

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

VICE PRESIDENT AND CHIEF OF ATTORNEYS

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CONFIDENTIAL—NOT FOR PUBLICATION.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. 606

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

DEMOCRATS ASSIGNED TO HOUSE RADIO COMMITTEE

The following are the Democratic members of the Merchant Marine, Radio and Fisheries Committee, in charge of Radio in the House of Representatives:

Schuyler Otis Bland (chairman), Virginia; Clay Stone Briggs, Texas; George W. Lindsay, New York; Oscar L. Auf der Heide, New Jersey; Bolivar E. Kemp, Louisiana; William I. Sirovich, New York; Robert Ramspeck, Georgia; Ambrose J. Kennedy, Maryland; Charles N. Crosby, Pennsylvania; A. C. Willford, Iowa; Monrad C. Wallgren, Washington; Lawrence E. Imhoff, Ohio; John Young Brown, Kentucky; Edward C. Moran, Jr., Maine; William B. Umstead, North Carolina; Lincoln L. McCandless, Hawaii; Anthony J. Dimond, Alaska.

The Republican members will be announced later.

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SEVERAL MATTERS PENDING COMMISSION REORGANIZATION

The Federal Radio Commission has been marking time until the confirmation of Judge E. O. Sykes, whose term expired the latter part of February. He was renamed by Mr. Hoover but failed of confirmation in the last Congress, due to the fact that none of Mr. Hoover's nominations were considered. President Roosevelt sent his name in promptly.

Among the decisions to be made by the reorganized Commission, of which Judge Sykes is certain to be made chairman, is the Navy Department's complaint against interference caused by Station WJSV.

The last name heard in connection with the fourth zone vacancy was that of J. H. Hanley, Omaha lawyer. However, his name was not sent to the Capitol along with that of Judge Sykes'. Mr. Hanley is a business associate of Arthur F. Mullen, vice chairman of the Democratic National Committee.

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BEER AND WINE ADVERTISING NOT RESTRICTED

No restrictions on radio advertising were made in the beer and wine bill. No mention of radio was made in the text of the bill.

Radio stations have been auditioning for brewery accounts for the past few weeks and it is almost certain that the next week or two will see the blossoming of beer and wine advertising over the air.

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NEWS BROADCASTS HALTED BY COURT; KSOO ANSWERS SUIT

A temporary injunction restraining Station KSOO of Sioux Falls from unauthorized broadcasting of news dispatches of the Associated Press was granted by Federal Judge J. D. Elliott in that city on March 14. A hearing to determine whether the injunction should be made permanent will be held at the April term of Federal court.

In allowing the temporary injunction, Judge Elliott said that a clear cause for action had been shown, and that the restraint imposed on the radio station when the suit was filed would be kept in force pending final hearing.

Station KSOO, through counsel, said other stations in the Central West have been permitted to broadcast Associated Press dispatches. Counsel for the station contended also that the Associated Press had a monopoly on news and operated with "unreasonable restraint of interstate commerce in violation of the Sherman act."

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HORTON GOES TO MASSACHUSETTS TECH

The following has been received from the General Radio Company at Cambridge, Mass.:

"For some time the General Radio Company has been interested in the possibilities of electrical measurements as applied to the medical and bio-physics fields. Although some of our apparatus has been built specifically for these fields, we have not gone into it as extensively as we had desired", writes H. B. Richmond. "Arrangements have just been completed with the Massachusetts Institute of Technology whereby J. Warren Horton, who has been Chief Engineer of the General Radio Company, becomes a member of the research staff of that institution to investigate this very broad problem. It is not contemplated that there will be any immediate development of apparatus but that for the present the broadest aspects of the problem will be investigated under Mr. Horton's direction.

"Although Mr. Horton will be at the Institute of Technology, he will retain his association with the General Radio Company and will serve in the capacity of consulting engineer not only on problems pertaining to the medical research but on those problems which he was directing as Chief Engineer of this Company."

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ASSISTANT SECRETARY OF NAVY FORMER RCA REPRESENTATIVE

Col. Henry Latrobe Roosevelt, recently appointed by President Roosevelt to occupy the post of Assistant Secretary of the Navy, has been the European representative of the Radio Corporation since 1920.

In 1912 he was delegate to the International Radio Conference in London and became director of naval communications at the outbreak of the war.

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U.P. OFFERS TO BAN NEWS BROADCASTING

The United Press stands ready to prohibit broadcasting of its news dispatches at any time the membership of the American Newspaper Publishers Association votes to support that policy, provided the two other major news services take similar action, Karl A. Bickel declared in a letter to L. B. Palmer, secretary of the A.N.P.A.

The U.P. now permits clients to broadcast provided there is no commercial sponsorship. It does not, however, furnish any news directly to radio chains.

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EARLY TO HANDLE RADIO CONTACTS AT WHITE HOUSE

Stephen T. Early, former Washington newspaperman and now Secretary to President Roosevelt, will be in charge of arrangements for the President's broadcasts, and will be contact man for the radio networks.

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CHANGE IN STANDARD FREQUENCY SCHEDULE

WWV, Beltsville, Md., which transmits standard frequencies every Tuesday on 5000 kilocycles per second, will change the hours of transmission, beginning April 1. Transmissions will be given continuously from 12 noon to 2 p.m. and from 10 p.m. to midnight, EST.

The present schedule is from 10 a.m. to 12 noon, and from 8 to 10 p.m.

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COURT ORDERS NEW COMMISSION HEARING IN WOQ-KFH CASE

The Court of Appeals of the District of Columbia, through Associate Justice Robb, has ordered the Federal Radio Commission to hold another hearing in the WOQ-KFH case. The stations, the former located in Kansas City, Mo., and the latter in Wichita, Kans., had been sharing time. WOQ used two-sevenths of the assignment. On March 18, 1931, KFH, represented by John M. Littlepage, Washington radio lawyer, applied for modification of its license, requesting full time on the frequency, which would result in the deletion of WOQ. A hearing was held and the Commission granted KFH full time. WOQ claims it did not have proper notification of the hearing, so the Court ordered a new one, with the suggestion that such notices be sent by registered mail in the future.

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NEW COLUMBIA ACCOUNTS

Richfield Oil Corp. of N.J., (Motor oils and gas),
Program: "The Richfield Country Club" - musical. Time:
Mondays, 10:00-10:30 p.m. Agency: The Paul Cornell Co.
Starting April 3, 1933. Eleven basic stations, 5 supple-
mentary.

National Oil Products Corp. Program: "Fashion
Forecast" - music and beauty talk. Time: Thursdays, 11:00-
11:15 a.m. Agency Chas. Dallas Reach, Newark, N.J. WABC
only, starting March 9.

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NBC NEW AND RENEWAL ACCOUNTS

Renewal - Standard Oil Co. of New York, 26 Broadway.
Agency: B.B. D. & O., 383 Madison Ave., NYC. Starts April 3,
1933 for 13 weeks. Mondays 8:00-8:30 p.m. EST. WEAJ WEEI
WTIC WJAR WTAG WCSH WGY WBEN "Soconyland Sketches" - dramatic.

Renewal - The Centaur Co. (Fletcher's Castoria), 80
Varick St., NYC. Agency: Young and Rubicam, Inc., 285
Madison Ave., NYC. Starts April 2, 1933 for 13 weeks.
Sundays 5:30-6:00 p.m. Basic Blue. "Pages of Romance" -
dramatic; Graham Harris orchestra.

Renewal - General Foods Corp. (Diamond Crystal Salt),
250 Park Ave., NYC. Agency: Benton & Bowles, 444 Madison.
Starts April 6, 1933 for 13 weeks. Thursdays 8:00-8:30 p.m.
WJZ WBZ WBZA WHAM KDKA WJR "Cape Diamond Light" - dramatic.

ROOSEVELT TO USE RADIO ONLY WHEN OCCASION DEMANDS

President Roosevelt intends to use the radio in reaching the people as frequently as circumstances warrant, but the White House said that he had not adopted any plan of going on the air regularly. It was not true, it was added, that the President will broadcast twice a month.

Mr. Roosevelt believes in going directly to the people in explanation of his program and in appealing for support of his plans. He did this notably on Sunday night to explain the banking situation. The response was so immediate and so favorable that it confirmed him in his judgment that the radio was the simplest and most effective medium for reaching the people.

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RADIO FIGURES FOR THE YEAR 1932

Under the title, "Production and Use", Electronics magazine for March publishes a table of statistics showing how radio business in 1932 compared with other years from 1926. Part of the table is given below:

	Total Investment U.S.	Annual gross Revenue	No. of Employees	An- nual Payroll
Radio Manu- facturers, distributors	\$150,000,000	70,000	\$80,000,000
Broadcasting Stations	\$27,000,000	\$45,000,000	9,000	\$80,000,000
Listeners' Sets (16,800,000)	\$1,600,000,000	*\$200,000,000
Commercial Radio Stations	\$25,000,000	\$10,000,000	15,000	\$4,000,000

(* Annual operating expense of listeners' sets, for tube replacements, electricity, batteries, servicing, etc.)

The 1932 sales were estimated: 2,620,000 sets; 44,300,000 tubes. The total retail value of all radio products was given as \$196,190,000.

Following is a comparative table:

	1931	1932
Consoles and Midget Receivers	3,420,000	2,620,000
Average retail price per set	\$212,040,000	\$124,860,000
	\$62	\$48
Tubes	53,500,000	44,300,000
Average retail price per tube	\$69,550,000	\$48,730,000
	\$1.30	\$1.10
A-B-C (dry) batteries	\$13,100,000	\$9,500,000
Other Accessories	\$8,580,000	\$6,200,000
Parts (To consumers)	\$6,000,000	\$6,900,000
Radio Sets	\$212,040,000	\$124,860,000
Parts	\$6,000,000	\$6,900,000
Accessories (incl. tubes)	\$91,230,000	\$64,430,000
Total sales for year	\$309,270,000	\$196,190,000

There is included in the table a list of the homes in the United States with and without radio sets, listed alphabetically according to states, as of January, 1933.

The total number of homes with radio is given as 16,809,562 and the number of homes without a radio set as 13,200,000. The percentage of radio ownership is 56.2.

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MIMEOGRAPHED RADIO SERVICE BULLETIN READY

The Federal Radio Commission is distributing its Radio Service bulletin in mimeographed form. The latest issue of the monthly, No. 191, is now available.

This pamphlet covers the work of the Field Division of the Commission, formerly the Radio Division of the Department of Commerce, such as changes in the list of vessels equipped with radio-compass, general call letter assignments, additions to and changes in the list of commercial land stations, etc.

Copies may be had by addressing the office of the Secretary, Federal Radio Commission, Interior Department, Washington, D. C.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WFBC, Greenville-News Piedmont Co., Greenville, S.C., granted mod. of CP to change transm. and studio location locally in Greenville; extend commencement date to CP from Feb. 13, to 30 days after this date, and completion date to June 15, 1933; KIEM, H.H. Hanseth, Eureka, Cal., granted mod. of CP to make changes in eqpt. Also to extend completion date of CP to May 1, 1933; WHET, Troy Brdcastg. Co., Troy, Ala., granted mod. of lic. to operate from 8 to 9 p.m. on Sundays, in addition to the present operating hrs. of unlt'd. daytime from 7 to 8 p.m., CST, on Sundays;

WHAM, Stromberg-Carlson Tel. Mfg. Co., Rochester, N.Y., granted auth. to determine power of station by direct antennae. Also granted license covering installation of new eqpt; moving transm. locally and increasing power from 5 to 25 KW; 1150 kc., unlt'd. time; WGNV, Peter Goelet, Chester Township, N.Y., granted license covering erection of a new station, 1210 kc., 50 w., spec. hrs.; also auth. to determine power by direct antenna; KSTP, National Battery Brdcastg. Co., St. Paul, Minn., granted license covering increase in power from 10 to 25 KW on exp. basis, and making changes in eqpt; 1460 kc., 10 KW night, 25 KW LS, exp. unlt'd. time;

KOIN, KOIN, Inc., Portland, Oreg., granted license covering local move of transmitter; 940 kc., 1 kw., unlt'd time; WRNY, Marcus Loew Booking Agency, New York City, granted auth. to make changes in automatic freq. control eqpt.; KRMD, Radio Station KRMD, Inc., Shreveport, La., granted auth. to make changes in automatic freq. control eqpt.; WGLC, O. T. Griffin & G. F. Bissell, Glenn Falls, N.Y., granted auth. to use new transmitter on program tests pending action on formal appl. for mod. of CP for period of 30 days; WAML, Southland Radio Corp., Shreveport, La., granted 30 day ext. of program test period; WSUI, State University of Iowa, Iowa City, Ia., granted spec. auth. to operate from 10 PM CST, March 24, to 1 AM, CST, March 25;

W1XAZ, Westinghouse E. & M. Co., E. Springfield, Mass., granted exp. relay brdcastg. CP for change in location and installation of new eqpt. Location, Millis, Mass., 9570 kc., 10 KW, special high quality telephony; New, Franklin T. Miller, portable, near 49 Grove Street, Newton, Mass., or Weston, or Wellesley, in isolated location, granted spec. exp. CP to operate portable transm. on any freq. within the 250-1500 kc., band, 5 w.; New, City of Knoxville, portable and mobile, granted exp. CP freq. 2470 kc., 100 w. to make field intensity survey to determine location of police transmitter;

W2XE, Atlantic Brdcastg. Corp., nr. Wayne, N.J., granted exp. relay brdcastg. license, freq. 6120, 11830, 15270 kc., 6 KW; WBA, Commonwealth of Penna., State Police, Harrisburg, Pa., granted mod. of lic. to change freq. from 257 to 190 kc., for period ending May 1, 1933; WBR, Butler, Pa., same; WDX, Wyoming, Pa., same; WJL, Greensburg, Pa.; same; and WMB, Reading, Pa., same.

W3XAI, RCA Victor Co., Inc., Camden, N.J., granted ren. of spec. exp. license, freqs. 1550, 2100-2200, 43000-46000, 48500-50300, and 60000-80000 kc., 500 w.; WMDA, Radiomarine Corp. of America, New York, granted temp. auth. (60 days) to operate station aboard Vessel "Santa Rosa", pending receipt of formal application; WLEJ, Mackay Radio & Teleg. Co., Inc., New York City, granted 30 day auth. to operate station aboard "Trawler Boston", pending action on appl. freq. 375 to 500 kc., 100 w.;

Set For Hearing

W2BTM, Benj. C. Rossett, 1486 Southern Blvd., Bronx, N.Y., renewal of amateur station license; New, W. L. Gleason, Sacramento, Cal., CP for new station to operate on 1490 kc., 5 kw., unlt'd. time; New, Don Lee Brdcastg. System, Redlands, Calif., CP for new station to operate on 780 kc., 500 w., unlt'd. time (facilities of KTM and KELW).

Call Signals Assigned During Week Beginning March 6, 1933

	<u>Commercial Ship</u>	Radio District
Western Pride	<u>WLEI</u> Harvey M. Petrich	11
Boston	<u>WLEJ</u> Mass. Trawling Co.	1

	<u>Commercial Aircraft</u>	
NC-9487	<u>KHOPK</u> U.S. Airways, Inc.	Blue Chain
Knox Co., Tenn.	<u>WPFO</u> <u>Police</u> City of Knoxville	6

	<u>Commercial Land</u>	
Lawrenceville N.J.	<u>WCN</u> American Tel. & Tel.	2

	<u>Broadcasting</u>	
New Orleans, La. (Changed from WABZ)	<u>WBBX</u> Samuel D. Reeks	8

Applications Received - Broadcasting

WGLC, O. T. Griffin & G. F. Bissell, Hudson Falls, N.Y. mod. of CP granted Nov. 3, 1932 to make changes in eqpt.; WHBC, Edward P. Graham, Canton, Ohio, license to cover CP granted Feb. 12, 1932 for new eqpt.; New, Church of Christ, Guy N. Woods, Minister, Post, Texas, CP for new station to use 950 kc., 5 w., spec. day hrs. (12 noon to 5 p.m.); WRHM, Minnesota Brdcastg. Corp., Minneapolis, Minn., mod. of lic. to increase hrs. of operation to include hrs. now assigned to KFMX, Northfield, Minn., facilities of KFMX, and 8 to 9:30 Sat. PM during Jan. Feb. and March, now assigned LB-WGMS, Minneapolis;

WKBF, Indianapolis Brdcastg. Inc., Indianapolis, Ind., CP to erect and use transmitter formerly used by TCMA, as aux. while main transmitter is being moved in accordance with CP previously granted; New, W. L. Gleeson, Monterey, Calif., CP for new station, 3 miles west of Salinas on Monterey Bay, Calif., to use 1210 kc., 100 w., unlt'd. hrs. amended to change proposed transmitter and studio location to Monterey, Calif.; WBCM, James E. Davilson, Bay City, Mich., spec. auth. to increase power from 500 w. to 1 kw. on exp. basis for 60 days; WSB, Atlanta Journal Co., Atlanta, Ga., mod. of CP granted Nov. 17, 1931 for 50 KW station to extend completion date to June 17, 1933; KOCW, J. T. Griffin, Chickasha, Okla., mod. of CP granted Dec. 2, 1932 to make changes in eqpt., new transmitter and extend dates of commencement and completion; KGIX, Clyde D. Smith and R. W. Lautzenheiser, doing business as Vegas Brdcastg. Co., Las Vegas, Nevada, CP for new station to use 1420 kc., 100 w. daytime facilities KGIX, Las Vegas, Nevada.

The following applications for renewal of license have been received: WRC, National Brdcastg. Co., Inc., Washington, D.C., 950 kc., 500 w., aux. purposes (aux. transmitter); WHA, University of Wisconsin, Madison, Wis., 940 kc., 1 kw. daytime; WBNX, Standard Cahill Co., Inc., New York, 1350 kc., 250 w., shares WAWZ, WMSG, WCDA; WMSG, Madison Square Garden Corp., New York, 1350 kc., 250 w., shares WAWZ, WCDA and WBNX; KLO, Interstate Brdcastg. Corp., Ogden, Utah, 1400 kc., 500 w., unlt'd. time; WCDA, Italian Educational Broadcasting Co., Inc., New York, 1350 kc., 250 w., shares WAWZ, WBNX and WMSG.

The following applications for renewal have been re-submitted: WNAD, U. of Okla., Norman, Okla., 1010 kc., 500 w. spec. hrs.; State Col. of Washington, Pullman, Wash., 1220 kc., 1 kw night, 2 kw. to local sunset, shares KTW; WLB-WGMS, U. of Minn., Minneapolis, Minn., 1250 kc., 1 kw., spec. hrs.; TCAP, Radio Industries Brdcastg. Co., Asbury Park, N.J., 1280 kc., 500 w., shares WOAX and WCAM; WODX, Mobile Brdcastg. Corp., Mobile, Ala., 1410 kc., 500 w. simultaneous day, shares night WSFA; KALE, KALE, Inc., Portland, Oreg., 1300 kc., 500 w., spec. hrs; WCKY, L.B. Wilson, Inc., Covington, Ky., 1490 kc., 5 KW., unlt'd. hrs.

Applications Received - Other Than Broadcasting

W8XAM, The Sparks-Withington Co., Jackson, Mich., ren. of spec. exp. license for 550, 1600-1700, 43000-46000, 48500-50300, 60000-80000 kc., 100 w.; New, Aeronautical Radio, Inc., Billings, Mont., CP for 305, 2854, 5377.5, 2668, 2672, kc., 400 w. Aero and Aero Pt. to Pt.; WNC, American Telephone and Telegraph Co., Hialeah, Fla., mod. of lic. for change in one point of communication from Guatemala City to Gegucigalpa, Honduras; W10XZ, Atlantic Brdcastg. Corp., portable and mobile, license covering CP for 41000, 51400, 60000-400000 kc., 1.5 w. Gen. exp. station; W10XAL, Atlantic Brdcastg. Corp., portable and mobile, license covering CP 41000-60000 kc., 1.5 w., gen. exp.; WPFL, Commonwealth of Mass., Dept. of Public Safety, W. Bridgewater, Mass., license covering CP for 1574 kc., 1 kw., state police;

WAEM, Aeronautical Radio, Inc., Moline, Ill., mod. of CP for ext. of CP to March 2, 1933-June 1, 1933; KGSG, same company, Oklahoma City, Okla., mod. of CP for extension of CP to March 2, 1933-June 1, 1933; KGTW, Aeronautical Radio, Inc., Toledo, Ohio, same as WAEM; KGSE, same company, Iowa City, Ia., mod. of CP for ext. of CP to March 2, 1933-June 1, 1933, airport station; KGUY, same company, Oakland, Calif., same as KGSE; KGTW, same company, Burbank, Cal., same as KGSE; WPFN, City of New Bedford Municipal police Fairhaven, Mass., lic. covering CP for 1712 kc., 100 w.; City of Clarksburg, Dept. of Public Safety, Clarksburg, W.Va., CP for 2414 kc., 7½ w., municipal police; KGSD, Aeronautical Radio, Inc., Spokane, Wash., lic. covering CP FOR 278 kc., 15 w., airport station; Globe Wireless, Ltd., Edmonds, Wash., new license for 4595 kc., 500 and 1500 w. (to use transmitter already constructed) pt. to pt. telegraph station;

New, Globe Wireless, Ltd., Garden City, N.Y.; lic. for 4595 kc., 1500 w. (transmitter already constructed); New, same company, Mussel Rock, Calif., lic. for 4590, 4605, 4610 kc., 1500 w. (five transmitters already constructed); New, same company, Cypress, Calif., lic. for 4590, 4605, 4610 kc., 1500 w. (transmitter already constructed); New, Globe Wireless, Ltd., Edmonds, Wash., lic. for 4590, 4605, 4610 kc., 1500 w. (transmitter already constructed); New, same company, Garden City, N.Y., license for 4590, 4605, 4610 kc., 1500 w., (transmitter already constructed); New, same company, Mussel Rock, Calif., lic. for 4595 kc., 1500 w. (transmitter already constructed); New, same company, Guam, Mariana Islands, lic. for 4595 kc., 1500 w. (transmitter already constructed); New, same company, Kaena Point, Island of Oahu, T.H., lic. for 4595 kc., 1500 w. (transmitter already constructed); New, same company, Cypress, Calif., lic. for 4595 kc., 1500 w. (transmitter already constructed); KHVEV, Ford Motor Co., NC-3041, ren. of aircraft lic. for 3106 kc., 50 w.; W2XBT, portable NBC; ren. of lic., visual broadcasting station.

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DILL INTRODUCES BROADCASTING RESOLUTION IN SENATE

The following resolution (S. Res. 29) was submitted by Senator C. C. Dill, Washington, and referred to the Committee on Rules:

"Resolved, That the Sergeant at Arms of the Senate is hereby directed, at as early a date as practicable, to equip the Senate Chamber with the proper electrical connections to which microphones for radio broadcasting may be attached, and also to install microphones, control switchboards, and all other apparatus necessary for connection of microphones with any broadcasting station or stations for the purpose of broadcasting speeches, debates, or proceedings of the Senate as may be decided from time to time by the Senate Committee on Rules, and the necessary expense for such installation of electrical connections and equipment and for the maintenance and operation of the same is hereby authorized to be paid out of the contingent fund of the Senate.

"The Committee on Rules of the Senate is hereby authorized to make arrangements for the broadcasting of such proceedings of the Senate as the committee may determine through such radio broadcasting stations as it may be possible to arrange for broadcasting without expense of the Senate or the Government."

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