

# BROADCASTERS' NEWS BULLETIN

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

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## THE NATIONAL ASSOCIATION OF BROADCASTERS

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July 4, 1931

## REGIONAL MEETING ATTRACTS

Indications are that one hundred broadcasting stations will be represented at the Regional Meeting of the National Association of Broadcasters which will be held at San Francisco, Calif. Tuesday and Wednesday, July 21 and 22, 1931.

Members are urged to make their hotel reservations early due to possible congestion because of other conventions being held in San Francisco at the same time.

The program has been completed and copies will be mailed to all stations west of the Mississippi River next week.

The opening session of the Meeting will be held at 9:30 o'clock Tuesday morning. An afternoon session, commencing at 2:00 o'clock will be devoted to open discussion of general broadcasting problems. Wednesday's sessions will begin at 9:30 o'clock in the morning and an afternoon session, commencing at 2:00 o'clock will again be devoted to general discussion. A meeting of the Board will be held Tuesday afternoon.

The Meeting will be concluded with a banquet on Wednesday night entertainment for which will be furnished by the San Francisco broadcasting stations.

The tentative itinerary of the Managing Director is as follows: Chicago, July 8; Milwaukee, July 9; Seattle, July 14; Portland, July 17; San Francisco, July 19, 20, 21, 22, 23; Los Angeles, July 24; Salt Lake City, July 26; Denver, August 4; Kansas City, August 8; St. Louis, August 9; and Washington, August 11.

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. Craney, Butte, Mont.; and Leo Fitzpatrick, Detroit, Mich.

July 4, 1931

## PALEY SPEAKS OVER BBC

The American and British broadcasting systems were contrasted by William S. Paley, president of the Columbia Broadcasting System, in an address over the British Broadcasting Company's net work recently. He said in part:

"I believe that each country is bound to have broadcasting it deserves, which is another way of saying the 'broadcasting that is adapted to its needs'. Your system, thanks largely to the wise policy of the B.B.C. has been eminently successful. Our system, competitive and therefore commercial, has been found just as successful. In each country we are faced with different conditions. These conditions have forced an evolution of broadcasting procedure which has given to each country the kind of broadcasting it requires.

"America is traditionally hostile to monopoly and especially government monopoly - so we decided on government regulation rather than government control and on orderly competition rather than monopoly. It is a pleasure to me to express my sincere and unbounded admiration for your nationally controlled and unified system. You are fairly homogeneous people with an ancient tradition of successful democratic control, and your institutions have grown and flourished admirably. And broadcasting has flourished as a public service, publicly administered.

"It is difficult, yet quite possible, for a wise B.B.C. to feel and follow the pulse of the public's taste, to strike a fair balance between praise and blame - as they have done with such remarkable success - and to formulate a policy that does justice to the country as a whole. The pulse can be felt by one central authority here; but in America, success or failure are made evident only as the result of competition. It is the only real measuring stick we can employ. We take as our guide the free vote of the people, expressed by the simple device of 'turning the button.' If our listeners don't like a given programme, they quickly turn that most influential of all knobs to another wavelength and in a twinkling they are listening to a rival programme which may serve them better. The sum total of these turns is the index of the public's favour or disfavour and this is unmistakably reflected in the response to the advertising appeals being made by business concerns who use that particular station or group of stations as a medium of publicity.

"We find the men, women and children of America ever more responsive to better offerings, and so does the advertiser, but meantime never has there been a more direct public control of any medium. The humblest hand or the highest can turn the dial with equal facility, and by turning reject what is offered. Knowledge of this all-powerful twist of the listener's wrist keeps us continuously keen and alert and therefore obedient to the will of the people.

"At the present there is not more than 35 per cent broadcasting time available to advertisers for commercial use. In dealing with the other 65 per cent, which we call 'sustaining features,' we must take a position very closely resembling the American newspaper. Our programme schedule during the entire day must be properly balanced. We are therefore free, in the unsponsored time, to balance our day's programme so as to fulfill our responsibility of supplying to the American radio audience all the educational, cultural and other matter that is essential to good and progressive broadcasting. There is hardly a line of human activity that escapes our consideration."



July 4, 1931

## RADIO PATENT POOL LOOMS

The Department of Justice announced this week that as a result of conferences which it has held with the Radio Corporation of America, General Electric Company, Westinghouse Electric and Manufacturing Company, American Telephone & Telegraph Company and certain other companies, the creation of an open patent pool seems likely. Under the arrangement considered, the use of patents held by these companies in the radio and certain allied fields would be open to the public generally upon fair and reasonable terms to be fixed by independent trustees. The companies were named as defendants in the Government's suit filed several weeks ago charging that certain provisions in contracts existing between them "were illegal as designed to prevent and suppress competition between the parties." The defendants, however, deny the illegality of these agreements.

The department announced that conferences have been adjourned until next September.

"It developed at the conferences, however, that regardless of the legality or illegality of their contracts the principal defendants were ready to change them so as to make them unobjectionable in the view of the Department. It also appeared that the principal defendants would, in addition, consider favorably creating an open patent pool, whereby the use of their patents in the radio and certain allied fields would be open to the public generally upon fair and reasonable terms to be fixed by independent trustees.

"Such a pool would, in the opinion of the Department, if practicable, be of distinct advantage to the public both as opening the patents of the particular defendants to general use and also as serving as the beginning of an open patent pool into which all patents important in the radio field might be brought and their use made open to the public on terms fair and reasonable to patent owners on the one side and the industry on the other and the industry be largely relieved of interminable and expensive disputes over patent rights. In the consideration of these matters the Department has kept in close touch with the representatives of the independents in the radio industry and the creation of such a patent pool is one of the proposals advanced by them as a possible solution.

"The willingness of the Radio Corporation of America, the General Electric Company, the Westinghouse Electric & Manufacturing Company and the American Telephone and Telegraph Company to change the patent agreements which created the radio trust 'so as to make them unobjectionable in the view of the Department of Justice' will end the patent racketeering which has been the chief complaint of the independent industry, according to Oswald Schuette, executive secretary of the Radio Protective Association.

"It will also mean the end of the exclusive traffic agreements by which the radio trust has been able to keep independent competitors off the air, as well as of other illegal practices which have figured in its efforts to monopolize radio."

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July 4, 1931

#### IMPROVEMENT IN FREQUENCY STANDARD

Further improvements in the standard frequency service maintained by the Bureau of Standards are explained in a statement of George K. Burgess, Director of the Bureau, issued this week. Plans are being made which will increase the power and considerably increase the number of frequencies with the purpose of making this service available to all parts of the United States. Signals will be transmitted for several hours every day and it is expected that they will have an accuracy of one part in ten millions.

Standard frequency signals will be available for the checking of frequency standard anywhere in the country by laboratories, manufacturers and transmitting stations. Eventually, Dr. Burgess says, he hopes the Bureau will be able to put this service on the air continuously for twenty-four hours a day. If present plans are completed stations may be directly controlled by the received standard frequency signals and this would permit putting all stations in the country on a single frequency control. This would make synchronization of broadcasting stations more practicable so as to permit multiple operation of such stations on a single frequency.

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#### ADVERTISING NOT RESENTED

"People don't resent advertising," says an editorial in the current issue of NATION'S BUSINESS. "They do frequently resent being misled into reading advertising which pretends to be something else and they always resent being bored whether it is by reading matter, advertising, radio, moving pictures or talk.

"The more the advertiser realizes that he must first attract attention, and second hold it, the less talk there'll be about resenting advertising."

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#### WOOD RENEWAL REQUESTED

The Commission on June 30th requested station WOOD, Kunsky-Trendle Broadcasting Corporation, Grand Rapids, Michigan, to file application for renewal of license through the office of the Detroit Supervisor on or before July 15th. This action was taken under the terms of General Order 114, Section 2, which provides that where the application for renewal is essential to the proper conduct of a hearing before the Commission, the station licensee may be directed to file the renewal application requested. Station WOOD has failed to reach a satisfactory time sharing agreement with Station WASH, Grand Rapids, and both stations will be heard on this issue.

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#### FOREIGN PROGRAM INTERCHANGE PROPOSED

The Commission in approving the requests of Short Wave Broadcasting Company, New York City, to proceed with their plans to construct an international network of short wave stations, has opened the way to make available to foreign listeners the programs transmitted by independent stations in the United States. The project contemplates the interchange of programs between remote countries and the United States. The applicants have told the Commission that preliminary arrangements have been made with Latin American countries to rebroadcast programs throughout those countries by the use of 10 centrally located stations. The Short Wave Corporation, according to the report submitted to the Commission by Examiner Yost, has contacted with over 100 stations and proposes to make available to them facilities that will permit broadcasting of some of their programs to foreign countries, and also rebroadcasting of interchanged programs received from foreign stations. Arrangements have been practically completed for the rebroadcasting of Italian programs in the United States and American programs in Italy. The new Company is a consolidation of the interests formerly represented by Aviation Radio Station, Inc. operators of Station W2XAL, and of certain operating developments of Short Wave & Television Corporation of Boston.

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#### CANADIAN RADIO NATIONAL

The Supreme Court of Canada this week handed down a decision in the famous Canadian radio case holding that control of broadcasting belongs to the Dominion Parliament and not to the Provincial Legislatures. The right of the Parliament to exercise complete control over broadcasting was questioned by the Province of Quebec, the province claiming inherent rights in the control of broadcasting. The claims of Quebec were supported by the Provinces of Ontario and New Brunswick. The decision, it is understood, will be appealed to the Privy Council.

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#### MORGAN BLAMES RADIO INDUSTRY

Joy Elmer Morgan, chairman of the National Committee on Education by Radio, in a speech before the National Education Association charged that the radio industry is trying to kill off educational broadcasting stations. "The radio industry will eventually realize that free and independent educational broadcasting is its best friend and will cease its shortsighted policy of trying to kill off stations associated with educational institutions. These stations - - weak and undeveloped as they are - - constitute the most precious possession of radio today. They deserve the support of every home interested in finer and better things for America."

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#### CANTON DENIED REHEARING

Station WHBC, St. John's Catholic Church, Canton, Ohio, was denied a rehearing upon their application for an increase in power from 10 to 100 watts by the Commission. The application was originally heard before Examiner Walker who recommended denial of the application. This report was sustained by the Commission.

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July 4, 1931

# SET CENSUS FOR 31 STATES

A tabulation of receiving set census figures, as announced by the Bureau of Census, shows that in 31 states and the District of Columbia 9,974,761 families owned a total of 3,121,626 receiving sets, or 31.3 per cent of all families in these states owned radio receiving equipment. The average family in these states consisted of 4.09 persons. Figures for the most populous states, such as New York, California, Pennsylvania and Illinois have not yet been announced and these figures, because of the prevalence of good radio transmission service, will undoubtedly change the averages materially.

The figures for all the states that have been announced are given as follows:

<u>STATE</u>	<u>NO. OF FAMILIES</u>	<u>PERSONS PER FAMILY</u>	<u>NO. OF RADIOS</u>	<u>PER CENT</u>
ALABAMA	592,530	4.5	56,491	9.5
ARIZONA	106,630	4.1	19,295	18.1
ARKANSAS	439,408	4.2	40,248	9.2
COLORADO	268,531	3.9	101,376	37.8
CONNECTICUT	389,596	4.1	213,821	54.9
DELAWARE	59,295	4.0	27,183	45.8
DISTRICT OF COLUMBIA	126,014	3.9	67,880	53.9
FLORIDA	377,823	3.9	58,446	15.5
GEORGIA	654,009	4.5	64,908	9.9
IDAHO	108,515	4.1	32,869	30.3
INDIANA	844,463	3.8	351,540	41.6
IOWA	636,905	3.9	309,237	48.6
KANSAS	488,055	3.9	189,527	38.8
KENTUCKY	610,288	4.3	111,452	18.3
MAINE	198,372	4.0	77,803	39.2
MARYLAND	386,087	4.2	156,465	42.9
MISSISSIPPI	472,354	4.3	25,475	5.4
MONTANA	137,010	3.9	43,809	32.0



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SET CENSUS FOR 31 STATES (Continued)

<u>STATE</u>	<u>NO. OF FAMILIES</u>	<u>PERSONS PER FAMILY</u>	<u>NO. OF RADIOS</u>	<u>PER CENT</u>
NEBRASKA	343,781	4.0	164,324	47.8
NEVADA	25,730	3.5	7,869	30.6
NEW HAMPSHIRE	119,660	3.9	53,111	44.4
NEW MEXICO	98,820	4.3	11,404	11.5
NORTH DAKOTA	145,382	4.7	59,352	40.8
OKLAHOMA	565,348	4.2	121,973	21.6
OREGON	267,690	3.6	116,299	43.5
SOUTH DAKOTA	161,332	4.3	71,361	44.2
UTAH	116,254	4.4	47,729	41.1
VERMONT	89,439	4.0	39,913	44.6
WEST VIRGINIA	374,646	4.6	87,469	23.4
WISCONSIN	713,576	4.1	364,425	51.1
WYOMING	57,218	3.9	19,482	34.0

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SUMMER SCHEDULE APPROVED

During the months of July and August, when a majority of the Commission is not present, the Commissioner or Commissioners present may act, subject to the ratification of the Commission, in the following matters:

1. Applications for licenses or renewal of licenses.
2. Applications for modification of construction permits.
3. Applications for consent to Voluntary Assignment of construction permits or licenses.
4. Any application or request to meet an emergency.

- Also to
1. Direct the filing of applications for renewal of licenses agreeable with General Order No. 114.
  2. Designate for hearing applications for: (a) Construction Permits, (b) Modification of Licenses.

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July 4, 1931

## TWO APPLICANTS APPEAL

Strawbridge & Clothier, Philadelphia, Pa. (WFI) and Virgil V. Evans, Spartanburg, S. C. (WSFA) have appealed to the Court of Appeals of the District of Columbia from decisions of the Commission. Station WFI was refused an increase in power to 1 KW on its present assignment of 560 KC after the examiner had recommended granting an increase to 1 KW day power only. The Spartanburg station, WSPA, originally sought authority to change the frequency from 1420 to 590 kc and increase power to 500 watts with unlimited time.

The Commission during the current week filed statements of facts and grounds for decision in the following cases: No. 5413 Keystone Broadcasting Co. Harrisburg, Pa. (WCOD); No. 5414, John H. Brahy, Long Island City, N. Y. (WLBX); No. 5416, WHB Broadcasting Co. Kansas City, Mo. (WHB); Pioneer Broadcasting Co. Adamsburg, Pa. and No. 5418, Norman Baker, Muscatine, Iowa (KTNT). The Journal Company, Milwaukee, Wis. (WTMJ) has filed a notice of intention to intervene in the Pioneer Broadcasting Company appeal.

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## PRAISES AMERICAN RADIO

Broadcasting in Europe lags far behind the United States in program calibre, technic of presentation and station performance, Dr. C. E. Jolliffe, chief engineer of the Commission, declared upon his return from abroad where he was a delegate to the meeting of the International Technical Consulting Committee on Radio Communications held at Copenhagen from May 27 to June 8. "The problem of broadcasting is inherently more difficult in Europe than in the United States because of the congestion of nations which must share facilities," he said. "Rather loose methods are employed. The choice of programs is limited, and the entertainment has not been adapted to the split-second radio schedule manifest here."

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## INSURANCE ADVERTISING BANNED

Station WIS, Columbia, S. C. was notified this week by the South Carolina State Insurance Commissioner that it must cease broadcasting advertisements for an insurance company which does not hold a license to do business within the State of South Carolina. The Commissioner states that the obligation rests with the station to determine whether or not insurance companies are licensed before accepting their contracts for advertising. Station WOV, New York, is now in the courts as a result of a suit instituted by the Attorney General of that State for broadcasting advertisements of an insurance company not licensed to solicit business in New York.

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## CALIFORNIA MOVE DISMISSED

At the request of the applicant, the Commission dismissed the application of Dalton's Inc. Inglewood, Calif. (KMCS) requesting authority to change the transmitter location to 6769-6773 Hollywood Boulevard, Hollywood, Calif. The application was under the Commission file 5-FE-1696 A.

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July 4, 1931

## EXAMINERS' REPORTS

In re application of City of Pensacola, Pensacola, Fla. (WCOA) for construction permit to increase operating power to 1 KW. Docket 995. Report 200. Examiner Hyde recommends denial of application.

In re application of Pan American Airways, Inc. New York City (WOA) for authority to use the frequencies 6305, 8015 and 12210 kc, subject to General Order 99. Docket 1165. Report 201. Examiner Walker recommends denial of application.

In re application of The Empire Broadcast Corporation, Fredericksburg, Va. for construction permit to operate experimental stations on 1539, 3256, and 4795 kc with 350 and 500 watts. Docket 1215. Supplement to Report 196. Examiner Yost recommends granting of applications, since the Commission has repealed General Order 88.

In re application of Kirk Johnson & Co. Lancaster, Pa. for construction permit to erect new station on 1000 kc with 1 KW and daylight operation. Docket 1135. Report 204. Examiner Yost recommends denial of application.

In re application of York Broadcasting Co. York, Pa. for construction permit to erect new station on 1000 kc with 1 KW and daylight operation. Docket 1188. Report 206. Examiner Yost recommends granting of the application.

In re application of A. B. Murray and T. P. Singletary, Baton Rouge, La. for construction permit erect new station for operation on 1500 kc with 100 watts power and unlimited time. Docket 1069. Report 207. Examiner Hyde recommends denial of application.

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## APPLICATIONS GRANTED

During the current week the following applications were granted by the Commission subject to ratification by a Commission quorum:

K V O S	KVOS, Inc. Bellingham, Washington	Granted C.F. to test for location to move transmitter locally in Bellingham and install new equipment.
W J D X	Lamar Life Insurance Co. Jackson, Mississippi	Granted authority to measure antenna input.
W C L S	WCLS, Inc. Joliet, Illinois	Granted permission to use WKBB's transmitter temporarily, pending action on formal application.
W C A L	St. Olaf College Northfield, Minnesota	Granted Mod. C.F. to move transmitter to about 200 feet east of present location and extend completion date to 7/6/31.
W H A Z	Rensselaer Polytechnic Inst. Troy, New York	Granted permission to suspend operation on Monday evenings from August 3 to September

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# APPLICATIONS RECEIVED

During the current week the following applications were received at the Commission:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
NEW	A. V. Arrington Hamburg, Arkansas	----	1120	C. P. amended to request facilities of Station WTAW.
NEW	Capitol City Broadcasters Co. Pierre, South Dakota	----	580	C. P. to erect new station; 100 watts, 12 hrs. daily. Requests facilities of KGFX.
KFAB	KFAB Broadcasting Co. Lincoln, Nebraska	770	----	Special authority requesting unlimited day operation until 7:00 p.m. during September; sharing night hours with WBBM-WJBT
NEW	Stewart A. Heigold Yuma, Arizona	----	1500	C.P. amended to request 100 watts; unlimited time; facilities of KREG.
K H Q	Louis Wasmer, Inc. Spokane, Washington	590	----	Direct measurement of antenna input.
NEW	Dr. F. P. Cerniglia Monroe, Louisiana	----	1310	C. P. amended; sharing time with KRMD (facilities of KTSL).
W M T	Waterloo Broadcasting Co. Waterloo, Iowa	600	----	Direct measurement of antenna input.
WREN	Jenny Wren Company Lawrence, Kansas	1220	----	C.P. move transmitter from 546 Massachusetts St. to South of Tonganoxie, Kansas.
NEW	Voice of the Blue Grass Owensboro, Kentucky	----	940	C.P. resubmitted, amended as to equipment.
WSIX	638 Tire & Vulcanizing Co. Springfield, Tennessee	1210	----	Application to install automatic frequency control.
NEW	W. G. Jasper Paris, Texas	----	1370	C.P. erect new station; 50 watts; to share time with KFLX.



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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	W. G. Jasper Texarkana, Texas	----	1420	C.P. erect new station; 50 watts; to share time with KFYO.
KMCS	Dalton's Incorporated Inglewood, Calif.	1120	----	C.P. move transmitter and studio from Inglewood, Calif. to (transmitter) Cor. Norton & Pico Sts. (studio) 1040 N. Las Palmas Ave. Los Angeles, Calif. and to install new transmitter.
NEW	Intermountain Broadcasters Pocatello, Idaho	----	900	C.P. to erect new station; 250 watts; unlimited time; (to replace station KSEI if deleted.)

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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: WOS, Jefferson City, Mo.; WCMA, Culver, Ind.; WOMT, Manitowoc, Wisc.; WJJD, Mooseheart, Ill.; WIL, St. Louis, Mo.

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PERMIT APPLICATIONS RECEIVED

During the current week the Commission received applications from the following stations, requesting authority to install new transmitters or make changes in present equipment: KFUL, Galveston, Texas; KTW, Seattle, Wash.; WHAS, Louisville, Ky; KDKA, Pittsburgh, Pa.

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SANABRIA DEMONSTRATES TELEVISION

Using screens two to seven feet square, television images were exhibited this week at the Mayflower Hotel in Washington under the auspices of the Sanabria Television Corporation, New York City. The equipment exhibited was constructed primarily for use in large auditoriums and the images were transmitted by wire from both photographs and living images. A large number of government officials, radio engineers and newspaper men were present. All reproductions were in the customary neon pink.

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