time.
NEW	John E. V. Jasper Lafayette, Louisiana	Requests C. P. 1210 kc, 50 watts share with KWEA; also to use portable to test for lo- cation.
NEW	Jacob L. Pete Ely, Minnesota	Requests C. P. 1200 kc, 100 watts night 250 watts, LS, share with KGDE.
NEW	Zanesville Radio Brdcsng Corp. Zanesville, Ohio	Requests C. P. 1210 kc, 100 watts, unlim- ited (facilities of WALR).
NEW	Edw. H. Bragg, L. F. Bragg, J. C. Agnew and Albert H. Marshall, d/b as Plattsburg Broadcasting Co. Plattsburgh, New York	Requests C. P. 1310 kc, 100 watts half daytime only. (Requests facilities of WBGF in terms of quota units only).
K L R A	Arkansas Broadcasting Co. Little Rock, Arkansas	Requests mod. of lic. to change hours of operation from sharing with KUOA to un- limited.
K G B Z	Dr. Geo. R. Miller York, Nebraska	Requests mod. of lic. to change hours of operation from sharing with KMA to un- limited.
W A A T	Bremer Broadcasting Corp. Jersey City, New Jersey	Requests mod. of lic. to change frequency from 940 to 930 kc; change power from 300 watts to 250 watts increase hours of opera- tion from daytime to 6 p.m. to unlimited.

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The application of WKBC, R. B. Broyles Furniture Company, Birmingham, Alabama, was granted to move transmitter locally in Birmingham and erect a new antenna.

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June 20, 1931

APPLICATIONS RECEIVED

The following applications were received by the Commission during the current week:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
K C R C	Enid Radiophone Co. Enid, Oklahoma	1370	----	C. P. move transmitter and studio to (transmitter) Willow & Kennedy Sts. (studio) Broadway & Washington, Enid, Okla. and to install new equipment.
K C R C	Chemplin Refining Co. Enid, Oklahoma	1370	----	Voluntary assignment of license to Enid Radiophone Company.
K G F L	W. E. Whitmore Raton, New Mexico	1370	----	Voluntary assignment of license to KGFL Incorporated.
W T A G	Worcester Telegram Pub. Worcester, Mass.	580	----	C. P. install auxiliary transmitter at 20 Franklin Street, Worcester, 150 watts.
W C G U	United States Broadcasting Co. Brooklyn, New York	1400	1300	Mod. of lic. to share time with Stations WHAP, WHAZ and WBBR (facilities of WEVD).
W C A E	Kaufman & Baer Co. Pittsburgh, Pennsylvania	1220	----	Voluntary assignment of license to WCAE, Inc.
NEW	Community Broadcasting Co. Toledo, Ohio	---	1500	C. P. erect new station; 100 watts and unlimited time.
W G A R	WGAR Broadcasting Co. Cleveland, Ohio	1450	----	Mod. of C. P. to extend completion date to 8/1/31.
NEW	Dr. F. P. Cerniglia Monroe, Louisiana	----	1500	C. P. erect a new station 100 watts, unlimited time.
W C A L	St. Olaf College Northfield, Minnesota	1250	----	Mod. of C. P. to move transmitter locally.
NEW	Inland Empire Brdctg Corp. Moscow, Idaho	---	1420	C. P. amended; share with KGKX.

June 20, 1931

APPLICATIONS RECEIVED (Continued)

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
NEW	Keith C. Mathis & J. E. Smith Montezuma, Georgia	----	1390	C. P. erect new station 20 watts; daytime.
W I S N	Evening Wisconsin Co. Milwaukee, Wisconsin	1120	----	Mod. of lic. increase power to 500 watts.
W B E O	Charles C. MacLeod Marquette, Michigan	1310	----	Mod. of C. P. change trans- mitter and studio location to 146 West Washington St.
K G B U	Alaska Radio & Service Company Inc. Ketchikan, Alaska	900	----	C. P. amended; move trans- mitter to location to be determined.
W R D O	Albert S. Woodman Augusta, Maine	1370	----	Voluntary assignment of C. P. to WRDO, Inc.
W S P A	Voice of South Carolina Spartanburg, S. C.	1420	----	Mod. of C. P. move trans- mitter and studio to N.W. corner Avant & Ravenel Sts. Spartanburg, S. C.; extend commencement and comple- tion dates.
K L R A	Arkansas Broadcasting Co. Little Rock, Arkansas	1390	----	C. P. move transmitter to near No. Little Rock, Ark. and studio to Albert Pike Hotel, Little Rock, Ark.
W R B Q	J. Pat Scully Greenville, Mississippi	1210	----	C. P. to make changes in equipment.
NEW	Dr. S. A. Lutgen Wayne, Nebraska	----	1310	C. P. to erect new station; 250 watts, daytime.
NEW	Noble Bros. Broadcasters Springfield, Missouri	----	1500	C. P. resubmitted; increase power to 50 watts; change hours to sharing with KGIZ.
W J D X	Lamar Life Insurance Co. Jackson, Mississippi	1270	----	Direct measurement of an- tenna input.
W M B A	LeRoy Joseph Beebe Newport, Rhode Island	1500	----	C. P. to install new trans- mitter.
W L B Z	Maine Broadcasting Co. Bangor, Maine	620	----	C. P. to make changes in equipment.

June 20, 1931

APPLICATIONS RECEIVED (Concluded)

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
W C O A	City of Pensacola, Florida Pensacola, Florida	1340	----	Mod. of C. P. move transmitter locally, install new transmitter and extend commencement and completion dates.
W B A A	Purdue University W. Lafayette, Indiana	1400	----	Direct measurement of antenna input to determine license power.
NEW	Roswell E. Howe Wailuku, Hawaii	----	1210	C. P. to erect new station; 100 watts; unlimited time.
NEW	L. I. Hall & E. T. Hall Canton, North Carolina	----	1310	C. P. amended to request to share time with Station W R O L.
W A B C - W B O Q	Atlantic Broadcasting Corp. New York, N. Y.	860	----	Mod. of C. P. to extend completion date to 9/15/31.
W J K S	Johnson-Kennedy Radio Corp. Gary, Indiana	1360	560	C. P. move transmitter and studio to locations to be determined, Lake County, Ind.; install new transmitter; change power to 1 KW; unlimited (facilities of Stations WIBO and WPCC).
K O H	Jay Peters, Inc. Reno, Nevada	1380	----	Mod. of lic. to change name to The Bee, Inc.
K P P C	Pasadena Presbyterian Church Pasadena, California	1210	----	C. P. for change in equipment.

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LICENSE APPLICATIONS RECEIVED

During the current week the Commission received applications for license covering construction permits which had previously been authorized by Commission action from the following stations: WHIS, Bluefield, West Virginia; WBEO, Marquette, Mich.; KGMB, Honolulu, T. H.; KGDM, Stockton, Calif.; WLCI, Ithaca, N. Y.; WFDW, Anniston, Ala.; KFBK, Sacramento, Calif.

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