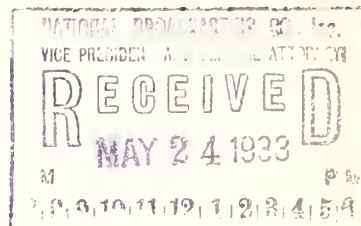
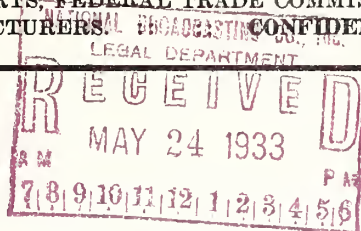


HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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~~FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS.~~ **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::



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No. 625

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ONE MINUTE TRIBUTE FOR HEROIC OPERATORS

On Memorial Day, May 30th, the entire radio communication system of the country, Government as well as commercial, will be silent for one minute immediately following the noon time signal, on the east, gulf, lake and west coasts, in tribute to the radio-men, who have made the supreme sacrifice in the line of duty.

This one minute tribute was inaugurated last year by the Veteran Wireless Operators' Association and is again sponsored by that organization. It will be participated in this year by the Navy Coast Guard, Mackay Radio, Radiomarine, Tropical Radio, Bull Line, Southern Radio and other radio communication organizations.

Repeating the procedure used last year, the Coast Guard will release the following general message on May 29, addressed to all its ships:

"AS A FITTING MEMORIAL TO THE COMMERCIAL AND MILITARY RADIO OPERATORS WHO HAVE MADE THE SUPREME SACRIFICE IN THE LINE OF DUTY, ALL RADIO EQUIPPED UNITS OF THE COAST GUARD ARE DIRECTED TO OBSERVE A ONE MINUTE RADIO SILENT PERIOD IMMEDIATELY FOLLOWING THE TIME DASH AT NOON TOMORROW THIRTY MAY PERIOD ZONE PLUS FIVE TIME WILL APPLY TO UNITS IN THE NORTHERN EASTERN AND SOUTHERN AREAS ZONE PLUS EIGHT FOR THOSE IN THE WESTERN AREA PERIOD ----".

The Navy and the commercial organizations will send similar messages.

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MACKAY OPENS DIRECT CIRCUIT WITH CHINA

Chinese officials at the Legation in Washington expressed approval of the new direct radiotelegraph circuit connecting the United States with China just opened between the Mackay Radio and Telegraph Company's San Francisco station and that of the Chinese Government Radio Administration at Shanghai. The new circuit is to operate twenty-four hours a day and all classes of telegraph service are available.

Mackay Radio, through its affiliation with Postal Telegraph in the International System, thus provides direct radio telegraph service to China for the entire United States. At the Chinese end, the new circuit connects directly with the extensive national system of the Chinese Government telegraphs.

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JUDGE DAVIS NEW TRADE COMMISSION HEAD

If former Representative Ewin L. Davis, of Tennessee, who has just been appointed Chairman of the Federal Trade Commission by President Roosevelt is as drastic in correcting trade practices as he was in amending the Radio Act, he will be a factor to be reckoned with in the business world.

Judge Davis was the author of the now famous "Davis amendment" of the Radio law which was framed for the purpose of equalizing the radio facilities of the country. The Davis amendment declared that the people of all the zones were entitled to equality of radio broadcasting, and that in order to provide this the licensing authorities shall as nearly as possible make and maintain an equal allocation of licenses, of frequencies, of power, and of time of operation to each zone, and shall make a fair and equitable allocation to each of the states in any zone according to population.

"Illinois at that time, with 1,000,000 less people, had 26 more stations than all New England", Senator Wallace White, of Maine, declared with regard to conditions then existing. "The City of Chicago had more stations than all New England, and all of New England was privileged to use but a little more than one-third of the power permitted with Illinois."

The Davis amendment was forever sustained last week in the sweeping decision of the Supreme Court written by Chief Justice Hughes.

Perhaps it may now be told that because of his knowledge of radio and the important part he had in framing the Radio Act and because of his knowledge of shipping gained in long service in the Merchant Marine and Fisheries Committee of the House that Secretary of Commerce Roper wanted Judge Davis to be Assistant Secretary of Commerce in charge of Communications and Transportation, should the Radio and Interstate Commerce Commission be transferred to the Commerce Department as is expected. Judge Davis is understood to have turned this proposition down. He was also mentioned as Senator from Tennessee to succeed Secretary of State Hull.

Judge Davis is 57 years old and served in Congress from 1919 to 1933 when he was defeated for renomination.

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NEW RADIO GROUP FOR REFORM URGED

Asserting that good radio programs "will not appear out of thin air", Levering Tyson, Director of the National Advisory Council on Radio in Education, suggested in his annual report submitted at a meeting of the Council in New York, that a National Radio Institute be formed to produce and support entertainment to be broadcast in the United States.

The proposed institute, Mr. Tyson said, should be "entirely apart from any organization now in the educational broadcasting field, but anticipating the cooperation of all, with the sole purpose of raising funds for devising and producing under its auspices programs of generally accepted excellence. This proposal merely accepts a challenge which the industry has held out repeatedly to the educators of the country."

In presenting the idea Mr. Tyson assumed that the management of the institute would be vested in fifteen governors, men and women, representing all parts of the country and that a staff of administrative assistants would be engaged. The organization would devise and arrange programs in subjects of general importance and interest, such as public health, literature and the arts, science, home economics, agriculture government history, economics, labor and international relations, for both school and adult audiences.

"There is no definite desire to institute a system of government control such as that which submerges European populations", he said. "But opinions are increasing to the general effect that even that system is preferable to the blatant and nauseating commercialism which some unthinking and ill-advised broadcasters persist in inflicting upon the American public and which leaders in the industry deplore as steadily as any one else."

Hector Charlesworth, Chairman of the Canadian Radio Broadcasting Commission, reviewed public service broadcasting in Canada.

The morning session was presided over by Dr. George E. Vincent, former president of the University of Minnesota. Dr. Livingston Farrand, President of Cornell University, presided in the afternoon. Dr. W. W. Charters was the evening Chairman.

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CHICAGO RADIO FIRM SUED

A suit charging officials of the Utah Radio Products Co., of Chicago, with mismanagement that cost stockholders \$100,000 was filed last week in Federal Court.

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COLUMBIA ISSUES "SECOND LISTENING AREA STUDY"

One of the most elaborate books of its kind yet published, Columbia has just issued its "Second Listening of Area Study." It is profusely illustrated by maps and replete with market data.

"This survey, like its counterpart published in 1931, provides an individual 'Listening Area' map for each station affiliated with the Columbia Broadcasting System", John J. Karol, Director of Market Research for Columbia said. "These maps are still the most conservative measurements of the coverage areas of broadcasting stations. They represent the minimum regular audience of each station, not the maximum. They are based on one audited source of audience mail - not on the mail accumulations of hundreds of programs combined.

"The agreement between the first and second series of maps is particularly striking. Where there has been no major change in program policy or physical equipment, the Primary 'Listening Areas' almost invariably remain identical. A more sensitive check on the accuracy of the method can scarcely be found."

The Survey shows the guaranteed minimum coverage of CBS stations in four levels of audience intensity as determined by audited records of listening.

"Listening Areas, as measured and mapped by the Columbia Broadcasting System", an introductory note to the Survey explains, "are distinguished from various other measurements of radio coverage in these two important ways:

"1. They are maps of people, not of millivolts. Maps of actual listeners, not possible listening.

"2. They are maps of minimum regular audience of each station - not the maximum. Made from one audited source of audience mail - not from the mail accumulations of hundreds of programs combined."

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NEW AND RENEWED CONTRACTS OF THE CBS

Affiliated Products, Inc. - Kissproof Cosmetics;
Renewal, May 28th; Stations - 15 basic plus Rochester; Time -
Sunday, 2:15-2:30 P.M.; Listing - Albert Bartlett, the Tango King,
Agency - Blackett-Sample-Hummert.

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WJKS CHARGED WITH FRAUD IN LATEST WIBO MOVE

A surprise move was made in the controversy over WIBO's wave length in Chicago which promises to become the cause celebre of radio law, when the owners of WIBO filed a petition with the Federal Radio Commission charging the Johnson-Kennedy Radio Corporation, owners of WJKS, Gary, Ind., with having perpetrated a fraud on the Commission, on the reviewing courts and on the listening public in both Illinois and Indiana. The owners of WIBO, ask in their petition that the Commission reconsider its decision by which the Commission took WIBO and another Chicago station WPCC off the air and gave their wave length to the Gary station.

The petition urges that the present license of WJKS be revoked, and that any application by it for renewal of license be denied because of the alleged fraud. It discloses that the owners of WIBO are about to file an application with the Commission for authority to move their station to Lake County, Indiana, and states that they are willing and offer "to meet to the fullest extent the standards of service to the Calumet district which were approved in the Commission's decision."

As a result of the recent decision by the Supreme Court, WIBO and WPCC have only a few more days of existence unless relief is obtained from the Federal Radio Commission. The petition which was filed for WIBO by Louis G. Caldwell, former General Counsel of the Federal Radio Commission, points out that the Commission's decision against WIBO was primarily based on the fact that, under the Commission's regulations, Indiana is greatly under-quota on broadcast facilities while Illinois is greatly over-quota. In other words, that Illinois has more and Indiana has less than their lawful allotments of broadcast facilities under the Davis Amendment enacted by Congress in 1928; also on the further ground that WJKS was the only station serving the Calumet region, with Gary, Indiana, as its center, and was providing a distinctively local community service designed to meet the needs of the population of that region, particularly the many foreign racial groups.

These findings of the Commission, the petition points out, were based on the testimony given by Thomas J. Johnson, a Chicago attorney, who was President of the Johnson-Kennedy Radio Corporation and Ralph L. Atlass, who was Treasurer and General Manager of that corporation. These witnesses testified that in seeking WIBO's wave length for WJKS, they desired only to serve the Calumet region, of which Gary was practically in the center, they had no desire to serve anybody outside the State of Indiana, that WJKS had never had any chain programs and were not considering any chain connections, that it had only one studio and that in Gary, that they desired to give and did continue to give local community service to that region, that the station was not being operated for profit, that there was no station in Chicago giving the same kind of service as that given by WJKS and that on its

frequency of 1360 kilocycles WJKS was experiencing interference as close as within three miles of its transmitter.

The petition charges that the Johnson-Kennedy Radio Corporation does not have any intention of living up to the sworn statements and representations which it made to the Federal Radio Commission, the Court of Appeals and the Supreme Court, but on the contrary it intends to serve primarily the City of Chicago and approximately the same area as that served by WIBO and that instead of trying to increase the facilities enjoyed in Indiana, it is really trying to secure additional coverage in Illinois at the expense of Indiana.

In addition, the petition alleges that WJKS has studio facilities in down-town Chicago, and an executive office at 410 N. Michigan Avenue in Chicago adjacent to the Chicago office of the Columbia Broadcasting System. It alleges that Atlass is in reality in control of WJKS, that he "is a professional speculator in broadcasting stations and in wave lengths", and that he has recently purchased a controlling interest in WJJD, another Chicago station, which he is managing and directing from the same office. Petition further alleges that Atlass has in the past owned large or controlling interests in at least two other broadcasting stations, one of them being WBBM at Chicago (now owned by the Columbia Broadcasting System) and has made huge profits out of his interests in the sale of such stations; and charges that Atlass has similar intention with respect both to WJKS and WJJD.

Finally the petition requests that pending a determination of the matters referred to in the petition, the Commission preserve the status quo by temporarily extending the licenses of WIBO, WPCC and WJKS on their present wave lengths in order to avoid the irreparable damage that would otherwise be inflicted on the owners of WIBO and on its listeners. The petition states that the State Investment Company has an investment in WIBO of over \$400,000 and a valuable goodwill among listeners and advertisers which will be irretrievably lost if the petition is not granted. It is expected that the Commission will consider the petition at its next meeting scheduled for Tuesday, May 23rd (today).

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MEXICANS OPPOSE RADIO

Resolutions asking the President of the Republic, the Minister of Communications and the National Congress to take steps prohibiting dissemination of news by radio in unfair competition with newspapers and press associations, were passed at the biennial Congress of the Mexican Publishers' Association in Agua Caliente recently.

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BACK SALARY FOR SYKES

Senator Stephens, of Mississippi, has offered an amendment proposing that the unexpended balance of the appropriation for the International Telegraph Conference at Madrid be available for payment to Judge E. O. Sykes, Chairman of the Federal Radio Commission, of an amount equal to the amount he would have received as salary from February 23 to March 30.

This was for the period from the time Judge Sykes' term as Radio Commissioner expired until he was reappointed by President Roosevelt.

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WASHINGTON AND TEXAS DISCOVER NANCY

Nancy Garner, cousin of Vice-President Jack Garner, who was expected to be greeted by about half the State of Texas when she appeared at the Earle Theatre in Washington, is a radio star. She appears regularly over Station WOR, Newark, and is another of "Hollywood" McCosker's radio "finds".

Headed by Vice President Garner, the party who were invited to Nancy's Washington performance were:

Cordell Hull, Secretary of State; William H. Woodin, Secretary of Treasury; George H. Dern, Secretary of War; Claude A. Swanson, Secretary of Navy; Henry A. Wallace, Secretary of Agriculture; James Farley, Postmaster General; Homer S. Cummings, Attorney General; Harold Ickes, Secretary of Interior; Frances Perkins, Secretary of Labor; Daniel C. Roper, Secretary of Commerce; Louis M. Howe, Secretary to President Roosevelt; Senator Norris Sheppard, Senator Tom Connally, both of Texas; Representatives Luther A. Johnson, Milton West, R. M. Kleberg, Fritz G. Lanham, Tom Blanton and George Terrell, all of Texas.

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SO THAT WAS IT!

Great Britain having captured the song of a nightingale for the radio, more than passing importance is attached to the fact that K. H. Berkeley, Manager of WRC in Washington, has been seen in the early morning hours armed with a microphone in the vicinity of the Zoo.

It is rumored that he is endeavoring to catch the dulcet notes of the "Laughing Jackasses" (they're birds) just imported from Australia.

Later, Someone brings in word that it wasn't a microphone rack Berkeley was carrying, but some brand new golf sticks.

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BAKER SUCCEEDS YOUNG ON RCA BOARD

The big radio news of the week was that Newton D. Baker had been elected to succeed Owen D. Young as a Director of the Radio Corporation of America.

Mr. Baker, who was Secretary of War in the Wilson Cabinet, had previously become identified with radio interests when he took, as counsel, the case of the National Association of Broadcasters, vs. the American Society of Composers in the copyright fight.

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ED WYNN HAS THEM GUESSING

There is a decided difference of opinion in Washington with regard to Ed Wynn's new chain. There are those who believe he will put it over and become a factor in the broadcasting field to be reckoned with. Others contend that he will not.

"I'll predict Wynn will lose everything he has, including shirt, pants and pocketbook in this new network of his", one of the latter declared, "and the network will fold up or else someone with funds and plenty will take it over."

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Tastyeast, Inc., Trenton, N. J.; Agency - Stack Goble Advertising Agency, Chicago, Ill.; Starts May 15, 1933; Time - Monday, Wed, Thursday, 12:15-12:30 P.M. EDST; Network - WJF, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WENR; Program - "Pat Barnes in Person", readings by Pat Barnes with musical background by string trio.

RENEWAL - National Sugar Refining Co. of N. J., New York City; Agency - Gotham Advertising Co., New York City; Starts - June 26, 1933; Time - Mondays, 9:30-10:00 P.M. EDST; Network - WJZ, WBAL, WHAM, KDKA, WGAR, WJR, WLW, WENR; Program - "Jack Frost Melody Moments", musical with guest soloist.

RENEWAL - Sun Oil Co., Philadelphia, Pa.; - Agency - Williams and Cunnyngnam, Philadelphia, Pa.; Starts - December 11, 1933; Time - Daily exc. Sat. and Sun. 6:45-7:00 P.M., EDST; Network - WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WLW, WSYR, WMAL, CKGW; Program - "Lowell Thomas - Today's News" - Lowell Thomas giving the news of the day.

RENEWAL - Lamont Corliss & Co. (Pond's Cosmetics), New York, N. Y.; Agency - J. Walter Thompson Co., New York City; Starts - May 26, 1933; Time - Fridays, 9:30-10:00 P.M. EDT; Network - WEA, WJAR, WTAG, WOSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF; Program - "Vanity Fair by the Pond's Players" - Victor Young's Orchestra, Paul Small and Lee Wiley, singers, Ilka Chase and Hugh O'Connell, comedy team.

NEW - Palmer House (Hotel) Chicago, Ill.; Agency - Lord & Thomas, Chicago, Ill.; Starts - May 21, 1933; Time - Sun, Tues. Thurs., 8:45-9:00 P.M., 11:15-11:30 P.M. EDT; Network - 8:45-9:00 Pm WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WLS; 11:15-11:30 WLW, KWK, WKCR, KSO, KOIL, WREN, KSTP; Program - "The World's Fair Reporter" - Floyd Gibbons in discussion of World's Fair and a two minute dramatic sketch wherein a representative of the Palmer House will be shown greeting a famous guest who is arriving at the Palmer House.

CHANGE - Phillip Morris & Co - WEA, "Ferde Grofe's Orchestra" on May 22 and thereafter this program will be changed to Mon. 8:45-9:00 P.M. & 12:45-1:00 Mid. and Wed. - 9:00-9:15 P.M. and 12:45-1:00 Mid. and Sat. 9:00-9:15 P.M. only. On May 22 and thereafter on Mon. and Wed. add the following stations KOA, KDYL, KGO, KFI, KGW, KOMO, 12:45-1:00 Midnight.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (May 23, 1933)

WAMC, Raymond C. Hammett, Anniston, Ala., C.P. to install new equipment, move studio locally in Anniston, and move transmitter to a location to be determined; WMBO, WMBO, Inc., Auburn, N. Y., license covering rebuilding of station and moving transmitter locally, 1310 kc., 100 watts, unlimited time; WHBQ, Broadcasting Station WHBQ, Inc., Memphis, Tenn., license covering local move of transmitter 1370 kc., 100 watts, unlimited time; KICA, The Southwest Broadcasting Co., Clovis, New Mexico, license covering local move of transmitter and studio, 1370 kc., 100 watts, shares with KGFL; WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., modification of C.P. extending commencement date to June 16, 1933, and completion date to Nov. 16, 1933; KREG, The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Cal., authority to install new DC automatic frequency control equipment; WBAL, Consolidated Gas Electric Light & Power Co. of Baltimore, Baltimore, Md. synchronization authorization extended for a period of three months from June 1, 1933; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., authority to use time of WBAA from May 29 to Oct. 6, inclusive, during Summer vacation period of Purdue University, licensee of WBAA.

WBAA, Purdue University, W. Lafayette, Ind., authority to cease operation from May 27 to Oct. 6, 1933, during Summer vacation; KFNF, Henry Field Co., Shenandoah, Ia., extension of special authority from June 1 to July 1, to use time assigned to but not used by KUSD and WILL; KWSC, State College of Washington, Pullman, Wash., authority to reduce hours of operation from June 1 to Sept. 30, 1933 (summer vacation period); WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate from 10 P.M. to 12 midnight, CST, May 27 to June 2, 1933; from 4 to 6 P.M. CST, May 31 and from 10 to 11 A.M. CST, June 5, 1933; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 to 2 P.M., CST, May 30, provided station KFDY remains silent; WCAD, St. Lawrence, University, Canton, N. Y., special temporary authority to operate from 4 to 5 P.M. EST, June 11, 1933.

Also, Aeronautical Radio, Inc.: at Denver, Colo., C.P. for aviation service, frequencies 2906, 5692.5 kc., 100 watts; KGSB, San Francisco, modification of license to read as follows: location: Mills Field (San Mateo Co.); Administration Bldg near San Bruno, Cal.; WLXAJ, Harvard University, Cruft Laboratory, Portable, 1st Radio Dist., license, frequency 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 60000-400000 kc., 500 watts; W9XAB, Telegraph-Herald, Portable in Dubuque Co., Ia., special experimental license, 1270 kc., 100 watts, and operating period extended 30 days during experimental period, midnight to 6 A.M.; W6XBC, Martin W. Bannister, Portable and Mobile in Yuma and vicinity, Ariz., and Cal., general experimental license, 27100, 34600, 41000, 51400, 60000-100000 kc., 5 watts; KGZR, City of Salem, Ore., Dept. of Police, police service license, 2442 kc., 25 watts.

Also, Bell Telephone Laboratories, Inc., W2XAH, South Plainfield, N. J., renewal of special experimental license 278 kc., 10 watts; Karl Hansen, Port Alexander, Alaska, KGXW, renewal of license, 2994 kc., 100 watts; KIEC, renewal of license, 2538 kc., 100 watts; KPR, same only Public Coastal Telg. license, frequencies 460, 500 kc., 200 watts; John Earl Scott, Puerto Obaldia (Darien) Republic of Panama, renewal of 1st Class Commercial license.

Set For Hearing

WOW, Woodmen of the World Life Insurance Association, Omaha, Neb., modification of license to increase hours of operation from sharing with WCAJ to unlimited time (facilities of WCAJ), station now operates on 590 kc., 1 KW power.

Miscellaneous

KICK, Red Oak Radio Corp., Red Oak, Ia., granted C.P. to move transmitter and studio from Red Oak to Carter Lake, Ia., in keeping with a Mandate of the Court of Appeals of the District of Columbia affirming the decision of the Commission of Sept. 13, 1932; WRAM, Wilmington Radio Assn., Inc., Wilmington, N. C., renewal of license since the application of the Wilmington Broadcasting Co. for its facilities was denied May 12, 1933, because of default, granted; WOR, Bamberger Broadcasting Service, Inc., Newark, N.J.

hearing upon application to determine transmitter site for its new 50 KW station continued to date convenient for Commission; Lannie W. Stewart, Shreveport, La., denied renewal of amateur class operator's license, because applicant could not comply with Sec. 15 (d) of the Rules and Regulations; WMU, and WMV, Southern Radio Corp., Linden, N. J., renewal of license granted on temporary basis, subject to such action as the Commission may take on licensee's pending application for renewal; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., The Commission reconsidered its action of May 12, 1933, granting station special temporary authority to operate unlimited time from June 4 to June 10, and cancelled the authorization at request of applicants; WLGI, Luthern Association, Ithaca, N. Y., the applicant requesting authority to make changes in equipment heretofore granted, was retired to closed files because applicants failed to request application for license or extension of construction period.

NOTICE

The Commission ordered that Rule 151 be suspended to November 1, 1933, at 3 A.M.:

The Rule reads as follows:

"Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day."

* * * * *

The regular Tuesday meeting of the Commission scheduled for May 30 will be held on May 31st at 2:30 P.M.

* * * * *

RATIFICATION OF ACTS OF COMMISSIONERS

KCJJ, Radiomarine Corp. of America, and KDOF, Washington, D. C. granted 60 day authority to operate 200 watt transmitter aboard "Wyoming" (KCJJ) and to operate additional transmitter aboard vessel "Bessmer City" (KDOF), frequencies 375 to 500 kc., 50 watts, pending receipt of formal application; WEBF, Indianapolis Broadcasting Co., Inc., Indianapolis, Ind., granted 30 day authority to operate transmitter at Millersville Road and Groveland Ave., pending action on modification application; KDVJ, Mackay Radio & Telg. Co., San Francisco, Cal., granted 60 day authority to operate aboard vessel "La Furisima" pending receipt of formal application, frequencies 375 to 500 kc., 100 watts.

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