

HEINL RADIO BUSINESS LETTER

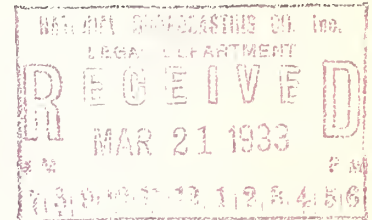
INSURANCE BUILDING

WASHINGTON, D. C.

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MAR 21 1933

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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. 607

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COMMISSION'S CONTINUATION IS PROBLEMATIC

The report that the Radio Commission is to be merged into a division in the new Federal Transportation and Communications Bureau in the Department of Commerce gives rise to considerable uncertainty as to what may be the fate of the present five Radio Commissioners and the large personnel of the Commission.

This merger appears to be the latest information as to how President Roosevelt's reorganization plan may affect the Federal set-up. Will the Radio Division be headed by the five Commissioners, whose salaries since the cut are around \$9,000 each? Or will the new division be headed by a single director? These are the questions to which radio people are seeking an answer.

It seems almost certain, if it is finally decided to transfer radio to the Commerce Department, the National Association of Broadcasters and possibly other large interests, will make a fight for the continuation of the Radio Commission as an independent body.

The transfer of this bureau to the Commerce Department is not in accord with Senator Dill's plan to set up a Communications Commission, which would have control over telephone, telegraph and cable, as well as radio.

One report is that the set-up of the Federal Transportation and Communications Bureau will be in five divisions, as follows: (1) Railroads and Busses. (2) Telegraph, telephone and cable. (3) Shipping. (4) Radio. (5) Commercial Aviation.

The first and second divisions would take over present functions of the Interstate Commerce Commission; the third, Shipping Board; the fourth, the Radio Commission; and the fifth, the Commerce Department's Bureau of Aeronautics.

Also quite a different set-up for radio than the Commerce Department merger is being talked about.

"It will be something entirely different than anything thus far suggested and will be a surprise to every one", a government official is reported as saying.

No one in radio circles in Washington seems to know positively who is in charge of the plans for reorganization of the Radio Commission. The general impression is that it is being handled by Director of the Budget Douglas and former Representative Swagar Sherley.

The impression is that an effort is being made to keep the recommendations secret until a report has been made to President Roosevelt, who will announce any definite action from the White House.

It is understood that a conclusion will be reached on the fate of the Radio Commission at an early date - as quickly as possible after more pressing matters have been disposed of.

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REPUBLICAN MEMBERSHIP HOUSE RADIO COMMITTEE

The following Republicans have been appointed to the Merchant Marine, Radio and Fisheries Committee:

Frederick R. Lehlbach, New Jersey; Frank R. Reid, Illinois; Charles L. Gifford, Massachusetts; Richard J. Welch, California; Francis D. Culkin, New York; and George W. Edmonds, Pennsylvania.

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GRIGSBY-GRUNOW ELECTS NEW OFFICERS AND BOARD

The Grigsby-Grunow Company, following the annual stockholders' meeting, called a meeting of the Board of Directors and elected officers for the coming year. The most important change was the election of Le Roi J. Williams as a member of the Board and executive vice president and general manager.

The Board of Directors now includes B. J. Grigsby, Le Roi J. Williams, J. R. Cardwell, A. F. Mecklenburger, Sheldon Clark, C. L. Schmidt and N. C. Mather.

The officers of the Company are B. J. Grigsby, chairman of the Board and President; Le Roi J. Williams; H. E. Kranz, Vice President in charge of engineering; M. L. Harrison, Secretary and Treasurer; G. W. Whitfield, Asst. Treasurer; and A. F. Mecklenburger, Asst. Secretary.

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"WORDS AND MUSIC" ISSUED BY AMERICAN SOCIETY

A new publication titled "Words and Music", has just made its appearance. It is issued by the American Society of Composers, Authors and Publishers.

"Words and Music" will be published from time to time by the American Society to give news of the Society to its members and others interested and to publish bits of information about songs and song writers, declares a box on the first page.

The lead article is entitled, "Music and the Radio". Other stories are headed, "Americans Are Writing Large Part of World's Music", "Creating American Music" and "America's First Song Writer". Copies may be had by addressing the Society, 1501 Broadway, New York City.

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GIVES RADIO CREDIT

Discussing how President Roosevelt accomplished "the miracle of restoring confidence, even enthusiasm to a people who were never before so utterly depressed," George H. Manning, Washington correspondent of the "Editor and Publisher" writes:

"Radio, of course, has played a part in the miracle and no fair statement of the events of the past two weeks would attempt to minimize this part. This is particularly true of the electrifying address made by President Roosevelt on the night of Sunday, March 12, when he took the nation into his confidence as no President has ever done before."

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NBC DROPS FIVE STATIONS ON COAST

Five Pacific Coast stations will become dissociated from the National Broadcasting Company in a few days. They are KPO, San Francisco; KELA, Los Angeles; KEX, Portland, Oreg.; KJR, Seattle; and KGA, Spokane.

Duplication of facilities is the reason given by NBC. Stations which will continue to form a part of the chain are KGO, San Francisco; KFI, Los Angeles; KGW, Portland, Oreg.; KOMO, Seattle; and KHQ, Spokane.

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DILL'S BEER ADVERTISING AMENDMENT DEFEATED

The amendment to the beer bill proposed by Senator C.C. Dill, Democrat, of Washington, which would have prohibited advertisement of beer by radio in dry states, was defeated by the Senate. The voting was close, the amendment having failed by two votes.

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BLAND INTRODUCES BILL SIMILAR TO DAVIS OMNIBUS BILL

Rep. Otis Schuyler Bland, new chairman of the House Merchant Marine, Radio and Fisheries Committee, has introduced a bill which embodies all the features of the Davis omnibus bill, passed by both Houses last session, but which failed to receive the approval of President Hoover.

The bill (H.R. 1735) may not receive consideration for some time, since there are so many more important matters before Congress which must be acted upon first.

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NBC NEW AND RENEWAL ACCOUNTS

New - Bristol Myers Co. (Ingram's Shaving Cream), 75 West Street, NYC. Agency- Pedlar & Ryan, 250 Park Ave., NYC. Starts April 3, 1933 for 13 weeks. Monday and Wednesday, 8:45 to 9 p.m., EST. Basic Blue network. "Phil Cook and the Ingram Shavers".

New - Best & Co., NYC. Agency: W.H.H. Hull & Co., 51 Madison Ave., NYC. Starts March 17, 1933 for 13 programs. Time: Tuesday and Friday, 9:45-10 a.m., EST. WEAFF only. Mrs. Anna Roosevelt Dall - talks.

Renewal - Cliquot Club Co. (Ginger Ale), Millis, Mass. Agency: Danielson & Son, Providence, R.I. Starts April 24 for 13 weeks. Mondays 8:00-8:30 p.m. EST. Basic Blue exc. WSYR. "Cliquot Club Eskimos" - dance orchestra with vocalists and "Rosey" Roswell, humorist.

Renewal - R. B. Davis Co. (Davis Baking Powder), Hoboken, N.J. Agency: Ruthrauff & Ryan, Chrysler Bldg, NYC. Starts April 4, 1933 for 13 weeks. Tues., Thurs. 10:00-10:15 a.m. EST. Basic red up to and including Cincinnati. "Mystery Chef" - recipes and food talk by Mystery Chef.

Change - General Tire & Rubber Co. - WEAFF. Postpone starting date to April 5, 1933. Formerly announced for March 15, 1933.

New - Lambert Pharmacal Co. (Listerine), 2101 Locust St., St. Louis, Mo. Agency: Lambert & Feasley, Inc., 400 Madison Ave., NYC. Starts March 27 for 15 programs. Time: 12:00-12:15 noon, Mon. Wed. and Fri.; Tues. and Thurs., 5:00-5:15 p.m. WJZ only. "The Sizzlers" - three male singers.

Renewal - General Foods Corp. (Maxwell House Coffee), 250 Park Ave., NYC. Agency: Benton & Bowles, Inc., 444 Madison Ave., NYC. Starts April 6, 1933 for 13 weeks. Thursdays 9:00-10:00 p.m. WEAFF coast to coast network. Captain Henry's Showboat - Musical program.

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J. R. McDonough, assistant to the President of the company, has been elected executive Vice President of the Radio Corporation of America.

As a step toward the consolidation of two of the corporation's wholly-owned subsidiary companies, the RCA Victor Company, Inc., and the RCA Radiotron Co., Inc., Elmer T. Cunningham, now president of the RCA Radiotron Co., Inc., was also elected President of the RCA Victor Co., Inc., succeeding Mr. McDonough in that position.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WGBI, Scranton Broadcasters, Inc., Scranton, Pa., granted CP to make changes in eqpt.; KVOO, Southwestern Sales Corp., Tulsa, Okla., granted mod. of CP extending completion date of CP to June 17, 1933; WGCM, Great Southern Land Co., Gulfport, Miss., granted mod. of lic. to change hours of operation from unlt'd. to specified, as follows: Daily exc. Sunday, 11 a.m. to 1 p.m.; 7 to 10 p.m.; CST; Sunday, 10:45 to 11:45 a.m.; 3 to 5 p.m., CST; WAML, Southland Radio Corp., Laurel, Miss., granted mod. of lic. to change spec. hours to as follows: Daily, exc. Sat. and Sun., 7 to 10 a.m.; 11 a.m. to 2 p.m.; 4 to 7 p.m.; Sat. 7 to 10 a.m.; 11 a.m. to 2 p.m.; 4 to 9:30 p.m. Sunday - 12 noon to 7 p.m., CST;

WTRC, The Truth Pub. Co., Inc., Elkhart, Ind., granted license covering changes in eqpt. and increase in daytime power from 50 to 100 w., 1310 kc., 50 w. night 100 w. LS. Simultaneous day with WLBC and share night with WLBC; KGFK, Red River Brdcastg. Co., Inc., Moorhead, Minn., granted license covering increase in power from 50 to 100 w., and making changes in eqpt., 1500 kc., 100 w., unlt'd. time; WPTF, Durham Life Ins. Co., Raleigh, N.C., granted auth. to determine operating power by direct antennae measurement. Also granted consent to vol. assign. of lic. to WPTF Radio Company; KGCX, First State Bank of Vida, Wolf Point, Mont., granted consent to vol. assign. of license to E. E. Krebsbach; KPO, Natl. Brdcastg. Co., Inc., New York, granted 10-day extension of eqpt. test period;

WGST, Ga. School of Technology, Atlanta, Ga., granted auth. to take depositions in the matter of the hearing on appl. of Coleman & Dobbins Co.; WJU, Press Wireless, Inc., Hicksville, L.I., NY, granted mod. of CP extending completion date from Feb. 15 to June 1, 1933; WPET, City of Lexington, Lexington, Ky., granted mod. of lic. (police) to increase power from 100 to 200 w.; KHNCX, National Construction Co., NC-447-W, granted mod. of lic. (aviation-aircraft) to change freqs. by deleting all freqs. on blue and brown chain and the addition of other freqs. Effective April 1: Freqs. 3105, 3163.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 w.; granted ren. of license same as above; WHN, Marcus Loew Booking Agency, N.Y., granted spec. temp. auth. to operate 75 w. transm. in Met. area of New York City, to make field intensity measurements to locate new site; KGWN, Capt. Rosa, San Diego, Calif., granted 60-day auth. to operate station aboard "Lusitania" pending formal appl. receipt.

Set For Hearing

NEW, Visual Brdcastg. Labs., Kansas City, Mo., CP for visual broadcasting; 2750-2850 kc. and 43000-46000 kc., 500 w.; WMAS, WMAS, Inc., Springfield, Mass., CP to increase day power from 100 to 250 w. and make changes in eqpt.--increasing max. rated power from 100 to 250 w.; WINS, American Radio News Corp.,

New York City, mod. of lic. to increase operating power from 500 w. to 1 kw.; WIP, Penna. Brdcastg. Co., Philadelphia, Pa., spec. auth. to increase power from 500 w. to 1 kw. experimentally.

Applications Dismissed

WEHS, WEHS, Inc., Cicero, Ill., mod. of lic. 1310 kc. 100 w., SH; WCLS, WCLS, Inc., Joliet, Ill., CP, for 1420 kc., 100 w., S.H.; WHFC, WHFC, Inc., Cicero, Ill., CP, 1310 kc., 100 w., S.H.; WKBI, WKBI, Inc., Cicero, Ill., mod. lic. 1310 kc., 100 w., S.H.; New, Joel E. Wharton, Shreveport, La., CP all exp. freqs. 100 w., unlt'd. time.

Miscellaneous

Press Wireless, Inc., Hicksville, N.Y., denied spec. auth. for additional points of communication for stations WPK, WJP, WJQ, WHI, WHL, WJS; WJBY, Gadsden Brdcastg. Co., Gadsden, Ala., denied auth. to operate at a different location than that spec. in license; KTAB, Associated Broadcasters, Inc., San Francisco, Calif., reconsidered action of Feb. 24th, in granting CP to move station to Oakland, Cal., and on request of applicant cancelled appl. (Action taken March 14); WRDO, WRDO, Inc., Augusta, Maine, set for hearing appl. for CP to move trans. from 341 Water St., Augusta, Me., to a location in Portland, Me., to be determined as result of observations, and to move studio from Augusta to Portland.

The Commission also granted 500 amateur station licenses of which 320 were new, 49 renewals and 131 modifications.

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SUPREME COURT TO REVIEW WIBO-WJKS CASE

The Supreme Court will review the WIBO-WJKS case involving the Davis amendment, as petitioned by the Federal Radio Commission. WJKS filed an application for the facilities of WIBO and WPCC, Chicago. The former station is located at Gary, Ind., in an under-quota state. Chicago is over its quota. As a result of the hearing, the Commission granted the application of WJKS and denied the application for renewal of license of WIBO and WPCC. The latter appealed to the Court of Appeals of the District of Columbia. That Court reversed the decision of the Commission.

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File Miss Sprague

H E I N L R A D I O N E W S S E R V I C E

Insurance Building

Washington, D. C.

March 24, 1933

DELEGATES WILL DETERMINE NORTH AMERICAN CONFERENCE COURSE

*National Broadcasting Company
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Although every safeguard of secrecy has been thrown about the preliminary meetings to frame up the United States' recommendations to the North American Radio Conference, the impression seems to be that the commercial broadcasts and those occupying the mobile band are far from reaching an agreement as yet. The mobile band comprises the long and short-wave frequencies occupied by the Navy and the governmental services, commercial point-to-point transmission, ship to shore, airplane radio and other services.

The broadcasters are seeking additional frequencies to accommodate Mexican, Cuban and possibly Canadian stations and desire to secure a portion of the mobile band for this purpose. Those in the mobile band contend that there are already enough stations for ample radio entertainment in the band at present allotted to them and that superfluous stations should be weeded out and a place made for the foreign stations.

The broadcasters hope to secure some of the desirable long wave channels below the present 550 kilocycle limit in preference to channels above 1500 kilocycles.

The final decision as to recommendations will be made by Senator White of Maine, Commissioner Eugene O. Sykes and the American delegation but possibly not until the Mexican and other requirements are developed at the conference in Mexico City. A definite date has not been set for the conference. However, it may be held as early as next month.

The purpose of the meetings in Washington has been to determine the viewpoints of the different American interests. The final course of action will have to depend to some extent on the foreign requirements. These are at present unknown.

There is a definite feeling in the Capital that the American broadcasters will have to give up some channels, but how many, and where they will come from, remains to be seen.

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NEW COMMISSIONER UNKNOWN TO RADIO INDUSTRY

The appointment of James H. Hanley, an Attorney General, of Omaha, to the Radio Commission by President Roosevelt was purely political. Few in the radio industry ever heard of him. What his technical or practical knowledge of radio is, if any, is not known. Apparently Mr. Hanley has had no radio experience.

In the early days of prohibition, he served as Federal prohibition director of Nebraska. He is a Democrat and will know his way around Washington as he was formerly secretary to Representative Lobeck, of Nebraska, for several years prior to 1920.

The appointment is reported in one quarter to have been in further payment of the debt of the Administration to Arthur F. Mullen, National Committeeman from Nebraska, who was Chairman Farley's floor manager at Chicago.

Mr. Mullen at one time was among those spoken of as a possibility for the vacant Commissionership but later was boosted considerably higher as a possibility for Attorney General. President Roosevelt finally offered Mr. Mullen a Federal judgeship.

Mullen and Hanley are said to have occupied the same suite of offices in Omaha, but they were not in partnership. Mullen was reported as saying that he proposed to secure the Radio Commissionership for his friend.

Mr. Hanley is about fifty years old and his term of appointment is until February 23, 1936.

The nomination of Mr. Hanley was referred to the Senate Interstate Commerce Committee, of which Senator Dill is chairman. Senator Dill said that several questions had been raised in connection with Mr. Hanley's eligibility and that being the case, a hearing would be held at an early date to consider the nomination.

One of those who is said to have raised some question with regard to Mr. Hanley is Senator Norris, from his own state of Nebraska.

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"STARS AND STRIPES " SUGGESTED FOR U. S. MARCH

which A joint resolution was introduced in the House recently/would make John Philip Sousa's "Stars and Stripes Forever" the national march of the United States. The resolution was introduced by Representative Shallenberger, a Democrat, of Nebraska.

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WANT MARINE AND NAVY BANDS BACK ON AIR

A problem facing Secretary of the Navy Swanson is whether or not he will allow the Marine and Navy Bands to be heard again over the radio. Their broadcasts were cancelled because of objections of the Musicians' Union. Organized musicians contended that competition of the service bands deprive them of much work, especially at this time when so many are unemployed.

In the meantime protests against ruling the bands off the air continue to be received from all parts of the United States by the networks and the Navy. Many are from invalids and those confined to hospitals who have enjoyed the Marine Band "Shut-In" broadcasts.

"Is the Musicians' Union to be our guardian, choosing for us what we shall hear on the radio?", Mrs. H. E. Skinner, of Middletown, N.Y., asks. "When the people of the United States have to be ruled in their homes by the unions as to who shall play their music it is time to call a halt and rise en masse. Must we 'shut-ins' be forced to put up with such practices?"

"The Marine and Navy bands belong to every citizen of the United States", writes Mrs. Thomas R. Manners of Westport, Conn. "I do not see by what right a small body of organized musicians can rob us of our own music."

"We presume it is the money of the taxpayer which supports these bands", another declares, "and why the hard pressed taxpayer should be deprived of the pleasure of listening to his own bands is quite beyond me, especially in these times when good music helps keep up the morale of the country."

"I am an infuriated Democrat", exclaims Miss Adelaide C. Archer, of Fairport, N.Y. "Is the silencing of the bands a parting kick from the Republican party? The Marine Band has been a blessing to 'shut-ins' of whom I am one, 75 years old, and racked with pain."

"Would it do any good if we woman voters wrote to our Senators and Congressmen protesting against such an outrage", inquires Mrs. Luke Rosenkrans of Andover, N.J. "The 'Shut-in' program was doing a great deal of good just at this time, especially to those so low in spirit, by helping them bear their burdens a little longer."

"I have been crying bitterly this morning since I learned that the Marine Band would no longer be heard", is the message of Louise Foote, of Tarrytown, N.Y. "The beautiful music of this band has been one of the most helpful things in my life."

"My heart was broken to read that the Marine Band had been taken off the air. I wish to thank you for what you have done to make us 'Shut-ins' happy" comes from Lilla A. Kendall, of Springfield, Mass.

"If the higher ups realized how much pleasure we got out of the Marine Band concerts I am sure they would resume the broadcasts", comes on a postcard from twenty-four residents of the Fairbanks Old Ladies Home at Terre Haute, Ind.

"We feel something sublime and beautiful has gone out of our lives", a letter from Angeline Woodward of Rochester, N.Y., reads. "I want to thank the Marine Band for the comfort and help it has given me during a very long illness. It is to be hoped that Secretary Swanson will speedily restore the Band to its thousands and thousands of friends."

"If this action is not class intimidation, I don't know what is", is the declaration of Marcus L. Purdon, of Milford, Conn. "I have greatly enjoyed the 'Shut-in' hour and shall not listen to any substitutes. The electric light company will lose this month on my bill."

"I wish to join my voice in outraged protest against the removal of the Marine Band music from the air", is the expression of Mrs. James Harrison of St. Louis. "It is needed now more than ever to awaken loyalty and patriotism."

"How in the world will it help the unemployed musicians?", Miss Florence Kirkus, of Wilmington, Del., inquires. "There are many economies that could be practiced by the government with great benefit, if the money saved really went into the Treasury. These wonderful bands which help so much to keep up the morale of the people and the beautiful 'Shut-in' hour that brings so much comfort and happiness to thousands of ill, discouraged and troubled people, should be one of the last things to be put aside. Do not our taxes help pay for the Marine and Navy bands?"

"To think that any administration should meddle with the Marine Band and Navy Band broadcasts", exclaims Mrs. Elizabeth B. James of St. Louis. "The pettiness of this is beyond comprehension."

"We have a 'Shut-in' in this home, a delightful mother of 80 years who has been totally blind for 25 years", is the message from Miss Alice Sheldon Davis, of Baltimore. "She simply dotes on the Marine Band programs and now is heartbroken because of their discontinuance."

"I cannot see what will be gained", is the conclusion of Mrs. Anna C. Robinson of Newburgh, N.Y. "With us it will mean only that the radio will not be turned on at that time. My family will not listen to Paul Whiteman or that type of music. We really need a new radio but there is no incentive to buy one as a majority of the programs are not worth while. To us the cancelling of the Marine Band concerts is a calamity."

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YOUNG ASKS PERMISSION TO HOLD TWO DIRECTORATES

The Roosevelt Administration faces a test of its attitude toward large corporations' practices as a result of Owen D. Young's application to Attorney General Cummings for permission to retain directorates in both the Radio Corporation of America and the General Electric Company.

Under the consent decree dissolving the so-called radio trust last November, Mr. Young was given until April 21 to give up one or the other of the directorates. All but one other interlocking directorate had to be broken up within ten days from the date of the decree by the Federal Court at Wilmington.

Receipt of the application by the Department of Justice means that a formal request will be made to the court. The ordinary procedure will be for the court to ask the advice of the Department, the complainant in the case, before reaching a decision. Though Cummings would not discuss the case, it is understood Owen D. Young set forth reasons why, in his opinion, he should be allowed to hold both places.

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CANADIANS PROMISE ADVERTISING CONCESSIONS

According to a dispatch from Montreal, representatives of broadcasting networks in the United States conferred with Hector Charlesworth, chairman of the Canadian Radio Commission, with regard to relaxation of the clause in the Canadian act limiting advertising to five per cent of the total time in any program.

Chairman Charlesworth told the network representatives that the regulation would not be amended, but in view of contractual arrangements of the two United States chains, not only with clients but also with Canadian stations, the effective date might be moved forward. The regulation is supposed to become effective on April 1.

With control of a transcontinental wire system, the Canadian Broadcasting Commission expects to be able to advance its plans for the extension of national broadcasting soon, according to an official announcement of the Commission. At present the Commission's regular coast-to-coast broadcasting is limited to three programs a week. These are given Tuesday, Friday and Saturday evenings. On Tuesdays the program is a symphony concert by some one of the leading Canadian symphony orchestras, on Fridays it is a band concert by famous Canadian bands, and on Saturdays it is a program of old-time dance music. On special occasions transcontinental or regional broadcasts are arranged, mostly of outstanding public speeches.

The high cost of transcontinental wire transmission in the absence of a permanent lease on coast-to-coast wires and the fact that practically all the important broadcasting stations as well as leading entertainment organizations were under contract for the best broadcasting time when the Commission came into being have been factors limiting the scope of the Commission's activities in national broadcasting. The Commission plans, after it secures wire facilities, to provide a complete schedule of national programs to be broadcast from coast to coast for certain specified hours each day.

These Commission programs will not carry any advertising and it is the intention of the Commission to have them comprise all types of entertainment including dramatic production, talks and music, and to present them in a way to interest all classes of listeners in Canada.

The revenue from license fees paid by owners of radio receiving sets for ten months of the present fiscal year amounts to about \$1,400,000, the fee having been increased from \$1 to \$2 so that the cost of the national radio broadcasting service should be paid for by those receiving the service and by the business of the Radio Commission.

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BROADCAST ADVERTISING RINGS A. & P. CASH REGISTER

The Great Atlantic and Pacific Tea Company have just given out some hitherto confidential figures on definite sales increases, ranging from 14% to 222% , secured entirely by their advertising campaign over the National Broadcasting Company networks.

"These direct results were determined by a careful check made over the period from May to November, 1932", writes Roy C. Witmer, NBC vice president in charge of sales, "during which A. & P.'s statistical department tabulated actual sales of individual products, both before and after featuring these products on the A. & P. radio programs. Thus, a stocktaking in over 14,000 grocery stores of the A. & P. chain provided concrete evidence - at the point of sale- of the effectiveness of radio advertising."

The survey embraced both price-quoted articles and articles on which the price was not mentioned, and included such staple products as coffee and rice, as well as specialties such as sardines and grape juice.

"The sales increases were so marked as to leave no doubt of the selling power of radio", said Mr. Witmer, in conclusion. "The conservative A. & P. statisticians went almost to extremes to satisfy themselves that the radio test would be thorough, simple and conclusive."

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RADIO COMMISSION ADVISORY BOARD SUGGESTED

Regardless of whether the Federal Radio Commission continues as an independent unit or as a division of the proposed Transportation and Communications Bureau in the Commerce Department the idea has been suggested that it be provided with radio advisors from the different branches of the service.

This would include radio representatives from the Army, Navy, Bureau of Standards, Aviation and possibly the Coast Guard. If the Radio Commission is to be continued, it is suggested that these service organizations be ex-officio members of the Commission with a vote. If the Commission is to be reduced to a division with a Director in charge, the service representatives could be an advisory group.

The argument advanced in favor of such a move is the assertion that the Radio Commission concerns itself only with commercial broadcasting and that at present the government services do not have a sufficient voice in the matter of allocations.

If the services were officially placed on the Commission or in the Radio Division the entire radio spectrum would be represented -- ship to shore, aeroplane, point to point communication and other classifications, as well as broadcasting.

"Broadcasting is only a part of the picture", an official remarked. "It is, after all, largely entertainment provided for commercial profit. The SOS band, and its proper guarding, is far more important. Also communication with ships and aeroplanes, Army and Navy preparedness coming under the head of national defense, must be given equal place with entertainment."

An argument is that such a group of Service radio advisors as proposed would fit well into the present economy plans. They wouldn't cost the government a cent inasmuch as they would be detailed from the Army, Navy and other branches of the Service for this purpose. Also these Service representatives would have the advice of their own departmental experts, where, for instance, the Radio Commission has only a handful of technical experts.

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A complaint that a "concern of American origin" was working in England to get a share in the British ship owners' wireless business was made at the annual meeting of the Marconi International Marine Communication Company in London.

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SEES NO RADIO ADVERTISING RESTRICTIONS

As construed by Senator Dill, of Washington, chairman of the Interstate Commerce Committee, there are no restrictions on radio advertising in the new Beer Act. Senator Dill offered an amendment which would have barred radio advertising of beer in dry states but this was beaten by two votes.

Asked if it were true that no advertising of beer by radio could originate in the dry states, Senator Dill said:

"I have not heard of that. As I see it, the bill contains no restrictions whatsoever with regard to radio advertising."

A sharp criticism of beer advertising by radio was made by Representative Sterling P. Strong, of Texas, who addressed the House as follows:

"We will also sit in our homes and hear over the radio all kinds of beer advertising promulgated by Pabst, Schlitz, Annheuser, Budweiser, and so forth, telling just how much you should drink each day; the hour to begin in the morning with these health-restoring (?) beverages; just how much to take before each meal; and the number of glasses before retiring. And instead of saying 'not a cough in a carload' they will say 'no heart disease from alcoholic contents'.

"Since the adoption of the eighteenth amendment the malicious propaganda which has been imposed upon the people of the nation in order to destroy our Constitution and laws will be tame as compared with the advertising which will now afflict the homes of this nation."

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NOTES

Capt. David W. Todd, U.S.N., retired, new member of the Shipping Board, was the nearest to a radio czar we ever had in this country during the War.

Capt. Todd was Director of Naval Communications at that time. In addition to keeping an eye on radio messages, he was also chief cable censor.

The City of Bayonne, N.J. is the first to experiment with ultra-high frequencies for police work. It has asked the Radio Commission for permission to make tests on the frequencies between 34,600 and 400,000 kilocycles, using 4.5 watts.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WOBV, WOBV, Inc., Charleston, W.Va., mod. of lic. to change hours of operation from sharing with WSAZ to unlimited (facilities of WSAZ); WSAZ, WSAZ, Inc., Huntington, W.Va., spec. auth. to change frequency from 580 kc., increase power from 250 w. nighttime, 500 w. daytime to 500 w. nighttime and 1 kw. daytime experimentally, and change hours of operation from sharing with Station WOBV to limited time until sunset at San Antonio, Texas; KRKD, Fireside Broadcasting Co., Los Angeles, Calif., granted renewal of license as is, no change in terms or time; WGST, Southern Broadcasting Stations, Inc., Atlanta, Ga., granted auth. to make tests with a power of 2 to 3 watts between the hours of one to six a.m. on frequencies 50 or 60 kc. on each side of their authorized frequency 890 kc. in order to determine the radiation resistance of the antenna system; KFSG, Echo Park Evangelistic Assn., Los Angeles, Calif., granted renewal of license as is - to operate on 1120 kc., with 500 w. KRKD using 2/3 time, KFSG 1/3 time.

The following stations were granted temporary renewal licenses for the term beginning 3 a.m. Eastern Standard Time, April 1, 1933, and ending according to Rule 27:

WFIW, WFIW, Inc., Hopkinsville, Ky.; WHN, Marcus Loew Booking Agency, New York; WIBG, WIBG, Inc., Glenside, Pa.; WQAO-WPAP, Marcus Loew Booking Agency, New York; WRNY, Marcus Loew Booking Agency, New York; KVOA, Robert Marion Riculfi, Tucson, Ariz.

The Commission granted the following the applications of renewal of broadcast station licenses:

WAAT, Jersey City, N.J.; WCAE, Pittsburgh, Pa.; WHA, Madison, Wis.; WCAD, Canton, N.Y.; WCAP, Asbury Park, N.J.; WNAD, Norman, Okla.; WCAE, Pittsburgh, Pa.; WGCP, Newark, N.J.; and KOIL, Council Bluffs, Ia.

Special Grants - Broadcasting

WMAL, National Broadcasting Company, Inc., Washington, D. C., granted extension of program test period of auxiliary transmitter for period of 30 days (Action taken March 15, 1933); WOR, Bamberger Broadcasting Co., Newark, N.J., granted auth. to operate portable transmitter for purpose of conducting tests in connection with new site for transmitter, March 18 and continuing for period of ten days from 12 midnight to 3 a.m., EST. (Action taken 3/17/33).

Applications Granted - Other Than Broadcasting

WIQ, WIV, WMZ, Mackay Radio & Telegraph Co., Inc., Sayville, N.Y., granted CP (fixed public pt. to pt. telegraph), for installation of two high frequency transmitters at existing site, Sayville, transmitter #1 4665, 5990, 9070 kc. and transmitter #2, 5245, 7662.5, 10490 kc. To communicate with Chicago and New Orleans; New, same company, nr. New Orleans (exact location not yet determined), granted CP (fixed public pt. to pt. telegraph) for installation of two high frequency transmitters at new site, New Orleans, with frequencies as follows: Transmitter #1 5235, 7745, 10820 kc. and #2, 4675, and 9290 kc. To communicate primarily with Sayville, N.Y. and Chicago, Ill.; New, Mackay Radio & Telegraph Co., Chicago, Ill., granted CP (fixed public pt. to pt. telegraph) for installation of four high frequency transmitters at new location, Chicago, with frequencies as follows: #1 - 8990, 5980, 4650 kc.; #2 - 4655, 10170 kc.; #3 - 14695, 7760, 5240 kc.; #4 - 13030, 8970, 5230 kc., 20 kw., to communicate with Sayville, New Orleans, Seattle and San Francisco;

New, Mackay Co., Palo Alto, Calif., granted OP (fixed public pt. to pt. telegraph) to install one high frequency transmitter 5250, 8710, and 14725 kc., 20 kw.; New, same company, nr. Seattle, Washington, granted CP (fixed public pt. to pt. telegraph) for installation of one high frequency transmitter at new location, Seattle, using frequencies 13015, 7737.5, 5225 kc., 20 kw., to communicate primarily with Chicago, Ill.; New, RCA Communications, Inc., Rocky Point, N.Y., granted license (fixed public pt. to pt. tel.) authorizing the additional operation at Rocky Point, on frequency 3275 kc., 1 kw., communicate primarily with Montreal; New, RCA Communications, Inc., Bolinas, Calif., granted license (fixed pub. pt. to pt. telg.) authorizing the additional operation at Bolinas, on frequency 5100 kc. and 1 kw., communicate primarily with New York; New, RCA Communications, Inc., Bolinas, Calif., granted lic. (fixed pub. pt. to pt. telg.) authorizing the additional operation at Bolinas, on frequency 5105 kc., 20 kw., to communicate Honolulu; New, RCA Communications, Inc., Bolinas, granted license (fixed pub. pt. to pt. telg.) authorizing the additional operation at Bolinas, on freq. 5110 kc., 40 kw., communicate with New York;

New, RCA Communications, Inc., Rocky Point, N.Y., granted license (fixed pub. pt. to pt. telg.) authorizing additional frequencies 4535 kc., to be used by transmitters already in service to communicate primarily with Berlin, and 4555 kc., transmitter now in service, communicate primarily with Moscow; 5190 kc., 1 kw., communicate with San Francisco; 5265 kc., 1 kw. and 40 kw., communicate primarily with Amsterdam.

New, same co., New Brunswick, N.J., transmitter already in service to communicate primarily with Brussels and Berne on 4545 kc., and transmitter already licensed at this location on 5180 kc., 1 kw., communicate primarily with San Francisco.

RCA Communications, Inc., New Brunswick, N.J., granted license (fixed pub. pt. to pt. teleg.) to use transmitter already licensed at this location on 5270 kc., 40 kw., communicate primarily with Rome; WDK, RCA Comm., Inc., Rocky Point, N.Y., granted mod. of license to change freq. assign. from 5820 kc. to 5185 kc., lic. to expire June 1, 1933; WIR, same co., granted mod. of lic. to change freq. from 4276 kc. to 4540 kc. but request to be allowed to operate on 4276 until June 1, 1933, in order to make antenna changes to accomodate the 4540 kc.; KGH, Mackay Radio & Teleg. Co., Hillsboro, Oreg., granted mod. of lic. to change 1 of the 6 assigned frequencies to affect a readjustment of existing and proposed frequency assignments of this co. (deleted 4415 kc., and added 4670 kc.);

WMZ, Mackay Co., Sayville, N.Y., granted mod. of lic. (deleted freq. 4410 kc. and added freq. 4660 kc.); KNA, Mackay Co., Palo Alto, Calif., granted mod. of lic. (deleted freq. 4396, 4400.5, 5982.5 kc. and added freqs. 4395, 4400, 5985; KQU, Mackay Co., Kailua, T.H., granted mod. of lic. to change the assign. freq. to effect a readjustment of existing and proposed freq. assign. of this company to provide addl. facilities and to conform to the recommendations of the recent Madrid International Convention, deleted 4410 and added 4660; WAD, RCA Comm., Inc., Rocky Point, N.Y., granted mod. of lic. to omit the following clause from existing license: This license is issued by the FRC and accepted by the licensee herein subject to the order or orders of the Court of Appeals of the D. of Col. which may be hereafter made or entered in any case now pending on appeal in that court from a decision of the FRC. The Commission may cancel or annul this authority without previous notice to the licensee if it shall hereafter determine that it is necessary to cancel this authority so as to comply with the order or orders of the Court of Appeals of the D. of C. The licensee herein accepts this authority and agrees to all limitations, conditions and restrictions herein set out." Above omitted also from licenses of WQN, Rocky Pt., JT, San Juan, P.R. and KRO, Kahuku, T.H., same company.

New, Borough of Swarthmore, Swarthmore, Pa., granted CP (Emergency-Municipal police), freqs. to be assigned, 50 w.; WBA, Commonwealth of Pa., Pa. State Police, Harrisburg, Pa., granted CP to rebuilt transmitter, 257 kc., 300 w.; New, City of Clarksburg, Dept. of Public Safety, Clarksburg, W.Va., granted CP (Emergency-Municipal police) for 2414 kc., 7½ w.; New, City of Johnson City, Tenn., granted CP for 2470 kc., 50 w.; New, City of Salem, Dept. of Police, Salem, Oreg., granted CP for 2442 kc., 30 w. power; New, Press Wireless, Inc., portable and mobile, Hicksville, N.Y., granted CP, gen. exp. for 23100 to 400,000 kc., 100 w.; New, Victor George Martin, portable and mobile on police car #6 station, Rochester, N.Y., granted CP, gen. exp., for 23100, 400,000 kc., 25 w.; New, Progress Amusement Corp., Chicago, Ill., granted CP, gen. exp. for 65,000-80,000 kc., 20 w.; New, Press Wireless, Inc., portable and mobile, Elgin, Ill., granted CP, gen. exp., for 23100-400,000 kc., 100 w.;

New, Press Wireless, Inc., portable and mobile, San Francisco, Calif., granted CP (gen. exp.) for 23100-400,000 kc., 100 w.; New, Aeronautical Radio, Inc., portable, brown chain (southern division, based at Dallas, Tex.), granted CP (Aviation-Aero.) for 3222.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., 50 w.; New, Aeronautical Radio, Inc., Goodland, Kans., granted CP (Aviation-Aero.) for 2906, 5692.5 kc., 100 w.; W2XCJ, City of Bayonne, N.J., granted mod. of CP (gen. exp.) to change equipment to R.E.L., Type No. 327;

KGSG, Aeronautical Radio, Inc., Oklahoma City; WAEL, Toledo; KGSE, Iowa City; KGUY, Oakland, Calif., and KGTW, Burbank, Calif., granted mod. of CP (aviation-airport) for extension of commencement date of CP from Nov. 1, 1932 to March 2, 1933, and ext. of completion date from March 1, 1933 to June 1, 1933; WPEV, Commonwealth of Mass., Dept. of Public Safety, granted lic. to cover CP for 1574 kc., 50 w.; WMP, same applicant, Framingham, Mass., granted lic. to cover CP for 1574 kc., 500 w.; WPFH, Baltimore Police Dept., granted lic. to cover CP, for 2414 kc., 500 w.;

WPFN, City of New Bedford, Mass., granted lic. to cover CP for 1712 kc., 100 w.; KIFI, Geo. W. Young, portable, Minneapolis, Minn., granted lic. to cover CP for 1518 kc., 10 w.; W2XDY, Central Hudson Gas. & Elec. Corp., portable, granted lic. to cover CP for 60,000-65,000 kc., 5 w., gen. exp.; WMD, Mackay Radio & Teleg. Co., Sayville, N.Y., granted lic. to cover CP (fixed pub. pt. to pt. teleg.) for 18780 kc., 20 kw., communicate primarily with Bogota, Columbia; WIH, same Co., Sayville, N.Y., granted lic. to cover CP for 6927.5 kc., 20 kw.; WIQ, Same Co., Sayville, granted lic. to cover CP for 9070 kc., 20 kw.; WMS, Same Co., Sayville, granted license to cover CP for 20300 kc., 20 kw., communicate Lima, Peru, Buenos Aires, Argentina.

WSDK, Aeronautical Radio, Inc., Memphis, Tenn., granted license to cover CP (Aviation-Aeronautical pt. to pt., 2316, 2356, 3467.5, 4740, 6540, 6550, 6560, 8015 kc., freq. 4113 authorized by CP dropped and replaced by 3467.5 and 4740 kc., 8015 kc., also added; KSV, Amarillo, Tex., granted license to cover CP (Aviation-Aero.), for 2906, 3072.5, 3088, 5510, 5540, 5672.5, 5692.5, 4967.5, 4987.5 kc., 400 w.; WAEN, Evansville, Ind., granted lic. to cover CP (Aviation-Aero.), for 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5, kc., 3222.5, 4917.5 kc., day only, 50 w.; KSI, Burbank, Calif., granted lic. to cover CP (Aviation-Aero.) for 2906, 3072.5, 3088., 5510, 5540, 5672.5, 5692.5, 4967.5, 4987.5 kc., 400 w.; KGSD, Spokane, Wash., granted lic. to cover CP (Aviation-Airport) for 278 kc., 15 w., unlted.

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