

STATIONS STILL TOO NUMEROUS, SAYS LAFOUNT

By Harold A. Lafount

Federal Radio Commissioner

I said six months ago that there were too many broadcasting stations in this country. I am still of that opinion and sincerely believe that the character of reception the public wants, and should have, can not be secured until the number of broadcasting stations is greatly reduced. This can be accomplished by the denying or revoking of licenses, or the consolidation of stations.

The Commission will, without doubt, be very strict in the future in requiring stations to operate on their assigned frequency, and to use only the power allocated; also stations failing to observe any General Orders may expect their application for renewal license to be denied.

Records Are "Personal"

Hundreds of letters from Fifth Zone listeners express indignation over stations using records and failing to so announce. Thousands of other letters quote sales talks, prices, etc., given over the radio by many stations. My opinion is that such broadcasting will be considered as "personal business," not public interest, convenience or necessity.

Short wave broadcasting is not likely to be permanently licensed. It is considered still to be in the experimental stage, and stations broadcasting on short waves are doing so under their experimental licenses. When a permanent service evolves, it is likely to be limited to the relaying of programs to great distances.

Limited Supply

Station owners should not ask their listeners to write to the Commission in support of applications or concessions such as more time, increased power, change of frequency, etc.

The listening public generally are not advised, and therefore do not know, that what you may be applying for cannot be given without being taken from someone else. The general opinion is that the supply is limitless, but the facts are that the opposite is true.

More than a hundred broadcasters have been heard by the Commission in Washington during the past one-hundred days.

Every Station is "Best"

I have learned by attending these hearings that every station owner is positive his station is the best, every one of them gives so much time to agriculture, religion, charities, etc., etc., and all seemed sincere in the belief that they were doing a better job than the other fellow.

General Order No. 7 permits a deviation of one-half kilocycle from the assigned frequency of a station. My opinion is that this allowable deviation will soon be greatly reduced.

An amended order regulating chain broadcasting is contemplated.

It is very probable that the Commission will shortly require all broadcasting stations to install and use a dummy antenna for use during warming-up period.

R.M.A. to Report On Reallocation

The Radio Manufacturers Association, comprising virtually all prominent manufacturers and representing about 98 per cent. of the total distribution of radio products, is obtaining the data and views of its members on results of the reallocation and asking suggestions for measures which may better broadcasting reception.

Questionnaires are being sent to all of its nearly 300 members concerning the local and national results of the new radio set-up.

The tabulated results will be presented to the Board of Directors at their next meeting, January 11th and 12th, at Briarcliff Lodge, New York.

KENT PRIZES ARE AWARDED

The final contest in the second annual Atwater Kent Foundation National Radio Audition was held recently in the studio of the National Broadcasting Company, New York, and broadcast over a nationwide hook-up of stations.

The winners of first places were Miss Hazel Cecilia Arth of Washington, D. C., and Donald Novis, of Pasadena, Calif. Each of these was awarded a cash prize of \$5,000, a gold decoration, and a two-year scholarship at a leading American conservatory.

The second prize winners were Miss Dove Irene Kilgore, of Oakland, Calif., and Kenneth D. Hines, of Buffalo, New York. Each of these was awarded a cash prize of \$2,000 and a one-year scholarship.

The two third prizes of \$1,000 in cash and a one-year scholarship were awarded to Miss Anna Mae Chandler, of Fayetteville, Ark., and Wilfred A. Engelman, of Detroit, Mich.

The two fourth prizes of \$500 were won by Miss Gladys Morrison Ball, of Kansas City, Mo., and Patrick H. Wilson, Jr., of Galveston, Texas. The two fifth prizes of \$250 in cash were won by Miss Carmen Rosell and Ernest P. Ferrata, both of New Orleans, La.

The judges of the contest were Madame Louise Homer, Metropolitan Opera contralto; Dr. Willem Mengelberg, conductor of the Philharmonic Symphony Orchestra; Dr. T. Tertius Noble, composer, organist, and choir master at St. Thomas's Episcopal Church; Giovanni Martinelli, tenor of the Metropolitan Opera; Pierre V. R. Key, editor of the Musical Digest; Yeatman Griffith and George Ferguson, New York singing teachers.

All Station Licenses Expire January 31st

Washington.

The licenses of all broadcasting stations will expire on January 31st. Stations must file renewal applications before that time.

Stations formally accused of violating orders of the Federal Radio Commission will be denied a renewal, pending decision on the counts after a hearing.

Already numerous stations have submitted their applications for license renewals, some asking for improved facilities. Hearings will be held by the Federal Radio Commission.

WLS REQUESTS 100,000 WATTS AND 119 HOURS

Washington.

An application to increase its present 5,000 watt power to 100,000 watts, which would make it the highest powered broadcasting station in the country, was sent by WLS to the Federal Radio Commission. WLS is operated by the Agricultural Broadcasting Co., Chicago.

The station now has five-sevenths time on the 870-kilocycle channel, with the other two-sevenths time assigned to WENR, operated by the Great Lakes Broadcasting Co., a subsidiary of public utility interests. WENR recently applied for full-time and an increase in power on the 870-kilocycle channel, which application is under consideration by the Commission at this time.

Wants 119 Hours Weekly

The WLS application cites that the station now broadcasts 71 hours and 30 minutes per week. "If construction permit is granted we would operate our station as many hours as the Radio Commission will grant us between 7 a. m. and 12 p. m.," it states.

It is also shown by the application that 51 per cent of the stock of the Agricultural Broadcasting Co. is owned by the Prairie Farmer Publishing Co., and the remaining 49 per cent is owned by Sears, Roebuck & Co.

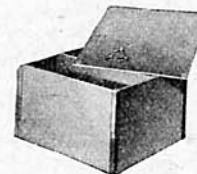
Board Has Contrary Rule

Construction of the new 100-kilowatt transmitter would be commenced immediately upon completion of a study of available equipment to determine what apparatus is best suited to the station's needs, should the construction permit be granted.

The Commission has a standing rule limiting power to 25,000 watts, with an extra 25,000 for experimental purposes.

"Hi-Q" Shields Useful for Many Circuits

Among the products that are in great demand, of the famous Hammarlund line of precision parts, is the "Hi-Q" Shield. This shield is ruggedly constructed of



heavy sheet-aluminum sides which slide into grooved aluminum posts and are held firmly together by screws. While this shield was designed especially for the Hammarlund-Roberts "Hi-Q," the home constructor and custom set builder will find it useful for practically any circuit. The HQS Shield has two compartments, 3 3/4 x 3 1/2 x 5 1/4" high, inside measurements. The HQS-1 Shield has one compartment of the same inside measurements. Both of these shields are supplied knockdown and are very easily assembled. A complete catalog of the Hammarlund parts may be had from the Hammarlund Manufacturing Co., Inc., 424 West 33rd Street, New York City. Mention RADIO WORLD.

—J' H. C.