

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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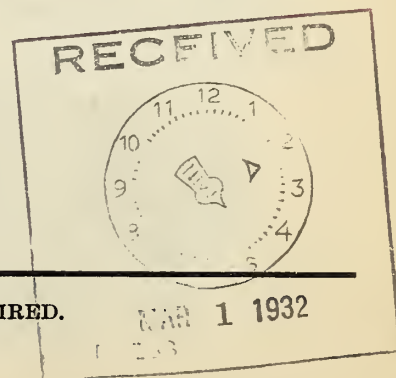
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LEAGUE WIRELESS STATION HAS WORLD RANGE

The newly constructed League of Nations radio station is powerful enough to flash 250 words a minute anywhere in the world, according to advices received in the Transportation Division of the Department of Commerce.

The station, which stands at Nyon, a few miles from Geneva, Switzerland, with extraterritorial rights against censorship, began functioning on February 3rd.

It then opened Geneva's first service to Shanghai. It also opened its first direct contract with Nagoya, Japan; New York, Buenos Aires and Rio de Janeiro. Many dispatches from and to delegations and journalists went over it on the opening day, particularly to Japan.

The League Assembly in 1929 decided to provide the League with its own wireless station. It built a short-wave station combined with a long-wave station already constructed by the Societe Radio Suisse, which operates both. The whole plant passes under the League's sole orders whenever the Secretary General notifies the Swiss Government an emergency had arisen.

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TECHNICAL PAPERS FOR I. R. E. PITTSBURGH CONVENTION

A number of important papers will be presented during the five technical sessions of the Twentieth Anniversary Convention of the Institute of Radio Engineers at Pittsburgh on April 7, 8, and 9, 1932. These include:

Thursday, April 7, Morning Session: "Radio Dissemination of the National Standard of Frequency", by J. H. Dellinger and E. L. Hall, Bureau of Standards; "Precision Frequency Checking System of the RCA Central Frequency Bureau and RCA Communications, Inc.", by H. O. Peterson and A. N. Braaton, RCA Communications; "Kennelly-Heaviside Layer Studies Employing A Rapid Method of Virtual Height Determination", by J. P. Shafer and W. M. Goodall, Bell Telephone Laboratories.

Friday, April 8, Morning Session: "Recent Trends in Receiving Tube Design", by J. C. Warner, E. W. Ritter, and D. F. Schmit, RCA Radiotron; "Triple-Twin Tube", by Charles Stromeyer, Cable Radio Tube Corporation; "Application of Class B Amplifiers to A-C Operated Receivers", by L. E. Barton, RCA Victor Company; "Analysis and Reduction of Output Disturbances Resulting from the A-C Operation and the Heater of Indirectly Heated Cathode Triodes", by J. O. McNally, Bell Telephone Laboratories;

"Dynamic Symmetry", by A. F. Van Dyck, Radio Corporation of America;
"Radio Test Methods and Equipment", by W. F. Diehl, RCA Victor
Company.

Friday, April 8, Afternoon Session: "Modern Radio
Equipment for Air Mail and Transport Use", by C. G. Fisk, General
Electric Company; "Two Way Radiotelephone Circuits", by S. B.
Wright, American Telephone and Telegraph Company; "Sound Collection
and Directional Microphones", by H. F. Olson, RCA Photophone
Company; "A New Field Strength Meter", by P. B. Taylor, Westing-
house Electric and Manufacturing Company; "Campbell-Shackleton
Shielded Ratio Box", by Leo Behr and A. J. Williams, Leeds and
Northrup Company.

Saturday, April 9, Morning Session: "A New Circuit for
the Production of Ultra Short Waves Oscillation", by H. N. Kozan-
owski, Westinghouse Electric and Manufacturing Company; "A Stand-
ing Wave Type of High Power Ultra Short Wave Oscillator", by I. E.
Mouromtseff and H. V. Noble, Westinghouse Electric and Manufactur-
ing Company; "Magneto-Static Tubes for Variation of Ultra Short
Waves", by G. R. Kilgore, Westinghouse Electric and Manufacturing
Company; "Transmission Lines for Short Wave Radio Systems", by
E. J. Storba and C. B. Feldman, Bell Telephone Laboratories;
"Calculation of Directivity and Mutual Effects in Directive
Antenna Systems", by P. S. Carter, RCA Communications; "Design of
Resistors for Precise High Frequency Measurements", by Leo Behr
and R. E. Tarpley, Leeds and Northrup Company.

Saturday, April 9, Afternoon Session: KDKA Symposium -
"The Saxonburg Station of KDKA", by R. L. Davis, Westinghouse
Electric and Manufacturing Company; "A New Water Cooled Power
Vacuum Tube", by I. E. Mouromtseff, Westinghouse Electric and
Manufacturing Company; "Application of Transformer Coupled Modula-
tors for High Power" by J. C. Hutchinson, Westinghouse Electric
and Manufacturing Company.

In addition to the technical sessions, there will be a
number of inspection trips to such places as the Westinghouse
Research Laboratories, Carnegie Steel Mill, Springdale Mine and
West Penn Power Company plant, Research Laboratories of the
Aluminum Company of America, and the transmitting station of KDKA.

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COMMISSION GRANTS TWO NEW TELEVISION STATIONS

Construction permits for two new visual broadcasting
stations whose proposed plan of research is expected to result in
"substantial contributions to the development of the art of
visual broadcasting" were granted last week by decision of the
Federal Radio Commission.

The stations, one in Michigan and one in Ohio, propose to spend \$25,000 in an extensive program of experimental research of television transmission on low, intermediate, and very high frequencies, the Commission said in announcing its decision, pointing out that because many of the suggested experiments either have proved unsuccessful or have not yet been reported, "it is important to the art that observations and studies be made along these lines."

Applications for the permits were filed by WJR, the Goodwill Station, Pontiac, Mich., and The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio. Experiments will be conducted on frequencies between 2000 and 80000 kilocycles, and the stations will operate with power of 500 and 200 watts, respectively. Recognized television experts and engineers will be employed to carry on the tests.

The program of research involves making observations in space effects, including shadows, skip distances, fading, etc.; and, so far as the very high frequencies are concerned, the effect of reflection and obstacles in the way of direct line of sight.

Because the Cleveland transmitter is so near Lake Erie, there will be opportunity to observe the effects of transmission over water, and to make comparisons with results obtained from experiments at Pontiac, where transmission conditions are regarded as unfavorable.

Tests will be made to try to determine what can be accomplished by reflection on the very high frequencies; to try out the effect of reflectors, both on the producing of larger field intensities and with regard to possible shadows on transmitter pictures; to experiment with the difficult problem of modulation on transmitters; and to carry out certain equipment experiments with receiving apparatus in an attempt to eliminate flicker. Experiments will be made also with a cathode ray tube to try to eliminate the scanning disc.

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REP. DAVIS WILL ANNOUNCE RADIO HEARINGS SHORTLY

It is expected that Rep. Ewin L. Davis (Dem.), of Tennessee, will shortly announce the date for radio hearings before the House Merchant Marine, Radio and Fisheries Committee. Representative Davis will not confine the hearings to one subject. Matters to be discussed, however, are certain to include license fees for broadcasting stations and the limitation of radio advertising messages, since Rep. Davis proposes to write a bill fixing a scale of license fees to be paid by broadcasters to help defray the expense of maintaining the Federal Radio Commission and curbing radio advertising.

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QUESTIONS RADIO'S PLACE IN EDUCATION

Attacking radio's "blatant claim to being a medium of education", Henry R. Luce, Managing Editor of Time magazine, asserted that the more than 20,000 letters of protest, received by the publication since it announced that it would no longer sponsor its Friday night "March of Time" broadcasts, constitute a challenge to the radio systems to improve the quality of their broadcasts at their own expense.

"Should Time or any other business feel obliged to be the 'philanthropist of the air', to continue paying for radio advertising it does not want in order to provide radio with something worthwhile?", Mr. Luce demanded. "Or is it up to the radio chains to improve the quality of broadcasts even at some reduction of their fat profits?"

Mr. Luce suggested, however, that his magazine's program, which had been presented regularly on Friday nights at 8:30 o'clock for more than a year, except during the Summer, might be resumed if the broadcasting company should decide to meet the magazine "half way" in connection with the expense of the program. It usually consisted of dramatized news events and musical selections.

William S. Paley, President of the Columbia Broadcasting System, issued a reply to the magazine, saying:

"We must answer 'No' to the Time Editorial Board when it asks rhetorically whether it should continue paying for advertising it does not want in order to provide radio with something worthwhile. We also deny the inference thus raised. Columbia's contributions in worthwhile public service are extensive and are applied to such varied fields as education, science, public health, music appreciation, vocational guidance, religion, child care, public affairs, child training and physical education. Broadcasts on a number of these subjects, as were Time's broadcasts, are paid for by its advertisers.

"Both Columbia and its advertisers feel a deep sense of responsibility to the public, and the quick assumption of this responsibility has contributed much to the present high standard of American broadcasting."

Time's place on the air will be taken by the E. I. du Pont Nemours Company, beginning next Friday.

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"Much work would be started throughout the country if those in position to give employment knew that they could get work done at lower prices. They would be encouraged to go out of their way to supply work which perhaps is not urgent but which would start into circulation money which they now have in bank."

Mr. Kent believes that many unemployed would be willing to accept temporary employment at a lower wage in order to have something to do and to secure money for necessary living expenses and if this could be brought about, a great deal of work would be started all over the country, a vast number of jobs would be offered to unemployed and a large amount of money, now idle, would be put into circulation, with the consequence that normal employment, normal wages and normal business would follow.

This experiment is being conducted personally by Mr. Kent and is entirely outside of the relief work now being done by the Atwater Kent Foundation.

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NOMINATES RADIO FOR THE HELL BOX

"A candidate for the hell box", L. M. Nichols, of the Bristow, Okla., Record, told the Nebraska Press Association, "is radio. Unfortunately, many of us have only seen radio as a new competitor and have been hearing about it only from those concerned about the advertising dollar. We cannot decently frown on radio on that basis. The first and most consistent attitude that a newspaper may have on the subject of radio advertising is that the air should not be controlled by a monopoly. I do not think we would be stepping out of character in asking that anti-trust suits be prosecuted to the limit."

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RENEWAL SIGNED UP BY NBC SALES DEPARTMENT

Tastyeast, Inc. (Tastyeast), Springfield, Mass.;
Agency - Federal Advertising Agency, New York City; Period -
Monday and Saturday, 7:15-7:30 P.M., starting February 29, 1932;
Basic Blue Network; Program - "The Tastyeast Jesters". - Renewal.

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SEES VAST RADIO MARKET

The 1932 figures covering the potential market for electrical appliances in homes, entirely apart from the many replacements, show, according to William Nelson Taft, Editorial Director of the Retail Ledger Publications, in Philadelphia, that the following percentages of homes are active prospects for the various types of merchandise included in this classification, for the percentage figures indicate the number of wired homes to which each type of appliance has not yet been sold:

Dishwashers, 98.9%; Refrigerators, 81.7%; Clocks, 80.4%; Washing machines, 55.1%; Vacuum cleaners, 55.0%; Radios, 49.3%.

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PARAMOUNT DISPOSES OF CBS HOLDINGS

Disposal of one-half interest in the Columbia Broadcasting System, procured nearly three years ago, is understood from reliable sources to have been consummated by Paramount Famous Lasky Corporation, according to the Washington Star.

Depressed conditions in the motion picture industry were held responsible for the determination by Paramount to dispose of its Columbia holdings. The network has been progressing at a fast clip and is said to be earning good dividends. One Paramount official asserted that the deal was privately completed but that the company had nothing more to say. Neither Paramount nor Columbia would comment officially.

Paramount procured half interest in the network in the Summer of 1929 for a reported sum of \$5,000,000 in both cash and Paramount stock. The value of the stock, however, has depreciated considerably since then.

Under the arrangement Paramount procured an equal interest in Columbia, but the management remained in the same hands, with William S. Paley, youthful Philadelphia cigar manufacturer, who was then only 28, remaining as president. The agreement provided that Columbia stockholders would have first option to repurchase the stock. It is known that Paramount was seriously considering also an offer from a banking group for its interest, which proposed to place the stock on the market.

Paramount's invasion of radio was predicated on the belief that the two forms of entertainment ultimately would crystallize into a single medium, particularly with the advent of practical television.

Under the Paramount deal of 1929, the Paley family retained 50 per cent interest in the network. Included in this group, which may have repurchased the Paramount holdings, are William S. Paley, his father, Jacob Paley, Leon Levy and Isaac D. Levy, of Philadelphia, owners of Station WCAU of that city, and Jerome H. Louchheim. A number of Paramount executives have been serving on the Columbia Board of Directors.

SIROVICH ATTACKS A.S.C.A.P.

Extensive hearings have been held before the House Committee on Patents for the purpose of drafting new copyright legislation. According to Rep. William I. Sirovich (D.), of New York, Chairman of the Committee, the new bill will be designed to protect broadcasting and other interests from the "racketeering" tactics of the American Society of Authors, Composers and Publishers. Mr. Sirovich said the Society had been criticized for the manner in which it handled fees collected for members.

Having made this charge against the ASCAP, Chairman Sirovich required that the Committee be told the details of the setup of the organization. Gene Buck, President of the ASCAP, appeared before the Committee accompanied by John Philip Sousa.

Mr. Buck, in reply to Mr. Sirovich's attack, told the Committee that the membership of the organization itself should be sufficient answer to the charges.

He pointed to John Philip Sousa, who was in the committee room, and named as other members, George Cohan, Carrie Jacobs Bond, Jerome D. Kern, Oley Speaks and Otto Harbach, and asked:

"Do they sound like a bunch of racketeers?"

He objected to the 125 Directors who represent composers being elected by the Board and not by the membership.

Mr. Nathan Burkan, counsel for the ASCAP, and E. C. Mills, new General Manager of the organization, will testify at a later date. Mr. Burkan is recuperating from an illness and Mr. Mills has just assumed his duties as General Manager.

Mr. Sirovich said there was no desire on the part of the Committee to dissolve the ASCAP, but only to change the manner in which the organization is operated.

Mr. Buck testified that the ASCAP receives about \$2,000,000 yearly, of which about \$900,000 comes from radio, \$700,000 from motion picture houses and about \$400,000 from dance halls, cabarets, etc.

The broadcasters were represented by Louis G. Caldwell, counsel for the National Association of Broadcasters, who testified during the first days of the hearing. At that time he presented a group of proposals for the new legislation, which included first of all a trustworthy and practicable method of determining which musical works are copyrighted and which are in the public domain; protection against penalties for innocent infringement; protection against abuses of power on the part of combinations of copyright owners; protection of programs from piracy; and the exemption of ordinary phonograph records as such from copyright protection.

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RCA SIMPLIFIES ORGANIZATION

The Radio Corporation of America is actively engaged, directly and through subsidiaries, in simplifying its capital structure and coordinating operations in the various pursuits in which the subsidiaries are engaged. The operation, in the main, affects the structure of the parent company itself and of the RCA Victor Company, principal manufacturing and sales unit in the group. Realignments of executive and other personnel and some changes in factory and sales organization announced from time to time have been indicative of the comprehensive overhauling undertaken.

RCA Photophone, Inc., was consolidated with the RCA Victor Company early this year, and the operations of the former company in the talking motion-picture field are now carried on by a new Photophone division of the RCA Victor Company, with all activities centralized at Camden, N. J. It is planned to give broader scope to Photophone's development and production by introducing various new entertainment devices. RCA Victor, too, is broadening the range of its research and productive activities in the entertainment field.

The Radio Corporation of America now owns about 58 per cent of the outstanding capital stock of the Radio-Keith-Orpheum Corporation, acquired under the recent underwriting operation, and thus owns for the first time a direct subsidiary engaged in the production and display of sound pictures in a nationwide chain of theatres.

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SENATE COMMITTEE BACKS BROWN TEN TO ONE

The Senate Interstate Commerce Committee, by a 10-to-1 vote, recommended to the Senate the confirmation of the nomination of Col. Thad H. Brown, of Ohio, to succeed Judge Ira E. Robinson, resigned, as a member of the Federal Radio Commission. Senator Couzens, as indicated by his lone negative vote, continued his opposition of Brown to the end.

During the hearing the Committee informally discussed the question of ownership of radio stations by chains, "excessive" advertising by radio and the status of educational broadcasting stations.

Senator Dill said he did not think any company should own more than one station and suggested that it might be advisable to amend the radio law in that respect. He thought, however, that the Commission has power, under the present law, to take care of this situation. Senator Wheeler said there was no difference in outright ownership or control, as the effect was the same.

Senator Fess said that broadcasters were trying to obstruct any bills in Congress that would grant more frequencies to the educational station.

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: BUSINESS LETTER BRIEFS :
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The Board of Trustees of the American Dental Association sent the Federal Radio Commission a copy of the resolution pledging the organization to "cooperate with the American Medical Association, the Federal Radio Commission and the National Association of Broadcasters in an effort to prevent harmful, misleading and exaggerated statements from reaching the public via the 'radio'".

The resolution declares that "the broadcasting privilege has been and is being flagrantly violated in numerous instances to the detriment of public health".

The ninety-first station to affiliate with the Columbia network is WFEA, Manchester, N. H., which will join tomorrow, March 1st.

Radio as a supplement of the teacher received another setback when the Teachers' Council of New York City resolved not to recommend to the Board of Education the issuance of a weekly digest of programs for school children. The Council, turning down the suggestion at a regular meeting, was acting as a body of teachers created under a by-law of the School Board, recognized and supported by it, to recommend improvements in the schools.

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HEARINGS SCHEDULED BY FEDERAL RADIO COMMISSION

March 3 - WFIW, WFIW, Inc., Hopkinsville, Ky., C. P., 940 kc., 5 KW, (requests authority to install new equipment); present assignment: 940 kc., 1 KW, unlimited time. Others Notified: WDAY, Fargo, N. Dak.; WCSH, Portland, Me.; KOIN, Portland, Ore.; WHA, Madison, Wis.; KMBC, Kansas City, Mo.; WBRC, Birmingham, Ala.; WBCM, Bay City, Mich.

WFIW, WFIW, Inc., Hopkinsville, Ky., same as above for modification of license.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

February 26 - WEVD, Debs Memorial Radio Fund, Inc., New York, N. Y., requests extension of expiration of C.P. to May 1, 1932; WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., modification of license to increase power from 100 w., 200 w., local sunset to 100 w., 250 w., local sunset; Steubenville Broadcasting Co., Steubenville, Ohio, C. P. for a new station to use 1420 kc., 100 w., unlimited time; WALR, Roy W. Waller, Zanesville, Ohio, C.P. amended as to equipment and to request transmitter and studio location locally; KCMC, North Mississippi Broadcasting Corporation, Texarkana, Ark., modification of C.P. granted Dec. 22, 1931, requesting approval of transmitter location at 2600 Locust St., license to cover permit to move station from Tupelo, Miss., and change frequency from 1500 kc., to 1420 kc.; KARK, Arkansas Radio & Equipment Co., Little Rock, Ark., C.P. to change equipment and increase power from 250 w., to 500 w.; Thirty-first Street Baptist Church, Indianapolis, Ind., C.P. for a new station to use 1310 kc., 30 w., unlimited time.

Applications Other Than Broadcasting

February 25 - Eastern Air Transport, Inc., NC-410-H, new license for aircraft on 3105, 5840, 5652.5, 2986, 2946, 2922 kc., 10/15 watts; Aeronautical Radio, Inc.: KGSR, Pueblo, Colo., C.P. for a change in power to 150 watts and change in equipment, aeronautical point-to-point service; KGSP, Denver, Colo., C.P. for change in location to Administration Building, change in equipment and change in power to 150 watts, aeronautical point to point service; also, at Chicago, Ill., and at Madison, Wis., new C.P.s for 3005, 2854, 5377.5, 2668, 2672 kc., 400 watts, aeronautical and point-to-point aeronautical;

Also, WPEG, City of New York, New York, N.Y., Police Department, license covering C.P. for 2450 kc., 500 watts, municipal police; W2XCD, DeForest Radio Company, Passaic, N. J., renewal for 3000 to 2100 kc., 5 KW, visual broadcasting; WJT and WQZ, R.C.A. Communications, Inc., San Juan, P. R., C.P. for new transmitter on 4050 kc. (WJT), 15445 kc. (WQZ) 350 watts, point-to-point telegraph; R. R. Farish: KGIN, Chatham Cannery, Alaska, renewal for 425, 500, 2538, 262, 246, 256, 3190 kc., 100 and 200 watts, coastal and point-to-point service; KUU, Noyes Island, Alaska, renewal for 425, 500, 2538, 256, 3190, 268, 274 kc., 200 & 50 watts, coastal and point-to-point service.

February 26 - Northwest Airways, Inc., 8 new licenses for aircraft; Aeronautical Radio, Inc., Milwaukee, Wis., new C.P. for 3005, 2854, 5377.5, 2668, 2672 kc., 400 w., aeronautical and aeronautical point-to-point service.

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