

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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. 517

RMA APPEALS TO SENATE FOR FAIR TREATMENT OF RADIO

The radio industry, through the Radio Manufacturers' Association, the national organization, is prepared to appeal to the U. S. Senate for fair treatment and relief from the discriminatory excise tax of five per cent on radio and phonograph sales adopted by the House of Representatives.

The proposed radio tax and plans for appeal to the Senate will be considered by the Board of Directors of the Radio Manufacturers' Association at a meeting which has been called by President J. Clarke Coit, of Chicago, on Thursday, April 8th, at Hot Springs, Va.

The proposed radio tax would fall on the public, could not be borne by an industry already severely stricken, and calls for radio and a few other "selected" industries to bear the burden of special manufacturers' sales taxes, according to a statement issued by Bond Geddes, Executive Vice President of the Radio Manufacturers' Association.

"The radio industry is entirely willing to contribute equally with others to the Government's revenue necessities and acquiesced in the House Ways and Means Committee proposal for a general manufacturers' sales tax, even to the considerable extent of 2.25 per cent", said Mr. Geddes. "Now, in the 'revolt' of the House against its leadership and in its hasty, hysterical adoption of 'any sort' of taxes, the radio and a dozen other selected industries are penalized and stigmatized as luxuries or semi-luxuries and asked to bear the entire burden of taxation on all industry.

"The ill-considered, unfair and discriminatory results in the House are obvious and the radio industry is prepared to appeal to the Senate.

"In its widespread service to the public as a great agency of communication, religion, education and daily individual and national development, as well as entertainment, radio cannot be fairly classified as a luxury, semi-luxury or non-essential. Like the daily newspaper, which is carefully exempted in the House Bill from any additional tax burden, radio is a daily and vital means of communication. Its use is universal and we oppose a special discriminatory tax on this great service to the millions of the American radio public. The classification of radio, with cosmetics, candy, etc., as a luxury is absurd.

"Annual reports published last week of three prominent radio companies, reflecting industry conditions which are general, report 1931 losses, respectively, of \$182,080, \$215,597, and \$1,447,253. The special excise tax of five per cent on manufacturers' sales of radios, phonographs and accessories, therefore, is one which necessarily will be borne directly by the buying public as it cannot be absorbed by the industry.

"Furthermore the revenue returns expected from the proposed radio tax will be much below the estimate of Federal experts. Not \$11,000,000, as estimated by House and Treasury experts, but \$7,731,750 in taxes would be realized at five per cent based on 1931 sales if equaled in 1932, which is improbably especially if a sales tax is added to reduce volume. Tax burdens always increase sales resistance, prices to the public, and therefore decrease volume of sales. The radio source of taxes would be unquestionably diminished and thus further decrease the anticipated returns.

"The radio industry, desiring only fair treatment for an essential public service, would cheerfully assume a fair share of the tax necessities of the Government, but is constrained to oppose the discriminatory burden proposed against it and a few other industries 'selected' in the hysterical program of the House."

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NBC NEW ACCOUNTS AND RENEWALS SIGNED UP

NEW - The Texas Company (Gasoline & Oil), 420 Lexington Ave.; Agency - Hanff Metzger, Inc., New York; Period - Tuesday, 9:30-10:00 P.M., starting April 26, 1932; Basic Red Network; Program - to be decided.

NEW - Thompson Products Co. (Auto Accessories), Cleveland, Ohio; Agency - H. W. Kestor & Sons, Chicago, Ill.; Period - Wednesday, 8:45-9:00 P.M., starting April 13, 1932; 4 Basic Blue Network; Program - Musical.

NEW - Wm. Wrigley, Jr. (Chewing Gum), Chicago, Ill.; Agency - Frances Hooper Adv. Agency, Chicago, Ill.; Period - Monday, Wednesday & Friday, 4:30-4:45 P.M., starting April 4, 1932; Basic Red Network and Canada; Program - Mr. and Mrs. Ely Culbertson in bridge lessons.

RENEWAL - General Mills, Inc (Flour), Minneapolis, Minn.; Agency - The McCord Company, Minneapolis, Minn.; Period - Wednesday and Friday, 10:45-11:00 A.M.; starting March 30, 1932; Basic Red Network; Program - Betty Crocker - Cooking Talks.

RENEWAL - Bayer Co., Inc. (Aspirin); New York City; Agency - Blackett-Sample-Hummert, Inc., Chicago, Ill; Period - Sunday 9:15-9:45 P.M., Starting April 17, 1932; Basic Red Network and Canada; Program - American Album of Familiar Music (Frank Black & Orchestra - soloists).

NEW - Sinclair Refining Co. (Gas and Oil), New York City; Agency - Federal Advertising Agency, New York City; Period - Monday, 9:00-9:30 P.M., starting April 11, 1932; Basic Blue Network; Program - Sinclair Minstrels (Regular Minstrel Show).

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TELL OF COMPOSERS ORGANIZED EFFORT

An article in the Elks Magazine for April entitled, "By Special Permission", written by John Chapman, gives a detailed history of the American Society of Composers.

"Radio first began to worry Gene Buck, president of the Society about 11 years ago", Mr. Chapman writes. "At that time music publishers used to paying cash to song pluggers, were grateful for the free ballyhoo being given their tunes by this strange new toy, radio. Buck visioned the wireless as a threat to his members' incomes, and even though the publishers couldn't see Buck's way, the more numerous composers and lyricists could. So they passed a resolution for another court fight.

"Station WOR in New Jersey, a pioneer in the field and one of the best known at the time, was selected for a test case. Some undoubtedly harmless tenor had sung 'Mother Machree' with no intention of offense whatever, so the ASCAP sued WOR for broadcasting 'Mother Machree' without permission. With Justice Holmes' previously favorable decision as a background, it was ruled that radio tenors couldn't go Mother Machreeing without permission. With cabarets and hotels already under control, the music-makers now had the radio stations under thumb.

"But nobody knew, in dollars and cents, just how much broadcasting was worth. Station WEAJ, biggest in the field with WOR, reluctantly took out a license for permission to use copyrighted music for one year. It paid \$500. Now it pays \$37,500 a year, and the chances are that it will have to pay much more.

"With WOR and WEAJ in line, Gene Buck next went after the Radio Corporation of America, which was operating six or seven stations with WJZ as the key. Not knowing the exact commercial value of the license he had to sell, Buck offered to give the Radio Corporation a free license for six months, just to establish the principle of the thing. David Sarnoff of R.C.A. at first refused, and then he offered to take out a license for a number of years.

"'Nothing doing', said Buck, 'Why, the Government won't give you your operating license for longer than ninety days at a time. The Government doesn't know where radio will lead to, and neither do we. We won't tie ourselves up for a long term.'

"Even today the Government, watching broadcasting grow by leaps and bounds, issues all licenses for ninety-day periods.

"Sarnoff refused Buck's terms. 'There are enough operas and symphonies in the public domain to satisfy our listeners', he argues, 'so we just won't use copyrighted music at all.' But he was wrong; the public wanted new music. The first break into the R.C.A. chain came when an advertiser who was offering a program in Pittsburgh insisted upon new music. Buck's Society sold the

Pittsburgh station a one-hour broadcasting license for \$20. And for the \$20 the station could have its pick of music.

"At present some 500 stations pay license fees ranging from \$25 a year to the \$37,500 each paid by WEAf and WJZ, and the Society tells each station what can and what cannot be played. Once a month the Society sends to all stations and program-makers a list of music titles. 'The following', says the list, 'have been withdrawn from use by all stations . . . Performances of the following compositions from the musical-comedy productions indicated are restricted, but on request in writing, specifying the name, date and hour of the program, occasional special permissions will be granted.'"

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NO HIKING UP POLITICAL RATES

The radio bill introduced by Representative Ewin Davis, of Tennessee, which passed the House and is now in the Senate Committee, is expected to be reported out carrying an amendment that broadcasting stations shall not hike up their regular rates for political candidates. The Senators desire to protect their brethren from any increase in rates during the campaign.

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RADIO LIBEL BILL FAILS

The Hickey-Dickey bill which would have subjected radio stations to the same libel responsibilities as attach to newspapers recently failed of passage in the New York State legislature. A public hearing revealed the measure was aimed at purely a local condition. Legislators held present law sufficient to cope with radio libel.

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TO BROADCAST CONVENTIONS

Permission has been granted to WGN, the Chicago Tribune station, to conduct its own broadcasts of the Republican and Democratic conventions in June from the Chicago Stadium. Quin Ryan, manager of WGN, will be chief announcer, with Tribune political writers assisting.

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REGIONAL STATION SEEKS 5,000 WATTS POWER

To determine whether a regulation shall be broadened to allow a regional broadcasting station to operate with high power at present reserved for clear channel stations, the Federal Radio Commission last week heard the case of Station WFIW, Hopkinsville, Ky., which has asked permission to use, 5,000 watts.

The station now operates on the 940-kilocycle frequency, which, under Commission regulations, is a regional channel on which stations may not operate with power of more than 1,000 watts. The application for 5,000 watts is in direct opposition to this rule.

If the application were granted, it was explained, it would mean that a regional channel had been in effect made a cleared channel. Under General Order 40, regional stations' power may not exceed 1,000 watts, all stations using greater power being assigned cleared channels.

The Commission has never given a regional station power of more than 1,000 watts, except in the case of the four high-power regional channels - 1460, 1470, 1480 and 1490 kilocycles - which are specially designated to this purpose, according to Commission records.

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FOREIGN TRADE OPPORTUNITIES

The following foreign trade opportunities may be looked into by addressing the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.:

Radio Resistances	£57142	Milan, Italy	Agency
Radio Sets	£57056	Oslo, Norway	"
Radio Sets	£57061	Oslo, Norway	"
Radio Sets, short wave	*57146	Medan, Sumatra	Purchase & "
Radio Sets and parts	£57138	Caracas, Venezuela	" "
Radio sets and parts	£57147	Helsingfors, Finland	Agency
Radio Sets and parts, short wave	£57149	Toronto, Canada	"
Radio Sets, and radio and phonograph combina- tions	£57059	Oslo, Norway	"
Radio tubes, best quality	£57141	Turin, Italy	Purchase & "
Radio tubes, loud speak- ers, and other parts	£57144	Prague, Czechoslovakia	Agency

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WIRED RADIO AVAILABLE IN LONDON

Radio loud speakers are plugged in on a line connected to large central receiving stations operated by the Standard Radio Relay Service and its subsidiaries, according to a report from London. Service of this sort is also being offered by many local radio dealers.

Selective radio receivers with high-powered amplifiers are situated at central points in each district and the programs picked up by these stations are sent out over a series of feeder lines which are tapped at intervals to serve individual homes and in some cases whole streets. It is said that the latest type receiver can supply radio programs to about 1,500 subscribers at one time.

The subscribers are required to purchase the usual post office license compulsory in England and a charge of 1 shilling 6 pence (about \$.35 at par) per week is made for the radio service delivered to them over this network. Loud speakers may either be purchased outright or may be rented.

Freedom from interference and from the responsibilities of maintenance are said to be the inducements to many of the English radio fans taking their programs in this way.

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SHORT WAVE PLANE-STATION TEST SUCCESSFUL

The possibility of restricted or virtually private radio communication was demonstrated in an ultra-short wave or ultra-high frequency test under the auspices of the American Radio Relay League, according to an A.P. dispatch from Hartford, Conn. The test, the results of which are thought by experts to be of great importance, was carried on between a plane piloted by Joseph Lyman of Boston, accompanied by D. Kelly, a Boston radio operator, and amateur radio stations between Boston and New York.

The plane, equipped with five-meter radio apparatus, left Boston for New York. In accordance with prearranged instructions, some 200 amateur radio operators attempted to establish communication with the plane, using the ultra-short wave.

The Relay League, using a station on Sheldon Hill in Hartford, Conn., established voice communication with the plane when the latter was over Worcester.

The importance of the test lies in the restriction of the communication. Experimentation with the ultra-high frequency, or ultra-short wave shows its limitations to be within the "line of

sight." This limitation would enable direct communication between a plane and a ground station from which other receiving apparatus beyond the "line of sight" would be excluded, officials of the league said.

They also asserted that it would be possible for two planes at sufficiently high altitude to communicate with each other without any ground station, or air station not within the limitation zone being able to intercept the message.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

April 1 - WRNY, Aviation Radio Station, Inc., New York, N. Y., install automatic frequency control; Plattsburgh Broadcasting Corp., Plattsburgh, N. Y., C. P. amended to request 1420 kc., specified hours, facilities of WHDL, instead of 1370 kc., facilities of WBGF; WDAG, National Radio & Broadcasting Corp., Amarillo, Texas, install automatic frequency control; G. D. Griffin, Oklahoma City, Okla., C.P. to erect a new station to use 1200 kc., 30 w., 8 hours daily; W. Frank Robertson, Mexia, Texas, C.P. for a new station to use 1500 kc., 1 watt, unlimited, facilities of KGKB, KGFI & KNOW; KGKY, Hilliard Company, Inc., Scottsbluff, Nebr., install automatic frequency control.

Also, KFWF, St. Louis Truth Center, Inc., St. Louis, Mo., license to cover C.P. granted 1/30/31 for change in equipment; also modification of C.P., request to install equipment at present location instead of one authorized 9/18/31; KTM, Pickwick Broadcasting Corp., Los Angeles, Calif., install automatic frequency control; Harold H. Hanseth, Eureka, Cal., C.P. for a new station to use 1210 kc., 100 watts, daytime; KICA, W. E. Whitmore, Clovis, N. Mex., modification of C.P. for a new station; change location locally; News-Review Co., Inc., Roseburg, Oregon, C.P. for new station to use 1300 kc., 100 watts, daytime; Joseph Fuson, Wallace Anderson, & W. H. Biggar, d/b as Tri-County Broadcasting Co., Los Gatos, Cal., C.P. for new station to use 1420 kc., 100 watts, $\frac{1}{2}$ time.

Applications Other Than Broadcasting

Seattle Broadcasting Co.: portable at Seattle, Wash., C.P. and license covering 1566, 2390 kc., 1.5 watts, special broadcast pickup service; Also, Portable at Seattle, Wash., C.P. and license for 2390 kc., 27.5 watts, special broadcast pickup service; KGUQ, Aeronautical Radio, Inc., Indio, Cal., license covering C.P. for 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., 400 watts, aeronautical service; also license covering C.P. for 2316, 2356, 4115, 6540, 6550, 6560, 8015 kc., 150 watts, point-to-point aeronautical service; KHK, Mutual Telephone Company, Wahiawa, T. H., C.P. to install new transmitter, calling in 8370 kc. band, 500 watts, coastal telegraph service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (March 31, 1932)

WRBL, WRBL Radio Station, Inc., Columbus, Ga., C.P. to make changes in equipment and to increase operating power from 50 to 100 watts; KELW, Magnolia Park, Ltd., Burbank, Calif., modification of C.P. extending completion date from April 4 to May 4, 1932; WORK, York Broadcasting Co., York, Pa., license covering new station 1,000 kc., 1 kw. daytime; Sun-Gazette Broadcasting Co., Williamsport, Pa., C.P. for new station 1370 kc., 100 w., share with WRAK; WRBQ, J. Pat Scully, Greenville, Miss., license covering changes in equipment 1210 kc., 100 w., night, 250 w. LS, unlimited time; WMBG, Havens & Martin, Inc., Richmond, Va., authority to install automatic frequency control; WJJD, Loyal Order of Moose, Mooseheart, Ill., consent to voluntary assignment of license to WJJD, Inc.; KOA, National Broadcasting Co., Inc., Denver, Colo., permission to conduct field survey in vicinity of Denver, for period of 30 days, in order to determine suitable location for new 50 KW transmitter.

Also, KFWF, St. Louis Truth Center, St. Louis, Mo., leave to take depositions in St. Louis on April 6th in re application for Stations KFWF, WIL and Donald Holden Post No. 106; WSUI, State University of Iowa, Iowa City, Iowa, authority to operate Friday, April 1st from 10 P.M. to 12 midnight; on Friday, April 8 from 10 P.M. to 12 midnight, on Friday, April 22nd, from 10 P.M. to 1 A.M.; Saturday, April 23rd and Friday, April 29th from 10 P.M. to 12 midnight; KFIZ, The Reporter Printing Co., Fond du Lac, Wis., authority to operate unlimited time on night of April 5, 1932; WNAD, University of Oklahoma, Norman, Okla., authority to operate April 2 from 7:30 to 9:30 P.M., CST, on April 29th from 8:30 to 10:30 P.M. CST, provided KGGF remains silent.

Also, W3XJ, Jenkins Laboratories, Inc., Wheaton, Md., C.P. for new transmitter, 1500 kc., 500 w., A3 emission; W10XB, Joseph Byman, authority to relay message from Mayor of Boston to Mayors of Hartford and New York on April 2nd for one day only; KGIS, KFK, Pacific American Fisheries, Excursion Inlet, Alaska, C.P., coastal telegraph and point-to-point telegraph service; coastal 500 kc. calling, 425 and 460 working, 200 w., A1 and A2 emission; point-to-point telegraph frequency 246 kc. for communication with WXA, Juneau, Alaska, 212 kc., for communication with other point-to-point stations in that vicinity, power 200 w., A1 and A2 emission; Western Air Express: granted aircraft licenses available until April 1, 1933 only; also aircraft licenses available until March 1, 1933, only; KFT, Pacific Communication Co., Everett, Wash., modification of license for authority to operate station by remote control; W9XH, Ford Motor Co., Lansing, Mich., renewal of special experimental license, 389 kc., 1 kw, a2 emission.

Also, Radiomarine Corporation of America: WQM, Rocky Point, N. Y., marine relay and coastal telegraph licenses, 143 kc., calling; 170 kc., working; 2 kw, emission A1 only on 143 kc., A1 and A2 on 170 kc.; WSV, Savannah, Ga., 60-day license to operate coastal station at Savannah pending action on formal application; RCA Communications, Inc.: W6XI, Bolinas, Cal., renewal of special experimental license, frequencies 6845, 6860, 9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060, 20780 kc., 80 KW, emission A1, A2, A3 and special; K6XO, Kahuka, Hawaii, renewal of license; Bell Telephone Laboratories, Inc.: W2XY, W2XW, W2XU, portable, in New Jersey, general experimental licenses, frequencies 34600, 41000, 51400, 60000-400000 kc., 10 w., A1, A2 A3 and special emission;

W6XM,

Also, Mackay Radio & Telegraph Co., San Francisco, Calif., experimental license frequencies 24100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 50 w., emission A1, A2, A3 and special; W8FDG, Robert M. Long, Wellston, Ohio, permission to operate station at Wellston High School on April 8th; W8EZZ, James R. Patterson, Wellston, Ohio, authority to operate station at Wellston High School on April 8th.

Set For Hearing

WOWO, WOWO, The Main Auto Supply Co., Fort Wayne, Ind., requests C.P. to install new 30 kw equipment and increase operating power from 10 to 25 kw., also modification of license to increase operating power to 25 kw, and hours of operation from sharing with WWVA to unlimited; WJAR, The Outlet Co., Providence, R. I., requests modification of license to increase night power from 250 to 500 w., on experimental basis; KFJZ, R. S. Bishop, Fort Worth, Tex., requests consent to voluntary assignment of license to Fort Worth Broadcasters, Inc.; United States Radio & Television Corp., Marion, Ind., requests C.P. for experimental purposes, 43-46, 48.5-50.3, 60-80 megacycles, 1 kw; WGBB, Harry H. Carman, Freeport, N. Y., requests modification of license to increase hours of operation to include time now assigned to WMRJ, Now divides with WJBI, WCOH, and WMRJ.

Miscellaneous

WMCA, Knickerbocker Broadcasting Co., Inc.; WPCH, Eastern Broadcasters, Inc., New York; WNYC, Department of Plant and Structures, New York, stations granted permission to present oral arguments April 13th beginning at 10 A.M. (one hour to each party) in support of, in opposition to, or for modification of Examiner's Report No. 337; KGDA, Mitchell Broadcasting Corp., Mitchell, S. Dak. application for renewal of license withdrawn from hearing docket and regular renewal issued; KMO, KMO, Inc., Tacoma, Wash., application for renewal of license dismissed from hearing docket and regular license issued; WRAK, Clarence R. Cummins, Williamsport, Pa., denied request to reconsider its decision of March 18th and postpone effective date of order limiting station to part time operation.

Also, WODX, Mobile Broadcasting Corp., Mobile, Ala., application for modification of license heretofore designated for hearing, dismissed from docket at request of applicant; J. E. Wharton and M. B. Cline, Joplin, Mo., application for new station to operate on 1420 kc., 100 w., unlimited time, heretofore designated for hearing, denied, applicant failed to enter appearance within time allowed.

Action On Examiners' Reports

Puget Sound Broadcasting Co., Tacoma, Wash., granted renewal of license and modification of license 570 kc., 500 w. day and night, unlimited time operation, sustaining Examiner Ellis A. Yost; Mosby's, Inc., Missoula, Mont., denied C.P. to change frequency from 1420 kc. to 570 kc., power from 100 to 500 watts and limited hours to unlimited hours of operation, sustaining Examiner Yost; KXA, American Radio Tel. Co., Seattle, Wash., granted renewal of license to operate on 760 kc., 500 w. day, 250 w. night, limited time, sustaining Examiner Yost; Robert M. Dean, Shreveport, La., granted C.P. to increase power from 50 to 100 watts, 1310 kc., eliminating time division with WTSL, Laurel, Miss. Hours of operation as follows: 7 A.M. to 10 P.M. daily; Monday to Friday 5 to 8 P.M.; Saturday 2 to 5 P.M. and Sunday 4 to 7 P.M., sustaining Examiner R. H. Hyde.

Also, WTSL, G. A. Houseman, Laurel, Miss., application for renewal of station license remanded, to hearing docket for additional testimony, and temporary license granted to operate the following hours on 1310 kc., with 100 w.: 6 to 7 A.M., 1 to 7 P.M., 9:30 to 12 midnight on Monday, Wednesday and Friday; 1 to 9:30 P.M. Tuesday and Thursday and Saturday; 1 P.M. to 12 midnight Sunday, sustaining Examiner Hyde; Edmund J. Maurer, Mount Clemens, Mich., denied C.P. for new station to operate on 1500 kc., 100 w., share with WMPC, sustaining Examiner R. L. Walker; WMPC, First Methodist Protestant Church, Lapeer, Mich., granted renewal of license to operate on 1500 kc., 100 w. with the following hours: Daily, except Saturday, Sunday and Thursday, 10 A.M. to 2 P.M.; 3:30 to 6 P.M., 7 to 10:30 P.M., Sunday, 7:30 to 11 P.M.; Pine Tree Broadcasting Corp., Bangor, Me., denied renewal of license.

Also, WABI, First Universalist Society of Bangor, Me., involuntary assignment of license from Pine Tree Broadcasting Corp. to First Universalist Society of Bangor, to operate on 1200 kc., 100 w. during the following hours: 6 to 9 A.M., 12 m. to 3 P.M., 6 to 9 P.M., daily and 9 to 12 noon, Sundays, sustaining Examiner R. L. Walker, in part; Rome Broadcasting Corp., Rome, Ga., granted modification of license to change frequency from 1310 kc. to 1500 kc., hours from daytime to specified i.e., 6 to 9 A.M.; 12 m to 3 P.M., 6 to 9 P.M., daily except Sunday; 9 to 3 P.M. and 6 to 9 P.M. Sundays, 100 w., sustaining Examiner R. L. Walker.

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