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No. 765

CALLS AMERICAN BROADCASTING SYSTEM WORLD'S BEST

by Robert D. Heinl

Declaring that the policy of the broadcasting industry has always been one of willing cooperation with religious, educational, charitable, civic and other similar organizations, Philip G. Loucks, Managing Director of the National Association of Broadcasters, said that the broadcasting system in this country was not surpassed anywhere. Mr. Loucks was the first witness to take up the cudgel of the commercial broadcasters in the hearing of the Federal Communications Commission to determine whether it should recommend to Congress that a definite percentage of the broadcasting facilities should be allocated to educational, religious and other cultural and non-profit radio programs. For more than a week the Commission had been hearing educators, clergymen and others presenting arguments in favor of the non-profit stations. An entire week is expected to be occupied in presenting the case of the commercial broadcasters and this presentation will be charge of Henry A. Bellows, Chairman of the Legislative Committee of the National Association of Broadcasters.

"Briefly", Mr. Loucks said, addressing the Commission, "we shall endeavor, through our documents and witnesses, to paint a true picture of American broadcasting as it exists today, devoid of all argument and shorn of all reference to the earlier struggles endured by pioneering broadcasters who, in a short span of years, developed in the United States the best broadcasting system in the World - a system in which three Presidents have expressed their faith and confidence and which not only gives to the public the best program service in the World but combines with that service, as President Roosevelt recently pointed out, a benefit to all classes of business which in turn stimulates buying power and assists commerce greatly.

"The Association, which it is my privilege to represent, is opposed to the proposal 'that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities.' As will be shown, similar proposals have been considered by the membership in general meetings from time to time and upon each occasion a resolution was unanimously adopted opposing statutory allocations by the Congress. I am therefore simply stating the considered judgment of the entire membership when I say that we are opposed to the principle of such allocations.

"Our testimony will show our policy of willing cooperation with educational and religious institutions to have been in full effect for many years. Our testimony will show that any change, however, slight, in the present system is undesirable from the standpoint of the public and disastrous from the standpoint of broadcasters and the vast majority of all religious, educational, charitable, civic and other similar organizations."

Mr. Loucks presented 269 sworn statements from broadcasting stations submitted in response to a questionnaire sent out by the National Association of Broadcasters. Mr. Bellows later analyzed these statements as follows:

Total hours of broadcasts of the 269 stations in cooperation with educational and informative organizations	75,773
Aggregate hours of educational broadcasting	111,833
Total hours of broadcasting	669,000
Percentage of broadcast hours in cooperation with organization	11.3
Percentage of total educational broadcast hours	16.7
Total evening (6-11 P.M.) hours of cooperative broadcasts	14,554
Total evening (6-11 P.M.) hours of other educational broadcasts	9,575
Aggregate evening (6-11 P.M.) hours of educational broadcasts	24,129
Total evening hours of broadcasting	182,000
Percentage of evening broadcasts in cooperation with organizations	8.0
Percent of other evening educational broadcasts	5.3
Percent of total evening educational broadcasts	13.3

Mr. Bellows said that WLW, at Cincinnati, using a half-million watts, perhaps the most powerful station in the world, was giving 24 percent of its time to educational and informative programs and that these broadcasts were kept on the air despite commercial bids for the time. He remarked, drily, that the station had reported, however, that about 93 percent of its listeners appeared to prefer "other programs than educational and informative broadcasts".

Mr. Bellows said that the unanimity of opinion as to what the public, as revealed by the station reports, prefers "was amazing." He informed the Commission that \$25,000,000 to \$28,000,000 a year represents the amount the individual stations spend a year for broadcasting, a greater part of which goes for program costs. There are 5,316 full-time station employees and some 20,000 people paid either directly or indirectly by the broadcasters.

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The Broadcasters' official said that some 10,000 letters had been received by the stations thanking them for their services. He read a statement from one of the stations setting forth that it had turned down a commercial program in favor of an educational broadcast.

"There is an impression that our stations accept commercials in deference to educational programs", the witness observed. "The answer is - they don't. An example of the latter is the case of Station WRVA, at Richmond, Va., which has kept a University of Virginia program on the air from 6:45 to 7 P.M. for the past five years. This despite the fact that the time has become most valuable due to the fact that it is just ahead of 'Amos 'n' Andy'."

Mr. Bellows said that it didn't always follow that the largest educational institutions did the best job of broadcasting.

"I remember a 15-minute talk on ethnology from a smaller college which produced almost as much fan mail as a major station feature." The fact that so many stations reported "we believe we are the first station to do this" suggested to the speaker the need of coordination.

"Unofficially I should say", the witness suggested, "if a committee composed of leading educators and broadcasters got together and considered how to do a better job rather than what facilities they should get, the results would be far more satisfactory than at present."

Mr. Bellows said that the statements showed that every station was cooperating with all religious groups, "that all 269 stations tell the same story."

The witness asserted that the law is not clear now with regard to what shall or shall not go on the air and that in view of the Nebraska court decision holding the broadcaster responsible, broadcasters were "jittery". No broadcaster, he said, desires to censor programs or to interfere with the freedom of speech.

"There is a tremendous desire to promote the freedom of speech but a constant fear of violating the law in doing it", the Legislative Chairman added. "Personally I think it is better to allow someone to say 'damn' over the radio than to tell him he can't say 'damn'."

"The broadcasters will welcome any suggestions the Commission can give to improve educational programs. We stand ready to give far more educational programs than the educators have asked for."

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A Committee of Broadcasters will be appointed at an early date to meet with a Committee of Educators, J. T. Ward, of Station WLAC, Nashville, Tenn., newly elected President of the National Association of Broadcasters, advised the Commission.

"A statutory allocation of broadcasting facilities by Congress would result in an upheaval of the radio industry", Mr. Ward warned. "It would disrupt the entire industry and would create chaos for the public."

The Broadcasters' president said he had found the sentiment to be against too much talking on the radio whether it was political or educational. He said his station devoted about 20 percent of its time to educational broadcasts.

"Our experience is that the broadcasters are in a better position to judge the type of programs to be presented", Mr. Ward concluded, "and I beg the Commission to leave this matter in the hands of the broadcasters."

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LONDON BROADCASTS KING'S MURDER, THEN BASEBALL

An American listener absorbed in hearing details of the assassination of King Alexander over short wave from Station GSA, London, finally heard the announcer say in the English manner for which British announcers are so famous: "Now we'll give you the American baseball score. The Cardinals beat the Tigers 11 to 0 and we shall proceed to hear the disturbance which took place at Detroit in the 7th inning."

This was when Medwick, of St. Louis, kicked at Owen, of Detroit, and started the incipient riot which included the hurling of pop bottles, oranges, apples and anything else that came handy. The American listener was somewhat puzzled as to how the inning was to be reproduced from England as it was then late at night here, about 2 o'clock in the morning there, and the baseball game had been finished hours ago.

However, hearing the cracking of the bat, the cheering of the crowds and finally details of the great row which resulted in Judge Landis ordering Medwick off the field, the American listener quickly realized that the British station had made a record of the disturbance at the time it had been broadcast in this country and hours later was reproducing it from London so that the entire world might hear.

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DAY AND NIGHT BROADCASTING QUOTAS ESTABLISHED

Heretofore the broadcast quota system for the distribution of radio facilities has been considered as a single basic unit but because of the difference of atmospheric conditions at the different periods, the Broadcast Division of the Communications Commission has decided that there should be a "night quota" and a "day quota."

Explaining its action, the Division sets forth:

"Interference caused by stations at night is different from that caused at day. Consequently, the broadcast quota due, the limit of which is interference, has been separated into two parts, 'night quota' and 'day quota'. The quota charge for a station operating both day and night has been divided into two parts, the power and time of operation between 6:00 A.M. and 6:00 P.M., being charged to 'day quota' and the night being charged to 'night quota'. A day station, the operation of which is entirely between 6:00 A.M. and 6:00 P.M. is charged only to 'day quota'.

"In increasing the daytime quota due the several States, it is not the intention of the Commission to license additional new daytime stations unless a full showing has been made that public interest will be served in making such a grant. The applicant must definitely establish the need for the additional service, the financial and technical ability to operate such a station in accordance with the Rules and Regulations, and that the station can exist on the basis of the grant requested.

"A survey of the stations in small cities or communities indicates that it is extremely difficult for such stations to operate even though they have full time. The possibility of a daytime station under similar circumstances becoming a success is greatly decreased."

The Division authorized the maximum daytime power on regional channels increased to 5000 watts.

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NEW 100 WATTS NEEDN'T EXPECT INCREASED POWER LATER

In setting a hearing for the numerous applicants for the new 100 watt station privileges, Chairman Hampson Gary, of the Broadcast Division of the Communications Commission, warned them that there would be no chance of their subsequently "horn-ing-in" on the larger station class by increasing their power.

"Past records show that in many cases applicants hope to obtain a limited facility and expect at a later date to materially increase that facility. The present allocation does not permit such later increases and accordingly the Commission

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must have proof that the assignment, as requested, has a reasonable promise of success", the official admonition set forth.

The new stations are to be added to carry out the provision of the Communications Act that there may be an increase in 100 watt stations if they don't interfere with others already established.

Those seeking the new station privileges will have to show that there is public need for their facilities, that the station can provide programs and meet technical requirements.

"A review of existing stations in small centers of population reveals that a majority of these stations are having great difficulty in operating with adequate programs, maintenance and personnel", the Commission informs the applicants.

The Broadcast Division decided that the new 100 watt stations will be confined to the 1200, 1210, 1310, 1370, 1420 and 1500 kilocycle frequencies. Among the applicants for these new licenses who have been granted hearings are:

Great Western Broadcasting Association, Inc., Logan, Utah; American Broadcasting Co., Washington, D. C.; Winger and Thomas, Chattanooga, Tenn.; Albert T. Roche & Harold Smithson, Chico, Cal.; Brown Radio Service & Laboratory (Cordon P. Brown, owner); Rochester, N. Y.; Guthrie Broadcasting Co., Guthrie, Okla.; Joseph H. Hallock, Baker, Oregon; Guilford Broadcasting Co., Abilene, Texas; Raymond L. Hughes, Midland, Texas; W. C. Hilgedick & Geo. C. Knauer, Denison, Texas; T. H. Barton, El Dorado, Arkansas; W. L. Gleeson, Salinas, Calif.; A. H. Sconberg, Salinas, Cal.; Palmer Broadcasting Syndicate, Inc., Portland, Maine; Palmer Broadcasting Syndicate, Inc., Cheyennes, Wyo.; Willis T. Shaughnessy, Bay Shore, N. Y.; Great Western Broadcasting Association, Inc., Provo, Utah; Louis H. Callister, Provo, Utah and Paul Q. Callister, Salt Lake City, Utah.

Letting down the bars on the 100 watt stations is a reversal of governmental radio policy. Heretofore every effort has been made to reduce the number of stations rather than to allow them to be increased. When the Radio Commission was created seven years ago, there were 734 stations on the air but there are now only about 600.

There is also the political angle with regard to the 100-watt stations. All of the Communications Commissioners have to be confirmed by the Senate when Congress meets. They will, therefore, doubtless exercise great care in not offending anyone who may have anything to do with their confirmation.

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RESTRICTIONS FOR OFFICER OF MORE THAN ONE CARRIER

An order of authorization to hold the positions of officer or director of more than one carrier will require him to first file voluminous information with the Federal Communications Commission. He must specify every carrier in which he holds stock, bonds, or notes, individually, as trustee, or otherwise; and the amount of, and accurately describe the securities owned or held by him, of each carrier for which he seeks authority to act. Whenever it is contemplated that the applicant will represent on the Board of Directors of any carrier securities other than those owned by him, the application shall describe such securities, state the character of representation, the name of the beneficial owner or owners, and the general nature of the business conducted by such owner or owners.

The applicant must specify each and every position with any carrier which he now holds and seeks authority to hold. As to each carrier, he must tell as to whether it is an operating carrier, a lessor company or any other corporation subject to the Communications Act. He must make a statement relative to any carrier which does not make reports to the Commission and give full information as to the relationship, operating financial, competitive, or otherwise, existing between the carriers covered by the requested authorization.

Furthermore each applicant must state the following:

Every business corporation - industrial, financial, or other - of which the applicant is an officer or director, trustee, receiver, attorney or agent, or in which the applicant has a financial interest, the general character of the business conducted by such corporation, and the amount and a description of the applicant's interest.

Whether or not, since August 18, 1934, the applicant has, as director or officer of any carrier subject to the Act, received for his own benefit, directly or indirectly, any money or thing of value in respect of negotiation, hypothecation, or sale of any securities issued or to be issued by such carrier, or has shared in any of the proceeds thereof, or has participated in the making or paying of any dividends of such carrier from any funds properly included in capital account. If the answer to this question is in the affirmative, state the amount or amounts received by the applicant from such transaction or transactions, and the reasons to justify such payment or payments.

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ARGENTINA TUBE FACTORY DIRECTED BY AMERICAN

With an initial paid in capital of 150,000 paper pesos (about \$45,000) and an authorized capital of 1,000,000 paper pesos, a group of local radio importers and dealers has constructed a factory in Buenos Aires for the manufacture of radio tubes. This factory is under the personal direction of an American expert.

In effect, the factory is merely an assembling plant for radio tubes, as all component parts are brought from the United States. Production has now reached an average of 500 tubes a day. With the equipment now installed, a production of 1,000 tubes a day is anticipated, but more machines have been ordered and an ultimate production of 2,500 tubes a day is envisaged.

Much of the anticipated profit from this venture is being lost in the Argentine customs duties. Argentine customs regulations are so complicated that it is frequently impossible to ascertain in advance the amount of the duty that will be charged on a given product. The founders of the new tube manufacturing organization calculated that the component parts for the tubes would be classified as raw materials and assessed duties as such. In practice, however, the supplies have been taxed as fully manufactured articles, thus creating a difference which has wiped out a large part of the anticipated advantages of local production.

The full name of the new organization is the Sociedad Anonima Industrial Radiotelefonía Argentina, and the address of the factory is 4154 Honduraz, Buenos Aires.

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BLAMES RADIO FOR SONG INCOME LOSS

In connection with the new agreement reached for an increase of rate with the 12,000 motion picture theatres, Gene Buck, President of the American Society of Composers, said that during the last few years the income of music writers had fallen off almost 70 percent.

"The radio is chiefly responsible and the depression has been a factor", Mr. Buck declared. "A popular song hit used to sell as many as 3,000,000 copies in sheet music. Now a writer is lucky if even 300,000 are sold. Pianos are closed from Maine to California. Radio has killed off most of the phonograph record profits, too, so our only solution was to get a higher share of revenue from the chief profit-makers from music, the motion-picture theatres."

Under the new agreement, all theatres with a seating capacity of 800 or less, regardless of admission price, must pay a fee of 8 cents a year for each seat in the theatre. Theatres with capacities of 801 to 1,599 seats must pay at the rate of 15 cents a seat a year, and those of 1,600 seats or more at the rate of 20 cents a seat a year.

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APPLICATIONS GRANTED BY BROADCAST DIVISION, FCC

WHJB, Pittsburgh Radio Supply House, Greensburgh, Pa., modification of C.P. approving transmitter and studio location in Greensburgh; extending commencement date to Oct. 29, 1934, and completion date to 60 days thereafter; WRAX, WRAX Broadcasting Co., Philadelphia, Pa., license to cover C.P. for auxiliary transmitter, 920 kc., 250 watts; WPEN, Wm. Penn Broadcasting Co. & WRAX, license to cover C.P. for a period of 90 days conditionally as to WPEN, 920 kc., 250 w. night, 500 w LS, stations to share time; WKBZ, Karl L. Ashbacker, Muskegon, Mich., license to cover C.P., 1500 kc., 100 watts, unlimited time; WCRW, Clinton R. White, Chicago, Ill., license to cover C.P., 1200 kc., 100 watts, specified hours; WMAL, National Broadcasting Co., Inc., Washington, D.C., modification of license to change main transmitter to auxiliary and change auxiliary to main transmitter; WKRC, WKRC, Inc., Cincinnati, Ohio, amendment of Sec. 2 of Extension of special temporary experimental authorization, dated August 7, 1934, as follows: North Tower 7.6 amperes; South Tower 4.5 amperes; the current in North tower leads the current in South tower by 120°.

Also, WXYZ, Kunsky Trendle Broadcasting Corp., Detroit, Mich., authority to transmit programs from WXYZ to stations of the Canadian Radio Commission; WTBO, Association Broadcasting Corp., Cumberland, Md., license to cover C.P. 800 kc., 250 watts, daytime; WFBC, The Greenville News-Piedmont Co., Greenville, S.C., modification of license to increase night power from 250 w. to 1 KW; KFJM, University of North Dakota, Grand Forks, N. Dak., special experimental authorization to change equipment and increase day power from 100 w. to 250 watts experimentally; WHEF, Attala Broadcasting Corp., Kosciusko, Miss., license to cover C.P. 1500 kc., 100 watts, 250 w. LS, unlimited; KMED, Mrs. W. J. Virgin Medford, Ore., license to cover C.P. 1310 kc., 100 w., 250 w. LS, unlimited time; WJIM, Capitol City Broadcasting Co., Lansing, Mich., license to cover C.P. 1210 kc., 100 w. night, 250 w. day, unlimited time; WKJC, Lancaster Broadcasting Service, Inc., Lancaster, Pa., license to cover C.P. 1200 kc., 100 w. night, 250 w. day, share WKBC.

Also, WCAO, The Monumental Radio Co., Baltimore, Md., KGNF, Great Plains Broadcasting Co., N. Platte, Neb., WNYC, City of New York, Dept. of Plant & Structures, New York City; WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., WNAD, University of Oklahoma, Norman, Okla. - all modification of license to increase day power from 500 w. to 1 KW; WJBX, James F. Hopkins, Inc., WMBC, Havens & Martin, Inc., Richmond, Va., WJW, WJW, Inc., Akron, Ohio, WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., WRAK, WRAK, Inc., Williamsport, Pa., C.P.s to make changes in equipment, increase power from 100 w. to 100 w. night, 250 w. day. WALA, Pape Broadcasting Corp., Inc., Mobile, Ala., modification of license to increase day power from 500 w. to 1 KW; KGER, Consolidated Broadcasting Corp., Ltd., Long Beach, Cal., license to cover C.P. 1360 kc., 1 KW, unlimited; KRXO, Lee E. Mudgett, Everett, Wash., C.P. to move locally to 1804 Hewitt Ave., same city, 1370 kc, 50 w. S-KVL.

Also, WBNS, WBNS, Inc., Columbus, Ohio, WFBR, The Baltimore Radio Show, Inc., Baltimore, Md., KWK, Thomas Patrick, Inc., St. Louis, Mo., WGAR, WGAR Broadcasting Co., Cleveland, Ohio, all granted authority to determine operating power by direct measurement; WLBZ, Maine Broadcasting Co., Inc., Bangor, Me., C.P. to make changes in equipment and increase day power from 500 w. to 1 KW; WNBX, WNBX Broadcasting Corp., Springfield, Vt., C.P. to make changes in equipment, increase power from 500 w. to 1 KW, and increase hours of operation from daytime to daytime to sunset at Erie, Pa.; KGRS, Gish Radio Service, Amarillo, Texas, C.P. to make changes in equipment and increase daytime power from 1 KW to 2½ KW; WFEA, New Hampshire Broadcasting Co., Manchester, N. H., C.P. to increase day power from 500 w. to 1 KW.; New, Aberdeen Broadcast Co., Aberdeen, S. Dak., C.P. for new station to operate on 1420 kc., 100 watts, full daytime hours; New, Richard Austin Dunles, Wilmington, N. C., C.P. for new station to operate on 1370 kc., 100 watts, daytime.

Also, WBTM, Piedmont Broadcasting Corp., Danville, Va., WIBM, WIBM, Inc., Jackson, Mich., KIT, Carl E. Hamond, Yakima, Wash., KFXJ, Western Slope Broadcasting Co., Grand Junction, Colo., C.P. to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day; KQOS, H. H. Hanseth, Inc., Marshfield, Ore., C.P. to make changes in equipment, change frequency from 1370 to 1200 kc., and increase power from 100 w. to 250 w. daytime hours; New, E.J. Regan & F. Arthur Bostwick, d/b as Regan & Bostwick, St. Albans, Vt., C.P. (experimental) 406000 kc., 5 watts; New, National Broadcasting Co., Inc., Portable-Mobile (New York City) C.P. (Exp.-Gen.Exp.) 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000, 401000 kc., 15 watts; also granted license covering same; WLOXDT, Associated Radiocasting Corp., Portable-Mobile (Columbus, O.), license (Exp.-Gen. Exp.) 31100, 34600, 37600, 40600 kc., 15 watts, for period ending June 1, 1935; W3XAI, RCA Victor Co., Inc., Camden, N. J., modification of C.P. extending completion date to March 15, 1935; New, Clarion Broadcasting Co., Inc., Clarion, Pa. (Action taken Sept. 11), application for new station to operate on 850 kc., with 250 watts daytime hours, heretofore designated for hearing, was reconsidered and granted.

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500,000 WATT TRIPLETS UNKNOWN TO COMMISSION

No confirmation could be secured at the Federal Communications Commission that Columbia expected to promote the erection of three 500,000 watt stations, in the Middle West, the Southwest, and on the Pacific Coast.

Neither would anyone at the Commission comment upon the report that Hearst had offered \$1,500,000 for the purchase of Station WENR, in Chicago.

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WSMB-WADC FIELD INTENSITY SURVEY RECOMMENDED

In connection with Station WSMB, of New Orleans, increasing its power from 500 watts to 1,000 watts, which has been objected to by Station WADC, of Akron, Ralph H. Walker, Examiner for the Federal Communications Commission, has recommended:

1. That the Commission, before taking final action on the application, require the parties to conduct a field intensity survey of such a character as will enable the Commission to determine just what interference will result from the use of one kilowatt power by Station WSMB; or,

2. That the Commission affirm its grant upon the condition that the signal strength of WSMB in the Akron area shall not exceed that which would be normally expected from a 500 watt station using a conventional type antenna.

In his conclusions in the case, Examiner Walker says:

"If during a period of measurements recently made, assuming them to be correct, Station WSMB was actually using 500 watts power, then the use of one kilowatt power would probably seriously curtail the present good service area of WADC. On the other hand, if the antenna system of Station WSMB is such that the effective strength of that station in the direction of Akron with one kilowatt power would be equivalent to the effect from a 200 to 500 watt station using a conventional type of antenna, there would be no substantial restriction in the service area of WADC."

John M. Littlepage and Thomas P. Littlepage, Jr., appeared in behalf of WSMB, and Donald Gottwald for WADC.

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AMERICAN RADIO SETS POPULAR IN FRANCE

Approximately 40 percent of the radio sets sold in France are of American make, according to a report to the Commerce Department from Assistant Trade Commissioner Lestrade Brown, Paris. French buyers, he points out, feel that in an American set they are getting full value for their money and moreover American radios are equipped with American tubes which are by far the most popular in France.

French manufacturers of radio sets, the report states, now feel that they can compete in price and technical performance with any foreign set and believe they are getting a better grasp on their home market. They are of the opinion that the sets now built in France are decidedly more selective than those imported. This, of course, is due to the long training they have had because, at the beginning, French broadcasting was acknowledged to be far behind other countries in Europe and purchasers of French sets demanded, therefore, that such sets should tune in any of the better European broadcasting stations.

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