

# HEINL RADIO BUSINESS LETTER

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No. 865

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## FCC GRANTS FIVE LICENSES IN BROOKLYN RADIO ROW

Terminating a battle of several months for broadcasting privileges in Brooklyn, N. Y., the Federal Communications Commission this week granted the applications of five stations and denied the requests of five others. The order becomes effective at 3 A.M. November 15.

The Brooklyn Broadcasting Corporation and The Brooklyn Daily Eagle applications were approved, the two stations to share time equally. Both will operate on 1,400 kc. frequency.

The Rensselaer Polytechnic Institute, Troy, Station WHAZ; the Fifth Avenue Broadcasting Corporation, Station WFAB, and the People's Pulpit Association, Brooklyn, Station WBBR, were granted renewal of their license.

The following applications were denied:

United States Broadcasting Corporation, Brooklyn, Station WARD, four separate applications; Voice of Brooklyn, Inc., Brooklyn, Station WLTH, two applications; Paramount Broadcasting Corporation, Brooklyn, Station WVFW, three applications; Arde Bulova and Norman K. Winston, Brooklyn, and Debs Memorial Radio Fund, Inc., New York City.

To the Brooklyn Broadcasting Station, WBBC, was assigned the facilities of Stations WARD and WVFW, while to The Brooklyn Daily Eagle was granted a construction permit for a new station, utilizing the facilities of Stations WARD, WBBC, WVFW and WLTH.

A Commission Examiner several months ago told the Commission that if The Daily Eagle application was denied that channel should be assigned to Bulova and Winston. Both applicants, his report said, showed equally sound plans and financial responsibility.

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## SHANGHAI PLANS NEW 10,000-WATT RADIO STATION

A contract for the construction of a 10,000-watt broadcasting station at Shanghai have been let to the "Telefunken" German interests, according to a report to the U. S. Bureau of Foreign and Domestic Commerce.

The station, with two iron towers weighing 40 tons each, will be the second largest in China, being second to the 75,000-watt transmitter at Nanking.

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## S O S MAY NOW BE RECEIVED ON AUTOMATIC RECEIVER

Standards for an automatic alarm receiver to be used by American ships which carry only one radio operator were approved this week by the Telegraph Division of the Federal Communications Commission in the interest of safety of life and property at sea.

Regulations annexed to the International Telecommunication Convention, Madrid, 1932, provide for an automatic alarm signal to consist of twelve dashes sent in one minute, the duration of each dash being four seconds and the duration of interval between two dashes one second. The purpose of this special signal is to set into operation the auto-alarm apparatus on a ship to give the alarm. The alarm signal shall, as a general rule, immediately precede the distress call sent by radiotelegraphy on 500 kilocycles.

At the present time there are about 1500 ships of the United States voluntarily equipped with apparatus for radio-communication. Many of these ships only carry one radio operator and obviously cannot maintain a continuous listening watch. In case of distress, a vessel of this type might be in the immediate vicinity of the vessel sending out distress signals and would not be advised of the circumstances. Should the auto-alarm receiver be installed, the transmission of alarm signals by the vessel in distress would serve to arouse the operator of the nearby vessel and thus obtain its assistance.

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## WORLD NEWS STIMULATES RADIO IN AUSTRIA

As a reaction to recent world developments, a notable stimulation in interest in radio broadcasting is evident in Austria, according to a report to the Commerce Department from Commercial Attache Gardner Richardson, Vienna. On December 31, 1934, he points out, the number of licensed radio sets in the country totaled 527,295 compared with 507,489 on December 31, 1933, an increase of 19,816.

Radio receiving set owners in Austria, the report states, are subject to a listeners' fee, the proceeds of which are used to finance the only Austrian and government controlled broadcasting company, the "Ravag."

Importation of radio sets into Austria is subject to special permits and these are granted for sample sets only. Imports of radio parts not manufactured in Austria have increased greatly.

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## BROADCASTERS TURN TO COLLEGES FOR TRAINED YOUTHS

College yells may become the sign-off announcements of American broadcasting stations because of the increasing tendency of broadcasters to turn to the universities for trained young men in practically every field of radio.

As another semester opens, it is apparent that the advanced schools all over the country are going in more than ever for special courses in broadcasting, including announcing, radio advertising, script writing, play production, and broadcasting technique. This training service is additional to the increasing use of broadcasting by colleges and universities in the traditional liberal arts courses.

For years broadcasters salvaged their talent from other professions because no institutions of repute were offering to train the youth. Announcers for the most part were young men who had been taught to make the most of their vocal chords in singing lessons; advertising writers were trained chiefly in the art of printed advertising.

Among the regular higher educational institutions, exclusive of specialized schools, offering courses in the radio field this Fall are: New York University, Boston University, the University of Southern California, the University of Denver, Ogelthorpe University, Northwestern, Iowa State University, Drake, Kansas State, Boston University, Michigan, Syracuse, Rochester, Akron, and Western Reserve.

An explanation of the attitude of the educators in entering this new field may be found in a statement by Dr. H. C. Harshbarger, Assistant Professor of Speech at Iowa State University. He refers also to the value of operating a broadcasting station in conjunction with the courses.

"The university station should provide a laboratory in which gifted students can train themselves for radio careers", he said. "I am quite aware that all mortals seem to feel that they are God's gift to radio, and that all students who get into the departmental courses think of themselves as the logical successors to Graham McNamee.

"Probably, too, beginners in dramatic art feel that the Barrymores are really wasting their time, and similarly it is no doubt true that students of banking feel that until they can take the place of J. Pierpont Morgan that the finances of the world will remain in fairly bad shape. But it is reasonable to hope that the student of broadcasting will have the same relation



to radio that the student of acting has to the theater, the student of government to politics, and so through the entire range of subjects in which students interest themselves. Certainly as teachers we owe ambitious and talented students the wisest direction we can give them.

"Another reason for my conviction of the necessity of using the university station as a laboratory for talented students is the nature of the radio industry. No medium of communication can use up so many ideas and so much talent in the course of a year. Week in and week out, regardless of whether you operate the largest network or the lowliest hundred-watter, whether you are in business for money or for education, your primary problem is to hold the audience. To hold that audience requires the use of all the brains and imagination which can be brought to bear. If the broadcasting industry in America is to maintain and elevate its program standards it must have trained young men and women who possess imagination, brains, and energy."

An indication of the nature of a general course in radio broadcasting may be found in the following explanation by Prof. H. B. Summers, of the Department of Public Speaking at Kansas State College of Agriculture and Applied Science, which offers three courses: radio speaking and announcing, the radio program, and program participation. He says:

"The most practical feature of our courses as they now stand is the presentation over the college radio station, KSAC, of seven student programs each week; prepared, directed and presented entirely by students. Five of these programs are of the informative type, each covering current news and timely discussions in some given field, such as national affairs, news of the colleges, etc. On each, from four to six students are used; one presenting a review of the news of the week, with comments; a second (usually) presenting a feature-type talk, stressing novelty, humor or human-interest elements; and others presenting either more serious talks, or using dialogue, dramatic, interview or forum methods of presenting information.

"The six program includes ten minutes of music, and a 20-minute period modeled after the 'March of Time' broadcasts, but taking up high lights in historical events which occurred during the corresponding seven days. The seventh program includes 20 minutes of music, and a ten-minute dramatic presentation, with scenes laid in college settings.

"All of these programs are student planned and student directed. Continuities for all programs are prepared entirely by students. And only students take part in the programs themselves, as directors, continuity writers, speakers, musicians, or actors. Probably from the standpoint of actual student participation, our courses here go about as far as do any offered in any college in the country - at least, as far as I have been able to discover."

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## PRALL EXPLAINS STAY ORDER FOR ATTORNEYS

Following publication of a report that ten attorneys with the Federal Communications Commission had been given permanent appointments by Executive Order although they were out-classed in a competitive examination, Chairman Anning S. Prall issued a statement defending the order (See last news letter).

"For nearly a year these attorneys have been doing highly specialized and valuable work for the Communications Commission", he said. "To have displaced them would unquestionably have slowed down and restricted the efficiency of the Commission.

"It is interesting to note that all of the ten attorneys who were old enough to do so performed work of a civil or military character during the World War. The one woman included in the ten had two brothers in the active military service, one of whom is now a totally disabled veteran while the other met his death in the service."

The ten attorneys appointed on a permanent basis by virtue of the Executive Order, effective October 1 are the following:

Walter D. Humphrey, James A. Kennedy, George M. Harrington, Abe L. Stein, Basil P. Cooper, James L. McDowell, Annie Perry Neal, Robert M. Fenton, Frank U. Fletcher and Melvin H. Dalberg.

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## TRADESMEN FIRST GUESTS OF NEW WGN

Workers who built the new Chicago Tribune's WGN radio building were the honored guests at the two-hour dedication program last Tuesday night, October 2, in which they were introduced to something of the mysteries of this radio world which they had housed so beautifully in silver and blue and softly changing colors.

Half of the 550 engineers, artists, and artisans who have worked for 276 days on this structure which combines the latest technique of the radio laboratories and the enduring beauty of stone that has been characterized as 'frozen music' were with their families.

"This means more than just giving you the first show here", said Col. Robert R. McCormick, editor and publisher of The Tribune, who has watched the progress of these men at their work with keen interest. "This is a celebration where you in front turn over this building to the people on the stage."

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## FCC NAMES ASSISTANT COUNSEL IN TELEPHONE INQUIRY

Samuel Becker was appointed Assistant Special Counsel October 3rd at a salary of \$9,000 per annum, to be in full charge of the legal work incident to the special investigation by the Federal Communications Commission of the American Telephone and Telegraph Co. His appointment is effective October 15, 1935, and he will serve in that capacity until the appointment of the Special Counsel when he will assume the duties of First Assistant to the Special Counsel.

Mr. Becker, who is 32 years old, was born and reared in Milwaukee, Wis. After completing the public school courses of Milwaukee, he attended the University of Wisconsin where he received his A.B. degree in 1922. Then he attended the Harvard Law School and received his LL.B. in 1925, and in 1926 Harvard conferred on him the degree of Doctor of Juridical Science.

While attending Harvard in the year 1925-26, Mr. Becker was Research Assistant to Professor Bohlen, and reporter for the Law of Torts for the American Law Institute. During the year 1926-27, he was Assistant Professor of Law at the School of Law, Tulane University at New Orleans.

From 1927 to 1931 Mr. Becker practiced law in Milwaukee, after which he was appointed Executive Counsel to Governor Lafollette during the term of 1931-1932. During that period he was also Special Counsel for the State of Wisconsin in several important cases, and also assisted the Public Service Commission in its investigation of the telephone company's rates.

Subsequently he was Counsel in the Public Works Administration. In 1934 he returned to Wisconsin and was employed by the PWA as Counsel for Wisconsin, and on August 5, 1935, he was appointed General Counsel to the Power Division of the PWA.

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## RADIO DEVICE HELPS GUARD U.S. GOLD RESERVE

Sensitive "radio ears" will do their part in guarding the Treasury's gold bullion at the projected new vaults under construction in San Francisco and Fort Knox, Ky. While these vaults will be built of the most impregnable steel and concrete and will be guarded day and night, an elaborate system of mechanical alarms will be installed to supplement the human guards.

Throughout the whole building at Fort Knox, for instance, sensitive microphones will be installed and connected to a central guard room. These will record the most trivial sounds and warn the guards of any unusual noises.

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## NEWFOUNDLANDERS PREFER ALL-WAVE RECEIVERS

That radio is making steady progress in Newfoundland is shown in a report from Vice Consul C. C. Sundell, St. John's made public by the Commerce Department.

It is conservatively estimated, the report states, that there are at the present time more than 8,000 receiving sets in use in the Island, most of which are all-wave. Of these, over 80 percent are of American origin. The number of new sets is constantly being augmented by imports from the United States, such importation being encouraged by the reduced 1935 customs tariff and the fact that there is no preferential tariff on sets imported from Great Britain.

The receiving sets enjoying the greatest popularity in Newfoundland are the all-wave table models, the report states, pointing out that this is due primarily to the standard of living of the masses which precludes the sale of the more expensive models.

An expert of the British Broadcasting Corporation is now making a survey of the technical end of the unification of broadcasting in the Island, with the view to determining just where in Newfoundland a broadcasting station should be established to serve the entire Island, the Vice Consul reported.

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## FCC CHARGED WITH CENSORSHIP ON ITS OWN NEWS

Although the Federal Communications Commission is specifically forbidden from censoring radio programs by the Communications Act, it is now being charged with censoring the news reports of its own actions.

The latest complaint comes from Editor & Publisher, trade organ of the American Newspaper Publishers' Association. It follows closely a similar protest from Variety, trade periodical of the amusement business.

James J. Butler, Washington correspondent of Editor & Publisher, in a story to his paper says:

"A censorship has been imposed at the Federal Communications Commission to prevent inquisitive newspaper correspondents from obtaining information with which to interpret and elaborate upon fragmentary facts disclosed in the Commission's official handouts, it was discovered this week.

"A blunt refusal to open Commission minutes to public inspection was voiced by Herbert L. Pettey, secretary of the government body, when a representative for a Pacific Coast paper attempted to find out what action had been taken on the appeal of a broadcasting station from an adverse decision of the Broadcast Division. Pettey's action conflicts with Commission rules as well as with provisions of the 1934 Communications Act.

"Admitting that the documents 'technically' are available for examination by the public, Pettey announced he has no intention of allowing newspaper correspondents to have access to the records because great inconvenience would result. Furthermore, the Commission official declared, newspapermen are furnished with all the information the government agency believes they require, through the medium of daily and weekly mimeographed statements.

"The latest incident in a series of moves to throw a veil of secrecy around Commission activities had the effect of partially concealing from the public the fact that Commissioner Irving Stewart at a recent meeting had severely criticized his colleagues for failure to observe official regulations and established policies. Although Stewart's remarks were offered for the official minutes, no hint of the criticism reached the public through official channels.

"Under established procedure, a brief record of action on pending applications by various Commission divisions is sent to the press room each week to be mimeographed and distributed to correspondents. Supplementing this service, the FCC releases in similar fashion hand-picked information, such as Examiners' reports, statements of grounds for decisions, and new applications filed by existing broadcasting stations, license-seekers, and telephone and telegraph companies.

"The formal 'handouts' contain only the most essential details, containing little if any background. Additional information, however, is contained in the Commission minutes which this week Secretary Pettey announced would not be opened to newspapermen. With a few specific exceptions, Commission documents, under the printed rules and regulations governing practice and procedure of the FCC are to be made available for public inspection."

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#### EDUCATIONAL STATION WINS SCRAP WITH COMMERCIAL

The University of Illinois, which operates an educational station, WILL, at Urbana, Ill., won the first round of a scrap with a commercial station, WIBW, of Topeka, Kans., this week when Examiner Seward recommended that the Federal Communications Commission reaffirm its grant of an increase in power for WILL.

The Topeka Broadcasting Association, which is owned by Senator Arthur Capper's publications, protested against the original grant on the ground that it would impair the value of WIBW as an advertising medium. WILL sells no time. Owners of WIBW said that about \$250,000 had been invested in the station and that a substantial audience had been built up among the farm population of the Middle West. Evidence offered indicated possible interference in the central part of Missouri and the southern part of Iowa.

Examiner Seward held, however, that WIBW failed to show that the increase of WILL's power from 250 watts to 1 KW, daytime, and a shift from 890 to 580 kc. "would curtail the advertising business of the protestant to any appreciable extent."

Denial of an application of WSYR-WSYU, Syracuse, N.Y. for an increase in power from 250 watts to 1 KW on 570 kc. was recommended by Examiner Walker while admitting that the extra service was needed. Granting of the application, he said, would further increase the over-quota condition of New York State.

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#### SARNOFF FINDS U.S. STILL LEADS IN RADIO

Radio transmission and radio research in the United States are still well in advance of Europe's, despite recent progress there, David Sarnoff, President of the Radio Corporation of America, declared on his return to New York early in October after two months abroad. Mr. Sarnoff visited England, France, Belgium, Holland, Austria, Hungary, and Czecho Slovakia.

"I studied the technical developments in the important radio laboratories in Europe", he said, "and saw their latest television experiments. While interesting research work is being done along these lines in several European countries, the progress being made in our own country, is in advance of anything I saw abroad. America continues to lead the world in radio.

"There are three fundamental differences between radio in Europe and in the United States.

"First: European listeners are required to have a government license and must pay an annual fee for the privilege of listening.

"Second: The prices paid by the public for radio receiving sets and radio tubes, are very much higher abroad than they are at home.

"Third: Broadcast transmission in Europe, is generally a government monopoly and the radio programs are under strict governmental control and censorship. In England, the B.B.C., while government owned, is nevertheless permitted to exercise a measure of freedom; but in other European countries, especially where dictatorship is the order of the day, radio is primarily



used for propaganda purposes and to perpetuate the power of those in control. In such countries, no word of opposition to those in control may be uttered, nor may any difference with their opinions be expressed. It is significant that in countries where the freedom of radio is prohibited, the freedom of the press has likewise been abolished."

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#### REA CITES SCARCITY OF RADIOS ON THE FARM

The Rural Electrification Administration is going to help the radio industry sell more receivers to the farmers, it appears from a pamphlet issued by the REA on "What Every Farm Leader Should Know About Rural Electrification."

By means of an illustrated chart under the heading "Too Many Farms Are Behind The Times", the REA pamphlet shows eight radio tubes on the side of farms without radios and only two on the side of farms with sets. The tubes, a footnote explains, each represent 10 per cent of all farms.

All of which means that only 20 per cent of the farms of the nation are equipped with radio receivers. Yet the same chart shows that 60 per cent of the farms have cars and 35 percent have telephones.

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The Federal Communications Commission announced on October 2 that the time for filing reports required by Commission Order No. 13, requiring holding companies to file reports for 1934 with the FCC by October 15, has been extended 45 days due to a delay in printing the forms. The extension applies only to those companies required to file reports on Form H.

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The City of Boston designated Stations WNAC and WAAB, of the Yankee Network, as official radio stations of the city, September 30. Mayor Mansfield placed at the side of The Yankee Network headquarters entrance a bronze plaque, bearing the device of the City of Boston.

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APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

KMLB, Liner's Broadcasting Station, Inc., Monroe, La., CP to make changes in eqpt. and change method of modulation from low to high; WOOD, Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich., authority to install automatic frequency control; same for WXYZ, Detroit, Mich; WFBC, Greenville News-Piedmont Co., Greenville, S. C., Mod. of CP approving transmitter site at Piedmont Highway, U.S. 29, Greenville, S.C., extend commencement date to 30 days after grant and completion date to 180 days thereafter; WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa., Mod. of CP to extend completion date to Jan. 17/1936; WHN, Marcus Loew Booking Agency, New York City, renewal of license for the regular period; 1010 kc., 1 KW, unlimited; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., license to cover CP authorizing changes in equipment and increase in day power to 250 watts.

Also WJAY, The Cleveland Radio Broadcasting Corp., Cleveland, Ohio, CP to install new equipment, move studio location locally and transmitter locally to site to be determined with Commission's approval; KINY, Edwin A. Kraft, d/b as Northwest Radio Advertising Co., Juneau, Alaska, Mod. of license to change name from Edwin A. Kraft, d/b as Northwest Radio Advertising Co. to Edwin A. Kraft; KSO, Cedar Rapids Broadcast Co., Des Moines, Ia., Mod. of CP approving transm. site locally extend commencement date to 60 days after grant and completion date to 180 days thereafter; KQV, KQV Broadcasting Co., Pittsburgh, Pa., Mod. of CP to extend completion date to Jan. 19, 36; WTAQ, Gillette Rubber Co., Green Bay, Wis., consent to voluntary assignment of CP to WHBY, Inc.; WNYC, City of New York, Dept. of Plant & Structures, New York City, CP to move transmitter locally foot of Greenpoint Ave. and East River, Brooklyn, and make changes in antenna.

Also, New, Brown Radio Service & Lab. (Gordon P. Brown, Owner), Rochester, N. Y., CP amended, removed from hearing docket and granted, for new station to operate on 1210 kc., 100 watts daytime; New, Don Lee Broadcasting System, Portable-Mobile (Los Angeles) Granted CP (Temp.b/c Pickup); freqs. 1646, 2090, 2190, 2830 kc., 100 watts; KNEF, Radio Service Corp. of Utah, Portable-Mobile (Salt Lake City, Utah) license to cover CP (Temp. b/c pickup); freqs. 1646, 2090, 2830 kc., 200 watts; WOEG, General Electric Co., Portable-Mobile, Schenectady, N.Y., license to cover CP for temp. broadcast pickup service; freqs. 1606, 2020, 2102 and 2760 kc., 50 watts.

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