

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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

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RECEIVED
SEP 23 1930

DEPT. OF COMMERCE
WASHINGTON

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No. 371D

WYNN RAPS RADIO MEDICAL FAKERS

Charges that many small radio stations are being used by medical fakers for "crying their spurious wares" were made by Dr. Shirley W. Wynne, Health Commissioner of New York, in a radio address last week. Some of the highlights of his speech follow in text:

"The radio is now one of the most useful means of spreading honest, practical public health counsel.

"But unfortunately, the radio can be a two-edged sword - as useful to quacks and commercial healers as to legitimate medical men and organizations. While reputable persons have broadcast health talks under the auspices of State and City Departments of Health, and given helpful and honest advice over large stations, many charlatans, fake doctors and peddlers of strange machines have used the smaller, unsupervised stations as platforms from which to cry their spurious wares.

"We found that many individuals who represented themselves over the radio as physicians, and gave advice on medical matters, were not licensed physicians at all. Self-dosing with numerous quack medicines for a variety of ailments was being urged. Pills, so-called "health foods," compounds supposed to contain roughage, and other patented preparations, were being fraudulently advertised as scientific products made under the direction of physicians.

"We found, in short, that virtually all of the various faddists, exploiters, and the like, who of recent years have been barred from advertising in reputable newspapers and magazines had taken to the radio, where, particularly in smaller stations, they had found a new haven of activity.

"The danger of this is that the charlatan now gains direct access to the family circle, through the radio. His manner is so clever that you cannot tell whether his advice is genuine or whether he is merely trying to sell you something which for your health's sake you should not have.

"In many cases, the devices or medicines sold by these radio fakers had power neither to cure nor to destroy. The menace of these apparently harmless frauds lies in the fact that they do no good. They induce a false sense of security, which may cause the patient to neglect his disease until it is too late."

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RCA FETE HELD AT CAMDEN

Following, in part, is the New York Times account of the Camden, N. J., celebration on September 19th:

"Camden, 'radio capital of the world', celebrated the back-to-work movement of the RCA-Victor Company, which has increased its force of employees from 4,000 to 22,000 men and women.

"Parades, aerial circuses, concert music, carried over the city by means of giant amplifiers, a procession of industrial floats and flags draped on all the house fronts gave the city a colorful holiday. The events culminated in a dinner at the Walt Whitman Hotel and a fireworks display at the central airport.

"Addresses were made at the dinner by Secretary of Labor James J. Davis, Republican Senatorial nominee in Pennsylvania; Senator David Baird, Jr., of New Jersey; E. E. Shumaker, President of the RCA-Victor Company; David Sarnoff, President of the Radio Corporation of America; A. M. Robertson, Chairman of the Board of the Westinghouse Electric and Manufacturing Company, and Governor Larson of New Jersey.

"The addresses were broadcast through WCAM over a network of fifty-three stations. Graham McNamee was the announcer and C. L. Bardo, President of the New York Shipbuilding Company, acted as toastmaster."

Owen D. Young, Chairman of the Board of the RCA was present but did not speak.

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ASKS WTMJ HEARING POSTPONEMENT

A motion to defer hearing on the application of Station WTMJ, Milwaukee, for the cleared channel of 870 kilocycles now occupied by Stations WLS and WENR, of Chicago, was filed with the Federal Radio Commission on September 18th by John E. Wing, counsel for the latter station.

In view of the fact that Station WTMJ now has pending before the Court of Appeals of the District of Columbia, an appeal from the decision of the Commission denying it an increase in power from 1,000 to 5,000 watts on the regional channel of 620 kilocycles, Mr. Wing holds that the new application is inconsistent. WTMJ's new application has been designated for hearing on October 6, along with the requests of other stations in the Middlewestern zone for authority to use the maximum power of 50,000 watts, which the station also requests. The motion has been referred by the Commission to its General Counsel, Col. Thad H. Brown, for an opinion.

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INDEPENDENTS HARASS RCA-VICTOR SPEAKERS

Oswald F. Schuette, Executive Secretary of the Radio Protective Association, sent a warning telegram to Secretary Lamont after it had been announced that the Commerce Department head was to speak at the new plant opening of RCA at Camden.

Secretary Lamont replied that he had cancelled the engagement seven days previously, "on account of important matters here."

Upon learning that Secretary of Labor Davis had spoken at the meeting, Mr. Schuette issued a statement which read, in part, as follows:

"The fact that Secretary Davis has championed the Radio Trust against Attorney General Mitchell's suit, creates a serious situation for the radio industry - and for all independent business. We had been led to believe that the administration was in good faith behind Attorney General Mitchell.

"In his suit, Attorney General Mitchell specifically charged that 'as part of said unlawful combination, conspiracy and monopoly, Radio Corporation, General Electric and Westinghouse have contracted and agreed to perfect and make more permanent their restraint and monopolization of interstate commerce in radio apparatus by a reorganization of the business in radio apparatus of said three companies by the transfer and conveyance to the Radio Corporation by General Electric and Westinghouse of all property, facilities, and assets used in the manufacture of radio apparatus.' The Camden plant is the result of this transfer.

"In his speech, Secretary Davis congratulated the officials on the fact they had employed 21,000 workers in the Camden plant. 'Industrial leaders who are opening up such new employment,' he said, 'deserve the thanks of the country.' But he said nothing about the fact that thousands of workers had been taken off the payrolls of the Westinghouse Company in his own city of Pittsburgh and in various General Electric, Radio Corporation, Victor, and Telephone company plants to make the Camden consolidation possible, to say nothing of the thousands who had been thrown out of work by the failure of independent radio companies bankrupted by the illegal oppression of the Radio Trust."

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: BUSINESS LETTER BRIEFS :
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Radio Commissioner Ira E. Robinson foresees a "revolution" of the American radio public against "the overdose of advertising on the radio" unless broadcasters change their methods. Indorsing the views recently expressed by Dr. Lee DeForest, President of the Institute of Radio Engineers, he sent a memorandum to the other Commissioners stating: "The excess of the broadcaster in his greed for commercial returns will assuredly bring the revolution, Dr. DeForest predicts."

The entire new floor of the Hammerstein Theater building, 1697 Broadway, New York, has been acquired by the Knickerbocker Broadcasting Co., Inc., owner of Station WMCA. Part of the expansion plan is the construction of a theater studio having a seating capacity of 250.

The New Jersey Board of Public Utility Commissioners has authorized the Atlantic Broadcasting Corporation, subsidiary of the Columbia System, to place the new 50,000 watt transmitter in the State following a prolonged series of hearings. The definite location was not named.

Robert M. McBride & Company has just issued "Floyd Gibbons: Knight of the Air", by Douglas Gilbert.

The Columbia Broadcasting System is distributing a novel map of the United States in the modern imitation of the mediaeval style, showing the locations of Columbia stations. The map and the drawings are by Forbell.

An elaborate radio station, alleged to have been used to communicate with rum runners, was uncovered September 19th at New Bedford, Mass., by Special Agents of the Department of Justice following two months of exhaustive investigation, according to the Associated Press. Two men were arrested.

The Japanese Communications Department is considering the installation of a radiotelephone circuit with the United States to relieve the present congestion of telegraphic services, according to the Department of Commerce.

The Army Amateur Radio Control Station has been transferred from Fort Monmouth, N. J., to the Army Message Center in the Munitions Building, War Department, Washington, D. C. The equipment has been installed at the new transmitter plant at Fort Myer, Va.

The government of Czechoslovakia has just issued its first permits to radio amateurs for the operation of private stations, according to advice to the Department of Commerce. Private communication of this sort has formerly been done secretly and without the consent of the government.

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HEINL DISCUSSES UTILITY ISSUE

The question of whether or not a broadcasting station is a public utility is discussed by Robert D. Heinl in an article in the current issue of Public Utilities, fortnightly magazine (Sept. 18) published in Washington.

Among the advocates of the affirmative view quoted are President Hoover (while Secretary of Commerce), Judge Ira E. Robinson, and Representative Ewin L. Davis, of Tennessee.

Contrary view are cited in expressions of opinion by Senator C. C. Dill, of Washington, Judge E. O. Sykes, M. H. Aylesworth, President of NBC, and Henry A. Bellows, former Radio Commissioner.

Copies of the periodical may be obtained for 75 cents each from the publishers, Munsey Building, Washington, D. C.

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HENDERSON PLEADS FOR MORE POWER

Minus the special train that featured his previous trip to Washington, W. K. Henderson appeared at a Radio Commission hearing Monday with his counsel, Hebert L. Davis, and a mass of evidence and testimony to convince that Station KWKH should be given full time with 30,000 watts power on 850 kilocycles.

Representatives of Station WWL, operated at New Orleans by Loyola University on the same channel with 5,000 watts, were present to fight the application.

Following an introductory statement by Mr. Davis and clashing with the WWL counsel over the submission of certain evidence, Mr. Henderson took the stand and spoke of the work being done by KWKH in behalf of the farmers and in opposition to the chain stores. He wanted more power and time, he said, to reach a greater number of listeners with his campaigns.

Elmer W. Pratt was acting as examiner.

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SEES BILLION DOLLAR MARK FOR RADIO

The radio industry is shooting for the billion-dollar-a-year-mark, according to J. C. Royle in a copyright story for the Consolidated Press.

"It will not hit the mark this year", he said, "but it confidently expects to be able to do so in the not distant future. The predictions of the men in close touch with the business indicate the radio year 1930-31, commencing this month, will see 4,000,000 receiving sets sold. This would mean a dollar value for the sets alone of over \$450,000,000."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 18 - WCSO, Wittenberg College, Springfield, Ohio, request for authority to voluntarily assign license to The WGAR Broadcasting Co.; WFJC, W. J. Jones Broadcasting, Inc., Akron, Ohio, request for authority to voluntarily assign license to The WGAR Broadcasting Co.; WGAR Broadcasting Company, Cleveland, Ohio, C. P. to consolidate Stations WFJC and WCS, into a new station with new equipment to operate with 1450 kc., 1 KW, day and 500 W. night with unlimited hours, to locate station at Cleveland; WIS George T. Barnes, Inc., Columbia, S. C., request to amend application so as to request 590 kc., instead of 1010 kc., and 1 KW full time instead of 1 KW day and 500 W. night; KRGV, Valley Radio Electric Corporation, Harlingen, Texas, request to amend application so as to request changes in equipment; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Alabama, request to amend application so as to request 950 kc., instead of 1210 kc. with 250 watts; WRBL, David Parmer, Columbus, Georgia, request to amend application so as to request 1240 kc., instead of 970 kc., and 500 W. day and 250 W. night, instead of 1 KW.

Also, WCBS, Charles H. Messter & Harold L. Dewing, Springfield, Illinois, request to amend application so as to request an extension of completion date on C. P. to September 30, 1930; WKBS, Permil N. Nelson, Galesburg, Ill., request to amend application so as to request 1110 kc., instead of 750 kc., with 2 KW; Meade Johnston, Tuscaloosa, Alabama, request to amend application so as to request authority to locate station at 16 University Heights instead of 2625 Broad St., and daytime hours instead of 5 hours daily; George O. Sowell, Kosciusko, Miss., request to amend application so as to request daytime hours instead of 3 hours daily.

September 19 - WROL, Stuart Broadcasting Corporation, Knoxville, Tenn., modification of C. P. to move transmitter and studio locally, under C. P. issued 8/26/30; KGHL, Northwestern Auto Supply Company, Billings, Montana, license to cover C. P. issued 5/16/30 to move transmitter and studio to 6 miles from Billings, install new equipment, and increase power from 500 W. to 1 KW, on 950 kc.; KROW, Educational Broadcasting Corp., Richmond, Cal., C. P. to make changes in equipment and increase power from 1 KW day and 500 W. night to 1 KW day and night on 930 kc.; Keystone Broadcasting Co., St. Glair Twp., Pennsylvania, request to amend application so as to request limited time instead of unlimited on 830 kc.

September 20 - WTBO, Associated Broadcasting Corp., Cumberland, Maryland, application for C. P. amended to request 620 kc. instead of 1410 kc., with 250 W., unlimited; KSTP, National Battery Broadcasting Co., $\frac{1}{2}$ mile north of Westcott, Minn., modification of C. P. to extend completion date on C. P. to December 20, 1930; WHBL, Press Publishing Company, Sheboygan, Wis., license to cover C. P. issued 8/26/30 to install a new transmitter; KFEQ, Scroggin & Company Bank, St. Joseph, Mo., license to cover C. P. issued 5/20/30 to make changes in equipment.

Applications Other Than Broadcasting

September 17 - W2XAG, General Electric Co., So. Schenectady, N. Y., renewal of experimental license for 550, 660, 790, 1150, 1500 kc., 200 KW, morning and 50 KW afternoon and evening; KGTM, Aeronautical Radio, Inc., Avalon, Catalina Island, Calif., C. P. for new phone transmitter on 3070, 3460 kc., 50 watts, aeronautical and point-to-point aeronautical service; Aeronautical Radio, Inc.; WAED, Harrisburg, Pa., WAEC, Pittsburg, Pa., WAEF, Newark, N. J., WAEH, Camden, N. J., C. P.s for new stations on 393, 400, 414, 420 kc., 100 watts, aeronautical service; KGSX, San Diego, Calif., renewal of aeronautical license for blue chain frequencies 400 watts; Boeing Air Transport, Sacramento, Calif., KFM, assignment of aeronautical license to Aeronautical Radio, Inc., W2XBS, National Broadcasting Co., Portable, N. Y. C., C. P. for change in location and installation of new equipment, 2000-2100 kc., 5 KW, experimental television; Perkins Bros. Co., Sioux City, Ia., new C. P. for 2100 kc., 1 KW, experimental television.

September 18 - WEG, RCA Communications, Inc., New Brunswick, N. J., modification of license to change location of transmitter from Rocky Point, N. Y., to New Brunswick, N. J.; KGOY, City of San Antonio, Police, Dept. San Antonio, Texas, modification of C. P. for extension of time of construction from 11/30/30 to 2/28/31; W9XU, Mona Motor Oil Co., Council Bluffs, Iowa, renewal of experimental relay broadcasting license for 6060 kc., 500 watts; KGUG, Aeronautical Radio, Inc., Big Springs, Texas, license to cover C. P. for 278, 3484, 5600 kc., 250 watts; WPDE, City of Louisville, Louisville, Ky., license to cover C. P. for 2440 kc., 200 watts, limited commercial police service; WSS, RCA Communications, Inc., Rocky Point, N. Y., renewal of limited public license for 18.80 kc., 200 KW; Varney Air Lines, Inc., NC-10338 (Plane) new license for aircraft on 3106 kc., 50 watts; WGG, RCA Communications, Inc., Tuckerton, N. J., renewal of limited public license for 22.1 kc., 200 KW.

September 19 - Murry J. Mercier, Columbus, Ohio, C. P. for 3000 kc. or higher, 1 KW, experimental television service; WSC, Radiomarine Corp. of America, Tuckerton, N. J., C. P. for additional short wave transmitter on 5525, 11050, 16580, 22100, 6485, 8350, 8370, 12820, 12520, 12670, 13210, 13780, 21700, 21740, 21780, 21820 kc., 70 KW, coastal service; KGKM, City of Beaumont, Beaumont, Texas, modification of C. P. for extension of C. P. from 11/1/30 to 2/1/31; W7XD, Libby, McNeill & Libby, Libbyville, Alaska, renewal of experimental license for 1540, 3184 kc., 50 watts; WTF, United States Liberia Radio Corp., Akron, Ohio, modification of limited public license to cover high frequency transmitter for 19780 kc., 750 watts; W8XAH, Buffalo Broadcasting Corp., Plane NC-9809, license to rebroadcast from airplane during flight of French Trans-Atlantic fliers from Buffalo, on 2368 kc., 10 watts; WRQ, RCA Communications, Inc., Marion, Mass., renewal of limited public license for 22.35 kc., 200 KW; WLOXI, Aircraft Radio Corp., Plane NC-9746, renewal of experimental aircraft license for 3076, 6155 kc., 20 watts; WMJ, City of Buffalo (Police Dept.), Buffalo, N. Y., license to cover C. P. for 2422 kc., 300 watts, limited commercial service; WCI, RCA Communications, Inc., Tuckerton, N. J., renewal of limited public license for 18.4 kc., 200 KW.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on September 19th granted the following applications:

WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., C. P. to make changes in equipment; KUSD, University of South Dakota, Vermillion, S. Dak., modification of license to move main studio locally; WCFL, Chicago Federation of Labor, Chicago, Ill., authority to amend application for 50 KW power substituting frequency 720 kc., for 970 kc.; KRMD, Robert M. Dean, Shreveport, La., license on 1310 kc., 50 watts, sharing with KTSL (C.P. authorized moving of transmitter and studio locally); KGFI, Eagle Broadcasting Co., Inc., Corpus Christi, Texas, license 1500 kc., 250 watts day and 100 watts night, unlimited time; KJBS, Julius Brunton & Sons Co., San Francisco, Cal., license to cover C.P. 1070 kc., 100 watts, hours 12:01 A.M. to local sunset; WOPI, Radiophone Broadcasting Station, WOTI, Inc., Bristol, Tenn., license to cover C. P. 1500 kc., 100 watts, unlimited time; KTAP, Alamo Broadcasting Co., Inc., San Antonio, Texas, license for relocation of studio and transmitter, 1420 kc., 100 w., unlimited time;

Also, WEAO, Ohio State University, Columbus, O., license to cover C. P. 570 kc., 750 w., shares with WKBN; WDAG, National Radio & Broadcasting Corp., Amarillo, Texas, modification of C.P. extending completion date to September 27, 1930; KFYR, Meyer Broadcasting Co., Bismarck, North Dakota, modification of C. P. extending completion date to October 15, 1930; WCBS, Harold L. Dewing & Chas. H. Messter, Springfield, Ill., modification of C.P. to change equipment from low to high level modulation and extend completion date to 9/30/30; WODA, Richard E. O'Dea, Paterson, N.J., license 1 KW on 1250 kc., this case was scheduled for hearing in October for violation of G.O. 78, licensee now complies with rules, and renewal of license will be made at expiration of present period; KMLB, J. C. Liner, Monroe, La., authority to operate experimentally unlimited hours until October 1st; WBEC, M. H. Clarke, Rochester, N. Y., authority to operate auxiliary transmitter for period of 1 week, while making changes in equipment.

Also, Aeronautical Radio, Inc.; Newark, N. J., Harrisburg Pa., Camden County, N. J., Pittsburgh, Pa., Springfield, Mo., Robertson, Mo., Columbus, Ohio, Indianapolis, Ind., C. P.'s for stations indicated; 3082 kc., unlimited time; 5510 kc., daylight; 278 kc with maximum power of 15 watts, with itinerant aircraft only; power 400 watts, A1 and A3 emission to communicate with aircraft and ground stations on blue chain; also, KGTI, Los Angeles, Cal., KGSE, Amarillo, Texas, KGTD, Wichita, Kans., KGSD, Albuquerque, N.M., KG TJ, Las Vegas, Nev., KGTH, Salt Lake City, Utah, C. P. frequencies as follows: 3070, 3460, 5540*, 6350, 278 (Maximum power 15 watts,) with-itinerant-aircraft-only; power 400 watts, unlimited time, 8015 day only, 12180 day only; A1 and A2 emission, with communication with aircraft and stations on blue chain. Freqs. other than 5540 are temporarily assigned until it is determined by Commission what changes shall be made in frequency allocations of G.O. 94.

*Authorized on temporary basis for period not to exceed 60 days.

Also, KGTL, and KGTA, Aeronautical Radio, Inc., Kingman, Arizona, renewal of licenses same as above; W9XV, Ozark Radio Corp. of Carterville, Carterville, Mo., renewal of license, frequency 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 100 watts; A3 emission, 4 A.M. to 5 A.M. and 1:30 to 2:30 P.M.; W2XCZ, National Broadcasting Co., Inc., Portable, Bronx Zoo, New York City, renewal of license, frequency 2392 kc., $7\frac{1}{2}$ watts, to be used as pickup program service for rebroadcast purposes; WQX, RCA Communications, Inc., Rocky Point, N. Y., modification of license for additional transmitter, 2018 kc., 80 KW, A1 and A2 emission, points of communication from Brussels, Belgium to Monrovia, Capetown, Pernambuco, Manila, and any other stations with which RCA is licensed to communicate; WCU, Continental Oil Co., Portable #2, Ponca City, Okla., modification of license to increase power from 10 to 50 watts; WBF, Tropical Radio Telegraph Co., Boston, Mass., license to cover C.P. 6770, 10450, 17580, 12940 kc., 1 KW, unlimited time; W7XA, Globe Wireless, Ltd., Portable, Portland, Oregon, license to cover C. P. 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 1 KW; KGJX, City of Pasadena, Police Dept., Pasadena, Cal., authority to operate transmitter (now licensed for police service with 50 watts) with 400 watts, for temporary period of 10 days, to demonstrate to surrounding cities the efficiency of emergency police service; W8XAV, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., authority to suspend operation until Jan. 1, 1931 (license expires Nov. 10/30); Geophysical Research Corp., Portables #29 to 41, modification of 13 licenses to operate in 4th and 5th zones, now licensed to operated in 3rd zone; Ship Licenses - 17 renewals, 1 new and 15 modification of licenses.

Set For Hearing

KGEBZ, Dr. George R. Miller, York, Neb., asks for cancellation of hearing scheduled to be held in October upon the renewal of his license; this request denied and hearing will be held; KFOR, Howard A. Shuman, Lincoln, Neb., asks for C. P. to install new equipment with maximum power of 1 KW, change frequency from 1210 to 930 kc., change power from 250 w. day and 100 w. night to 1 KW day and 500 watts night; hours of operation from unlimited to sharing with KMA equally; WMMN, Holt-Rose Novelty Co., Fairmont, W. Va., asks for C. P. to make change in equipment increasing maximum power of equipment from 500 to 1000 watts; D. H. Castille, New Iberia, La., asks for C. P. 630 kc., 500 w., unlimited time; Thomas Arnath, Linden, N. J., asks for C.P. 1180 kc., 75 watts, 6 hours per day.

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