

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

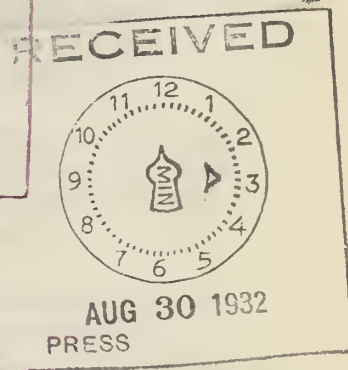
ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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AUG 30 1932
G. W. STONE

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No. 557

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

SCHUETTE BEGINS NEGOTIATIONS WITH COMPOSERS

Following a preliminary meeting in New York the latter part of last week, it is understood E. C. Mills, general manager of the American Society of Composers, will meet again tomorrow (Tuesday) in New York City for a further discussion of the new contracts between the composers and the broadcasters.

At the first meeting it was decided that it would be best to extend the licenses of all stations using 500 watts or less until October 1, thus enabling the composers and broadcasters to give their attention to the larger stations first.

Mr. Schuette, who represents the National Association of Broadcasters, will attempt to iron out the difficulties of the individual broadcasters in the making of their new contracts with the composers.

Broadcasting stations in all parts of the country are said to be greatly upset by the new license fees. Several of them are said to be planning to disregard the agreement entered into by the organized broadcasters and to carry the matter into the courts, charging the American Society of Composers with being an "illegal monopoly". Acceptance of the new license terms certainly does not settle the matter. Far from it. It is almost certain that the Capitol will be the scene of a legislative fight over the matter during the coming winter.

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WISCONSIN PROVIDES STATE MOUTHPIECE FOR GOVERNMENT SPEAKERS

Wisconsin is the first State in the Union to allow all political parties to broadcast their campaign views on Government free of charge.

Governor La Follette, in a report on radio programs dealing with governmental matters recently transmitted to the Office of Education, calls attention to the broadcasting of programs sponsored by political groups during political campaigns as one of three types to be broadcast by the State stations. The other two consist of programs giving information on noncontroversial subjects and programs giving both sides of controversial subjects.

The experiment introduces an effort to treat impartially party questions by radio and is of great significance. The cost element also is met by the free use of the State-owned stations. The State will undertake no censorship, but limits the programs to State and national interests.

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RADIO PIONEER ANNOUNCES NEW LINE

Word has been received from Paul B. Klugh, Vice-President and General Manager of the Zenith Radio Corporation, of Chicago, that all Zenith distributors have received their new "All Star" 1933 Zenith receivers. They are now holding dealer meetings in various parts of the country and demonstrating the new sets.

"The reaction has been most favorable", says Klugh, "and sufficient orders have been booked to keep our plants going on a full time basis for some time to come. In comparison with a year ago, there is a decided increase in firm and non-cancellable orders.

"In the past six months we have added men and equipment in our engineering laboratories, furniture plant and cabinet designing departments. The investments have been well worth while, as evidenced by the enthusiastic distributor and dealer response. The furniture in the line is the most beautiful we have ever produced. The performance of the sets is not in our opinion excelled. So well have our engineers worked that we have publicized the following:

"We challenge anyone to name a single demonstrable improvement known in radio which is not found in the Zenith 1933 line, and we further challenge anyone to name a radio line which contains all the improvements found in our Zenith 1933 line."

"But performance and beauty of cabinets is not the whole story. The prices of our radios are astoundingly low, competitive in every sense of the word and especially low from the Zenith standpoint, for Zenith has in the past built the highest priced sets ever manufactured. The same quality which characterized Zenith in the past is in every Zenith set built today.

"We have fourteen models in all, in five different chassis styles, ranging in price from \$49.95 to \$184.00, including tubes and tax paid. This includes Short Wave, Standard Band and Long Wave circuits. Typical of the values in our new line is a beautiful console cabinet selling at \$62.50, and an Automatically Tuned six legged console at \$102.50 - the lowest price at which a Zenith with this exclusive, patented, "Press-the-button - there's your station" feature, has ever been sold.

"But the greatest stride forward, made in the entire radio industry this year, is the Zenith type '59 seven prong tube. It is so new that only recently has the tube association assigned a number to it - and as yet no other set manufacturer has had time to adopt it. The Zenith '59 tube is an indirectly heated Cathode tube, replacing all former filament types of power tubes. It combines every advantage of both Class A and Class B amplification - and none of the disadvantages. Hum is eliminated entirely and there is no distortion, even at lowest volume.

"There are other features, of course, which contribute to the perfect whole - such as our new automobile dash type instrument panel; illuminated by four dial lights. This feature permits the user to actually log not only the kilocycles of the station but the desirable volume of tone on one indicator, and the preferred tone shade on another illuminated indicator. Our new catenary control takes its place among radios great technical developments. In essence, it serves as an automatic mixing chamber for tone shades at all volumes, and assures perfect balance of tone at all times. Two speakers share with each other the peak loads - and an advanced type of Zenith automatic volume control avoids annoying blasting and noise between stations as well as preventing fading. Automatic Tuning - that exclusive patented Zenith feature which no one else has yet been able to duplicate or provide a substitute for, continues in several models.

"All in all, we believe Zenith has not only a desirable line of merchandise for the consumer, but a line which any dealer should be proud to sell - for Zenith today stands almost alone as an advocate of clean selling - with no blemish on its seventeen year record for cut price or dumped merchandise. And it is to the best of our knowledge the only nationally known manufacturer who continues to build and sell radio receivers - and nothing but radio receivers."

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CLEARMAN OPENS OFFICE AS RADIO CONSULTANT

W. J. Clearman, former chief investigator for the Federal Radio Commission, has opened offices as a radio consultant in Washington, D. C.

Mr. Clearman entered the Commission as the Assistant Secretary within a month after its first meeting and acted in the capacity of chief investigator for four years.

He will serve radio stations in cooperation with their attorneys in the preparation of cases - making field investigations, taking depositions of witnesses and attending to other matters in connection with hearings before the Federal Radio Commission.

Mr. Clearman's offices are located at 3824 Warren Street, N. W., Washington, D. C.

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Fred P. Guthrie, manager of the Washington offices of the Radio Corporation of America, will accompany his brother, who is Professor of Astronomy at the Louisiana State University, to New Hampshire, where they will make a study of the eclipse on Wednesday.

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NEW RMA BOARD AND DIVISION COMMITTEES ANNOUNCED

The new Board of Directors elected and placed in control of the RMA, comprising twelve leading set manufacturers, three tube manufacturers, two parts and accessory manufacturers, and one director representing sound equipment and amplifier manufacturers follows:

A. Atwater Kent, President, Atwater Kent Manufacturing Co.; James M. Skinner, President, Philco Radio & Television Corp.; W. Roy McCanne, President, Stromberg-Carlson Telephone Manufacturing Co.; J. R. McDonough, President, RCA Victor Co., Inc.; William Sparks, The Sparks-Withington Co.; Powell Crosley, Jr., President, The Crosley Radio Corp.; J. Clarke Coit, President, U. S. Radio & Television Corp.; Arthur T. Murray, President, United American Bosch Corp.; A. S. Wells, President, Gulbransen Co.; Franklin Hutchinson, Jr., President, Kolster Radio, Inc.; Paul B. Klugh, Vice-President, Zenith Radio Corp.; B. J. Grigsby, President, Grigsby-Grunow Co.; Elmer T. Cunningham, President, RCA Radiotron Co., Inc.; S. W. Muldowny, Chairman of the Board, National Union Radio Corporation; George Lewis, Vice-President, Arcturus Radio Tube Co.; Leslie F. Muter, President, The Muter Co.; Richard A. O'Connor, President, Magnavox Co., Ltd.; Fred D. Williams, Vice President, P. R. Mallory & Co., Inc.

Several new companies, notably the Zenith Radio Corporation and the Grigsby-Grunow Company, of Chicago, were elected to RMA membership and also to representation on the Board of Directors.

Creation of four distinct divisions in the RMA to press special interests of manufacturers in each of the four groups is a feature of the reorganized RMA. These are the Set Division, the Tube Division, the Parts, Cabinet and Accessory Division, and the Amplifier and Sound Equipment Division. Initial organization meetings of each division were held at Cleveland following the general membership meeting.

Chairmen and representative executive committees to function for each division were chosen, and all of the divisions began discussion of plans and programs and important industry problems.

Following are the Chairmen and Executive Committees chosen of the four new RMA divisions:

SET DIVISION - Chairman, Arthur T. Murray, President, United American Bosch Corp., Springfield, Mass.; James M. Skinner, President Philco Radio & Television Corp., Philadelphia, Pa.; W. Roy McCanne, President, Stromberg-Carlson Tel. Mfg. Co., Rochester, N.Y.; Paul B. Klugh, Vice-President Zenith Radio Corp., Chicago, Ill.; Powell Crosley, Jr., President, The Crosley Radio Corporation, Cincinnati, Ohio.

TUBE DIVISION - Chairman, S. W. Muldowny, Chairman of the Board, National Union Radio Corp., New York, N. Y.; B. G. Erskine, President, Hygrade Sylvania Corp., Emporium, Pa.; H. S. Schott, Sales Manager, National Carbon Co., Inc., New York, N. Y.

PARTS, CABINET AND ACCESSORY DIVISION - Chairman, Leslie F. Muter, President, The Muter Co., Chicago, Ill.; Arthur Moss, President, Electrad, Inc., New York, N. Y.; R. T. Pierson, Sales Manager, General Cable Corp., Fort Wayne, Ind.; N. P. Bloom, President, Adler Manufacturing Co., Louisville, Ky.; H. H. Eby, President, The H. H. Eby Manufacturing Co., Inc., Philadelphia, Pa.; H. B. Richmond, Treasurer, General Radio Co., Cambridge, Mass.; C. H. Bunch, Sales Manager, The Acme Electric & Mfg. Co., Cleveland, Ohio; Ernest Searing, President, International Resistance Co., Philadelphia, Pa.; H. E. Osmun, Sales Manager, Central Radio Laboratories, Milwaukee, Wis.; F. C. Best, President, Herbert H. Frost, Inc., Elkhart, Ind.

AMPLIFIER AND SOUND EQUIPMENT DIVISION - Chairman, Richard A. O'Connor, President, Magnavox Co., Ltd., Fort Wayne, Ind.; J. B. Hawley, President, Hawley Products Co., St. Charles, Ill.; E. N. Rauland, President, The Rauland Corp., Chicago, Ill.

Later there will be chosen additional members of the Executive Committees of the Tube and the Amplifier and Sound Equipment Divisions.

All four division chairmen also were elected Vice Presidents of the RMA and, with President Williams, will compose the Executive Committee, Finance Committee and Budget Committee of the Association.

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NBC NEW ACCOUNTS AND RENEWALS

NEW - Manhattan Soap Co., 441 Lexington Ave., New York City; Agency - Peck Advertising Co., New York City; Starts - Sept. 14, 1932 for 13 weeks, Wednesdays 11:45 to 12 noon; Basic Blue Network up to and including Chicago only WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WENR; Program - Sweetheart Program - talk by Ruth Jordan with incidental music.

NEW - E. Fougere & Co. (Vapex), New York City; Agency - N. W. Ayer & Son, Inc., New York City; Starts - October 3, 1932 for 13 weeks, daily except Sunday, 5:15 to 5:30 P.M.; Network - WTAM only; Program - Twilight Tunes - musical cooperative program with one minute announcements.

NEW - General Foods Corp., New York City; Agency - Benton & Bowles, New York City; Starts - September 19, 1932 for 26 weeks, Monday, Wednesday, Friday, 5:15 to 5:30 P.M.; Network - WEA, WBEN, WWJ, WSAI, WGY only; Program - dramatic - children's stories written and dramatized by Paul Wing.

RENEWAL - George W. Huft Co. (Tangee), Long Island City, Long Island; Agency - Cecil Warwick & Cecil, Inc., New York City; Starts - September 6, 1932, for 13 weeks, Tuesday and Thursday, 5:15 to 5:30 P.M.; Network - Eastern Blue up to and including Chicago, WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WLW, WENR; Program - 14 piece orchestra and narrator.

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THOSE WERE THE HAPPY DAYS

In reflecting back across the years, on the occasion of the dedication of the new WFLA-WSUN transmitter, owned by the cities of Clearwater and St. Petersburg, Fla., W. Walter Tison, Director of Broadcasting, told of the days when he did everything at the station from staring the "old coffee grinder" at night to announcing the programs and answering the fan mail.

Radio was still new and Mr. Tison related some of his exciting and memorial experiences. These included the time when a maniac locked the doors and took over the station for a religious service, a situation which was saved by the station going off the air until the studios could be forced open and the man carried to the local jail.

Another incident, Tison recalls, was when someone pulled the main switch cutting off the entire building where the station was located during the midst of a program featuring a noted local soprano just as she reached a high note. Still another he remembers was when the station did not receive its license in time from the government to start the transmitter one night.

Then when a telephone line carrying an important program out in town fell into a high power line and almost blew up the transmitter, tubes and all. Also the time when the operator went to sleep at the transmitter and Mr. Tison had to ride eight miles to shut it off for the night. Still another when the amplifier was left on and studio conversation was broadcast, this time the conversation was not printable.

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PLACARDS USED TO WAGE WAR ON CRIME

An example which other police departments in various parts of the country might follow has been set by Police Commissioner Mulrooney, who has caused the following placards to be displayed all over New York City:

"If you see a crime committed
"If suspicious persons loiter about your premises
"If danger threatens in any way
"Telephone Police Headquarters
and the new police radio system will bring you
assistance in a hurry
"Help Fight Crime".

(Signed) Edward P. Mulrooney
Police Commissioner

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NBC ENGINEERS TO STUDY ECLIPSE EFFECTS

The first observation of the effect of a total eclipse of the sun on ultra-short wave radio transmission will be conducted by National Broadcasting Company engineers.

Extensive measurements of reception strength are being planned by the radio technicians in an effort to obtain information which may throw much additional light on many of the problems which surround transmission on the ultra-high frequency wave band.

Observations will be conducted before, during and after the eclipse on broadcasting, short and ultra-short waves, according to O. B. Hanson, NBC engineering and plant operation manager, but it is the ultra-short waves which will receive the greatest attention. Broadcasting and short waves have been observed during an eclipse before.

For the purpose of the experiments, signals will be sent out on all three groups of wave lengths and the reception strength carefully tested at various points of vantage. As a result of these tests, it is hoped that deductions can be made, particularly in the ultra-high frequency range, which will add to the technical knowledge of the phenomenon of fading, as well as increase understanding of transmission as it is affected by the sun.

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NEW CUBAN TAX ON RECEIVERS

New Cuban radio taxes which cover all types of receiving sets are expected to reduce the already small profits of radio dealers in the Republic, according to advices to the Commerce Department from its Havana office. The former tax on radios, it is pointed out, covered only those with nine tubes or over and therefore affected comparatively few owners.

Under the new law graduated taxes based on the number of tubes range from \$3 to \$10 annually. While these taxes appear to be nominal, and are presumed to be paid by the owner, dealers believe that in most cases they will have to be absorbed by them, at least for the first year.

It is also believed in the trade that the new taxes will result in the return of a considerable proportion of sets now in possession of installment buyers who will not want to pay additional levies. Some criticism has been heard, the report declares, of the method in which the schedule has been applied. It is pointed out that sets that use five or six tubes but that retail for \$250 or more will be assessed less than the more modern cheap sets which are using over eight tubes.

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W. E. DEVELOPS NEW RADIO-PLANE PHONE

After three years of operation in which the radio telephone has flown millions of miles over the air routes of the United States, a new type of equipment has been developed by the Western Electric Company in cooperation with the leading transport companies.

While the equipment embodies improvements throughout its entire design, one of the chief features is the use of superheterodyne circuits in the airplane receiver and a special crystal oscillator to stabilize the oscillator frequency. The new equipment also makes it possible for the pilot to use any one of three frequencies for transmitting by merely pulling a lever.

The receiver has such sharp selectivity that the occasional interference which has entered from adjacent radio channels is eliminated, thus making it unnecessary for airports to repeat messages that were interrupted. The output of the transmitter has been so increased in efficiency that pilots can speak to airports from greater distances than has been possible heretofore.

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COLUMBIA'S NEW AND RENEWED CONTRACTS

RENEWAL - Cream of Wheat Corp., (Cream of Wheat); Agency - J. Walter Thompson; Starting September 11;- Program - Angelo Patri - "Your Child", Sun., Wed., 7:45-8 P.M., rebroadcast 11:15-11:30; Network of 30 stations;

RENEWAL - Sterling Products, Inc., (Phillips' Dental Magnesia); Agency - Blackett, Sample, Hummert; Starting Sept. 27; Program - "Sterling Products Program", Tuesday, Thursday, Saturday, 8:15-8:30 P.M., Network of 22 stations.

RENEWAL - Lavoris Chemical Co. (Lavoris); Agency - Blackett-Sample-Hummert; Starting Sept. 26, Tuesday, Thursday, Saturday, 7:15-7:30 P.M.; Program - "Easy Aces", Network of 25 stations.

RENEWAL - William Wrigley, Jr. Co.; Agency - Frances Hooper Advertising Agency; Starting August 29, Monday through Friday inclusive, 7:00-7:15 P.M., rebroadcast 10:45-11:00; Program - "Myrt and Marge"; Network of 32 stations. "The Lone Wolf Tribe", an Indian Story, Monday, Wednesday, Friday, 6:45-7:00 P.M., 24 stations.

RENEWAL - Lehn & Fink (Pebeco); Agency - U. S. Advertising Agency; Starting September 16th; Tuesday, 11:15-11:30; Program - "Stories of the Living Great", Ida Bailey Allen; Network of 23 stations

RENEWAL - Time, Inc.; Agency - Batten, Barton, Durstine & Osborne; Starting November 4, Friday, 8:30-9:00 P.M.; Program - March of Time; Network of 33 stations

NEW - Spool Cotton Co. (J. & P. Coates Sewing thread and Clark's O N T); Agency, Paul Cornell Company; Starting September 6, Tuesday, 9:15-9:30 P.M.; Program - "Threads of Happiness"; Network of 43 stations.

RENEWAL - Charis Corp. (Corsets); Agency - John L. Butler Co.; Starting September 6, Tuesdays 2:15-2:30 P.M.; Program - "Charis Musical Revue"; Network of 45 stations.

RENEWAL - Congress Cigar Co. (La Palina); Agency - Batten, Barton, Durstine & Osborn; Starting Sept. 12, 8:30-8:45 P.M., Monday, Tuesday, Wednesday; Program - "Kate Smith and Her Swanee Music"; Network of 28 stations.

NEW - Stephen F. Whitman (Candy); Agency - F. Wallis Armstrong; Starting October 27, Thursday, 8:45-9:00 P.M.; Program - to be decided; Network of 38 stations.

RENEWAL - Del. Lack. & Western (Coal); Agency - Ruthrauff & Ryan; Starting October 2, 5:30-6:00 on Sundays; Program - "Blue Coal Revue"; Network of 10 stations.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 26 - WILM, Delaware Broadcasting Co., Wilmington, Del., modification of license to change hours of operation from unlimited to specified hours, 10 A.M. to 9 P.M.; Arkansas Radio and Recording Co., Little Rock, Ark., C.P. for new station to use 890 kcs., 250 watts night, 500 watts day to local sunset; unlimited hours, requests the facilities of KARK, Little Rock, Ark.; Carrington Brothers, Eagle Pass, Texas, C.P. for new station to use 1210 kcs. 150 watts, daytime only.

The following application was returned to the applicant: WTEL, Foulkrod Engineering Co., Philadelphia, Pa., C.P. to move transmitter from Philadelphia to Somerton, Pa., move studio locally, install new transmitter, and change from 1310 kc., 100 watts, sharing with WHAT to 1170 kc., 5 KW, unlimited (facilities of WCAU, Philadelphia), (Rule 49).

Applications Other Than Broadcasting

Department of Conservation & Development of the State of New Jersey - Portables #1, #2, #3, #4 - C.P. and licenses to cover C.P., 34600, 41000, 51400, 60000 to 400000 kc., .5 watts, general experimental station. There were also received 88 applications for amateur station licenses.

August 26 - American Telephone & Telegraph Co.: W3XO, Portable in Sussex, Morris, Essex, & Somerset Counties, N.J., renewal of special experimental license, 6640-7330, 8570-10400, 11550-12890, 13720-15250, 17280-19530, 20000-22070 kc., 10 watts; W2XA, Rocky Point, N. Y., renewal of special experimental license, 45-75 except 46, 54, 56, 64, 66, 75 kc., 190 KW; R.C.A. Communications, Inc.: WEO, WDA, WBU, WDD, Rocky Point, N. Y., modification of point-to-point telegraph license for change in transmitter number and change in primary points of communication; WKO, WED, modification of point-to-point telegraph license for change in transmitter number.

Also, Tropical Radio Telegraph Co.: WBJ, WBV, WBW, WBY, WCE, WBQ, WBO, licenses to cover C.P. for 6770, 6777.5, 10450, 10460, 12940, 12955, 17580 kc., 1 KW, point-to-point telegraph; W1XN, Wesleyan University, Dept. of Physics, Middletown, Conn., renewal of general experimental license, 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 watts; W1OXAR, Western Electric Co., Portable, renewal of special experimental license for 278 kc., 10 watts. There were also received 63 applications for amateur station licenses.

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OPPOSES EDUCATIONAL STATION TIME SELLING

A vigorous attack is made in the bulleting of the National Committee on Education by Radio on the practice of educational stations selling time.

"Not satisfied with having crowded nearly half the educational stations off the air, the commercial monopoly radio interests are seeking to destroy the others by boring from within", the Bulletin asserts. "The station is approached with the subtle suggestion that it sell time for advertising or that it take the national chain advertising programs originating in New York.

"Glowing pictures are painted of the profits that can be made. An institution which does not see far ahead is sometimes induced to sell its birthright for a mess of pottage. How can we expect freedom of teaching, which is the one excuse a university has for being, if the radio station is under obligation to commercial interests whose primary interest is not truth or common sense values but profits?

"To turn the college stations commercial is to destroy them, and the monopolists know this."

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