

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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~~No. 515~~

current rulings

COMMISSION CALLS TELEVISION COMPANY FOR HEARING

The Federal Radio Commission has taken a very definite and significant step towards carrying out its policy of trying to protect the public from the exploitation of radio facilities granted by the Government in setting down for hearing the application of the Shortwave and Television Corporation of Boston for renewal of the licenses of four stations licensed to conduct experiments in television.

Before renewing the licenses the Commission desires to learn whether or not the Short Wave and Television Corporation has capitalized the licenses issued by the Government, whether these stations are being operated in the public interest, whether the officers of the Shortwave Broadcasting Company have entered into a conspiracy with the officers of the Shortwave & Television Corporation to capitalize licenses issued by the Federal Radio Commission for stock selling purposes, and whether the statements made in the applications for licenses were true in fact.

Records of the Commission, following an investigation made by W. J. Clearman, show that the Shortwave & Television Corporation was organized in Delaware October 20, 1930, with a capital stock of 1,000,000 shares at a par value of \$1.00. Butler Perry, of Boston, a well known capitalist is President, and Walter J. Goggins, of Jamaica Plains, Mass., is Secretary.

The Boston Better Business Bureau in a report to the Federal Radio Commission, after an investigation inspired by inquiries of many investors, shows that the assets of the Corporation, as listed in its literature, amounted to \$1,122,000, and that the "permits, licenses, contracts issued by the Federal Radio Commission", amounted to \$750,000.

Under liabilities the Corporation admits the sale of 694,000 shares of stock and reports a surplus of \$420,000.

Records of the Commission show that the experimental licenses were granted the corporation "to develop the manufacture and sale of short wave receiving sets and for various apparatus used in television."

The Commission has clearly indicated on various occasions that it frowns on the sale of television stock to the general public since the engineers of the Commission are convinced that television is not ready to be commercialized, that in its present state the general public would be greatly disappointed at the results obtained and that an investment in a receiving set would, in many instances, bring about a bitter disappointment and would tend only to create a "sour" market when television is finally perfected.

Some of the engineers of the Commission are inclined to believe that "when television comes it would be through the discovery of an entirely new principle, far removed from the scanning system", now generally used.

The Commission is extremely anxious to encourage legitimate experimentation in television and in other phases of the radio art but it feels a responsibility to protect the public against over zealous stock promoters.

The applications for renewal of licenses of all stations operated by this company set for hearing to determine whether or not

(1) The Shortwave & Television Corp. has capitalized the licenses issued by the Federal Radio Commission for the promotion of the sale of its stock;

(2) The Shortwave & Television Corp. is financially able to conduct experiments as required by the regulations;

(3) The statements made in the application for construction permits, licenses and renewals of licenses are true in fact;

(4) The operation of experimental stations WLXAU and WLXG are operated in the public interest, convenience and/or necessity;

(5) The Shortwave & Television Laboratories, Inc., is financially responsible to conduct experiments as required under the Commission regulations;

(6) The transfer of stock of the Shortwave & Television Laboratories, Inc., was a bona fide transaction or an evasion of the regulations to deny responsibility;

(7) The operation of experimental visual broadcasting station WLXAV is in the public interest, convenience and/or necessity;

(8) The Shortwave Broadcasting Company is financially able to conduct experiments as required by Commission regulations;

(9) The officers of the Shortwave Broadcasting Company have entered into a conspiracy with the officers of the Shortwave and Television Corp. to capitalize licenses issued by the Federal Radio Commission for stock selling purposes;

(10) Various statements made in the hearing of Friday, June 12, 1931, before the Examiner of the Commission by the witnesses for the Shortwave Broadcasting Company were true in fact;

(11) The officers and directors of Shortwave & Television Corporation and Shortwave Broadcasting Company are one and the same as the officers of the Shortwave & Television Laboratories, Inc.

(12) The operation of experimental station WLXAL by the Shortwave & Television Corp. for the Shortwave Broadcasting Company is in the public interest, convenience and/or necessity.

All of the licenses involved are listed below:

- W1XAU, Shortwave & Television Corp. licensed February 1, 1932, expires May 1, 1933. This license is for experimental synchronized sound in connection with experimental visual broadcasting.
- W1XG, licensed August 18, 1931, expires May 1, 1932. This is an experimental visual broadcasting license.
- W1XAV, Shortwave & Television Laboratories, Inc., licensed June 26, 1931, expires May 1, 1932. This is an experimental visual broadcasting station license.
- W1XAL, Shortwave Broadcasting Co. This is an application for license after construction permit, the application being dated January 25, 1932.

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STATION LICENSING ON PROFITS BASIS SUGGESTED

The movement in Congress to make "radio pay its own way" is gaining momentum. Some, however, have questioned the wisdom of a fee system for licenses based on power output of a station. Many thoughtful persons, familiar with the radio field, seem to be convinced that a more equitable system of taxation would be one based on net profits.

Commercial stations which are making a profit with the facilities granted them by the Government would undoubtedly gladly pay a reasonable tax, while many educational institutions, church stations, etc., now operating at a loss would find such a tax quite burdensome.

It has been suggested that those on the Hill who are trying to find a solution for the problem would be in a position to work out a fair and equitable fee system for licenses, based on profits of stations, better when the Radio Commission submits its data to the Senate in response to a resolution calling for a compilation of all receipts and expenditures of stations together with the sources of revenue.

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WOV INDICTED IN TEST CASE

A misdemeanor indictment, charging the International Broadcasting Company, which operates Station WOV, and its general manager, John Iraci, with violating the State Insurance Law in 1930, by broadcasting an advertisement for the Union Mutual Life Company of Iowa, which has no license from the State of New York, was handed up to Judge Allen in General Sessions by the grand jury. The court fixed \$100 bail for Iraci, who is in Washington, D. C. He is expected to furnish the bail when he appears for pleading on Wednesday.

Morris Panger, Assistant District Attorney, said it was the first case in which Section 50 of the State Insurance Law had been invoked against broadcasting of advertisements by insurance companies not having authority to do business in the State of New York. The charge against Iraci and the broadcasting company, was dismissed after a hearing on October 16th last, by the late Magistrate Edward Weil, but, at the request of State Attorney General Bennett, and the State Insurance Department, the evidence was submitted to the grand jury as a test case.

Josiah Leverne Wood of the insurance department was the complainant. He charged that on October 29, 1930, he listened in on a program from WOV, which has an office at 16 West 42nd Street, N. Y., and a plant in Weehawken, N. J., offering policies by the Iowa Insurance Company "at rates lower than any other company in the country." Those desiring information on policies, Wood said, were advised they could receive it by forwarding their ages, either to the broadcasting company's office or the Des Moines headquarters of the insurance company. Investigation, Wood added, revealed the insurance company was not authorized to do business in New York State.

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FOREIGN TRADE OPPORTUNITIES

Information regarding the following foreign trade opportunities may be obtained by writing the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.:

Radio chassis	*56950	Athens, Greece	Agency or
			Purchase
Radio sets and parts	†56952	Paris, France	Agency

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SURVEY SHOWS 13% OF HOMES A BIG RADIO AUDIENCE

An extensive survey of broadcast advertising coverage made by the Bureau of Advertising, American Newspaper Publishers' Association, shows that of 100 typical American homes, 51 have radio sets.

"Of the 51 with radio sets", the Editor and Publisher report goes on, "41 have someone at home on a typical evening.

"Of the 41 radio set owners who are at home, 24 have their sets turned on during the best hours of this typical evening.

"Of the 24 listeners, 13 make up the largest audience reached by any one station in each vicinity. Five are tuned in on the second-best station, and two on the third-best.

"Of the 24 listeners, 8 are 'advertising conscious' to the extent of knowing what the program they hear is supposed to advertise. These eight must be divided among the stations heard, leaving possibly three or four out of a hundred families as 'effective circulation' for a single program."

These figures have been worked out as a result of the survey by the Publishers' Association in which 28,947 homes were canvassed by telephone. Each of 230 newspapers, members of the organization, telephoned to at least 100 homes, selecting numbers at random from the telephone book.

The returns from the Bureau members were placed in the hands of Percival White, Inc., New York, marketing counselor, who compiled the totals shown in the table below:

Calls actually made	28,947
Refused to talk (eliminated)	294
Calls considered (balance of above)	28,653
No answer (not at home)	5,282
At home, answered questions	24,371
At home; own radio	20,063
Own radio, not at home (estimated)	4,352
Total homes having radios (corrected)	24,415
Reported radio turned on	11,746
Named station	9,038
Named product advertised	3,539
Best stations (74)	4,709
Second best stations (50)	1,909
Third best stations (35)	955

A report of the survey is published, with comment and explanation, in a bulletin released this week under the title, "Are They Listening?"

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PATRICK LIKELY SUCCESSOR TO COL. BROWN AS GENERAL COUNSEL

A Hoosier, Duke M. Patrick, seems to be the candidate most likely to land in the position of General Counsel of the Federal Radio Commission to fill the vacancy created by the elevation of Thad H. Brown to a commissionership. Colonel Brown is now General Counsel.

Mr. Patrick was born in Morgan County, Indiana, July 3, 1900, and has made an excellent record as Assistant General Counsel of the Commission. He has been in general charge of the Commission's court work.

Likewise mentioned for General Counsel is Ben S. Fisher, who falls from the Far West but also a native Hoosier. Mr. Fisher is at present Assistant General Counsel.

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NEW AND RENEWED CONTRACTS SIGNED BY COLUMBIA

NEW - Greyhound Lines, Cleveland, Ohio; Agency - Beaumont & Hohman, Cleveland, Ohio; Program - Musical Travelogue, Sunday, 8:30-8:45 P.M., Rebroadcast Pacific 11:15-11:30; 45 Stations.

RENEWAL - Corn Products Refining Co., Linit (This is in addition to Linit's evening program); Agency - E. W. Helwig Co., New York City; Program - "Mid-day Bath Club" Orchestra and soloist, Tues. Thurs., 12:30-12:45; 26 stations.

NEW - Photoplay Publishing Co., Chicago, Illinois, Photoplay Magazine; Agency - Aubrey and Moore, Inc., Chicago, Ill.; Program - Dramatic sketch, lives of movie stars, incidental music; 15 stations.

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ALL LEADING FIRMS IN RMA TRADE SHOW

One hundred leading radio manufacturers will exhibit their radio and electrical products in the Eighth Annual RMA Convention and Trade Show at Chicago, May 23-26th. Over 85% of the available exhibit space in the Stevens Hotel already has been reserved. Exhibit space of RMA members making advance reservations was assigned March 24th at a public drawing in the Hotel Astor in New York City. The drawing was in charge of prominent editors of radio trade magazines. Space for additional exhibitors is still available and the RMA will receive applications until May 15th.

Invitations from President J. Clarke Coit and the Board of Directors of the RMA will be sent May 1st to the trade.

A large RMA and special train from New York and eastern points to Chicago on the New York Central is being arranged. It is again in charge of L. C. Welling as manager for the RMA.

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RADIO CONCERT SENT FROM TRAIN

A full program of entertainment was broadcast from a Baltimore & Ohio Railroad train speeding from Washington to New York. The innovation in broadcasting experiment was relayed from a short-wave broadcast over Station WABC and a Columbia network between 9 and 9:30 o'clock last night (Sunday).

The success of the experiment was hailed by United States Senator Clarence C. Dill, who spoke briefly between orchestra numbers played under the direction of Jack Denny, and solos sung by Miss Belle Baker.

The development required more than \$10,000 of short-wave equipment, according to Edwin K. Cohan, technical director of the Columbia system.

Senator Dill, who called the experiment an opening to new limitless fields of communication, said in part:

"I feel like asking the radio engineers of America, 'What will you do tomorrow in radio development?' I want to congratulate the Columbia Broadcasting System, and I want to congratulate the American people on having a radio client that inspires such efforts and such expenditures of money as to bring about this achievement. If we had known a few years ago what the present achievements in radio would be, how restless we should have been during the period of development. But we did not know, and so we rejoice at every advance, we hail every new accomplishment with a sense of victory.

"It seems fitting, therefore, on this Easter night, in these closing hours of the day that proclaims the Resurrection, that we should give thanks that the spirit and invention of radio engineers has wrought so much, and then give thanks again, too, for the limitless field of possibilities of developments in radio communication in the future. These limitless possibilities challenge our best efforts. They are the open door to all the children of America and in them we find the promise of a closer human negotiation in the future, a more real human brotherhood the world around. I thank you."

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HEARINGS SCHEDULED BY RADIO COMMISSION

March 29 - WJBK, James F. Hopkins, Inc., Detroit, Mich., renewal of license, 1370 kc., 50 w., simultaneous day operation with WIBM, sharing at night;

WIBM, WIBM, Inc., Jackson, Mich., renewal of license, 1370 kc., 100 w., simultaneous day operation with WJBK, sharing at night.

March 30 - WMIL, Arthur Faske, Brooklyn, N. Y., modification of license, 1300 kc., 100 w., share time with WEVD, WBBR, WHAZ. Present assignment, 1500 kc., 100 w., shares time with WWRL, WLBX, WMBQ.

WFAB (formerly WHAP), Defenders of Truth Society, Inc., New York City, renewal of license, 1300 kc., 1 kw., shares with WEVD, WBBR, WHAZ.

March 31 - W. H. Allen & Co., Alexandria, La., C. P. 1210 kc., 100 w. daytime.

KWEA, Hello World Broadcasting Corp., Shreveport, La., renewal of license 1210 kc., 100w., unlimited time; Also C.P. for same (Requests authority to change equipment and move station to Baton Rouge, La.)

April 1 - WFIW, WFIW, Inc., Hopkinsville, Ky., C.P., 940 kc., 5 kw., unlimited time (requests authority to install new equipment). Present assignment: 940 kc., 1 kw. unlimited time. Also, modification of license, 940 kc., 5 kw., unlimited time

WFAN, Keystone Broadcasting Co., Philadelphia, Pa., modification of license, 610 kc., 1 kw., share with WIP, present assignment: 610 kc., 500 w., shares with WIP

WIP, Gimbel Brothers, Inc., Philadelphia, Pa., modification of license, 610 kc., 1 kw., share with WFAN. Present assignment: 610 kc., 500 w., shares with WFAN.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

March 25 - WCDA, Italian Educational Broadcasting Co., Inc., New York, N. Y., C.P. to make changes in equipment; Sun-Gazette Broadcasting Co., Williamsport, Pa., C. P. for a new station to use 1370 kc., 100 watts, share with WRAK; WRVA, Larus & Bro. Company, Inc., Richmond, Va., install automatic frequency control; Allen Wright Marshall, Sr. & Jr., Lagrange, Ga., C.P. amended and resubmitted to request 1500 kc., share with WRDW instead of 1120 kc., unlimited time; KLRA, Arkansas Broadcasting Co., Little Rock, Ark., C.P. to make changes in equipment and increase power from 1 KW to 1 KW, 2½ KW, LS.;

Also, KFVD, Los Angeles Broadcasting Co., Culver City, Cal., modification of license to move main studio to Los Angeles, Cal.; KOB, New Mexico College of Agriculture & Mechanic Arts, State College, New Mexico, C.P. to move station to Albuquerque, N. Mex., make changes in equipment and decrease power from 20 KW to 10 KW; KPCB, Westcoast Broadcasting Co., Seattle, Wash., install automatic frequency control; KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, modification of license to change from 250 w., 500 w., LS to 500 watts day and night.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (March 25, 1932)

WWNC, Citizens Broadcasting Co., Inc., Asheville, N.C., C.P. to install new 1 KW transmitter; KFBB, Buttery Broadcast, Inc., Great Falls, Mont., C.P. to make changes in equipment; WFBG, The William F. Gable Co., Altoona, Pa., modification of C.P. to make changes in proposed equipment; WOAI, Southern Equipment Co., San Antonio, Texas, modification of C.P. to extend completion date to May 28, 1932; WSMB, WSMB, Inc., New Orleans, modification of C.P. approving proposed location of transmitter locally; WDAY, WDAY Inc., West Fargo, North Dakota, modification of C.P. to move transmitter locally and install new transmitter; WLBL, State of Wisconsin, Dept. of Agr. and Markets, Stevens Point, Wis., modification of C.P. extending completion date to May 1, 1932; WBEO, The Lake Superior Broadcasting, Inc., Marquette, Mich., modification of license to change hours of operation to the following: Daily 7:30 to 9:30 A.M.; 11:30 A.M. to 1:30 P.M.; 4:30 to 7:30 P.M., Sunday, 9 A.M. to 2 P.M. CST.

Also, WJAK, The Truth Publishing Co., Inc., Elkhart, Ind., modification of license to increase hours of operation from sharing with WLBC to simultaneous day, share with WLBC night; WRDO, WRDO, Inc., Augusta, Maine, license covering erection of new station, 1370 kc., 100 watts, unlimited time, and direct measurement of antenna input; WDOD, WDOD Broadcasting Corp., Chattanooga, Tenn., license covering changes in equipment 1280 kc., 1 KW night, 2½ KW LS, unlimited time; WCBS, Charles H. Messter & Harold L. Dewing, Springfield, Ill., license covering move of studio and transmitter locally 1210 kc., 100 w., share with WTAX; WGL, F. C. Zieg (Allen Wayne Co.), Fort Wayne, Ind., license covering installation of new equipment 1370 kc., 100 w., unlimited time; KTAR, KTAR Broadcasting Co., Phoenix, Ariz., authority for direct measurement of antenna input; KFAC, Los Angeles Broadcasting Co., Los Angeles, extension of time for test period for 10 days from March 24th; WGBF, Evansville on the Air, Inc., Evansville, Ind., and WOS, JOHN T. HEINY, Jefferson City, Mo., and KFRU Stephens College, Columbia, Mo., authority to change hours of operation shown in existing time sharing agreement,

Also, WPCC, North Shore Church, Chicago, Ill., suspension of Rule 145 until Commission decides case. This rule requires installation of frequency monitoring equipment in broadcast stations by June 22, 1932, capable of checking frequency within 50 cycles; WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y., extension of completion date of C.P. for one week from March 22nd, and authority to use transmitter of WCGU for period of 3 days from March 24th, while moving transmitter; KGGF, Powell & Platz, Coffeyville, Kans., renewal of license, 1010 kc., 500 watts, share with WNAD certain hours; WNAD, University of Oklahoma, Norman, Okla., renewal of license 1010 kc., 500 watts, shares with KGGF, hours as follows: Tuesday, 7:15 to 9:15 P.M.; WEDNESDAY, 8:15 to 9:15 P.M., Thursday, 7:15 to 9:15 P.M.; WPSC, The Pennsylvania State College, State College, Pa., renewal of license 1230 kc., 500 watts day, hours as follows: Sundays 9 A.M. to 1 P.M., 2 P.M. to sunset; Monday to Saturday, 11:45 A.M. to 12:15 P.M.; Monday, Tuesday, Wednesday, Thursday and Friday 4 to 5:30 P.M.

The following stations were granted authority to install automatic frequency control: WLBG, Petersburg, Va.; KGHL, Billings, Mont., KMOX, St. Louis, Mo.; KFSD, San Diego, Cal., and WMAZ, Macon, Ga.

Also, W2XBB, Radio Corp. of America, New York City, granted general experimental CP for additional transmitter; frequencies: 3492.5, 4797.5, 6425, 8655, 12862.5 17310 kc., 25700 kc., 1 KW. Emission A1, A2, A3, and special provided the maximum communication band width, plus tolerance, does not exceed the frequency separation band width; WUCG, Aeronautical Radio, Inc., Chicago, Ill. C.P. for new equipment for auxiliary transmitter; 1 transmitter, Western Electric 9 B, 400 watts, 1 Composite VT, 10 watts; W2XDU, Atlantic Broadcasting Corp., New York City, modification of C.P. extending commencement date of C.P. to April 1st and completion date to July 1, 1932; W6XS, Don Lee, Inc., nr. Gardena, Cal., Modification of C.P. to change location of transmitter to Los Angeles, and extend Construction period from January 1st to June 1, 1932;

Also, WMO, City of Highland Park, Highland Park, Mich., license (police service) 2414 kc., 50 watts; W6XAH, Pioneer Mercantile Co., Bakersfield, Cal., 60 day license extending test period now authorized under C.P.; W10XAW, The Standard Shipping Co., on ship "Standard", renewal of special experimental license, 516 kc., 2 watts; KGPP, City of Portland, Ore., Bureau of Police, authority to install automatic frequency control; W7XAW, Fisher's Blend Station, Inc., Seattle, Wash., authority to use broadcast pickup transmitter April 2, 3, 9 and 10, 1932-2342 kc.; KHSVE, KHSXC, KHSWD, KHSGT, KHBWD, KHJRI, National Air Transport, Inc., and Boeing Air Transport, Inc., authority to operate the equipment now licensed as an aircraft station in the aeronautical service, in the temporary service as broadcast pickup station.

Renewal Of Licenses

The following stations were granted regular renewal of licenses: WEAI, Ithaca, N. Y., WFIW, Hopkinsville, Ky.; WRR, Dallas, Tex., and KFUL, Galveston, Texas; KDYL, Intermountain Broadcasting Corp., Salt Lake City, motion to rescind action designating the

the application for renewal of license of this station for a hearing. KDYL issued regular renewal license. This application for renewal of license was set down for a hearing because the facilities of this station had been illegally applied for in terms of units by applicants for a new station at Gillette, Wyoming. The application of those parties will be heard in conformity with Rule 6. It will not be necessary for them to specify the facilities of Station KDYL.

Temporary Licenses

The following stations were granted temporary licenses, subject to such action as the Commission may take on their pending applications for renewal:

WCAD, Canton, N. Y.; WCAL, Northfield, Minn.; WLB-WGMS, Minneapolis, Minn.; WRHM, Minneapolis, Minn.; KFMX, Northfield, Minn., and KFWI, San Francisco, Cal.

Also, WOAX, WOAX, Inc., Trenton, N. J., granted temporary license subject to result of investigation now being conducted regarding control over station and financial ability of licensee and Commission's decision thereon; KGCA, Charles Walter Greenley, Decorah, Iowa, temporary license subject to decision as a result of investigation now being conducted to determine whether station is operated at hours other than those authorized in license; WCAO, The Monumental Radio Co., Baltimore, Md., granted renewal of license for auxiliary transmitter to operate with 250 watts, 500 kc., unlimited time; WQAM, Miami Broadcasting Co., Miami, Fla., renewal of license for auxiliary transmitter to operate with 250 watts, 560 kc., unlimited time; WMCA, Knickerbocker Broadcasting Co., Inc., New York City, temporary license granted subject to such action as the Commission may take on pending application for renewal. Also granted renewal of license for auxiliary transmitter to operate with 250 watts, 570 kc., share with WNYC.

Application Denied

Mills K. Armstrong, Norwalk, Conn. (amateur license)

Applications Dismissed

Wade H. Dellinger, Charlotte, N. C. (CP); Theodore S. Cliff, Terre Haute, Ind. (amateur license) - at request of applicant

Petition Denied

Shortwave Broadcasting Corp., Boston, Mass., petition asking Commission to reconsider its decision of Feb. 19, 1932, granting C.P. for an experimental relay broadcasting station at Miami, Fla (Station WIOD-WMBF) and requesting a hearing in that case, denied.

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