

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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**CONFIDENTIAL—Not for Publication**

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No. 670

## FEDERAL SURVEY SHOWS INCREASE IN COLLEGE RADIO COURSES

A comprehensive survey just completed by the Government discloses that a total of 407 courses in radio are being offered by colleges and universities in the United States. Three hundred sixty-four are radio engineering and technical courses. Thirty are courses in broadcasting; seven in radio law; three in television; two in the educational uses of radio; and one in radio advertising.

Among the institutions which offer engineering courses are:

University of Illinois, University of Chicago, Purdue University, Harvard University, Massachusetts Institute of Technology, Worcester Polytechnic Institute, Kansas City Horner Conservatory, Washington University, Stevens Institute of Technology, Cornell University, Columbia University, New York University, The College of the City of New York, Rensselaer Polytechnic Institute, University of Akron, Ohio University, The University of Cincinnati, Case School of Applied Science, Cleveland Y-Tech, Western Reserve University, Ohio State University and Lehigh University.

Included among the schools which have broadcasting courses are:

University of Southern California, Chicago Musical College, State University of Iowa, Kansas State College of Agriculture and Applied Science, Kansas City Horner Conservatory, Municipal University of Omaha, New York University, Syracuse University, Cincinnati College of Music, University of Akron, Western Reserve University, and Westminster College.

Those colleges which have television courses are:

University of Southern California, State University of Iowa and Massachusetts State Department of Education.

A considerable number of radio engineering courses take up television but only the three universities mentioned above report that they give television courses. The courses treat such subjects as the theory of television and several accepted methods; photo-electric cells, amplifiers, neon tubes, scanning, and synchronization methods. Laboratory exercises in sending and receiving picture impulses, and special research problems in television are usually included in the courses.

Summer school courses are offered in the educational uses of radio at Columbia University and Ohio State University.

Schools of the air; the selection, utilization, and evaluation of radio programs in classroom instruction; supplementary materials; the responsibility of supervision; and the use of public address equipment in school are among the topics treated.

The universities which offer courses in radio law are: National University Law School, Catholic University of America, and the Columbus University School of Law, located in Washington, D. C. Northwestern University is the only institution of higher learning in the United States that gives two courses in radio law. Marquette University and the University of Southern California are the other institutions offering radio law courses. Units in radio law are taken up sometimes in other law courses.

Approximately one college out of every twenty reports that it gives some instruction in the preparation, presentation, use, or evaluation of radio programs in other college courses or to voluntary groups of students. Courses in music, public speaking, dramatics, English, journalism, research, and advertising are most commonly mentioned as including units dealing with radio broadcasting.

Oglethorpe University has established a School of Radio Broadcasting and grants a degree to students who complete the course. The University of Denver gives six evening courses in radio writing and production. Western Reserve University offers three courses in radio writing and production. Western Reserve University offers three courses in radio singing, speaking and play production. Kansas State College of Agriculture and Applied Science, the University of Southern California at Los Angeles, and the Municipal University of Omaha, each has two courses in radio speaking and program building.

The topics considered in the courses on broadcasting include: voice training, diction, microphone technique, radio continuity writing; writing and adapting radio scripts; announcing, speaking, singing, acting, directing, program building, and analyses of listener reactions. The laboratory work includes practice in radio writing, voice tests, program building, coaching and broadcasting by qualified students. House to house interviews to determine what the listener expects is reported in one course. The following description of the course in Radio Speaking at the University of Akron will serve to illustrate the nature of the work usually done in radio broadcasting courses:

"This course is taught four times during the year. It is a general course in the field of radio. Included in it is a study of (and then microphone practice of) announcing, advertising, public speaking, acting, program building, continuity writing; voice training and interpretation, education, and the writing, or cutting and adapting of radio drama. The class broadcasts a 30-minute play each week over WADC, local station."

It is pointed out that many of the best basic courses for a radio engineering career are not labeled as radio courses. Courses in physics, mathematics, mechanical drawing, as well as those dealing with electricity and communication, are important basic courses.

The following catalog description of an evening course in the "Principles of Radio Communication" as offered by Carnegie Institute of Technology at Pittsburgh, Pa., is typical of the content of the better general radio engineering courses:

"Elements of radio circuits, effects of resistance, inductance and capacity, resonance; elementary electricity covering magnetism, resistance, inductance and capacity; methods of transmitting energy; properties of wave motion; theory of production and reception of electro-magnetic waves; antennae, wave length and measurements; transmission and reception of damped and undamped waves; vacuum tubes, operating characteristics, uses as detectors, amplifiers and oscillators; radio telephony, method of transmission and reception. Prerequisites: ability to use elementary algebra, and some knowledge of electricity and experience with it."

The College of the City of New York is the only institution reporting a course in radio advertising. The fourth dimension of advertising, obtaining the audience, commercial credits, fitting the advertising program to the product, resale of broadcast advertising through other media, and the value of broadcast advertising are some of the topics considered.

The survey is a result of an inquiry sent by Dr. Cline M Koon, Specialist in Education by Radio to 1404 universities and colleges in the United States to ascertain what college courses are being offered on the subject of radio. Replies were received from 1008 (71.8%) of the institutions, and further data were secured by an examination of the catalogs of practically all the universities and colleges included in the original inquiry.

A detailed report of the survey is contained in Circular No. 53, "University and College Courses in Radio" which may be had upon application to the Office of Education, Washington, D. C.

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#### BROADCASTERS' CODE JUST AROUND THE CORNER

There is still an impression that the Broadcasters' Code may be finally agreed upon within the next week. The main provisions stand practically as they were presented to the National Association of Broadcasters by John W. Guider, Washington attorney. The only point of contention now is with regard to the number of hours which the operators shall work.

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## COMMISSION TURNS TO FORMER GOVERNOR SMITH IN WMCA CASE

Although refusing to divulge the contents, it is known that the Federal Radio Commission has addressed a letter to former Governor Alfred E. Smith, Chairman of the Board of the Federal Broadcasting Company in New York, questioning the legality of their leasing the full-time of Station WMCA, owned by the Knickerbocker Broadcasting Company, of which Donald Flamm is President. The letter is understood to say, in effect, that as the Commission construes the law, the licensee of a station must be in full control of the time of the station, must control its programs, and must control the hiring and discharging of all station employees and that none of these functions must be limited by contract.

The Commission is said to have told Governor Smith that after reading the WMCA contract, they were not clear as to these points and asked him to give them this information. If the law, as the Radio Commission construes it, is not being carried out, the letter is said to conclude, the Commission will not be able to approve the Federal Broadcasting-WMCA contract.

According to reports reaching Washington, although Mr. Flamm and the Knickerbocker Company nominally control the employees, a number of Flamm's people are said to have been discharged by the Federal Broadcasting Company, Governor Smith's organization. It is apparently made plain by the Commission that it will not approve Mr. Flamm's leasing of the station's time to the Federal Company under the present arrangement. It seems to be their attitude that either Mr. Flamm, the licensee of Station WMCA, will have to run the station himself or turn the license over to Governor Smith's organization.

Much depends upon the final decision of the Radio Commission inasmuch as the agreement between Mr. Flamm and the Federal Broadcasting Company, which involves an annual lease of \$200,000, is contingent upon the approval of the Commission.

It was said at the Commission that as soon as a reply had been received from former Governor Smith, the contents of both letters would probably be made public or that in any event a statement would be forthcoming explaining the situation.

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## PRESIDENT ROOSEVELT INVITED TO RADIO CITY OPENING

Invitations to the Radio City opening have been sent to President Roosevelt and to the members of his Cabinet. Likewise to Judge E. O. Sykes, Chairman of the Federal Radio Commission, to the members of the Commission and to other notables in Washington.

It is not believed that President Roosevelt will be able to accept but it is hoped that he may extend a few words of greeting over the air.

An effort was made to have Marconi stay over for the opening but along with his wife, the inventor of wireless, is now enroute to Japan.

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## LIQUOR PROGRAMS MAY GO ON RADIO

Liquor advertising may be heard over the radio before it is permitted to be published in newspapers and magazines.

Whereas the so-called Reed amendment, barring use of the mails for liquor advertising in dry States, is expected to block such advertising in publications even after the thirty-sixth State repeals the Eighteenth Amendment, it is now learned in official sources that radio broadcasting evidently is not affected. In other words, liquor distributors may advertise over the air, provided the laws of the State in which the stations are located permit, in spite of the Reed amendment.

Attorney General Cummings has ruled that the Reed amendment will not be affected by repeal of the Eighteenth Amendment. Since magazines and newspapers circulate in dry States by use of the mails, this ruling places the issue squarely up to the Post Office Department. The opinion is held to mean that periodicals will not be able to publish liquor advertisements until Congress revises the Reed amendment.

In the case of radio, however, it was pointed out in official circles that the Reed amendment was enacted in 1917, or three years before the advent of regularly scheduled broadcasting and about five years before commercial broadcasting. The law specifies only use of the mails. The Attorney General's ruling did not touch upon the radio advertising because this particular question was not raised.

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## CHEERIO PROVIDES NOVEL TUESDAY EVENING CURTAIN RAISER

"Cheerio's" new Tuesday evening presentation, "Musical Mosaics" (NBC-WEAF network - 6:45 P.M. EST) is one of the season's first distinct novelties. The feature is high-class throughout and is the finest thing "Cheerio" has ever done. Jan Peirce, tenor, assisted by chorus and orchestra, conducted by Harrison Isles, the opening night collaborated admirably in Felician David's tone picture, "The Desert". "Cheerio's" narration was superb.

With this new presentation, it is believed "Cheerio" will not only continue to hold his tremendous morning audience, which has grown until the program is now heard over more than 40 stations, including two in Canada, Montreal and Toronto, but will unquestionably add an evening group equally as large. While "Musical Mosaics" embodies the ultimate in "Cheerio's" skill at entertaining, it is distinctly different than the morning program, considerably more sophisticated, and one bound to appeal to those seeking exceptional dramatic entertainment with popular classical music as a background. It is a subdued restful type of program, which seems almost made to order for the dinner hour.

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## WOULD HAVE COMMISSION REAFFIRM MISSOURI DECISION

It has been recommended by Examiner George H. Hill, of the Federal Radio Commission that the application for consent to the voluntary assignment of the license of Station KGIZ from the Grant City Park Corporation in Grant City, Mo., to Station KGBX, at Springfield, Mo. be granted. Also that the Commission affirm its grant to the voluntary assignment of KGIZ from the Grant City Park Corporation to KGBX.

The Commission had previously granted these applications and approved a change of frequency from 1500 kc to 560 kc.; a change of power from 100 watts to 500 watts, a change of hour from unlimited time to daytime only and removal of the station from Grant City to Springfield.

Thereafter a protest was filed to the granting of the assignment of the license, two of the litigants claiming a prior right to purchase of KGIZ under certain contracts. Upon the filing of the protest, Commission action was suspended and the case set for a hearing.

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## TWO-WAY TELEVISION PATENT ISSUED TO IVES

A patent for a "simultaneous two-way television system for use in conjunction with existing telephones" has been issued to Dr. Herbert E. Ives, physicist of the Bell Telephone Laboratories in New York.

This television equipment, according to the description in the application, "is adapted for use with an ordinary telephone instrument which can be used by the observer without interference with the television equipment. The user at each station is enabled to see and talk with the other at any other station in the system.

"Images not only of the user but of various other objects, such as signatures, checks, letters, legal papers, pages of books, pictures, and also three-dimensional objects both stationary and moving may be transmitted and received.

"This system, in association with a telephone system, can be used for the reproduction of talking moving pictures transmitted simultaneously from a distance to one or a plurality of stations."

The device is described further as "a practical television system having three or more interconnectable stations provided with duplicate television apparatus, which will enable a party at any station to see a party at any other station while he himself is being seen."

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## ROSENBLATT REJECTS MUSIC PUBLISHERS' CODE

The hearing on the Code of Fair Competition of the Music Publishing Industry, before Deputy Administrator S. A. Rosenblatt, came to an abrupt and unexpected close last Thursday afternoon, <sup>when</sup> with the unanimous concurrence of his advisers, Mr. Rosenblatt ruled that the Code was unsatisfactory.

This announcement was made after Judge George Link, counsel for the Music Publishers' Association of the United States, objected to the elimination of provisions as urged by the last speaker at the forenoon session, Ralph A. Ostburg, Jr., of Philadelphia, Vice-President of the Theodore Presser Co. Mr. Ostburg proposed, among other things, to eliminate minimum list prices and maximum discounts from the Code.

As soon as the afternoon session convened, Judge Link, addressing the Deputy Administrator declared that if the discount provisions and other provisions objected to by Mr. Ostburg should be eliminated, the Code thus amended would consist of "mere



platitudes." Rather than submit to such proposals he said the Music Publishers' Association of the United States, which he represented would prefer to withdraw its Code and proceed in its business under the Federal Trade Commission.

He remarked that with one or two exceptions the principal standard publishers of the country "have been holding the umbrella over the industry" and making profitable such businesses as that conducted by Mr. Ostburg's company. He declared that the discount provision to which Ostburg had made objection, was the very cornerstone of the industry. He said that with that provision eliminated, there was nothing left to the Code.

In announcing his ruling, Deputy Rosenblatt said he had consulted his advisers and they and he were agreed that under no circumstances would the code as presented be acceptable in view of its incorporation of the schedule of maximum discounts and minimum list prices and in view further of the fact that the system of distribution proposed might be oppressive to certain dealers. Instead, therefore, of permitting the hearing to proceed further, he ruled that the code was unsatisfactory and referred its provisions to other authorities for hearing.

He referred the retail provisions to Division Administrator A. D. Whiteside for incorporation as a supplement or proposed supplement to the retail trade code. The wholesale features, he said, will be heard further when the general wholesale code is considered. Further, he said, the publishers may submit another separate code in proper form or they can apply to come in under the Publishing code under Deputy Administrator Lindsay Rogers.

More than a score of witnesses were waiting to be heard when Deputy Rosenblatt ruled that the code was unsatisfactory and adjourned the hearing for the day.

Among those present were Oswald F. Schuette, who, in behalf of the National Association of Broadcasters, had asked permission to intervene as "consumers" of published copyrighted music. Mr. Schuette had intended to propose as an amendment to the "Unfair Competition" clause of the Music Publishers' Code, a provision which would have made it unfair competition for music publishers to grant licenses for the public performance of their copyrighted works "under terms, conditions, or agreements, the effect of which is to deny to other copyright owners the equal opportunity to obtain the public performance of their works through the facilities of such talking machine company, radio broadcasting or television station, electrical transcription company, motion picture company, or any place of public entertainment.

The proposal of the broadcasters would also have barred from the code authority in the Music Publishers' Code any publisher who belonged to any organization engaged in such unfair competition.

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: BUSINESS LETTER NOTES :  
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Gen. James G. Harbord, Chairman of the RCA, David Sarnoff, President, and M. H. Aylesworth, President of the NBC, will be the speakers at the dedication of Radio City, Saturday evening, November 11. Twelve hundred invited guests will be present in the studios.

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NBC's new mobile transmitter, mounted in an automobile, will be heard for the first time during the Radio City dedication. The car, twenty-two feet long, built by General Motors, is capable of a speed of sixty-five miles an hour and is streamlined and aluminum painted.

Its short-wave transmitter built under the direction of George Milne, division engineer, will have a power of 150 watts, and a range of 100 miles. This will make it possible to originate special broadcasts at practically any point in the United States, since there are few places not within 100 miles of a wire line.

The car has a trap-door over the announcer's seat, next to the driver, so that when desirable the announcer may stand, with his head outside, above the top level of the car, to witness and describe what is going on.

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Mark J. Woods, Treasurer of the NBC, will hereafter likewise serve as Assistant Vice-President Richard C. Patterson, Jr., according to reports reaching Washington. Mr. Woods was formerly assistant to the late Charles B. Popenol, NBC Treasurer. Although only about 36 years' old, Mr. Woods is a veteran in the business, having been a member of the old WEAFF crowd in the days when the A.T. & T. owned the station.

R. J. Teichner has been made Assistant NBC Treasurer and Quinton Adams, Office Manager.

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Press Wireless, Inc., has asked the Radio Commission to increase its network of point-to-point radio telegraph service. The changes requested include these additions, Winnipeg and Washington with Station MAFJ at Chicago; Winnipeg, Washington and Mexico City with WAFE at Hicksville, N. Y.; Vancouver with KHR at Honolulu, Mukden with KMB at San Francisco; Los Angeles and Washington with WKAD at San Francisco; Los Angeles and Washington with WKAD at San Francisco, and Vancouver with KJAA at San Francisco.

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John T. Adams, now manager of WMCA, has finally been successful in his action against the Dutch Master Cigar Company. A verdict that Mr. Adams obtained against the company was affirmed by the Appellate Division of the New York Supreme Court. Adams, when head of his own broadcasting service, which supplied programs to clients, alleged that the tobacco people cancelled a contract which had sometime to run.

Adams contended that the cancellation resulted in his having a number of artists' contracts on his hands. The Court allowed him approximately \$5,000 judgment. The Appellate Division's ruling refrained from an opinion but assessed the costs of the appeal against the Consolidated Cigar Company.

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Apropos Variety, the theatrical magazine, venturing an opinion that "Amos 'n' Andy" would have an \$18,000 week when they appeared at the Stanley Theatre in Philadelphia, the comedians took a page advertisement in the magazine. It carried a facsimile of the \$18,000 prophecy and the following letter:

"Dear 'Variety': What kind of figures is dese? (\$18,000) Dis is costin' us \$400.00 for dis page - cuase you is wrong. De truth is - We grossed (not including Gov't Tax) \$28,851.00 at de Stanley, Philadelphia which 'cording to de manager is de house record fo' de past 101 weeks.

"Please guess closer dan you is been - dis is our last \$400.00 correction."

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A Washington newspaper has identified Ann Ronell, composer of "Big Bad Wolf", "Rain on the Roof" and other hits as Miss Ann Rosenblatt, a sister of Sol A. Rosenblatt, NRA Deputy Administrator. Miss Ronell is said to be only 24 years' old.

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The complete statement of facts, grounds for decision and order of the Radio Commission in the KYW case, 31 pages single space, has now been mimeographed and copies may be had upon application to the Federal Radio Commission. Commissioner Hanley did not participate in the decision.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(Nov. 3, 1933)

KOA, National Broadcasting Co., Inc., Denver, Colo., modification of C.P. extending completion date to May 17, 1934; WMCA, Knickerbocker Broadcasting Co., Inc., New York, modification of license to use former main transmitter of Station WPCH as auxiliary, at same location as main transmitter i.e. College Point Causeway, Flushing, N. Y.; WBRC, Frank M. King, as receiver of The Birmingham Broadcasting Co., Inc., Birmingham, Ala., consent to involuntary assignment of license from Birmingham Broadcasting Co., Inc., to Frank M. King, as receiver; WPFB, Otis Perry Eure, Hattiesburg, Miss., consent to involuntary assignment of license from Hattiesburg Broadcasting Co. to Otis Perry Eure; WBAA, Purdue University, W. Lafayette, Ind., authority to operate with 1 KW from 1:45 to 4:30 P.M. and 500 watts from 4:30 to 5 P.M. CST, Nov. 4 and 18; KSTP, National Battery Broadcasting Co., St. Paul, Minn., permission to carry on synchronization experiments with Station WJSV, Alexandria, Va.; WGNV, Peter Goelet, Chester Township, N.Y., authority to operate simultaneously with WFAS from 9 to 11 P.M., Nov. 7; WBBX, Samuel D. Reeks, New Orleans, La., extension of special authority to remain silent from Nov. 4 to Nov. 15.

Also, WCOG, Mississippi Broadcasting Co., Inc., Meridian, Miss., authority to reduce unlimited hours of operation to specified in order to repair antenna system, remodel studio equipment and overhaul transmitter; WINS, American Radio News Corp., New York, authority to operate from 7 to 10 P.M. Nov. 7, simultaneously with KOB, in order to broadcast election returns; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., special temp. authority to operate from 1:30 to 2:30 P.M. CST Nov. 11, 1933.

Also, WFK, Wabash Radio Corp., Frankfort, Mich., modification of C.P. extending commencement date to Nov. 13 and completion date to Dec. 10, 1933; W5XB, City of Ft. Worth, Tex., Police Dept., general experimental license, 34600 kc., 10 watts; W6XAU, Wm. Edward Ellis, Portable & Mobile, modification of license to add frequency 27100 kc., also granted renewal of license in accordance with existing license; W3XAE and W3XAR, Carleton D. Haigis, Portable, initial location Gloucester City, N. J., renewal of general experimental licenses in accordance with existing licenses; W9XAY, Iowa Broadcasting Co., Portable, operating within 10 miles from Des Moines, renewal of general experimental license in accordance with existing license; W3XY, Bell Telephone Laboratories, Inc., Mendham Twp., N.J., W9XU, Transcontinental & Western Air, Portable and Mobile, on any aircraft; W10XBT, Eastern Steamship Lines, Inc., SS "Boston", W10XBQ, SS "George Washington", W10XBR, SS "New York", W10XBS, SS "Robert E. Lee", W10XBJ, Merchant & Miners Transp. Co., SS "Dorchester", W10XBN, SS "Chatham", W10XBO, SS "Fairfax", renewal of special experimental licenses in accordance with existing licenses.

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## BURMA A POTENTIAL MARKET FOR AMERICAN RADIO SETS

That the British Indian province of Burma offers a good potential market for inexpensive radio sets is indicated in a report from Consul W. S. Scott at Rangoon.

At the present time, Scott points out, there are no complete American sets offered for sale in the country, British and Dutch products dominating the market. Interest in radio among the Burmese has been steadily increasing and the possibilities for increased radio sales are promising.

Because of depressed economic conditions in Burma, the purchasing power of the natives is unusually low. As a result of the depreciation in dollar exchange, however, Consul Scott believes the time is opportune for American manufacturers to establish contacts in the country with the view of entering the market.

It must be kept in mind, he points out, that Burma is a price market, and in order for the American manufacturer to do business there, he must offer his product on competitive basis with the Dutch and British producers.

The type of radio for which there is the greatest demand in Burma is the four-tube short wave set. Portable radios with aluminum cases are especially popular. In the construction of the Dutch and English radio sets now sold in Burma, particular attention has been paid to render them impervious to excessive heat and humidity. American producers planning to enter the Burmese market must give particular attention to this factor, the report points out.

Not such favorable sales prospects for foreign sets are reported from Austria although it ranks fourth among all European countries in the number of radio subscribers, totalling about 500,000, a comprehensive report just made on the Austrian situation by the Bureau of Foreign and Domestic Commerce, reveals.

American sets are considered excellent but are seldom used in Austria because of the restrictions placed on the market by the patent rights of Telefunken. High import duty also has an effect in restricting importations.

Battery-operated sets and socket-power sets are both used satisfactorily. The present market for battery sets is limited to the areas where electric service is not available.

Under a broadcasting monopoly Austria has stations in five cities, serving each section of the country, and short-wave facilities in Vienna on a nominally experimental basis. The power used is low, except as to the middle-wave Vienna station, and only such as will give complete coverage of the area to be served. This excepted station is of 15,000 watts, and one in Graz is of 7,000 watts, although in the latter case the distance from the station to its furthest territorial limit is sufficient to warrant the higher power.

United States exports of radio apparatus to Austria last year, including sets and parts, were valued at \$22,052.

Because of depressed economic conditions and the prevailing high cost of equipment, any marked expansion of sales at the present time is difficult in Czechoslovakia, the American consulate at Prague reports. Nevertheless radio manufacturers of that country are going to ask the Government to intervene in their behalf to correct existing conditions which they claim are retarding business.

Radio dealers and producers have been receiving numerous complaints to the effect that the prices asked for radio equipment are excessive, especially in view of the depleted purchasing power of the country.

The radio industry recognizes that the complaints are justified, according to the report, but it claims that the chief causes of the high prices are beyond its control.

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#### SON ADDED TO SCHUETTE FAMILY

Oswald F. Schuette, of the National Association of Broadcasters, in Washington, is receiving congratulations upon the acquisition of another son Sunday morning. His family now consists of four boys and two girls.

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#### I.R.E. TO MEET AT ROCHESTER

The Annual Meeting of the Institute of Radio Engineers will be held at Rochester, N. Y., beginning Monday, November 13th.

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## NEWSPAPER ORGAN OPPOSES CBS'S ADMISSION TO PRESS GALLERIES

Violent opposition to the admission of representatives of Columbia's representatives to the Congressional Press Galleries in Washington is expressed by the Editor & Publisher in the following editorial captioned "The Radio Menace":

"The Columbia News Service, which in final effect is the Columbia Broadcasting Co., has asked for floor privileges in the Press Gallery at Washington equal to those of any press association.

"On its face this seems reasonable, but the facts are:

"(1) Radio broadcasting in this country is not entitled to press privileges because it is not a free institution - it is a government licensed instrument which is susceptible to dictation by any administration that wishes to use radio to serve partisan or special ends.

"(2) Radio wants press privileges equal to those of the newspapers, but it can't supply a news service to the public equal to that of the newspaper, owing to physical limitations of the radio medium. The best it can do, in routine reporting, is to put a smattering of the news on the air, thus distracting interest from legitimate newspaper news service and creating confused, incomplete public thought and intensified ignorance on public matters.

"(3) Radio's primary news objective is not public interest, but the profitable sale of advertising to sponsors of its alleged news service.

"(4) Though incapable of functioning, either by reason of freedom of governmental control or physical ability properly to cover the news field, radio would appropriate the newspaper's right and damage to whatever extent it can, established investments in newspaper property.

"(5) Meagre reporting of routine news events does not contribute to public convenience and is against public policy in a democracy.

"Editors and publishers, who feel that Columbia's attempt to invade the news field is an unjustified assault upon the free press and does not serve sound public policy should address their protests to Sam Bell, Chairman of the Standing Committee of Correspondents, National Press Club Building, Washington, and also call the matter to the attention of their representatives in Congress. Mr. Bell should refuse Columbia's application."

As stated here last week, it is believed that under the existing rules the Standing Committee of Correspondents will have no alternative but to deny the Columbia application. What attitude Columbia will take is not known at this time, but some correspondents see in the application the groundwork for a determined effort to open up the press galleries to the radio men.

Henry A. Bellows, Vice-President of Columbia in Washington, said his next move would depend on what action the Committee took on his application. But in any event a formal application would be filed later with Senator Royal S. Copeland, Chairman of the Senate Rules Committee and Speaker Henry T. Rainey, who have jurisdiction over the galleries.

He said he wished to avoid a fight if possible, and had first filed his application with the Standing Committee with a view to effecting an agreement, if possible, whereby the rules could be amended to admit his men. Mr. Bellows said he realized the present rules would not admit radio reporters, but was hopeful some compromise could be reached with the correspondents which would satisfactorily settle the matter.

Thus far, although the fact that Columbia was seeking admission to the Press Galleries was printed in numerous newspapers in various parts of the country, it is said that the Standing Committee has received only one communication from a publisher objecting to the admission.

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#### RADIO PHONE SYSTEM TO BE RUSHED ON THE LAKES

Installation of a ship-to-shore Great Lakes radio telephone station will start at Lorain, Ohio, "almost immediately", following granting of a license which ended six months of legal battle before the Federal Radio Commission, according to an Associated Press dispatch.

Under the radio phone plan a telephone aboard ship would be connected by short-wave transmission with a shore station and, in turn, by relay with telephone anywhere. The installation will cost about \$2,000 for each ship.

"Radio telephone service should result in savings of thousands of dollars for ship owners during a season", H. E. Hagaman, Manager and Treasurer of the corporation which will operate the service, said.

Corporation officials say at least one railroad is interested in the service because of the possibility of saving at its ore and coal docks, where crews are often kept idle because of uncertain ship schedules.

Lorain will be the centre of a communication system which, it is planned, will extend from Duluth to Buffalo when completed. Additional shore units are to be established at relay points.

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## CARRIER PIGEON DID PRETTY WELL

An unusual test was made during manuevres recently held at Fort Sam Houston in Texas - a race between an Army carrier pigeon and a radio message. Identical 27-word messages were handed to the message center clerk at Oppenheimer Ranch, 22 miles out, with instructions to mark both messages "Priority" and to send one by means of pigeon and the other by means of an encoded radio message to an addressee at Fort Sam Houston. The pigeon used was picked at random and delivered the message in the elapsed time of 42 minutes. The radio message was encoded, decoded, and delivered in 34 minutes.

While the elapsed time for the delivery of the radio message was less than for the one delivered by the pigeon, three code groups of the radio message were garbled either during cryptography or transmittal, but in this particular case the message was intelligible. The pigeon message was, of course, received exactly as sent. The pigeon flew against a strong head wind, therefore it can be assumed that in this instance honors were about even.

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## IOWA STATION ALLOWED ADDITIONAL POWER

As a result of the District Court of Appeals backing up the Federal Radio Commission, Station WMT at Waterloo, Ia. will be allowed to continue using 500 watts nighttime power on an experimental basis. This is 250 watts more than it had been using regularly and was protested by Station WREC, of Memphis, which is on the same frequency. An Examiner's report favored WREC but this was overruled by the Radio Commission which, in turn, was sustained by the District Court.

At the same time the Court dismissed the appeal of the Ark-La-Tex Radio Corporation of Shreveport, La., which had questioned the Commission's passing the license of KWKH (Old Man Henderson's station) along to the International Broadcasting Company in Shreveport.

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## CODES STILL HAVE THE SPOTLIGHT

The Broadcasters' Code is now going the final rounds at the NRA being looked over by the Industrial and Legal Advisors. The opinion was expressed, by a man who should know, that there would be few changes and that it would stand substantially as presented by John W. Guider, Code Counsel, at White Sulphur Springs.

The Wholesale Trade Code, subscribed to by 14 associations of which the Radio Wholesalers' Association is one, will have a public hearing conducted by Division Administrator A. D. Whiteside at 10 o'clock Monday morning, November 13.

The proposed code establishes a basic 40-hour, six-day week for general employees, except executives, and a 48-hour week for outside deliverymen, maintenance employees, outside repair service men and installation employees.

Minimum wages proposed (with a differential of \$1 in favor of the South) are \$14 per week in cities of 500,000 or more population, \$13 in cities between 100,000 and 500,000, and \$12 in cities of less than 100,000. Learners and "junior employees" between 16 and 18, are to receive \$1 a week or less than the minimum.

Initial operation of the Radio Manufacturers' Code has been effected with a minimum of difficulty, according to Bond Geddes. Questionnaires and labor reports were distributed during October by the code supervisory agencies, Arthur T. Murray, Code Supervisor for Receiving Set Manufacturers; E. T. Cunningham, B.G. Erskine and H. W. Harper, comprising the code agency for Tube Manufacturers, and Leslie F. Muter, the Code Supervisor for Radio Parts and Accessory Manufacturers.

For radio set manufacturers, the "open price" plan, providing for exchange and publication of set manufacturers' prices and discounts, was instituted on a broad scale by Code Supervisor Murray. Forms for October labor reports will be received by radio manufacturers in time for submission by November 20.

A revised code also has been submitted to the NRA by the Institute of Radio Service Men and Kenneth L. Hathaway, Secretary of that Association, is continuing negotiations with the Washington authorities.

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:: BUSINESS LETTER NOTES ::  
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"Around the World With the RCA" Friday November 17 (WJZ network 2:45 p.m.) will be a demonstration of the rapidity and accuracy with which the RCA can pick up distant stations. The pick-ups will be handled by the station at Riverhead, L.I. and Point Reyes, Calif. The countries heard from one a minute will be England, Holland, Germany, France, Italy, Canada, Mexico, Brazil, Argentina, Hawaii, the Philippines, Spain, Russia, Japan, India and Venezuela.

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Whether or not there will be a trade show next year will probably be decided at a meeting of the Radio Manufacturers' Association Directors to be held in Chicago tomorrow (Nov. 8). Bond Geddes, reporting an increase in Fall business, expects the Directors to outline a strong Winter and Spring follow-up.

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The Internal Revenue Bureau reports collections during September, 1933, of the Federal 5 percent tax on radio and phonograph records amounting to \$147,930.49 as compared with \$165,710.65 in September, 1932. The September collections on mechanical refrigerators were \$394,596.33 as against \$107,063.30 in the same month last year.

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Columbia used full pages in Chicago daily newspapers last week under the signature of William S. Paley, to announce Station WBBM as the single CBS, Chicago outlet, as the result of WGN, Chicago Tribune station, returning to its independent status as far as chain programs are concerned.

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Very likely the Code will be the predominant topic of discussion at the meeting of the new Board of Directors of the National Broadcasters' Association in Washington Thursday of this week.

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Grigsby-Grunow Company has announced that it is organizing and training a national chain of approximately one thousand independent service stations specifically to take care of the one hundred and fifty thousand Majestic car sets which it says are already in use and the additional one hundred thousand which the company is confident it will manufacture and sell in 1934.

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A fashion show, conducted from Paris by Marjorie Howard, stylist, was held last week in Bamberger's store, Newark, by radio across the ocean. Miss Howard's words, describing the costumes, were carried from Paris by wire to London; by short-wave by the American Telephone and Telegraph Company to this country, thence by wire to WOR and the store, where the voice of the speaker was heard through loud-speakers.

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The Radio Corporation of America and subsidiaries report a consolidated net loss of \$525,159 after all deductions for the third quarter of 1933, comparing with a loss of \$812,128 a year ago. In the preceding quarter the loss was \$790,048 and in the first quarter of 1933, it was \$478,164.

For the nine months ended Sept. 30, the consolidated net loss was \$1,793,371, comparing with a loss of \$592,723 for the corresponding period in 1932. No dividends have been paid in 1933.

Total income for the third quarter was \$14,225,112, including \$13,988,114 from operations. This compares with \$14,254,638 total income a year ago, a decline of \$29,526. In the second quarter total income was \$14,297,384, and in the first quarter it was \$13,222,054.

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O. B. Hanson, NBC manager of technical operations and engineering, and Gerard Chatfield, the company's technical art director, report that the removal to Radio City has been successfully accomplished and everything will be completed on schedule for the formal opening Saturday night.

The NBC private branch telephone exchange was switched over from Plaza 3-1900 to Circle 7-8300 at 2 A.M. Monday morning, and the company began operating under its new number.

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#### SEE FARLEY ANNEXING COMMISSION

Pointed to by some as a straw showing which way the wind is blowing is the removal of the Radio Commission to the new Post Office Building in March. They believe that may be the first step on the part of Postmaster General Farley in taking the Commission under his wing.

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## GOVERNMENT OFFICIALS WATCH BRITISH-U.S. CABLE CONFERENCE

The Inter-departmental Committee headed by Secretary of Commerce Roper, now drafting recommendations for a new Communications Commission Bill, and the Federal Radio Commission are closely following dispatches from London which report a possible merger of the Western Union and the Postal Telegraph Companies in this country with Imperial and International Communication, Ltd., of Great Britain. Those participating in the London conferences, according to advices received in Washington, are:

Sir John Pender, Chief of Imperial and International Communications, Ltd.; Newcomb Carlton, Chairman of the Western Union Telegraph Company; David Sarnoff, President of the Radio Corporation of America, and Frank W. Phelan, Vice-President of the International Telephone and Telegraph Company and of All America Cables. Sosthenes Behn, Chairman of the I. T. & T., has been participating in the preliminary discussions. Also, W. A. Winterbottom, Vice-President of R.C.A. Communications, Inc. accompanied Mr. Sarnoff to London.

Inasmuch as a clause in the Radio Act forbids the merging of cables and radio, and since a bill has already failed in Congress to raise these restrictions, the Inter-departmental Committee and the Radio Commission are wondering if the London conference is endeavoring to reach a merger agreement which may not be hampered by the present law.

A revolutionary program for a change of competitive relations between the dominant American and British cable and wireless companies, looking toward reduction of operating expenses, readjustment of existing rate and service schedules and a revamping of the world-wide international communications business as controlled by these great concerns, was discussed in two secret conferences by representatives of the companies, the United Press learned.

It is understood that the coordination of international traffic, effective January 1, will be in accordance with the recent Madrid agreement reached during the International Telegraph Conference at the Spanish capital last year.

Mr. Sarnoff, in an interview with the United Press, emphatically denied rumors that there might be a merger of interests. "There will be no merger of companies and no consolidation," he said. "There is no basis for any such rumors as far as the R.C.A. is concerned. You can say that there is no question of the R.C.A. merging with any firm either in Europe or the United States."

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## BALTIMORE STATION SHOWS SUBSTANTIAL PROFIT

In connection with an Examiner's recommendation to the Federal Radio Commission that Station WCAO, at Baltimore, be allowed to increase its power to 500 watts daytime, but that the station be limited to its present power of 200 watts at night, interesting figures are revealed as to the earning capacity of a station of this size.

"The balance sheet of the Monumental Radio Company, operating WCAO, as of May 31, 1933, discloses total current assets of \$56,618.03, consisting of cash", a report to the Commission states, "and \$30,796.03, savings account \$10,204.17 and accounts receivable \$15,617.83. Fixed assets, consisting of broadcasting equipment, furniture and fixtures, land and building, after deducting reserve for depreciation, aggregate \$90,130.51. Other assets consisting of investments, prepaid expenses, organization expenses, good will, etc., are listed at \$114,869.02. Total current liabilities amount to \$9,510.14 and deferred liabilities to \$2,897.73. The operation of Station WCAO during the year 1932 resulted in a net profit of \$73,789.79.

"Station WCAO is affiliated with the Columbia Broadcasting System. An analysis of its programs from May 14 to June 18, 1933, discloses 10.06% local commercial, 22.04% chain commercial; 11.06% local sustaining, and 56.84% chain sustaining. The average monthly program of the station contains about 26 $\frac{1}{4}$  hours of commercial educational, 21 $\frac{1}{2}$  hours sustaining educational, 5 $\frac{1}{2}$  hours commercial religious, 8 $\frac{3}{4}$  hours sustaining religious, and about 4 $\frac{1}{2}$  hours sustaining fraternal matters."

Stations WICC, of Bridgeport, Conn., and WCAC, Connecticut Agricultural College, at Storrs, Conn., which operate on a frequency of 600 kilocycles, the same as WCAO, Baltimore, likewise requested an increase to 500 watts but the Examiner recommended that this be denied. However, he favored granting the request of WCAC that the name of the licensee be changed to "The Connecticut State College."

One of the reasons for the negative recommendation with regard to WCAC was that if its power was increased to 500 watts daytime, it probably would cause cross-talk interference within the good service areas of Stations WEEI, Boston and WTAG, Worcester. These stations are 65 and 35 miles respectively from WCAC.

In turning down WICC, Bridgeport, the report read:

"Both Bridgeport and New Haven receive good service from Station WEAJ, a 50 KW station of the National Broadcasting Company, located on Long Island. Stations WOR, WJZ, WABC and WTIC have a sufficient signal strength in Bridgeport to have an audience and render an intermittent service to New Haven. Station WTIC at Hartford, Conn., a part time station affiliated with the National Broadcasting Co. has a signal strength of from one to three millivolts in New Haven."

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Nov. 7, 1933)

WHET, d/b as Troy Broadcasting Co., Troy, Ala., C.P. to move station from Troy to Dothan, Ala.; studio in Houston Hotel Transmitter S.E. Alabama Fair Grounds, and change frequency from 1210 to 1370 kc.; KRE, First Cong. Church of Berkeley, Cal., modification of license to change specified hours; WNAD, University of Oklahoma, Norman, Okla., special temporary authority to operate from 8 to 10:30 P.M., Feb. 19, 1934, CST, provided KGGF remains silent; WNRA, Kathryn Jones, Florence, Ala., authority to operate unlimited time during period of program test, and pending resumption of operation by WAMC; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate night of Nov. 10, in order to broadcast a program of Vet. Organizations at Eureka.

Also, Mackay Radio & Telg. Co., Inc.: WKB, WKV, Sayville, N. Y., C.P. to install new high frequency point-to-point telg. transmitter for communication with Santiago, Chile, and Lima, Peru; WMZ, Sayville, N. Y., C.P. to install new high frequency point-to-point telg. transmitter at Sayville, for communication with San Francisco and Copenhagen; Echophone Radio Mfg. Co., Millis, Mass., modification of C.P. to extend completion date to Dec. 31, 1933; W2XEO, Township of Teaneck, N. J., Teaneck, N. J., modification of C.P. to extend completion date to Nov. 30, 1933; D. Reginald Tibbetts: W6XAA, W6XAB, W6XAE, W6XAF, Portable and Mobile, W6XAG, Portable, W6XAL, W6XAM, W6XAN general experimental license 41000, 51400, 61000, 63000 kc., 25 watts; W2XDS, Press Wireless, Inc., Hicksville, N. Y., modification of special experimental license for additional frequencies 10010 and 13840 kc.; O. J. Corkwell, Continental, Ohio, authority to take Class C amateur examination, waiving Sec. 404 of Regulations, because of physical inability to appear for personal examination.

### Ratifications

Action taken Nov. 2: WPFB, Otis P. Eure, Hattiesburg, Miss., extension granted of emergency authority dated Oct. 18 to operate pending action on application for consent to involuntary assignment of license; KIBD, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate additional transmitter pending receipt and action on formal application, vessel "Shenandoah", frequencies 375 to 500 kc., 50 watts; WIEX, National Broadcasting Co., Washington, D. C., granted extension to Nov. 30 of authority to use station in connection with contemplated ascension of stratosphere balloon at Chicago; KDMZ, Mackay Radio & Telegraph Co., San Francisco, granted 60 day authority to operate aboard vessel "District of Columbia, pending receipt and action of application to replace arc with tube transmitter; WHER, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., authority granted to use station on 2390 kc., 15 watts, aboard SS "City of Lowell", on Nov. 3.

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# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

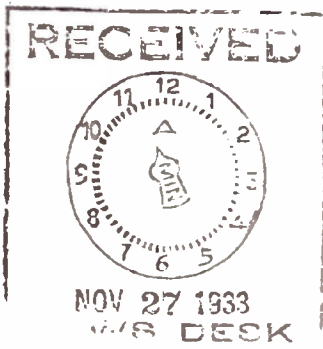
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No. 672



B-U-L-L-E-T-I-N

SCHUETTE WITHDRAWS TO HEAD BROADER COPYRIGHT FIGHT

The copyright situation, in which the National Association of Broadcasters has been the storm center, has moved into a broader field with the withdrawal of Oswald F. Schuette as NAB Copyright Director. Mr. Schuette, it is reported, will coordinate on a larger front, the varied interests which have been attacked by the efforts of the American Society of Composers, Authors and Publishers to extend their copyright licenses.

The reorganization of the NAB forces, it is understood, will not make any changes in the situation and the battle will be pushed aggressively, with Isaac D. Levy, of Philadelphia, NAB Treasurer, as Chairman of the Committee which is raising the funds to carry on the campaign.

The NAB Board of Directors on November 9 voted to retain Mr. Schuette as copyright director and although he has not accepted the retainer, he remains as president of the Radio Program Foundation.

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## DILL COMPLAINING OF WIRE TOLLS SUGGESTS SHORT WAVES

Deploring what he described as excessive wire line tolls which the telephone companies charged networks and broadcasting stations, Senator C. C. Dill, of Washington, Chairman of the Senate Interstate Commerce Committee, said that in view of the improvement in shortwave transmission, he was giving some thought to the feasibility of a portion of the program distribution being taken over by wireless. At least he declared the situation was one which we should begin to think about.

"The networks and stations each year spend millions for telephone line charges. This runs up the cost of broadcasting and puts a terrific burden on the stations", Senator Dill, who has just returned from his home State to the Capital for the convening of Congress said. "The various States are unable to secure hook-ups without large fees being exacted by the telephone companies and this is one of the greatest factors in the high cost of broadcasting. With the new and improved receivers people all over the country are picking up Europe and other distant points. That being true I don't see why short waves eventually should not replace some of the wire service and thus bring down the cost of the wire tolls."

It was said by an official of one of the chains that the National Broadcasting Company last year paid between two and three million dollars for wire charges and that Columbia probably spent as much as a million dollars for the same service. Senator Dill said that his particular interest in a reduction in the cost of broadcasting was with regard to the educational programs.

"I believe that with the aid of a few powerful short-wave broadcasting stations we could reach all the schools in the United States", Senator Dill declared. This was pretty much along the line of a proposition advanced not long ago by Federal Radio Commissioner Lafount of Utah. Mr. Lafount said that instead of different universities throughout the country going to the expense of putting on separate programs, it would be far more economical to originate a single program at a certain university and distribute it to the others by means of a Government short-wave transmitter to long-wave stations to be re-broadcast to the universities within the service range of the high frequency stations.

Mr. Lafount believed that ultimately 3 or 4 high powered government short wave stations could make educational programs available to all parts of the country. It was further suggested by another broadcasting authority that these Government

short-wave stations could distribute programs of the Federal agencies such as those which are now being broadcast by the Agriculture Department, relieve the commercial networks of this task and save them the cost of wire tolls which they now have to pay to do this.

Discussing the educational situation further, Senator Dill said that if a license fee were exacted from the broadcasting stations at the forthcoming session of Congress, he favored using a portion of the revenue thus derived for the preparation of educational programs. Senator Dill's suggestion met with the approval of Dr. Tracy F. Tyler, of the National Committee on Education by Radio, who said such a fund could be administered by the State Departments of education.

"Under the American system of education", Dr. Tyler explained, "the responsible educational authorities in the various States, namely the State Departments of Education, would be the proper persons in whom to rest the responsibility." Dr. Tyler said that it had been found that parents, in many cases, were just as much interested in educational programs as the students, therefore he favored the offerings be rebroadcast by local stations on long-waves rather than attempt to reach the schools direct by short-waves which would necessitate both schools and parents going to the expense of buying short-wave sets.

Senator Dill said that he did not favor allocating a definite proportion of radio facilities for educational purposes, such as 15%, as has been proposed. He believed that the amount of time assigned to educational programs should be flexible but always adequate to supply the actual requirements.

Asked what radio legislation he expected might be enacted during the forthcoming session of Congress, Senator Dill, who is co-author of the present Radio Act, replied that much depended upon what recommendations might be made by the Cabinet Committee headed by Secretary of Commerce Roper, which is expected to propose a Communications Commission to replace the Federal Radio Commission, which would have jurisdiction over telephones, telegraph and cables as well as radio. Senator Dill said the expense of the present Radio Commission was, in his opinion, not justified.

"The work is simply not there for it to do", the Senator added. He said that he had not, as yet, had a chance to familiarize himself with the work of the Cabinet Communications Commission Committee, of which he was a member in an advisory capacity, but it seemed to be his opinion that a Communications Commission, with a Board of Appeals, lodged in one of the Government departments under an Assistant Secretary, such as had previously been proposed, would be preferable to the present independent Radio Commission.

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## SEPTEMBER BROADCAST ADVERTISING SHOWS PICK-UP

A total of \$3,949,341.00 was spent by American business organizations for radio broadcast advertising during September of the current year, according to the new statistical bureau of the National Association of Broadcasters. This represents a 6.9% increase in advertising volume over the previous month. Broadcast advertising volume for September was approximately 1% higher than for July of this year.

National network advertising in September showed a gain of 12.4% over the previous month, while individual station revenues experienced a 5% gain over August. Individual station business is still lower than in July which can probably be explained on the basis of a somewhat slower seasonal upswing than is experienced by national network advertising volume. Regional networks have tended to follow the individual station experience. The seemingly marked decline in regional network revenue in September, as against August is due primarily to a misunderstanding as to classification of regional network accounts in August. Corrections will be made for this discrepancy in the October report.

September national network revenues are still 16% behind those of the same month of 1932, while network revenues for the first nine months of the year are 30% behind the previous season. A marked gain has been experienced by networks in recent months since the foregoing figure compares very favorably with a lag of 38.5% which was experienced during the first quarter of the current year.

A comparison of September expenditures for radio broadcast advertising as against those for other leading advertising media is found as follows:

### 1933 Gross Receipts

<u>Advertising Medium</u>	<u>August</u>	<u>September</u>
Radio broadcasting	\$3,693,247.00	\$3,949,341.00
National magazines	6,644,831.00	7,942,886.00
Newspapers	37,790,096.00	38,371,622.00
National farm papers	236,505.00	373,134.00
	\$48,364,679.00	\$50,636,983.00

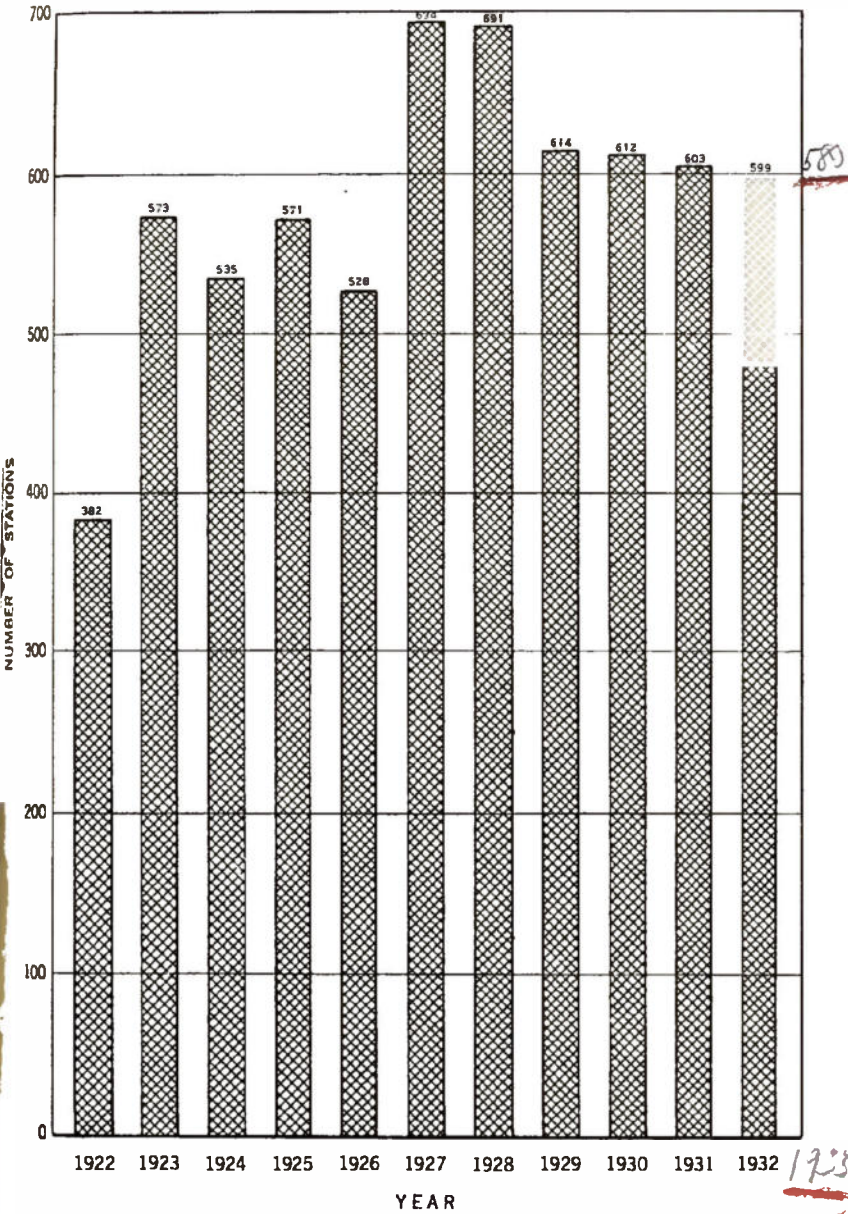
The general business situation is relatively unchanged since the publication of the last report. There have been further business recessions from the peak of last July. Since September 30 the New York Times Index of Business Activity declined from 78.4 to 76.6 as of October 28th. The Index was 79.8 on September 9th. The Combined Price Index of the Department of Labor dropped from 71.1 on September 30th to 70.4 as of the end of October.

# NUMBER OF BROADCASTING STATIONS IN THE UNITED STATES

AS OF JULY 1, 1922 TO 1932

(SOURCE OF DATA: RADIO DIVISION, U. S. DEPT. OF COMMERCE, 1922 - 1930;  
FEDERAL RADIO COMMISSION, 1931 - 1932)

NO. OF  
RADIO  
STATIONS IN U.S.



STAT - DRAFT

Prepared by Sales Promotion Department  
NATIONAL BROADCASTING COMPANY, INC.

During the same period, the Food Price Index declined from 64.9 to 63.4, while farm products dropped from 58.0 to 54.2. Car loadings moved contrary to the usual seasonal upswing, declining from 69.0 to 67.8 as of October 21st.

In spite of the recessions noted above, all of the business indices tend to be appreciably above those of the same period of 1932.

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### ALMOST HALF OF WORLD'S STATIONS IN U. S.

There are 1,426 radio broadcasting stations of record operating throughout the world of which 585 are located in the United States.

Russia ranks second to the United States in the number of radio stations with a total of 73, according to a revised list of foreign radio stations made public by the Electrical Equipment Division, Department of Commerce.

Canada is shown by the list to have 63 stations; Australia, 60; Cuba, 57, Mexico, 53; Argentina, 35; Uruguay, 33; New Zealand, 32; and Sweden, 31.

Twenty foreign countries shown in the list are credited with only one station each.

Several unusually high-powered stations are being operated in foreign countries, the list shows. A station located at Villa Acuna, Coahuila, Mexico, is shown to be authorized to use 500,000 watt power. Leipzig, Germany, has a station operating on 150,000 watts. A station in Prague, Czechoslovakia, is recorded as using 120,000 watts. Two stations of 100,000-watt power are listed as located in Moscow, Russia, with one each of corresponding power in Leningrad, Russia; Nanking, China; and Luxemburg.

Details concerning 118 foreign short wave stations and nine television stations are included in the compilation.

The list has been issued by the Electrical Equipment Division, Department of Commerce, as a part of the informational service furnished American manufacturers and exporters of electrical equipment.

Copies of the list of stations may be had from the Department of Commerce at 25 cents each.

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## CONFERENCE SUGGESTED IN COLUMBIA PRESS GALLERY RULING

Following the rejection of the application by the Standing Committee of Correspondents of the Congressional Press Galleries of Columbia's application for admission to the Galleries of three representatives of the broadcasting system's news service, Henry Adams Bellows, Columbia Vice-President has written to Samuel W. Bell, of the New York Herald-Tribune, Chairman of the Committee, suggesting a conference. Mr. Bellows, whose letter was entirely friendly, proposed that this meeting be attended by Senator Copeland, of New York, Chairman of the Senate Rules Committee, Speaker of the House Rainey, Mr. Bell and Messrs. Bellows and Ted Church, Washington manager of Columbia's news service.

Mr. Bellows pointed out to Mr. Bell that the rules governing admission to the Press Galleries, which were drafted long before radio came into the picture, seemed to be inconsistent. He wrote that in Rule 1, "news associations requiring telegraphic service" were set forth as eligible, whereas in Rule 2, the qualification was "newspaper associations". Mr. Bellows wrote that Columbia furnishing telegraphic news to stations in 90 cities unquestionably came within the qualification. He suggested, therefore, that the situation could be solved by amending Rule 2 to read, "newspaper or news services."

Mr. Bellows said he had no quarrel with the Press Galleries and that there was nothing of that attitude in his approach. "I am seeking to enlist the cooperation of the Standing Committee on the assumption that they want to solve the problem as much as we do", he said.

Nevertheless, one gained the impression that the Columbia executive had no intention of backing down. He said he was not seeking the privilege of actually broadcasting from Congress but simply desired that the Columbia News Service be afforded the telegraphic facilities as other news associations in the press galleries.

"With three news broadcasts a day, our position is the same as a newspaper getting out three editions a day", Mr. Bellows concluded, "and we think we are entitled to the proper telegraphic facilities to do this."

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## MYERS IS NEW WEST COAST DIRECTOR

Charles Myers, of Station KOIN, of Portland, Oregon, has been elected a Director of the National Association of Broadcasters to succeed Leo Tyson, of KHJ, Los Angeles, Cal. Mr. Tyson having left KHJ to go into a radio program service, resigned from the NAB directorate inasmuch as he no longer has station affiliations.

The election of Mr. Myers to the Board from the West Coast was in line with the Association's policy of maintaining an equal geographical representation of its membership.

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## COMMUNICATIONS COMMITTEE ABOUT READY TO REPORT

Although the greatest secrecy has been maintained, it is said that the Committee headed by Secretary of Commerce Roper, which has been engaged in framing recommendations for a new Communications Commission bill, has about finished its work. Apparently there is no intention to give representatives of the radio industry an opportunity to be heard at this time.

It is, however, causing no apprehension since public hearings will undoubtedly be held in both the House and Senate if a new bill is introduced. Nothing is known as to the nature of the forthcoming recommendations. Generally they are supposed to be along the lines of the previous plan that the Communications Commission be incorporated into the Commerce Department under the direct supervision of an Assistant Secretary. The old plan called for a Director and a Board of Appeals composed of five members.

It was previously reported that Senator Wallace White, of Maine, was an advisory member of Secretary Roper's Committee, but this has been found to be incorrect. Those representing Congress on the Committee are Senator C. C. Dill, Chairman of the Senate Interstate Commerce Committee, and Representative Sam Reyburn, Chairman of the House Interstate Commerce Committee.

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## TEMPORARY POWER BOOST FOR WORCESTER AND WEST VA. STATIONS

The Federal Radio Commission has granted special temporary authority to Stations WTAS, owned by the Worcester Telegram in Worcester, Mass., and WOBV, in Charleston, West Va., to operate on 500 watts power at night as well as during the daytime. These stations operate on the same frequency, 580 kilocycles, but are not as widely separated as Radio Commission engineers require for simultaneous operation.

The stations are now each using 500 watts power in the daytime and 250 watts at night. Lately they have been experimenting with 500 watts each at night, with apparently no serious interference. As a result of this the Commission decided to allow them to continue while further observations are being made.

The Commission denied an application for modification of the Matheson Radio Company of Boston, so as to permit unlimited operation on its present frequency of 830 kilocycles, a clear channel allocated to the Fifth (Western) Zone.

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## COLUMBIA TURNS DOWN HARD LIQUOR ADVERTISING

Whisky, gin or other hard liquor advertising will be taboo on Columbia networks, according to a New York dispatch. Only wine ads will be accepted "with extremely careful scrutiny of the nature of both the entertainment and the advertising content."

"It is with extreme reluctance that we are deciding that a class of merchandise about to be legalized by a popular vote probably of 3 to 1 shall not be allowed to use our facilities, because we are exceedingly sensitive about impeding any legitimate business enterprise", a statement issued by President William S. Paley said.

"We feel, however, that the best interests of the vast radio audience are paramount and that a medium which enters the homes of so many millions of persons and which carries its message to groups of listeners of every conceivable assortment is not the proper vehicle for the promotion of the sale of those beverages colloquially known as 'hard liquors.'

"Our decision, on the other hand, to permit the advertising of wines is based on the common knowledge that wine-drinking countries are temperate countries and our belief that the time may have come to America, particularly under present condition, when millions of our people will welcome the opportunity to be informed about milder beverages.

"We hope that Columbia's decision will be recognized as fitting the peculiar conditions of radio broadcasting and that it will not be construed as intended in any way to reflect on policies which may be adopted by other media which reach their people in different ways."

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: BUSINESS LETTER NOTES :  
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Radio City, where the festivities begin Saturday, will have a first night every night for a week. Owing to commercial time being engaged at night, there will be many celebrities such as Rudy Vallee and Paul Whiteman heard in the afternoon programs. Monday night, Nov. 13, famous composers will be heard and Gene Buck, President of the American Society of Composers will speak. An hour earlier Tuesday night, Frank Black will direct a large orchestra in "Waltzes of the World"; at 11 o'clock, Roxy will be on with old time celebrities, including George M. Cohen, who isn't so ancient.

Wednesday afternoon, Russia and other foreign countries will be heard from and other outstanding performances will be heard every night throughout the entire week.

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Alfred H. Morton, formerly European manager of the Radio Corporation of America, will be Business Manager of the Program Department of NBC under John F. Royal, Vice-President.

Mr. Morton joined the RCA in 1921 and served as its Washington representative. On the formation of RCA Communications, Mr. Morton was appointed manager of the commercial department.

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James S. Wallington of the NBC was awarded the 1933 gold medal for good diction on the radio by the American Academy of Arts and Letters yesterday (Nov. 9). This is the fifth award, previous winners being Milton J. Cross, Alwyn Bach and John Holbrook, all of NBC, and David Ross, of Columbia.

Wallington has been on the NBC staff for the past five years and came into prominence when he broadcast the programs which were heard by Commander Byrd in the Antarctic during the previous expedition. He is 26 years old and from Rochester, N.Y.

The Academy's gold medal for good diction on the stage was presented to Lawrence Tibbett, of the Metropolitan Opera.

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Giving no figures for LaGuardia, the winner, Variety says that around \$60,000 was spent by the candidates in New York's mayoralty election with McKee topping the list.

"Station most used was WOR, with 58 broadcasts netting it over \$30,000. WMCA collected about \$13,000 with little of this money coming from Tammany", the theatrical weekly goes on. "WABC gathered \$3,500 from the McKee cohorts and \$2,200 each from the Democrats and Fusionists.

"McKeeites topped the \$7,000 odd that NBC got with an expenditure of \$5,350. Next to the heavy spenders were the Socialists with a billing of \$1,113, while a broadcast of 15 minutes accounted for \$186 contributed to NBC by the Tammany forces."

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The programs of KLZ, Columbia station in Denver, after being omitted for four days, are again being presented by the Rocky Mountain News, Scripps Howard newspaper. The Denver Post quit printing KLZ programs as a protest against Columbia starting its own news service. The Rocky Mountain News likewise ceased printing the Columbia station programs. The Post is still holding out though reported to be receiving many complaints.

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Two-thirds of the membership of the National Association of Broadcasters have placed orders for "A Decade of Radio Advertising" by Dr. Herman S. Hettinger, member of the Merchandising Faculty of the Wharton School of the University of Pennsylvania. The new book is published by the University of Chicago Press and the price is \$3.00.

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The equipment to provide the new 500,000-watt transmitter for WLW at Cincinnati with such power is the result of five years of research and experimentation on the part of Crosley Radio Corporation and RCA-Victor engineers. The new transmitter, to be the most powerful ever built, will be completed within the next few weeks. The project involves a total cost of more than \$400,000.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Nov. 10, 1933)

KGIZ, Grant City Park Corp., Springfield, Mo., modification of C.P. for extension of completion date from 10/31/33 to 1/31/34; WHBC, Edward P. Graham, Canton, Ohio, authority to operate simultaneously with WNBO, November 11 and November 25 from 3:00 P.M. to 6:00 P.M., to broadcast football games, WNBO's consent received; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., authority to use auxiliary transmitter from Nov. 8 to 28 while erecting a new radiator.

Also, City of Spokane, Wash., Police Dept., Spokane, Wash., C.P. 2458 kc., 100 watts, A3 emission; WLXAK, Westinghouse Electric & Mfg. Co., Chicopee Falls, Mass., renewal of special

experimental license in accordance with existing license; WLXS, Trustees of Tufts College, Portable in Mass., renewal of special experimental license in accordance with existing license.

#### Miscellaneous

WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., C.P. retired to the closed files (granted March 3, 1933). to construct auxiliary transmitter to be used while moving main transmitter.

#### Application Denied

KTAR, KTAR Broadcasting Co., Phoenix, Arizona.

#### Ratifications

Action taken Nov. 4, 1933: WIEO, National Broadcasting Co., Inc., Washington, D. C., granted authority use broadcast pickup station connection program tests in and around New York City; KIFS, KJFI Broadcasters, Inc., Klamath Falls, Oreg., granted authority to use broadcast pickup station Nov. 7, 1933, Malin, Oreg., Nov. 14, 1933, Chiloquin, Oreg; Action taken Nov. 6: WRCB, Radiomarine Corp. of America, Washington, D. C., granted temporary authority not exceeding 60 days pending receipt and action formal application to operate aboard vessel "City of Lowell"; Action taken Nov. 7: WCFV, Radiomarine Corp. of America, Washington, D. C., granted temporary authorization not exceeding 60 days pending receipt and action formal application to operate 200 watts NS-1-C aboard vessel "William H. Warner"; The Buckeye State Sheriff's Association, Findley, Ohio, granted C.P. 1682 kc., 500 w., A3 emission.

Also, Action taken Nov. 8: WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, granted special temporary authority to operate simulataneously with Station KQV, Nov. 8 and 20, 1933, from 7:30 to 9:30 P.M. to broadcast Community Chest campaign (Action taken 11/8/33); WKY, Radiophone Co., Earl C. Hull, Chief Engineer, Oklahoma City, Okla., granted special temporary authority to operate general experimental station for communication in broadcast-pickup service, accordance provisions Rule 320. on Nov. 9, 10 and 11, 1933, connection with an August festival.

#### Action on Examiner's Reports

WIP, Pennsylvania Broadcasting Co., Philadelphia, Pa., denied application for modification of license to increase power from 500 watts to 1 kw., for fear of objectionable interference, sustaining Examiner George H. Hill; WFI, WFI Broadcasting Co., Philadelphia, Pa., denied application for modification of license to increase power from 500 w. to 1 kw "as objectional interference would likely result", sustaining Examiner George H. Hill; WLIT, Lit Brothers Broadcasting System, Philadelphia, Pa., denied application for modification of license to increase power from 500 w. to 1 kw as no such need for increased power has been shown, sustaining Examiner George H. Hill.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

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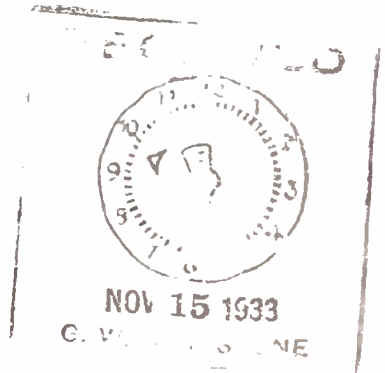
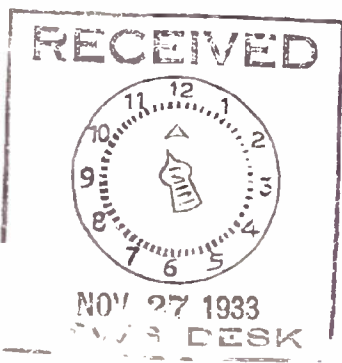
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RECEIVED

No. 673





## FOREIGN BROADCASTING INVOLVES DRASTIC POLICING PROBLEMS

The system of licensing radio receiving sets, the alternative adopted in many foreign countries where advertising is incapable of supporting broadcasting, or at least is not doing so, is responsible for the imposition of some severe penalties, according to Lawrence D. Batson, Electrical Equipment Division, Department of Commerce; who is studying foreign broadcasting policies in an effort to determine the potentialities for the sale of American electrical equipment.

Fine or imprisonment or both is provided as a penalty in many foreign countries for the operation of an unlicensed set. The laws of Bulgaria provide that a person operating a radio receiving set without authorization of the Government is subject to a heavy fine and imprisonment in solitary confinement for a period of six months. Despite the severity of the penalty provided by the law, it is estimated in Bulgaria that a large number of radio sets are being unlawfully operated in that country.

Many methods have been devised to detect the unlawful operation of sets, according to Mr. Batson. In some countries, however, the authorities accept such fees as are voluntarily offered and assume that there are no infractions of the law.

The entire police and military forces of Germany are available for use in detecting the unlawful use of receiving sets in that country: The United Kingdom employs modern scientific equipment to detect offenders against the law.

It has been said by law-enforcing officials of the United Kingdom that the psychological reaction to a visit to a district by one of the Government's mobile laboratories used to detect unlicensed receiving sets is evidenced by the number of applications for license immediately following such a patrol visit.

Confiscation of unlicensed radio equipment is a universal provision. There is no indication that the value of the equipment, however great, is considered in determining the penalty to be assessed.

The cost of detecting, seizing and prosecuting persons operating unlicensed receiving sets is usually accounted for under the general overhead of police and court expenses and may not be determined with any accuracy since such cases are classed as routine in police chronicles and not considered by them with special report.

Reports detailing the operation of radio broadcasting systems in 35 countries have now been made available in the current series being conducted by Mr. Batson. Approximately 15 more countries will be covered to complete the study.

The complete series of studies is available from the Department of Commerce for \$10. Studies concerning broadcasting systems in individual countries are available at 25 cents each.

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### COURT AWARDS \$254,000 FEE IN OLD SAYVILLE CASE

Justice Jennings Bailey, District Supreme Court, last week in Washington, D. C. issued an order allowing four attorneys who represented a one-time German-owned radio station at Sayville, Long Island, a fee of \$250,000, with five years' interest, for their professional services in obtaining a settlement when the Navy took over the station.

The station was taken by the Navy in February, 1917, because of complaint that it was assisting Germany's submarine warfare from what was then a neutral base. In 1928 an award of \$6,875,342.19 was made to compensate owners of the station, Gesellschaft Fur Drahtlose Telegraphie, M.H.B.

When this award was made, the Germany company discharged the four lawyers and employed other counsel. The four in whose favor the decree was made are Alfred Frankenthaler, now a New York Supreme Court Justice; John Wilson Brown, 3d, Washington; Alfred K. Nippert, Cincinnati, and George Frankenthaler. Paul E. Lesh represented the attorneys in their fight for a fee.

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### EXPENSE FORCES BROADCASTERS TO OMIT RADIO SET COUNT

A proposal to have the Post Office Department make a nation-wide count of radio sets, several governmental agencies including the Agriculture and Commerce Departments and the Federal Radio Commission having expressed a desire that this be done, was submitted to the Directors of the National Association of Broadcasters by Philip G. Loucks, Managing Director. However, Mr. Loucks pointed out the fact that the Commerce Department had informed him that such a count would entail an expense of \$4,000 which would have to be met by the National Association of Broadcasters. The Directors turned the proposition down not feeling justified in obligating themselves to such an expenditure at this time.

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## MONTEVIDEO CONFERENCE TO CONSIDER RADIO

Although not included in the agenda, it is probable that the question of radio communications will be taken up at the Pan American Conference at Montevideo "with a view to their improvement", according to the State Department. Evidently radio was an added starter and no one could be found who was willing to venture a suggestion as to what the nature of the conversations on this subject would be. One official said he thought this part of the agenda might be developed by Secretary of State Hull and the delegates while enroute to Montevideo.

The American delegation is composed, in part, of Reuben Clark, former Under Secretary of State, J. Butler Wright, Minister to Uruguay, Alexander Weddell, Ambassador to Argentina, Spruille Brudder, of New York, and Mrs. Breckenridge, of Kentucky.

Discussing the objects of the Conference in his weekly radio talk, Louis McHenry Howe, Secretary to the President, whose son, just out of Harvard, is an assistant secretary in the delegation, was asked if the proposed Pan American highway from the Texas border to Santiago, Chile, would be the main subject taken up at the Conference replied:

"No, this is just part of the plan to concentrate more or less at this meeting on immediate improvement of all different kinds of communications. While this particular one will perhaps result in a better knowledge of each other on the part of the peoples of all these countries than the other methods, it is, so far as economic relationship is concerned, only one of the factors of transportation - the steamship, the railway, the automobile and the airplane."

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## VETO SPECIAL FREQUENCY FOR LAND S.O.S.

Although the report has not yet been made public, it is understood radio engineers of the Federal Radio Commission, Army, Navy, Coast Guard and others comprising the committee called to consider the resolution of Radio Commissioner Harold A. Lafount to set aside a frequency for emergency use in case of disaster on land, such as floods, hurricanes or earthquakes, has recommended that this is impracticable. With the channels of two national networks, so many local stations, the Army and Navy nets, and about 40,000 amateurs, the committee considered it hardly possible that these could all go out of service at once. They considered a land "S.O.S." rather a matter of organizing the present facilities, which is not an engineering problem, than of assigning special frequencies to the work.

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## TWO BIG RADIO SHOWS FOR 1934

Evidently encouraged by the phenomenal success of the New York Electrical Show, the Radio Manufacturers' Association Directors meeting in Chicago, decided to hold radio shows in the Fall of 1934 - one in New York and the other in Chicago. The exhibitions will include electrical household appliances as well as radio. The committee in charge will be composed of J. Clarke Coit, of Chicago, James M. Skinner, of Philadelphia, and Bond Geddes, of Washington.

Rather than impose a special assessment on RMA members for expenses of code enforcement and administration, the Directors decided that such expenses of Supervisors Murray and Muter will be paid from the treasury.

The Directors authorized Paul B. Klugh, of Chicago, Chairman of the Legislative Committee, to conduct a campaign for repeal or modification of the existing 5 percent excise tax on radio and phonograph apparatus. Thus the radio industry will join other industries requesting the next Congress in January to abolish the radio and other "nuisance" taxes in the existing law which produce comparatively little revenue for the Government, burden the industry and for which receipts from new revenue may be substituted. Instead of the special and discriminatory tax on radio and phonograph apparatus, the Directors reiterated their endorsement of a general but small manufacturers' sales tax, applicable without discrimination to all manufacturers.

Mr. Klugh advised the Board of initial consideration being given in Washington to revision of the tax laws. The House Ways and Means Committee, where tax legislation originates, will meet December 4 and arrange for public hearings, and a hearing on the radio and phonograph tax schedule has already been assured.

A special committee to confer with the Federal Radio Commission on future broadcast facilities for television facsimile and other special services was appointed with Walter E. Holland, of Philadelphia, Chairman. Other members are J. W. Chambers, of Cincinnati, Ray H. Manson, of Rochester, N. Y., and Dr. W.R.G. Baker, of Camden, N. J.

The committee will confer with Dr. C. B. Jolliffe, Chief Engineer, and other experts of the Federal Radio Commission regarding the future broadcast frequencies to be assigned in developing visual broadcasting. The committee was chosen on recommendation of the special RMA Committee of Executives, headed by E. T. Cunningham, of New York, and including Powel Crosley, of Cincinnati, W. Roy McCanne, of Rochester, and James M. Skinner, of Philadelphia.

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## PRIVATE COMPOSERS BROADCASTERS' SETTLEMENT REPORTED OFF

What purports to be an inside story on a proposed settlement of the broadcasters copyright situation, appears in the current issue of Billboard:

"At a meeting of the American Society of Composers Board, Louis Bernstein, music publisher, said that he feared that the suit brought by WFI and Isaac D. Levy, of Philadelphia, would be successful and the ASCAP broken up", Billboard relates. "He outlined a plan whereby he could successfully fix it so that the suit would be dropped or lost by WFI, that he had a contact who would guarantee him that the broadcasters would pay the same sum to ASCAP for the next 10 years as they are now paying. Also he could get a bonus the first year of not less than \$300,000 for the Society."

"Isaac D. Levy was Bernstein's contact man, and a group met as per schedule. Those attending, in addition to Bernstein and Levy, were Gene Buck, President of ASCAP; Fred E. Ahlert, writer; Sigmund Romberg, composer and President of the Song Writers' Protective Association; Robert Crawford, of DeSylva, Brown & Henderson, Inc., and Gustave Schirmer.

"Soon after the gathering met, Romberg bluntly stated that he was now getting \$6,000 annually from the Society and he would be getting \$16,000 within 10 years from now. Getting a negative reply, he immediately left the conference. Levy subsequently reneged on his \$300,000 bonus offer and could not say definitely the broadcasters would continue to pay the same fees for the next 10 years, but he was pretty sure it would be okeh. He would throw in the Ricordi & Company catalog (of Italy) and promised to get rid of Oswald F. Schuette, handling copyright matters for NAB.

"Finally the meeting broke up with everything status quo, and Louis Bernstein is to make his report to the ASCAP Board that all bets are off. Meantime, Levy is seeking to build up a huge war chest for NAB to fight ASCAP, and his letters to broadcasters seek 10 per cent of the sums they are paying to ASCAP as performing rights fees for use of its music. Levy's slogan is 10 per cent now or 300 per cent in 1935."

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## RADIO OFFICIAL BECOMES SOUTH CAROLINA COLONEL

Herbert L. Pettey, Secretary of the Federal Radio Commission, has been designated as a Colonel on the staff of Governor I. C. Blackwood of South Carolina.

Richard S. Roper, Secretary of the Democratic National Committee, and Edward A. Nicholas, Vice-President of the RCA Victor Company, also were appointed Colonels on the same staff.

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## McCLELLAND TO HEAD NEW NETWORK

Organization of a third major radio chain, to compete with the existing National and Columbia systems was announced early in the week by George F. McClelland, former Vice-President of the National Broadcasting Company.

The new group is to include the principal independent stations, which will function as a unit on a mutual basis, the announcement said.

Joseph Schultz, of 522 Fifth Avenue, <sup>New York City</sup> who, as general counsel, is working out details of the organization, said that enough stations had been brought into line to assure that the new company would have an outlet in every State.

Under the mutual feature of the organization, Mr. Schultz explained, the participating stations will receive payment covering the actual cost of broadcasting programs and will, in addition, share in the profits of the system as a whole. The types of programs contemplated are similar to those of the National and the Columbia networks, he said. The new group plans to place greater restrictions on advertising and sales talks, Mr. Schultz said, and to devote part of its program to the broadcasting of news.

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## WHOLESALE CODE WILL PROBABLY MEAN 40% EMPLOYMENT

Ben Gross, representing the Radio Wholesalers' Association, testified at the Wholesalers' Code hearing that his organization represented 90% of the trade. The radio wholesale business volume was \$500,000,000 in 1929, as against \$100,000,000 in 1932. This year Mr. Gross said the business probably showed a 12% increase.

The number employed last year was 5,000, and this year 6,000. Mr. Gross said when the industry came under the Blue Eagle there was a 24% increase in employment and that if the Wholesale Code is adopted, it will probably mean another 40% increase in employment.

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## PHILCO BEGINS GREAT XMAS ADVERTISING DRIVE

"Philco has no delusions about business improvement this Fall", says Sayre M. Ramsdell, Manager of Sales Promotion. "It seems certain that business will be better, but as has always been the case in the past, and as always will be the case in the future, business will be best for those who go after it and go after it hard. Philco, despite its commanding position in the radio field is going to go after business through the coming year with the most aggressive and most extensive advertising campaign in all its history. Philco is now embarking on a newspaper campaign that will utilize newspapers from coast to coast in the greatest newspaper campaign ever sponsored by a radio manufacturer. I use the word 'sponsored' advisedly, for perhaps it will serve to remind some newspapers that the world's largest radio manufacturer will not allow their attitude toward radio to prejudice our advertising policy. We recognize the value of the newspapers, just as we recognize the value of radio and periodical advertising and all three mediums will be utilized in this great Christmas campaign."

"We have also substantially increased our magazine schedule and will continue the nightly broadcasts of Boake Carter.

"There has been a surprising upward trend in Philco sales abroad. This is particularly true of automobile radios. While, of course, we do not anticipate any comparison for foreign sales of automobile radios and American sales -- for which we are planning to supply 500,000 sets in 1934 -- yet there were seven Philco-equipped automobiles exhibited at the great Olympia Motor Show in London. In view of the many sad stories about the decline of American exports, it might be interesting to note that Philco is the largest and fastest selling radio in the Argentine, Brazil, Venezuela, New Zealand, the Union of South Africa and the Philippine Islands. Both Philco home radios and Philco automobile radios are selling fast in such widely separated points as the Scandinavian countries and Shanghai and sales in England show Philco among the leaders, too."

It is Mr. Ramsdell's opinion that the purchase of a real radio will be one of the first outlays made by men and women as they are re-employed, as radio offers the most complete and certainly the most inexpensive form of entertainment available today. Numerous radios of antique vintage, and thousands of small, inadequate radios are now in use in American homes and the replacement of these sets of inferior tone and ability is undoubtedly one of the great future markets for radio sales -- a market at which Philco is aiming.

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Great regret was expressed in radio circles in the passing of Rear Admiral Ridley McLean, U.S.N., who died at San Francisco while commanding the third division of the United States Fleet. Admiral McLean, when a captain, was Director of Naval Communications in 1924 and was succeeded by Rear Admiral (then Captain) T. T. Craven. Admiral McLean's work was characterized by thoroughness. He was largely responsible for the Navy adopting short wave and high frequency communication which system is said to be one of the best in the world.

Admiral McLean was very popular personally and was a man of means, having previously owned the beautiful residence occupied by Secretary Hoover in Washington where Mr. Hoover lived when he was nominated for the Presidency.

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The new letterheads of the NBC, in use since the removal to Radio City carries the heading, "National Broadcasting Company, Inc., a Radio Corporation of American Subsidiary."

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As a protest against the Columbia News Service, the two newspapers in Charlotte, N. C., the Observer and the News and the Oklahoman City Daily Oklahoman and Times have eliminated radio programs along with all other forms of radio news.

"In view of this direct invasion of the newspaper field", the Daily Oklahoman announced, "we do not feel justified in further cooperation with the Columbia chain."

A weekly sheet, Radio Aircast Weekly, immediately appeared on the streets of Charlotte carrying the week's programs for WBT and WSOC, local stations. It sells for five cents. Southern Radio News, Birmingham, Ala., is also making arrangements for a branch office here to issue a program weekly.

W. A. Schudt, Jr., manager of WBT, said that the two publishers had protested against the new Columbia news service and answered that this had been used only after the two papers and news services refused to supply material for news programs. He added that all news programs were concluded with: "For further details read your local papers."

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Richard C. Patterson, Jr., Executive Vice-President of the National Broadcasting Co., Inc., announces the appointment of Don U. Bathrick as District Manager in Detroit, effective Nov. 1.

Previously to joining NBC, he was with General Motors and the Ford Motor Company. At one time he was Assistant General Sales Manager of the Pontiac Division of General Motors until the formation of the Buick-Oldsmobile Pontiac Sales Co.

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CODE SUBMITTED TO GENERAL JOHNSON AND PRESIDENT

The Broadcasters' Code has now been submitted to General Hugh S. Johnson and the President. It is substantially as presented in the copy sent to you November 10th with the exception of the following changes which have been made since that date.

Page 2 - Article III, 1(a), Line 7 -- delete words "or employees".

Page 3 - Article III, 1(e), Line 3 - 4 - delete words "an average of"

Line 5 - insert words "averaged over" after word "work".

Page 4 - Article IV, 1(b), Line 2 - delete the words "at a rate of" after the word "paid" and insert the same words after the word "than" same line.

Line 5 - insert the words "for such employees" after the word "pay".

Page 5 - Article V, 5 Line 3 - insert the following sentence at the end of Section 5:

"Where on November 1, 1933, any broadcaster paid broadcast technicians wages in excess of the minimum herein provided for or worked such employees a lesser number of hours per week than herein permitted, such higher wages and such lesser number of hours shall be deemed to be and are hereby declared to be the minimum scale of wages and maximum number of hours with respect to such stations."

Page 5 - Article VI, Section 3 - Delete the entire section and number the following paragraphs in accordance therewith.

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DISTRICT COURT UPHOLDS RADIO COMMISSION

The Supreme Court of the District of Columbia before Justice Proctor, today in the matter of U. S. ex rel Moore vs. Federal Radio Commission, on argument of Commission's demurrer to petition and traverse of petitioner Moore, the Court sustained the Commission's demurrer, discharged the rule to show cause and dismissed the petition of Moore.

This was a Mandamus case seeking to compel the Commission to revoke the license of WMAL on the ground that it was owned by the National Broadcasting Company, a subsidiary of the

Radio Corporation of America which it was alleged was guilty of violating the anti-monopoly law.

A similar suit had been filed by C. Wood Arthur but was dismissed on the ground that Arthur had no financial interest in the licensee. Moore claimed a financial interest due to the fact that he had lost his position. The remedy here, according to the Court, was for Moore to sue the National Broadcasting Company for any loss he may have suffered.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Nov. 14, 1933)

KFPM, Dave Ablowich, d/b as The New Furniture Co., Greenville, Tex., unlimited time privileges on days the Greenville High School football team plays to December 1, 1933; WKBN, WKBN Broadcasting Corp., Youngstown, Ohio, special temporary authority to operate from 1 to 3 P.M. EST, on Thursday, Nov. 30, provided WOSU remains silent; KQV, KQV Broadcasting Co., Pittsburgh, Pa. special temporary authority to operate from 5:15 to 3:30 P.M. EST. on Sundays during remainder of the month of November and December provided WSMK remains silent; WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, special temporary authority to operate from 7:15 to 7:30 P.M. EST, on Sundays, during remainder of month of November and the month of December provided station KQV remains silent.

Also, W10XAD, Bell Telephone Laboratories, Inc., NC-417-H and W2XBY, NC-952-V, renewal of special experimental licenses in accordance with existing licenses; Henry J. McFerren, Tiffin, O., renewal of present temporary amateur operator's license with unlimited phone privileges; because of blindness he is unable to appear for examination.

### Miscellaneous

KWEA, Hello World Broadcasting Corp., Shreveport, La., application for consent to voluntary assignment of license to International Broadcasting Corp., designated for hearing because of protest filed Nov. 6, 1933, by Ark-La-Tex Radio Corp., Shreveport. Pending hearing the International Broadcasting Corp. is permitted to continue the operation of station KWEA in accordance with original grant made Oct. 31, 1933, pursuant to Rule 46; KECA, Earle C. Anthony, Inc., Los Angeles, Cal., denied petition to consolidate hearing on protest of KECA against granting of application of KFAC for increased hours of operation scheduled for hearing Dec. 5, 1933, and application of Earle C. Anthony, Inc., for increase in daytime power from 1000 watts to 2500 watts.



## Ratifications

KSEE, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate additional transmitter pending receipt and action on formal application, frequency 375 to 500 kc., 50 watts; KMMJ, M. M. Johnson Co., Clay Center, Neb., granted authority to take depositions of witnesses on Nov. 15th - action taken Nov. 8th on both preceding authorizations; Action taken Nov. 10: KGFL, KGFL, Inc., Roswell, N. Mex., granted extension of special temporary authority to operate without approved frequency monitor for period of 10 days from Nov. 10; WMEF, National Broadcasting Co., Inc., Washington, D. C., granted authority to use station to make equipment tests in vicinity of Boundbrook, N. J., 1566 and 2390 kc., 100 watts; Action taken Nov. 11: KMPC, Beverly Hills Broadcasting Corp., Beverly Hills, Cal., granted special temporary authority to operate without frequency monitor for period of 10 days, provided assigned frequency is maintained.

## Oral Argument Granted

The Commission, sitting en banc, will hear oral arguments on December 13, 1933, beginning at 10 A.M. in re Examiner's Report 512, in which the Examiner recommended that Don Lee Broadcasting System be permitted to erect a new radio broadcasting station at Redlands, Cal., to operate on 780 kc., 500 watts, unlimited time - the facilities in terms of units of stations KTM and KELW.

Attorneys for interested parties will be granted 30 minutes each for argument.

## Application Denied

WJBW, Charles C. Carlson, New Orleans, La., denied authority to operate unlimited time on frequency 1200 kc., pending decision on application requesting unlimited time.

## Set For Hearing

Grand Isle Wireless, Inc., Grand Isle, La., C.P.s for two new fixed public point-to-point telg. stations, 194 kc., 50 watts.

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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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NATIONAL BROADCASTING COMPANY, INC.  
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No. 674

## WOULD STRENGTHEN AMERICAN SYSTEM INSTEAD OF ADOPTING BRITISH

(Note: These are the observations of Commissioner Hanley of the Federal Radio Commission apropos the debates being carried on by the International University Extension this season in the colleges and high schools in 28 States on the question of the advisability of the U. S. Government adopting legislation providing for the regulation and control of radio similar to the system now used in Great Britain.)

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The relative merits of the American and British systems have been discussed sporadically for some time in and out of Congress, but the question will probably come to a head this Winter as a result of the enterprise and ingenuity of the National Committee on Radio in Education representing a group of educators who will appeal to Congress to make a special investigation of radio at home and abroad. It is contended by this Committee that use of radio for education is sorely neglected under the American system and is subordinated to the use of radio for purely commercial purposes. With that general conclusion, I am in full accord, although it is my contention that the American system can be changed to meet the demands of the educators without doing violence to its basic principles. It therefore gives me pleasure to make some observations on the relative merits of the two systems.

Our plan tends toward national unity, promotes musical culture and appreciation, banishes provincialism and sectionalism, prevents disintegration of our people into classes, and brings to our people, even in remote sections, the inspiration of religion and other messages of men and women of outstanding achievements and mentality.

The Press, about six weeks ago, carried the following item:

"If you have any comments or kicks about radio programs send them along to the Federal Radio Commission. That invitation was extended today by Commissioner James H. Hanley of the Commission. He wants to get listener reaction and 'let the people rule radio' by expressing their likes and dislikes."

Although this notice appeared in practically all of the large daily and weekly papers throughout the country, less than a hundred responses came to the Commission or to myself. Those were from all sections of the country, and less than fifteen had any serious criticism of our system, and the conclusion can well be drawn that the people, generally, throughout the United States are pretty well satisfied with radio reception.

There is too much duplication of chain programs, too much offensive sales talks, too few educational programs, too many programs tending to develop religious agitation and too much trafficking in radio facilities; also a tendency towards a monopoly on the part of certain groups.

Personally, I am in favor of more local stations and I am very sympathetic towards the plans of the educators for additional radio facilities.

The Commission and the Courts have held that programs tending to develop religious agitation are not in the public interest.

Advocates of our present system of radio control point with pride to the fact that 45% of the radio sets in use in the world are to be found in the United States, claiming this is an endorsement of its popularity and superiority.

Under the British system, a tax of approximately \$2.50 per year is placed on all receiving sets. At present there are in use 17,000,000 sets in this country, which if taxed at the same rate would mean the listeners would be forced to pay annually \$42,500,000.00 for use of their radio sets. Now the only expense to the listener is the cost of the set, its installation and upkeep. The British system costs the taxpayers approximately \$7,000,000.00 to support, obtained through the tax of the 4,470,000 sets in operation.

Governmental broadcasting since it is supported by the State, in Great Britain, according to William Hard, American journalist, must be careful not to offend the State and must therefore, while it escapes "commercialization", embrace "governmental responsibility, and a censorship far beyond any control known among us".

Which recalls that recently the press carried reports to the effect that Lloyd George and Winston Churchill were denied the right to use the facilities of the British Broadcasting Corporation, because Sir John declared they no longer represented important political parties.

No such discrimination could be practiced here. Minorities are usually accorded the same privileges as majorities and anyone with a worth-while message is accommodated as a rule by our broadcasting stations.

Here the 600 licensees are individually responsible for the kind of programs broadcast. Instead of one radio czar as in England, we have more than 600 here, with the Federal Radio Commission sitting as a quasi-judicial body.

There are long periods through the day when no programs are on the air in England. Here one can obtain radio service day or night to gratify his peculiar whim, fancy or inclination at the time.

It is our diversity of programs which is one of the chief virtues of the American system, appealing, as they do, to all elements of our population.

In a recent report to the U. S. Senate, the Federal Radio Commission outlined several possible plans whereby our broadcasting system could be operated under government control. One plan calls for a system whereby 1000 low-powered stations would be established in the 48 States to take care of the varying areas, population and interests. That plan, it is estimated, would require an initial cost for installation of \$120,000,000 with annual maintenance cost of \$100,000,000. Another plan would be to provide one or more stations for each State to give programs of interest to the States, and several high-powered stations for national coverage. This plan, it is estimated, would require an initial investment of \$50,000,000 with an annual maintenance cost of the same amount.

So it would seem that the best and most economical thing for us to do would be to strengthen the radio structures we have erected through years of toil and experience, eliminating offensive features and strengthening weak spots.

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#### REMNANTS OF A.B.S. GROUP FORM COOPERATIVE NET

A cooperative network for the mutual exchange of programs has been formed by Stations WTNJ, Trenton, 500 watts power, WCBM, Baltimore, 100 watts, WPEN, Philadelphia, 100 watts, WDEL, Wilmington, 250 watts, and WOL, Washington, 100 watts. These stations formed a part of the ill-fated Amalgamated (Ed Wynn) Broadcasting System and now have resumed using the same wires. It was said that announcement would soon be made of the inclusion of two New York stations which will be merged giving the new network a 1,000 watt outlet in Gotham.

About 20 names have been submitted for the chain with the probability that the one to be finally chosen will be "The General Broadcasting System."



"It really should be named the 'Gold Network'", one of the station owners in the combination said, "because it covers a territory between New York and Washington with a population of 12,000,000 persons which is perhaps the finest trading area in the United States. The network is a cooperative undertaking among the stations themselves in which they exchange programs with each other.

"At present a program of three hours a night is available to every station which they can take or leave, depending upon their local contractual obligations. Among the features that have already been shared, or are to be shared by these stations are Herb Gordon's Orchestra, from Philadelphia, Irving Aronson and the Commanders from New York, and the Washington Catholic Radio Hour. Rabbi Wise was recently heard.

"This network is not burdened by high salaried officers, has no expensive offices to keep up or have we any other heavy overhead. It is a strictly mutual arrangement and nobody is receiving a cent. As it works out, we may add a part or full-time employee here or there. There are no policies to maintain and each station is left entirely free to enter into contractual agreements for the sale of individual time.

"Likewise we have no delusions of grandeur such as reaching out to the Pacific Coast. If stations adjacent to network stations, say such as Petersburg, Va., or Roanoke, Va., in the territory of WOL in Washington, should want a program regularly or now and then, we will be glad to include them. We might possibly go up to Boston to get into the rich New England territory.

"The chain as now organized will permit us to sell a good program in Philadelphia, Wilmington, Trenton, Baltimore and Washington to an advertiser at just about half what the cost of covering these five cities would be with either of the two big networks. In the meantime, we are offering each of our stations the pick of the best programs of the other of our stations in these cities."

WPEN, in Philadelphia, is at present acting as the key station of the net network.

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## ASK JUSTICE DEPARTMENT TO INVESTIGATE COPYRIGHT PRACTICES

A resolution demanding an investigation of "monopolistic copyright practices" has been filed with Assistant Attorney General Joseph B. Keenan, in charge of the Criminal Division of the Department of Justice by the Music Users' Protective Association of America. The resolution was adopted at a mass meeting held in Baltimore to combat the licensing methods of the American Society of Composers, Authors and Publishers. Copies were also sent to the Federal Trade Commission and all members of the Senate and the House of Representatives.

The resolution sets forth that "the control of practically all the musical compositions in America has passed from the individual composers to a certain group of individuals who have combined themselves into an organization holding a monopolistic control over practically all musical compositions in the United States, and that this group of individuals by virtue of the Copyright Laws of the United States are unregulated as to fees to be charged for the use of the music."

It sets further that the "combination of certain groups, unrestricted by law, is gradually extending its sources of revenue, often collecting as many as three separate license fees for the rendering of one musical performance, which by fiction of law has been interpreted as three separate performances."

In conclusion the resolution urges that all data in the possession of the Music Users' Protective Association be forwarded immediately for action thereon to Attorney General Keenan, Federal Investigator, appointed to investigate "commercial racketeering", and to Simon E. Sobeloff, U.S. District Attorney for Maryland.

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## DALRYMPLE GETS JOB HUNTING RADIO BOOTLEGGERS

Major A. V. Dalrymple, formerly Prohibition Director, now Assistant to the Attorney General, has been assigned by the Department of Justice to investigate "broadcasting bootleggers" in Texas. At the Federal Radio Commission considerable surprise was expressed over the Department of Justice's interest. Heretofore the Commission has done its own investigating.

At Grand Island, Nebr., the Commission, at a cost of \$700,000, has erected a radio super-station. This station is able to pick up any other station in the world, to tell exactly on what wave length it is operating and from which direction. For some time waves that didn't show any evidence of being

licensed were coming in from the direction of Texas. That called for investigation.

Investigation consists of driving a radio truck around Texas until a bootleg wave assumes volume and then finally apprehending the unlicensed operator. Sometime ago the "radio bootlegger" abounded in Texas.

There is a school of thought which holds that if radio waves don't cross a State line, it is none of the Commission's business. The Commission, however, takes a different view of this.

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#### SEES NO COMMUNICATIONS BILL ACTION UNTIL AFTER XMAS

The opinion was ventured by Senator C. C. Dill, Chairman of the Interstate Commerce Committee that even if a Communications Commission Bill is introduced before that time, it will probably be after Christmas before Congress really "gets down to business" on it.

Senator Dill said that Committee recommendations on the bill would probably be made before that time but said there was still a great deal to be done as the Commission was still analyzing previous bills. Senator Dill said he had discussed the matter with the President prior to the latter's departure for Warm Springs but that Mr. Roosevelt as yet had not reached any conclusions in the matter. Senator Dill concluded that as yet it was far too early to say with any degree of accuracy what form the Commission's recommendations might take.

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#### THREE NEW 50 KW STATIONS

As a result of the Radio Commission's recent decision to allow maximum power to all clear channel stations, WGN, of Chicago, WBZ, Boston, and WHAM, Rochester, have been granted permission to broadcast with 50 KW power. They are now using only half that power but are expected to increase their output at once.

Applications for 50 KW are now pending for WMAQ, Chicago, WHAS, Louisville, KNX, Hollywood, and WBT, Charlotte. They all operate on clear channels, WMAQ using 25 KW and WHAS, KNX and WBT, 5 KW. There are at present 22 stations broadcasting with 50 KW but several share time at night.

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: BUSINESS LETTER NOTES :  
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Eugene O. Sykes, Chairman of the Federal Radio Commission, and Senator Harry Flood Byrd, of Virginia, will speak in a program and reception dedicating the new studios of WJSV, Washington, to be heard over the Columbia network at 9:00 P.M., EST., Thursday, Nov. 23. They will be introduced by Henry Bellows, resident Vice-President of Columbia in Washington.

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The new president of the Institute of Radio Engineers is C. M. Jansky, Jr., of Washington. Balth Van der Pol, of Holland, was elected Honorary Vice-President. Directors elected for three-year terms were John V. L. Hogan, New York consulting engineer; William Wilson, Bell Laboratories, and Arthur Batchellor, Radio Commission Supervisor, New York.

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The Radio Division of the U. S. Shipping Board Emergency Fleet, of which H. C. Moore was the head, was abolished November 15th.

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The Radio Commission has approved the frequency monitor for broadcast stations developed by the Hygrade-Sylvania Corporation of New Jersey.

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In line with its policy of making latest improvements available to owners of its apparatus, Western Electric has produced a set of conversion parts for its 6 type (1 kilowatt) radio broadcast transmitters. This equipment, in addition to eliminating motor generators, will increase the modulation capability of transmitters of this type to 100 per cent by increasing the plate voltage applied to the last radio frequency power amplifier from 4,000 volts to 5,000 volts.

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"It seems to me that clear thinking ought to keep the problem of the radio and of the press quite separate, and this in more ways than one", Prof. Lindsay Roberts, Deputy NRA Administrator, said addressing the Newspaper Guild of New York.

"In the first case, it is inconceivable that we could have broadcasting without some measure of supervision. A newspaper can be printed in any form that the proprietor desires without preventing the publication of another newspaper. But unless broadcasters are limited to different wave lengths, they interfere with each other.

"Again it is particularly true in respect of broadcasting that the flowing voice speaks and having spoken moves on and nothing can cancel half a syllable. We must therefore have some control in advance to erect safeguards against obscenity and libel."

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A theory that the moon is charged with radium was announced by Dr. Harlan T. Stetson, Ohio Wesleyan University astronomer.

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Traveling with the speed of light, these invisible lunar radium rays seem to penetrate deeply into the earth's atmosphere, sufficiently to disturb radio reception in home sets, he said.

The evidence for their existence is found in radio tests which Dr. Stetson said were made recently between Chicago and Delaware, Ohio, and in some volcanic deposits just uncovered at Naples, Italy.

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Accurate directional beams and two-way radio communication will be an important part of the seadromes the establishment of which the Government is backing. Radio beacons and radio telephones will be used.

Rescue boats will be guided by radio; radio compasses will be used to give bearings to ship and shore stations on the shipping wave band. The radio plan is being worked out by the General Electric and the Bureau of Standards.

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Experiments authorized by the Radio Commission in the hope of lessening interference between KSTP, St. Paul, and WJSV, at Alexandria, Va., have given rise to report that the programs of these stations are to be synchronized. This is erroneous. Both stations operate simultaneously on the same frequency, 1460 kilocycles, and the same power, 10,000 watts. Since WJSV moved to its new location just across the Potomac from Washington, KSTP has experienced greater interference than heretofore and the experiments now being conducted are for the purpose of eliminating this and not with a view to synchronizing the stations, one of which is an NBC outlet, and the other Columbia.

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The NBC News Service came out with a 32 x 22 inch printed broadside almost twice the usual size, in honor of Radio City opening. Instead of being illustrated by conventional studio portraits, live news snapshots of various celebrities were printed, most of which were made available to newspapers free of charge. It was one of the season's most notable publicity efforts and revealed the fact that the NBC Press Department is keeping up



with the procession and developing in a manner creditable to the rest of the great and growing organization.

There has been a noticeable playing up of the Radio Corporation of America in all NBC publicity in connection with NBC's moving into Radio City. Heretofore there has been little or no mention of RCA but evidently there has been a decided change of policy in this connection.

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CODE MAY BE SIGNED ANYTIME NOW

The Broadcasters' Code went to the White House for the President's signature just prior to his departure for Warm Springs and it is expected that he may sign it at anytime. No further changes have been made and it stands as printed here, with corrections, earlier in the week.

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THE LISTENER'S END OF THE RADIO TRAIL

With all the magnificent new studios, costly transmitting plants, and expensive programs of modern broadcasting, it seems pitiful that the listener's "end of the radio trail" in most cases is a flimsy wire picking up noise and interference and feeding into a tiny midget set which reproduces a mere travesty of the studio quality, says Electronics.

"Poor sets and careless ignorant installing have made terrific inroads into the good-will of the broadcasters these past two years. It is time for an aggressive effort to be made toward quality of receivers sold, and correct installation", the magazine continued.

"This is the next big job to be done, if broadcasting is to endure as a great artistic medium."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(Nov. 17, 1933)

WJBW, Chas. C. Carlson, New Orleans, La., license covering move of transmitter and studio locally, 1200 kc., 100 watts, shares equally with WBBX; WFIW, WFIW, Inc., Louisville, Ky., modification of C.P. approving exact location of transmitter at Brown Hotel, Louisville, studio at same location; WBBX, Samuel D.

Reeks, New Orleans, La., extension of special authority to remain silent from Nov. 15 to Dec. 1, 1933; WMBH, W. M. Robertson, Joplin, Mo., modification of special temporary authority to operate from 2:30 to 6 P.M. CST on Nov. 17 and 30, 1933, instead of from 3 to 6 P.M. as authorized on Sept. 29th, due to change in football schedule; WSVS, Seneca Vocational High School, Buffalo, N. Y., special temporary authority to operate from 8:15 to 9:30 P.M., EST on Monday evenings Nov. 20 and 27, Dec. 4, 11 and 18, 1933.

Also, Bridgeport Police Dept., Bridgeport, Conn., C.P. for general experimental purposes, frequencies 30100, 33100, 37100, 40100 kc., 25 watts; City of Union City, Union City, N. J. general experimental C.P.s, frequencies 30100, 33100, 37100, 40100, 86000 to 400000 and 401000 kc., and above, 25 watts power; 4.5 watts power; same for 3 new C.P.s.; Commonwealth of Pa., Pa. State Police, Harrisburg, C.P. for special experimental service 1674 kc., 1 KW; Aeronautical Radio, Inc., Kansas City, Mo., three special experimental C.P.s 3088 and 3072.5 kc., 30 watts; W9XE, Gen. Household Utilities Co., Marion, Ind., Experimental Visual Broadcasting C.P. to move transmitter from Marion, Ind. to 2438 Crawford Ave., Chicago, frequencies 42000-56000 and 60000-86000 kc., 1 KW; City of Minneapolis, Minn., C.P. for police service, 2430 kc , 400 watts.

Also, National Broadcasting Co., Inc.; New, Portable and mobile, general experimental C.P. frequencies 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000, 40000, 401000 kc., and above, 15 watts power; W2XBS, New York, experimental visual broadcasting C.P. to move transmitter to Bellmore, N. Y., and change frequencies to 2750-2850 kc.; City of Santa Fe, Santa Fe, N. Mexico, C.P. for police service, 2414 kc., 25 watts; Sigurd Hopstad, Akiak, Alaska, C.P., fixed public point to point telg. 262 kc., 100 watts; Pan American Airways, Inc.; W10XL, and W10XK, Portable and Mobile, licenses (General Experimental), 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 350 watts power; Ramler Co., Ltd., W6XC, San Francisco, Cal., general experimental license 41000 and 51400 kc., 5 watts; W3XAY, The Atlantic Refining Co., Philadelphia, Pa., special experimental license, frequencies 30200, 35800, 41800, 42200, 47800, 48200, 53800, 54200, 60200 kc., 2 watts; WPGF, City of Providence, R. I., Board of Public Safety, Police Dept., modification of C.P. to extend completion date to Dec. 1, 1933;

Also, W2XET, State of New York, Dept. of Correction, Sing Sing Prison, Portable and Mobile, and W2XEU, Ossining, N.Y., modification of C.P.s extending commencement date to March 1, 1934, and completion date to April 29, 1934; W9XC, U. S. Radio & Television Corp., Marion, Ind., modification of special experimental license to change name from U. S. Radio & Television Corp. to General Household Utilities Co.; Gulf Research & Development Corp.; KGXY, Portable, KGXT, KGXS, renewal of geophysical licenses, frequencies 1602, 1628, 1652, 1676, 1700 kc., 10 watts; KGNR, same except 50 watts; Dr. George W. Kirk, Curtice, Ohio, permission to take amateur operator examination waiving Rule 404, due to physical disability.

### Application Denied

WJJD, WJJD, Inc., Mooseheart, Ill., denied request for special temporary authority to operate each evening until 8:30 P.M. in accordance with consent to KSL; the dominant station on that frequency

### Action On Examiner's Report

New - Greensburg Broadcasting Co., Greensburg, Pa.; denied C.P. for new station to operate on 1420 kc., 100 watts power, daytime hours, sustaining Examiner George W. Hill.

### Ratifications

Action taken Nov. 13: WJEJ, Hagerstown Broadcasting Co., Hagerstown, Md., granted special temporary authority to operate without a frequency monitor for period of 10 days, in order that monitor may be sent back to factory; WMCV, Radiomarine Corp. of America, Washington, D. C.; granted 60 day authority to operate station aboard vessel "Howard" as 1st and 3rd class, instead of 1st class, pending action on formal application; Action taken Nov. 14: KDEW, The Proctor & Gamble Transp. Co., "Camor", New York, granted new third class public service license; WGCM, Great Southern Land Co.; Gulfport, Miss., program test period extended 30 days pending action on license application;

Action taken Nov. 15: KJTY, Richard E. Byrd, "SS Jacob Ruppert", special temporary authority to operate station on frequency 9520 granted for period of 15 days from Nov. 15; WLBC, Donald A. Burton, Muncie, Ind., granted special temporary authority to operate simultaneously with WTRC from 6:30 to 7:30 P.M., Nov. 17, 24, 29, 1933.

### Set For Hearing

WJEJ, Hagerstown Broadcasting Co., Hagerstown, Md., C.P. to change frequency from 1210 to 1330 kc., increase power from 100 watts to 1 KW, install new equipment and move transmitter locally.

### Amateur Licenses Granted

The Commission granted 252 amateur station licenses, of which 53 were new and 199 were modifications or reissues with renewed amateur operator licenses.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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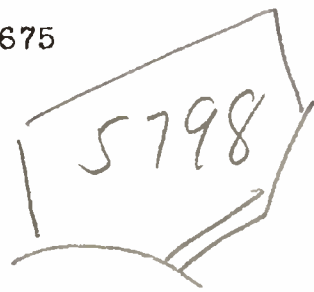
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RADIO COMMISSION CHAIRMAN FELICITATES NBC

Congratulating the National Broadcasting System upon "the wonderful public service it has rendered", Eugene O. Sykes, Chairman of the Federal Radio Commission speaking in connection with the NBC Seventh Anniversary' celebration likewise paid tribute to the Advisory Council.

"The National Broadcasting Company has an Advisory Council composed of fifteen or twenty of the ablest and most prominent citizens of the country who meet once a year to discuss the policies of this company. This Council has committees on agriculture, education, labor, religious activities and women's affairs. Most careful study and thought are given to the programs which are broadcast by this system", Judge Sykes said.

"The nature and character of the programs broadcast under the guidance of this committee have well justified the wisdom of its selection and the great service it has rendered this company and the people of the United States.

"Seven years ago, generally speaking, radio reception was not good, due for the most part to the indiscriminate use of these channels by broadcasting stations which, at that time, were not subject to governmental control. A radio receiving set, at that time, was considered a luxury, today it has become a necessity.

"During this time radio broadcasting has grown to be one of our greatest factors in molding the thoughts and opinions of our people. Due to our system of chain broadcasting, our people are kept informed by speeches and discussions of our prominent officials and citizens upon the problems of the hour.

"Programs, both of an educational nature, as well as those relating to agriculture and industry, are brought to them. It is their privilege to listen to programs of music and art. In short, it is their privilege to tune in on programs of a most diversified character.

"On the other hand, because of the fact that these programs are carried into millions of homes, a great responsibility rests on the broadcaster to see that their nature is such as to promote for right character building and good citizenship."

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## CANADIAN OFFICIAL DENIES BREAKDOWN POSSIBILITY

Denial that there is a chance of the Canadian broadcasting breaking down is made by E. C. Buchanan, Director of Public Relations, Canadian Radio Commission, in a letter from Ottawa to the National Committee on Education by Radio.

"Rumors traceable to commercialized radio interests in the United States had hinted that the Canadian radio system was in danger of breaking down because of the dissatisfaction of listeners over the payment of license fees", the Committee declares in making the contents of Mr. Buchanan's letter public. The National Committee on Education wrote to the Canadian Radio Broadcasting Commission asking for the facts in the case.

The Canadian radio official's letter follows:

"I am glad of the opportunity afforded by your letter this morning to let you know what the situation is in regard to the rumor in the United States about payment of receivers' license fees. I may tell you in general terms that there is no foundation for the rumor. Upon receiving your letter I communicated with the branch of the service responsible for collecting the fees. I learned that last year fees were collected from 98 percent of the people who, according to the census, owned receiving sets, and the collection officials anticipate that this year's results will not fall far short of last year's.

The collection year corresponds to our fiscal year which expires March 31st, so that there are still five months of the present year to run. Collections have been a little slow for the first seven months but there have been other causes than any dissatisfaction on the part of Canadian listeners with the Commission's broadcasting service. Hard times have supplied one cause and I may tell you that some people who just could not afford to pay have been treated leniently. Then at Windsor, Ontario, there have been a couple of test cases in the courts in which a contention that the owner of a receiving set need not pay the fee because it could not be proved that he operated the set has been upheld. These court decisions have had wide publicity and have encouraged a number of people to postpone payment. The decisions will be appealed and if that course fails, the Act, of course, can be amended.

"Some months ago there was considerable agitation in some districts, particularly in Totonto and in the West, against the Commission's service, largely against the broadcasting of French programs. This has pretty well died down and within the last few weeks the Commission's service has been coming in for a great deal of commendation and is quite clearly pleasing large numbers of people especially in the West and in the Maritimes where previously radio service had been anything but adequate. This improved sentiment, one would think, should assist in the collection of license fees.

"I can assure you that there is no question of our system breaking down from the cause you suggest or any other. My own observation is that national radio has been gaining in favor rapidly in recent weeks."

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BARRANQUILLA, COLOMBIA, TO HAVE RADIO TELEPHONE SERVICE

A radio telephone system is now being installed in Barranquilla, Colombia. Consul Erik W. Magnuson advises that the installation will be completed by the middle of next month.

The service will be routed via Bogota, the capital of Colombia, and extend to any part of the world connected up with radio telephone equipment. Upon the completion of the system in Barranquilla, radio telephone stations will also be installed at Cartagena, Santa Marta, and Medellin.

The telephone rates between Barranquilla and the United States have not yet been fixed but Consul Magnuson believes that they will amount to approximately \$9 from Barranquilla to Miami, Florida; \$12 to New York, and \$16 to Chicago.

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WISCONSIN ORGANIZATION DEMANS ASCAP INVESTIGATION

Petitions demanding that Congress investigate the "discriminatory policy" of the American Society of Composers, Authors and Publishers are being circulated by the American Society for the Advancement of Public Music, a civic non-profit organization, of which Charles L. Mullen, Milwaukee, Wis., is general counsel, according to word received by the National Association of Broadcasters in Washington.

Mr. Mullen claims that the ASCAP has abused the copyright law; that the group collects excessive royalties from radio stations, hotels, theatres and dance halls where copyrighted music is played and that the organization completely controls popular music.

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TUGWELL BILL HEARING DECEMBER 7

There will probably be plenty of fireworks at the Senate hearings beginning Thursday, December 7, on the bill introduced by Senator Copeland, of New York, better known as the Tugwell Pure Food and Drugs bill. Who the speakers from the ranks of the broadcasters will be has as yet not been decided but it is expected that the radio industry will be well represented and will oppose certain provisions of the bill vigorously.

Commenting upon the Tugwell bill, James McMullin has this to say about it in the "National Whirligig" published by the McClure Newspaper Syndicate.

"The Tugwell purity-in-advertising bill (referred to previously) is stirring as much consternation among certain food and drug people as the Securities Act did among investment bankers.

"They admit no quarrel with the motive but insist it's a case of too many teeth again. One expert proclaims it will mean the hamstringing of 90 per cent of the familiar advertising claims. Even inferences which perfectly ethical advertisers like to believe sound are out unless they can be scientifically proved. And what fun it's going to be to write copy then!

"The opposition still hopes to get the bill modified before it is passed but are having trouble getting organized for the purpose. They don't want to stick their necks out too far. Those who have contacted Professor Tugwell recently say that the rumor he has been moved out of the administration's throne room is as wet as the Atlantic.

"Although the bill is as yet only a kite, the Tugwellian wishes are being observed by corporations anxious to avoid argument. One of them calls for a detailed analysis of contents on food and drug packages. The package of one branded product had to be enlarged to permit the printing of the formula in readable type. "

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WONPICK TO PICK 'EM

Sam Pickard, Vice-President of Columbia, and Tony Wons have organized the "Wonpick Corporation of Manhattan."

Sam says they plan to retail a certain product beginning January 1st.

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## RKO BUILDING SUPPLIES RADIO TO 1200 OFFICES

In anticipation of a wider use of broadcasting facilities for the dissemination of business news, Rockefeller Center, Inc., in RadioCity, New York, has completed a central radio receiving system by which air programs will be made available to all offices in the thirty-one-story RKO Building at Sixth Avenue and Fifty-first Street.

The system provides antenna and ground connections for about 1,200 individual radio receivers operating on a single aerial of a new type.

The equipment is known as the Antenaplex system and is a recent development of the RCA Victor laboratories in Camden, N. J., provided through a distributing subsidiary, the Commercial Sound Radio Corporation. Although radio facilities have been made available in the past to hotel and apartment residents, the RKO Building system is said to be the first in which the reception of broadcasts has been made possible throughout a modern office building.

A central aerial atop the building eliminates the maze of lead-in and antenna wires disfiguring the roofs of many apartment buildings. Receiving sets of any standard type may be used in the office.

The system is expected to be of especial benefit to the many tenants associated with entertainment and broadcasting.

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## BROADCASTERS' CODE EXPECTED TO BE SIGNED BY JOHNSON TODAY

The revised Broadcasters' Code was on General Johnson's desk today (Nov. 21) awaiting his signature and it was expected that he would surely sign it today, taking it with him when he leaves to fill a speaking engagement in the South on Thursday. It is understood that he is to take up the question of the code with President Roosevelt while in the South, seeking to receive the President's approval of it. The Code becomes effective about two weeks after the President signs it.

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## S.O.S. RECOMMENDATION ADOPTED BY RADIO COMMISSION

As the outcome of a resolution submitted by Commissioner Harold A. Lafount on September 15, 1933, the Federal Radio Commission today (Nov. 21) adopted a recommendation made by the Engineering Division to expedite radio communication during catastrophies brought on by winds, floods, earthquakes, fires, etc.

The plan, as approved by the Commission, provides that local emergency committees be encouraged to organize and coordinate all forms of existing communication agencies to provide emergency communication and make full use of the provision of new Rule 23 which provides:

"The licensee of any radio transmitting station may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating with points other than those specified in the station license, provided (1) that at the beginning of such emergency use immediate notice be sent to the Federal Radio Commission and the inspector in charge of the district in which the station is located, stating the nature of the emergency and the use to which the station is being put; and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available, and the Commission and inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service."

Where it is shown that a local emergency communication network is needed, the agency desiring to operate the network may request facilities in accordance with Rules 325 and 339 to 342 inclusive.

Rule 340 was amended to read as follows:

"Special emergency stations may be used only in an emergency when all forms of wire communication fail; except, however, they may also be used for testing purposes not to exceed two hours per week provided that, before the station is used for testing, it shall be ascertained that the frequency is clear and that no interference will result to other services."

Action by the Commission followed a conference of Government communication agencies and other interested organizations, during which the matter was fully discussed and a divergence of opinion was crystalized, although the conference made no recommendations.

The conference was called by Dr. C. B. Jolliffe, Chief Engineer of the Federal Radio Commission. Attending the conference were representatives of the War and Navy Departments,



American Red Cross, Aeronautical Radio, Inc., National Association of Broadcasters, Treasury Department, Mackay Radio & Telegraph Company, American Telephone and Telegraph Company, RCA Communications, Inc., Airways Division, Department of Commerce, American Radio Relay League, and the U. S. Coast Guard.

At the conference Captain S. C. Hooper, Director of Naval Communications, in a memorandum declared that "From a broad standpoint, it appears desirable to develop an emergency plan which will (a) be placed in operation by the particular agency nearest the scene of disaster; (b) provide definite known channels for handling emergency traffic; (c) utilize existing communication systems to the fullest extent practicable; (d) avoid duplication of effort; (e) provide a coordinating agency."

Dr. Jolliffe, in his recommendations to the Commission, pointed out that existing radio agencies cover practically every part of the United States and that the greatest need in preparing for an emergency in a community is to organize and coordinate existing facilities.

The proposal of Commissioner Lafount to allocate one or more frequencies for a national emergency service was rejected on the ground that the plan would require setting up a new organization which would parallel existing organizations.

Mr. Lafount's proposal was the result of an inspection trip this past summer to the Pacific Coast, where he saw the damage caused by the California earthquake last Spring. The suggestion for a national radio emergency service came originally from the Los Angeles relief organization, which has outlined a comprehensive project for communication in case of future disasters.

Commissioner Lafount supported enthusiastically the recommendations of the engineers, declaring his plan was merely a suggestion "from which has emerged a system whereby all communities are assured quick outside communication by radio in event of disasters which cripple or destroy the regular communication channels. Thus radio will add much to its service to the public."

K. B. Warner, Secretary of the American Radio Relay League, representing the 40,000 radio amateurs, opposed the Lafount resolution, pointing out that the amateurs have established emergency radio networks during every disaster since 1919. He said the proposal would limit amateur operation and argued their success in past catastrophies has been the extreme flexibility of their operations. The plan, as adopted, will not restrict the amateurs in any manner or form, but will give them complete freedom of action.

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: BUSINESS LETTER NOTES :  
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A shipment of 50 wooden antenna poles for Rocky Point and Riverhead RCA stations, the longest ever to enter the port of New York, is due next Monday with the arrival of the SS "San Lucas" from Everett, Washington. All of Douglas fir, one is 130 feet long and weighs  $4\frac{1}{2}$  tons. The others are 120 feet long and weigh somewhat over  $\frac{3}{5}$  tons each.

It was necessary to ship the poles on the deck of the steamship. Each "bundle" of poles will require three flat cars.

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Sir John Reith, Director of Radio in England, getting ideas at the opening of Radio City was quoted at length by Orrin Dunlap, Jr., in last Sunday's New York Times.

"We have a unique way of producing a radio drama. The players are not confined to a single studio, as in America", Sir John said. "Oddly enough, the English producer never sees the cast during the broadcast. The actors may be scattered in ten different studios. Nevertheless, they are all in the same performance. The producer sits at a control panel. By lights he gives the cues. It is an incredible feature, but it works. The producer knits the program and blends the various parts. He can fade in a band supposedly marching up the street and then adjust the controls so that it vanishes in the distance. We have one studio devoted solely to sound effects. We call it the noise room."

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Sir John was surprised to learn that Americans believed a ban existed on political broadcasts in England. He pointed out that the present political series is based in a general way on the number of votes cast in the last general election. Each party is on a ratio. For example, the government is entitled to five broadcasts, the Opposition party to three, and the Liberals to one talk, over a nine-week period.

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The John Scott medal for scientific achievement was awarded by the city of Philadelphia to Dr. Frank Conrad, Assistant Chief Engineer of the Westinghouse Electric and Manufacturing Co., Pittsburgh, for his work in radio development.

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All three Cincinnati dailies, the Enquirer, the Post and the Times-Star, have ceased printing radio programs.

This was due to the action of Cincinnati Publishers' Association which placed a ban on the further publication of radio programs as news matter. No official statement was issued by the Publishers' Association, but it is understood that the matter of eliminating radio programs has been under discussion by the publishers for more than a year. It is understood that the reason was the constant encroachment of the radio upon the business of the newspapers both in the matter of news dissemination and advertising.

Sunday sections devoted to radio were dropped about 4 years ago and newspapers carried radio programs along with daily news matter. About two years ago the newspapers curtailed their radio announcements, eliminating all advertising features. It is understood that the stations will arrange for independent circulation of their programs to meet demands of radio fans.

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"Ed Wynn has decided not to pay out of his own funds the \$4,900 in salary claimed by the employees of the bankrupt Amalgamated Broadcasting System", says Variety. "Comic was on the verge of clearing up this end of the ABS' obligations when his lawyer advised him against the move on the ground that if he assumed this debt, pressure would be brought upon him to pay off on others. Irving Trust, as receiver for the ABS, was amenable to taking care of the salary claims if Wynn signed a note for the amount.

The defunct web's employees have been shifting their claims from one law firm to another. Several brought their complaints last week to the attention of a New York City magistrate and tried to prevail upon him to issue summonses against ABS officers in connection with salary checks that bounced back."

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#### RUDY VALLEE LEADS FALL POPULARITY

Noting that Ed Wynn and Eddie Cantor, 1st and 3rd in the last poll were off the air during that period and that only one woman is mentioned, Variety lists the following as the 12 best radio features of the Fall:

1. Rudy Vallee Varieties;
2. Amos 'n' Andy;
3. Burns and Allen - Guy Lombardo Orchestra;
4. Maxwell House Show Boat;
5. Whiteman-Jolson Revue;
6. Jack Benny;
7. Will Rogers;
8. Ben Bernie;
9. Fred Allen;
10. Jack Pearl;
11. Phil Baker;
12. Bing Crosby.

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## MUSICIANS WOULD TAG RECORDS

The American Federation of Musicians has filed with the Federal Radio Commission a petition protesting against any change in the regulation requiring stations to announce an electrical transcription as such over the air. Appended to the petition was a request that the union be advised as to the hearing date on the issue so that it could appear to give oral argument.

The action was prompted by a resolution passed by the National Association of Broadcasters in convention last month urging the Federal Radio Commission to eliminate the transcription reference from air announcement and instead permit the stations to describe the disks as a production of the recording company involved.

The argument advanced by the A.F. of M. is that the lifting of the regulation as it now stands would tend not only to deceive the public but induce advertisers accustomed to employing live entertainment to resort to disk version. Substitutions of this sort would bring about an increase in unemployment, which situation would be contrary to the purposes of the NRA.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Nov. 21, 1933)

KBTM, W. J. Beard, Paragould, Ark., C.P. to move transmitter to near Jonesboro, Ark., and studio to Jonesboro, also granted authority to install automatic frequency control at new location; KVOO, Southwestern Sales Corp., Tulsa, Okla., license covering increase in power from 5 KW to 25 KW, installing new equipment changing hours from sharing equally with WAPI, to simultaneous day and sharing night with WAPI, 1140 kc.; WSAI, The Crosley Radio Corp., Cincinnati, Ohio, extension of special authority for 90 days to use 1 KW night, 2½ KW day, using directional antennae, experimentally; WORC, Alfred Frank Kleindienst, Worcester, Mass., extension to March 1, 1934, of special experimental authority to operate on 1280 kc., with 500 watts unlimited (normally licensed 1200 kc., 100 w. unlimited).

Also, WEBR, Howell Broadcasting Co., Inc., Buffalo, N.Y. authority to remain silent on Thanksgiving Day, Nov. 30, to give employees a holiday; WMBH, W. M. Robertson, Joplin, Mo, modification of special temporary authority to operate from 3 to 6 P.M. CST on Nov. 23, instead of same hours on Nov. 24 as granted on Oct. 10th; also granted temp. authority to operate from 9:30 to 10:30 P.M. CST on Dec. 8, and to operate from 2:30 to 3:30 P.M. CST on Dec. 3, 10, 17, 24 and 31, 1933; WGCM, Great Southern Land Co., Mississippi City, Miss., special temporary authority to

operate from 2 to 4:30 P.M. CST, on Nov. 30, 1933, and from 9:30 to 9:45 A.M. CST on Dec. 31, 1933.

Also, City of Lake Forest, Ill., Police Dept., C.P. for General experimental service, 30100, 33100, 37100 and 40100 kc., 15 watts; State of Michigan, Dept. of Conservation, Portable, two general experimental C.P.s 2398, 3492.5, 4797.5, 26000, 27100, 31600, 35600, 38600, 41000, 86000-400000 kc., 50 watts; Hershel Talbot Walton, E. Liverpool, Ohio, authority to take examination for Class C amateur privileges, waiving Rule 404, due to physical disability.

Also, Aeronautical Radio, Inc.; New, Elkins, W. Va., C.P. for aviation service 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5 and 5632.5 kc., unlimited 322.5 kc., day only, 50 watts; KSI, Burbank, Cal., aviation license 2729, 2732, 4110 kc., unlimited 6510, 6520, 6530 and 8015 kc. day only, 500 watts; KGSU, Eugene, Ore., airport license, 278 kc., 15 watts; Mackay Radio & Telegraph Co., Inc.; WSE, Montauk, N.Y., modification of license to change location to Amagansett, N.Y.; WSL, Sayville, N.Y., modification of license to add transmitter type AM-5901-C; WAG, Rockland, Me., modification of license to change description of location to Thomaston, Me.; WLS, Sayville, N.Y., modification of license (marine relay) for additional transmitter; WAG, Rockland, Me., and WSE, Montauk, N.Y. modification of licenses (Marine relay) to change description of location to Thomaston, Me., and Amagansett, N.Y. respectively.

### Ratifications

Action taken Nov. 15: WDDA, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate 1 KW spark transmitter aboard vessel "San Pedro", pending receipt and action on formal application; Action taken November 17: WPTF, WPTF Radio Co., Raleigh, N. C., granted special temporary authority to operate without approved frequency monitor Nov. 22 and Dec. 5, also granted modification of C.P. to extend completion date from Nov. 19 to Feb. 19, 1934; WIEK, and WIEL, Atlantic Broadcasting Corp., New York, authority to use broadcast pickup stations Nov. 20 to 27, frequency 1542 and 2478 kc., 50 watts; KIFS, KFJI Broadcasters, Inc., Klamath Falls, Ore., granted authority to use broadcast pickup station KIFS, 1518 kc., 15 watts, Nov. 21, at Keno, Ore., in connection with Community Charity program; WIEX, National Broadcasting Co., Inc., Washington, D. C., authority granted to operate broadcast pickup station, 1566 and 2390 kc., Nov. 17 to Dec. 17 inclusive, in connection stratosphere balloon flight; WSOC, WSOC, Inc., Gastonia, N. C., granted extension of program test period for period of 30 days, pending action on application for license.

### Miscellaneous

WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., granted C.P. to move station from Iroquois Hotel to Altamont Hotel, Tupper Lake.

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## PROPOSES HOUSEHOLD UNIT DISPENSING RADIO, LIGHT, SCENT

Adopting ideas gained at the Century of Progress Exposition, Maj. Gen. George O. Squier, U.S.A., retired, wartime head of the Signal Corps, proposed to the National Academy of Sciences convention at Cambridge, Mass., that there be a combined sound and light distributor.

Describing his plan, General Squier said practical application of the principle would beautify homes now cluttered with in-artistic furnishings and would add untold pleasure to automobile touring.

Already he has applied for a patent on his "Radiolite", a graceful tower-like device of heroic size which would be placed at intervals along superhighways. It is about 30 feet high, constructed of aluminium and designed after the morning glory.

The Radiolite is a radio receiving set and its aluminium flower will contain the loudspeaker, or amplifier, from which will issue beautiful music controlled by a central source. At night the tower will be illuminated in fluorescent splendor by indirect lighting. Its inventor also had provided a facility for the diffusion of perfumes, or, should the need arise, insecticides.

Similar application of his plan - the combined distribution of sound and light with artistic effect - would replace what he considers ugliness of present-day radio sets and lighting fixtures in the home with esthetically conceived substitutes, said General Squier.

"Consider", he suggested, "the receiving sets and lamps and other interior fixtures we have today. Then visualize a beautiful array of lilies bursting into sight, at the same time illuminating the room and filling it with choice music from your favorite radio station. All that just by pressing a button."

"And the telephone", he continued. "Look at it. An ugly contraption and one which requires both hands to use. I say, let us have a telephone hooked up with the radio set so that conversation may be carried on in the regular way. You would hear through the loud-speaker, turning a dial to increase or reduce the volume of your friend's voice, and speak into something corresponding to the microphone. Then your hands would be free."

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## BROADCASTERS GET READY FOR PURE FOODS BILL HEARING<sup>1</sup>

Plans are now being shaped by Henry A. Bellows, Chairman of the Legislative Committee of the National Association of Broadcasters, for adequate representation when the Senate subcommittee takes up the Tugwell Food and Drugs Bill, Thursday, December 7th. Rather than individual broadcasters being heard, it is considered more than likely that someone will speak for the entire industry rather than a particular interest. It is believed the industry's spokesman will be James W. Baldwin, of the National Association of Broadcasters.

The sub-committee consists of Senator Copeland, of New York, Senator McNary, of Oregon, and Senator Hattie W. Caraway, of Arkansas. The sessions will be held in the Commerce Committee room in the Capitol and will begin at 10 o'clock Thursday morning.

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## SEES ADVERTISERS MISLED ON PROGRAMS

Quite a squawk was let out by Mrs. Elmer J. Ottaway, of Port Huron, Mich., Music Chairman of the National Council of Women in New York, about what she declared to be the low standard of radio programs. Mrs. Ottaway urged the Council of Women, said to have a membership of 5,000,000 women throughout the United States, to press a campaign to inform broadcasting stations on the radio tastes of clubwomen. She told members of the Council to demonstrate to radio advertisers that those who have the greater cultural advantages, rather than the "minors, maids and morons whose missives now crowd the fan mail", represent the majority of the buying public.

"We agree that we do not like crooning, sentimental sluch in vulgar songs, most jazz, wheedling males who will meet us again next week and take care of our souls and livers", declared Mrs. Ottaway. "We do like the thrilling symphonic broadcasts of the world's leading orchestras, the addresses of the President of the United States, news, banquets and other functions featuring world leaders, American artists and programs, news of women, educational music programs."

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## WJSV DEDICATES NEW CAPITAL STUDIOS

Columbia dedicated its new WJSV studios in Washington last night (Thursday, Nov. 23). WJSV is now said to have the finest broadcasting studios south of the Mason and Dixon line. Governor Byrd, of Virginia, drove 80 miles to make a two minute address over the network. Chairman E. O. Sykes, of the Federal Radio Commission, and Henry A. Bellows, Vice-President in Washington, likewise participated in the microphonic honors.

Those who attended the reception expressed instant approval of the new WJSV studios. They are located on the eighth floor of the Earle Building, a block east of the Willard Hotel, and just across Pennsylvania Avenue from the Post Office and other great new Government buildings.

Guy Lombardo, who was the first to use the new main studio, which is 37 feet long, 20 feet wide and 17 feet high, said it was the best studio he had ever played in. No doubt the new office of Mr. Bellows will be the envy of visiting broadcasters. It is really an architectural gem and the result of collaboration between Mr. Bellows and Stanley McAllister, Superintendent of Construction and Maintenance of Columbia. The office is of Colonial type, almost severe in its simplicity but artistic to a degree rarely seen in a modern office building.

Likewise attractive was the office of Harry C. Butcher, Manager of WJSV. Mr. Butcher has a rare collection of autographed pictures of notables who have broadcast from the station. Among these is a picture of General Pershing at the microphone. The broadcast must have worried the General because he had a very serious expression on his face. When Mr. Butcher asked him to autograph the picture, he wrote on it, "Too Severe".

Across the hall from Messrs. Bellows and Butcher are the offices of Frederic William Wile, Columbia News Commentator, and Ted Church, Washington representative of the Columbia News Service.

Usually at the dedication of a radio station, there is such a crush that people are almost falling out of the windows and the temperature of the place almost suffocating. There was nothing like that at WJSV. The reception arrangements had been carefully worked out and no more guests were invited than the studios could comfortably accommodate. The details of the arrangements were in the hands of the highly efficient WJSV station staff of young women, Miss Mulford, Miss Hall, Miss Gillis, Miss Cravitz and Miss McGrain.

Mrs. Bellows, Mrs. Butcher and Mrs. Wile assisted in receiving. William S. Paley, President of Columbia, expected to be present but at the last minute was prevented from doing so. Among the guests noticed by this scribe were:

Mrs. Sykes and her daughters, who accompanied Judge Sykes, Radio Commissioners Harold A. Lafount, and James H. Hanley, Dr. C. B. Jolliffe, Chief Engineer of the Radio Commission, and Mrs. Jolliffe, W. D. Terrell, Chief Radio Supervisor, and Mrs. Terrell, Frank M. Russell, of NBC and Mrs. Russell, K. H. Berkeley, of NBC, and Mrs. Berkley, Stanley Bell, of NBC, and Mrs. Bell, LeRoy Mark of WOL, Washington, Phil Loucks of the National Association of Broadcasters, and James W. Baldwin of the National Association of Broadcasters, Bond Geddes of the Radio Manufacturers' Association and Mrs. Geddes, Martin Codel, of Broadcasting Magazine, and Mrs. Codel, Sol Taishoff, of Broadcasting Magazine, and Mrs. Taishoff, James E. Chinn, of the Washington Star, and Mrs. Chinn, Col. Paul D.P. Spearman, John M. Littlepage and Mrs. Littlepage, G. Harry Steuart, Jr., of the Baltimore Evening Sun, Bob Taplinger, from Columbia in New York, and H. M. Talburt, noted Washington cartoonist and Pulitzer prize winner.

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#### BROADCASTERS' CODE GOES TO PRESIDENT

When Gen. Hugh S. Johnson left Washington to confer with President Roosevelt at Warm Springs, Ga., he took with him the Broadcasters' Code for the President's signature. The President is expected to sign it at once. The Code will go into effect 10 days after President Roosevelt affixes his signature.

At the last minute a new clause was added to Article 6, Paragraph 10 of the Code which read:

"When the operation of the provisions of this Code impose an unusual or undue hardship upon any broadcaster or network, such broadcaster or network may make application for relief to the Administrator or to his duly authorized agent, and the Administrator or agent may, after such public notice and hearing, as he may deem necessary, grant such exception to or modification of the provisions of this Code as may be required to effectuate the purpose of the National Recovery Act."

Immediately after the Code is signed, Gen. Hugh Johnson will appoint three men to represent the Government. They will not be entitled to vote but will have the veto power. It is expected these governmental representatives will be Harry M. Shaw, of Station WMT, Waterloo, Ia., William Farnsworth, Assistant to Deputy Administrator Sol Rosenblatt, and Chairman E. O. Sykes of the Federal Radio Commission.

Members of the Code Authority who will serve until it recommends a permanent form of organization are James W. Baldwin, formerly of the National Association of Broadcasters, Edward Nockles, of the Chicago Federation of Labor, Isaac G. Buckwolter,



of WGAL, Lancaster, James Kiernan, of WLWL, New York, M. R. Runyan of the Columbia Broadcasting Co., N. Y., John Elmer, WCBM, Baltimore, Alfred J. McCosker, N.Y., President of the National Association of Broadcasters, Frank M. Russell, of the NBC, Washington, and John Shepard III, WNAC, Boston, special advisor to the N.R.A.

Mr. Baldwin will probably become the executive officer of the Code Authority.

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#### SARNOFF AGAIN DENIES BIG MERGER

Upon his return to New York from London, David Sarnoff, President of the Radio Corporation of America, said positively that his 10 day conference in England did not have to do with any merger. It was reported here that the Western Union and Postal and Mackay and RCA would combine with British interests. Mr. Sarnoff declared the conference really was for the purpose of considering the consolidation of the European offices of the Western Union, Commercial Cables and British Imperial Cables.

"It is to be only a consolidation of office space in Europe", Mr. Sarnoff said, "and not a merger."

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#### JAPANESE HEAR MANCHURIAN BATTLE

A remarkable story of how the populace of Tokyo actually heard the gunfire and fighting of the Japanese troops on the Manchurian battlefields in November, 1931, is told in the December issue of Asia Magazine.

"As I strolled along the thoroughfare leading to Nihon-bashi, Tokyo's historical traffic artery, which is to the Japanese what London Bridge is to the Londoner, I was startled by the staccato of machine-gun fire; and I was sure I could make out the shouts of troops in action", writes Siegfried F. Lindstrom. "Indeed I was not mistaken. As I approached a large, modern drug store, which with its soda fountain and the rest of its paraphernalia, could just as well have been situated in Times Square, New York, I comprehended the source of the racket. A huge radio stood in the center of the shop; and a small crowd of Japanese was gathered around it. Autumnal army dai-en-shu, or grand maneuvers, were being held, up in Chiba Prefecture, and the commotion of the sham battle was being broadcast for the edification of the home folks.

"When in November, 1931, the fearless lads who follow the Sunrise Flag were hurled in final assault at the Manchurian armies of wily General Ma Chan-shan, General Shigeru Honjo, who led the Japanese command, arranged to have the din of battle broadcast throughout the homeland. A friend of mine who happened to be in Kyoto at the time saw hundreds of persons stand spell-bound, as at a world's series scoreboard, around the huge radio loud-speaker in Maruyama Park, taking in the sounds of the far-away skirmishing. Had not the blizzards and deep snows of winter interfered, relatives in Japan very likely would have listened in last January to their boys smashing through remote Jehol, to Chengteh."

Mr. Lindstrom, discussing the general radio situation in Japan wrote:

An official count of registered radio sets in use in Japan in 1927 placed the number at 377,297. The total had increased to 621,740 in 1929, to 948,822 in 1931. An official count made after ten months of 1932 had passed, revealed that the number of licensed listeners-in had reached the relatively large figure of 1,280,320 (the United States has in use about 10,500,000 receiving sets), representing an increase of some 331,498 subscribers over the figures of the previous year. Additional subscribers who have joined during 1933 have brought the total roughly to 1,500,000. And every licensed subscriber represents, of course, a whole group - family, friends and neighbors. All told, there must be several millions of Japanese listeners-in. These statistics are nothing less than amazing in view of the abject poverty of the Japanese populace as a whole.

Some months ago all the jazz bands in Japan - and they are now legion - were tooting away at "Sanyushi" - "The Three Human Bombs", most popular musical number of 1932. This was in tribute to the three fearless troopers who were killed by the explosion of a huge bomb which they carried into the Chinese wire entanglements during the Shanghai fighting. Were not the jazz age and nationalism here traveling hand in hand? So it has been with the radio system - that very tangible instrument for the building up of a national ideology.

Like most other nations, except France and the United States, Japan makes of radio broadcasting an exceedingly official proposition. Hence there are no commercial programs.

Every one in Japan who operates a radio receiving set is supposed to pay an initiation fee of one yen (in normal times fifty cents) to the Japan Broadcasting Corporation and thereafter a monthly subscription fee of seventy-five sen (there are one hundred sen in a yen) for the privilege of listening in. Of course there are those who, for a time at any rate, refuse to pay either fee. During 1931 some two thousand such poachers were apprehended. Special sleuths are employed to uncover them; and first offenders are punished by a fine of ten yen, which is increased by ten yen for each additional violation. Once you

are properly licensed, a sort of metal disk is tacked up over the entrance to your domicile to identify you as a subscriber in good standing.

Radio artists in Japan are treated with a great deal of deference. The Tokyo and Osaka broadcasting stations, for instance, maintain fleets of nearly one hundred automobiles for the transportation of radio artists between their homes and the broadcasting stations. When they are on the program, they are called for in style; later they are returned in style. Every Japanese artist, no matter how unimportant his role, is treated in this fashion and in addition receives pay for his services. Thus there is maintained a certain very tangible dignity about the whole procedure.

Every number that is put on the air in Japan is paid for. There are no free broadcasts "for fame and honor" as there are in the United States. An audition committee sits in judgment on all would-be performers in each of Japan's central broadcasting stations. Artists, so a number of them tell me, are coldly, and impartially selected according to their actual merits - as is, alas, all too infrequently the case in the United States, where everything having to do with radio is said to be governed most exasperatingly by "pull."

The highest price paid for a Japanese radio program is two thousand yen for the best joruri (ballad-chanting) stars and their accompanists, usually six or seven persons functioning as a unit. Mr. Yoshie Fujiwara, Japan's foremost tenor, Italian-trained, a man whose handsome profile and Latin mannerisms have earned him the sobriquet of "the Japanese Rudolph Valentino", receives the highest remuneration of any individual artist, one hundred yen per song. In his customary half-hour presentation he usually renders about six numbers, netting him six hundred yen.

Today the one hundred per cent sustaining program sent out over the air from one of Japan's larger stations is decidedly heterogeneous. Unlike the typical American radio program, however, it contains no advertising - with a single exception, and that the simplest, most direct variety of advertisement. Japanese citizens seeking employment, may, for a regular fee, arrange for an announcement of their search for work, and by the same token, help-wanted advertisements may be broadcast.

Of every subscriber's monthly fee of seventy-five sen, twenty sen (about ten cents at par) is collected by the government and disbursed for all manner of public works. At time of writing, taking due note of an inevitable fluctuation in the number of subscribers, approximately 275,000 yen monthly enters the Imperial Treasury in this fashion. The one-yen initiation fee is also collected by the government and used for the improvement of public works. But since 1932 the government has received another slice of the pie, by demanding an additional levy - seventy-five sen of the total yearly fee paid in by each and every subscriber, the revenue so derived to be used for public sanitation improvements. What other nation would have thought to tackle its sanitation problem by so indirect a medium as the radio program?

: BUSINESS LETTER NOTES :  
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Washington publishers are now conferring with a view to eliminating radio programs from all the newspapers in the Capital. The proposition as at present being formulated, is that radio programs will not be hereafter printed unless paid for at regular advertising rates.

The Washington Evening Star recently discontinued publishing radio programs, as a protest to the formation of the Columbia News Service, but later resumed printing them.

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The highest flag in New York City, and probably the highest flag above ground level in the world, was raised over the 70-story RCA Building, the central structure of Radio City and Rockefeller Center.

The flag is the house emblem of the Radio Corporation of America, carrying the RCA monogram in white on a field of red surrounded by a blue border. It flies 890 feet above Rockefeller Plaza.

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In the ascent into the cosmic region by Lt. Com. T. W. G. Settle and Major C. L. Fordney, Arcturus Tubes were used in the stratosphere-cosmic ray meters. This extremely sensitive equipment was used in making important measurements miles above this earth, an area practically unknown to scientists.

On Arcturus Tubes, manufactured by the Arcturus Radio Tube Co., Newark, N. J., depended the success of these intricate observations. It is believed that a record for altitude performance of radio tubes was established in this flight.

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Senator C. C. Dill, Chairman of the Interstate Commerce Committee, said that while there undoubtedly would be some legislation regarding radio during the coming session, it would be difficult to forecast definitely what form it might take until the recommendations are known of Secretary of Commerce Roper's Communications Bill Committee. These recommendations like the old Mother Hubbards Uncle Joe Cannon used to refer to so frequently, may cover most everything.

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The Standing Committee of the Congressional Press Galleries have not as yet taken action on the suggestion of Henry A. Bellows, Vice-President of Columbia, that the rules governing admission be amended so as to admit three representatives of the Columbia News Service to the Galleries at the forthcoming session of Congress.

The Columbia representatives were refused admission under the present rules but Mr. Bellows pointed out that the wording of the rules conflicts. Rule 1 sets forth that "news services" are eligible, whereas in Rule 2, "newspaper services" are eligible. Mr. Bellows contended that under Rule 1 the Columbia News Service would be entitled to admission and suggested that Rule 2 be amended to read "newspaper or news" services.

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### WIND GETS CLEAN BILL

The Radio Commission reconsidered its action in holding up the license of Station WIND, at Gary, Ind., and has granted the station its regular renewal. The State Investment Company, of Chicago had applied for WIND's facilities but later defaulted through failure to make an appearance at the Commission.

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### KVOO TULSA STEPS UP TO 25 KW AND IS READY FOR 50 KW

Claiming to be the most powerful station between St. Louis, Dallas and Denver, Station KVOO, at Tulsa, Okla., recently dedicated its new Western Electric 50 KW transmitter and is now regularly using 25 KW. The event is celebrated by a special 24-page issue of the Radio News Guide, of Tulsa, giving advance information for the entire week.

"The history of KVOO dates back as far as January 23, 1925, when, styled as Station KFRU, the first program was 'put on the air' over the station which was to become one of the most popular stations of the Southwest", Ken Miller writes in the News.

"For some time the station operated under those call letters and the ownership of E. H. Rollestone at Bristow. As popularity with listeners continued to grow, the power of the station was expanded, and the power was increased to 1000 watts.

"In June of 1928, the stock of the Southwestern Sales Corp. was purchased by W. G. Skelly, President of the Skelly Oil Co., and now the sole owner of the station. Immediately after his purchase of the station, Mr. Skelly, instead of using the station to further his own private business interests, dedicated it to the advancement of Tulsa, his State and the entire Southwest.



"Soon after purchasing the station, Mr. Skelly ordered KVOO be expanded to better serve the territory. As a result, a new power plant was built east of Tulsa, 11 miles out on U.S. Highway 66. This new equipment was placed in use on February 7, 1929, with a power increase to 5000 watts, granted by the Federal Radio Commission.

"With the constant adding of equipment and improving of the equipment already on hand, the station has grown until now it represents an investment of nearly \$300,000.

"Several months ago Mr. Skelly personally appeared before the Federal Radio Commission and asked that the power of his station be increased to 50,000 watts, which would make it among the most powerful stations of the nation. Already the station was operating on the only nationally cleared channel in the State. Federal radio officials were reluctant to grant the State this additional power, but finally compromised by granting the station a permit to build a 25,000-watt station. This addition would make the station one of the most powerful in the Southwest.

"Believing that sometime in the future the station would be granted the higher-powered license, the station has installed a 50,000-watt transmitter, and is now operating at one-half its regular power. This foresight on the part of the owner of the station will take care of the expansion of the station for many years to come, and still KVOO will enjoy the distinction of being one of the most modern and finely equipped stations in the Southwest

"Now KVOO has further expanded by affiliating with the National Broadcasting Company during the past few months whereby they may take the complete program service offered during the station's allotted time on the air."

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Nov. 24, 1933)

WSOC, WSOC, Inc., Charlotte, N. C., license covering move of station from Gastonia to Charlotte, N.C. and making changes in equipment, 1210 kc., 100 watts, unlimited; WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., modification of license extending commencement date to Jan. 16, 1934 and completion date to June 16, 1934; WSB, The Atlanta Journal Co., Atlanta, Ga., license for authority to use former main transmitter at its present location as an auxiliary, maximum rated power 5 KW; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., special temp. authority to operate on Nov. 28, 1933 from 9 P.M. to Midnight, CST; WSUI, State University of Iowa, Iowa City, Ia., special temp. authority to operate from 10 P.M. to 1 AM, CST, Dec. 8, 1933; WHDF, The Upper Mich. Broadcasting Co., Calumet, Mich., special temp. authority to operate from 10:30 to 11:30 A.M. and from 5 to 5:30 P.M. Nov. 30.

WNBO, John Brownlee Spriggs, Silver Haven, Pa., renewal of license on temporary basis and designated application for hearing; WCLS, WCLS, Inc., Joliet, Ill., modification of license to change specified hours of broadcasting.

Also, City of Ventnor, N. J., C.P. for general experimental service, frequencies 30100, 33100, 37100, 40100, 86000-40000, 401000 kc. and above, 25 watts; Same, Portable Mobile, 2 C.P.s as above, except 4.5 watts; City of Margate City, Portable, Mobile, 3 new C.P.'s; Arthur M. Chamberlin, Deering, Alaska, authority to erect pt. to pt. telg. station at Deering, to communicate with Signal Corps system, frequencies 3265 kc., 7½ watts; City of Union City, Mobile, general exp. C.P., frequencies 30100, 33100, 37100, 40100, 86000-400000 and 401000 kc., and above, 4.5 watts; Harris Co., Broadcast Co. Portable, temp. broadcast pickup C.P. 1622, 2150 kc., 15 watts; Lehigh Valley Railroad Co.: WLOXBU and WLOXBV, Portable Mobile (for use on trains), modification of C.P. extending commencement date to Nov. 10, 1933 and completion date to January 8, 1934; Pan American Airways, Inc., Tampa, Fla., aviation, aero. and pt. to pt. C.P., frequencies 2870, 3082.5, 5375, 5692.5, 8220, 12330, 16440 kc., unlimited; 5405 kc., day only, 2648, 3082.5, 5375, 16240 kc., unlimited; 6570, 6580 and 8015 kc. day only, 10 watts.

Also, Aeronautical Radio, Inc.: New, at Goodyear Base, Opa Locka, Fla., and at St. Petersburg, Fla., C.P.s, frequencies 2930, 6615 kc., 400 watts; WEEP, Newark, N. J., modification of C.P. extending commencement date to Nov. 7, 1933 and completion date to Dec. 7, 1933; KGSK, Oklahoma City, KGTW, Burbank, Cal., KGUY, Oakland, Cal., WAEM, Moline, Ill. same as for WEEP, except commencement date extended to Dec. 2, 1933 and completion date to March 2, 1934; WJEP, Stromberg-Carlson Tel. Mfg. Co., Portable & Mobile, modification of license to change frequencies from 2342 kc., to 1622 and 2150 kc., power from 10 watts to 100 watts; WPFX, Town of Palm Beach, Fla., license for police service, 2442 kc., 50 watts; KIYZ, Humble Oil & Refining Co., Portable #16, geophysical license, frequencies 1602, 1628, 1652, 1676 and 1700 kc., 50 watts; WLOXBW, Merchant & Miners Transp. Co., "SS Alleghany", renewal of special exp. license in accordance with existing license.

#### Action On Examiner's Reports

WNBW, WNBW, Inc., Carbondale, Pa., denied application for renewal of license, sustaining Examiner Geo. H. Hill; Home Cut Glass & China Co., Carbondale, Pa., denied application for involuntary assignment of license of WNBW to operate on 1200 kc., 10 watts, unlimited time, sustaining Examiner Geo. H. Hill; WBCM, James E. Davidson, Bay City, Mich., denied application to operate station with 1 KW for 60 days, Commission convinced proposed operation would result in objectionable interference in reception of other stations. Examiner R. L. Walker recommended a denial of application.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

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November 28, 1933

PROMPT GRIGSBY-GRUNOW REORGANIZATION PROMISED

A telegram has been sent to all Grigsby-Grunow distributors and dealers by John F. Ditzell, General Sales Manager, justifying the action taken against the company in Chicago last week and assuring them of an immediate reorganization and increased business as a result.

"Through a petition filed in equity in the United States District Court, Chicago, and to which we consented, Le Roi Williams and Thomas L. Marshall were appointed by Federal Judge John P. Barnes operating receivers for the Grigsby-Grunow Company. It should be made clear this is not bankruptcy but a proceeding in equity. This was occasioned solely by the tremendous increase in our sales volume which, in fact, has placed us in a leading position in the industry. Continued operations of this company are assured on sound business policies. It will permit a prompt reorganization of our finances; also a definite program of permanent financing which will be consistent with the increased business Majestic is now enjoying.

"Majestic will be in a better position to serve you and the action will make possible increased manufacturing operations and more effective advertising and selling plans, all of which will become immediately effective. In January, Majestic will announce new and extensive radio plans, as well as the most sensational line of refrigerators ever introduced.

"The action that has just been taken relieves us of the burdensome handicaps under which we have been laboring for the past three years. It clears the track for full speed ahead and Majestic can now do all of the things that assure distributors and dealers of an unsurpassed product at the right price and with unequalled merchandising plans. We are enthusiastic and confident that this action will make possible the greatest era of prosperity in the history of Majestic. We are depending upon your continued support and cooperation."

A petition for a receiver was filed last Thursday on behalf of the P. R. Mallory Co. of Indianapolis, on a claim of \$14,785 for radio parts. Another petition was filed Friday by Joseph H. Tigerman, with a claim of \$26,350 for dividends and royalties; Dwight Brothers Paper Company, \$204 for goods, and Lambert & Mann, of Chicago, \$20 for goods.

The petition sets forth that Grigsby-Grunow Company is insolvent, with debts of more than \$6,000,000, and charges that while insolvent and within four months of the filing of its bill, it paid certain sums and made preferential transfer of securities.

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I. B. Lipson and Henry S. Blum, counsel for the company and the petitioning creditors, respectively asserted, however, that claims and debts totaled \$2,907,305 and bonds outstanding \$2,340,500, while the book value of assets was \$14,584,000, and current assets \$4,152,378.

Though assets exceeded liabilities, they said, their only course, in view of threatened actions, was to agree on an equity receivership.

The Grigsby-Grunow Company recently had been seeking an R.F.C. loan.

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#### COMMISSION HEARS WMCA WORKING OUT ANOTHER AGREEMENT

It is taking former Governor Alfred E. Smith, Chairman of the Federal Broadcasting Corporation, a longer time to answer the letter the Federal Radio Commission wrote to him than it did for the Commission to write it. After wrangling around the better part of a day, the Commission advised Governor Smith that it did not care to analyze the actual leasing contract the Federal Broadcasting Corporation made with Donald Flamm, owner of WMCA, New York, but specified that the licensee of the station must be held responsible for programs, equipment, personnel, operations and management. Unless the contract provided for these things, it is understood the Commission said they would be unable to approve it.

At that the Commissioners were said to have been divided among themselves at the time the letter was written, one Commissioner taking the ground that under a contract such as Flamm originally made, the Commission might not be able to control the station. Another Commissioner, and an important one, stoutly maintained that if a station could sell 15 minutes of its time to one person, why couldn't it sell all its time?

Anyway, no reply has been received from Governor Smith by the Commission and it is understood, unofficially, that the original lease of Flamm's which called for \$155,000 a year, has been torn up and the former N. Y. Governor and Mr. Flamm are endeavoring to work out another agreement.

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## SAY CHAINS WILL NOT PAY FOR SPACE IN WASHINGTON PAPERS

It is reported that all newspapers in Washington will cease printing radio programs Friday, December 1. After this date it is said stations will be required to pay a rate of 50 cents a line for program listings and that it will be necessary for the stations to place such listings in all of the papers included in the agreement.

Three of the four stations in Washington are owned by the National Broadcasting Company and Columbia, and it is understood that both networks have decided not to advertise in the Washington papers.

"Either radio programs are news", one of the network representatives was quoted as saying, "in which case it is valuable to the newspapers, or radio programs are not news in which case it is not worth our paying a lot of money to advertise them."

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## SEEK ULTRA-HIGH FREQUENCIES FOR 2-WAY TELEPHONES

The Jersey City Police Department and the Dalzell Towing Company, of New York, are among the first to apply to the Federal Radio Commission for the use of the ultra-high frequencies. The Jersey City police desire to establish 2-way communication with their police cars, and the Dalzell Towing Company, which operates in New York Harbor, desires to talk back and forth with the captains of its towboats.

The Jersey City application requested authority to build a station at police headquarters and install combination sending and receiving sets of only  $4\frac{1}{2}$  watts power in police scout cars. Because of the coverage properties of these channels, it is figured that this power will be sufficient to maintain two-way direct communication between police headquarters and the scout cruisers over the entire city area.

At present nearly 100 city police departments are using radio in crime detection. These services, however, are "one-way" and there is no way of knowing whether the messages are picked up.

The Dalzell application requests authority to build a 25-watt station at headquarters in New York City and to equip 10 tugs with two-way sets, using  $4\frac{1}{2}$  watts power, to enable the vessels to communicate with headquarters in dispatching of tugs and in reporting bearings.

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## BELIEVE CODE WILL RESULT IN LONGER LICENSE PERIODS

When President Roosevelt signed the Broadcasters' Code at Warm Springs, Ga., (Monday, Nov. 27), it was believed to foreshadow a longer term of license for broadcasting stations. In his report to the NRA, as Industrial Advisor, James W. Baldwin said that he could not recommend that the industry make additional "fixed and permanent commitments" unless stations were accorded the full three-year licenses allowed under the law.

Licenses are now limited by Commission regulation to six months, making stations vulnerable to attack for their facilities and hampering stabilization of the industry.

"As a definite part of the national program of recovery and increased stability and confidence", Mr. Baldwin asserted, "the broadcasters are clearly entitled to the full term of license provided by Congress."

Mr. Baldwin pointed out that responsibility for a decision on the extension of licenses rests with the Radio Commission. It is understood, now that the President has signed the Code, that the Commission expects to take this matter up at an early date. The general belief, however, is that they may favor extending the license to only one year instead of three years, preferring first to consider the question of equalization.

The Code goes into effect December 4, the second Monday after the President signed it. Members of the Code Authority will meet in Washington on that day for the purpose of organization. They are: James W. Baldwin, formerly of the National Association of Broadcasters; Edward Nockles, of the Chicago Federation of Labor; Isaac G. Buckwolder, of WGAL, Lancaster; James Kiernan, of WLWL, New York; M. R. Runyan, of the Columbia Broadcasting Co., N. Y.; John Elmer, WCBM, Baltimore; Alfred J. McCosker, N. Y., President of the National Association of Broadcasters; Frank M. Russell, of the NBC, Washington, and John Shepard III, WNAC, Boston, special advisor to the N.R.A.

Those assembled will have to provide ways and means of financing the cost of the Code's administration. So that members and non-members of the National Association of Broadcasters may share the burden alike, one proposal is to make an assessment against every one not a member of the NAB requiring them to pay the same dues, two-tenths of one percent of their net sales.

General Johnson has not named the three Government representatives but it is expected they will be Harry M. Shaw, of Station WMT, Waterloo, Ia., William Farnsworth, Assistant to Deputy Administrator Sol Rosenblatt, and Chairman E. O. Sykes, of the Federal Radio Commission.

In the Code which the President has signed a 48-hour week for technical men is provided for with the condition that during the next 90 days the temporary Code Authority designated by the administration to invoke the Code's provisions make an investigation to ascertain whether it works any undue hardships. Wage and labor provisions for radio artists and performers are left out of the Code with a provision for a full study of their status.

Provision is made for modification of any provisions of the Code if proper showings are made that they prove objectionable or unjust in actual performance. Likewise, a new provision allows for appeals to the administrator from decisions of the Code Authority.

Trade practice provisions of the Code remain strongly worded and outlaw practically all of the practices in the broadcasting business which have been assailed as unethical or unfair. These ban rate-cutting, lotteries, per inquiry business, song-plugging and like practices, with provisions made for rigid supervision by the Code Authority.

Compliance with the Code, plus voluntary plans for increased network employment, Mr. Baldwin said in his report, will increase by approximately 765 the number of persons regularly employed in the industry. The NAB has estimated that the industry, as of last July, employed approximately 11,000 persons and had an annual payroll of nearly \$21,000.

"This", Mr. Baldwin stated, "would exceed by about 350 persons, or more than 3 per cent, the total for any previous period. It is estimated that total payrolls under the 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 high brackets."

Mr. Baldwin asserted he felt the operations of the Code will be beneficial to labor. "My best information", he added, "is that there will not be an increase in rates charged for facilities, so that the consumer should not be adversely affected."

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#### WISN BROADCASTS TO REPORTERS

Utilizing its own station, WISN, the Wisconsin News in Milwaukee, broadcasts instructions to automobiles used by its reporters. Reporters on foot carry with them portable radio sets which may be attached to an ordinary electric light. They plug in at certain intervals for office assignments.

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 :: BUSINESS LETTER NOTES ::  
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Washingtonians sang praises of Mr. and Mrs. Isaac D. Levy and Dr. and Mrs. Leon Levy, as hosts at the Army and Navy football game in Philadelphia last Saturday. Their guests from the Capital included Herbert L. Pettey, Secretary of the Federal Radio Commission, and Mrs. Pettey; Mrs. Andrew Ring, wife of the Broadcast Engineer of the Radio Commission; Phil Loucks, Managing Director of the National Association of Broadcasters; John W. Guider, Code Counsel for the National Association of Broadcasters, and Mrs. Guider; Martin Codel, of the Broadcasting Magazine, and Mrs. Codel; Sol Taishoff, of Broadcasting Magazine, and Mrs. Taishoff; Frank M. Russell, of the National Broadcasting Company; and Mrs. Russell; Harry C. Butcher, of Columbia, and Mrs. Butcher, and Mrs. George Allen, wife of the new District Commissioner in Washington.

Following the game the Levys also had as their guests, among others, Sigmund Romberg, the famous composer, Boss Kelly, the new political dictator of Philadelphia, Mrs. Alfred J. McCosker, wife of the President of the National Association of Broadcasters, and Miss Angela McCosker, Boake Carter, and Grantland Rice.

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Bids will be advertised by the Coast Guard this week for the construction of a \$10,000 radio station at Jacksonville, Fla., where a division headquarters is to be established.

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Roy Cordeman, of Washington, made one of the principal addresses at a convention of amateur radio enthusiasts held last week in Norfolk, Va. Delegates from Virginia, North Carolina, Maryland and the District of Columbia attended.

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WOR has so many applications for auditions that a large number can not be accommodated. Recently the station hit upon the scheme of giving them public auditions, that is, sandwiching them in between stars of the station at benefits and personal appearances.

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Radio programs for Station WSOC reappeared in the Charlotte News this week as paid advertising, after both the News and the Observer eliminated radio programs and all mention of radio under a common agreement recently.

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The programs are in the regular display and are paid for by the McClaren Rubber Co., tire manufacturer, one of the sponsors of the station.

No move has been made looking toward reinstatement of WBT programs on a similar basis.

It is understood that WSOC has a sponsor who will use display space in the Charlotte Observer for listing programs also.

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The publication of radio programs of the municipally owned station WJAX, at Jacksonville, Fla., have been discontinued by the Florida Times-Union and the Jacksonville Journal. They had for some years carried the programs as paid advertising.

J. M. Elliott, Business Manager of the Times-Union said that the discontinuance had been caused by the failure of the Jacksonville City Council to appropriate money for the space. Mr. Elliott added that not only the local programs but also the NBC and Columbia summary supplied by the Associated Press have been discontinued.

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Marshall T. Jones, Chief of the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce in Washington has just issued Supplement No. 7 of the Radio Markets of the World, including supplementary reports, on the Rumanian, North Manchurian, and Burmese Markets and the radio regulations in the French concession at Shanghai.

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In an effort to provide luxurious facilities on de luxe trains, the Egyptian Government is contemplating the installation of radio receiving apparatus and telegraph offices in the cars.

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Members of the Michigan League of Home Dailies, meeting in Grand Rapids, went on record as opposed to giving free publicity by newspapers for radio broadcasts, including publication of radio programs.

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An average of 2 minutes and 42 seconds was taken by police cars to answer calls in Los Angeles last year.

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Grand opera broadcasts, beginning with the Metropolitan's pre-season performance of "Hansel und Gretel" on Christmas afternoon and continuing to Easter Sunday, April 1 will be made.

M. H. Aylesworth said a new and high degree of accuracy in tone quality and diction had been made possible by O. B. Hanson, manager of technical operations and engineering.

Ten microphones, including several of the ultra-sensitive "ribbon" type, will be placed in the wings, footlights and proscenium of the opera house.

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Seattle newspapers last week announced that they no longer would list radio programs free of charge.

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A new use for cellophane is reported from Hollywood by Variety.

"KNX is having a large bell constructed of this material to throw over its sopranos during choral numbers.

"Experiments have shown that the cellophane keeps down those shrill notes which have been a problem with stations by cutting through the massed singing."

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#### BROADCAST ADVERTISING SHOWS OCTOBER GAINS

Broadcast advertising on the National and Columbia networks took a big jump in October, going \$209,000, or 6.2 per cent, ahead of October, 1932. This was the first month since June, 1932, in which the networks' sales of time had gone ahead of those for the corresponding month of the preceding year, according to the reports of National Advertising Records. The October total for the two companies was \$3,244,153, against \$3,035,631 in October, 1932. October was the highest month of 1933, only March having previously gone above the \$3,000,000 mark.

From September to October this year the total increased \$1,140,000, while last year the gain was only \$540,000, in round numbers.

The average seasonal gain for the four years 1929-32 was only \$489,000 for this period. Thus the big October gain this year put the 1933 figures ahead of the four-year averages for the first time since March, 1933. Whereas September had turned in only 93.9 per cent of the four-year average, and July had set a low record of 84.8 per cent, October reached 118.9 per cent of the average.

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## CBS NEW AND RECENT ACCOUNTS

Renewal - Continental Baking Corp., New York - (Baking and cakes); Started Nov. 6, Mon. Wed. Fri., 8 to 8:15 P.M. EST; Program - Vivian Ruth, contralto, quartet and two-piano team; Agency - Batten, Barton, Durstine & Osborn, Inc., New York; Network - 28 stations to Middle West.

Additional Program - Kolynos Sales Co., Inc., Chicago, Ill. (tooth paste), Started Oct. 16, 1933, Mon. Tues. Wed. Thurs. Fri., 2 to 2:15 P.M. EST; Network - 18 stations in Middle West and West Coast, from Chicago; Program - Script act, "Just Plain Bill"; Agency - Blackett-Sample-Hummert, Inc., New York.

New - Liggett & Myers Tobacco Co., New York (Chesterfield cigarettes); Starts not later than Nov. 27, exact date to be announced later, Mon. through Sat., 9 to 9:15 P.M. EST; Network - 65 stations to West Coast; Program - Philadelphia Orchestra with Leopold Stokowski conducting; Agency - Lennen & Mitchell, New York.

New - Worcester Salt Co., New York (Salt and salt toothpaste), Starts December 8, 1933, Friday, 6:45 to 7 P.M. EST; Network - 14 stations in East; Program - musical; Listing - Zoel Parenteau's orchestra with Carl Van Amburgh, soloist; Agency - Fuller & Smith & Ross, Inc., New York

New - General Foods Corp., New York (Grape Nuts), started Nov. 18/ Saturdays 10 to 10:30 P.M. EST; Network - 59 stations, coast to coast; Program - News of Byrd Antarctic Expedition from SS "Jacob Ruppert" in Little America; Agency - Young & Rubicam, Inc., N.Y. City.

New - Household Finance Corp. of America, Chicago, Ill., started November 1, Mon. Wed., 6:45 to 7 P.M. EST, from Philadelphia; WABC only; Program - Mon. - Ted Ernwood with Anthony Candeloris Salon Orchestra, Wed. - Enzo Aito with Anthony Candeloris Salon Orchestra; Agency - Charles Daniel Frey Co., Chicago, Ill.

New - National Old Age Pension Association, started Oct. 29 but for 3 times only; 14 stations in East and Middle West; Talks.

New - Pet Milk Sales Corp., St. Louis, Mo., Started Nov. 7, Tues. Thurs., 11 to 11:15 A.M. EST, from St. Louis; Network - 35 stations in East, Middle West and South; Program - Cooking School, Mary Lee Taylor; Agency - Gardner Advertising Co., St., Louis, Mo.

New - Pontiac Division of General Motors; Starts December 16, Wed. Sat., 9:15 to 9:30 P.M. EST, Network - 62 stations coast to coast; Program - Stoopnagle and Budd, orchestra (not announced) and vocalist (Not announced); Agency - Campbell Ewald Co., Detroit, Mich.

Additional Broadcasts on West Coast Program - Hecker-H-O-Co., Inc., Buffalo, N. Y., Started Nov. 27, Monday to Friday, 5:15 to 5:30 P.M. PST (Heard before Mon. Wed. Fri.); Network - Don Lee Unit; Program - Children's program (Bobby Benson and Sunny Jim); Agency - Erwin, Wasey & Co., Inc., New York.

New - Smith Brothers, Inc., Poughkeepsie, N. Y., Starts Jan. 7, 1934, Sunday 6:45 to 7 P.M. EST; Network - 34 stations coast to coast; Program - Not announced; Agency - Hommann, Tarcher & Sheldon, Inc., New York;

New - Sparks-Withington Co., Jackson, Mich., Started Nov. 25, Saturday, 8:30 to 9 P.M. EST; Network - 20 stations in East, Middle West; Program - Seymour Simons Orchestra and Dorothy Page, ballad singer; Agency - Brooke, Smith & French, Inc., Detroit, Mich.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Nov. 28, 1933)

WBAL, Consolidated Gas & Electric Light & Power Co., Baltimore, Md., extension to Feb. 1, 1934, of special experimental authority to operate synchronously with WJZ on 760 kc. with 2½ KW when WTIC is operating on 1060 kc.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., extension of authority to use auxiliary transmitter to Dec. 15 while erecting a new radiator; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., special temporary authority to operate from 9 P.M. to 12 midnight, CST, on Dec. 1, 8, 10, 13, 15, 18, 21, 22 and 29, 1933; WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., special temporary authority to operate from 8 P.M. to 12 midnight, CST on Friday Dec. 1, 1933; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., license covering local move of transmitter, 560 kc., 1 KW, unlimited time; WACO, Central Texas Broadcasting Co., Waco, Tex., authority to operate from 2 to 5 P.M. on Dec. 2, 1933, to broadcast football game; WCAE, WCAE, Inc. Pittsburgh, Pa., authority to operate auxiliary transmitter to present location from Dec. 15 to Jan. 15, while moving main transmitter; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 to 2 P.M. CST on Thursday, Nov. 30, provided KFDY remains silent; WFAS, Westchester Broadcasting Corp., White Plains, N. Y., granted special temporary authority to operate from 11 A.M. to 1 P.M. EST, Nov. 30, 1933.

WLC, Central Radio Telg. Co., Rogers City, Mich., WMX, Wabash Radio Corp., Manistique, Mich., and WDM, Same, Menominee, Mich., renewal of point-to-point telg. station licenses, in exact conformity with existing licenses; WAFO and WAFP, Press Wireless, Hicksville, N.Y., renewal of point to point telg. station licenses for fixed public press service, in exact conformity with existing licenses; WMU, WMV, Southern Radio Corp., Linden, N. J., renewal of licenses on a temporary basis, subject to such action as the Commission may take on licensee's pending application for renewal.

Also, City of Wichita, Kans., Dept. of Police, C.P. for general experimental purposes, 30100, 33100, 37100, 40100 kc., 25 watts., and the same Mobile, except 4.5 watts; City of Pontiac, Mich., Dept. of Police, C.P. for gneral experimental purposes, frequencies 30100, 33100, 37100 and 40100 kc., 100 watts; Mich. Dept. of Public Safety, Mobile, 4 C.P.s for general experimental purposes, 30100, 37100 and 40100 kc., 5 watts; W6XBE, Julius Drunton & Sons Co., Mobile, C.P. and license for general experimental service 27600 and 40600 kc., 15 watts; W2XV, Delbert E. Replogle, Mobile, Mounted in Automobile, license for general experimental service, frequencies 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600 and 41000 kc., 25 watts; W8XAC, City of Lincoln Park, Mich., Police Dept., license for general experimental service, 34600, 41000 and 51400 kc., 25 watts; W6XAQ, City of Phoenix, Ariz., Police Dept., general experimental license 51400, 60000-400000 kc., 5 watts.

Also, WKI, Mackay Radio & Telg, Co., Inc., Sayville, N.Y., modification of license to add transmitter FTC Type #112-B, 20 KW, and delete transmitter FTC CM-2075, 5 KW; KIFS, KEJI Broadcasters, Portable, temporary broadcast pickup license, 1518 kc., 50 watts; Julius Brunton & Sons Co., Portable & Mobile, San Francisco; W6XAR and W6XAS, modification of general experimental license to change frequency 75000 to 37600 and 41000 kc. and power from 3 to 10 watts; for W6XAS, modification of license to change frequencies from 70000-74000 kc. to 38600, 40600 kc.; Atlantic Broadcasting Corp., Wayne, N. J., general experimental license, frequencies 6425, 8655, 12862.5 and 17310 kc., 5 KW; Clyde W. Donner, Berlin, Pa., authority to take Class C amateur operator examination waiving Rule 404 because of physical disability.

#### Miscellaneous

WDBJ, Times World Corp., Roanoke, Va., suspended grant made Oct. 27, 1933, increasing night power from 250 to 500 watts, and set for hearing application for modification of license because of protest of Havens & Martin, Inc., (WMBG), Richmond, Va., filed Nov. 9, 1933.

#### Ratifications

Radiomarine Corporation of America: Action taken Nov. 22 - WFAO, Washington, D. C., granted 60 day authority to operate aboard vessel "VOLUNTEER", pending receipt of formal application 375 to 500 kc., 50 watts; Action taken Nov. 23: W6XI, Bolinas, Cal., granted special temporary authority to operate special experimental station at Bolinas, Cal. on its assigned frequencies, for experimental communication with Station KJTY aboard the "SS Jacob Ruppert"; KEC, KEE, KEI, Bolinas, Cal., granted 90 day authority to operate station KEC on 5105, KEE on 7715 and KEI on 10620 at Bolinas, and any other stations of the company at this location licensed for fixed public service, for communication with ship station KJTY only for contact control service in connection with the reception of program material from Byrd Expedition; Action taken Nov. 25: KEJ, RCA Communications, Inc., Bolinas, Cal., granted special temporary authority to operate fixed public service station on 9010 kc., and alternately any other station of company licensed for fixed public service at Bolinas in connection with program material from Byrd Expedition.

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