

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

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NEWS

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No. 653

RECEIVED  
SEP 5 1933  
G. W. JOHNSTONE

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WMCA DECISION WILL AWAIT CONSIDERATION BY ENTIRE COMMISSION

Because of the hubbub created by the Legal Division of the Federal Radio Commission in passing informally upon the leasing of Station WMCA in New York to the Federal Broadcasting Corporation without bringing it to the attention of the Commission, there will probably be some delay in final action being taken in the matter. The chances are that the leasing of the New York station will now await consideration of the entire Commission. This will probably be sometime after Labor Day.

Chairman E. O. Sykes and Commissioners Hanley and Lafount are at present in Washington and Commissioners Brown and Starbuck are expected to return at an early date.

When Commissioner Lafount found that he had not been consulted in the matter of the transfer and that the Legal Division had notified the Knickerbocker Broadcasting Company, of which Donald Flamm is the head, that the transaction was of "no interest" to the Commission, he called for all the papers in the case and demanded that it be reconsidered and this time brought formally to the attention of the Commission. When this was done, Mr. Lafount protested to the Commissioners because he had not been consulted with regard to the leasing of the New York station. Whereupon the Commission (there were three members present - Messrs. Sykes, Lafount and Hanley) ordered that the case be referred to the Legal Division for an opinion.

Whereupon Judge Sykes addressed the following letter to Mr. Bethuel M. Webster, Jr., of New York, a Director in the new leasing company, which cancelled the prior informal action of the Legal Division:

"Your letter of August 15, 1933, and a document enclosed therewith entitled 'Agency Agreement between Donald J. Flamm, Knickerbocker Broadcasting Company, Inc., et al, and State Broadcasting Corporation' have been formally brought to the attention of the Commission.

"It is noted from your letter that copies of the contract were forwarded so that the Commission may determine whether any action by the Commission is necessary or so that you may be advised whether the contract is in violation of the law, Commission regulations or Commission policy. In view of this request, the Commission has decided to consider the matters to which you address its attention. Under date of August 16, 1933, two letters were sent under the signature of the Secretary of the Commission, addressed to Messrs. Webster and Spearman, in reply to your letter of August 15, 1933. These two letters, prepared and sent prior to Commission consideration of the questions involved should be disregarded by you.

"When a determination is reached by the Commission relative to the request contained in your letter of August 15, you will be advised."

The matter is now under consideration by George B. Porter, Acting General Counsel of the Radio Commission. Mr. Porter was absent from Washington at the time the Legal Division informally approved the transaction. Although it cannot be said for a certainty, the expectation is that the Commission will pass favorably upon the deal.

It was emphatically denied in representations made to the Radio Commission that WMCA is to be the key station in a chain. This was said not to be a part of the present plan which is to develop WMCA into the most outstanding independent station in the country.

Likewise, Bethuel M. Webster, formerly Chief Counsel of the Radio Commission, laughingly said that it was not true that the Board of Directors consisted of 13 millionaires.

"I am on the Board", Mr. Webster remarked, "and I am not a millionaire."

There was, of course, considerable comment upon the fact that former Governor Alfred E. Smith had joined the new group operating WMCA, as Chairman of the Board. According to information reaching Washington, Mr. Smith is to receive no retainer but is to identify himself with broadcasting "for the wonderful opportunity to do some good."

Mr. Smith's entry into the ranks of the broadcasters follows closely that of Curtis C. Dall, son-in-law of President Roosevelt, who is to be the Chairman of the Board of the Amalgamated Broadcasting System, Ed Wynn's new chain, according to reports from New York.

Another notable who joined the industry not long ago was Newton D. Baker, former Secretary of War, who is a member of the Board of Directors of the Radio Corporation of America and legal adviser for the National Association of Broadcasters in their copyright fight with the Composers.

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UNTIL OCTOBER TO ANSWER NBC SUIT

The District Supreme Court has granted the Federal Radio Commission until October 6th to file its answer in the suit brought by Gerald V. Moore. The action is to compel the Commission to cancel the permit issued to the NBC for operation of Station WMAL in Washington. Moore's petition charged that the RCA, of which the NBC is a subsidiary, was found guilty of obtaining a monopoly for sale of radio apparatus by a Federal Court in Delaware. An action similar to Moore's was filed by C. Wood Arthur in Washington but was thrown out of court.

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## BROADCASTERS PAY COPYRIGHT INCREASE

With what the late President Woodrow Wilson used to call "mental reservations", the broadcasters met the 1 per cent increase September 1st of the American Society of Composers, Authors and Publishers for the privilege of broadcasting their copyrighted music.

Since September, 1932, broadcasters have paid the Society, approximately \$750,000 in sustaining fees, plus 3 per cent of their net receipts (the stations' sale of time, with the exception of political addresses) for the right to perform the copyrighted music. Stations were given the choice of accepting three-year percentage contracts or facing the withdrawal of the Society's music from the air.

The contracts provided for an increase in the royalty to 4 per cent for the second year, which began today (September 1) and to 5 per cent for the third year, which begins September 1, 1934, plus the sustaining fees.

The "mental reservations" of the Broadcasters are the advantage they hope to gain as a result of the efforts to be made by Newton D. Baker, of Cleveland, who has been retained as copyright counsel in addition to Oswald F. Schuette, their copyright director, whose "trust busting" activities are well known. Also the Composers are hopeful of the investigations which the Department of Justice and the Federal Trade Commission are making to ascertain whether or not the American Society of Composers has a monopoly on music and whether or not it is an illegal combine. It is the expectation of the Broadcasters in their fight for a reduction of the copyright fees that a government suit may eventually be filed against the Composers.

It was also said that the attention of Assistant to the Attorney General Keenan and Senator Copeland of New York, in charge of the "anti-racketeering" drive, had been called to the situation. Sometime ago there was an explosion when Mr. Schuette characterized the American Society of Composers "as a bunch of racketeers". E. C. Mills, General Manager of the Composers retorted by saying, "If the Society are racketeers, then Secretary of the Treasury Woodin must be a racketeer because he is a member of the Society."

Also the attention of General Hugh Johnson and General Counsel Richberg of the NRA has been called to the Composers. The Borah Amendment of the Recovery Act prohibits the approval of Codes "which would sanction monopolies or monopolistic practices."

It was the suggestion of Mr. Schuette to the NRA that to protect itself against possible violations of the Borah Amendment, Codes before approval should be submitted to the Department of Justice, the Federal Trade Commission or any Government agency which had previously investigated monopolistic practices in any

given industry. The Borah Amendment itself, however, doesn't call for such submission.

Among the Codes which might come into question, according to Mr. Schuette, were those of the radio and the music publishing industries. Also that of the Mellon "aluminum trust" which Schuette is likewise trying to have dissolved.

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## RADIO INDUSTRY REEMPLOYMENT AGREEMENT APPROVED

The National Recovery Administration has formally approved the application of the National Association of Broadcasters to have substituted in the President's Reemployment Agreement certain provisions from the proposed Code of Fair Competition for the Broadcasting Industry which was filed on Tuesday (August 29).

This means that all stations who can comply with the agreement as modified may sign the President's Reemployment Agreement and the Certificate of Compliance, and obtain the Blue Eagles at once.

The President's Reemployment Agreement, as modified through the granting of the National Association of Broadcasters' application for substitution, should not be confused with the Proposed Code of Fair Competition for the Broadcasting Industry which was filed on August 29. This Code must be the subject of a public hearing and it is likely that this hearing will be held about the middle of September. Following the hearing and after the President has finally approved the Code of Fair Competition for the Broadcasting Industry, the approved Code will supersede the President's Reemployment Agreement and stations will operate under the approved Code.

The substitutions in the President's Reemployment Agreement which were approved are as follows:

For Paragraph 3 of the President's Agreement:

"No factory or mechanical worker or artisan (other than radio operators, control men, announcers, production men, and employees on special event programs) shall be employed more than a maximum of 40 hours per week, nor more than 8 hours in any one day. Radio operators, control men, announcers, production men, and employees engaged on special event programs, shall not be employed more than a maximum week of 48 hours."

And for Paragraph 4 of the President's Agreement:

"The maximum hours fixed in the foregoing paragraphs shall not apply to employees in establishments employing not more than two persons in towns of less than 2,500 population which towns are not part of a larger trade area; nor to managerial, executive and supervisory employees and production men and announcers who receive \$35.00 or more per week; nor to employees on emergency maintenance and repair work; nor to very special cases where restrictions of hours of highly skilled workers on continuous processes would unavoidably reduce production but, in any such special case, at least time and one-third shall be paid for hours worked in excess of the maximum. Population for the purposes of this agreement shall be determined by reference to the 1930 Federal Census."

To obtain the Blue Eagle, each station may secure from its Postmaster a copy of the President's Reemployment Agreement and Certificate of Compliance. The President's Reemployment Agreement must be signed and the Certificate of Compliance must also be signed with the following paragraph written thereon:

"To the extent of N. R. A. consent as announced we have complied with the President's Agreement by complying with the substituted provisions of the Code submitted for the Radio Broadcasting Industry."

When this has been done, the copy of the Agreement should be mailed in an envelope which is provided for that purpose. The Certificate of Compliance should be delivered to the Postmaster who will present the signer with Blue Eagle insignia. Stations may then display the Blue Eagles.

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There is enclosed a printed copy of the "Code of Fair Competition for the Broadcasting Industry" as submitted on August 29th.

R. D. H.

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## ARMSTRONG HELD INVENTOR OF REGENERATIVE CIRCUIT

Maj. Edwin H. Armstrong, inventor of the superheterodyne was sustained as the inventor of the regenerative circuit by the United States Court of Appeals, Second District, last Tuesday (August 29).

Major Armstrong and Dr. Lee de Forest, inventor of the three-element vacuum tube, have long contended over which was the first to discover the regenerative or "feed-back" circuit, called "the heart of all modern radio communication."

Several months ago de Forest patent holders sued the Radio Engineering Laboratories, Inc., alleging infringement. Major Armstrong financed the case for the Laboratories. Judge Marcus B. Campbell in Eastern District Court of New York said he would have to abide by a 1929 decision of the United States Supreme Court, which invalidated the Armstrong patents on regeneration.

Major Armstrong took the case to the Circuit Court of Appeals, which had previously rendered the decision to Armstrong, later to be reversed by the Supreme Court.

Justice H. B. Chase said there was no reason for the Circuit Court of Appeals to change the decision it made prior to the Supreme Court's reversal. It is pointed out that the Supreme Court's decision did not deal with the technical merits of the case but on rules of law.

"The radio world has never had any doubt", said Major Armstrong, "who was the inventor of the feed-back circuit. Nevertheless, during the past nine years, I have been defeated in six courts on questions of law or fact in this contest. In all that time I have never lost faith that sooner or later the controversy would come before a court with sufficient knowledge of the radio art to understand the fallacies of the de Forest case."

"The decision of the U. S. Circuit Court of Appeals seems in sharp conflict with decisions of the Court of Appeals of the District of Columbia and the Court of Appeals of the Third Circuit each of which has held that DeForest is the originator of the feed-back invention. This invention is regarded by engineers as the line of demarcation between old time and modern radio", a statement by the Radio Corporation of America sets forth.

"Although the United States Supreme Court affirmed the decision of the Third Circuit, the majority of the judges of the Second Circuit are now of the opinion that in its affirmance the Supreme Court did not decide on matters of fact, but held its decision to matters of law peculiarly applicable to interference suits.

"It is anticipated that the Supreme Court, if asked, will grant a petition for a writ of certiorari and thereby clarify the situation so that the owners of the respective patent rights and the radio industry may know how to deal with the conflicting decisions.

"Radio Corporation of America is licensed under both the DeForest and Armstrong patents through agreements with American Telephone and Telegraph Company and Westinghouse Company."

Dr. Lee DeForest said that he was not informed as to the action involved, but that it had little significance.

"That question has been decided by the Supreme Court of the United States in my favor", Dr. DeForest said, "so this action must be merely a reversal on some minor angle of the patent litigation."

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#### RADIO TELEGRAPH INDUSTRY CODE AGREED UPON

Announcement was made by the National Recovery Administration of its agreement with the Telegraph Communication Industry covering minimum wages and maximum hours. This included also the radio-telegraph industry.

With the exception of certain specified classes of employees, the maximum week of work is fixed for all others at 48 hours averaged over a 4-week period. The excepted classifications are those in executive capacities receiving more than \$35 a week, those engaged in emergency or maintenance work "making longer hours temporarily necessary to prevent interference with public service", commission salesmen, employees on cable ships, employees outside of continental United States, line patrol and repairmen in isolated places, employees including messengers in cities or towns or isolated places where there not more than three employees, exclusive of messengers, provided that the last two exceptions shall not total more than 10 percent of all employees. Service operations shall not be reduced below 52 hours per week, except where offices are temporarily opened to meet seasonal or emergency conditions.

The minimum wage rate is fixed at \$15 per week in cities of over 500,000 population, graduated down to \$14 a week in cities of between 2,500 and 250,000 population, and in towns of less than 2,500 population, wages are to be increased by not less than 20 percent, provided this increase does not make wages in excess of \$12 a week. The minimum wage fixed allows a differential of \$1 a week in favor of the South. Salesmen, employees on cable ships and messengers whose zone rates are not to be reduced, are not included in these minimum figures.

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## WBAL INTRODUCES NEW HIGH CAPACITY CROWN

In keeping with this "Century of Progress", Station WBAL, of Baltimore, reports that it has recently improved its service 200 per cent with the development of a new "High Capacity Crown". Frederick R. Huber, Director of WBAL, gives the details of the reconstruction of WBAL's transmitting station through which he declares this 10,000 watt broadcaster is actually realizing the radio engineer's dream - perfect transmission.

"When the original WBAL transmitting station was installed in 1925, it embodied the most modern ideas in radio engineering at that time", Mr. Huber said. "However," he continued, "the past eight years have brought many technical changes in radio transmission methods, many of which show such a radical departure from the old engineering ideas that WBAL felt it was no longer being fair to its listeners to continue in the old methods, the primary aim having always been to give the radio public the very best service, in transmission as well as in programs. With this idea solely in mind, we decided several months ago to re-locate our transmitting station 12 miles closer to Baltimore and to install a Vertical Type Antenna System, which experiments have found the most efficient type of modern radio equipment. One of the features of which we are justly proud is the 'High Capacity Crown' which tops the Vertical radiator; this unique development, which is being used for the first time in the entire country, is the produce of WBAL's own research laboratory, having been designed and developed by G. W. Cooke, Chief Engineer. The new WBAL has improved its service 200 per cent, its signal being strikingly clear and powerful."

As the most important part of a radio station is the antenna and radiating system, the design of which determines how much of the energy supplied by the transmitter actually reaches listeners through their radio receiving sets and also how far from the transmitter fading of signals begins, the aim has been to obtain the ideal type of antenna, which is a vertical conductor freely supported in space. Due to the fact that steel tower supports have a strong tendency to absorb and distort the radiation pattern produced by the antenna, it was decided to use wood as the supporting structure for the antenna conductor. However, the design of a wood mast, 200 feet high, was quite complicated and much original work was done to obtain a mast of these proportions.

The masts at WBAL are built of square wood timbers all of which are 20 feet long, four timbers arranged to form a square 24-inch cross section at the base of the mast and a 20-inch cross section at the top 200 feet from the ground. The timbers are cross bolted and the joints staggered with the result that quite a rigid structure has been secured. Steel guys pulling four ways are arranged in three sets up the pole to hold it erect. These guys are insulated into 25-500t sections by porcelain insulators to eliminate absorption of the radiation.

The antenna consists of a 3/4 inch copper tube carried vertically up the mast by large stand-off insulators to a height of 150 feet. At this point there are four wires connected which extend up the remaining 50 feet to the 20-foot cross arms at the 200-foot elevation. At the end of each cross arm there is a large copper arch 20 feet in diameter connected to the antenna to form the "High Capacity Crown" to the vertical radiator.

The "High Capacity Crown", Mr. Cooke, its inventor, believes plays an important part in the antenna design to minimize the high angle sky wave radiation and thus strengthen the ground wave radiation. This eliminates fading of signals over a much greater territory around the station and results in a stronger and steadier signal in the service area of the station. The "High Capacity Crown", plus the vertical radiator, gives results equivalent to the high steel tower radiators now being used by three of the largest stations in the United States, while the use of wood instead of steel as a supporting medium still further increases the efficiency of WBAL, according to Mr. Huber.

Because of possible interference to air travel, the masts at WBAL's new transmitting station have been colored black and orange in alternate stripes, and for night flying a large rotating beacon throws a four million candlepower red beam around the vicinity of the antenna and transmitting station.

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#### UNION MUSICIANS TO OPPOSE CODE

When the code for the broadcasting industry comes up for a hearing before Sol Rosenblatt, NRA deputy administrator, the American Federation of Musicians are expected to ask that a clause be inserted banning phonograph records for broadcasting unless used for incidental effects. They will declare that phonograph records come under the head of unfair competition.

Argument that the union plans advancing is that the heavy use of phonograph disks not only keeps musicians out of work but is unfair to those stations that maintain a staff of instrumentalists through all hours of the broadcasting day. The Union musicians will contend that the smaller stations use phonograph records for anywhere from 30 to 100% of their programs.

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## MEXICAN AGREEMENT DETAILS OUTLINED

The Radio Commission has issued a seven-page mimeographed statement setting forth the items on which agreement was reached at the North and Central American Regional Conference held at Mexico City. It explains in detail the recommendations submitted unanimously to their various governments. This includes services other than broadcasting and the distribution of frequencies to the latter services; a table of assignable frequencies based on radiotelegraph emission; also a tolerance table, definitions of terms, etc.

A copy of this document may be had upon request to Mr. Franklin Wisner, Press Representative, Federal Radio Commission, 18th and E Streets, N. W., Washington, D. C.

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## WILL BROADCAST BLUE EAGLE SCREAM

It is reported to be in the scheme of things of Station WJSV in Washington to really put the scream of a blue eagle on the air after the broadcasters have been granted the Blue Eagle privilege. It is an easy matter for merchants and others to display the Blue Eagle poster but the question is said to have arisen as to how a station could broadcast it.

Apparently the answer was found in Percy Patrick Posey, a bird and animal imitator, who is now said to spend considerable time in the Washington Zoo listening to the blue eagles. WJSV, according to current report, plans not only to put Posey on the air with his imitation but to have an electrical transcription made and put the Blue Eagle cry on at the beginning and end of the day's broadcasting.

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## WKBF, INDIANAPOLIS, IS ADDED TO NBC NETWORK

WKBF, Indianapolis, was welcomed into the National Broadcasting Company network last evening (August 31). Meredith Nicholson, Indiana novelist and newly appointed Minister to Paraguay, and Frederick Landis, well known Hoosier editor spoke.

Joseph Littau's orchestra featured selections by Cole Porter, a Hoosier by birth, including numbers from "Fifty Million Frenchmen" operetta, "Monsieur Beaucaire", based on the novel of the same title by Booth Tarkington, Indiana author.

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## NO LABOR DAY ISSUE

Because of the closing of the Federal Radio Commission and Government Department on Labor Day, there will be no issue of the HEINL RADIO BUSINESS LETTER on TUESDAY, SEPTEMBER 5, unless something of especial importance should transpire.

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### DECISIONS OF THE FEDERAL RADIO COMMISSION

#### Applications Granted (September 1, 1933)

KFWI, Radio Entertainments, Ltd., San Francisco, extension of authority to remain silent for 30 additional days from August 31st; WNYC, City of New York, Dept. of Plant & Structures, New York City, authority to operate from 8:30 to 10 P.M. EDST, Sept. 4, 1933; WESG, Cornell University, Elmira, N. Y., extension for the month of September of special authority to reduce hours of operation to specified; WSOC, WSOC, Inc., Charlotte, N. C., modification of C.P. approving transmitter and studio sites; extending commencement date to 10 days from this date and completion date to 70 days from this date; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., C.P. to make changes in equipment; WJBW, Chas. C. Carlson, New Orleans, La., C.P. to move transmitter and studio locally; WCAE, WCAE, Inc., Pittsburgh, Pa., modification of C.P. to install vertical radiator.

Also, WOS, Missouri State Marketing Bureau, Jefferson City, Mo., modification of license to change name to Missouri State Highway Patrol; WSB, The Atlanta Journal Co., Atlanta, Ga., authority to determine power by direct measurement; WSB, The Atlanta Journal Co., Atlanta, Ga., license, covering increase in power, installation of new equipment and move of transmitter, 740 kc., 50 KW, unlimited time; WORC, Alfred Frank Kleindienst, Worcester, Mass., extension of special experimental authority to operate on 1280 kc., with 500 watts power, from September 9 to 90 days thereafter; WGCM, Great Southern Land Co., Gulfport, Miss., authority to remain silent from October 1 through Dec. 29, on account of business conditions; WBAL, Consolidated Gas & Electric Light & Power Co., Baltimore, Md., extension to Sept. 10 on special temporary authority to operate auxiliary 1 KW transmitter at new site; WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, special temporary authority to operate from 10 to 11 A.M. and 1 to 4 P.M. EST, on Sept. 5, 6, and 7; WCAX, Burlington Daily News, Inc., Burlington, Vt., special temporary authority to operate from 8:30 P.M. to 12 midnight, EST, Sept. 5.

Also, Aeronautical Radio, Inc.: KGTF, Fort Worth Texas, C.P. to move transmitter from Dallas to Fort Worth; KGTT, Cheyenne, Wyo., C.P. to increase power from 50 to 100 watts; WPFV, City of Pawtucket, Pawtucket, R. I., license for police service, 2470 kc., 50 watts; WPGB, City of Port Huron, Port Huron, Mich., license for police service, 2414 kc., 50 watts.

Also, Superior Portland Cement, Inc., View Cove, Alaska, C.P. for fixed public point-to-point tel. service, 3092.5 kc., 50 watts; City of Albuquerque, Albuquerque, N. Mex., C.P. for police service 2414 kc., 50 watts; KIGW, Iowa Broadcasting Co., Portable on truck, broadcast pickup license, 2390 kc., 20 watts; WPF, United States Liberia Radio Corp., Akron, Ohio, modification of C.P. to extend completion date to Sept. 5, 1933; Pan American Airways, Inc.: WMDU, San Juan, P. R., modification of two licenses for additional frequency 5375 kc., and modification of frequency range of transmitter, aviation aero. license and aviation aero. pt. to pt. license; KGJW, Brownsville, Texas, modification of license (aviation) for additional frequency 5357, same for aviation aero. pt. to pt. license.

#### Miscellaneous

City of Atlantic City, N. J., granted permission to intervene in application of WLWL, New York, for modification of license so as to operate full time on 1100 kc., Station WPG now operates on that channel. Atlantic City is the owner of the equipment and property of WPG, which has been leased to WPH Broadcasting Corp., licensee of WPG. (Set for hearing Sept. 6; WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., denied special authority to operate until 8 PM during September and Oct.

#### Applications Dismissed

The following cases, heretofore set for hearing, were dismissed at request of applicants: WKZO, WKZO, Inc., Kalamazoo, Mich., modification of license 250 w.1 KW LS, 590 kc., unlimited time; WPTF, WPTF Radio Co., Raleigh, N. C., modification of license 680 kc., 1 KW, unlimited time; WJAR, The Outlet Co., Providence, R.I. modification of license 890 kc., 500 w., unlimited time; WMT, Waterloo Broadcasting Co., Waterloo, Iowa, modification of license 600 kc., 500 w., 1 KW LS, unlimited time.

#### Oral Argument Granted

Oral argument, before the Commission en banc, will be held on October 11, 10 A.M. involving stations WIP, WFI and WLIT in Philadelphia.

#### Set For Hearing

KFEQ, Scroggin & Co. Bank, St. Joseph, Mo., modification of license to change hours of operation from daytime to local sunset to: 6 A.M. to 7 P.M. and operate during night hours with 2½ KW power Central Broadcasting Co., Davenport, Ia., C.P. 1310 kc., 100 watts, unlimited time (facilities of WIAS); The Journal Co. (The Milwaukee Ellis, Wis., C.P. 900 kc., 1 KW night, 2½ KW day (facilities of WHA and WLBL, to consolidate WHA and WLBL into new station); Frank Wilburn, Prescott, Ariz., C.P. 1500 kc., 100 watts, unlimited time (facilities of KPJM); KIEM, Harold H. Hanseth, Eureka, Cal., modification of license to increase daytime hours to unlimited using same power as now licensed 100 watts (facilities KFWI).

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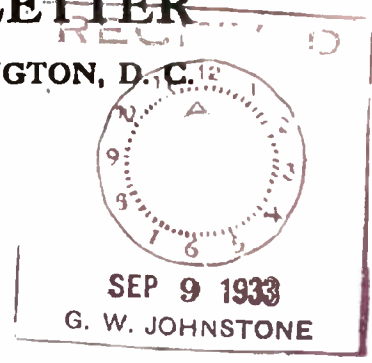
*Miss Alice*

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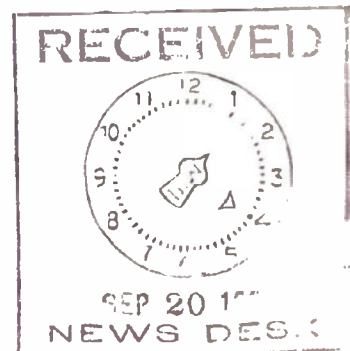
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No. 654



## WOULD MEET MEXICO'S PROPOSED POWER INCREASE

The motive which caused Federal Radio Commissioner Harold A. Lafount to move to rescind the regulation which limits the number of 50 KW stations to four for each Zone, it is learned on excellent authority, was his apprehension over unprecedented power increases which Mexico contemplates. The failure of the North American Radio Conference at Mexico City has left that country free to run wild on power if it desires to do so.

Mr. Lafount's proposal, as a preliminary move to meet the Mexican situation, would make it possible to increase the number of 50 KW stations in the United States to 40, or eight to each of the five Radio Zones, if there is an inclination on the part of American broadcasters to increase their power to this extent.

The motion of Mr. Lafount was referred to the Legal and Engineering Division of the Commission. He expressed the opinion that it had a good chance for approval finally by the Radio Commission.

There are at present twenty 50 KW stations in this country, or under construction, with an aggregate of 1,000,000 watts power. This seems to be a good deal until we turn to Mexico where we see, according to the best information available in Washington, that seven of their stations alone, either under construction or proposed, represent 2,450,000 watts power.

Quite a point has been made, and rightly so, about the proposed 500,000 watts station WLW now being constructed by Powel Crosley at Cincinnati, also a station of equal power said to be operating in Russia, but glance over this proposed list of Mexican stations and their authorized power:

XEN, Matameros, 660 kc., 150,000 watts; XEM, Matameros, 660 kc., 500,000 watts; XEF, Villa Acuna, 665 kc., 500,000 watts; XET, Monterey, 690 kc., 500,000 watts; XER, Villa Acuna, 735 kc., 500,000 watts; XETM, Matameros, 845 kc., 150,000 watts; and XENT, Nueva Laredo, 1115 kc., 150,000 watts.

The 50 KW stations now operating, or under construction in the United States, are:

WSM, Nashville, Tenn.; WAAF, New York City; KPO, San Francisco, Cal.; WLW, Cincinnati, Ohio; WOR, Newark, N. J. (construction permit); WGY Schenectady, N. Y.; WFAA and WBAP, Dallas and Fort Worth, Texas; WCCO, Minneapolis, Minn.; KOA, Denver, Colo. (construction permit); WABC, New York City; WENR and WLS, Chicago, Ill.; KDKA, Pittsburgh, Pa.; WOC-WHO, Davenport and Des Moines, Ia.

WTIC, Hartford, Conn.; WTAM Cleveland, Ohio; KMOX, St. Louis, Mo., KSL, Salt Lake City, Utah; WCAU, Philadelphia, Pa., and WOAI, San Antonio, Texas.

"You talk about power", Commissioner Lafount said with considerable animation, "all 20 of our highest powered stations only come to 1,000,000 watts, whereas the 7 new stations said to be authorized by Mexico would total two and a half times that much. If we made it possible to have eight 50 KW stations to each Zone, there would be a chance of our increasing the number of this class to 40, just double the number that we have now. Even that would only bring the wattage of these particular stations up to 2,000,000 which would still be way behind Mexico."

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#### GOES TO WASHINGTON TO INTRODUCE FIRST LADY

M. H. Aylesworth, President of the National Broadcasting Company, went to Washington to introduce Mrs. Franklin D. Roosevelt who, in turn, introduced John Martin, children's writer, over the NBC Wednesday night (Sept. 6).

Although the broadcasting company would have been glad to pick up Mrs. Roosevelt's remarks at the White House, the First Lady of the Land, desiring to inconvenience them as little as possible, went to the studios of Station WMAL, in Washington, for the broadcast.

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#### CONVENTION TO CONSIDER REALLOCATION

Whether any great amount of reallocation is necessary at the present time, in view of the failure of the Mexican Conference, will be discussed at the National Association of Broadcasters' Conference at White Sulphur Springs, West, Va., October 8th.

The Federal Radio Commission is also giving the matter of reallocation considerable attention at this time.

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## BROADCASTERS' CODE HEARING PROBABLY BRIEF

The indications are that the public hearing on the Radio Broadcasting Industry Code to be held in Washington Wednesday, September 20, will not be lengthy. One guess was that it might easily be concluded in a half-day. Philip G. Loucks, Managing Director of the Broadcasters, said that the reaction to the Radio Code, so far as he had heard, had been favorable and complimentary.

A friendly attitude was shown by the National Recovery Administration in a notation in connection with the announcement of the public hearing which read:

"The broadcasting industry generally has not only come under the Blue Eagle but at considerable cost to itself has rendered exceptional public service along with the press by carrying to the public vital information concerning the N.R.A. campaign, it was pointed out by the Administration."

Representing the industry at the hearing on the 20th will be the Code Committee whose members are: Representing the National Association of Broadcasters - Alfred J. McCosker, President, and Mr. Loucks; Networks - Frank M. Russell, NBC, and Harry C. Butcher, Columbia; Clear Channels - G. A. Richards, WJR, Detroit and Quin Ryan, Station WGN, Chicago; Regional Channels - John Shepard III, WNAC, Boston, and Leo Tyson, KHJ, Los Angeles; and Locals - John Elmer, WCBM, Baltimore, and I. Z. Buckwolter, WGAL, Lancaster, Pa.

Sol A. Rosenblatt, Deputy Administrator of the NRA will preside at the hearing which is to be held in the Caucus Room of the newly completed office building of the House of Representatives at the Capitol. The NRA will also have present a Labor Advisor, an Industrial Advisor, and a Consumer Advisor. These are yet to be appointed.

At the hearing not only will the broadcasters be given an opportunity to be heard but any other interested group, such as labor. The music publishers, for instance, it is said, will endeavor to have phonograph records for broadcasting purposes barred and in this are expected to have the support of the Union musicians.

Based upon what develops at the hearing, necessary revisions of the Code will doubtless be made by Deputy Administrator Rosenblatt and any others he desires to call in from the radio industry or elsewhere for consultation.

Under the Code, presented by the National Association of Broadcasters, which was said to represent 82 percent of the volume of business done by the industry and 42 percent of the radio stations, maximum work-week would be 40 hours for most employees, 48 hours for radio operators and control men. Minimum wages provided are \$20 a week for "broadcast technicians" and announcers

and program production employees in large stations, and \$15 a week in those employing not over 10 people. All other employees will receive minimum wages graduated from \$12 to \$15 according to the population of the city.

Printed copies of the proposed Code of Telegraph Communications Industry, including radio telegraphers are now available at the National Recovery Administration.

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#### BROADCASTING INDUSTRY NOW UNDER BLUE EAGLE

The Broadcasting Industry is now under the Blue Eagle with the exception of a few stations, Philip G. Loucks, of the National Association of Broadcasters declared.

"Practically all of the broadcasters have signed up", he added.

Among those who were early to affix signatures to the President's Reemployment Agreement were the NBC and Columbia.

As a preliminary to the NRA parade in New York, a mammoth flag bearing the emblem of national recovery will be raised with appropriate ceremonies atop the new RCA building in Radio City on Monday, September 11 (WEAF - 10:45 a.m. E.S.T.).

The RCA building, whose 70 stories tower more than 800 feet above Fifth Avenue between West 49th and West 50th Streets, and which will be the new home of the National Broadcasting Company, was selected to display the biggest Blue Eagle because of its prominence on the upper mid-town skyline.

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#### AGRICULTURAL RADIO PROGRAM MANAGER WANTED

Applications for the position of agricultural radio program manager to fill a vacancy in the Office of Information, Department of Agriculture in San Francisco, Cal., must be on file with the U. S. Civil Service Commission at Washington, D.C. not later than October 12th.

The entrance salary ranges from \$3,800 to \$4,600 a year, less a deduction of not to exceed 15 per cent as a measure of economy and a retirement deduction of 3-1/2 per cent.

Applicants must have been graduated in agriculture or agricultural journalism from a college or university of recognized standing; and, in addition, must show at least three years of experience in preparing, managing, and broadcasting agricultural radio programs.

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## BROADCASTERS-COMPOSERS SUIT TO BE BATTLE OF CENTURY

Although filed in an unexpected quarter and with very little beating of the tom-toms, the suit of Station WIP, of Philadelphia, filed in the U. S. District Court at New York, to dissolve the American Society of Composers as a violator of the Federal Anti-monopoly laws, will be the battle of the century insofar as the two industries are concerned.

It was a surprise move on September 1st, the day an increase of copyright fees from 3 to 4 percent on all stations went into effect. The action followed a long and careful study of the situation by Newton D. Baker, former Secretary of War, whose firm has been especially retained by the National Association of Broadcasters for the copyright fight. Also behind Station WIP and I. D. Levy, of Philadelphia, in the Court procedure is Oswald F. Schuette, Copyright Director of the National Broadcasters, who for a long time has been endeavoring in different ways to secure the aid of some one of the Government agencies in the broadcasters' effort to secure a reduction of copyright fees.

The suit is based on the copyright contract which Station WIP charges that it was compelled to sign as part of ASCAP's attempt to interfere with interstate commerce. This is the standard form of copyright contract exacted by the Composers from practically all broadcasting stations. The Federal Court is asked in the suit to disband the Society as an illegal combination and to declare void the contracts between that organization and its members and to enjoin its members and officers from interfering with interstate commerce by bringing infringement suits.

In the plaintiff's bill of complaint, it was set forth that the membership of the Composers comprises 107 music publishers, including practically all of the leading publishing houses in the United States, and approximately 700 composers of popular and classical music. The ASCAP "constitutes a conspiracy in restraint of trade and the object of the Society is to fix prices and to monopolize and control for the benefit of its members the public performance of all forms of musical entertainment", according to the bill of complaint.

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Radio will have an important part in the National Electrical Exposition at Madison Square Garden in New York beginning Wednesday, September 20th. This will be a complete display and will take the place of the Radio World's Fair or annual Fall radio show in the metropolis. The Electrical Show and Radio Exposition will last for ten days.

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## PROVENSEN GOES OUT ON HIS OWN

It is with considerable regret that those in radio circles in the National Capital are saying good-bye to Herluf Provensen, Assistant Manager of the National Broadcasting Company's two stations WRC and WMAL, in Washington. Mr. Provensen will be the Manager of Station WLBW, at Erie, Pa. This is a Columbia station and Mr. Provensen was sought by its owners, the Pennsylvania Telephone Company and the Quaker State Oil Company, to accept the position.

Mr. Provensen, a native of Denmark, with a fine education, joined WRC in the Fall of 1929, as an announcer. He came into his greatest fame during the Hoover administration as a Presidential announcer. He was probably the first man in this country to travel with the President for the sole purpose of making Presidential announcements. Mr. Provensen, in this capacity, had the distinction of announcing over both chains.

His work was outstanding, and as a result of this, he was promoted to be Assistant Manager of the two NBC Washington stations under K. H. Berkeley.

Mr. Provensen's brother, Marthin, also gained considerable fame in the radio world first as an NBC announcer and later at WTAM, Cleveland, and KPO, San Francisco.

WLBW is the only station in Erie and of 500 watts power. Mr. Provensen assumes his new duties September 18th.

Fred Shawn, an announcer, will succeed Mr. Provensen as NBC's Assistant Manager. Mr. Shawn, 27 years' old, is a native of Idaho. In college in California, he organized a quartet which was heard as a Franchon and Marco unit and in shorts. When Shawn was a member of the "Follies" company playing Cincinnati, he accepted a position as announcer and soloist at WLW, Cincinnati, and last December went to WRC in Washington.

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## MARCONI TO BE WORLD'S FAIR GUEST

Following a fake alarm sometime ago of a prospective visit, definite plans are under way for the reception of Marchese Guglielmo Marconi, inventor of radio, as a guest at "Marconi Day", at the Century of Progress in Chicago on October 2nd.

David Sarnoff, President of the Radio Corporation of America, who is now in Europe, a close personal friend of Marconi's, extended the invitation.

Marchese and Marchesa Marconi will sail for New York on the Conti di Savoia on September 22nd. Their last visit here was at the time of the International Radio Conference in Washington in 1927.

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## EMERGENCY STATION LIKELY FOR BROOKLYN TRANSIT COMPANY

A favorable recommendation having been made by George H. Hill, Examiner, it seems likely that the Federal Radio Commission will approve the application for the Brooklyn & Queens Transit Corporation to construct an emergency broadcasting station which would be especially valuable in case of accidents, fires and broken wires.

The Corporation reported that in carrying 445,000,000 passengers during the year, there are sixty to eighty accidents daily and on an average of three deaths a month.

As it is now, the Corporation has four emergency trucks fully equipped and located at central points. When an accident occurs, the central office is notified by telephone and one of these trucks is sent to the scene of the accident. This requires approximately 30 minutes. However, the time varies according to the distance from a telephone, amount of traffic and the number of accidents. It sometimes happens that part or all four of the trucks are out at the same time, thus causing a delay in getting one of the trucks to the scene of the accident. With radio, communication would be instantaneous and regardless of where the trucks were, they would be constantly in touch with headquarters.

The route mileage of the trolley system in Brooklyn and Queens is approximately 320 miles and of the bus system 76 miles.

The equipment to be used in the operation of the new station and the cruisers will be supplied by the RCA Victor Company Inc.

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## FAKE FAN MAIL BUREAUS INCREASE

There is reported to be an increase in the number of bureaus guaranteeing fan mail at so much a hundred or thousand.

An analysis reveals that performers themselves have, by comparison, been insignificant in their patronizing of these mail padding services. Practically all the support has come from station representative, ad agency, or other sources, according to "Variety".

"Efforts made to impress the advertiser with the response his program is getting are, as a rule, resorted to by the less scrupulous in the broadcast trade as a pulmotor to save the account. It's on the sample and give-away angles of a program that the mail-bag stuffing bureaus get the major portions of their play", the magazine concluded.

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## COMMISSION GOES AFTER AIR PIRATES

Col. Thad H. Brown, Vice-Chairman of the Federal Radio Commission, has returned to his desk after an extended inspection trip of the field forces. While in Texas, Colonel Brown referred to the Federal district attorneys 12 "Air Pirates" cases charging individuals with the operation of radio broadcasting stations without a license from the Federal Radio Commission. He has just been informed that the first Texas case is to be presented to a Federal grand jury at Amarillo on September 18, and the other cases will follow in short order.

The Department of Justice has assigned an investigator to assist the district attorneys and the radio inspectors in obtaining evidence for the successful prosecution of these cases.

Colonel Brown received a telegram informing him that all but 4 of the unlicensed radio stations in west Texas have ceased operation as a result of the mobilization of the Government forces in its campaign to clear the atmosphere of all "Air Pirates". Colonel Brown intends to continue the fight against unlicensed stations, and points out that the Radio Act provides a fine of \$5000 or imprisonment of five years, or both, as the penalty for the operation of an unlicensed radio station.

Already the Department of Justice, with the cooperation of the Commission, has obtained several convictions on charges of operating unlicensed stations, a notable case being that of George W. Fellowes, of St. Louis, Mo. Fellowes was sentenced to 1 year and 1 day in prison. When it developed he was an alien, he was deported.

Colonel Brown also inspected several monitoring stations and conferred with inspectors in charge of a number of radio districts.

With the return of Commissioners Brown and Starbuck, there is now present the full membership of the Commission in Washington, the first time since last July.

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## JAPANESE DEVELOP RADIO ALARM

A novel burglar alarm which may also be used as an advertising device is claimed to have been developed by a Japanese firm, according to Assistant Trade Commissioner Donald W. Smith, Tokyo, in a report to the Department of Commerce.

The new device, which is called the "Radio Alarm", operates from the electric capacity contained in the human body.

The delicate apparatus of the machine immediately starts an alarm ringing, switches on the electric lighting system or automatically fires a gun when a person comes within the range of the device.

The "Radio Alarm" may also be used in connection with advertising displays in shop windows. A dark window may be suddenly illuminated when a pedestrian approaches. The merchandise within the shop window may be caused to move, and advertising signs made to flash on and off.

The new device is small and compact, the entire apparatus being contained in a case  $10\frac{3}{4}$  x  $7\frac{3}{4}$  x  $17\text{-}3/8$  inches. Its makers claim that it is durable and requires no extra attention after installation. The device does not operate from the electric current supply and it is claimed that it never fails to operate.

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#### CANADIAN STATION CLOSED BY COMMISSION RESTRICTIONS

CFCA, operated by the "Toronto Daily Star", and a pioneer station of Canada has permanently signed off following restrictions imposed by the Canadian Radio Commission. The trouble of CFCA, which was established in 1922, began when the Canadian Commission announced its policy of not permitting privately owned stations to use more than 100 watts power. CFCA, although owned by one of the leading newspapers of Canada, having a circulation of 225,000, found itself bucking a 5,000 watts power governmental station in Toronto.

In addition to that, through Government grants and proceeds from radio owners' licenses, the Government station had no financial worries with a result that CFCA, not being allowed sufficient power for adequate coverage and seeing no future, finally gave up the ghost.

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#### DENMARK NEW MACKAY KEY

The Mackay Radio and Telegraph Company has been granted a modification of license to add Denmark as a primary point of communication.

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: BUSINESS LETTER BRIEFS :  
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John F. Ditzell, Asst. Vice-President and General Sales Managed, stated that the recent three-day Majestic convention was the largest in point of attendance of any one meeting since 1930. Distributors from all over the United States and many foreign countries were represented. "In addition", stated Mr. Ditzell, "orders for approximately 50,000 units were placed for immediate shipment, representing the largest commitment received at any one meeting during the past three years."

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Erno Rapee will make his Columbia radio debut conducting a symphony orchestra of fifty musicians October 1, when he inaugurates the new series of "Bath Club" reviews, sponsored by the makers of Linit, and broadcast over more than fifty stations.

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Three daily attendance records for visitors were broken at the Chicago NBC studios a week ago. The new totals: 2,803 handled by the day page force; 2,605 shown through by the night force; 5,408 for both day and evening.

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Postal Telegraph Co. has signed and put into effect provisions of the President's Reemployment Agreement with the substituted provisions of the proposed code for telegraph communication companies which were approved by the NRA. Simultaneously with the signing of the code by Postal Telegraph, Commercial Cables, Commercial Pacific Cables, Mackay Radio and All America Cables also signed and put the provisions into effect. Today every unit of the International Telephone and Telegraph Corporation operating in continental United States is either under an industry code or under the President's blanket agreement.

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Vincent Callahan, Assistant to the NBC Vice-President in Washington, is planning a radio-run Treasure Hunt for Station WMAL similar to one at KSO, Des Moines, where 2,000 persons are said to have taken part.

Six or seven articles will comprise the "treasure". Their description and clues to their location will be broadcast at intervals during the hunt. The first half-dozen contestants to show up in the studio with all of the articles will be rewarded in cash. Names of the runners-up will be broadcast.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(Sept. 5, 1933)

WORC, Alfred F. Kleindienst, Worcester, Mass., extension of special experimental authority to December 1, 1933, to operate on 1280 kc., with 500 watts experimentally; Mackay Radio & Telegraph Co.: WJE, WID, WJX, WMZ, Sayville, N. Y., modification of license to add Denmark as primary point of communication; W1XA, Trustees of Tufts College, Portable in Massachusetts, renewal of special experimental license in exact accordance with existing license; KGUV, New York Alaska Gold Dredging Corp., P. O. Nyac, Lower Kuskokwim River Valley, Alaska, renewal of fixed public point to point telg. license in accordance with existing license.

Set For Hearing

Harold Thomas, Waterbury, Conn., C.P. for new station, 1190 kc., 100 watts, daytime only; Joseph S. Crawford & Leigh E. Ore, Erie, Pa., C.P. for new station 1420 kc., 100 watts, unlimited time; WHBY, WHBY, Inc., Green Bay, Wisc., C.P. to make change in frequency from 1200 to 1360 kc., change in equipment and increase in power from 100 watts to 1 KW, facilities of WGES, WLBL and facilities vacated by WJKS now WIND.

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MAJESTIC EXPECTS SEPTEMBER SET NEW RECORD

The Grigsby-Grunow September schedule is 60% greater than that of August. "Over 41,000 radio sets were shipped in the month of August", said Le Roy J. Williams, Vice-President of the Grigsby-Grunow Co, "the largest August shipment since 1929.

"Our tube plant is now operating on night and day shifts, and our set plant goes on a similar basis September 6th. These operations will give employment to a total of 4,000 employees, working under the increased wages of the administration's NRA banner."

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# HEINL RADIO BUSINESS LETTER

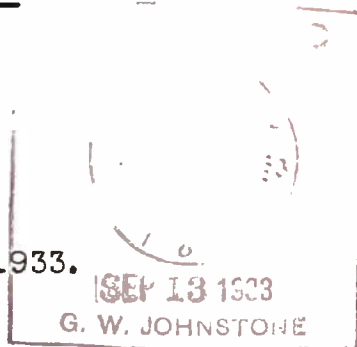
2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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## NO ENTHUSIASM OVER NRA BROADCASTERS' LABOR ADVISOR SELECTION

There were no cheers from the organized broadcasters over the appointment by the NRA of Edward Nockles, Secretary of the Chicago Federation of Labor, as Labor Advisor on the Broadcasters' Code. In fact, if the big broadcasters had had anything to say about it, Mr. Nockles, who has been more or less of a thorn in their sides, would probably been about the last man they would have chosen. Up to this time the National Association of Broadcasters' Code Committee had expected that the public hearing on the Code Wednesday, September 20, would be more or less of a routine matter and that the Code might be approved with few changes. With the possibility of Nockles as Labor Advisor occasionally throwing a monkey-wrench into the machinery, things may not go along so smoothly for the broadcasters.

Ed Nockles became a belligerent figure in the broadcasting field when he began his fight to secure a clear channel and 50 KW power for WCFL, the Chicago Federation of Labor station. While he hasn't secured a clear channel, WCFL now has what amounts to the same thing, unlimited time with only one other station on the channel and that one located on the Pacific Coast, KJR at Seattle.

Station WCFL, because of Nockles' efforts, has been authorized to increase its power from  $1\frac{1}{2}$  to 5 KW, and it is believed it can have 50 KW as soon as Nockles can raise enough money to build that size station.

Nockles, a fighting labor man and stormy petrel, has been known as one of "Mother Jones' boys", having been a close friend of the feminine leader and brought up on her doctrines. He is earnest in his efforts, very radical, and has always taken the part of the smaller and independent stations. The latter leads to speculation on the possible attitude he may have in the Broadcasters' Code on the proposition of barring phonograph records, a thing advocated by the music publishers and musicians, which it is claimed would put many of the smaller stations out of business.

The last spectacular appearance of Nockles in the broadcasting field was when he appeared along with Oswald F. Schuette as an intervenor in the complaint to the Federal Radio Commission against granting a renewal of licenses to NBC stations following the RCA suit at Wilmington.

A meeting of the National Association of Broadcasters' Code Committee will be held in Washington, Monday morning, September 18, at 10 o'clock. Stations desiring to present suggestions relating to the Code may do so either by appearing

personally at the Code Committee meeting, or by submitting the suggestions in writing.

A meeting of all members of the Radio Manufacturers, also non-members, for information and guidance in connection with their Code - which is that of the electrical manufacturers - is expected to be held at an early date. This follows a conference just held in New York which received a report of the RMA Committee which has been conferring with a Committee of the National Electrical Manufacturers' Association regarding administration of the Code.

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#### O. H. THINKS UP PRESIDENTIAL ELECTRON PENCIL IDEA

It took O. H. Caldwell, former member of the Federal Radio Commission, whose fertile brain appears to be second to none on earth when it comes to electrical publicity stunts, to think up the idea of having President Roosevelt open the New York Electrical and Radio Show from the White House Wednesday, September 20 by writing with a pencil of electrons.

The President's handwriting will be reproduced by the electronic telautograph on the fluorescent screens of a number of cathode-ray tubes in New York. At present some ten words can be seen on the fluorescent screen at one time. As the eleventh word is being written, the first has faded out.

One of the future applications of this device which suggests itself, is noiseless instructions to broadcasting artists.

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#### STORM-HIT RADIO STATIONS TO BE REPAIRED

The Public Works Administration has appropriated \$22,525 to repair radio and radio compass stations damaged by the three-day storm which recently lashed the Atlantic Coast.

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## SWISS HAMSTRING POLITICAL BROADCASTERS

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The Swiss Broadcasting Society and the Swiss Government have issued the following regulations in connection with political broadcasting:

1. Opposing views may be broadcast before each federal election provided that the two views are given on the same day, and that they follow each other immediately.
2. The duration of the two talks is limited to 60-70 minutes at the very most.
3. The two lecturers will interchange their manuscripts.
4. It is prescribed that the lecturer who speaks in favor of the project adopted by the Federal Chamber (the Swiss Congress) will speak last.
5. The opposing viewpoints must be given during the week preceding the election.

The Swiss Broadcasting Society is still studying the possibility of broadcasting controversial discussions of political, economic and other subjects of general interest. It seems that even in highly democratic Switzerland, free speech by radio is subject to severe limitations.

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## CUPID CAPTURES TWO PRESIDENTIAL ANNOUNCERS

Romance invaded National Capital studios when on the heels of the revelation that Herluf Provensen, who gained fame as NBC Presidential announcer, was soon to be married, came the news that Robert Trout, Columbia Presidential announcer was to be married the next day. Thus it seems that Columbia does not intend to allow NBC to outdo it in anything.

Mr. Provensen, who later became Assistant NBC manager in Washington, will marry Miss Hester Beall, an NBC studio hostess, who it develops captured his heart some three years ago. The wedding will take place prior to his leaving the Capital to become the new Manager of Station WLBW at Erie, Pa.

Mr. Trout married Miss Margaret Burt of the Mayflower Hotel in Washington. He was formerly connected with the old station WJSV in Washington, has done very satisfactory work at the White House, and is highly regarded personally by President Roosevelt, just as Mr. Provensen was by President Hoover.

Provensen and Trout, who probably are personally acquainted with as many statesmen as any two men in the broadcasting industry, are likewise extremely popular among their colleagues. They were considered two of the most hardened radio bachelors and the ease with which they capitulated to Cupid came as a complete surprise.

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#### NO ACTION TAKEN IN WMCA CASE

No action was taken by the Federal Radio Commission at its meeting Tuesday (September 12) in the case of the leasing of Station WMCA by Donald Flamm to the Federal Broadcasting Company, of which former Governor Alfred E. Smith, of New York, is the Chairman.

The question of approval of the deal has been passed to the Legal Division for an opinion which as yet has not been forthcoming.

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#### BOSTON TELEVISION COMPANY TURNED DOWN

The Federal Radio Commission has denied the application of the Shortwave & Television Corporation of Boston for an experimental license for Station W1XG. Likewise the Commission denied the application for renewal of a special experimental license of the Company's Station W1XAU, sustaining Examiner Elmer W. Pratt.

The Shortwave Broadcasting Corporation of Boston was granted an application by the Commission for an experimental relay broadcasting license for Station W1XAL. In doing this the Commission reversed the recommendation of Examiner Elmer Pratt.

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Station WOR now takes the automatic time-signal service via Western Union direct from the Naval Observatory in Washington.

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## THINGS PICK UP FOR CROSLLEY

Five hundred and sixty-one persons have been added to the payrolls of the Crosley Radio Corporation since August 1, Powel Crosley, Jr., President of the company, reports.

This increase of 39 percent during the past 25 days brings the total number of persons now employed by the Crosley corporation to 1,988. The Crosley company will pay its employees more than \$160,000 in wages and salaries for August, Mr. Crosley estimated.

Production is being increased steadily and we expect, shortly, to be building between 2,500 and 3,000 units daily", Mr. Crosley stated.

The Crosley company at this time last year was manufacturing approximately 250 sets daily as compared with its current production of nearly 2,000. More than 250 percent more persons are now at work in the Crosley plant than were on its payrolls last August.

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## STUDENTS REVEAL RADIO FAVORITES

A survey was made by Kermit Hewes among 1000 High School students in Belleville, N. J., as to the radio programs they liked best. The first question was:

"Who is your favorite radio performer?" Here is the High School reply: Eddie Cantor, Bing Crosby, Kate Smith, Jack Pearl, Guy Lombardo's Orchestra, Lowell Thomas, Ed Wynn, Rubinfoff, Gracie Allen and Rudy Vallee.

The High School mind votes for the comedian as the most popular type of entertainer. Musicians are second, crooners third and commentators on current events are fourth. It is quite evident from the results of the questionnaire that girls listen more than boys. The girls are attracted by the romantic and sentimental broadcasts, while the boys favor humor and adventure. The dramatic broadcasts of life at Sing Sing by Warden Lawes had a greater appeal for girls than for boys, according to the Hewes survey.

Then this question was asked, "What programs are most beneficial in school work?" The answers were: "Lowell Thomas, 'The March of Time'; Edwin C. Hill, Boake Carter, French class; 'Roses and Drums' sketch; 'Great Moments in History', sketch; music; H. V. Kaltenborn's current events and history programs."

School subjects in which aid is received from radio include history and civics, problems of American democracy, music appreciation, French, English, public speaking, science, physical Education, German, Spanish and dramatics.

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## ARMISTICE IN NEW ORLEANS RADIO FEUD

Newspapers and radio stations in New Orleans, long antagonistic because of alleged "pirating" of news by the stations, buried the hatchet last week to effect the return of Michael Pritchard, 16 year old son of Captain Arthur Pritchard, manager of Station WWL, who ran away from home because he had "failed school examinations."

A photograph in the New Orleans Item resulted in the boy being found in Opelousas, La., nearly 200 miles from New Orleans, 24 hours after he disappeared. Policemen in the Louisiana town recognized Michael from the three-column cut appearing in the Item and held him until Captain Pritchard arrived.

That night Station WWL, which had broadcast descriptions of the boy to no avail, thanked the Item over the air for the newspaper's cooperation.

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## PACIFIC COAST NEWSPAPER ACQUIRES SECOND STATION

Having operated Station KGW in Portland, Ore. for some time, the Portland Oregonian, one of the best known newspapers on the Pacific Coast, has now acquired KEX, a second station in Portland from the National Broadcasting Company.

Because of the Oregonian's successful development of the Station, KGW is the better known of the two stations in the East, but as a matter of fact, KEX broadcasts with 5000 watts on a clear channel 1180 kilocycles, and is the most powerful station in the Pacific Northwest. KGW is on a regional channel, 620 kilocycles, and uses 1,000 watts.

Paul R. Heitmeyer, whose management of KGW has proven highly satisfactory to its owners, will likewise take over the direction of KEX as well.

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## NEGRO RADIO PARSON BAPTIZES 135 BEFORE MIKE

It remained for Elder Solomon Lightfoot Michaux, negro revivalist, who is regularly heard over the Columbia network from the National Capital, to put one of his annual "baptizings" on the radio. There were 135 white-robed candidates. The Potomac River was used for the ceremony, and there was an audience estimated at 10,000.



Motorboats carried radio operators and announcers. Elder Michaux, following his sermon from the barge to a radio audience on WJSV in Washington and the Columbia network, in a black gown and aided by three others similarly clothed, waded between a double line of white-robed masculine candidates to the baptismal spot where men in rowboards held microphones and a dozen motion picture cameras were trained upon him.

Women of every age and size passed through the watery line, swimming, floating, shouting, wading, waving hands in response to the elder's exhortation, until he clasped them in his arms and dipped them beneath the Potomac's muddy waters. Up they came, shouting, splashing, leaping, waving hands and praising Heaven, while the choir chanted incessantly, "O Wonderful Freedom."

Men who had formed the double column broke ranks and came to be baptized too, leaving the barge fifty yards away.

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#### NEW COMEDY SPOOFS RADIO ADVERTISING

A play, "The Sellout", by Albert G. Miller, which has just opened at the Cort Theatre in New York, puts radio advertising on the griddle. Likewise, Brooks Atkinson, dramatic critic of the New York Times is somewhat caustic in his review of the comedy, which follows, in part:

"No one who has inadvertently turned on the radio this Summer will begrudge Albert G. Miller his envenomed barks in 'The Sellout'. Mr. Miller is a young man who has written radio scripts for some of the biggest accounts. Gossips who are acquainted with the thinkers who are responsible for the nightly squalor of the air report that Mr. Miller's play reproduces the fact and spirit of one of the best-known advertising agencies.

"Beginning with the conference room of the Francis R. Gates advertising agency, Mr. Miller records the progress of a radio program. Having been commissioned to publicize Splitz beer, the Gates agency assembles a series of dramatized detective stories. Most of the second act reveals a rehearsal in the audition-room with all its grotesque sham of sound devices and turgid actors. Mr. Miller is a constructive calumniator. Perceiving the similarities that exist between radio advertising and racketeering, he sells the Gates Agency to a needle beer baron in the second act. With his experience in conducting business at the point of a revolver Big Mike Angelino knows how to keep newspaper critics friendly and how to revenge himself upon clients who criticize their programs."

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Not only has Ota Gygi, Vice-President, declared that the Amalgamated Broadcasting System (Ed Wynn's) will positively begin its Atlantic Seaboard network broadcasting Monday, September 25th, but thereafter it will go on a 15 hour (9 A.M. to midnight) daily schedule. The stations are WBNX, N. Y. (consolidation of WCDA-WMSG-WBNX), Trenton; WTNJ, Philadelphia; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore, and WOL Washington. A supplementary network, WCNW, Brooklyn, WFAS, White Plains, WCAM, Camden, WCAP, Asbury Park, and WJBI, Red Bank, will next be put into operation, Mr. Gygi said, and in the meantime would receive occasional programs from the ABS.

Mr. Wynn will have to miss the grand opening because of the delay in finishing his picture in Hollywood.

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Owen D. Young will discuss "Wages and Savings under NRA" next Wednesday evening (WJZ network - 8:15 o'clock EST).

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Frank A. Arnold, Vice-President of Albert Frank-Guenther Law, Inc., will deliver the opening lecture on September 26th in the Radio Advertising course at Northwestern University, Chicago. His subject, "How Radio is Organized will sketch the historical background and rapid development of radio as an advertising medium and will describe the present set-up of the business. Mr. Arnold's book, "Broadcast Advertising, the Fourth Dimension", will be the textbook used by the class.

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M. H. Aylesworth, of the NBC, has been appointed one of the marshals in the New York NRA parade; also Charles Winneger, and Al Jolson and his wife, Ruby Keeler.

Mr. Aylesworth will be the principal speaker at the Financial Advertisers' Association dinner in New York this week.

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The French Government has granted newspapers and news agencies the right to install their own wireless receiving and sending apparatus for the exclusive exchange of press messages.

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With the approval of the school authorities, school children will listen ten minutes every morning to educational broadcasts of the San Francisco Call-Bulletin over Station KPO.

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NBC is to move into Radio City soon. There will be 27 radio studios in the new quarters in addition to all theatres being wired for broadcasting. There will be ample provision for visitors desiring to witness broadcasts, with long glass run-ways through which they may watch the performances.

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Marconi will be here just in time to be the central figure in Radio Progress Week, October 2, with probably a big dinner tendered to him by the industry in New York in addition to his presence at "Marconi Day" at the Chicago Fair.

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J. C. Cummings of Station WOAI died in San Antonio September 3rd, after an illness of several months.

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A special committee to study engineering developments in connection with police radio has been organized by Chairman Virgil M. Graham of the Association's (Radio Manufacturers') Standards Committee, consisting of L. F. Jones, of Camden, N. J., E. L. Nelson, of New York, T. J. Scofield, of Jackson, Mich., W. E. Poor, of New York, L. F. Curtis, of Springfield, Mass., David Grimes, of New York and Dr. C. G. Jolliffe, Chief Engineer of the Federal Radio Commission, guest member.

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"Further curtailment on the use of the newspaper to promote, at a minor expenditure of money, public interest in radio programs which net broadcasters large sums is under consideration in at least one metropolitan center, a representative of Editor & Publisher has learned", according to that publication.

"Newspaper advertising executives are studying ways of checking the practice of using a two-inch advertisement in newspapers to build up a program on which upwards of \$300 for each broadcast is spent. This practice, particularly onerous to newspapers in political advertising activities where candidates spend a few dollars in newspapers and hundreds in radio broadcasting and then expect the press to carry the story of the broadcast as news, was described by one advertising manager as another example of radio's 'leeching on the newspapers.'"

"One of the proposals under consideration is to start action through providing that a two column by five inch advertisement be the minimum size copy permitted when the advertiser seeks to build up a radio program."

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## RADIO INDUSTRY NEARING END OF SLUMP

That the long suffering radio industry is approaching a sounder position is suggested by the Standard Statistics Co. of New York, in a current survey, which says:

"During late boom days there were upward of 300 recognized radio manufacturers. Today there are less than 60, of which 10 per cent are believed to account for 95 per cent of total business. With distress stocks now understood to be fairly well liquidated, the belief prevails that prices will be marked up 20 per cent to 33-1/3 per cent on models for the coming season, which should at least offset increased costs under NRA. September should witness a sharp pick-up in production in preparation for the active Fall season.

"While the virgin market has narrowed, there are about 22,000,000 wired homes and 6,000,000 homes not wired for electricity in this country. It is estimated that about 17,000,000 homes are now equipped with radios, of which at least half are over three years old, suggesting a good replacement market as buying power expands.

"Furthermore, close trade observers look for an active market in automobile radios next year. Some 200,000 motor car sets were sold in 1932, and the 1933 market is placed at 300,000 to 400,000 units."

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## BUSINESS MACHINES CORPORATION ACQUIRES RADIO-TYPE PATENTS

Instantaneous written communication between business departments by "micro-wave" radio will shortly be available to business men, Thomas J. Watson, President of International Business Machines Corporation stated in announcing its acquisition from Radio Industries Corporation of patents on the radio-type, a means of transmitting graphic intelligence by radio or wire.

"The radio-type consists of an electric typewriter with a compact transmitter attached, which is synchronized with a similar installation at some remote point", Mr. Watson continued. "When the transmitting machine is operated, impulses are conveyed to the receiving machine, either by radio or wire, and the operation is reproduced. Not only printing operations but any others, such as back-spacing, tabulating, shifting for capitals, are duplicated on the receiving machine.

"The radio-type can operate at any distance to which radio-waves or wires can reach, it was stated, and is particularly adapted to the micro-waves of very short length, experiments with which were recently revealed by Guglielmo Marconi. A sending set

able to transmit impulses several hundred miles over these wave lengths would be scarcely larger than an ordinary midget radio set. The power of a flashlight battery will transmit the impulses several miles. A peculiarity of the micro-waves is that several thousand stations can be operated on a wave-band between, say, 3 and 5 meters, thus avoiding overcrowding."

Walter S. Lemmon, President of Radio Industries Corp., and the developer of the radio-type, will become head of this division in International Business Machines Corporation and the group of engineers who assisted in the development work will be attached to the department under Mr. Lemmon's supervision.

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### NBC NEW AND RENEWAL ACCOUNTS

NEW - Smith Brothers (Cough drops and syrup), Poughkeepsie, N. Y.; Agency - Homman Tarcher & Sheldon, 500 Fifth Ave., New York City; Starts - October 3, 1933, Tuesday, 8:45-9:00 P.M.; Network WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK WKCR KSO KOIL WREN. Program - "Smith Brothers - Trade and Mark", Billy Hillpot and Scrappy Lambert and small orchestra.

NEW - Johns-Manville, Inc. (Insulating, Roofing, Flooring, etc.), New York City; Agency - J. Walter Thompson Co., 420 Lexington Avenue, New York City; Starts - September 25, 1933, Monday 8:30-9:00 PM, 12:00-12:15 Midnight; Network - 8:30-9:00 WEAJ WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN WTAM WWJ WLW WMAQ KSD WOC WHO WOW WDAF WRVA WIS WJAX WIOD WFLA WSM WMC WSB WSMB WKY KPRC KOA KDYL; 12:00-12:15 Midnight KGO KFI KGN KOMO KHQ KFSD; Program - Victor Young's Orchestra and Floyd Gibbons.

NEW - Sealed Power Corp. (Piston Rings), Muskegon, Mich.; Agency - Grace & Holliday, Detroit, Mich.; Starts - October 30, 1933, Monday, 8:00-8:30 P.M. WJZ WBZ WBAL WBZA WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK WKCR KSO KOIL WREN WSM WMC WSB WAPI WJDX WSMB KVOO WKY WFAA WBAP KPRC WOAI KTBS KTHS WTMJ WIBA KSTP WEBC WDAY KFJR; 8:00-8:30 } 12:00-12:30 - KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ KTAR; Program - "Sealed Power Side Show" - Cliff Soubier, Barker; Morin Sisters, Kings Jesters, and Harold Stokes' Orchestra.

NEW - Vadsco Sales Corp. (Djer Kiss Perfume), New York City; Agency - L. H. Hartman Co., Inc., 444 Madison Ave., New York City; Starts - September 13, 1933, Wednesday, 7:30-7:45 P.M.; Network - WJZ WBAL WMAL; Program - "The Djer Kiss Recital with Cyrena Van Gordon"

NEW - General Foods Corp. (Jello), New York City; Agency - Young and Rubicam, Inc., New York City; Starts - September 25, 1933, Mon. Wed. Fri. 5:45-6:00 P.M. WEAJ WTIC WTAG WEEI WJAR WCSH WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD 9WOC WHO START 10/2) WOW WDAF WTMJ KSTP WIBA WEBC WDAY KFJR; Program - "Wizard of Oz" - Dramatization of the Wizard of Oz stories.

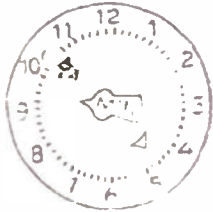
# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

RECEIVED

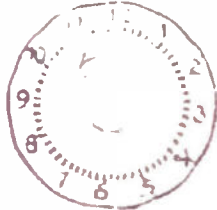


SEP 28 1933

NEWS DESK

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## OHIO SCHOOL OF AIR TO CONTINUE

Although it has been having rough sledding, as have most other institutions, the Ohio School of the Air, in cooperation with Station WLW at Cincinnati, is to continue its service to the schools of the Central States. This has been definitely assured by Dr. B. O. Skinner, Director of the Ohio State Board of Education.

"These have been days of worry for all of us in school work", Doctor Skinner said. "Many schools are sacrificing much that they have considered valuable. We are all the more grateful that the radio can give constant contact with so many schools and can carry inspiration and encouragement to every listening school. We do not claim that radio can, as yet, be more than an assistant, but we do know that it can provide more economically than other methods the finest and freshest of supplementary materials."

Dr. Skinner said that one of the most serious faults educators could have was to hold too narrow a concept of education. The education of the child in the school-room is but a part. Thus a modern school, the director went on, should be interested in radio and motion pictures provided by the school and many other non-school agencies.

"The world itself is the greatest text-book. This being the case, every school should keep in as close and constant touch with the world as possible", Dr. Skinner continued. "To do this the most effective instrument to date is radio. It brings fresh, firsthand material and a vibrant touch with the leaders of the day, the events of the day, and will increasingly, we hope, bring the touch of the most capable professional teachers."

Dr. Skinner emphasized that success in radio education depends largely on the manner in which the classroom receives it as it does on the way it is broadcast. The educator declared he would rather that schools not listen at all than that they fail to follow these rules:

"Provide satisfactory radio equipment; listen in small groups, preferably in classrooms; allow each class to listen only to the features intended for them. Insist on close attention - always.

"Develop their interest in every broadcast - provide necessary ground work - prepare

"Learn how to receive three types of broadcasts with their varying requirements: (a) Allow children to follow directions of the microphone teacher as in rhythmic, learn to sing, etc.

(b) Center the eye attention of pupils on maps, drawings, outlines, or objects under discussion, in all other subjects except dramatizations and stories; (c) Pull shades and close the eyes in case of stories or dramatizations in which the imagination should form the picture undisturbed by the outside world.

"Treat radio-received information the same as all other - include it in tests, examinations, etc.; provide retention by discussions, keeping of note-books, etc.; Foster home discussion of broadcasts heard by both home and school, and give every possible suggestion for the improvement of the broadcasts.

The Fall series begin Monday (Sept. 18) with opening day addresses by the Governors of Ohio, Indiana, West Virginia and Kentucky. The educational programs will be broadcast every school day from 2 to 3 P.M., EST by Stations WLW at Cincinnati, and WOSU, at the Ohio State University.

The broadcast schedule for September to December is elaborately set forth in the "Courier", a 130 page printed and illustrated loose-leaf booklet. It not only gives the subject of the broadcast but carries with it much collateral reading, as do similar publications of the British Broadcasting Corporation. Among the courses are "Singing", "Little Visits to Great Industries", "Civil Government", "Out to Old Aunt Mary's" (grasshoppers, s<sup>g</sup>ds, weeds, cows and other things found on farms), "History Dramalogs", "Touring America by Plane", "Know Ohio", "Foreign Geography" and "Art Appreciation."

The broadcast periods have been changed from twenty minutes to fifteen in order to allow the making of electrical transcriptions for the use of other radio stations and schools. A regular series of teacher and parent teacher forums is being arranged.

The tentative plan, "The Growth of Education" calls for one dramatization, one teachers' forum to be addressed by national leaders in education, and two broadcasts on parental education each month. The latter will be built largely from practical questions as asked by parents in hundreds of letters.

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#### AILMENTS TREATED BY SHORTWAVE

Dr. Erwin Schliephake, German physician, claims to have given beneficial treatment to such ailments as a deep-seated abscess in a human body by passing ultra-shortwaves through the body. He said he had used the treatment on abscesses after pneumonia in peritonitis and acute tonsillitis.

A radio set was developed several years ago by Dr. Willis R. Whitney of the General Electric Company which he claimed was capable of killing bacteria.

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## COLUMBIA SETS UP OWN NEWS SERVICE

Reports sifting through from New York are to the effect that Columbia has decided to enter the news field and that Paul White, in charge of CBS press relations, is organizing a separate news service with correspondents not only in the key cities of the United States but in Europe.

This is said to be Columbia's answer to the Associated Press and the American Newspaper Publishers' Association last Spring clamping the lid down on supplying news to the networks. Although both NBC and Columbia for sometime have had special correspondents at the White House in Washington and other strategic news centers, Columbia's present plan is described as being far more comprehensive in coverage than anything heretofore attempted.

Once the new set-up has been established, it is said that Columbia's attitude will be that it no longer needs newspaper support and will be able to go it alone.

J. G. Gude<sup>is</sup> attending to Paul White's duties in the Publicity Department while the former is organizing the News Service.

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## BRICKBATS FOR CANADIAN RADIO COMMISSION

The request of Premier R. B. Bennett, of Canada, that critics lay off the Canadian Radio Commission for fear they may wreck it, sounds as if the situation were critical.

"The Government's radio control plan got off on the wrong foot and at the wrong time and there is no getting away from the fact", is the tenor of one dispatch from Canada. "Complaints are pouring in about dictatorial methods, the abolishment of popular private stations, discrimination in the selection of talent and the increasing time of French-language programs through government stations, particularly in areas where there is a definite dislike for the French tongue."

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## COMPOSERS HAVE YET TO ANSWER SUIT

As yet no answer has been filed by the American Society of Composers in the suit against them in the U. S. District Court at New York as a violator of the Federal monopoly laws. Although the action against the Composers was instituted by a single station, WIP in Philadelphia, it is understood to be a test case which the National Association of Broadcasters is behind and a showdown in the matter of increased fees for the privilege of broadcasting copyrighted music.

Asked if he thought the Department of Justice and the Federal Trade Commission might let down in their investigation of the Composers Society, O. F. Schuette, in charge of the broadcasters' copyright fight replied: "To the contrary, I think when the Government officials see that an action has been started by such distinguished legal counsel as Newton D. Baker and his associates, their efforts will be stimulated rather than retarded."

The September issue of "Words and Music" published by the Composers, which went to press before the suit was filed, contains several pertinent references to the differences between the Composers and the Broadcasters in articles captioned, "What the Composer Wants", "Is Radio a Profitable Business?", and "Three Months to Live!"

In the second article mentioned above, figures are quoted to show that in 1932 "a depression year", \$196,190,000 was spent for receiving sets and home radio equipment and \$39,107,000 for radio advertising. "The radio industry is a profitable business. Are America's Composers unfair in asking for adequate compensation for the use of their songs which makes this business possible?"

"Three Months to Live" tells of two smash-hit popular songs, "In the Valley of the Moon", and "Stormy Weather", the former of which sold only about 200,000 copies, and the latter only 180,000.

"Five years ago each of these songs would have sold about 2,000,000 copies over a period of months", the article goes on. "Today, due to incessant repetition over the radio, the songs have already reached their maximum sale and the compensation to the composers is negligible."

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## BALDWIN, BROADCASTERS' CODE INDUSTRIAL ADVISOR

James W. Baldwin, of the National Association of Broadcasters, has been appointed Industrial Advisor on the Broadcasters' Code. Mr. Baldwin recently represented the Broadcasters' Association at the North America Radio Conference in Mexico City. Before joining the N.A.B. staff, Mr. Baldwin was secretary of the Federal Radio Commission.

Broadcasters declared they felt no great apprehension over the designation of Edward Nockles, the aggressive Secretary of the Chicago Federation, as Labor Advisor on the Code.

"After all, Nockles is only there in the capacity of Advisor to the NRA", a broadcaster observed. "If Nockles should succeed in including anything we object to, we can appeal to General Johnson and even to the President.

"As to the presence of Nockles at the hearing, we have no fear. True he will be allowed to have his say, so will we, for that matter, but no heckling is allowed and there is no reason to anticipate added difficulty to us because of the Chicago labor leader's appointment."

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## RMA CALLS ALL MEMBERS TO CODE MEETING

To better inform the radio manufacturers with regard to the conditions of the Electrical Manufacturing Industry Code under which they have been placed, Bond Geddes has called a meeting of all the members of the Radio Manufacturers' Association to be held in New York, Tuesday, September 26, which coincides with the time of the Electrical and Radio Show. Non-members are likewise invited to attend.

Mr. Geddes will explain to the radio manufacturers that membership in the National Electrical Manufacturers' Association is not required if the radio people accept the Electrical Code as it stands. However, if the RMA requires a supplemental code, the formation of a radio section and individual company membership in the Electrical Association, with additional expense, will be necessary.

Following the authorization at the last meeting of the Board of Directors, President Roosevelt's Voluntary Code has been signed and the Radio Manufacturers' Association is now under the Blue Eagle.

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## WMCA LICENSING STRIKES A SNAG

Although the matter of licensing Station WMCA by Donald Flamm to the Ryan-Whitney group in New York was discussed for over an hour by the Federal Radio Commission, no definite conclusion was reached. It will now go over for about two weeks or until Commissioner James H. Hanley, of Nebraska, returns from trying a law case in Omaha.

It is the contention of Commissioner Lafount, who blocked the deal, that the license of the station should be transferred to the new group instead of being held by Flamm. Although nothing was made public with regard to the Commission's discussion it is said the WMCA transfer is opposed by Curtis Dall, son-in-law of President Roosevelt, who is Chairman of the Board of the Amalgamated Broadcasting System (Ed Wynn's chain). If this is true, it makes an interesting situation as former Governor Alfred E. Smith, of New York, is Chairman of the Board of the Ryan-Whitney group.

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## "HELLO WORLD" SAYS GOOD-BYE

W. K. Henderson at one time one of the most picturesque figures in broadcasting in this country, was eliminated from radio when the Federal Radio Commission agreed to assign the license of his famous "Hello World" station KWKH, at Shreveport, La., to the International Broadcasting Company, headed by Samuel B. Hunter, an oil magnate. The station will continue to be operated by the new company on a 50-50 time sharing basis with Station WWL, of Loyola University at New Orleans, which was the old arrangement.

With the prospect of Henderson disappearing from the picture, Loyola had applied for full time on the frequency of 850 kilocycles which it had been sharing with KWKH. Former Chief Examiner Yost, of the Radio Commission, had recommended that the application be granted but in this he was reversed by the Commission.

According to the Radio Commission's decision, Henderson will be allowed to accept between \$50,000 and \$60,000 for the old KWKH equipment. Henderson's most spectacular fight was the war he waged on the chain stores and his organization of the "M.M.M.", Merchants Minute Men, and obtained a contribution of \$1 a month from each of them. This fund is said to have aggregated \$360,000. When asked for an accounting of this by the Radio Commission, he was reported as saying it was "none of their business, that he could take the money and throw it in the Red River as far as they were concerned."

"Old Man" Henderson, as he was known the length and breadth of the country, supported Al Smith in 1928, and Hoover in 1932. He campaigned vigorously for Senator Huey Long but said he "spent the rest of his life apologizing for it" when Long subsequently supported Station WWL in its effort to get his license away from him.

Henderson had a picturesque "run-in" with Senator Dill, Washington, co-author of the Radio Act and used to make up jingles over the air such as "Old Senator Dill, he sure is a regular pill!" Dill began to hear about these attacks and one night decided to tune-in on KWKH. Someone must have tipped off Henderson, who went after Dill harder than ever. Finally Dill introduced a resolution into the Senate charging Henderson with using profanity over the air.

When called on the carpet for this, Henderson said the extent of his profanity was "hell" and "damn" and that these were permissible because they were used in the Bible. In this contention he was upheld by former Judge Ira E. Robinson, of West Virginia, who was a member of the Commission at that time. Henderson, however, later agreed to eliminate these expressions. In the old days, Henderson had an expression "Shreveport on the Air, Shreveport heard everywhere". At that time he was using but 50<sup>0</sup> watts and there was considerable mystification in Washington as to how he was getting out to the entire South (or so it seemed) on such low power. Henderson contended that it was because the Shreveport country was a natural sounding board. However, later, under cross-examination of the late Admiral Bullard, the Chairman of the Radio Commission, Henderson admitted that he frequently "jumped" his power and used many times the amount authorized by the Commission.

Henderson's reason for throwing up the sponge in the broadcasting game was that he was financially unable to carry on the station. He was originally an iron magnate and is said to have suffered several financial reverses.

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#### FIRST LADY INSPIRED CHILDREN'S PROGRAM DIRECTOR APPOINTMENT

Mrs. Franklin D. Roosevelt was said to have been the moving spirit behind the appointment of John Martin, of "John Martin's Book" fame, writer of children's stories, as Juvenile Director of the NBC.

It is believed the recent criticism of certain radio programs for children likewise had considerable to do with creating Mr. Martin's position.

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Julian Field, former Vice-President and account executive in Lennen & Mitchell advertising agency in New York has been made General Director of Columbia's commercial programs. Burt McMurtie, former Commercial Director, will now become Commercial Program Supervisor, and Julius Seebach hereafter will supervise sustaining programs exclusively.

Two other Columbia Vice-Presidents came from the Lennen & Mitchell agency - Edward Klauber and Hugh Kendall Boyce, in charge of sales, and Field is likewise expected to be made a CBS v.p. at an early date.

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M. H. Aylesworth will be luncheon host to the New York Radio Editors at Radio City Monday, September 18th.

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Canadian representatives of Victor, Columbia and Brunswick served notice on broadcasting stations there that after September 15th, records of popular numbers must not be broadcast if the selection has been released within a year from that date.

Canadian stations say they may buy their records hereafter in Great Britain or the United States. Many records made by Victor, Columbia and Brunswick in the U. S. bear a non-broadcast warning but thus far the companies have made no more to enforce it.

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WBRC, Columbia station at Birmingham, has gone into bankruptcy. K. G. Marshal, Vice-President of the company, who filed the petition, charged that the station had been "grossly mismanaged". WBRC was a pioneer station in Alabama and the oldest in Birmingham.

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A confidential note from New York is that, because of Tammany economy measures (who are reported to be trying to save money on everything but payrolls), many of the New York police radio cars "are so much galloping junk" from lack of maintenance.

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Herluf Provensen, former Assistant Manager of NBC in Washington, was married this morning (Sept. 15) to Miss Hester Walker Beall, NBC studio hostess. Mr. Provensen recently resigned from NBC to become manager of Station WBLW, at Erie, Pa.

LeRoi J. Williams, of Chicago, is the new Chairman of the Radio Manufacturers' Association's Engineering Committee. In general charge of Mr. Williams is all RMA engineering work and activities, one of the most important functions of the Association.

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Although details are lacking, it is apparent that the radio industry made quite a showing in the great New York NRA demonstration.

The largest NRA banner in the city was unfurled by Grover Whalen atop the RCA Building, 890 feet above the street level. M. H. Aylesworth was marshal of the Radio Broadcasting section of the Parade in which also marched Walter Damrosch.

Roxy trotted out his Radio City battalion of ushers in uniform, the entire ballet corps, and the chorus ensemble, costumed as "Wooden Soldiers", señoritas, matadors and the "Pilgrim Fathers". The parade began at 1:30 P.M. and didn't end until almost midnight.

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#### NUMBER OF 50 KW STATIONS MAY BE DOUBLED

The Commission adopted the motion made by Commissioner Lafount rescinding Paragraph 118 of its Rules and Regulations, which limited the number of 50 KW stations to 4 per Zone.

Commissioner Lafount, in presenting his motion, said, "Such limitations of power do not provide equal facilities or efficient use of frequencies". He said the Commission should consider the merits of each application for increased power on cleared channels.

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#### "THE SELLOUT" WASN'T AND ISN'T

"The Sellout", a satirical comedy based on the way an advertising agency was supposed to have handled radio programs lasted for only five performances. Written by Albert G. Miller, it opened at the Cort Theatre in New York Wednesday, Sept. 6 and closed the following Saturday night.

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## EMERGENCY FREQUENCY ALLOCATION TAKEN UP BY COMMISSION

Commissioner Lafount made a motion, which was referred to the Engineering and Legal Divisions for study, providing for the allocation of one or more frequencies for communication purposes in cases of disasters such as hurricanes, floods, earthquakes and fire.

In making his motion, Mr. Lafount said such catastrophes frequently destroyed or impaired existing communication facilities and relief depends upon radio communication. At the present time, he pointed out, it is necessary in such emergencies to depend on the amateurs. While commending their "invaluable service", he declared it is unfair to the amateurs to depend entirely upon them for communication. He expressed the view that a few battery sets kept in good condition to respond to drills frequently would prove invaluable in case of a disaster.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 15, 1933)

WBAL, Consolidated Gas & Electric Light & Power Co. of Baltimore, license covering move of transmitter and installation of new equipment 1060 kc., 10 KW, shares with WTIC; WKOK, Charles S. Blue, Sunbury, Pa., license covering move of transmitter and studio and change in antenna, 1210 kc., 100 watts, specified hours; WNAX, The House of Gurney, Inc., Yankton, S. Dak., authority to determine the licensed power by direct measurement of antenna input in compliance with Rule 137. Also granted license covering change in equipment and increase in power, 570 kc., 1 KW night, 2½ KW day, unlimited time; also granted modification of C.P. to change equipment.

Also, WSYB, Philip Weiss Music Co., Rutland, Vt., special temporary authority to operate from 10 A.M. to 12:30 P.M. EST Oct. 1, 8 and 15, 1933; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., special temporary authority to operate from 10 P.M. Sept. 18 to 1 A.M. Sept. 19, EST, provided Station WKOK remains silent; KFPM, d/b as The New Furniture Co., Greenville, Texas, special temporary authority to operate as follows from 9 P.M. to 12 midnight, .CST, on Sept. 22, 29, 1933, Oct. 6, 13, 20, 27, 1933, Nov. 17, 1933 and from 3 P.M. to 6 P.M. CST Nov. 3, 10, 24 and 30, 1933; WNBZ, d/b as Smith & Mace, Saranac Lake, N. Y., temporary license pending hearing and decision on application for renewal.



Also, Radio Corporation of America, Portable and Mobile, two general experimental C.P.s, frequencies 34600, 41000, 51400, 60000-400000 kc., .5 watts, also licenses to cover same; City of Providence, R. I., Board of Public Safety, Police Dept., C.P. for police service, 1712 kc., 150 watts; W3XAR, Township of Haverford, Brookline, Pa., general experimental license, 34600 kc., 15 watts; W1XW, Albert F. Sise, Milton, Mass., general experimental license, frequencies 41000, 51400, 60000-400000 kc., 50 watts; Merchants & Miners Transportation Co., "SS Allghany", special experimental license, 392 kc., 1 watt.

#### Applications Denied

WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., denied authority to reduce hours of operation from unlimited to specified, as follows: 10 A.M. to 2 P.M., 5 to 9 P.M. CST, from Sept. 1 to Nov. 1; WBHS, Radio Station WBHS, Inc., Huntsville, Ala., denied authority to remain silent pending decision on application to move station from Huntsville, Ala. to Durham, N.C. Virgil V. Evans, trading as The Voice of South Carolina, WSPA, Spartanburg, S. C., denied C.P. for new station to operate part time on 850 kc., facilities of KWKH, sustaining Examiner Yost.

#### Ratifications

W2PF, Capt. David Talley, Brooklyn, N. Y., granted authority to operate amateur station from Sept. 20 to 30, at National Electrical Exposition in Madison Square Garden (action taken Sept. 9); Action taken Sept. 12: WKFI, J. Pat Scully, Greenville, Miss., granted special temporary authority to remain silent pending action on application to move to Greenville, Miss., but no longer than 90 days; Action taken Sept. 13: New, Radiomarine Corp. of America, New York, granted C.P. and license to operate at 75 Varick St., N. Y. City, 500 kc., 100 watts, operation to be limited to brief intervals, and such times as to cause no interference; KWWG, Frank P. Jackson, Brownsville, Texas, granted 60 day authority to remain silent pending repair of station.

#### Amateur Licenses

The Commission also granted 362 amateur station licenses, of which 345 were for the normal license term of 3 years, and 17 for a short term to expire Oct. 1, 1933, because the amended rules effective that date will render these licenses unnecessary. Of the licenses issued for the normal term, 239 were new, 106 modifications.

#### Oral Argument Granted

The Commission granted a request for oral argument before the Commission en banc in the case of Station WHDH, Matheson Radio Co., Inc., Boston, Mass. to be held November 1 at 10 A.M.

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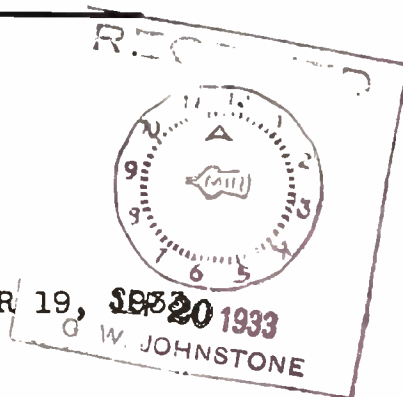
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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COMMISSION ISSUES NEW TELEVISION STATION LIST

An up-to-date list of the 27 experimental visual (television) broadcasting stations in the United States either in operation or authorized, has been issued by the Federal Radio Commission and follows:

<u>Call Letters</u>	<u>Power (watts)</u>	<u>Company</u>	<u>Location</u>
<u>1600-1700 kilocycles</u>			
W2XR	1000	Radio Pictures, Inc.,	Long Island City
X8XAN	100	Sparks-Withington Co.	Jackson, Mich.
<u>2000-2100 kilocycles</u>			
W9XK	100	Iowa State University	Iowa City, Ia.
W9XAO	500	Western Television Research Co.	Chicago, Ill.
W6XAH	1000	† Pioneer Mercantile Co.	Bakersfield, Cal
<u>2100-2200 kilocycles</u>			
W9XAK	125	Kansas State College of Agri. & Applied Science	Manhattan, Kans
W3XAK	5000	National Broadcasting Co.	Portable
W9XAP	2500	" "	" Chicago, Ill.
W2XBS	5000	" "	" New York, N.Y.
W6XS	1000	Don Lee Broadcasting System	Los Angeles, Cal
<u>2200-2300 kilocycles</u>			
X9XAL	500	First National Tele- vision Corp.	Kansas City, Mo.
<u>2750-2850 kilocycles</u>			
W9XG	1500	Purdue University	W. Lafayette, Ind
W2XAB	500	Atlantic Broadcast- ing Corp.	New York, N.Y.
<u>4300-4600, 48500-50300, 60000-80000 kilocycles</u>			
W2XAK	50	Atlantic Broadcasting Corp.	New York, N.Y.
W6XAO	150	Don Lee Broadcasting System	Los Angeles, California
W9XD	500	The Journal Company	Milwaukee, Wis,

<u>Call Letters</u>	<u>Power (watts)</u>	<u>Company</u>	<u>Location</u>
	<u>43000-46000, 48500-50300,</u> <u>60000-80000 kilocycles</u>		
W2XBT	750	National Broadcasting Co.	Portable
W2XF	5000	" "	" New York, N.Y.
W3XE	1500	Philadelphia Storage Battery Co.	Philadelphia, Penna.
W3XAD	2000	RCA Victor Co., Inc.	Camden, N. J.
X1OXX	50	" " " "	Portable & Mobile
W2XR	1000	Radio Pictures	Long Island City, N. Y.
W8XAN	100	Sparks-Withington Co.	Jackson, Mich.
W9XE	1000	U. S. Radio & Tele- vision Corp.	Marion, Ind.
W8XF	200	WJR, Goodwill Station	Pontiac, Mich. C.P.
W8XL	200	WGAR Broadcasting Co.	Cuyahoga Hts. Village, Ohio (C.P.)
W9XAT	500	Dr. George W. Young	Portable (C.P.)

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### FARLEY CURBS PARTY LEADERS IN USING RADIO

The Democratic National Committee has decided to exert control over the speeches which administration leaders make over the radio, and in the future will use Herbert L. Pettey, Secretary of the Federal Radio Commission, to obtain free broadcasting time for Committee speakers.

This was revealed in two letters sent Cabinet chiefs by James A. Farley, Postmaster General and Chairman of the Democratic National Committee.

Government and party officials seeking broadcasting time in the future have been ordered by Farley to apply directly to Richard F. Roper, Executive Secretary of the Democratic National Committee and son of the Secretary of Commerce. If Roper approves of the proposed speech, he will forward the request to Pettey, who was the Committee's Director of Radio in the Presidential campaign and was made Radio Commission Secretary as a reward.

Three reasons for the decision have been made known. The first is to provide each section of the country with a balanced diet of words which might prove useful in the forthcoming Congressional campaigns; the second is to censor remarks of officials who have been using the name of the National Committee to obtain free time on the air; the third is to make certain that no one speaks out of turn.

The letter to the Cabinet chiefs said:

"It has come to my attention that the radio stations have received a large number of requests for broadcasting time with the understanding that such requests had the approval of the Chairman of the Democratic National Committee.

"In order to prevent misunderstanding in the future, I have advised the broadcasting stations that the only person authorized to represent me on radio matters is Mr. Herbert L. Pettey."

The letter to the broadcasting companies said:

"It has come to the attention of the Democratic National Committee that a great number of individuals have been contacting either your office or a branch office of your company and representing themselves as spokesmen for the Democratic National Committee on radio matters.

"By means of this letter I wish to correct this practice and save both you and the Democratic National Committee embarrassment which might arise from so many so-called representatives asking you for time or presenting requests for the approval of your company."

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#### WASHINGTON TALKS TO COAST GUARD SHIP OFF MAINE

Rear Admiral Hamlet of the Coast Guard at Washington, held a telephone conversation with Boatswain C. T. Christiansen, Officer in Charge of the Coast Guard ship "DIX" then approximately twenty-five miles northeast of Mount Desert Island, Me. The conversation which lasted for five minutes and came in loud and clear was carried on by commercial telephone lines from Washington to Green Harbor, Maine, and there transferred to the regular harbor radio facilities of the New England Telephone and Telegraph Co.

The achievement was unique in Coast Guard communications.

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#### THE SCOTCH FALL FOR IT

In Scotland, as elsewhere in Great Britain, they were having trouble collecting the tax which everybody must pay who owns a receiving set. Finally, according to a story from there, tax collectors rigged up a queer looking machine, mounted it on an auto truck, and in visits to Scottish towns announced that it was a machine which could tell the exact location of every receiving set. The villagers are reported to have fallen all over themselves in their eagerness to pay delinquent radio license fees for fear of being detected.

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## NRA POSTPONES BROADCASTERS' HEARING FOR WEEK

It is not believed the postponement of the Broadcasters' Code hearing until Wednesday, Sept. 27, on account of the motion picture hearing running overtime, worked any particular hardship on the broadcasters because it is learned on good authority that less than a half a dozen requested to be heard. These, it was said, were not broadcasters but representatives of musicians, electrical workers, Actors Equity and others. Since all persons who are to be heard will be allowed to present orally facts only and not arguments, one familiar with procedure at the Code hearings, reiterated what he said sometime ago that the Broadcasters' session would be very brief.

Following the hearing the evidence submitted will be considered and a final draft of the Code written. This will be sent to the President and go into effect 10 days after he signs it.

The meeting held by the National Association of Broadcasters' Code Committee last Monday in Washington was brief. They discussed generally suggestions different members had made but these were mostly of a minor nature, nothing really important. However, the Committee did consider changes in the administrative provision of the Act so that every class of member, the small as well as the large broadcaster, would be properly represented.

In addition to an industrial and a labor advisor for the Broadcasters' Code, James W. Baldwin of the NAB and Edward Nockles of the Chicago Federation of Labor, it was expected that the NRA would appoint a "Consumers Advisor" as has been done with other codes. The fact that this advisor has as yet not been named leads to the assumption that perhaps this formality will not be observed in the case of the broadcasters.

There has been some speculation as to who may be appointed Code authority, advisor to the NRA in administering the Broadcasters' Code. The name of Mr. Baldwin has been mentioned but no confirmation of this rumor has been forthcoming.

The original Broadcasters' Code hearing was to have been held in the Caucus Room of the new House Office Building but the forthcoming session will take place in the ballroom of the Raleigh Hotel in Washington instead.

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## ARGENTINE TO MODERNIZE ITS RADIO EQUIPMENT

Modernization and coordination of all naval communications is planned by the Argentine Government, according to Vice Consul John C. Pool at Buenos Aires.

New Argentine naval units, recently added to the squadron, are provided with up-to-date radio equipment. The Argentine Congress has been requested to authorize appropriations for new

radio installations on the older ships, and for radio directional beams to be placed at certain points along the Argentine coast. Present naval appropriations, however, are not sufficient to cover the expense.

Because of the fact that many merchant ships operating to the River Plate are provided with radio compasses, and would consequently benefit from the installation of these beacons, it is felt that the interests of Argentine foreign trade would likewise be served, particularly in the River Plate area.

In the meantime, the Navy Department is planning to increase the power of the existing naval stations at Buenos Aires, Puerto Belgrana, and Trelew, and to equip all units of the fleet with radio compasses.

The desirability of constructing beacon lights for air navigation was also presented. It was pointed out that revolving lights along the coast might serve the purposes of both air and water transportation.

It is believed that the Argentine Congress will take up these matters in a short time.

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#### BELIEVE FOOD AND DRUGS PARAGRAPH WILL BE CLARIFIED

There seemed to be every reason to believe that the paragraph in the Administration's proposed Food and Drug Act which broadcasters and publishers construed might hold them liable in fraudulent advertising would be rewritten and clarified. Assistant Secretary of Agriculture Tugwell, discussing this, said:

"Publishers and broadcasters are required to cooperate with the Government. The bill calls upon them to furnish, upon request, the names and addresses of those placing advertisements, but it does not hold them liable further than this. I have heard that some publishers and broadcasters feel that the present language of the bill would authorize the Department to prosecute an advertising medium should the Department elect not to request the names and addresses of those placing the advertising. While the language may perhaps be open to this interpretation, that is not the Department intent. We shall see to it that the text is so corrected as to remove all ambiguity."

The new Food and Drug Bill was introduced during the last session of Congress and Senate hearings on it will be held early in December.

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## FINDS B. B. C. EXASPERATING

Further criticism of foreign broadcasting methods is contained in another letter, a previous one having been presented here to our readers, received from a friend in London by O. H. Caldwell, former Federal Radio Commissioner, who writes:

"Further experience confirms my opinion about the exasperating nature of B.B.C. operation, for which no excuse seems to be forthcoming. Programs invariably finish late or early. A hiatus of dead silence occurs, or the next program is cut short. Last evening a piano recital to which I had looked forward was eight minutes instead of fifteen. This was followed, at 8 o'clock, by a gramophone program, in connection with which the gentleman who announces the titles is given special prominence, as if he were a star! The gramophone record programs, by the way, seem to be the only ones accompanied by adequate fore and aft announcements, probably because every detail of title and record number and maker of the record is given. Advertising?

"Radio Paris goes in for sponsored programs on Sunday evenings, when the British are indulging in church services. Advertising from British firms is interspersed between numbers. Luxembourg, providing excellent musical programs, announces in German and French, occasionally in English also - perhaps in anticipation of advertising also. Huizen (Holland) also provides excellent programs with announcements only in Dutch. I have about 30 stations on tap, one of the most interesting of which is the big Moscow station, which broadcasts in English almost every evening - talks and news. Good speakers and an excellent woman announcer - perfect English. Propaganda, of course, but with no glossing over of Soviet failures and difficulties. The broadcasts are carried out in a business-like manner, and listeners are asked for opinions and suggestions and subjects for discussion. Whether they like it or not, Capitalistic countries within reach are to learn much about the Soviet experiment, and its effects on Russia's millions.

"The Radio Exhibition at Olympia has been a great success. During the first four days, orders totaled 112 million - a tremendous increase over last year's business. I have a great respect for the quality and workmanship of the small sets they are making here, at prices that compare favorably with American models. I never imagined that such tone and selectivity could be obtained with a small, portable battery set such as I have."

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## COMMISSION STANDS PAT ON TELEVISION REPORT

Television stock selling schemes have brought many inquiries to the Federal Radio Commission as to the present status of the development of television. To this the Commission has replied that its attitude is just the same today as it was in 1932 when it reported, in part, as follows:

"While no startling inventions have come to light in television during the past year, the progress that has been made has been marked by a steady improvement in the detail of pictures transmitted. This development has in a general way paralleled the progress that was made in the early stages of sound broadcasting.

"Much attention has been given to the part of the spectrum in which television emissions will best fit. Although there are at the present time four 100-kilocycle bands between 2,000 and 3,000 kilocycles assigned to television, it has been evident for a considerable time that this space is not sufficient to meet the requirements of this new and growing art to furnish entertainment to the public. The experimenters have turned to the unexplored regions above 30,000 kilocycles. The work at these frequencies has shown signs of real promise as a future locus for this service, and the Federal Radio Commission has assigned wide frequency bands in this region for experimental work in television. Proposals have been received by the Commission from the industry to increase the space in this band in order to protect the future of television.

"Although considerable progress has been made in scanning methods, using both the mechanical type of scanning and the electrical or so-called cathode-ray type of scanning, it appears that many new developments must still be made before television can be accepted as a satisfactory entertainment service. While attempts have been made to broadcast scenes covering large areas, the majority of television stations have limited their transmissions to faces of one or two performers at most. This type of program, while of interest because of its novelty and usefulness for experimental work, has a very small amount of sustained 'look-in' interest. Such programs fall far short of what the public has been led to expect in the way of entertainment considering especially the fact that the technical improvements made during the last few years in sight-and-sound motion picture technique have created in the mind of the public a desire for very high technical standards of performance."

A committee of the Radio Manufacturers' Association, with E. T. Cunningham, of Camden, N. J., as Chairman, has been appointed to make a study of the future of television. His associates on the committee are W. Roy McCanne, of Rochester, Powel Crosley, of Cincinnati, and James M. Skinner, of Philadelphia.

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## NEW ENGLAND STATIONS WILL JOIN A.B.S. INAUGURAL

A dozen or more New England stations may listen in on the Amalgamated Broadcasting System (Ed Wynn's chain) opening next Monday night before their formal union with the System, Ota Gygi, (pronounced by Mr. Wynn "Gee-gee") Vice-President, promises.

"Demands by independently-owned 'spot' radio stations and independent groups of station owners for immediate inclusion in the new radio chain have become so insistent", Mr. Gygi said, "that on the Atlantic Seaboard network within the next month there may be a score rather than the originally-scheduled half-dozen stations receiving the Amalgamated programs."

Mr. Gygi added that before Wynn's return from Hollywood Monday, October 2, that the complete extension of the Amalgamated into New England will be under way.

"Meanwhile Amalgamated's representatives are closing up details and its engineers are laying out the A.B.S. main west-bound trunk circuit to include the Pennsylvania-Michigan network of nine stations in eight cities, with a further early extension into Amalgamated's western headquarters in Chicago, where the popular independent station-WCFL is destined to be the western clearing-point for the Wynn chain programs before the first of the year", Mr. Gygi continued.

Eight, instead of six, stations will take full or part time over the Atlantic Seaboard of the Amalgamated networks beginning Monday night. They are the original six - WBNX, New York, WTNJ, Trenton, WPEN, Philadelphia, WDEL, Wilmington, WCBM, Baltimore, and WOL, Washington, plus WCNW (formerly WMIL), Brooklyn, and WFAS, White Plains.

Among the "names" to be heard on the A.B.S. are Dr. Carl Van Doren, literary authority, Dr. Charles Fleischer, theologian, Emile Gauvreau, editor, the "Eight O'clock" Review, "Bit Meetin' Time" with Rosamund Johnson colored choir, and Catherine Tiff Jones, the Amalgamated Symphony Orchestra, directed by Adolphe Kornspan, "Sunny Jim" Rich, organist, the A.B.S. choristers and the A.B.S. dance orchestra.

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## NEW 2-WAY AIRCRAFT RADIOPHONE SUCCESSFUL

Success marked the tests carried on with the U.S.S. Macon, new Navy dirigible, with the new two-way radio telephone developed by Dr. Carlton D. Haigus, at Camden. Conversations were carried on at a distance of 60 miles on a frequency of 52,500 kcs. Dr. Haigus declared the new device was static proof regardless of the severity of electrical storms. The apparatus complete weights about 50 pounds and the antenna is less than 4 feet long. Dr. Haigus said he expected to make deliveries shortly to land stations including those of the Army and Navy.

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: BUSINESS LETTER NOTES :  
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An employment increase during its first month (August) under the NRA of more than 43 percent at the Crosley Radio Corporation was announced by Powel Crosley, Jr., President. These records show a total of 2,456 men and women on the Crosley payrolls as of September 1, 746 having been added during the preceding 31-day period.

The Radio Receiving Set Division now manufactures approximately 2,500 radios. Additional men and women are being employed daily. Mr. Crosley expects his production lines to be assembling from 3,000 to 3,500 sets daily within the next two weeks and said he had a backlog of unfilled radio orders totalling approximately 30,000 sets.

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A taxpayer wrote to WOR complaining about Dr. Royal S. Copeland spending so much time broadcasting in New York away from his senatorial duties in Washington. "The listener didn't catch on that it is an electrical transcription health talk", WOR's bright press representative commented.

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Charles A. Park, formerly superintendent of the Eleventh District at Detroit, has been appointed chief engineer of the Lighthouse Service with headquarters in Washington. Park will be in charge of the installation of all radio beacons. He will be succeeded at Detroit by Fred P. Dillon.

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William C. "Bill" Grunow at a convention in Chicago said to have been attended by 300 of his company's distributors, predicted that approximately 3,000,000 receiving sets will be sold between now and the end of March.

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Bert Green, secretary of A. J. McCosker, WOR Director, was knocked down by an automobile the second day of her vacation. A sprained ankle was the only casualty.

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Having succeeded so well in maintaining contact with General Balbo's airfleet, the Mackay Radio Corporation in New York will transmit wireless news from the second Byrd expedition from the South Pole. This information will be made available to the press. Bulletins will likewise be broadcast once a week from "Little America" at the South Pole by Columbia.

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Herluf Provensen, new manager of Station WLBW at Erie, Pa., didn't lose his sense of humor even if he did get married. At the marriage license bureau, he was required to fill out a blank in which, among others, the question was asked what the relations were between the bride-to-be and the prospective bridegroom. To which Herluf answered, "Very friendly". The information sought was whether or not they were related but the former NBC official managed to get a good laugh out of it.

Mr. and Mrs. Provensen were married last week and are now on their wedding trip in the West. Mrs. Provensen was formerly Miss Hester Walker Beall, NBC studio hostess in Washington.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 19, 1933)

WEHC, Community Broadcasting Corp., Charlottesville, Va. license covering move of station from Emory to Charlottesville, 1350 kc., 500 watts, daytime hours; WMBH, W. M. Robertson, Joplin, Mo., authority to cancel request to broadcast World Series Games, because of inability to obtain programs except at excessive price; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate Sept. 22 until 2 A.M. EST, simultaneously with KPO; WHP, WHP, Inc., Harrisburg, Pa., special temporary authority to operate from 2 to 2:30 P.M. EST, Oct. 10, 11, 12 and 13 provided WBAK remains silent; WBAK, Penna State Police Commonwealth of Pa., Harrisburg, Pa., special temporary authority to operate from 4:30 to 5 P.M. EST, Oct. 10, 11, 12 and 13, provided station WHP remains silent.

Also, WNAD, University of Okla., Norman, Okla., special temporary authority to operate from 2:30-5:30 P.M. CST, Sept. 30, provided station KGGF remains silent; also granted temporary authority to operate from 2:30 to 5:30 P.M. CST, Oct. 21, Nov. 4, and Nov. 30, 1933, provided station KGGF remains silent; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., granted special temporary authority to operate from 3 to 6 P.M. and 9 P.M. to 12 midnight CST, on Sept. 23 and 29, Oct. 7, 13, 20 and 27, Nov. 4 and 11.

### Renewal of Licenses

The following stations were granted renewal of licenses for the regular period:

WAAT, Jersey City; WDSU, New Orleans, La.; WFIW, Hopkinsville, Ky.; WIS, Columbia, S. C.; WJAS, Pittsburgh, Pa.; WJDX, Jackson, Miss.; WLBW, Erie, Pa.; WTAW, College Station, Texas; KFOX, Long Beach, Cal.; KGCA, Decorah, Ia.; KLPM, Minot, N. Dak.; KMBC and auxiliary, Kansas City, Kans.; KQW, San Jose, Cal.; KTAT, Fort Worth, Tex.; KTFI, Twin Falls, Idaho; KTSA, San Antonio, Tex.; and KUOA, Fayetteville, Ark.

### Set For Hearing

KRMD, Radio Station KRMD, Inc., Shreveport, La., modification of license to change hours of operation from daily except Sunday, 7 A.M. to 1 P.M.; 5 to 8 P.M.; Sunday 9 A.M. to 6 P.M., CST, to Daily except Sunday: 8:30 A.M. to 1 P.M.; 5:30 to 10 P.M., Sunday 9 A.M. to 6 P.M.

### Ratifications

Action taken Sept. 13: KIGW, Iowa Broadcasting Co., Des Moines, Ia., authorized to operate station KIGW on 2390 kc., 20 watts power, Sept. 14 to 19 inclusive; WFIN, Mackay Radio & Telg. Co., San Francisco, aboard "Los Angeles", granted 60 day authority to operate 2 tube sets replacing arc; frequencies 375 to 500 and 5500 to 22000 kc., each, 100 watts; Action taken Sept. 15: WTAR, WTAR Radio Corp., Norfolk, Va., granted special emergency authority to use station for necessary communication and cooperation with any other services if extreme emergency develops, during period of emergency only.

### Oral Argument Granted

The Commission granted a request for oral argument in the case of WNBW, Inc., Carbondale, Pa. and Home Cut Glass & China Co., Carbondale, Pa., to be heard before the Commission en banc on November 1, 1933, at 10 A.M., one-half hour allotted to each side.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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**CONFIDENTIAL—Not for Publication**

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## DENYING MISREPRESENTATION TELEVISION COMPANY APPEALS

Contending that the decision of the Federal Radio Commission in refusing to renew its licenses on the ground that the operation of Stations W1XG and W1XAU "has been used as a basis for stock promotion activities out of all proportion to the actual accomplishments" is contrary to the facts, the Shortwave and Television Corp. of Boston has filed an appeal in the Court of Appeals of the District of Columbia.

Through its attorneys, Elisha Hanson and Eliot C. Lovett, the Television Corporation contends that the Radio Commission has no authority under the law to appraise the activities of a license or to deny a license unless alien ownership or control by other than the applicant is disclosed or there is a violation of the terms of the license. There was a further contention that the decision of the Commission tends to usurp the functions of the Federal Trade Commission which has authority under the 1933 Securities Act to prohibit or control stockselling.

Since the case was set for a hearing by the Radio Commission, the Shortwave & Television Corporation has become a subsidiary of the General Electronics Corporation, a new company organized to take over a number of other companies in the electrical field.

"While it is true that the General Electronics Corporation stock is listed on the New York Produce Exchange, it is equally true that the record is devoid of any reference to extensive promotional activities in either Shortwave and Television Corporation stock or General Electronics Corporation stock", the statement of appeal sets forth.

"While this matter was still pending before the Federal Radio Commission, and months prior to the decision which was handed down on September 12, 1933, Congress enacted the Securities Act of 1933, which, immediately upon going into effect, gave to the Federal Trade Commission jurisdiction over such activities of the General Electronics Corporation as the Commission complains of in the decision. It is pertinent to point out that at no time since the enactment of the Securities Act has the Federal Trade Commission made any inquiry or report on the General Electronics Corporation. That corporation occupies a position no different from that of any other concern the stock of which is listed on any of the exchanges of this country."

In their notice of appeal, the Shortwave and Television Corporation further contend that inasmuch as no revenue can be derived from the actual operation of these stations, because of licenses granted to them for experiment purposes only, income had to be provided from other sources. At first it came in the nature of contributions from individuals, one of whom alone contributed in excess of \$100,000 in cash.

"As the manufacturing business grew, the demands for a more stable plan of financing became imperative, with the result that stockholders in the company contributed a large volume of their stock to the treasury, some of which stock in turn was sold to provide for the manufacturing expenditures and development", the Television Corporation contends.

"The company itself never advertised its stock for sale but did sell various blocks of its stock to brokers, who in turn listed it on the New York Produce Exchange, where it was subject to open trading. Before the stock could be listed, it was necessary for the company to file a financial statement, and such a statement was prepared by a professor of accounting in one of the universities located in Boston and submitted to the Exchange.

"During the entire period of the company, no stockholder has ever drawn out one cent in the nature of bonuses or dividends. The record in the case shows that the company has been efficiently and economically managed and that practically all of the money which has been contributed to it or which was derived from the sale of the stock donated to its treasury by those who originally contributed money for its development has been devoted entirely to the work of the company."

Among other reasons for appeal are that the Commission in denying renewal of licenses will cause a loss of the company's investment and will terminate the employment of many persons who are engaged in the television and shortwave development. Also that the decision of the Commission is in conflict with the stipulation of its counsel that the operation of these stations from a technical standpoint has been satisfactory.

The Shortwave & Television Corporation claims to have been one of the first, if not the very first, to broadcast joint vision and sound programs. During the eclipse of 1932, it operated its stations for a period in excess of one week without a single minute's interruption, in order that independent scientists, - among them Professor Gleason W. Kendrick of Tufts College, might make a thorough study of the effects of the eclipse on radio waves.

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#### WORLD'S SERIES BROADCAST PRICES TOO HIGH FOR HIM

W. M. Robertson, of Station WMBH, at Joplin, Mo., has asked the Radio Commission to cancel his request for special authority to broadcast "because of inability to obtain programs except at excessive prices."

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## BRITISH RADIO INDUSTRY FORGES AHEAD

Rapid progress in the British radio industry is reported to the Commerce Department by Assistant Trade Commissioner Henry E. Stobbins, London. This development, it is pointed out, is the result of the introduction of protective duties and patent pool action against foreign manufacturers.

At the recent National Radio Exhibition which has just closed, there were 200 British exhibitors, representing a combined capital of 80,000,000 pounds. As a result of lower prices and increased demand, the actual volume of business done at the show is officially given at 26,000,000 pounds, the report states.

This will necessitate the production of a million and a quarter radio receivers at a total cost of 14,400,000 pounds; 13,000,000 batteries, value 6,000,000 pounds; 3,800,000 tubes costing 2,300,000 pounds and 7,400,000 other components and accessories costing 3,100,000 pounds.

It is estimated that as a result of the sales push initiated by the exhibition, 750,000 new radio receivers will be sold during the coming season in addition to 1,250,000 replacement sets. It is stated that production will have to be stepped up to meet this demand and will involve additional factory space of 250,000 square feet and increased employment of 150,000 workers.

Indications point to a continued decline in the sale of American radio sets in the British market, according to the report. The prevailing opinion in the trade holds, it is pointed out, that the only remaining chance for American manufacturers is to establish plants in Great Britain either on a straight production basis or by assembly arrangement with a British firm.

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### WOULD HAVE CITY DISPOSE OF WNYC

Included in administrative savings totaling \$25,000,000 which New York City could make, Peter Grimm, Chairman of the Municipal Economy Committee, recommends that the city sell WNYC, its municipally owned broadcasting station, which he declares is being operated at a loss.

WNYC is a 500 watt stations which formerly shared time with WMCA on 570 kilocycles but after a court fight was shifted to 810 kilocycles, the same channel as WCCO, Minneapolis, both stations broadcasting full time.

The New York Municipal station has repeatedly been under fire as a result of claims of political partisanship and other allegations.

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## SEES DANGER IN NRA USE OF RADIO

Apprehension with regard to the Administration and General Johnson turning so frequently to the radio is seen in the annual report made by Dean Carl W. Ackerman of the Columbia School of Journalism to Dr. Nicholas Murray Butler, President of the University.

"The refusal of many daily newspapers to give advertising space to the NRA was brought to the attention of the American people by General Johnson over the radio", Dean Ackerman wrote. "True, it was subtly done and it was only an incident, but the fact should be recorded that any government in Washington may, if it wishes, use the radio - a channel of communication subject to Federal license - to build a backfire in American homes against any individual, business or institution, even though the First Amendment of the Constitution guarantees freedom of opinion, speech and assembly or petition.

"The press is unquestionably an important factor in the reflective processes of the people because by publishing all sides of public questions, it is contributing to the development of individual analysis and criticism. This is not applicable to the radio in its present state of development.

"The radio has magnified the power of the orator, which has been a potential danger to democracy throughout our history. It has not increased the power of individual reflection to the same degree."

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## McCOSKER LIKELY TO BE RE-ELECTED NAB PRESIDENT

There seems to be every likelihood that Alfred H. "Hollywood" McCosker of WOR, will be re-elected as President of the National Broadcasters' Association at its annual convention at White Sulphur Springs, October 8. Mr. McCosker's year of service with the NAB, carrying with it the extra NRA Code duties has been the most strenuous in the history of the organization. General satisfaction seems to prevail with regard to McCosker's leadership. As a result of this, it is believed he will be returned by acclamation for another term of office.

Mr. McCosker has just finished his tenth year with Station WOR and received many congratulations upon this occasion.

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## WMT'S WHOLE SALES FORCE KILLED IN AUTO CRASH

In an automobile accident near Denver, Ia., Howard Harrington, Vern King, and Harry Kiester, the entire sales force of Harry Shaw's Station WMT, at Waterloo, were killed. They were returning from an out-of-town broadcast when their car was struck at a road intersection and overturned.

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## ALLOWED NRA OFFICIAL TO COOL HIS HEELS

The resignation of John Elwood, Vice-President in charge of political, educational, religious and international broadcasts of the National Broadcasting Company, revives a story of treatment he is alleged to have accorded one of General Hugh Johnson's aides from Washington who called upon him. When R. D. Dolph, head of the Radio Division of the NRA sent his card to Mr. Elwood, he was told the NBC official was pretty busy and to come back again next week.

Mr. Dolph is said to have replied that the NRA speaking engagements he hoped to book through Mr. Elwood would all be over in a week and that would be too late. Finally Mr. Dolph was told maybe Elwood could see him "day after tomorrow". Whereupon the NRA official turned on his heel and went to Columbia where he is reported to have been received immediately and where he reciprocated by giving NBC's rival the cream of the NRA speakers.

His remarks upon returning to Washington were described as caustic and to the effect that "there was an air of closed doors about the NBC and whether there was anything really going on behind them, visitors were kept waiting outside for awhile to get them in a humble and proper frame of mind before letting them in."

To make the incident the more embarrassing, just as Elwood happens to be a cousin of Owen D. Young, Dolph is a brother-in-law of Herbert L. Pettey, Secretary of the Federal Radio Commission, the man Postmaster General Farley recently referred all Democratic National Committee broadcasting matters to. Pettey not only stands O.K. with Farley, but also with the President.

The immediate cause of Elwood's resignation is reported to have been a disagreement with Richard C. Patterson, Executive Vice-President of the NBC, but this could not be confirmed in Washington.

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The time of the general meeting of the Radio Manufacturers' Association members to discuss the Code Tuesday (September 26) in New York has been changed to 2 o'clock in the afternoon. The Board of Directors will have a preliminary session at 10:30 o'clock in the morning.

The National Association of Broadcasters' Code Committee has been called to Washington for Tuesday morning and will be held in session for the NAB Code meeting to be held Wednesday (Sept. 27).

A group producing recorded programs headed by Major J. Andrew White, of the American Broadcasters, New York, has asked to be heard in connection with the Broadcasters' Code. Among those associated with Major White in this are (Charles) Winninger, McNamara & Culbertson, Osborne & Souvaine, Allied Productions, Broshen Enterprises, Leading Attractions, Inc., Joyce A. Vertchamp, Georgia Backus (News Events, Inc.), Pete Dawson-Jesse Butcher, Inc., R. A. Wachsman and George Mack.

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#### AYLESWORTH DESCRIBES NEW RADIO CITY STUDIOS

A six-page statement by Mr. M. H. Aylesworth, President of the National Broadcasting Company was released September 19, giving a detailed description of the new studios and offices occupying 12 floors in Radio City which will be opened officially on Tuesday, November 15 with a special inaugural program. A statistical summary which Mr. Aylesworth gives with regard to new layout follows:

NBC space - 400,000 square feet; number of studios - 35; Number in operation at opening - 16; Miles of wire in NBC quarters - 1,250; miles of cable - 89; Microphone outlets - 250; Soundproof Doors - 296; Electric Clocks - 325; Wall Fabric - 244,908 sq. ft; Drapes - 4,698 sq. feet; Rockwool for Sound-Proofing - 500,000 pounds (11 carloads); Perforated Transite for Sound-Proofing - 153,600 sq. ft.

Mr. Aylesworth emphasizes the preparations which have been made to take care of visitors who wish to witness the broadcasts. This struck a visitor from Washington as being one of the outstanding features of the new set-up. Visitors are taken by special elevators to the fourth and ninth floors, on which are balconies overlooking the two and three story studios. The hall walls are lined with plate glass windows so that visitors may see what is going on in the studios. In the second largest studio, dedicated to the Radio Guild, and for presenting dramatic productions, there is a stage and glass curtain so that visitors may witness the program without disturbing the players.

This is the second largest studio in the place - 50 x 89 feet. The largest studio is 78 x 132 feet and is three stories high. It has a stage which can accommodate a 100 piece orchestra and there are provisions for 250 spectators.

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: BUSINESS LETTER NOTES :  
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Col. George M. Studebaker, scion of the pioneer Indiana manufacturing family, and backer of Colin B. Kennedy when the latter opened his radio factory at South Bend, has filed a bankruptcy plea with assets of less than \$5,000 and debts of \$2,500,000.

Colonel Studebaker, who is now 68 years old, and whose fortune several years ago was valued at close to \$4,000,000, was a victim of the Insul Utilities collapse.

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The New York radio-electrical show in Madison Square Garden attracted 15,000 visitors Wednesday and it was estimated that the attendance by closing time Thursday night would reach 30,000, assuring the exhibition of financial success. It was reported that the number of orders taken at the show was highly satisfactory to the exhibitors.

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Announcement has been made by the Treasury Department of the allowance of drawback on radio condensers manufactured by the Radio Condenser Company, of Camden, N. J., with the use of sheet aluminum.

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RCA APPEAL SUSTAINED IN CABLE RADIO TUBE SUIT

The United States Circuit Court of Appeals for the Second Circuit has handed down a decision sustaining the contentions of the Radio Corporation of America in a suit against Cable Radio Tube Corporation. The decision affirms previous decisions of the District Court of the United States for the Eastern District of New York, from which the defendant appealed to the Circuit Court.

An appeal was taken after the Federal District Court adjudged the tube company in contempt and imposed fines for violation of writs of injunction forbidding it to continue to manufacture radio tubes defined in the Court's decree in 1930 as violations of RCA patents. Consolidated with the tube company's contempt appeal was its appeal from a denial by the same Court of a motion to vacate or modify the injunctions.

After a full discussion of the various contentions of the tube company, the Circuit Court of Appeals in an opinion written by Judge Augustus N. Hand, held the defense was "unsubstantial" because the existence of the alleged, unwritten, special privilege agreement was "inherently improbable"; that "its authorization by the Radio Corporation was insufficiently shown", and that "it could not be proved owing to the statute of frauds."

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C O R R E C T I O N

In connection with an item about the beneficial treatment of ultra-short waves in deep seated abscess cases, noted by Dr. Erwin Schliephake a German physician, which we reported September 15, there appeared a reference to a radio set developed by Dr. Willis A. Whitney of the General Electric Co. which (we wrote) "he claimed was capable of killing bacteria".

This we are informed by Mr. J. Liston of the Publicity Department of the General Electric Company was not quite accurate.

"We would suggest", Mr. Liston writes, "the following wording, 'A radio set was developed several years ago by Dr. Willis R. Whitney of the General Electric Company which has proved effective in treating a number of diseases by the production of artificial fever.'"

R. D. H.

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WOULD DISREGARD QUOTA FOR LOCAL REMOTE REGION STATIONS

To better serve remote regions in overquote States, Federal Radio Commissioner Lafount would allow stations of 100 watts or less erected without being charged to the quota. Commissioner Lafount, however, added the proviso that such a station be located at least 100 miles from a 5,000 watt station, at least 75 miles from any station of 250 or more watts and less than 5,000 watts and 50 miles from any station classified by the Commission as local.

Commissioner Lafount made a motion to this effect at the last meeting of the Radio Commission and it is believed that it will be favorably acted upon by the Commission.

Commenting on the motion, Mr. Lafount said:

"This plan would make possible the establishing of a few 100 watt stations in communities not now enjoying good radio reception, and would eliminate about thirty existing local stations from quota charge; the object being to more nearly provide equality of radio reception."

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## TREASURY ACTS IN TRADE-MARK VIOLATION

It appears that certain phonograph records are being imported in violation of the trade-mark rights of the RCA Victor Company, Inc., the Treasury Department is notifying Collectors of Customs, "and it is the practice of the foreign shippers to paste half-labels over the trade-marks prior to shipment of the records to this country, which half-labels are easily removed by the application of water."

The Treasury Department has held that "the covering of the trade-marks by pasting half-labels over the same does not constitute an obliteration as provided or contemplated by the law, and the importation of such merchandise should be prohibited when consigned to a person or firms other than the RCA Victor Co., Inc.

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### WBAL STAGES FIRST EXHIBIT AT MD. STATE FAIR

Marking the first time in the fifty-three years of the Maryland State Fair that a broadcasting station has ever been included among the exhibitors, WBAL, Baltimore, put on quite a show at the Fair at Timonium recently.

Frederick R. Huber, Director, arranged for display space to give thousands of listeners a vivid eye impression of WBAL and its many programs and products.

WBAL's exhibit was strikingly placed in the centre of Exhibition Hall, the main show building on the Fair grounds, and no matter what door the visitors entered, the first thing that caught the eye was the beautiful black and silver sign that topped the exhibit and heralded "The New WBAL". The entire show was arranged against a background of golden-rod and black (WBAL's station colors) while the various displays themselves were in many vivid shades, so that the general effect made this one of the most brilliant displays in the entire hall. A spot-light played constantly on the glittering "New WBAL" sign.

Visitors to the Fair, which numbered approximately 80,000 persons, continually thronged the Exhibition Hall and from the moment the Fair opened until it closed, there was a constant press of people about the WBAL exhibit. Among those who expressed pleasure at the display of WBAL was Governor Albert C. Ritchie, who remarked he thought this exhibit was "fine and very worth while". A WBAL microphone stood at one end of the exhibition display space, while two turn-tables each 6 ft. in diameter, and placed at each end of the exhibit gave a moving exhibition of various products, artists' pictures and other special features. There was also included a comprehensive display of vacuum tubes, from the smallest to the largest in use at WBAL. Various slogans and signs told listeners about the new WBAL, its efficiency and dependability and its 10,000 watt power, its new antenna system, and other salient facts regarding the station and of general interest to the listener.

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## WYNN PROMISES 16 STATION NETWORK FOR OPENING

Invitations for the Amalgamated Broadcasting System (Ed Wynn's chain) grand opening Monday night (September 25) have reached Washington. Also the definite assurance that at least 16 stations will be included in the network that night.

As yet the program which will last four hours, is in a tentative form but includes greetings from Washington and from radio, stage and screen celebrities in New York.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 22, 1933)

WBZA, Westinghouse Electric & Manufacturing Co., Springfield, Mass., license covering changes in equipment, 990 kc., 1 KW, unlimited time when synchronized with WBZ; KGFX, Dana McNeill, Pierre, S. Dak., license 630 kc., 200 watts, specified hours (9:30 A.M. to local sunset); WOAI, Southern Equipment Co., San Antonio, Texas, modification of license to change corporate name only to Southern Industries, Inc.; KLCN, Charles Lee Lintzenich, Blytheville, Ark., modification of C.P. extending completion date to Nov. 1, 1933; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate Tuesday, Oct. 10 to 11 P.M. and Wed. Oct. 11 to 2 A.M., Oct. 12, EST, simultaneously with KPO, San Francisco; KRMD, Radio Station KRMD, Inc., Shreveport, La., authority to operate specified hours and days in Oct. and Nov. for football games; WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate from 10 P.M. to 12 midnight, CST, Oct. 20 and 21, 1933; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., special temporary authority to operate from 7 to 8 P.M. EST, Oct. 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, 16, 1933, provided Station WCAC remains silent.

Also, WHEW, Richard E. Byrd, "Bear of Oakland", Boston, Mass., 3rd class public radio station ship license to expire Feb. 1, 1935, frequencies above 3000 kc. for ship telegraph service in conformity with Rule 285a to communicate primarily with coastal and maritime mobile stations, and with amateur stations, provided no interference is caused, and no pecuniary interest is involved; also KJTY, Richard E. Byrd "Pacific Fir", Boston, Mass., 3rd class public radio ship license to expire Feb. 1, 1935, frequencies above 3000 kc. for ship telg. service in conformity with Rule 285a and frequencies above 6000 for ship telephone service in conformity with Rule 285b except 8830, 13215, 17640 kc., to communicate with coastal and maritime mobile stations and with amateur stations, provided no interference results, and no pecuniary interest is involved; City of Albany, Albany, N. Y., C.P. for police service, 2414 kc., 100 watts, unlimited time; WPET, City of Lexington, Lexington, Ky., modification of police serv. license to increase power from 200 to 500 watts.



Also, National Broadcasting Co., Inc.: New, portable and mobile, C.P. for general experimental service, 1594, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above, 100 w.; New, - general experimental C.P. 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 150 watts; W9XA, Denver, Colo., renewal of experimental special license, 830 kc., 12.5 KW; RCA Communications, Inc. WQB, New Brunswick, N. J., modification of license to change primary points of communication from Port-au-Prince, Santo Domingo, Paramaribo, and Curacao to Brussels; Aeronautical Radio, Inc.: WAEQ, Elmira, N. Y., aviation-aero. license, 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, kc day only, 400 watts; KGTF, Fort Worth, Texas, aviation-aero. pt. to pt. license, 2316, 2356, 3467.5, 4740 kc., unlimited, 6540, 6550, 6560, 8015 kc., day only, 150 watts; Western Air Express, Inc., on aircraft, authority to operate on aircraft station as a broadcast pickup station on Sept. 24, to broadcast talk by Elliot Roosevelt, program to be rebroadcast by KSL, Salt Lake City.

### Renewal Of Licenses

For the regular period: WCAM, Camden, N. J., WCAP, Asbury Park, N. J., WLB, Minneapolis, WRR, Dallas, WSBT, South Bend, Ind.; WTNJ, Trenton, N.J., KGBZ, York, Neb., KVOR, Colorado Springs, Colo., and KWSC, Pullman, Wash; WHA, University of Wisconsin, Madison, Wis., and KWWG, Frank P. Jackson, Brownsville, Texas, granted temporary licenses subject to such action as the Commission may take on their pending application for renewal.

### Action On Examiners' Reports

WJBY, Gadsden Broadcasting Co., Gadsden, Ala., granted application to reconstruct and operate station at new location in Gadsden, sustaining former Chief Examiner Ellis A. Yost; WDRC, WDRC, Inc., Hartford, Conn., granted an increase in power from 500 watts to 1 KW on present frequency - 1330 kc., sustaining former Chief Examiner Yost; WGNV, Peter Goelet, Chester Township, N. Y., granted increase in power from 50 to 100 watts, sustaining Examiner George H. Hill.

### Ratifications

Action taken Sept. 9 - New, KFAB Broadcasting Co., Lincoln, Neb., granted CP 2478 kc., 2 watts, also authorized to use station from Sept. 22 to 24 inclusive; Action taken Sept. 16: KWKC, Wilson Duncan Broadcasting Co., Kansas City, Mo., granted authority to take depositions of certain witnesses on Sept. 21 at Kansas City, in re their application for modification of license; Action taken Sept. 19: KDWS, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate transmitter aboard vessel President Roosevelt, pending receipt and action on formal application, 375 to 500 kc., 50 watts; WKBH, WKBH, Inc., LaCrosse, Wis., granted special temporary authority to operate one week with 500 watts, pending repairs to generator; Action taken Sept. 20: granted special authority to construct and operate station, frequencies 1560 and 2390 kc., 7.5 watts, period of operation Sept. 20 to 25, also authorized to operate station KIGA during this period in connection with search being conducted in northern Minnesota (This latter ratification refers to New and KIGA, National Battery Broadcasting Co., St. Paul, Minn.)

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711 Fifth Avenue, New York, N. Y.  
**HEINL RADIO BUSINESS LETTER**

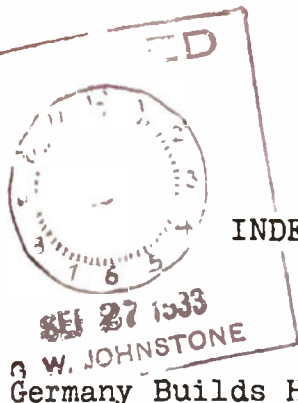
2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

*Miss Spague*

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No. 659



## GERMANY BUILDS HIGHEST RADIO TOWER WITH AMERICAN LUMBER

A wooden radio tower, the highest ever attempted, 624 feet high and built of American Southern pine, is at present under construction for the German government at Koblenz, Axel H. Oxholm, Chief of the Lumber Division of the Department of Commerce reports. The Germans decided to use American pine only after diligent investigation.

According to Mr. Oxholm, who has made a special study of the European wood construction methods, these timber radio towers are built under the new European system of "connector construction." These connectors consist of disks, plates or rings, inserted between the members to be joined and held together with a bolt. This distribution of the load results in strengthening the joints from four to eight times. An appreciable economy in wood construction costs and the securing of the maximum efficiency from the construction material used are the main advantages. More than fifty wooden towers from 200 to 500 feet have already been erected in Europe, chiefly built of American woods, according to Mr. Oxholm.

Earlier this year a handbook, "Modern Connectors for Timber Construction" on this construction system and its application to American conditions for a multitude of purposes, such as bridges, docks, warehouses, etc., was published under the joint auspices of the Departments of Commerce and Agriculture. Already satisfactory results have been reported in regard to practical application of the modern connector system in America. The handbook may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 15 cents a copy.

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## BIG SIX UNIVERSITIES BAR FOOTBALL BROADCASTS

There will be no football broadcasts from the "Big Six" universities in the Middle West this season.

"Radio broadcasting has been a problem to the conference for some time", C. L. Brewer, representing the organization, said. "It was felt by several directors that broadcasting reduced attendance, but some schools as a matter of policy have hesitated to banish radio from the press box. With the lowering of admission prices this year, however, and the necessity of drawing larger crowds, action of some sort was imperative. The newspapers have objected and there is considerable competition among the radio stations to broadcast the games."

The institutions which make up the "Big Six" are the Universities of Nebraska, Oklahoma, Kansas and Missouri and Kansas State and Iowa State colleges.

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## ED'S NEW DEAL DIDN'T SOUND SO NEW

Ed Wynn's "new deal" in radio on the opening night, at least, despite promises to the contrary, seemed to be more of the same. As "great oaks from little acorns grow", the new network's offerings will doubtless improve with time but there wasn't much to write home about in the initial presentation.

This criticism is made in the friendliest spirit possible because of kindly feeling towards Ed Wynn and Ota Gygi, and with allowance for the hardships and discouragements they have encountered in getting such an ambitious project started.

Ed Wynn himself was badly missed the opening night. If he had not been detained in Hollywood and his present contract would have allowed him to participate in the program as master-of-ceremonies, he could have worked wonders in putting the thing over. Anyone who has seen the way Ed Wynn keeps one of his theatrical performances going will doubtless agree with this.

Mr. Wynn sometime ago told the writer that he hoped later to act as master of ceremonies on his own chain and maybe be heard at intervals throughout an entire evening's program. Ed could probably do this and be one person in a thousand who could get away with it. Certainly he would have been a life-saver the opening night. Norman Brokenshire did a fairly creditable job but was far from being an Ed Wynn.

Despite the enterprise of LeRoy Mark, of Station WOL, in assembling notables at the Washington end of the line, this part of the program didn't add much to the "tout ensemble". Postmaster General Farley's welcome was pretty much the conventional speech of a political glad-hander. Instead of confining himself to a greeting to the new network, he took the opportunity to pin a large bouquet on the exceptional service he said the Post Office Department is now giving to the people. He also praised highly the accomplishments of the Roosevelt Administration. In fact the P.M.G. got so far afield of radio or the Wynn network that a listener remarked, "He reminds me of the fellow in the old California yarn who at a funeral said, 'Not knowing much about the deceased, I'll take this opportunity to say a few words about the delightful California climate.'"

Judge Eugene O. Sykes, Chairman of the Federal Radio Commission did much better. What he had to say was short and to the point but the same couldn't be said of Sol Bloom who followed him.

There were a few words from Curtis Dall, son-in-law of the President, who is the Chairman of the Board of the new chain. This was probably the first time this young man has been heard on a network.

Mr. Gygi introduced former Representative LaGuardia, New York mayoralty candidate. Congratulatory telegrams were read from George M. Cohan, Mayor O'Brien, of New York, M. H. Aylesworth of the National Broadcasting Company, Lee Shubert, Mayor Hague, of Jersey City, Morton Downey, David Sarnoff of the Radio Corporation of America and a message from Dr. Lee DeForest, who took a shot at present day radio programs which he hoped Ed Wynn would improve. A telegram of congratulations was sent by Harry C. Butcher, manager of Station WJSV, Columbia's station in Washington to LeRoy Mark, owner of WOL, the affiliated Wynn station in Washington.

R. D. H.

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#### BROADCASTERS TO HAVE BUSY CONVENTION

The NRA Code and the Copyright fight will be among the many important matters to be discussed by the National Association of Broadcasters at their convention at White Sulphur Springs which begins Sunday, October 8. There will be a meeting of the Board that evening at 7:30 o'clock followed by a musical program for all delegates at 8 o'clock.

Judge Sykes will be the first speaker Monday morning discussing "Radio Developments Since the Passage of the Radio Act of 1927". There will be reports by A. J. McCosker, President of the Association and Philip G. Loucks, Managing Director. Edgar L. Bill will review the work of the creation and operation of the Program Clearing House. Tax problems of the Broadcasters will be discussed by E. M. Elkin.

John V. L. Hogan, Consulting Engineer, will tell for the first time Monday evening about the new and novel developments in visual broadcasting, emphasizing possible commercial applications of this art by broadcasting stations. Dr. C. B. Jolliffe, Chief Engineer of the Radio Commission, will discuss developments in technical aspects of regulation. Joseph Chambers, Chairman of the Engineering Committee will report on the subject of increased power for broadcasting stations.

John Benson, President of the American Association of Advertising Agencies, will tell the convention Tuesday morning "What the New Deal Means to Advertising Agencies and Broadcasting Stations." H. K. Carpenter, Chairman of the Commercial Committee, will give recommendations on station relations with advertising agencies and special representatives on standardizations of units of sale, station surveys, merchandising operations and standardization of commercial forms.

Oswald F. Schuette, NAB Copyright Director, will review the copyright fight to date on Tuesday night and discuss the aims and purposes of the Program Foundation. Newton D. Baker, the Association's Copyright Counsel, will discuss the present status of copyright litigation and the evening will close with a special report of the Copyright Finance Committee, of which I. D. Levy is Chairman.

John W. Guider, of the Code Committee, will present the NRA situation at the meeting Wednesday morning. Arthur Church, Chairman of the Cost Accounting Committee, will likewise bring out recommendations with respect to carrying forward the work of uniform accounting by the Association. James W. Baldwin, who was the special representative of the NAB at Mexico City, will tell about the conference and offer his recommendations for the solution of the North American allocation problem. Henry Bellows will report in behalf of the Legislation Committee, and William S. Hedges will outline the revisions of the constitution and by-laws. The officers will be elected at this session.

There will be a meeting of the Board of Directors Wednesday night followed by a banquet which will close the convention.

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#### A WEATHER REPORT WITH SOUND EFFECTS

If somebody else hasn't thought of it before, K. H. Berkeley of the NBC in Washington has hit upon an idea which he should have patented. Casting about for a feature to relieve the summer ennui, he decided to put on a "Daily Almanac." Not bad for a starter, but then came the big thought - why not, to be used as part of the "Almanac", a weather report with sound effects?

Locusts buzzing if the weather is to be hot, birds singing if it is to be fair and rain and howling wind if it is to be stormy. The rest was easy, for WRC has filed away on records, all sorts of sound effects ready to be used at a moment's notice, thunder, lightning crashes, everything.

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#### INTERNATIONAL SHIP SIGNAL LETTER CHANGES

By international agreement, the international signal letters of ships, published in the U. S. Navy Call Book, as well as in Department of Commerce publications, will on January 1, 1934, be changed to agree with their radio calls. A new edition of the Navy Call Book, Part II, effecting those changes, will be issued prior to that date.

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## TURKEY OFFERS LIKELY FIELD FOR AMERICAN RADIO SETS

If United States exporters of radios would liberalize their credit policy in Turkey and at the same time carry on a systematic advertising campaign, they could greatly expand their business in that market, according to Commercial Attache Julian Gillespie in a report to the Commerce Department.

American sets, he points out, continue to arouse a very lively interest among dealers but extensive sales are hampered because it is impossible to allow the same credit terms for American radios as is granted by competing lines.

At the present time about 70 per cent of Turkey's radio business is in the hands of two producers, one Dutch and one German. Most European radios sold in this market are equipped with receiving sets capable of receiving on wave lengths of 200 to 2,000 meters.

Prospects for the sale of receiving sets of 10 to 2,000 meters wave length appear to be favorable, the report states, and it is these particular types of American sets that arouse the most interest in Turkey.

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## FRED STONE PROVES DISAPPOINTING

Although one might think Fred Stone would be a radio natural, his radio performance in "The Red Mill" revival Sunday night was disappointing. The fact is dialogue from the old-time musical comedies when given over the radio without scenery, without an audience and without the makeup and personality of the comedian, is out of date and creaky and simply doesn't go.

It is sad to report this in the case of such an old favorite as Fred Stone. George M. Cohan readily adapted himself to the radio because he was able to bring his material up-to-date.

Victor Herbert's music for "The Red Mill" stands the test of time much better than the dialogue. A feature of the broadcast was Miss Dorothy Stone whose voice both when speaking and singing over the radio was very pleasing.

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A new list of Special Experimental Shortwave stations has just been issued by the Federal Radio Commission.

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Columbia is getting under way with an intensive publicity campaign in connection with its proposed broadcasting of regular programs from Antarctica to the United States. Edward K. Cohan, technical director of Columbia, will load 5000 pounds of broadcasting equipment on Admiral Byrd's flagship, the S.S. "Jacob Ruppert".

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Station KSOO, of Sioux Falls, S. D., has abandoned its appeal from a Federal court preliminary injunction to prevent use of Associated Press news dispatches. Attorneys in the case announced that a stipulation for dismissal of the appeal to the Circuit Court of Appeals had been signed.

This leaves final determination of the issues to the Federal Court, where the preliminary injunction was issued last April, ordering the broadcast company to cease using the Associated Press dispatches without authorization.

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"Radio circles in New York are buzzing with the threat to their latest development - the automobile radio", James McMullin writes in the "National Whirligig" published by the McClure Syndicate in New York City. "The exhibition of wireless sets for cars was suddenly and officially banned for the British Automobile Show in October. It is believed that the Ministry of Transport has ruled road music out as dangerous. Radio manufacturers here are much perturbed by this cutting off of a new market and are worried lest our Administration follow suit."

Mr. McMullin reports, in connection with the great Nazi drive to convert American public opinion that a heavy schedule for radio broadcasts has been prepared to be delivered over a multitude of population-checked local stations throughout the United States. The big hook-ups are out.

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Operators of four small radio stations in west Texas, including the Rev. Sam Morris, pastor of the First Baptist Church, Stamford, were indicted by the Federal grand jury at Amarillo for operating without licenses.



A warning is sounded by the Bureau of Foreign and Domestic Commerce with regard to the importance of exporters living up to the specifications of foreign countries. Failure to comply with specifications caused the loss of an important market for American doors in Sumatra.

In a public construction project over 1,000 doors were required, and an initial order for 300 American doors was placed. Upon arrival it was found that these doors did not come up to specifications, and the additional 1,000 doors which were needed were procured from Europe. Thus in this manner a valuable opportunity has been lost to American exporters to extend the market into a new field.

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No decisions were handed down by the Radio Commission Tuesday (September 26).

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#### MARCONI TO BE ACCORDED GREAT RECEPTION

Marconi will arrive in New York City on the Italian liner "Conti di Savoia" Thursday (September 28) enroute to the Chicago Exposition where "Marconi Day" will be observed Monday, October 2.

As the "Conti di Savoia" brings the Marchese and Marchesa Marconi up the New York bay, a description of their arrival will be broadcast. The following day the inventor will be invited to visit the New York office of R.C.A. Communications, Inc., and inspect the new NBC studios in Radio City as examples of the most modern installations for radio broadcasting.

Marchese and Marchesa Marconi will remain in New York two days prior to their departure for Chicago. They will be met by David Sarnoff, President of the Radio Corporation whose guests they will be in America. On Friday night General Harbord and Mr. Sarnoff will give a dinner for Marconi at the Ritz Carlton.

The Marconi party will leave for Chicago Saturday afternoon. On Saturday evening, while they are enroute, the NBC will present a program portraying the rise and service of radio and dramatizing important episodes of Marconi's work. The broadcast will announce the opening of Radio Progress Week, which begins October 2.

Representatives of the city, the Century of Progress, the Italian Government, and the American Legion will meet the Marconis upon their arrival in Chicago. After attending church services with his wife, the inventor will be the guest of the Italy-America Society at luncheon.

On Sunday night the Italians of Chicago will honor their distinguished countryman with a dinner, at which the Hon. Joshau d'Esposito will be toastmaster. The program will be broadcast.

During her stay in Chicago, the Marchesa Marconi will be the guest of Mrs. Rufus Dawes and Mrs. J. Hamilton Lewis, hostesses of the Fair.

On "Marconi Day", October 2, Marconi will first attend the opening of the American Legion Convention, where he will speak briefly.

A luncheon at the Museum of Science and Industry will be followed by an inspection of the Museum's scientific collection. The Marconi party will be received by officials of the Fair with a guard of honor. In the Court of the Hall of Science greetings will be extended by Rufus Dawes, and Governor Horner of Illinois. Dr. Arthur H. Compton, physicist, will make an address in recognition of Marconi's achievements in science, and Judge John W. Van Allen representing the Radio Manufacturers' Association, will present a testimonial.

As a climax, it is planned to turn on the lights at the Fair by a radio impulse started in Italy when the planet Saturn comes into the field of a telescope in the Florence Observatory. The reception in the Court of the Hall of Science will be broadcast by NBC in the United States and Italy.

After the ceremony Marconi will receive a degree conferred by Northwestern University. Marconi will return to the rostrum in the Court at 7 o'clock to receive radio greetings from the nation.

In the evening of Marconi Day, Marconi will attend a dinner of the American Legion, and on Tuesday will review the Legion parade.

The Dante Alighieri Society will be host at a luncheon on Tuesday. Marconi will view the Marconi apparatus in the Hall of Science. A reception will be given in his honor at the Italian Pavillion of the Fair which will be broadcast to Italy.

A dinner on Tuesday evening in the Administration Building will conclude the formal program.

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## N. Y. SHOW IS SALES GETTER

The Electrical and Radio Show sponsored by the Electrical Association of New York which began last Wednesday and will last until next Saturday (Sept. 27) is apparently not only proving itself a great surprise in attendance but in the sales momentum it is gathering.

The attendance, which has been increasing day by day, last Saturday (with an admission of 25 cents charged) was approximately 30,000 taxing the capacity of Madison Square Garden. The total paid gate of the Show up to Saturday night was \$68,009. The Sunday crowd was estimated at 20,000.

Buyers, impatient about waiting for new models, made selections from the receivers and home electric appliances on display in the various booths and ordered the merchandise delivered directly to their homes.

In previous years people have been content to await the arrival of the new merchandise in the retail stores.

"An official of a large radio manufacturing concern said that he had never seen so many direct selling leads accrued in one day from contacts between his salesmen and the public", Orrin Dunlap, Jr., observes in the New York Times. "As a result of the wide interest of the visitors in the models on display, dealers are reported to be ready to increase their orders from factories."

"This show is the best I have seen in 7 or 8 years", said Benjamin Gross, of Gross Sales, Inc. "Tremendous interest is being shown in the new models. We believe this denotes at least a 25% increase in the general radio business of October over what our trade would have been without a show. The industry is definitely on the up-grade."

Already there is talk of holding a second show in New York next year with a follow-up exhibition in Chicago. The Madison Square Garden officials were so surprised and pleased with the success of the show that they have organized a "Show Division" to promote similar exhibitions among other industries.

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## JOHNSON ILLNESS WILL NOT HALT RADIO CODE

It is not believed the illness of Gen. Hugh S. Johnson, who is in Walter Reed Hospital following a surgical operation, will interfere with the progress of the Broadcasters' Code. There will, of course, be added duties for Deputy Administrator Sol Rosenblatt but as far as known, he will continue with the shaping of the Broadcasters' agreement and will preside at the hearing which is scheduled for 10 o'clock tomorrow (Wednesday) morning at the Hotel Raleigh in Washington.

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## SEES RADIO AND MOTION PICTURES IN ADMINISTRATION FAVOR

Called "A Lamp-Post Interview on Pennsylvania Avenue" by Marlen Pew, the following appears in the "Editor & Publisher":

"Q. Are newspapers in high favor with the present administration at Washington?

"A. No, newspapers are not in high favor in any department at Washington.

"Q. What mediums are in high favor there?

"A. Radio, and motion picture.

"Q. Why is that?

"A. First because they can be commandeered at a moment's notice, without expense, and used exactly as if government properties. They question nothing, have no opinions, are removed from the great political controversies, and offer what is called direct contact with a considerable section of the sovereign voting population. Radio has to dance to Government tunes because it is under Government license. Motion pictures take anything that looks like good entertainment and regard the Government as a prolific source of inexpensive scenery and talk. The Navy is somewhat operated for Hollywood effects. Naturally both radio and motion pictures are effective instruments in a national crusade which depends in considerable part upon emotional appeal.

"Q. It is noticed that Gen. Hugh Johnson sedulously avoids giving credit to newspapers as an important means of communication. Does this mean he is deliberately unfriendly to newspapers?

"A. The Administration, including all of its chief officials, cannot be called deliberately unfriendly to the press. As a rule they give newspapers an easy 'go by.' The President, on the contrary, is very friendly and time and again has expressed high appreciation of press service. He has said he was dumbfounded by the almost unanimous press support given his administration and his only complaint was that newspapers were not sufficiently critical; he wished for prompt and constructive suggestions. General Johnson, who is a lovable fellow among reporters, takes a rather hard-boiled attitude and thinks about the press just about as does Paul Y. Anderson and a few more Washington correspondents who are his close friends and intimate advisors. General Johnson is more appreciative of his writing friends at Washington than of their publishers and editors."

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## COLUMBIA NEW AND RENEWAL CONTRACTS

Brille Manufacturing Co., Brooklyn, N. Y. (Household scouring soap); Starts - October 1, 1933, Sunday 11:45 to 12 noon; Network - New York, Philadelphia, Boston, Hartford, Providence, Springfield; Program - Tito Guizar, the Mexican tenor and the Three Brille Harps; Listing - Midday Serenade; Agency - Frank Presbrey & Co., New York.

King's Brewing Co., Brooklyn, N. Y. - Extension of Network and renewal; Started - Sept. 23, 1933; Saturday - 7:30 to 8 P.M. (formerly heard on WABC only Mondays at 6:45 to 7 P.M. - Albany, Syracuse, Buffalo added 8/28/33); Network - New York, Albany, Syracuse, Buffalo, Hartford, Providence, Boston, Bangor, Washington; Program - Fred Berren's Orchestra, Jane Froman, soprano and Charles Carlile, tenor; Listing: King's Henchmen; Agency - Trades Adv. Agency, New York City.

C. F. Mueller Co., Jersey City, N. J. (Renewal) (Macaroni and spaghetti); Started: Sept. 13, 1933; Air time: Mon. Wed. Friday, 10:15 to 10:30 A.M.; Network - Albany, Boston, Buffalo, Cincinnati, Cleveland, Detroit, New York, Philadelphia, Pittsburgh, Providence, Syracuse, Washington; Program - Songs and patter; Listing: Bill and Ginger; Agency - E. W. Hellwig Co., New York City

Louis Phillippe, Inc., Chicago, Ill. (Renewal); (Cosmetics); Started September 5, 1933, Tues. Wed. Thurs. Fri. - 1 to 1:15 P.M.; Network - New York and 24 stations to coast; Program - script act; Listing: Marie, the little French Princess; Agency - Blackett-Sample-Hummert, Inc., New York City.

Pillsbury Flour Mills Co., Minneapolis, Minn.; Started September 11, 1933; Mon. Wed. Fri. - 11 to 11:15 A.M.; Network - New York and 21 stations to Middle West; Program - Home economics Mary Ellis Ames; Listing: Kitchen Close-Ups; Agency - Hutchinson Adv. Co., Minneapolis, Minn.

R. B. Davis Co., Hoboken (Baking Powder) Starts: October 2, Thurs. 9:45-10:00 A.M.; Program - The Mystery Chef; Stations - 10 basic; Agency - Ruthrauff & Ryan, New York City.

Gulf Refining Co., Pittsburgh, Pa., Renews October 27; Program - Irvin S. Cobb - Wed. Fri. 9:00-9:15 P.M. Stations - 18 basic, plus 26; Agency - Cecil, Warwick & Cecil, New York City.

The Ex Lax Company, Brooklyn, N. Y.; Starts - Sept. 25, Mon. 9:30-10:00 P.M., Program: - Musical; Stations - Basic, Don Lee, plus 9; Agency - The Joseph Katz Co., N. Y.

Chappel Bros., Rockford, Ill. (Ken-L Ration); Starts: October 15, Sun. 7:45-8:00 P.M., Program - Rin-Tin-Tin Thriller; Stations - 15 Basic network; Agency - Rogers & Smith, Chicago, Ill.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

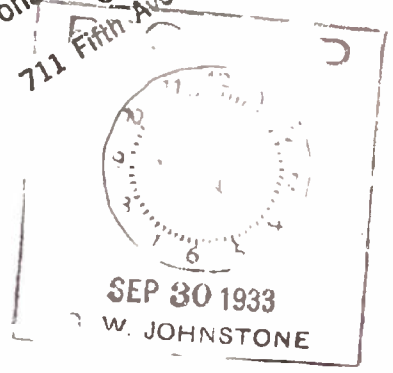
WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

National Broadcasting Company, Inc.  
GENERAL LIBRARY  
711 Fifth Avenue, New York, N. Y.

*Mr. [unclear]*  
*Miss Sprague*

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## ROSENBLATT CRACKS THE WHIP AT CODE HEARING

Following the public hearing, Deputy Administrator Sol A. Rosenblatt is redrafting the Broadcasters' Code into final shape. He said that something would be worked out that aimed at justice to all. Guesses as to when the Code might reach the President varied all the way from two days to two weeks.

Mr. Rosenblatt lost no time taking up with his advisors and the Broadcasters' Code Committee the testimony offered at the hearing. The latter included Edward Nockles, of the Chicago Federation of Labor, Labor Advisor; G. A. Renard, Director of the National Association of Purchasing Agents, Consumer Advisor; D. A. Wallace, Research and Planning Advisor; L. M. Smith, Legal Advisor, and James W. Baldwin of the National Association of Broadcasters, Industrial Advisor.

John Shepard III, of Station WNAC, Boston, in the last minute was appointed a Special Industry Advisor. After Mr. Rosenblatt and those associated with him approve the Code, it goes to Gen. Hugh S. Johnson for review. Despite the number of Codes which are submitted to him, the General is said to go over them with a fine tooth comb.

General Johnson then submits the Code to President Roosevelt. The agreement becomes effective two weeks after the President signs it.

This writer has been covering hearings since Hector was a pup but never has he seen anybody crack the whip and make them jump through the hoop as did Administrator Rosenblatt at the Broadcasters' Code hearing. Former Secretary of Commerce Hoover used to be quite a disciplinarian at the old radio hearings but he was a tyro compared to Sol Rosenblatt.

During Rosenblatt's sharp questioning some of the witnesses seemed to be like school boys who were afraid they couldn't give the right answer and might get a crack over the knuckles. One witness, as if in fear, actually trembled.

At a sign of the slightest disturbance in the audience, Rosenblatt would rap his gavel vigorously. John W. Guider, Code Counsel for the Broadcasters, who had left his seat to ask someone a question, was called to order by Mr. Rosenblatt loudly hammering with the gavel. Mr. Guider hurriedly returned to his seat after nodding an apology to the Administrator. Two Government policemen were at the hearing, evidently to keep order, but they weren't needed with Rosenblatt on the job.

At the beginning of the session, Mr. Rosenblatt said the so-called "merit clause" had been struck out of the proposed Code. It read: "The selection, retention or advancement of employees should be on a basis of individual merit, without regard to their affiliation or non-affiliation with any organization. Nothing herein shall impair the constitutional right of employers to freedom in the selection, retention, and advancement of employees."

Alfred J. "Hollywood" McCosker, President of the National Association of Broadcasters, said that recognizing the new duties and functions it will assume under the Recovery Act, the Association would adopt the revised constitution and by-laws at the annual meeting at White Sulphur Springs designed to make it possible for smaller stations to join the Association at a minimal cost.

Mr. Rosenblatt seemed to be very much concerned with regard to the small station membership provision and demanded assurance that it would be carried out not only now but in the future. Mr. McCosker assured him that the Association really welcomed these stations and was earnestly striving to meet every requirement of the NRA in this respect.

"In 1931, one of the industry's peak years, 94 stations, or 18.4% of all the stations, did a total business of less than \$1,000 per month", Mr. McCosker testified. "Exactly one hundred additional stations, or 19.6%, did a business of less than \$2,000 a month. 69 other stations, or 13.5%, did a business of less than \$3,000 per month. Summarizing these figures, it may be seen that 51.5% of all radio stations did a total business of \$3,000 per month, or less. These figures might well be compared to the volume of business done by thousands of small mercantile establishments."

Despite the fact that in 1931, expenditures for radio advertising time, over both networks and individual stations, totaled slightly over \$70,000,000, Mr. Guider, Code Counsel for NAB declared that the industry as a whole has not as yet operated at a profit. Mr. Guider added that in connection with this statement, however, there should be taken into consideration the fact that many radio stations are owned by universities, municipalities, churches, schools, and religious organizations, and in most of these instances, it is not the purpose of the owner to operate the station for direct financial return.

Therefore, any too great increase in the financial demands made upon the industry, and especially upon the small broadcasters, will seriously threaten the stability of the industry and the very existence of small stations.

Compliance with the proposed code, plus voluntary plans for increased network employment, will increase by 765 the number of persons regularly employed in the industry. Incidentally, this will exceed by 354 persons, or approximately 3.2 per cent, the total for any previous period in the history of the industry.



"It is estimated that total payrolls under the proposed Code will be more than double those of 1929, the peak year in most industries, and will equal 93.2 per cent of the payrolls in 1931, a peak year for the radio broadcasting industry, notwithstanding the salary cuts in the higher brackets", Mr. Guider testified. "The immediate effect of the Code will be to increase existing payrolls at the estimated rate of \$1,328,000 per year."

Mr. Guider said it must be remembered in a smaller station that the addition of one transmitter operator may mean a 33-1/3 or a 50 per cent increase in the station's technical staff.

Mrs. Annette R. Bushman, Vice-President of Allied Productions, Inc., representing the Broadway Producers' Group, stated that her organization was a new one in the program-production field and pointed out that there were no provisions in the Code covering radio talent. She proposed that the Code should take cognizance of this condition by an amendment providing minimum rates of pay for actors and musicians. Mrs. Bushman protested against pyramided commissions.

Frank Gillmore, President of the Actors' Equity Association, asked that free auditions be done away with. "When it doesn't cost prospective advertisers anything they don't care how many times they listen to a program", he said. Gillmore was against free radio appearances. Also the participation of studio employees in broadcasts.

J. N. Weber, President of the American Federation of Musicians, presented a brief in behalf of radio musicians and was assured by Deputy Rosenblatt that these would be taken care of in the Code.

The Chicago Federation of Labor, operators of Station WCFL, through its counsel, Ben F. Goldstein, presented in printed form a proposed modification of the Code which appeared at a casual glance to be almost a new Code as compared to that which the Broadcasters had submitted.

T. R. McLean, International Brotherhood of Electrical Workers recommended the same rates of pay for the smaller stations, with \$40 a week pay for 40 hours work. He claimed that some stations had a work-week of 84 hours. This practice keeps an employee tied to his station for as long as 16 hours a day, he said.

The Radio Victor Company wrote requesting that it be made a violation to broadcast records without the consent of the manufacturer. H. A. Huebner, counsel for the American Record Corporation and the Brunswick Corporation, declared broadcasting shortened the life of records from 16 to 3 months. A restriction on record broadcasting would permit the record manufacturers to employ 100% more people.

"If they announced the name of the phonograph record dealer would that help?" Mr. Rosenblatt asked.

"No", Mr. Huebner replied, "The people would say why should I buy a record when I hear it all the time free over the radio?"

"In asking us to restrict the use of phonograph records", Mr. Rosenblatt interrogated, "don't you regard this as trying to get the NRA to do something you can't get done through the courts?" Mr. Huebner said the court process would be long and involved.

Alice M. Edwards, Executive Secretary of the American Home Economics Association, recommended the inclusion in the Code of a provision under which no network would knowingly broadcast false, misleading or ambiguous statements of articles which, by such misrepresentation, might impair the public health.

A. E. Haase, of the Association of National Advertisers declared that the advertisers wanted to get as much money as possible to the talent "because that is what makes a success of the program". He said the character of the performance interested the advertisers "who, after all, foot the bill. The witness declared the advertiser was more concerned with this than with the wattage of the stations. "We believe the performers to be happy must be well paid", he added.

Numerous advertisers have complained, Mr. Haase said, that they had to pay "commissions on commissions". The advertisers' success in radio depended entirely upon the quality of the performance. The result of the pyramided commissions practice was that the actor did not get the amount he or she was supposed to receive.

Mr. Haase read a statement typical of many complaints of this character. The statement said: "Too frequently the artist receives only a small percentage of the amount paid by the advertiser. There is too much mystery about the engagement of artists. It is suggested that a code for broadcasters should contain provisions that would prevent a perpetuation of such conditions."

Haase said that actors should not be paid any uniform rate. Pay should be proportionate to skill and radio personality. "The advertisers not only are willing but anxious to pay the actor well. But when the actor himself has to pay out so many commissions, the result is general dissatisfaction."

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Because they were to be sponsored by a brewery, the Minnesota University declined to allow its football games to be broadcast under those auspices.

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## COHEN'S WIRED STATION ALIBI DIDN'T GET OVER

The Federal Radio Commission and the Department of Justice was successful in prosecuting Norman Cohen, who was indicted for operating a radio station with a license at Bridgeport, Conn.

Cohen contended that he was using wired radio and therefore no license was required. He further asserted that the signals from his transmitting equipment were emitted through the power lines of Bridgeport; from there were received at stations connected with these power lines, and, therefore, the system was not a radio station as defined in the Radio Act.

The Government contended that this transmitting equipment acted as a radio station and emitted signals through the air as any other station, which signals were picked up by receiving sets connected with antennas. The Commission proved that the station was heard in Connecticut by receiving sets with antennas, and when the antennas were disconnected, no signals were received. The Government showed by agents of the Federal Radio Commission, that the signals were received in New York State upon a receiving set not connected with power wires used by the transmitting station. The Commission proved that Cohen's system was not really a wired radio system but an ordinary radio station.

The verdict of guilty was on two counts - the operation of the station without an operator's license, and without a station license. Judge Fincks, who heard the case, fined the defendant \$25 after a plea of leniency. This case is the first one coming up in which the question of wired radio has been involved.

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## SMALLER STATIONS TURN DEAF EAR TO MERGER

"Stations in Illinois and Wisconsin are most militant in their demands for more time and more power, so as to increase their service area", according to Radio Commissioner James H. Hanley, who has just returned from conferring with them. "They are convinced that we are on the verge of a big trade revival and they are anxious to be prepared to take care of expected increased demands for radio facilities on the part of manufacturers and distributors of the necessities and luxuries of life."

Commissioner Hanley pointed out that until more radio channels are provided, it is impossible to grant their requests.

Commissioner Hanley received no encouragement when he suggested that the smaller stations get together and pool their radio facilities.

"Such mergers, in many instances, would solve the problem of many of the smaller stations and would not conflict in any way with the anti-trust laws", he explained. "But the licensees turned a deaf ear to my suggestion as they are convinced all radio stations face a bright future".

Commissioner Hanley received many complaints while in the Middle West regarding Dr. John R. Brinkley's station in Mexico.

"The people resent having reception in the United States spoiled by interference from his station. While I was not a member of the Commission when Brinkley, Rev. Bob Shuler, and Norman Baker were taken off the air, I am in thorough sympathy with that action. I am also glad that W. K. Henderson is going off the air as many of his broadcasts were intemperate and created unhealthy agitation.

"Progress is being made through diplomatic channels in clearing up the interference caused by stations in Mexico by discredited broadcasters from this country. Judge E. O. Sykes of the Federal Radio Commission, laid the foundation for an amicable adjustment. Mexico, when she learns all the facts, will no longer offer a refuge to such outlaws."

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#### DALL AND LAFOUNT HUNG UP IN ED WYNN ELEVATORS

Curtis Dall, son-in-law of President Roosevelt and Chairman of the Ed Wynn system and Federal Radio Commissioner Harold Lafount were among those who had experiences they doubtless will remember for sometime to come in stalled elevators in the crush of people who turned out for the chain's opening night.

"I don't believe I ever saw such a crush", Commissioner Lafount said. "The lobby of the building, the sidewalks in front of it and even the street were packed with people. There was hardly a fighting chance to get into an elevator. When one came the crowd would rush it and the operator was powerless to limit the number of passengers. The result was that the cars were badly overloaded, would blow out a fuse and stick.

"I was caught between the 24th and 25th floors for about 10 minutes. There were about 20 of us in the elevator including Mr. Orrin E. Dunlap, Jr., Radio Editor of the New York Times. One young lady fainted and I helped to try to revive her. I guess everybody had a good scare. Mr. Dall came up in the next elevator but this car also stuck and it was 10 or 15 minutes before it arrived. In the studios there were seats for 500 but I should say the crowd was nearer to 5,000."

Mr. Dunlap said when the car stalled the elevator operator appeared frightened and kept calling into a pilot telephone for help.

"I told him", Mr. Dunlap remarked laughingly, "that Ed Wynn had better equip the elevators with short-wave S.O.S. apparatus."

"I was told the station had booked no commercial business at the beginning, excepting a few spot announcements, but expected to pick up quite some business after the chain ran awhile and prospective sponsors had a chance to see what the programs were like", Mr. Lafount said further discussing the opening.

Another visitor from Washington described the studios as "a nice little average 1000 watt layout - a nice little beginning."

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It is hoped that Marconi may be persuaded to remain in the United States until November 15 so that he may be present for the opening of Radio City.

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Making no specific reference to a Montreal station supposed to be negotiating for a hookup with an American chain, Chairman Charlesworth of the Canadian Radio Commission has forbidden stations in that country to hook up permanently with broadcasting systems in the U. S.

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"Plenty of army officers were among those present at the New York Radio Show's advance showing for the Press", James McMullin writes in the "National Whirligig". "Most of them, representing the Army Signal Corps and the Military Intelligence Service, were in mufti. They inspected each new apparatus and gadget with minute interest; four or five exhibitors were taken aside for little conferences. When the show opened for the public at least one type of receiver and some intercepting devices were no longer on display."

The Ark-La-Tex Radio Corporation of Shreveport, La., has filed an appeal in the District Court against the Federal Radio Commission assigning the facilities of the Henderson station KWKH to the International Radio Corporation, contending the action was taken by the Commission without a hearing.

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Arthur Godfrey, NBC announcer in Washington, appeared on the bill a week at Keith's Theatre so that listeners might see in person the "President of the WMAL Breakfast Club", a radio feature which he has been successful in developing.

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In the case of Stations KSEI, of Pocatello, Idaho, now on 900 kc., and KFPY, of Spokane, Wash., on 1340 kc., both of which requested a change to 890 kc., Ralph L. Walker, Examiner, recommended that the latter application be granted.

The Examiner reported that objectionable interference would not result from the operation of either station on 890 kc. He said that from a comparison of the records of the two stations and the areas proposed to be served by each, it appeared that KFPY could better serve the public. Noel S. Symons and Paul D. P. Spearman were the attorneys for KFPY.

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Rex Martin, of Chicago, Assistant Director of Aeronautics, Commerce Department; William T. Miller, pilot, and Chester H. McColl, New York City, Special Assistant to Secretary Roper, were injured serious Wednesday (Sept. 27) night in an airplane crash near Washington, D. C.

McColl was making a night flight in a demonstration of the use of radio beacons and weather reports. The plane plunged through a thick fog and crashed into a deep bog.

Although it is believed all may recover, Martin, suffering from brain concussion since the accident, has been conscious only periodically. McColl will be out of the hospital in 10 days and Miller is much improved.

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In the Business Letter of September 26, page 10 in story "N. Y. Show Is Sales Getter", line 9, where it said the "total paid gate of the Show up to Saturday night was \$68,009", this should have read just 68,009 without the dollar sign, indicating the number of persons.

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Lieut. E. M. Webster, Communications officer of the U. S. Coast Guard, addressing a gathering of steamship and broadcasting people in New York, declared that at the present time rarely is any interference experienced during S.O.S. calls due to land broadcasting stations "which are giving fine cooperation."

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Viscountess Snowden, formerly a Governor of the British Broadcasting Corporation, described as "bad taste and very bad form" a recent change of the corporation's policy whereby light music is now broadcast from 6 to 8 on Sunday evenings.

Formerly the radio was silent at these hours to avoid conflict with church meetings. The corporation, however, continues to broadcast two religious services between 8 and 9.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 29, 1933)

WFAM, The South Bend Tribune, South Bend, Ind., C.P. to make changes in last radio stage; WAAT, Bremer Broadcasting Corp., Jersey City, N. J., modification of C.P. to make changes in equipment, extend commencement date to 30 days after today, and completion date to Feb. 1, 1933; WPTF, WPTF Radio Co., Raleigh, N. C., modification of C.P. to extend commencement date to August 19 and completion date to Nov. 9, 1933; WRVA, Larus & Bros. Co., Inc., Richmond, Va., modification of license to determine power of station by direct measurement of antenna power; KTRH, KTRH Broadcasting Co., Houston, Tex., renewal of special experimental authority to increase power from 500 watts to 1 KW until April 1, 1934; WEED, Wm. Avera Wynne, Greenville, N. C., license to cover C.P., 1420 kc., 100 watts, daytime to local sunset; WNBZ, d/b as Smith & Mace, Saranac Lake, N. Y., renewal of license, 1290 kc., 50 watts, daytime (application of WHDL applying for facilities of WNBZ has been dismissed).

Also, KGER, Consolidated Broadcasting Corp., Ltd., Long Beach, Cal., extension of special authority to make tests using portable transmitter on 1360 kc., to December 1; WTAR, WTAR Radio Corp., Norfolk, Va., authority to operate from 2 to 3 A.M., Oct. 14, 1933, with 1 KW power, in order to broadcast program in cooperation with the York Radio Club of York, Pa.; KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., authority to operate on 970 kc., from 12:30 P.M. CST, until 6 P.M. CST, Sept. 30, Oct. 7, 14, 21 and 28; Nov. 4, 11, 18, 24, 25 and Dec. 2 and 9, 1933, in order to broadcast athletic events; KWFV, Hilo Broadcasting Co., Ltd., Hilo, Hawaii, modification of C.P. to extend commencement date to Dec. 1 and completion date to Feb. 1, 1934; KRLD, KRLD Radio Corp., Dallas, Tex., authority to use time assigned to but not used by KTHF from 12:30 to 6 P.M., CST, Sept. 30; Oct. 7, 14, 21 and 28, Nov. 4, 11, 18,

24, 25 and Dec. 2 and 9.; KROW, Educational Broadcasting Corp., Oakland, Cal., extension of authority to use the time of KFWI, provided that station continues to remain silent, until April 1, 1934; WKBH, WKBH, Inc., LaCrosse, Wsi., 2 week's extension of special authority to operate with 500 watts power pending repair of generator; WHB, WHB Broadcasting Co., Kansas City, Mo., extension of special experiment authority to operate from 12 midnight to 6 A.M. on 1120 kc. with 500 watts power, to Feb. 1, 1934 (normally licensed on 860 kc., 500 watts, daytime only); WBEO, The Lake Superior Broadcasting Co., Marquette, Mich., special temp. authority to broadcast World Series Baseball games; WMBH, W. M. Robertson, Joplin, Mo., special temporary authority to operate from 3 to 6 P.M. CST on Oct. 6, and Nov. 11, 17, and 30, 1933.

Also, KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska. temporary extension of license, to Nov. 1, 1933, pending receipt and/or action on application for renewal; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., renewal of license for auxiliary transmitter to March 1, 1934; KVOA, Arizona Broadcasting Co., Inc., Tucson, Ariz., renewal of license on a temporary basis subject to such action as the Commission may take on any pending applications affecting the facilities of KVOA, and designated KVOA's application for hearing.

#### Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WDOO, Chattanooga, Tenn.; KGCU, Mandan, N. Dak.; KTRH, Houston, Tex.; KTW, Seattle, Wash., WNBX, Springfield, Vt.; KMA, Shenandoah, Ia.; KROW, Oakland, Cal.

The following stations were granted renewal of licenses on a temporary basis, subject to such action as the Commission may take on their pending applications for renewals: WHN, New York; WIBG, Glenside, Pa.; WQAO-WPAP, New York; WRNY, New York.

#### Applications Granted Other Than Broadcasting

WIXG, WIXAU, Shortwave & Television Corp., Boston, Mass. granted temporary experimental television license for period beginning Sept. 21, 1933, pending decision of Court of Appeals of the District of Columbia, in this case, or until further order of the Court and the Commission. Also granted modified renewal of special experimental license beginning Sept. 21, pending decision of said Court, or until further order of the Court and of the Commission. These temporary licenses are issued pursuant to and in conformity with that certain Stay Order granted and issued by the Court of Appeals of D. C. Sept. 21st, in the case of Shortwave & Television Corp. vs. Federal Radio Commission.

National Broadcasting Co., Inc., Portable and Mobile, C.P. for temporary broadcast pickup service, frequencies 1566 and 2390 kc., 150 watts; WRGA, Bay City, a municipal corp., Bay City, Mich., license for police service, 2442 kc., 50 watts; WFK, Wabash Radio Corp., Frankfort, Mich., modification of C. P. extending commencement date to Sept. 10 and completion date to Oct. 15, 1933; D. Reginald Tibbetts, Portable & Mobile: New, 7 C.P.s for



for general experimental service, frequencies 41000, 51400, 61000, 63000, 25 watts; W6XL, on vessel "Bridget", general experimental license, 61000 kc., 3 watts; W6XW, Portable & Mobile, general experimental license, 63000, 41000, 51400, 61000 kc., 25 watts; W6XT, Same, C.P. and license for general experimental service, 41000, 51400, 61000, 63000 kc., 25 watts; Aeronautical Radio, Inc.: New, Portable & Mobile, C.P. and license for general experimental service, frequencies 27100, 34600, 41000, 51400, 60000-400000, 401000 and above kc., 25 watts; New, Portable & Mobile, C.P.s (2) and licenses for general experimental service 27100, 34600, 41000, 51400, 60000-400000, 401000 kc. and above, 25 watts;

D. Reginald Tibbetts

Also, Asiatic Wharf #2, W6XU, Oakland, Cal., general experimental C.P. frequency 51400 kc., 25 watts, for use as communication aid in connection with San Francisco-Oakland Bay Bridge only; W6XX, Same, San Francisco, granted general experimental C.P. 41000 kc., 25 watts; W6XY, Portable & Mobile, 2 General experimental C.P.s frequencies 41000, 51400, 61000, 63000 kc., 25 watts; W6XN, Outer Harbor, Oakland, Cal., general experimental C.P. 61000 kc., 25 watts, also granted license covering same; W6XV, Same, Pier 24, San Francisco, general experimental C.P. and license, 63000, 41000, 51400, 61000 kc., 25 watts; W6XW, Same, Portable & Mobile, general experimental C.P. 41000, 51400, 61000, 63000 kc., 25 watts.

Ratifications

Action taken Sept. 20: KDHC, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate 200 watt tube transmitter aboard vessel "Harvester", frequencies 313 to 500 kc., pending receipt of formal application; Action taken Sept. 22: Los Angeles Broadcasting Co., Inc., Los Angeles, Cal., granted authority to take depositions of certain witnesses at Los Angeles, Oct. 3; Action taken Sept. 23: KDMJ, Cameron & Perkins, Long Beach, Cal., granted authority to operate station aboard barge "Perlata", 10 watts, frequencies 375 to 500 kc.; KDPR, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate 200 watt tube transmitter aboard vessel "Nontebello"; frequencies 375 to 500 kc., and 550 to 22000 kc.; KUPM, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate aboard vessel "Patrick Henry", frequency range 125 to 500 kc., 2 KW.

Action taken Sept. 25: WIEX, National Broadcasting Co., Washington, D. C., authorized to use Station WIEX on 1566 and 2390 kc., Sept. 25 to Oct. 31, in connection with stratosphere balloon flight from Chicago; Action taken Sept. 26: WPEW, Commonwealth of Mass., Dept. of Public Safety, Northampton, Mass., granted license 1574 kc., 1100 watts day, 500 watts night; KUVX, Mackay Radio & Telegraph Co., Inc., New York, granted 60 day authority to operate 2000 watt spark transmitter aboard vessel "EXANTHIA", 375 to 500 kc.

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