

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

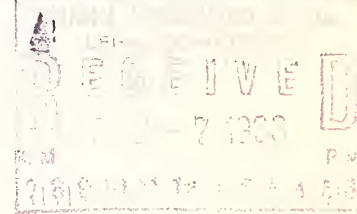
WASHINGTON, D. C.

WILLIAM L. BRONKHORST & CO., Inc.
VICE PRESIDENT AND GENERAL ATTORNEY

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.**

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SYKES SHOWED FIRM HAND AT MADRID

Tribute to the ability of Judge E. O. Sykes, who was chairman of the American delegation, was paid by E. S. Wilson, vice president of the American Telephone and Telegraph Company, in discussing the Madrid Radiotelegraph Conference at a recent meeting of the American Section of the International Committee on Radio.

Mr. Wilson pointed out the fact that the heads of most of the delegations were men who had been attending these international conferences for many years, some of them attending every single international telegraph conference for the past twenty-five years. Such a record would be practically impossible under our system of government where changes occur much more frequently.

Despite this handicap, Mr. Wilson told the Committee that Judge Sykes not only held his own in every respect, but in fact accomplished results which were, in many ways, remarkable.

For example, the difficult question of having the English language recognized on the same basis as French, which has come up in practically every conference in the past, was handled so successfully by Judge Sykes that it is believed this question has been disposed of once and for all, with the result that at future conferences it will be accepted as a matter of course that the English language will have equal recognition with the French language.

Also, the very difficult question of the number of votes to be allowed each nation was very ably handled by Judge Sykes, and while the conclusion reached was more in the nature of a temporary one than that with regard to the English language, Mr. Wilson complimented most highly the efficient way in which Judge Sykes handled the matter.

Mr. Wilson implied that the foreign delegates, accustomed to the usual easy-going and somewhat long-winded exchanges commonly associated with diplomatic procedure, were somewhat surprised at the firm and definite stand taken by Judge Sykes on a number of these important questions.

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EWIN DAVIS TALKED OF AS TENNESSEE SENATOR

If Representative Ewin L. Davis, of Tennessee, should be appointed Senator from that State to succeed Cordell Hull, if the latter goes into the Cabinet, the Senate will have included in its membership one of the best informed men on radio questions now in Congress. Representative Davis, as

ranking minority member, had an important hand in framing the Radio Act.

Representative Davis was also the author of the Davis amendment affording each State equal radio facilities according to population. Mr. Davis is chairman of the Merchant Marine and Radio Committee of the House. Rated as an exceptionally strong man, there was surprise that he lost out in the Democratic primaries before the last election. His defeat was attributed to the re-districting of the State of Tennessee and his friends are confident, if he is not named to the Senate, he will "come back" next election.

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JENSEN CONFIRMATION UNLIKELY; SYKES LIKELY

President Hoover's nomination of Prof. **John** Christian Jensen, director of Station WCAJ, Nebraska Wesleyan University, Lincoln, Nebr. to succeed Gen. Charles McK. Saltzman and Judge E. O. Sykes, of Mississippi, for reappointment on the Radio Commission, is looked upon as a gesture, since there appears to be no chance of any of President Hoover's nominees being confirmed by the Senate.

The nominations therefore do not carry the weight they would ordinarily, especially since a bill is pending in Congress, said to have the approval of President-elect Roosevelt, providing for a Communications Commission which would have supervision of telephone, telegraph and cable, as well as radio.

So even if Professor Jensen were confirmed, being a Republican, his term of service probably would be short, if the new Communications Commission is created as Representative Sam Rayburn, of the House Interstate and Foreign Commerce Committee declares it will be.

Of more significance is the re-appointment of Judge Sykes, a Democrat, who has the backing of Senator Pat Harrison and the Mississippi delegation. If Judge Sykes is not confirmed by the Senate this session, undoubtedly the confirmation will be forthcoming during the next session. If the Commission goes ahead on its old basis, he will, without question, be its chairman.

If the new Communications Commission is created, Judge Sykes, it is believed, may be seriously considered by President Roosevelt as one of its members. Judge Sykes has had long experience, being the only member of the original Radio Commission appointed by President Coolidge, and because of the excellent record he made representing this country at the International Radio Conference at Madrid.

Although the impression is that Professor Jensen cannot be confirmed, nevertheless his nomination by the President has centered considerable attention on the Nebraska professor. Through his work at Station WCAJ he is known to the

broadcasters. He is a member of the Institute of Radio Engineers and has written several papers on subjects such as atmospheric electricity, and the relation of weather to radio reception.

Professor Jensen is a member of the Institute of Radio Engineers. His interest in radio began during the early years of the World War. He was chief radio instructor of the War Training Unit at the University of Nebraska during 1918.

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CALLS DILL'S KEG PARTY PUBLICITY STUNT

Senator Dill, co-author of the Radio Act, who interests himself in many other subjects besides radio came in for quite a razzing at the hands of Westbrook Pegler, a humorous writer, in The Washington Post. Mr. Pegler wrote:

"Something seems to have happened to the official senatorial beer evening or keg party which was proposed some time ago by Senator Clarence C. (Daffodill) Dill, of the State of Washington, to test the offensive power of 3.2 beer and the beer-resistance of a mixed jury of statesmen and citizens. The proposal was received with enthusiasm by a number of Washington citizens and many names were quickly volunteered for jury duty, but up to this time there has been no keg party in the Senate. In the meantime, too, the strength of the beer proposed in the beer bill has been reduced from 3.2 to 3.05, which is a good deal like putting a muzzle on a stuffed lion, and the net result has been some publicity for Clarence C. (Daffodill) Dill.

"You might think that a Senator, being a member of the world's greatest deliberative body, would be above caring for theatrical publicity, but some of the brothers are chorus ladies at heart and are always losing their jewels in one way or another next to pure reading matter. It is very enlightening to hear Washington journalists plotting certain types of stories and deciding which Senators to go to for cooperation in putting them over.

"If something pops having to do with foreign affairs they may get their heads together and decide to go down and poke up old Borah on the matter. The next morning the citizens around and about may read where Senator Borah has reared back and let fly an awful roar, without knowing the initiative lay with a couple of bright, mischievous newspaper reporters who went down and said, 'Roar, Senator; roar for the boys'.

"Of course each of the reliables has a characteristic act and is mentally pigeon-holed according to the specialty on which he may be poked up. Senator Dill's proposal to give a senatorial keg party may give you a fair sort of idea of the sort of Senator that Senator Dill is".

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RADIO TAX COLLECTIONS UNDER U.S. ESTIMATES

The five per cent radio tax law has proven to be much more of a burden to radio manufacturers than a source of revenue to the government, Bond Geddes, executive vice president of the Radio Manufacturers Association, declares.

"The law became effective in June, 1932, and the Treasury reports that the collections from the radio tax ending last December aggregated \$1,184,510.06", Mr. Geddes went on. "When the excise tax law was passed by Congress the Treasury estimated that the annual receipts from radio and phonograph record taxes would be eleven million dollars. The actual returns, therefore, are running about eighty per cent under the estimates of the Treasury and Congress.

"Business conditions have compelled many radio manufacturers to largely absorb the radio tax and industry leaders believe that the cost of collection to the government has further greatly reduced the meager return to the Treasury. The 1932 radio excise tax collections, a barometer of sales, in detail follow:

"June-July - \$32,848.57. August - \$76,445.47.
September - \$165,710.65. October - \$218,722.70. November-
\$298,577.86. December - \$392,204.81.

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RMA members have been advised by Bond Geddes that excise taxes paid under the new five per cent law are deductible from the gross income of manufacturers in their 1933 income tax returns, except where the tax is included as part of business expense.

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AYLESWORTH ADDRESSES NATIONAL INSTITUTE OF SOCIAL SCIENCES

M. H. Aylesworth, president of the National Broadcasting Company, addressed the annual meeting of the National Institute of Social Sciences gathered in the Waldorf Astoria, New York, last Friday, on the "Social Effects of Broadcasting".

A large number of the 700 men and women who are members of the Institute attended the meeting. Among those present were George Gordon Battle, Henry Harper Benedict, Owen D. Young, W. Reid Blair, Lewis L. Clarke, Rex Cole, W. A. Jones, Dr. Thomas Darlington, Charles B. Davenport, Mrs. Benjamin Harrison, Walter C. Head, Lewis E. Lawes, Mrs. Frederick Nathan and Chester S. Lord.

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THREE INDUSTRIES URGE WIDER USE OF HIGH POWER

High power broadcasting is urged, as effective for satisfactory operation of radio receiving sets and reduction of interference, in a formal report on radio interference just issued by the three national electrical industries - the National Electric Light Association, the National Electrical Manufacturers Association, and the Radio Manufacturers Association. Another report, technical, and for guidance of engineers in measuring radio interference, also was issued.

Higher power broadcasting stations will insure better coverage of the country and should be encouraged by all interested in radio, to improve radio reception, according to the report. Other measures to minimize radio interference which were recommended include construction design of radio sets having a minimum susceptibility to external noises; proper installation of radio sets by dealers with a minimum coupling between antenna circuit and house wiring for other circuits and installation of radio frequency filters on some types of electrical devices.

Municipal ordinances relating to radio interference, the three associations declared in their report, are generally ineffective and frequently set up standards which in time become a serious hindrance to the proper solution of the interference problem.

Electric light and other power companies are directly interested in the problem of reducing radio interference, and the public utilities were urged, in the report, to reduce radio interference of their consuming public in their own interests.

The report adds that it appears impossible to completely eliminate all possible sources of radio interference and that municipal legislation attempted has been unwise and ineffective.

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STATE DEPARTMENT ISSUES INVITATIONS FOR NORTH AMERICAN RADIO CONFERENCE

Invitations are being sent out by the State Department to all interested parties for the forthcoming North American Radio Conference which will decide many major radio problems - among them the widening of the broadcast band and a possible reallocation of facilities.

The first committee meeting of radio representatives who will participate in the conference to discuss organization plans will be held at the State Department on Monday, February 6. The conference probably will be held in Mexico City.

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WLW PREPARING FOR 500,000 WATTS

What Powel Crowley, Jr. believes to be the future of high power in this country is evidently revealed in the order he has placed with the RCA for the installation of the largest broadcasting transmitter in the United States. It is to be built especially for his world famous station, WLW, at Cincinnati, and will be capable of transmitting with 500,000 watts of power.

The contract calls for the installation of the new transmitter within a year at a cost estimated at \$400,000. The highest regular power heretofore assigned to any transmitter in the United States by the Federal Radio Commission was for 50,000 watts.

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PRESIDENT HOOVER TO DEDICATE STATION WCAU

The new Station WCAU will be officially dedicated by President Hoover with a short talk from the White House during a special dedicatory program to be presented on Friday, February 10, from 10:15 to 10:45 p.m., according to an announcement from Columbia.

The WCAU Building is said to be the first in the country to be built for broadcasting purposes exclusively. Seven studios, ranging in size from a speaker's room to one that will hold an orchestra of 100 men, have been constructed for this 50,000 watt station.

A new acoustic principle of "live" and "dead" ends has been employed. From one-half to two-thirds of each studio, depending entirely upon its size, is built of sound absorbing material to form the "dead" end. Here microphones will be placed to pick up every part of the program originating in the "live" portion of the studio. The walls in the "live" end reflect the sound waves to the microphones in the "dead" end of the room.

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A table prepared by the United Press, said to be conservative by a Treasury expert, shows the taxes on every \$100 value in radio, phonograph or records to be \$5.00 for an average person for a full year.

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SENATOR WHITE AND JUDGE SYKES NAMED DELEGATES
TO NORTH AMERICAN CONFERENCE

The American delegation to the North American Radio Conference, to be held in Mexico City some time during the Spring - the date has not yet been set - will be headed by Senator Wallace H. White, Jr., of Maine. Judge E. O. Sykes will be a delegate. Technical experts have not yet been named.

The meeting of the interested parties with William R. Castle, Under Secretary of State, was held this morning (Monday) but no announcement, other than the names of the two American delegates, was forthcoming.

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NEW AND RENEWED COLUMBIA ACCOUNTS

Renewal - Fred Fear & Co. (Easter Egg dyes). Menken Advertising Agency, Inc. Program "Chick-Chick Fun" - Children's feature. 14 basic stations, 7 supplemental.

Renewal - Phillips Petroleum, Phillips "66" Gas - Agency: Lambert & Feasley. "Milligan & Mulligan" comedy act and music - 7:00-7:15 p.m. Daily exc. Sunday. 2 basic stations, 4 supplemental.

Renewal - Horlick's Malted Milk Corp. Agency: Lord & Thomas. "The Devil Bird" - children's program. Monday to Friday, incl. 6:15 - 6:30 p.m. 3 basic stations, 2 supplemental.

Renewal - J. L. Prescott Co. (Oxol). Agency: Batten, Barton, Durstine & Osborn. "The Oxol Feature" - musical program - Wed. and Fri. 10:00 - 10:15 a.m. 10 basic, 4 supplemental.

Change - Jo-Cur, Inc. Changed to 2:30 to 3:00 o'clock Sundays, from 2:15 to 2:45 p.m. EST same day.

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Station WEVD, New York, has leased the broadcasting studio on the roof of the Hotel Claridge.

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"FORWARD INTO 1933"- NBC'S LATEST BOOK

"Forward Into 1933" is the title of a new book, reviewing the record and advancements of the National Broadcasting Company during 1932, and at the same time, sets the stage for the continued progress of the company in 1933.

The influence of radio in sustaining national morale during the past year of stress, the effectiveness of NBC broadcast advertising and its ability to increase sales, even in a lean year, is demonstrated by the fact, as revealed in the book, that the company's clients have steadily increased their broadcast advertising expenditure.

The commanding position NBC stars continue to occupy in the affections of the Nation's listeners is discussed under the heading "Stars of 1932". The "special features" section lists some of outstanding broadcasts in this division for the year 1932. The "World Figures on the Air" section presents names of the world's prominent figures who were heard on NBC last year.

"Forward Into 1933" illustrates NBC's belief that the worst cycle of the economic storm is over.

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NBC NEW AND RENEWAL ACCOUNTS

Renewal. Wildroot Company (Beauty Preparations), Buffalo, N.Y. Agency: Batten, Barton, Durstine & Osborn, 383 Madison Ave., NYC. Jan. 1, 1933 for 52 weeks. Sundays, 4:15-4:30 p.m. Network: Basic Red KOA KDYL Orange. Program: "Wildroot Vee and Johnny" - beauty talk by Elizabeth May. Vee Lawnhurst and John Seagle.

New. J. B. Williams Co. (Shaving cream), Glastonbury, Conn. Agency: The Ralph H. Jones Company, Judd Building, Hartford, Conn. Starts February 24, 1933 for 13 weeks. Time: Fridays 9 to 9:30 p.m. EST. Network WEAJ WEEI WTIC WJAR WTAG WOSH. New comedy with 18-piece orchestra.

Renewal. Chevrolet Motor Car Company - Al Jolson- Fridays 10:00-10:30 p.m. Program extended for 8 weeks up to and including April 7, 1933.

Renewal. The Borden Company - WEAJ - "Radio Household Institute" - Wednesdays and Saturdays, 11:15-11:30 a.m. EST. Extend Saturday program 26 weeks up to and including December 30, 1933.

Renewal. Kellogg Company (Cereals), Battle Creek, Mich. Agency: N.W. Ayer & Son, 500 Fifth Avenue, NYC. Feb. 6, 1933 for 52 weeks. Mon. Tues. Wed. Thurs. Fri. 5:30-5:45 p.m. EST. Network: WJZ WBZ WBZA WBAL WHAM KDKA WJAR WJR WLW - "Kellogg Singing Lady" - program for children.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WJBK, James F. Hopkins, Inc., Detroit, Mich., granted mod. of lic. to increase nighttime power from 50 to 100 w.; WKAR, Mich. State College, E. Lansing, Mich., granted mod. of lic. to change spec. hrs. of operation to as follows: Daily exc. Sunday- 11 to 11:45 a.m.; daily exc. Sat. and Sun. 1 to 2:15 p.m. Mondays only - 12:30 to 1 p.m. CST; WCAU, Universal Brdcastg. Co., Philadelphia, Pa., granted mod. of lic. to change name to WCAU Broadcasting Company; also same for auxiliary transmitter; WQAO-WPAP, Calvary Baptist Church, New York City, granted consent to vol. assign. of lic. to Marcus Loew Agency;

WAML, Southland Radio Corp., Laurel, Miss., authorized to begin program tests at 1 p.m. Feb. 1, 1933; WSPA, Virgil V. Evans, doing business as The Voice of South Carolina, granted auth. to take depositions in re appl. for CP, a hearing on which is set for Feb. 14; New, John Tindale, Abilene, Tex., granted auth. to take depositions in re appl. for CP, a hearing on which is set for March 1; WNAD, University of Oklahoma, Norman, Okla., granted spec. auth. to operate from 8:30 to 10:30 p.m., CST, March 20, provided station KGGF remains silent; WCAD, St. Lawrence Univ., Canton, N.Y., granted spec. auth. to operate from 4 to 5 p.m., EST., Sunday, Feb. 12.

New, Aeronautical Radio, Inc., adjacent Daniel Field, Augusta, Ga., granted aviation aero, and aero pt. to pt. CP. Freqs. 2922, 2946, 2986, 4122.5, 5652.5 kc., unlted.; 2380, 4745 kc., unlted.; 6590 and 6600 kc. day only, 20 w.; WSA, Radiomarine Corp. of America, New London, Conn., granted mod. of marine relay license to change freq. 476 to 478 kc.; KPK, Portland, Oreg., same as WSA;

W2XBY, Bell Tel. Lab., Inc., NC-952-V. Granted license 3415, 5592.5, 5642.5 kc., 50 w.; W10XAD - NC-417-H, same co. granted ren. of same frequencies; W9USA, J. Edward Wilcox, Burnham Park, Chicago, Ill., granted lic. to operate an amateur station at A Century of Progress, International Exposition, Chicago, 1933; W9USB, Lloyd Harold Kehm, Burnham Park, Chicago, Ill., granted license to operate an amateur station at A Century of Progress, International Exposition, Chicago, 1933; KOQQ, Radiomarine Corp. of America, New York, granted 60-day auth. to operate additional transmitter aboard vessel WEST IVIS 8200 to 17100 kc., 150 w., pending receipt of formal application.

Set For Hearing

KDYL, Intermountain Brdcastg. Corp., Salt Lake City, Utah, mod. of lic. to change freq. from 1290 to 780 kc. (Facilities of KELW AND KTM); KFAC, Los Angeles Brdcastg. Co., Los Angeles, Calif., mod. of lic. to change freq. from 1300 to 780

kc.; change power from 1 kw. to 500 w. night, 1 kw. daytime, and increase hours of operation from half time to unlt'd.; (facilities of KTM and KELW); WNBW, W N B W, Inc., Carbondale, Pa., ren. of license.

Oral Arguments

The following applicants were granted oral arguments before the Commission en banc to be heard March 8, 1933:

Ex. Rep. No. 437. WFBM, Indianapolis Light & Power Co., Indianapolis, Ind. and WSBT, South Bend Tribune, South Bend, Ind.

Ex. Rep. No. 441. KLX. The Tribune Publishing Co., Oakland, Calif.

Ex. Rep. No. 442. New. 31st Street Baptist Church, Morris Coers, Pastor. Indianapolis, Ind.

Ex. Rep. No. 443. New. American Legion, Dept. of Mo., Albany, Mo.; KFWF, St. Louis Truth Center, St. Louis, Mo. and WIL, Mo. Brdcastg. Corp., St. Louis, Mo.

Action On Examiners' Reports

Ex. Rep. No. 407. WORC-WEPS, Alfred Frank Kleindienst, Worcester, Mass., denied appl. to change freq. from 1350 to 1200 kc., and to increase power from 100 w. to 250 w., unlt'd. time (facilities of WCDA, WMSG, WBNX and WAWZ) sustaining Examiner R. H. Hyde. New, Louis Reis, New York City, denied as in default application for CP for a new station to operate on 1350 kc., 250 w. power, sharing with WCDA, WMSG, and WAWZ. WMSG, Madison Square Garden Brdcastg. Corp., New York City. granted renewal of license to operate on 1350 kc., 250 w. power, sharing with WCDA, WBNX, and WAWZ. WBNX, Standard Cahill Co., Inc., NYC. granted ren. of license to operate on 1350 kc., 250 w. power, sharing with WCDA, WMSG and WAWZ. WAWZ, Pillar of Fire, Z arephath, N.J., granted ren. of lic. to operate on 1350 kc., 250 w., sharing with WBNX, WMSG WCDA.

Ex. Rep. No. 433. WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., denied mod. of license so as to require WCAM to enter into a time-sharing agreement with WTEL and WHAT, and to increase hours of operation on same freq. (1310 kc.) and power (100 w.), sustaining Examiner Hyde. WHAT, Independence Brdcastg. Co., Inc., Philadelphia, Pa., granted ren. of license to operate on 1310 kc., 100 w., one third time, sharing with WTEL; WCAM, City of Camden, Camden, N.J., granted ren. of license to operate on 1280 kc., 500 w., sharing with WOAX and WCAP.

Ex. Rep. No. 439. WHEF. Attala Milling and Produce Co., Kosciusko, Miss., denied appl. for mod. of CP to construct a station at Jackson instead of Kosciusko, Miss., sustaining Examiner E. W. Pratt. (Hold CP for new station, 1500 kc., 100 w. night, 250 w. day power, unlt'd. time).

Miscellaneous

WMAL, M. A. Leese Radio Corp., Washington, D. C., granted a petition of the National Committee on Education by Radio, to intervene at a hearing of application to lease Station WMAL to the National Broadcasting Company. This case will be heard Feb. 15.

WJZ, National Broadcasting Co., New York, spec. auth. for increase of power from 30 KW to 50 KW granted on Jan. 13, 1933, suspended, and station ordered to use only 30 KW power pending outcome of a hearing scheduled because of protest of Station WJR, Detroit, Mich.

ADOPTED ORDER REGARDING ISSUANCE OF RADIO OPERATORS' LICENSES

The Commission adopted the following order, which was submitted by Commissioner Lafount on January 30, 1933:

"IT IS ORDERED: That Section 15 of the Rules and Regulations Governing the Issuance of Radio Operators' Licenses, except amateur, be suspended until July 1, 1934, insofar as it requires employment, service or examination as a condition precedent to obtaining a renewal of the same class of license."

Broadcasting Applications

WRC, National Broadcasting Co., Washington, D.C. lic. to cover CP for changes in auxiliary transmitter granted Nov. 9, 1932; WINS, American Radio News Corp., New York, N.Y. mod. of lic. to increase operating power from 500 w. to 1 kw.; New, J. R. Vancuren, Logan, Ohio, CP for new station to use 1310 kc., 4 w. daytime; WJBY, Gadsden Broadcasting Co., Gadsden, Ala., CP for moving transmitter and studio to 112 N. 8th St., Gadsden, Ala., and make changes in eqpt. amended to omit request to move transmitter; WAMZ, Southeastern Brdcastg. Co., Macon, Ga., CP to make changes in eqpt.; WDGY, Dr. George W. Young, Minneapolis, Minn. CP for new transmitter and changes in eqpt.; KGCU, Mandan Radio Association, Mandan, N. Dak. CP to make changes in eqpt. and increase operating power from 250 to 500 w.;

KFOR, Howard A. Shuman, Lincoln, Nebr., mod. of CP to make changes in eqpt. and increase operating power from 250 to 500 w.; KOA, National Broadcasting Co., Denver, Colo., CP to make changes in present transmitter; KRSC, Radio Sales Corp., Seattle, Wash., special authorization to change hours of operation from daytime to unlimited, experimentally.

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