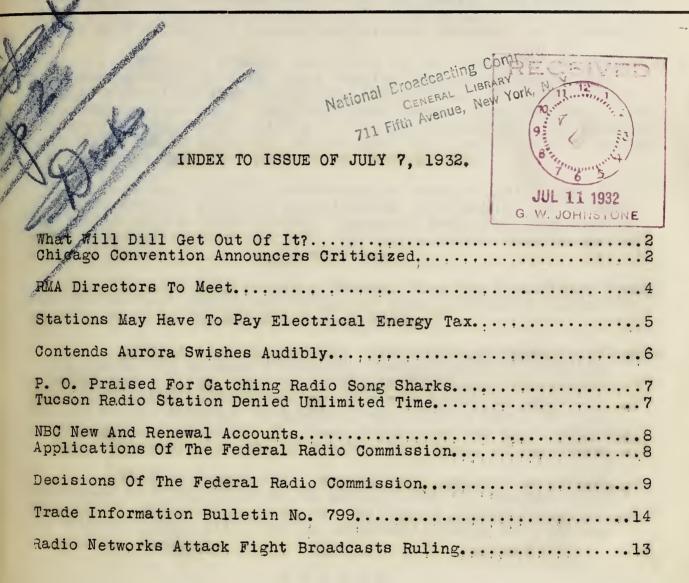
# HEINL RADIO BUSINESS LETTER

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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



No. 542

#### WHAT WILL DILL GET OUT OF IT?

Having failed to secure the vice-presidential plum, which admiring friends whispered was to be his reward, the question is being asked, "What will Senator Dill of Washington receive for the active part he took in nominating Governor Roosevelt at Chicago?"

About all Senator Dill, who is the co-author of the Radio Act, has received to date was a "booing" while addressing the Chicago convention when advocating the election of Senator Walsh as permanent chairman. The Washington Senator brought "boos" from the Shouse supporters, chiefly in the galleries, with the assertion that the fight to elect Mr. Shouse was really an effort to "rebuke a man because they want another in that position."

It was obviously embarrassing because just before this incident, Senator Dill had complimented the speakers for keeping the debate upon a "high plane". He noted that there had been no acrimonious statements and that the only personal references were those of praise of the two candidates.

Senator Dill paused a moment, when the "boos" were heard, and then without taking any notice of them, concluded his speech at which time he was liberally applauded.

Critics of the Roosevelt forces charged Senator Dill with being one of the younger statesmen, inexperienced in handling national conventions, who ran things at Chicago to the chagrin of elder Democratic leaders who heretofore had been in control. Senator Burton Wheeler, of Montana, was another named as "too progressive and unsafe". To these supporters was invariably an aronic linking of the name of Senator Huey Long, of Louisiana.

Whether Senator Dill has Cabinet aspirations or not, is not known, but this much can be safely said, the Westerner, at the moment, stands high among the chieftains in the Roosevelt camp and unquestionably will take an important guiding hand in the forthcoming campaign.

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#### CHICAGO CONVENTION ANNOUNCERS CRITICIZED

"The enterprise of the NBC beating Columbia to it by broadcasting the arrival at the Chicago airport of Governor Roosevelt to the convention itself, as well as to the listening public, was badly offset by their excited announcers", Robert D. Heinl commented in the Washington Post. "Instead of giving the public a chance to listen to the arrival — which in itself was noisy and exciting enough — the announcers Butterworth and Lyon, as they frequently did at critical times during the Convention — began shouting into the microphone like madmen.

"David Lawrence, NBC commentator, in announcing a previous exciting event took exactly the opposite tact. He lowered his voice, did not get excited, spoke infrequently, and gave the impression of one who was quietly letting you in on something behind the scenes.

"The chain announcers at Chicago - and this includes Ted Husing who talked entirely too much - could get some valuable tips for announcing future news events by studying the methods of Frederic William Wile, of Columbia, Bill Hard, NBC, and H. V. Kaltenborn, of Columbia, whose work at the Conventions was admirable throughout. It would have been better if the chains had sent Herluf Provensen, of WRC, and Stanley Bell, of WMAL, both of Washington, to Chicago for the routine announcing. They both know Washington and the national figures and could have handled the event admirably.

"Washington correspondents in the press section who at the White House and Capitol are in the most intimate daily contact with notables and think nothing of it, must have smiled when Butterworth, the radio announcer, rushed to the microphone, so excited he could hardly talk, and bellowed forth to the world that he had just ridden in from the Chicago airport 'in the same car with Mayor Cermak and Governor Roosevelt'".

The above paragraphs about the announcing of the Chicago political conventions brought forth the following comments from readers of the Washington Post.

"Your radio article of criticism of the chain announcers such as Mr. Ted Husing - is not agreed upon by me or my many radio
acquaintances. I have just written Mr. Husing with an apology for
what you wrote. We like Mr. Husing's announcements so much,
although we do not know him personally, that we invariably turn to
his announcing, not only for political but for other programs as
well. I wish more were like him."

"A word of hasty commendation for your criticism of announcers at Chicago", another letter reads. "The public is not interested in personal opinions. One announcer in particular seems to think he is as important as the affair he presents. His condescension as he handed over the 'mike' to one of the splendid commentators during the convention was very tiresome."

"I listened in with my two sisters, to broadcasting during the Democratic Convention", the third reader writes, "and this is not the first time we have tried to listen to such a very interesting broadcast. We have on very many occasions wished the announcer would choke. For instance, the continual conversation during some part of the time, when we and our guests would rather have heard the bands or other demonstrations. I second the motion that experienced men be sent to do these jobs in the future."

#### RMA DIRECTORS TO MEET

Fred D. Williams of Indianpolis, the newly elected president of the Radio Manufacturers' Association, is arranging a meeting of the RMA Board of Directors during July at Niagara Falls, Canada. The RMA policies and program for the coming year under the new administration of President Williams will be considered at this meeting, the regular mid-Summer meeting of the new governing board of the RMA and the annual visit of the radio leaders to Canadian soil. The meeting will be held at the Clifton House at Niagara Falls.

Continuation of all present services to and privileges of RMA members, despite reduction in membership dues and operating expenses of the Association, together with the development of new sales promotion activities are among the important subjects which will be before the RMA directorate. Problems of the new Federal radio tax law also will be considered.

Reports of the recent Eighth Annual RMA Convention and Trade Show at Chicago also will be received.

Treasury Department regulations, Official 46, relating to the new five per cent Federal excise tax on radio products, are being secured at Washington by the RMA and soon will be mailed to all members. Regulations also will be available at the offices of local Internal Revenue Collectors. Many inquiries regarding the new tax law and the Treasury's interpretations and regulations are being handled for RMA members by Frank D. Scott, Legislative Counsel of the Association, 216 Munsey Building, Washington, D. C., and all possible future information and service in the operation of the new law will continue to go to all RMA members. Individual manufacturers will determine their own policies as to discounts, invoicing, purchasing, etc., on which the RMA has made no recommendations beyond giving as complete information as possible for the guidance and assistance of its membership.

The manuscript for the school equipment manual being prepared jointly by the RMA and the Office of Education of the Department of the Interior will be completed soon and arrangements made for early printing and publication. A. C. Kleckner, of Racine, Wis., is Chairman of the committee which has been developing this manual to aid educators of public schools and colleges in radio equipment. Editorial work, based on contributions of valuable technical data from many RMA members, for the manuscript has been completed by the editor for the Association, Mr. Orrin E. Dunlap, Jr., Radio Editor of the New York Times. It is hoped to send the manual to press within the next few weeks.

While much radio legislation has reached various stages of discussion in Congress, adjournment has approached with little action on any important matters except the long pending copyright revision bill primarily of interest to broadcasters. Radio interests in the national and State legislatures, as well as municipal ordinances, are to be in the charge for another year of H. B. Richmond, of Cambridge, Mass., former RMA president and reappointed by President Williams as Chairman of the Association's Legislative Committee. Chairman Richmond has appointed the following to serve on the committee for the ensuing year:
W. J. Barkley, of Passaic, N. J.; C. C. Colby, of Canton, Mass.; Franklin Hutchinson, of New York, N. Y.; Morris Metcalf, of Springfield, Mass.; John W. Van Allen, of Buffalo, N. Y.; General Counsel of the RMA, and Frank D. Scott of Washington, D. C., Legislative Counsel of the RMA.

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#### STATIONS MAY HAVE TO PAY ELECTRICAL ENERGY TAX

Radio broadcasters of the country may not be exempted from the payment of the electrical-energy tax provided for in the new revenue law, according to officials of the Bureau of Internal Revenue who are looking into the matter.

Section 616 of the Act imposes a tax of 3 per cent upon all electrical energy for domestic or commercial consumption. The regulations of the Bureau exempt "radio companies" from the provisions of the Act, but Bureau officials argue that "broadcast stations" do not fall in the same category as point-to-point stations and therefore are subject to the tax.

It is understood, however, that the Bureau will withhold any regulation holding broadcasting companies liable to the tax until the National Association of Broadcasters has had an opportunity to file a brief answering certain questions which have been raised by the Bureau.

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"Barnum reckened the score at only 'one a minute'", George Rothwell Brown, of Washington comments, "but that was before folks formed the habit of sitting up all night at a radio to listen to a re-count of the Pennsylvania delegation."

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### CONTENDS AURORA SWISHES AUDIBLY

Despite assertions to the contrary, Dr. W. W. Perrett, missionary for forty years located in Labrador, claims they distinctly hear the "swishing" of the Aurora Borealis.

"I have asked several natives about it and they all say it can be heard", Dr. Perrett writes to his explorer friend Commander E. F. MacDonald, Jr., radio manufacturer, of Chicago.
"It makes them smile when I tell them some scientists say 'the sound is caused by the falling of minute ice-crystals due to the freezing of the moisture in the observer's breath.'"

Dr. Perrett gave Commander McDonald the benefit of his observations of the influence of the Aurora on radio reception.

"One hears remarks as follows: 'How's the radio tonight?'
'No good, too much Aurora'", Dr. Perrett said. The Aurora often
makes the radio crackly, something like sparks crackling, though I
should not like to say this happens only on nights when the Aurora
is brilliant. Then, when listening in, the music or whatever the
item on the program may be, has almost faded out, and, on looking
out of the window I have observed a wave of Aurora passing overhead at the time. There is fading at other times, but it is very
marked some nights when the Aurora is very bright. I think the
fading is more marked when the Aurora is low than when it is
higher in the sky.

"Another thing strikes me as perhaps being worthy of observation, viz. whether the direction of the Aurora makes any difference, i.e. with the Aurora playing from north to south or from east to west. It may make a difference, though I have never taken notice of this.

"There is something I believe all radio fans notice here, and I have never seen it mentioned in a paper, viz. that as the moon approaches new and full, with spring tides, reception improves, whereas reception is poorest when the moon is at the quarters i.e. with neap tides. It remains for scientists to declare whether it is the influence of the moon or the tides, but with us the fact of there being this noticeable difference is pretty strongly established."

Dr. Perrett reported that he was unable to pick up the Arctic broadcasts of KDKA but in January was able to hear WCSH, Portland, Maine, WOR, Newark, N. J., WNAC, and WAAB, of Boston.

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#### P. O. PRAISED FOR CATCHING RADIO SONG SHARKS

Postmaster General Brown is commended for his alert vigilance in suppressing the so-called "song sharks" who hold out false radio promises as part of their lure, by E. C. Mills of the American Society of Composers.

Mr. Mills particularly referred to the fraud order recently issued by Solicitor Horace J. Donnelly against the National Composers' Association of Chicago, which, in addition to everything else, offered an auspicious radio presentation to unsuspecting amateur composers.

"There is no question but that advantage is taken of the almost universal urge on the part of individuals to write music or scenarios for music or radio by a lot of 'gyp' offices to the tune of many thousands of dollars a year", Mr. Millssaid.

"During the fifteen years I have been with the industry, we have spent a great deal of time and money investigating and prosecuting these so-called 'sharks'. In the entire history of the American Society of Composers there has not been brought to our attention a single even moderately successful song produced through the medium of one of these fake concerns for one of its victims."

Mr. Mills said if the victim couldn't pay all cash they would take part cash and be so plausible in their efforts that they would land the same "sucker" two or three times.

"Many are called to write music but few are chosen", Mr. Mills concluded. "More than 20,000 musical copyrights are issued for every 200 which achieve success. So it's what the racing men call 'a long shot' at best.

"I have seen these grafters take the money a crippled girl had saved for an operation and when they knew, because she told them so in her letters, how necessary it was that their advice to her be careful and honest. And yet they went ahead with her 'song poem' when any practical person would have known that it had no commercial possibilities whatever by any conceivable stretch of the imagination.

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#### TUCSON RADIO STATION DENIED UNLIMITED TIME

The Federal Radio Commission denied the application of Station KVOA, of Tucson, Ariz., for permission to operate on unlimited time. The Commission said Robert M. Riculfi, the owner, had failed to make a satisfactory showing with respect to the character of additional features he proposed to broadcast or that sufficient talent would be available to insure programs acceptable to the public.

#### NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - Lady Esther Co. (Cosmetics), Chicago, Ill., Agency - Stack, Goble Advertising Agency, 910 South Michigan Ave., Chicago, Ill.; Starts July 17, 1932; Sundays 3:00-3:30 P.M., EDST; WEAF Basic red network, SW, NW, Mt., Orange; Program - "Wayne King and his Orchestra" and talk on cosmetics by Lady Esther.

RENEWAL - Carnation Milk Co. (Canned Milk), Milwaukee, Wis.; Agency - Erwin Wasey & Co., 230 N. Michigan Ave., Chicago, Ill.; starts July 4, 1932; Monday, 8:00-8:30 P.M., EDST; WJZ network - New York, Baltimore, Rochester, Pittsburgh, Detroit, Cincinnati, Chicago, St. Louis, Kansas City, Omaha-Council Bluffs; Program - (Canadian WTMJ, KSTP, WEBC WDAY, SE exc. WWNC, WIS, SW exc. KTHS & KTBS, WSM, WMC, WSB, start 10/3/32; Program - "Contented Program" - Grenadiers Quartet, Harold Stokes and 17 piece orchestra.

NEW - Maryland Pharmaceutical Co. (Rem), 2419 Greenmount Ave., Baltimore, Md.; Agency - Joseph Katz Co., 6 East Mt. Vernon Place, Baltimore, Md., starts September 25, 1932; Sunday, 6:45-7:00 P.M., EDST/; WJZ Basic Blue network; Program - not yet decided.

NEW - Buick-Oldsmobile-Pontiac Sales Corporation, General Motors Building, Detroit, Michigan; (Motor Cars); Agency - Campbell Ewald Co.; Period - Fridays 10:00 to 10:30 P.M., starting July 8, 1932; Basic Red network; Program - "Paul Whiteman's Orchestra."

NEW - Richardson and Robbins, Dover, Delaware (Canned Goods); Agency, J. P. Muller Co.; Period - Tuesday 11:00-11:15 A.M., starting July 5, 1932; Basic Blue Network; Program - "Mrs. A. M. Goudiss".

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#### APPLICATIONS OF THE FEDERAL RADIO COMMISSION

July 5 - WCAH, Commercial Radio Service Co., Columbus, Ohio, determine license power of station by direct measurement of antenna; WTFI. Toccoa Falls Broadcasting Co., Athens, Ga., voluntary assignment of license to Liberty Broadcasting Co.; KRMD, Radio StationKFMD, Inc., Shreveport, La., C.P. to move transmitter locally; J. E. Richards, Greenville, S. C., C.P. for a new station on 590 kc., amended to omit request for facilities of KOCW; KUSD, University of South Dakota, Vermillion, S. D., C.P. to make changes in equipment and increase power from 500 watts to 1 kilowatt; KFGQ, Boone Biblical College, Boone, Iowa, license to cover C.P. granted 1/22/32 for changes in equipment; WOS, Missouri State Marketing Bureau, Jefferson City, Mo., modification of license to increase power from 500 watts to 500 watts, 1 kilowatt LS; KFSD, Airfan Radio Corporation, Ltd., San Diego, Calif., modification of license to increase power from 500 watts, 1 KW LS, to 1 kilowatt day and night.

The following applications were returned to the applicants: WLBX, John N. Brahy, Long Island City, N. Y., C.P. for 1300 kc., 500 watts (WLBX deleted); WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., modification of license for specified hours (request of applicant); WGST, Georgia School of Technology, Atlanta, Ga., modification of license to increase power to 500 watts day and night (Rule 6a and d);

# Applications Other Than Broadcasting

July 5 - KGUA, Aeronautical Radio, Inc., El Paso, Texas, modification of license requesting authority to communicate with aircraft on the blue chain in addition to the brown chain, aeronautical service; WPEM, Woonsocket Police Dept., Woonsocket, R. I., license covering C.P. for 2470 kc., 50 watts, emergency police service; Tropical Radio Telegraph Co.: WNN, Mobile, Ala., modification of licenses for change in hours of operation, coastal telegraph cervice and Marine Relay; WFU, Mobile, Ala., WFW, and WFV, Mobile, Ala., modification of point-to-point licenses for change in hours of operation.

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#### DECISIONS OF THE FEDERAL RADIO COMMISSION

# Applications Granted (July 1, 1932)

WSAJ, Grove City College, Grove City, Pa., C.P. to move transmitter locally, and install new equipment; WHOM, New Jersey Broadcasting Corp., Jersey City, N. J., license covering local move of station and changes in equipment; 1450 kc., 250 watts, share with WNJ and WBMS; WNBH, New Bedford Broadcasting Co., New Bedford, Mass., license covering changes in equipment and increase in day power from 100 to 250 watts; 1310 kc., 100 w., 250 w., LS, unlimited; WBBM-WJBT, WBBM Broadcasting Corp., Chicago, Ill., license covering installation of new equipment and to use present transmitter as auxiliary; 770 kc., 25 kW, simultaneous day, share KFAB night; WCAO, The Monumental Radio Co., Baltimore, Md., authority to install automatic frequency control for auxiliary transmitter; WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., and KBPS, Benson Polytechnic School, Portland, Oregon, authority to install automatic frequency control.

Also, WGCP, May Radio Broadcast Corp., Newark, N. J., license covering changes in equipment and move of transmitter locally; 1250 kc., 250 watts, shares with WODA and WAAM; WAAB, Bay State Broadcasting Corp., Boston, Mass., WNAC-WBIS, Shepard Broadcasting Service, Inc., Boston, Mass.; WMBI, Moody Bible Institute Radio Station, Chicago, Ill., authority for direct measurement of antenna input power; WNJ, Radio Investment Co., Inc., Newark, N. J., authority to remain silent July 4, 1932; WHB, WHB Broadcasting Co., Kansas City, Mo., authority extend completion date for installation of automatic frequency control for two months.

Also, WCAO, The Monumental Radio Co., Baltimore, Md., authority to suspend operation of auxiliary transmitter pending action on application to install new automatic frequency control; WEAI, Cornell University, Ithaca, N. Y., authority to use frequency monitor that was built in laboratories of Cornell University for purpose of testing frequency of broadcast station WEAI in accordance with Rule 145; WKBH, WKBH, Inc., La Crosse, Wis., authority to operate unlimited time during time that KSO is not in operation; WCAT, South Dakota State School of Mines, Rapid City, S. D., authority to suspend operation from June 23rd to September 12th, the vacation period of South Dakota School of Mines; KFYN, Meyer Broadcasting Co., Bismarck, South Dakota, authority to operate from 12:30 P.M. to 2 P.M., CST, July 4, provided station KFDY remains silent; KWEA, Hello World Broadcasting Corp., Shreveport, La., authority to discontinue operation for a period to end not later than October 1, 1932 )action taken June 29th); KTHS, Hot Springs Chamber of Commerce, Hot Springs, National Park, Ark., authority to operate during daytime on frequency 970 kc., with 10 KW, for duration of Democratic National Convention (Action taken June 29th); WMBC, Michigan Broadcasting Co., Detroit, Mich., extension of program test period 15 days from July 1, pending action on application for license covering C.P. (Action taken June 28th);

July 5 - WMCA, Knickerbocker Broadcasting Co., Inc., New York City, C.P. to install new auxiliary transmitter to be used for emergency purposes only at studio location, 500 watts; WWSW, Walker & Downing Radio Corp., Pittsburgh, Pa., C.P. to install new equipment and to increase daytime power from 100 to 250 w.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., C.P. to make changes in equipment and move transmitter locally; also to use auxiliary transmitter while moving; WQDM, A. J. St. Antoine, St. Albans, Vt., consent to voluntary assignment of license to A. J. St. Antoine & E. J. Regan; WTAR, WTAR Radio Corp., Norfolk, Va., authority to operate with reduced power of 140 watts for period of 15 days, while high voltage transformer is being repaired; WNBX, The WNBX Broadcasting Corp., Springfield, Vt., C.P. to install new equipment and change frequency from 1200 to 1260 kc., increase power from 10 watts to 250 watts and hours of operation from sharing with WCAX to daytime only, and to move station locally from Main Street to 1-3/4 miles from Springfield.

Also, WSM, National Life and Accident Insurance Co., Nashville, Tenn., modification of C.P. to extend completion date to August 17, 1932; WSB, The Atlanta Journal Co., Atlanta, Ga., modification of C.P. for a new site for 50 KW transmitter; WNBO, John Brownlee Spriggs, Silver Haven, Pa., license covering installation of new equipment (action taken July 1); KMBC, Midland Broadcasting Co., Kansas City, Mo., 10 day extension of equipment test period; WKBB, Telegraph Herald Co., E. Dubuque, Ill., permission to take depositions in case of WKBB, requests change in frequency and time of operation; WLS, Agricultural Broadcasting Co., Chicago, Ill., authorized to carry on two way communication with U. S. Army Aircraft, July 2 to 4th, in connection with George Washington Military Tournament (Action taken July 1st).

# Applications Other Than Broadcasting

Granted July 1 — Federal Telegraph Co., Newark, N. J., C.P. for general experimental purposes, 34600, 41000, 51400, 80000 to 300000, 1000000 to 3000000 kc., 500 w.; Airfan Radio Corp., Ltd., portable in vicinity of San Diego, Cal., C.P. for broadcast pickup service, 2342 kc., 15 watts; WPDP, City of Philadelphia, Pa., Philadelphia, Pa., C.P. for police service, to increase power from 250 to 500 watts (applicant is now authorized to operate with maximum power of 500 w., and this is to permit radiation of this power); Charles Newton Kraus, E. Providence, R. I., C.P. for general experimental service, 6000 to 400000 kc., 25 w., also C.P. same as above except 4 watts; Harvard Seismograph Station: Portable, and Portable #1, geophysical C.P.s 1602, 1628, 1652, 1676 and 1700 kc., 5 watts; Inland Waterways Corp.: WPI, Memphis, Tenn., modification of C.P. to extend commencement date to July 1, 1932, and completion date to August 15, 1932; KQP, Minneapolis, Minn., renewal of coastal telg. and marine relay licenses, 163, 438, 3120, 4780, 6250 kc., 6210 kc., primarily for calling but may be used for working purposes if no interference results, 2 kW, 1 transmitter 50 watts.

Also, Pere Marquette Radio Corp.: WLD, Ludington, Mich., modification of C.P. for extension of commencement date to June 27th and completion date to July 15, 1932, also authorized to extend completion date of construction to July 15th; WAEI, Aeronautical Radio, Inc., Detroit, Mich., modification of C.P. to extend commencement date of C.P. to June 18th and completion date to Sept. 18, 1932; WPEK, City of New Orleans, New Orleans, La., modification of C.P. to extend completion date to July 15, 1932; W8XK, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., experimental relay broadcasting license, 6140, 9570, 11870, 15210, 17780, 21540 kc., 40 KW; W8XU, Neil H. Williams, portable, initial location Ann Arbor, Mich., and W8XV, same location, licenses (general experimental), 34600, 41000, 51400, 60000-400000 kc., 5 watts and 15 watts power respectively; Inland Steamship Co. Hutchinson & Co., managers on vessel "Joseph Block", special experimental license 484 kc., 1 watt; KGXC, Pierce Co. Washington (Tacoma Field), Tacoma, Wash., airport license, 278 kc., 10 watts.

Also, Walter S. Franklin & Frank C. Nicodemus, Jr., Receivers of Ann Arbor RR Co.: C.F. Ann Arbor No. 7 (vessel); C.F. Wabash (Vessel); C.F. Ann Arbor No. 5 (Vessel); C.F. Ann Arbor No. 6 (Vessel); C.F. City of Flint 32 (vessel), C.F. Pere Marquette 21 (vessel), C.F. Pere Marquette 22 (vessel), C.F. City of Saginaw 31 (vessel), special experimental licenses 484 kc., 1 watt; Libby McNeill & Libby: KIDV, Moored Tally Scow, Alaska, point-to-point telephone license, 3190 kc., 2 watts; WIEV, Seattle, Wash., 60 day authority to operate 2 watt telephone aboard gas boat "Guy Junior" on frequency 3190 kc.; Edwin C. Ewing, Jr., NC-10164, experimental aircraft license, 60000 to 400000 kc., 10 watts; K2P, Inland Waterways Corp. (given above); W10XAR, Western Electric Co., Inc., Portable, renewal of special experimental license, 278 kc., 10 watts; KGPJ, City of Beaumont, Beaumont, Texas, extension of time to complete construction of emergency police station from July 2 to August 2, 1932;

Also, Tropical Radio Telegraph Co.: WAX, Hialeah, Fla., WNU, New Orleans, La. modification of coastal telg. license to change model and serial no. of transmitter; also same for both except Marine Relay service; WAB, WAF, WAM, WAW, WAV, WAV, Hialeah, Fla., modification of license, point-to-point telg. to change serial no. of transmitter; WNN, WFU, WFV, WFW, Mobile, Ala., authority to operate stations under following time schedule pending action on formal applications: Week-days - 8 A.M. to noon, 1 P.M. to 5 P.M; Sundays 8 A.M. to 11 A.M.; 3 to 5 P.M.; American Radio News Corp.: WZXH, New York, renewal of special experimental license, 95 and 99 kc., 750 watts; W3XO, portable in Sussex, Morris, Essex and Somerset Counties, N. J., renewal of special experimental experimental license, 6640-7330, 8570-10400; 11550-12890, 13720, 15250, 17280-19330, 2000-22070 kc., 10 w.; W2XX, Ocean Gate, N. J., renewal of special experimental license, 10550, 16270, 21420 kc., 20 kW; W2XA, Rocky Point, N. Y., renewal of special experimental license 45-75 except 46, 54, 56, 64, 66, 75 kc., 190 w.

Also, Bell Telephone Laboratories, Inc.: W2XDI, portable on truck in N. J., W2XDH, portable in N. J., W2XDJ, Ocean Twp., N. J., W2XDG, Ocean Twp., N. J., renewal of special experimental licenses, 3422.5, 4752.5, 6755, 7565, 7610, 8560, 9170, 9730, 9870, 10550, 10675, 10840, 12840, 13390, 14470, 14590, 15355, 15415, 16270, 17120, 18340, 19220, 19820, 21060, 21420 kc., 1 KW (W2XDJ, 25 KW; W2XDG, 5 KW); RCA Communications, Inc.: W6XI, Bolinas, Cal., renewal of special experimental license, 6845, 6860. 9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060, 20780 kc., 80 KW; K6XO, Kahuku, Hawaii, renewal of special experimental license, 6890, 7520, 11680, 15985, 16030 kc., 80 KW; WOCI, Mackay Radio Telg. Co., San Francisco, 60 day authority to operate station aboard Vessel "J. A. M0FFETT", pending receipt of formal application, frequencies 375, 400, 425, 468, 500 kc., 500 w.; WBAK, Penna. State Police, Harrisburg, Pa., authorized to discontinue operation until June 27th; Buffalo Broadcasting Corp., Buffalo, N. Y., authorized to operate a general experimental station in the experimental band in connection with broadcast pickup work during celebration of Centennial at Buffalo, June 29th to July 10th, frequency 60,000 to 4000,000 kc., 50 watts; WBEN, Inc., Portable, authorized to use broadcast pickup work during celebration of Buffalo Centennial, 51400 kc. 60,000 kc., 10 watts.

Also, <u>KIVV</u>, Radiomarine Corp. of America, New York, 60 day authority to operate additional transmitter aboard vessel "West Cactus", 150 watts, frequency 8200 to 16680 kc.; <u>KIQV</u>, Same Co., 60 day authority to operate station aboard vessel "Exiria" as first and third class.

# Set For Hearing

J. B. Taylor, near Aberdeen, S. Dak., requests C.P. 920 kc., 500 watts, daytime(facilities of KS00); WHEF, d/b as Attala Milling & Produce Co., Kosciusko, Miss., requests modification of C.P. to move station to Robert E. Lee Hotel, Jackson, Miss.; WLAP, American Broadcasting Corp. of Ky., Louisville, Ky. requests C.P. to change frequency from 1200 kc. to 940 kc., increase power from 100 watts night, 250 w. daytime to 1 KW (facilities of WFIW).

### Applications Denied

Thomas Edward Williams, Abilene, Texas, C.P. 1420 kc., 100 w., unlimited time (facilities of KFYO), denied because applicant failed to enter appearance within time allowed; WBK, Radio Air Service Corp., Cleveland, Ohio, authority to operate with 2½ KW daytime as applied for in application which has been designated for hearing; WCAP, Radio Industries Broadcast Co., Asbury Park, N. J., denied authority to increase power from 500 to 1000 watts experimentally, for period July 1 to Sept. 5, 1932.

# Action On Examiners' Reports

KVOA, Robert M. Riculfi, Tucson, Ariz., denied modification of license to change time from half-time to unlimited, reversing Examiner Ellis A. Yost; KGMP, d/b as Bryant Radio & Electric Co., Elk City, Okla., revoked license of Station KGMP, reversing Chief Examiner Ellis A. Yost; also denied C.P. to move transmitter and make changes in equipment sustaining Examiner Yost; also denied assignment of license to D. R. Wallace, sustaining Examiner Yost; also denied consent to assignment of license to E. M. Woody, reversing Examiner Yost; KGMP, E. M. Woody, Elk City, Okla., granted C. O. to move studio and transmitter locally and make changes in equipment sustaining Examiner Yost.

Also, Charles L. Bennett, Jamaica, N. Y., denied with prejudice application for a new station to operate on 1210 kc., 100 w., to share with WGBB, WCOH, and WJBI, sustaining Chief Examiner Ellis A. Yost; d/b as Louisiana Broadcast Co., Baton Rouge, La., denied, by default application for new station to operate on 1310 kc., 100 watts, unlimited time (facilities of KMLB, KRMD and WTSL); KXO, E. R. Irey and F. M. Bowles, El Centro, Cal., experimental clause providing for operation on 1500 kc., experimentally, removed from license and provision made regular instead of experimental; Thirty-first St. Baptist Church, Indianapolis, Ind., action of the Commission of June 21st, designating this application for hearing, reconsidered and granted, authorizing a new station to operate on 600 kc., 250 watts, daytime.

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#### RADIO NETWORKS ATTACK FIGHT BROADCASTS RULING

The New York State Athletic Commission's decision that none but "boxing experts" could broadcast accounts of boxing matches in New York State in the future brought statements from the major networks mildly threatening war and definitely charging "a serious blow at the freedom of broadcasting", according to an Associated Press report from New York City.

"The National Broadcasting Co. always has and always will continue to select its own announcers for fight broadcasts", said John F. Royal, Vice-President in Charge of Programs.

Charles Francis Coe, novelist, and Graham McNamee broadcast for NBC, the account of the match in which Jack Sharkey won the heavyweight title from Max Schmeling, and to which the Athletic Commission expressed its objections by banning all but "boxing sports writers, judges or referees" from future broadcasts.

Although NBC is understood to have a long-term agreement with Madison Square Garden regarding the broadcasting of matches, it was indicated that the company might ignore such broadcasts in the future rather than submit to outside direction.

The Commission's ruling was the second reverse in a sports way that the broadcasters have encountered recently. Previously twelve major Eastern colleges decided to forego permission for the broadcasting of football games because of the adverse effect on gate receipts.

The statement of the Columbia Broadcasting Co. which did not put the Sharkey-Schmeling fight on the air, said:

"The State Athletic Commission, in composing a virtual censorship, has dealt a serious blow at the freedom of broadcasting. This arbitrary ruling undoubtedly will serve to handicap the broadcasters' service to the public. It is no more logical for the Commission to choose or to approve broadcasters of fights than to choose or to approve those who cover fights for the press."

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#### TRADE INFORMATION BULLETIN NO. 799

"Broadcast Advertising in Asia, Africa, Australia, and Oceania", Trade Information Bulletin No. 799, made be obtained from the Superintendent of Documents, United States Government Printing Office, Washington, D. C., or any district office of the United States Department of Commerce at  $10\phi$  each.

This bulletin discusses the point as to whether American manufacturers should employ radio as an advertising medium abroad. For countries in Asia, Africa, Australia, and Oceania, the answer may be glimpsed in this report. The information comes from American Government representatives who obtained it first-hand.

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