

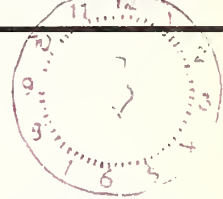
HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

Fildgme Sprague
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No. 616



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FATE OF RADIO COMMISSION STILL UNSETTLED

Financial and other more important matters have held the attention of President Roosevelt for the past few days, preventing his consideration of the recommendations with regard to the future course of administering radio. These recommendations were prepared by Secretary of Commerce Roper, Gen. Charles McK. Saltzman, former chairman of the Federal Radio Commission, and Judge Ewin L. Davis, former chairman of the House radio committee.

The exact nature of the proposal has not been disclosed, but it is generally believed that the administrative function will be returned to the Department of Commerce, under the direction of an Assistant Secretary of Commerce.

If, by any chance, the Commission is allowed to stand intact, the personnel will be cut to the bone in order to keep within the budget of \$640,000 for next year.

These cuts would no doubt be spread through the various divisions, none of which could be entirely done away with under the present radio set-up. The office of Chief Counsel, made vacant by the resignation of Duke Patrick, will not be filled, nor will several others who resigned be replaced.

Also three or four of the sub-offices - there are several scattered throughout the country for the inspection of radio apparatus, etc. - may be closed.

However, the Commission is making no plans until it knows what the President has in mind for radio administration.

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THIRTY UNLICENSED TEXAS STATIONS IN OPERATION

If the old saying, slightly modified as to place - "When in Texas do as the Texans do" - prevailed, the Federal Radio Commission might find itself with its hands slightly more full than they are. Reports from the Lone Star State have it that there are approximately thirty unlicensed radio stations operating within the borders.

The stations use from one to fifteen watts of power and are scattered all over the state, according to reports from the radio office down there. The Commission has a thorough investigation under way and the data will be turned over to the Department of Justice.

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PRESS WIRELESS CHALLENGES OLD ESTABLISHED COMMUNICATIONS COMPANIES

The application of Press Wireless, Inc., to the Federal Radio Commission for authority to communicate with additional foreign points in Europe and South America, including Berlin, Brussels, Amsterdam, The Hague, Rio de Janeiro and Santiago (Chile) moved forward another step with the filing of briefs by its attorneys, Louis G. Caldwell and Howard W. Vesey.

They challenged all the contentions of the Western Union and Postal systems and R.C.A. Communications, Inc., whose opposition to the application led to a three-day contest before the Commission beginning April 4.

The opposing companies argued that Press Wireless carried dispatches not properly classifiable as "press", basing their contentions on their own regulations as to what dispatches were accepted at press rates. In particular, they argued that Press Wireless should not be permitted to send dispatches to foreign news agencies if these sold the news to bankers, brokers, broadcasters or others before actual publication in a newspaper.

The counsel for Press Wireless asserted in the brief that such contentions were for the purpose of stifling competition and forcing important classes of press to be sent at prohibitive cable rates.

They further argued that such a restriction would practically prevent Press Wireless from serving not only any of the foreign news agencies but also American press associations which sell news abroad; also that the communication companies themselves all handled dispatches for the very same foreign news agencies at press rates.

"Press Wireless is trying to establish for the American press an American base or source for the distribution of American news direct to the rest of the world, comparable to what Havas now enjoys at Paris and Reuters at Rugby", the brief stated.

"The practical question now being decided is whether the primary point of distribution of news to the world will be American or continue to be on foreign soil."

The controversy also involves the right of Press Wireless to send press messages in code. The communication companies charge maximum rates for all code messages, and are seeking to restrict Press Wireless to handling no code at all. This, the brief said, would open the door to piracy of any news sent out by press agencies over the Press Wireless system.

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VOICE AMPLIFICATION FROM PLANES KEEP PEACE AMONG INDIANS

"In my school days, it used to be 'Put up your dukes' before you could start a fight", declared Maynard Owen Williams of the National Geographic Society. "Nowadays, a Kurdish-speaking officer who is not subject to air-sickness, lies in a sound-proofed compartment in a plane half a mile above Kurdistan and calls down through four loud-speakers which magnify his voice 1,600,000 times: 'In the name of Allah the Merciful, we know that you are helping the Mullah Isa, our enemy, who is near at hand. Surrender at once and swear loyalty or in three days we shall bomb your villages.'

"And over in that alleged 'No Man's Land' which bulges with virility between North India and Afghanistan, the Wazirs and Mahsuds are taking orders from high-flying Britishers who say, 'Obey or be bombed.' Whether the pen is mightier than the sword or not, the finger directing the amplifying valves is proving a potent substitute for the finger that trips a bomb cradle. When up-standing warriors play fox-terrier to a gramophone pouring His Master's Voice down on the Wazir or the Mahsud, the geography of mountain frontiers gets a new break."

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RADIO FISHERMEN HAVE FRIEND AT COURT

It may be a lucky break for the fishermen in the radio industry that Frank M. Bell, former secretary to Senator Dill of Washington, has been made Commissioner of Fisheries. Senator Dill has been concerned with radio legislation for years, is co-author of the Radio Act, and in that way most everyone of consequence has become acquainted with Mr. Bell.

As is the case with John Carson with Senator Couzens, who has also had many radio matters before him, Bell has always been far more than a secretary in the ordinary sense of the word. Efficient, courteous, accommodating, Bell is very much missed by those having radio matters to attend to at the Capitol. Nevertheless, as was said in the beginning, it will doubtless be a lucky break for the fishermen in the industry to find themselves personally acquainted with the new Commissioner of Fisheries.

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RADIO INDUSTRY URGED TO RE-STYLE SETS

An article in "Electronics" magazine urges all radio set manufacturers to plan sets with new outlines, new materials, new arrangements, new conveniences and new colors. Portions of it follow:

"As Spring days roll around, hundreds of shining new - styled automobiles are appearing on the American scene. Each such car with its striking new lines so 'different' from preceding years' patterns, is exerting throughout its whole town or neighborhood, a subtle and insidious influence to make all earlier models obsolete! As each new car appears in town, watch how restlessness is instilled in even the most conservative households; how in homes where budgets are balanced by the slenderest margins, dinner-table conversation has now veered to the possibility of 'turning in the old bus' and getting one of the beautiful new cars.

"And there you have an example of the work of the industrial designer. The automobile industry is only one of the fields where styling and new artistic models have been put to work as a powerful lever to move merchandise.

"How long before radio manufacturers will apply similar striking new models and radical new designs to make all preceding radio sets obsolete?

"So far the radio industry has made its chief bids for sales with new circuits and tube developments. With technical-sounding big words in the ads, these claims have appeared impressive in print. But all the novelty has been intangible and inside the case, where only a radio engineer could detect it. The new sets have sounded little different, and they have looked little different from year to year. The makers of radio sets have been going on from year to year making models that looked like preceding models. And incidentally they seem to have been models that make little direct appeal to women from the standpoint of external appearance. Radio manufacturers have not yet fully utilized the principle that women do 75 to 90 per cent of all spending and buying for the home.

"Probably no other object or article to which styling and modern industrial re-design can be applied, offers such possibilities for radical new outlines, new forms, and new materials, as does a radio set. It is not limited in shape or substance as is an automobile or a clock. Its control elements and operating mechanism may be disposed at will, for the convenience of the user and the taste of the designer. Externally it may employ a wide range of materials, metals, compounds, compositions, fabrics, lacquers and colors."

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CHARLES FRANCIS ADAMS ON GENERAL ELECTRIC BOARD

Charles Francis Adams, Secretary of the Navy in President Hoover's Cabinet, was elected a director of the General Electric Company at the annual meeting of the stockholders in Schenectady on April 18. The other directors were re-elected. Owen D. Young, chairman of the board, presided.

Gerard Swope, president, in his address to stockholders said orders received in the first three months of 1933 amounted to \$25,511,644, compared with \$33,404,642 in the corresponding quarter of last year, a decrease of 24 per cent; sales billed totaled \$26,101,001, against \$37,876,399, a decrease of 31 per cent; profit available for dividends was \$2,838,810, compared with \$5,152,423.

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D.A.R. SPONSORED 728 RADIO PROGRAMS

The Radio Committee of the Daughters of the American Revolution reported that more than 728 D.A.R. programs were broadcast last year, 81 broadcasting stations having given 150 hours to features of the society

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B.B.C. ISSUES BOOKLET DESCRIBING SERVICE

A booklet, "The Empire Broadcasting Service", has been issued by the British Broadcasting Corporation. There is an historical chapter, followed by a detailed description of the empire's radio activities. There are also sections devoted to technical descriptions of the equipment in use.

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WOR TO TRY OUT FIVE-MINUTE PROGRAMS

WOR, Newark, N.J., will test out the five-minute program policy, which is now in vogue in many cities, between the period starting at 6:15 p.m. and ending at 7 p.m. nightly. The short programs will not be put on at any other time for the present.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

April 21, 1933 - KICA, The Southwest Broadcasting Co., Clovis, N. Mex., C.P. to move station locally in Clovis; also granted authority to cease broadcasting until new transmitter can be built at new location; WFDF, Frank D. Fallain, Flint, Mich., consent to voluntary assignment of license to Flint Broadcasting Co.; WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., authority to use auxiliary transmitter for period of one week, while overhauling main transmitter; KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, renewal of license for regular period, 1230 kc., 250 watts, hours daily from 6 P.M. to midnight, LST; WMSG, Madison Square Garden Broadcast Corp., New York City, special temp. authority to use and operate temporarily the radio transmitting apparatus of station WCDA for period May 1 to Nov. 1, 1933; WBNX, Standard Cahill Co., Inc., New York City, special temp. authority to use and operate temporarily the radio transmitting apparatus of Station WCDA for period May 1 to November 1, 1933.

Also, Aeronautical Radio, Inc., Elmira, N. Y., aviation C.P. and license; frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited 4917.5, day only, 50 watts power; WHD, New York Times Co., New York City, C.P. to install auxiliary transmitter to replace the 500 watt transmitter destroyed by fire on Jan. 24th; County of Westchester, Mt. Pleasant, N. Y., C.P. for police service, 2414 kc., 250 watts; WOH, American Tel. and Tel. Co., Bradley, Maine, modification of C.P. to make changes in equipment, change location of transmitter to Cram Road, Bradley, Maine, reduce power from 125 KW to 65 KW, and extend completion date from July 1, 1933 to Feb. 1, 1935; Also, WPFE, City of Reading, Pa., Police Dept., Reading, Pa. modification of C.P. to make changes in equipment, install RCA Victor Co. apparatus and extending commencement date of C.P. from Dec. 9/32 to April 10/33, and completion date from March 9/33 to May 15/33.

Also, KSE, Radiomarine Corp. of America, Torrance, Cal., modification of license to change frequency range of transmitter #109 to read 124 to 545 kc.; KOK, Mackay Radio & Telg. Co., Clearwater, Cal., modification of license adding freq. 16780 kc. in place of 16800 kc.; KSE, Radiomarine Corp. of America, Torrance, Cal. modification of Marine Relay license to change frequency range of transmitter #109 to read 124 to 545 kc.; Press Wireless, Inc.: KJAA, KJAC, KAJE, KJH, KJU, KMB, KPF, KMQ, modification of 8 licenses to decrease power from 5 KW to 500 watts; WPET, City of Lexington, Lexington, Ky., renewal of police license, 1712 kc., 200 watts; Chas. Wm. Taussig, New York City, renewal of 3rd class radio-telegraph license.

Set For Hearing

Philip J. Wiseman, Lewiston, Maine, C.P. for new station to operate on 640 kc., 500 watts, limited time; William L. Slade, Hamilton, Ohio, C.P. for new station, 1420 kc., 100 watts, unlimited time (facilities of WHBD); WCAL, St. Olaf College, Northfield, Minn., C.P. to change equipment and increase day power from 1 KW to 2½ KW.

Oral Arguments Granted April 21

Oral Arguments in re KTAR Broadcasting Company's application will be held on May 31, 1933, before the whole Commission.

Oral Argument in re application of Robert M. Riculfi, Tucson, Ariz., KVOA, will be held May 31, 1933, before the whole Commission.

Action On Examiner's Report

WBAX, John H. Stenger, Wilkes-Barre, Pa., denied application for C.P. to change frequency from 1210 to 930 kc., increase power from 100 to 250 watts, and change hours of operation from certain specified hours to unlimited, sustaining Examiner E.W. Pratt.

Miscellaneous

C.C. Crawford, Haynesville, La., application for facilities of KWEA, heretofore set for hearing, withdrawn from docket and returned to applicant.

Amateur Licenses

The Commission also granted 628 amateur station licenses, of which 483 were new, 17 renewals and 128 modifications.

Ratification of Acts of Commissioners

Don Lee Broadcasting System, Los Angeles, denied "Motion to Vacate and Rescind Order to Take Depositions", in re application of James McClatchy Co., Station KFBK, set for hearing (action taken April 12); WFEA, New Hampshire Broadcasting Co., Manchester, N.H., granted continuance of hearing to May 16, on applications from Maine and Vermont for use of 1340 channel (action taken April 12); WDEZ, Hamlet Loftfield, Terminal Island, Cal., granted 60 day auth. to operate radio equipment aboard Vessel "ASAMA", frequency 4000 to 17000 kc., 250 watts, pending receipt and action on application (action taken April 17); WENC, Americus Broadcast Co., Americus, Ga., granted 60 day authority to operate unlimited time during silence period of station WAMC (action taken April 18).

Also, WAMC, Raymond C. Hammett, Anniston, Ala., granted special authority to remain silent for a period of 60 days (action taken April 18); WADS, Radiomarine Corp. of America, New York City, granted 60 day authority to operate 200 watt transmitter aboard Vessel "The Harvester", pending receipt of formal application, frequencies 375 to 500 kc. (action taken April 18); WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., granted special temp. authority to continue test period from 12 midnight April 19 to 6 A.M. April 26th.

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CALENDAR OF HEARINGS

Tuesday, April 25, 10:00 A.M.:

Docket No. 1948, New WBEN, Inc., Buffalo, N. Y., for C.P., 43000-46000, 48500-50300, 60000-80000 kc., requested, 20 watts, unlimited time.

Wednesday, April 26, 1933: 10 A.M.

Docket No. 1862 James P. Hart, James P. Hart, Jr., & Donald W. Parsons, D/B as Gateway Broadcasting Co., Roanoke, Va., C.P. 1410 kc., 250 watts (share with WHIS, request facilities of WRBX). Others notified: WRBX, Roanoke, Va.; WHIS, Bluefield, W. Va.; WPHR, Petersburg, Va.; WAAB, Boston, Mass.; WBCM, Bay City, Mich.; WQDX, Mobile, Ala.; WSFA, Montgomery, Ala.; KGRS, Amarillo, Tex.; WDAG, Amarillo, Texas; KFLV, Rockford, Ill.; WHBL, Sheboygan, Wis.

Docket No. 1834 WRBX, Richmond Development Corp., Richmond, Va. Renewal of license, 1410 kc., 250 watts, shares with WHIS; Others notified: WPHR, Petersburg, Va., James P. Hart, Sr. & Jr. & Donald W. Parsons, d/b as Gateway Broadcasting Co., Roanoke, Va.

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APPLICATIONS RECEIVED BY THE RADIO COMMISSION

April 20 - Township of Teaneck, Teaneck, N. J., C.P. for municipal police station, frequency to be assigned, 50 watts; John P. Moses, Mobile, Mass., C.P. for general experimental station, 60000-400000 kc., 10 watts; Libby, McNeill & Libby, Nushagak moored tally scow 11, No. 1, Alaska, C.P. for 3190 kc., 4 watts, Private point-to-point telephone station; Central Hudson Gas & Electric Co.: W2XDW and W2XDX, portables in Dutchess Co., N. Y., modification of C.P. for extension of construction period to 9/1/33-12/1/33, general experimental.

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