# 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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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. 567

### STATIONS WALK POLITICAL CAMPAIGN TIGHTROPE

One big bugaboo for all time has been dispelled by this Presidential campaign. It is that the radio broadcasting facilities of the country may be used to the disadvantage of one or another of the great political parties. It is about time for some candidate to rise up here or there in his wrath to say he has been discriminated against in his broadcast, but the fact is thus far the Federal Radio Commission has received few complaints, charging political discrimination. This is somewhat remarkable with 500 to 600 broadcasting stations in the thick of the fray.

It is in sharp contrast with the dire predictions made in the early days of radio and the precautious legislator's task to protect themselves from its evils. At that time even Secretary of Commerce Herbert Hoover, then in charge of radio, was looked upon with suspicion by them. If anybody was going to reap the advantages of radio, they wanted to be in on it.

The first real interest the solons on Capitol Hill took in the framing of a national radio act was when one of the Senators reported that a political speech of his was censored by the station in one of his key cities before he was allowed to deliver it.

Other such cases were reported and it was this which inspired the framers of the Radio Act to insert the joker that station owners shall have no power of censorship in the matter of speeches broadcast by legally qualified candidates. This combined with the proviso that if a station permit one candidate to use its facilities, he must afford all other candidates equal opportunities, the framers of the Act believed afforded the necessary safeguards to free speech. Even so, only last year, Representative Celler, of New York, raised quite a rumpus when a New York station, he claimed, tried to delete an objectionable word from a wet speech he wanted to deliver.

About the only other serious protest lodged with the Commission was a year or so ago when an S.O.S. call was given as the excuse for cutting off a speech which was being made against the "radio trust" by Senator James A. Reed, of Missouri. The fiery Democrat immediately charged that the S.O.S. was a fake and that the interruption was caused solely by his radio trust accusations.

It is said that the leanings of the National Broadcasting Company are towards President Hoover and that they are Republicans. A ketch of M. H. Aylesworth, President of NBC in "Who's Who" contains no reference to his politics, but it is well known that Gen. J. G. Harbord, Chairman of the Radio Corporation, of which the NBC is a subsidiary, is an active Republican worker. The politics of David Sarnoff, President of the Radio Corporation, are not disclosed, but he publicly endorsed Lieut. Gov. Herbert Lehman as Democratic candidate for Governor of New York.

W. S. Paley, President of Columbia, on the other hand, is said to be a Democrat. H. A. Bellows and Sam Pickard, Vice-Presidents of Columbia, are both Democrats. Owen D. Young, Chairman of the Board of the NBC, is a Democrat and might have had the Democratic nomination for the Presidency had he so chosen. Yet no charge of political discrimination has been made against either chain.

Instead of showing any favoritism, the chains created considerable consternation in both political parties by announcing that both parties would have to pay for their network broadcasts, including President Hoover, if he spoke in his capacity as a political candidate.

This was also a terrible blow to Congressional and Senatorial candidates because it put the idea into the heads of the smaller stations of the country to go stronger in their efforts to charge for political talks where before many of them had given a certain amount of time free.

It is believed to have been this move which caused Federal Radio Commissioner Harold A. Lafount to issue his message to broadcasters telling them they had "a wonderful opportunity to render a distinct and public service". The Lafount message as freely interpreted by station owners was, "Have a heart and don't soak the political candidates too hard — maybe give them a little free time as a public service just as the newspapers do in publishing speeches without cost".

As the Radio Commission now stands, it is composed of two Republicans and two Democrats, but with Judge E. O. Sykes attending the Madrid conference, the Republicans are in control two to one. Yet the only declaration emanating from the Commission savoring of politics was the Lafount statement which was evidently intended to be as fair to one side as to the other.

The Maine and Wisconsin overturns and the Roosevelt coast trip may bring in unexpected contributions to the campaign war chests but otherwise it looks as if the estimate that each party will spend about \$250,000 on radio will hold.

The Republicans are said to be contemplating an expenditure of about \$175,000 with the NBC, and \$75,000 with Columbia. Thus far it looks pretty slim for the smaller stations.

Electrical transcription disks may be made of some of the principal speeches of President Hoover and Governor Roosevelt but otherwise independent stations will have to depend upon local political candidates for any pay-as-you-enter business.

### FEDERAL RADIO SUIT AGAIN POSTPONED

Owing to the illness of Federal Judge John P. Nields, the suit against the Radio Corporation et al., set for October 10th has been indefinitely postponed.

The original suit was filed May, 1930, and has been pending since.

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### HARBORD IN CHARGE OF COOLIDGE RALLY

Gen. James G. Harbord, President of the Radio Corporation of America is in charge of the great Calvin Coolidge Republican rally to be held in Madison Square Garden next Tuesday.

General Harbord said the requests for tickets from every State "have already become so great that an auditorium twice the size of the Garden would be necessary to accommodate all."

Of the former President, Harbord said:

"Mr. Coolidge is the most outstanding citizen in private tife to expound to the American public the political and economic assues of the campaign."

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# ARGENTINA WANTS WOR PICKUP

Senor Guglielmo Garcia, according to James Cannon, Radio Editor of the New York World-Telegram, came into Radio Row the other day with a scheme to save South America from radio starvation.

The Senor, an agile representative of a syndicate of Argentinian financiers, wants to buy all of WOR's sustaining programs and short wave them South.

It looks as if the deal will slide through and the Senor become radio's first international middleman. A. S. Cormier, Director of Sales at WOR, thinks the idea is swell. The Senor likes the terms and will sign the contract as soon as the bankers okay the financial set-up.

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### "OKAY AMERICA" TURNED INTO MOVIE

The much excoriated newspaper gossip columnist and radio announcer attains heroic stature in "Okay America", Hollywood's latest picture.

"Here we have a popular, debonair and enterprising scandal news specialist, as eagerly listened to over the radio as he is read in the newspaper, who saves this great country of ours from the tentacles of the gangster", Editor and Publisher comments. "Does he dig out the evidence and present it to the grand jury in the plodding manner of most newspapermen? No! His manner is much more expeditious. He pulls a gun on the Big Chief himself and shoots the dastard dead. Then he rushes to the microphone. 'Folks, I've got some hot news for you tonight. I've just killed the Big Chief.' A moment later shots ring out in the studio and the columnist, a victim of gangdom's immutable law of retaliation, falls, clasping the mike, and gasping as he expires - 'Okay! America.'

"It is no less a personage than the President of the United States who unwittingly inspires the columnist to his expiating deed of violence. He goes to the President as an ambassador for the Big Chief who has offered to return a kidnapped girl to her parents if the President will guarantee him only the minimum sentence for charges pending against him. The President, of course, refuses to dicker and gives a little lecture on the menace of racketeering. The columnist lies to the Big Chief, gets the girl returned, and then after a frenzied patriotic outburst, kills the gangster chief."

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### ATWATER KENT ON YACHTING CRUISE

Mr. and Mrs. A. Atwater Kent, their son, Atwater Kent, Jr. and several other guests, arrived at Newport, R. I. from Bar Harbor on their yacht "Whileaway" last Friday night.

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### HEADS REPUBLICAN RADIO LEAGUE

H. Alexander Smith, of Princeton, N. J., a New York lawyer, was appointed Eastern chairman of the Republican Radio League, which is seeking small contributions from supporters of the Hoover-Curtis ticket.

### ANYWAY THEY GOT HIM

The radio world is still talking about the unexpected move of M. H. Aylesworth in placing Richard C. Patterson, Jr., former Commissioner of Corrections of New York City in charge of operating the National Broadcasting Company.

"Everybody who knows Patterson praises him", a New York radio man observes. "He must be a good man, a fine organizer and heavens knows the NBC needed a Commissioner of Corrections".

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# CONGRESS MAY AIR REMOVAL OF GIBBONS FROM AIR

"A certain interested party is threatening to take up with Congress the matter of Floyd Gibbons' banishment from the air at the American Legion Convention", Paul Mallon writes in the "National Whirligig", published by the McClure Newspaper Syndicate of New York. "The Legion had nothing to do with it. It invited him to be its announcer. Gibbons has correspondence to show that his exclusion closely followed publication of a somewhat bitter story he wrote criticizing the administration. First he received a telegram from the broadcasting company telling him to be careful about editorial comments on the air. Four hours later he received notice from the broadcasting company that he was fired."

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# FU MANCHU ALLEE SAME-EE SHERLOCK HOLMES

The Fu Manchu radio presentation is a good production but too much "allee same-ee" Sherlock Holmes, even to one of the latter's principal actors. The Sax Rohmer offering would be a great deal more effective if it were more original.

Also, much would be gained if Dr. Fu Manchu could be presented as the sinister Chinese character he is supposed to be instead of the conventional, hoarse, hissing villain offered for radio consumption.

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# NETWORK CRITIC DEFEATED FOR CONGRESS

Rep. Ralph Horr, Republican, of Seattle, Wash., who began his first term in the House two years ago with an attack on alleged broadcasting monopolies, was defeated in the Republican primaries of his state this month by former Rep. John F. Miller, of Seattle. Mr. Horr served as receiver for the Northwest Broadcasting System formed by Adolph Linden, which failed several years ago.

ERLANDSON, MAJESTIC EXECUTIVE, COVERS 10,000 MILES IN 6 WEEKS

Ray Erlandson, Sales Executive for Majestic radios, has just completed a trip covering distributor and dealer meetings throughout the country by air, rail and auto.

"The policy of our company in bringing out only one line of receivers early in the year has given our dealers ample time to liquidate their inventories and clean up on their repossessions before we introduced our new line", Mr. Erlandson said. "Consequently our dealer organization is in an excellent position right now.

"The \$100,000 contest conducted by Majestic dealers and sponsored by Grigsby-Grunow Company is meeting with a success far beyond our expectations. Already 1,700,000 entry blanks are in circulation and nearly a million copies of our tabloid paper, the Radio Herald, have been distributed. This contest, based on finding old radio sets, is not confined to Majestic owners only. In fact, 98% of the prizes to be awarded will be given to owners of competing makes."

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### CAPTURED THE HOOVER CHEERS

The Hoover cheers at Des Moines were captured and are available for rebroadcasting, the White House has been informed. The entire Hoover address - nearly 2 hours long - was taken down on one of the new flexible records in New York City.

"The test was a great success", an official of the Flexible Record Corporation reports. "The cheers - in fact the President's whole speech - are so naturally reproduced it sounds as well to the listener as if he was actually sitting in the hall."

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### BROADCASTING SPORT NEWS

A "Weekly Sports Review by Radio" is now being broadcast by the <u>San Mateo</u> (Calif.) <u>Times</u> over KJBS, of San Francisco, dealing exclusively with San Mateo County high school and Northern California athletics. Circulation of the Times or advertising sales show no decrease as a result of the broadcast which consists of a series of news bulletins and predictions, according to Horace W. Amphlett, the publisher.

### RADIOPHONE CONVERSATIONS TAXABLE

Radiophone conversations originating in the United States are subject to the graduated tax on telephone messages which the Revenue Act of 1932 imposes, the Bureau of Internal Revenue has ruled in making public an amendment to its regulations on the tax.

The amendment sets forth explicitly the status of various radio communications, stating which tax rates shall be applied to marine radio dispatches, radiophone conversations and overland radiograms. The amendment to the regulations follows in full text:

To Collectors of Internal Revenue and Others Concerned:

Article 3 of Regulations 42 is amended by inserting after the fourth paragraph thereof a new paragraph as follows:

"Radiophone conversations originating in the United States are subject to tax as telephone conversations at the rates imposed under section 701(a) (l) (A). Overland radio dispatches and messages and overland radiograms are taxable as telegraph dispatches and messages at the rate of 5 per centum of the charge therefor, regardless of the amount of the charge. Radiograms in marine service, including service on the Great Lakes and the Gulf of Mexico, are subject to tax as cable and radio dispatches and messages at the rate of 10 cents for each dispatch or message transmitted for which a charge is made."

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CROSLEY CHIEF - 12 TUBE SUPERHET - \$139.50

The Crosley Chief, new 12-tube superheterodyne console model radio receiving set, is the most recent addition of the Crosley Radio Corporation to its 1932-33 line, according to the statement of officials of that company announcing that production is now well under way on this model which is expected to be one of the most popular of the higher priced sets included in the new Crosley series. The Crosley Chief will retain for \$139.50, complete with tubes and tax paid.

The new Crosley line includes a wide variety of super-heterodyne receivers ranging from the 5-tube Vagabond table model at \$29.95, to the Chief, at \$139.50, and including the extremely popular nine-tube series featuring such recent engineering developments as Class "B" Amplification, Mercury Vapor tube, Automatic Volume Control, Static Control, Meter Tuning, New Heater Type Tubes, and Tuned Image Suppressor Pre-selector.

This series ranges from the 9-tube Mayor, at \$55.00 to the deluxe 12-tube Commissioner, at \$99.50, and the Ambassador at \$119.50.

### ARTISTS OF THE AIR CLUB ORGANIZED

The artists of the Air Club, an organization of male radio entertainers and program conductors, was formally opened recently with a reception at the clubhouse, a six-story brownstone building at 38 East 52nd Street, New York City. Although established primarily for social purposes, the club will serve as a clearing house for the employment of radio entertainers. Stanley Campbell, president, said that the club had 300 members and was seeking about 200 more. Membership is restricted to men who have taken part in a regularly scheduled broadcast.

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### APPLICATIONS RECEIVED BY THE RADIO COMMISSION

Oct. 3 - WCGU, United States Broadcasting Corp., Brooklyn, N. Y., license to cover C.P. issued Aug. 2, 1932, for changes in location of transmitter; WHAS, The Courier-Journal Co. and The houisville Times Co., Lcuisville, Ky., determine power by direct antenna measurement. License to cover C.P. issued Nov. 17, 1931, for 25 kw. transmitter; KOCW, Oklahoma College for Women, Chickasha, Okla., voluntary assignment of license to J. T. Griffin; WSM, National Life & Accident Insurance Co., Nashville, Tenn., license to cover old WE transmitter as auxiliary at former location; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., modification of C.P. to request change in equipment and extension of completion and commencement dates.

Oct. 4 - WESG, Cornell University, Ithaca, N. Y., modification of license to change location of main studio to Elmira, N. Y.; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio, modification of license to change frequency, power and hours from 610 kcs., 500 w., daytime, to 590 kcs., 250 w. night, 500 w. day, unlimited hours; WEHC, Emory and Henry College, Emory, Va., C.P. to move transmitter and studio to Charlottesville, Va., amended to give exact location of transmitter, as two miles from business center of Charlottesville, Va.; Lancaster Broadcasting Service, Inc., Lancaster, Pa., C.P. for new station to use 1230 kcs., 500 w. daytime.

Also, WWL, Loyola University, New Orleans, La., license to cover C.P. issued Dec. 4, 1931, change location and increase power; KSO; Iowa Broadcasting Co., Des Moines, Iowa, modification of C.P. issued Sept. 30, 1932, to give exact location of transmitter and studio as 715 Locust St., Des Moines, Iowa, changes in equipment; WHBY, St. Norbert College, Green Bay, Wis., voluntary assignment of license to WHBY, Inc.; KREG, J. S. edwards, Santa Anna, Calif., voluntary assignment of licenses to The Voice of the Orange Empire, Inc., Ltd.; WPRO-WPAW, Cherry and Webb Broadcasting Co., Providence, R. I., C.P. to move transmitter to near Graystone, R.I., change frequency and power from 1210 kcs., 100 w., to 630 kcs., 250 w., amended to request 1260 kcs., instead of 630 kcs. and change in antenna system.

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## Applications Other Than Broadcasting

Oct. 3 - William G. H. Finch, portable and mobile, New York City, C.P. for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100 kc., 50 w., general experimental station; KGTT, Aeronautical Radio, Inc., Cheyenne, Wyo., C.P. for change in location of transmitter to Municipal Airport, Cheyenne, Wyo., aeronautical station. There were also received 11 applications for renewal of point-to-point telegraph licenses, 2 for renewal of coastal telegraph licenses; 329 application for amateur station licenses.

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### DECISIONS OF THE FEDERAL RADIO COMMISSION

# Applications Granted (October 3, 1932)

WABI, First Universalist Society of Bangor, Me., modification of license to change specified hours of operation, on 1200 kc., 100 w.; KRMD, Shreveport, La., license covering local move of station, installation of new equipment and increasing power, 1310 kc., 100 w., specified hours; KFBB, Buttery Broadcast, Inc., Great Falls, Mont., license covering changes in equipment, 1280 kc., 1 kw., night  $2\frac{1}{2}$  kw. day, unlimited time; WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y., authority to install automatic frequency control; WNBW, Home Cut Glass & China Co., Carbondale, Pa., consent to voluntary assignment of C.P. and license to WNBW; granted also extension of authority to suspend operation from Oct. 1 to Dec. 18, 1932; WJMS, Johnson Music Store, Ironwood, Mich., consent to voluntary assignment of license to WJMS.

KICK, Red Oak Radio Corp., Red Oak, Iowa, authority to remain silent to Jan. 1, 1932, until such time as the Court of Appeals vacates stay orders, or further disposition is made of the issues involved; KOL, Seattle Broadcasting Co., Seattle, Wash., extension to Nov. 6 of special authority to make field measurements to locate a transmitter site; WMAS, Albert S. Moffat, Springfield, Mass., license covering erection of new station to operate on 1420 kc., 100 w., unlimited time; WREN, Jenny Wren Co., Lawrence, Kans., authority to intervene, together with Station WIBW, in the hearing of KMBC requesting authority to move station from Independence, Mo. to Kansas City, Kans., which authority was heretofore granted by the Commission but suspended and case set for hearing because of protests from above stations.

Also, <u>Aeronautical Radio, Inc.: WNAU</u>, Moline, Ill., license (aviation-aeronautical), frequencies 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 400 w.; <u>KGTE</u>, Wichita, Kans., same as above except 50 w.; <u>KGTP</u>, portable, authority to use portable aeronautical station at stations west and north of Chicago and at LaCrosse, Wis., Green Bay, Wis., Alexandria and Rochester, Minn.

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Also, KHK, Mutual Telephone Co., Wahiawa, T. H., modification of license for additional frequency of 11310 kc.;
Ford Motor Co.: W8XC, W9XH, W8XE, renewal of special experimental license, 389 kc., l kw. power; KGZB, City of Houston, Texas, extension of time to Dec. l in which to complete construction of police station; Monty Glenwood Mason on "The Pride of Hollywood", granted aviation license to be used for routine air-ground communication during period of endurance flight and for communication during a proposed tour of United States, also for broadcast pickup service, frequency 3105 kc., 10 w., aviation service frequency 2342 kc., 10 w.; temporary broadcast pickup.

The Commission also granted licenses for 267 amateur stations, of which 103 were new, 128 renewals and 36 modifications.

### Miscellaneous

KLX, Tribune Publishing Co., Oakland, Calif., granted authority to take depositions in re hearing scheduled for Oct. 18; Allen Wright Marshall, Sr., and Allen Wright Marshall, Jr., granted authority to take depositions in re hearing scheduled for October 25th; WSUI, State University of Iowa, Iowa City, Iowa, granted special authority to operate from 10 P.M. to 12 midnight, CST, Oct. 21 and 22nd.

# Ratification of Acts Of Commissioners

Action taken Sept. 29 - WJEZ, Radiomarine Corporation of America, vessel "Teapa", and WJEY, vessel "Tobasco", granted authority not to exceed 60 days pending receipt of formal application to operate aboard designated vessels, frequency range 375 to 500 kc., 50 w.; KDCD, Tropical Radio Telegraph Co., New York City, granted 60 day authority to operate station aboard vessel "Tivives" as 1st and 3rd class, pending receipt of formal application.

Action taken Sept. 30 - WKEC, Radiomarine Corporation of America, aboard "Seatrain Havana", granted 60 day authority to operate transmitter on same, frequency range 313 to 500 kc., 200 w. power, 1 transmitter frequency range 8200 to 17100 kc., 150 w.; WMAS, Albert S. Moffat, Watertown, Mass., program test period extended 30 days; KGNF, Great Plains Broadcasting Co., North Platte, Nebr., special authority to operate from 8 to 9 P.M., CST, night of Sept. 30th; granted.

Action taken Oct. 1 - KFNF, Henry Field Co., Shenandoah, Iowa, granted authority to operate additional period ending October 31st, using time assigned but not used by Stations WILL and KUSD; Kenneth G. Schilcher, portable on aircraft, granted authority to operate general experimental station on aircraft "NC-8554" for day of Oct. 2nd only.

# Renewal Of Broadcast Pick-Up Station Licenses

Atlantic Broadcasting Corporation - WIEI, WIER, WIEQ,
WIEJ, WIEK, WIEL, (Portable and Mobile)

Chicago Federation of Labor - WIEZ (Portable and Mobile)

THE Journal Company (The Milwaukee Journal) - WJER,

(portable and mobile)

Miami Broadcasting Company, Inc. - WIEF, (Portable and mobile).

National Broadcasting Company, Inc.: WIEX, WIEO, WIEW,
and mobile).

Stromberg-Carlson Telephone Manufacturing Co.: WJEP

(portable and mobile);

Westinghouse Electric and Manufacturing Co.: WHER
(Portable and Mobile)

# Renewal Of Geophysical Station Licenses

Gulf Production Co.: KGNR, KGXY, KGXT, KGXS.

Continental Oil Company: KGVV, KGVT, KGVS, KGVR, KGVQ,

WCU, and KJZ.

Geophysical Research Corporation: WFG, WFH, KOT, KOI,

KOF, WFJ, WFM, WFN, WFP, KOD, KNV, KNY, WFQ, WFR, WFS, KNU, KNT,

KNS, KNQ, KNM, KNL, KHZ, KHP, KHS, KHW, WFY, WGB, WFZ, KSB, KKY,

KKX, KKV, KKU, KKF, KKD, KIJ, KIC, KIB, KDX, KDV, KDH, KGJQ, KGJP,

KGJO, KGJN, KGJM, KGJL, KGKR, KGKS, KGKT, KGKU.

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