

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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HOUSE HILARIOUS ADOPTING RADIO SALES TAX AMENDMENT

The following is the debate which took place in the House in connection with adopting the radio sales tax amendment:

"Mr. Crisp, of Georgia: Mr. Chairman, I offer the following committee amendment.

"Speaker Garner: The gentleman from Georgia offers a committee amendment, which the Clerk will report.

"The Clerk read as follows:

"Committee amendment offered by Mr. Crisp: On page 229, after line 8, insert a new section as follows:

"Sec. - . Tax on Radio Receiving Sets, Etc.

"There is hereby imposed upon the following articles, sold by the manufacturer, producer, or importer, a tax equivalent to 5 per cent of the price for which so sold: Chassis, cabinets, tubes, reproducing units, power packs and phonograph mechanisms, suitable for use in connection with or as part of radio receiving sets or combination radio and phonograph sets (including in each case parts or accessories therefor sold on or in connection therewith or with the sale thereof), and records for phonographs. A sale of any two or more of the above articles shall, for the purpose of this section, be considered a sale of each separately."

"Mr. Crisp. Mr. Chairman, the Treasury Department estimates that this amendment will yield \$11,000,000.

"Mr. Dyer, of Missouri. Will the gentleman yield?

"Mr. Crisp. I yield.

"Mr. Dyer. This, of course, is another one of the sales taxes included in these amendments? Is not that correct?

"Mr. Crisp. May I say to my friend: Cock ^{Robin}~~Reber~~ is dead; let him stay dead? (Applause).

"The Chairman. The question is on the committee amendment offered by the gentleman from Georgia.

"The Committee amendment was agreed to."

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BROWN FINALLY SWORN IN

Col. Thad Brown, of Ohio, is now a full-fledged member of the Federal Radio Commission. Colonel Brown, who was President Hoover's Ohio campaign manager, was bitterly opposed by Senator Couzens, of Michigan, who termed the appointment purely political and characterized Brown, who formerly had been General Counsel of the Commission, unfit for the office.

Colonel Brown was appointed to succeed Judge Ira E. Robinson, who resigned. The new Commissioner will serve a six-year term.

The oath was administered by Judge Charles S. Hatfield, of the United States Court of Customs and Patent Appeals.

Colonel Brown served as Secretary of State of Ohio from 1923 to 1927.

Duke M. Patrick, formerly Assistant General Counsel of the Commission, succeeds Colonel Brown as General Counsel. Mr. Patrick was born in Morgan County, Indiana, in 1900. He was educated at Purdue University and the University of Michigan, receiving the degree of Doctor of Jurisprudence from the law school of the latter university.

After graduation he practiced law in La Fayette, Ind., for about one year, then moved his offices to Indianapolis, where he practiced until his appointment to the Commission on January 27, 1930.

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WCCO STEPS OUT WITH FANCY ADVERTISING BOOK

A deluxe advertising book, one of the most elaborate and complete issued by a broadcasting station, has just been received from WCCO, Minneapolis. The introduction, captioned "From Five To Fifty Kilowatts - An Open Letter To Advertisers", bears the signatures of H. A. Bellows, President, and Earl H. Gammons, Vice-President.

Chapters of the book are as follows: "The Tempo Of The Store"; "People With Desires And Incomes Make Markets"; "Do You Know The Northwest?"; "What Advertisers Think Of Columbia Stations"; "WCCO Is The Key Station In The Northwest of the Columbia Broadcasting System"; "WCCO Coverage"; "WCCO Is Dominant In The Northwest Market"; "The Service Area Of WCCO"; "Defining The Service Area Of WCCO"; "Intensive Service Area"; "Radio Service That Follows The Trading Influence Of The Twin Cities"; "Get Into The Twin Cities For Sales - Get On WCCO For Coverage"; "Receiving The Preferring

Attention Of Northwest Listeners"; "Telling It With Time"; "The Choice of Advertisers - Local and National"; "The All-American Radio Team"; "History Of Station WCCO"; "Survey By Cities"; "Coming Back For More".

The book is bound in board and copies may be had upon application to either Mr. Bellows or Mr. Gammons.

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RADIO PRODUCTS ANNOUNCES EXPANSION

Reorganization and expansion of the Radio Products Corporation, of 548 South 11th Street, Newark, N. J., is announced by that company in part, as follows:

"During the first years of the radio industry, this concern was the largest maker in the world of components for radio tubes, supplying the leading factories of the United States and doing considerable export business.

"Now, according to the declaration of Montgomery Carrott, the newly elected president, Radio Products is to engage in large scale production of an entirely new type of midget receiver, utilizing tiny tubes, all developments of Dr. Earl L. Koch, scientist, who was once Chief Engineer of the Kellogg Switchboard Company and the Universal Communications Company.

"A license to utilize the new receiver design and the unique tubes, which are about one-sixth the size of ordinary valves, has been secured from Television, Inc.

"It is stated by the company that Radio Products may also acquire licenses from Television, Inc., to manufacture new tubes to be used in television and for the manufacture and sale of apparatus in connection with communication systems.

"A special meeting of Radio Products stockholders to confirm the program of development will be held Monday, April 11th, in the offices of the Corporation Trust Co., Jersey City.

"A national merchandizing organization, not hitherto linked up with the sale of radio, is negotiating for the distribution of no less than 1,000,000 of the new sets, to be sold at a price range of \$15 to \$25.

"Joseph Warren, veteran in electrical research and considered an authority on production methods, formerly manager of the Sumpter Electrical Co. in the South, has been appointed Plant Superintendent. James V. Capicoto, research engineer, who has been prominent in tube work for many years, has been retained and is now in charge of the tube division.

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PRESS SERVICE POLICIES DIFFER ON GIVING NEWS TO RADIO

With the ever-recurring problem of spot news broadcasting thrown in the field of open controversy once again by the clash of newspaper executive opinions over the amount of harm caused by the frequent radio bulletins on the Lindbergh story, interest centered this week on the radio policies of press associations and the American Newspaper Publishers' Association, according to Editor & Publisher.

While some editors and circulation managers charged radio's spot bulletins with cutting deeply into newspaper circulations, and others declared the broadcasts had helped sales, eyes were turned toward the forthcoming A.N.P.A. convention and the annual meeting of the Associated Press, both to be held at the Hotel Waldorf-Astoria, New York, during the week of April 25th. In statements to Editor & Publisher, press association executives outlined the policies of the individual organizations in regard to broadcasting spot news, and Elzey Roberts, publisher of the St. Louis Star and Chairman of the A.N.P.A. radio committee, expressed the personal opinion that press associations and newspapers supplying news to radio stations "are unthinkingly contributing to the rise of radio and the decline of the press."

Mr. Roberts will present the annual report of his committee at the A.N.P.A. convention next month.

Statements from Joseph V. Connolly, President of International News Service and Universal Service; Kent Cooper, General Manager of Associated Press; and Karl A. Bickel, President of United Press Associations, showed a wide variation in radio policies, Mr. Bickel, stating that his organization had no definite policy concerning the supplying of news to radio stations or permitting newspaper clients to broadcast bulletins, put the issue squarely up to the A.N.P.A.

"The United Press has no policy in this matter", he told Editor & Publisher. "We have been waiting about two and a half years for the American Newspaper Publishers' Association to define one. When they get ready to solve this problem of the relationship between newspapers and radio stations, it will not be so difficult for a press association to work out a policy. Within the last several months, United Press, without making it a policy, has been supplying the National Broadcasting Company and the Columbia Broadcasting System with news bulletins from its New York offices. There is nothing fixed about this. We stopped the practice a couple of weeks ago, simply because we felt it best to do so.

"Meantime a number of newspapers with radio stations are utilizing our bulletins for broadcasting purposes. We permit this because it is our business to aid our clients to the best of our ability in whatever way we can. The matter is one which rests entirely between the newspapers and the radio companies."

The Associated Press permits its members to use its news for broadcasting by a decision of the Board of Directors, Kent Cooper pointed out. He said that brief bulletins are occasionally supplied to radio companies from A.P. headquarters on matters of transcendent importance, but that the organization was willing to consider any suggestion which might be made by the A.N.P.A.

International News Service and Universal Service have forbidden the use of their news dispatches for broadcasting except for circulation promotion purposes by clients, according to Mr. Connolly, who said he had notified all bureau managers of this ruling.

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PROGRESS IN RECORDING AND REPRODUCING SOUND REVIEWED

Taking as his topic, "A Decade of Progress in the Recording and Reproducing of Sound", J. E. Otterson, President, Electrical Research Products, Inc., addressed the Electrical Association in New York yesterday (Wednesday), in part, as follows:

"Fifty odd years ago it was possible to hear only that speech which was uttered in an audible tone in the immediate vicinity of the listener. Today it is possible to speak in a normal, conversational tone in Australia and be heard in New York. It is also possible to speak in a normal, conversational tone in Australia and hear one's own voice three tenths of a second later after it has traveled around the world.

"It is possible to speak to ships at sea and to ships in the air. It is possible to speak to passengers on moving trains. A doctor in Chicago has listened to the heart beat of a patient in a hospital in Baltimore and diagnosed his heart malady.

"A short time ago one of the motion picture executives informed us that they had been directed to put on a command performance of their motion picture production of 'Private Lives' in a London theatre at midnight of a day in February. He desired to arrange for Miss Norma Shearer, who is the star in this production, to speak from Hollywood to the theatre in London by telephone and to have her voice amplified so that she could extend greetings to the King and Queen and the audience.

"To accomplish this, Miss Shearer would speak into a microphone in a sound treated room in Hollywood and her voice transmitted by wire telephony to New York - a distance of three thousand miles - and then by radio telephony across the Atlantic - another three thousand miles - and by wire telephony from the receiving studio in England to the theatre where her voice would be amplified and delivered to the audience through loud speakers.

"The Telephone Company was prepared to do this as a matter of telephone service.

"Let us imagine Miss Shearer in the theatre in London in place of in the studio in Hollywood, speaking into a microphone and having her voice amplified and delivered to the audience by means of loud speakers. We would then have what is known as a 'public address system', that is, the instrumentality commonly used where a speaker is called upon to address an audience too large to be reached by his normal voice through direct speech.

"Assume, then, that in place of Miss Shearer's being in the theatre in London, we have there a record of her voice so that in place of her speaking into the microphone, her voice is picked up from the record, transmitted to the amplifier and then through the loud speakers to the audience. This arrangement would constitute an electrical phonograph.

"Synchronize this sound record of Miss Shearer's voice with a motion picture of Miss Shearer speaking, and we have a talking motion picture.

"Return for a moment to the radio telephone circuit across the Atlantic. If in place of throwing Miss Shearer's voice on to the telephone wires upon its reception in England we had directed it into a radio broadcasting station, we would then have made use of telephone facilities and instrumentalities for commercial radio broadcasting purposes.

"In fact, it would have been readily possible to broadcast Miss Shearer's voice throughout the world at the same time that it was being transmitted to the assembled audience in a London theatre.

"Then again, we might have connected every telephone subscriber in the United States with the wire telephone circuit over which Miss Shearer was talking, and by placing a loud speaker at the subscriber end of the wire, have developed a system of wire broadcasting not yet commercially exploited but susceptible of commercial development in the future.

"If I may be permitted to coin a word, I would like to refer to the recording and subsequent reproduction of sound as the science of 'postephony', which I think may be freely translated as meaning 'later sound' or 'sound after'.

"The combined science of telephony and 'postephony' is the basis of one of the four or five largest businesses in the world, involving as it does transmission, recording, amplification, reproduction and reception of sound, and embracing the telephone business, the radio business, the phonograph business and the talking motion picture business.

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PRESS LEAGUE ANALYZES RADIO ADVERTISING

An argument against the effectiveness of advertising by radio in the State of Texas is made by the Texas Daily Press League in its brochure, "Eliminating Advertising Waste in Texas", recently issued.

The premise to the indictment of broadcast advertising is that Texas is not one market, but a number of markets. The territorial and climatic factors are stressed and considerable space is given to analyzing the geographical market structure.

The questions of how many people owning sets actually listen in and at what hours, whether the sets are in good condition, and what pulling power the programs have are discussed fully with authenticated survey figures as a basis.

One of the most telling of the arguments is that there are only four broadcasting stations in the State possessing high-powered equipment, two of them in Dallas and the others in Ft. Worth and San Antonio. The range of these stations is thoroughly analyzed.

The booklet has five maps illustrating the thesis. One shows the market background and income factors of the States. Another shows by counties what percentage of families do not own receiving sets. The third shows primary, secondary and occasional "listening areas", based on the Price, Waterhouse & Co. survey for the Columbia Broadcasting System. The fourth presents the number of radio receiving sets in each county. The number of sets per 100 persons by counties is shown in the last.

So far as is known this is the first time a State group has taken up the argument against radio advertising as it relates to its territory in so much specific detail.

S. W. Paper is President of the Texas Daily Press League, which has offices in New York, St. Louis, Kansas City, Los Angeles, Chicago, San Francisco and Dallas.

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MACKAY ORDERS NEW SAYVILLE EQUIPMENT

Mackay Radio and Telegraph Company has placed with the Federal Telegraph Company, of Newark, an order for power supply equipment totaling \$40,000, to increase still further the efficiency of the powerful radio sending station at Sayville, Long Island.

The equipment will be manufactured at the Federal Company's plant at 200 Mount Pleasant Avenue; delivery will be made within 10 days and it will be installed immediately thereafter.

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EXAMINERS SUBMIT REPORTS ON BROADCAST APPLICATIONS

Denial of an application for a new broadcasting station, and denial of license renewal to a coastal station were recommended in Examiners' Reports submitted March 29th to the Federal Radio Commission.

Examiner R. H. Hyde recommends that the application of Theodore F. Zemla, E. L. Pelletier and Harold T. Coughlan for a new broadcasting station on the 800-kilocycle frequency at Pontiac, Mich., be denied because interference would result were the station operated.

Examiner Ralph L. Walker recommends that the application of Station WSK, a coastal station at Sheboygan, Wis., for license renewal be denied because the applicant is not legally qualified to conduct a radio communication business.

In Examiners' reports submitted March 25th, KMO, KMO, Inc., Tacoma, Wash., was granted modification of license to change frequency from 860 to 1330 kc., reduce power from 500 watts to 250 watts, and change hours of operation from limited to unlimited, sustaining Examiner R. L. Walker.

Eastern Ohio Broadcasting Co., New Philadelphia, Ohio, was denied as in default construction permit for new station to operate on 850 kc., 500 w., limited time, sustaining Examiner R. L. Walker.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

March 30 - WIBG, WIBG, Inc., Elkins Park, Pa., modification of license amended to request "daytime" hours of operation instead of "daytime to sunset at Chicago"; WHP, WHP, Inc., Harrisburg, Pa., (supersedes application formerly submitted), modification of license to change hours of operation from sharing with WBAK daytime and with WBAK and WCAH at night to sharing with WCAH at night only (facilities of WBAK); Walter A. Sommers, Prophetstown, Ill., C.P. to erect a new station to use 1070 kc., 5 watts, daytime (facilities of WDZ and WCAZ); WBBM-WJBT, WBBM Broadcasting Corp., Chicago, Ill., modification of license to synchronize with Station KFAB during specified night hours;— also install automatic frequency control.

Also, KFAB, KFAB Broadcasting Co., Lincoln, Nebraska, modification of license to synchronize with Station WBBM-WJBT during specified night hours; also install automatic frequency control; KFJD, Anchorage Radio Club, Inc., Anchorage, Alaska, C.P. to make change in equipment and increase power from 100 watts to 250 watts; KGEZ, Donald C. Tréloar, Kalispell, Montana, C.P. to install new equipment, increase power from 100 watts to 250 watts, change frequency from 1310 kc. to 1260 kc., move station locally, change from unlimited time to $\frac{1}{2}$ time. 9 -

The following applications were returned to the applicants:

H. Verne Spencer, Jeannette, Pa., new station on 930 kc. (Rule 120 and unsatisfactory equipment); Ilor Clive Lankford, Jr., Seymour, Texas, new station on 1310 kc., (Rule 88 and Rule 121); C. F. Wynne, Seymour, Texas, new station on 1140 kc. (request of applicant); James Boyd and Paul Swallow, d/b as Boyd Swallows Radio Shop, Baxter, Tenn., new station on 600 kc., (Rules 6 (a) and (c), 120 and unsatisfactory equipment); Maurice L. Barrett, E. St. Louis, Illinois, new station on 1310 kc., (Rule 6 (a) and (c) and unsatisfactory equipment.

Applications Other Than Broadcasting

Mar.29-Aeronautical Radio, Inc.: At Springfield, Ill., new C.P. for 3222.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5, 2316, 2356, 4115, 6540, 6550, 6560, 8015 kc., aeronautical and aeronautical point-to-point service; KGUR, Burbank, Calif., C.P. for change in location to United Airport, Burbank, Cal., aeronautical and point-to-point aeronautical; Press Wireless, Inc.: WRDD, Atlanta, Ga., WRDF, Memphis, Tenn., and WRDC, Chicago, Ill., modification of C.P.s for extention of completion date to 10/18/32 (WRDC also for change in location to Elgin, Ill); Radiomarine Corp. of America, 3 miles west of Savannah, Ga., license for temporary authority to operate station constructed prior to 1927 for 143, 500, 170, 408, 476 kc., 500 watts, public coastal service.

March 30 - Press Wireless, Inc.: WRDL, New Orleans, La., KGWF, Minneapolis, Minn., KGWB, Dallas, Texas, KGWC, Kansas City, Mo., KGWD, Denver, Colo., WRDH, Miami, Fla., modification of C.P.s for extension of completion date to 10/18/32; WPEE, City of New York, Police Dept., Brooklyn, N. Y., license covering C.P. for 2450 kc., 400 watts, municipal police station; Aeronautical Radio, Inc., Omaha, Nebr., new C.P. for 3222.5, 3232.5, 3447.5, 3242.5, 3257.5, 3457.5, 3467.5, 3485, 4917.5, 5612.5, 5632.5, 2316, 2356, 4115, 6540, 6550, 6560, 8015 kc., aeronautical and point to point aeronautical service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The following applications were granted on March 29th:

WRC, National Broadcasting Co., Inc., Washington, D. C., C.P. to install new 1 KW transmitter; WIOD-WMBF, Isle of Dreams Broadcasting Corp., Miami, Fla., C.P. to install new equipment and change power from 1 KW day, 500 w., night with 500 w., additional experimental to 1 KW day and night; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., modification of C.P. to extend commencement date from December 21, 1931, to March 21, 1932, and completion date from March 21, 1932 to June 21, 1932; WCCO, Northwestern Broadcasting, Inc., Minneapolis, Minn., modification of C.P. approv-

ing equipment for 50 KW transmitter; KNOW, KUT Broadcasting Co., Austin, Texas, special license until after hearing covering removal of transmitter locally; 1500 kc., 100 w., unlimited time; KFXJ, R. G. & Chas. Howell, d/b as Western Slope Broadcasting Co., Grand Junction, Colo., modification of license to change hours of operation from specified hours to: 8 A.M. to 2 P.M., M.S.T., and 6 to 9 P.M., MST; KDKA, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., permission to decrease the number of vacuum tubes in the last radio stage of transm. from four to two; KOL, Seattle Broadcasting Co., Inc., Seattle, Wash., authority to operate a broadcast pickup station from April 6 to 9th inc., in connection with crew races.

Also, KVI, Puget Sound Broadcasting Co., Inc., Tacoma, Wash., authority to reduce power from 1 KW to 500 watts, for period of 2 weeks in order to repaint generators; WRAK, Clarence R. Cummins, Williamsport, Pa., extension to April 1932, for effective time of new time schedule; KSO, Iowa Broadcasting Co., Clarinda, Iowa, and WKBH, WKBH, Inc., LaCrosse, Wis., authority to operate simultaneously during day hours; WHDH, Matheson Radio Co., Inc., Gloucester, Mass., decision denying authority to move transmitter from Gloucester to a point 8 miles from Boston, reconsidered and case was remanded to docket for additional evidence; KGPP, City of Portland, Oregon, Bureau of Police, C.P. for emergency Municipal police service to install new 500 watt transmitter to replace existing 25 watt temporary transmitter 2442 kc., 300 watts.

Also, Aeronautical Radio, Inc.: KGSP, Denver, Colo., and KGSR, Pueblo, Colo., C.P. for installation of 50 watt transmitter to be operated in aeronautical service on Blue Chain: 2906, 3072.5, 3082.5, 3088, *5510, *5540, 5672.5, 5692.5 kc., 50 watts (*Not available after March 1, 1933); KGKD, Santa Maria Airlines, Santa Maria, Cal., C.P. for change in equipment 278 kc., 15 watts, emission A1, A2, A5; W3XAU, Universal Broadcasting Co., Inc., Philadelphia, Pa., modification of C.P. extending completion date to August 13, 1932; W4XB, Isle of Dreams Broadcasting Corp., Miami Beach, Fla., modification of C.P. extending completion date to July 17, 1932.

Also, RCA Communications, Inc.: W2XBJ, Rocky Point, N. Y., modification of license for change in frequencies to: 6740, 6950, 6957.5, 7400, 8930, 8940, 8950, 9470, 9490, 10610, 13480, 13855, 13870, 13915, 14800, 17900, 18900, 19020, 21220 kc.; WGT, WJZ, WGU, WJT, San Juan, P. R., modification of licenses to decrease power from 20 KW to 1 KW; Radiomarine Corp. of America; WSA, New London, Conn., modification of license (Marine Relay) to change operating schedule to 10 P.M. to 6 A.M., EST, daily, plus such additional hours as occasional local traffic conditions necessitate; also granted same for public coastal service, coastal Telg. station; KOWH, aboard "Munarco", temporary authority not to exceed 60 days to operate pending receipt of formal application, frequencies: 143, 152, 153, 160, 375, 425, 400, 468, 500 kc.; KOU, Southern California Tel. Co., near San Pedro, Cal., license 2530 kc., 400 watts, A2 and A3 emission, to communicate with ship stations in San Pedro Harbor.

Also: Government of Porto Rico: WGS, Dept. of the Interior, Munoz Rivers, Vieques, P. R., granted license, fixed public point to point telg. 194 kc., 50 watts, A2 emission, to communicate with Ceiba, P. R., St. Martin, DWI, St. Kitts, DWI, Marigot, Curacao, DWI; WKZ, Bureau of Insular Telg., Ceiba, P. R., same as above, points of communication: Vieques, P.R., St. Martin, St. Kitts, Marigot and Curacao; WGW, Bureau of Insular Telg., Ceiba, P.R., and WEX, same, licenses for public coastal telg., 500 kc., working 171, 438, 50 watts, A2 emission; Atlantic Broadcasting Corp.: W2XDY and W2XDZ, New York City, authority to use 1542 and 2478 kc., March 25 to 27th inclusive.

Renewal Of Licenses

Regular renewal of station licenses were granted the following:

WASH, Grand Rapids, Mich., WOOD, Grand Rapids, Mich.; KRKD and KFSG, Los Angeles, Cal.; KVOA, Tucson, Ariz., WJAS, Pittsburgh, Pa.; KMA, May Seed & Nursery Co., Shenandoah, Ia., existing license extended to June 1st; KTW, The 1st Presb. Church of Seattle, Seattle, Wash., existing license extended to May 1st.

Set For Hearing

KRMD, Robert M. Dean, Shreveport, La., renewal of license; WNAX, The House of Gurney, Inc., Yankton, S. Dak., requests C.P. to install new transmitter and increase day power from 1 KW to 2½ KW.

Application Dismissed

Applications of WFAN and WIP for modification of license to increase power from 500 watts to 1 KW, scheduled for hearing April 1st, dismissed from hearing docket.

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