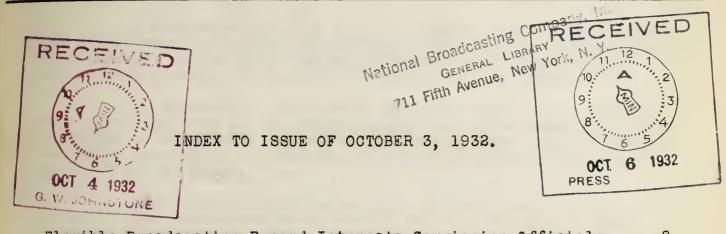
# HEINL RADIO BUSINESS LETTER

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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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No. 566

# FLEXIBLE BROADCASTING RECORD INTERESTS COMMISSION OFFICIALS

A demonstration of a flexible record, which may be used for broadcasting in electrical transcription, proved of considerable interest to Harold A. Lafount, Federal Radio Commissioner, and Z. Ford Greaves, Acting Chief Engineer of the Commission.

It appeared to the casual observer that these records were about the same as an ordinary phonograph disc except that they were made of a material resembling celluloid, were highly flexible, therefore apparently unbreakable, and weighed slightly more than a sheet of letter paper.

The records demonstrated were of the 8 and 10 inch variety. Programs were reproduced which were taken from the air in the presence of the Federal Radio officials.

It was explained that one of the uses which the Commission might put to these records, said to be produced for an insignificant sum of money, was the recording of programs upon which the Commission had received complaints. They could then ascertain the exact character of what a station was broadcasting. This would be valuable in such cases as Rev. Shuler or Dr. Brinkley, who were banished from the air when the question arose as to exactly what they said.

Another use which the maker of these flexible records points out, was that they could be pressed into service by advertisers and advertising agencies. Records of the actual program could then be filed away for future reference. It was shown that where advertisers spent large sums of money, there were frequently serious questions arising afterwards as to whether or not the continuity had been followed correctly, and oftimes the controversy hinged about perhaps the inflection of a voice as well as the exact words.

Another possible use brought to the attention of the Federal Radio observers was that these records could be used for educational broadcasts. At the moment educators are asking for five per cent of all the broadcasting time and the question has frequently arisen what they would do with it if they got it.

It was argued by the manufacturers that not only could these educational programs be made on the records, but that they could be broadcast at convenient periods fitting into the schedules of the schools locally. Educational material, it was said, is now very scarce and when a station desires to put on an educational program, it finds that those who are available for this class of work, such as professors and others, do not always find it convenient to come to a studio at a stated time.

Special application of the record, it was set forth, would be the use of the flexible reproduction for radio auditions. The case was cited recently where an expensive audition was to have been held but in the last minute the prospective sponsor found that he could not get to the studio that afternoon. It could not be held the next day because several of the performers had other engagements and one of them had long before made plans to go on a vacation.

The situation was solved by making a record of the audition which the sponsor heard the next day. He was so well satisifed with the result that a week later rehearsals were started for the production. It was predicted that in the future, instead of taking the time required for a sponsor to go to the studio, a record of the proposed broadcast would be made and sent to him for his approval.

A record, radio officials were told, could also be used by radio artists in perfecting their work. It was said that radio artists sometimes attain popularity so quickly that under the effort and strain of getting up so many programs, there were frequently periods when they would not have an opportunity to do so, and this method gave them an ideal way of listening to themselves or preserving a catalogue of their broadcasts.

Rachmaninoff, the world-famous composer and pianist, once remarked that the most important thing to him in making phonograph records was that it enabled the artist to satisfy himself.

"If one, twice or three times I do not play as well as I can, it is possible to record and record, to destroy and remake until at last I am content with the result.

"Can the radio artist, who has no opportunity to hear how his performances come through, ever know a similar satisfaction in his work?"

The manufacturers of the flexible record declare that their method is an affirmative answer to this question.

The demonstration was made before the Federal Radio officials by the Flexible Record Corporation, of 18 East 48th Street, New York City.

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#### INTERNATIONAL RADIO CONFERENCE MAY LAST TWO MONTHS

Judge Eugene O. Sykes, Federal Radio Commissioner sent by President Hoover as head of the American delegation to the International Radio-telegraph Congress at Madrid, is apparently giving a good account of himself.

"His firmness and thorough understanding of the situation has given Judge Sykes a commanding position in the Congress", Theodore A. Ediger, Madrid correspondent of the Chicago Tribune, writes in the Paris edition of that paper. "So ticklish is the problem of allocating radio frequencies to meet modern requirements throughout the world that many of the delegates frankly see no way out of the impasse."

The Congress has some 3500 questions before it but in the first two weeks only 16 were decided, and these such minor matters as the definition of radio-telegraphy and the purpose of the Congress. Many of the European countries have no apparent interest in buckling down to business. So serious is the deadlock reported to be that unless the voting question is decided upon soon, a unanimous vote will be necessary to reach any decision, and this is considered virtually impossible on any of the important issues. It is said there is no visible way of terminating the Congress within two months.

The United States so far has not said much at the meetings, preferring to let Europe scrap things out first. The scraps, between European delegates principally, have been heated. Many of the smaller countries appear to be interested only in keeping their own stations, which in many cases are clearly outside of treaty limits.

Another problem arises with respect to Russia, which was not present at the 1927 convention in Washington, and has since then, principally through American engineers, established a network of great radio stations without any apparent regard to limitations agreed to at Washington. Whether Russia will sign the forthcoming treaty at the close of the present Congress is a matter of conjecture.

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Station KOIN, Columbia outlet in Portland, Ore., has announced the purchase of Station KALE of the same city

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# SUE MUSIC CONCERN, ASKING \$1,125,000

A suit charging violation of the anti-trust laws and asking \$1,125,000 damages was begun in United States District Court Saturday in New York against the recently organized Music Dealers' Service, Inc., and two dozen leading sheet music publishers. The suit was brought by the Richmond-Mayer Music Corporation of New York and Richmond-Mayer of Chicago, Ltd., and charges a conspiracy to destroy the business of the plaintiffs as music jobbers.

The defendant, who, according to the complaint, control 70 per cent of the business of publishing and distributing sheet music in the United States, include Irving Berlin, Inc., Leo Feist, Inc.; M. Witmark, Inc.; De Sylva Brown & Henderson, Inc.; Remick Music Corporation, and Harms, Inc.

The Music Dealers' Service, which started operations on September 6th at 619 West 54th Street, is managed owned and controlled by the other defendants, the suit declares. The plaintiff, one of the largest music jobbers, has headquarters at 119 Fifth Avenue and at 57 East Jackson Boulevard, Chicago.

The actual damages asked include \$300,000 for the New York Richmond-Mayer Corporation, and \$75,000 for the Chicago Company, but triple damages are sought under the provisions of the Sherman anti-trust act and Clayton Act.

The plaintiffs charge that prior to the organization of the Music Dealers' Service, "the defendants entered into a combination and conspiracy for the purpose and with the intent of wrongfully and unlawfully dominating and controlling the sheet-music industry in the United States and wrongfully and unlawfully destroying the lawful trade and commerce of the plaintiff in the several States of the United States and driving the said plaintiff herein out of business and eliminating the plaintiff as a competitor."

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#### ENGLISH PORTABLE RINGS A BELL

Success already attained in England with a "pocket portable" radio set, O. H. Caldwell, former Radio Commissioner, observes, indicates that an interesting market might be opened up on this side of the water for a tiny set weighing a pound or so, and capable of giving "one man service."

The British set was designed for police use, and measures 6-1/2 in. by 4-3/4 in. by 2 in. It weighs 1 lb. 14 oz., three-quarters of which is batteries. A novel factor is a call bell to attrace the attention of the police wearer. The antenna is worn in the back of the coat. Although originally constructed for use on 150 meters, these little miniature sets have been successfully employed in the broadcasting band.

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#### BRITISH EXPERT HERE

Captain Peter P. Eckersley, former Chief Engineer of the British Broadcasting Corporation, who has just completed an extensive radio survey for the Australian Government, is inspecting \*\*Imerican radio facilities as a guest of the National Broadcasting Company.

John W. Elwood, NBC Vice-President; O. B. Hanson, Manager of Technical Operation and Engineering; and Charles W. Horn, General Engineer, are escorting the British visitor through the NBC New York studios and the RCA Communications plants at Riverhead and Rocky Point, L. I.

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# NEW RCA PORTABLE TRANSMITTER AND RECEIVER

From the laboratories of the RCA Victor Company, at Camden, comes word of the development of a tiny two-way radio telephone and telegraph receiver and transmitter, in one unit, for emergency and mobile communications over short distances.

The new RCA Victor Transceivers, as they have been named, will find a ready use in the police work of large cities where mobility and adaptability are especially important. They can easily be placed in police emergency wagons for use in handling large crowds or answering riot calls. By this new means, police reconnoitering a disorderly mob, or a building harboring desperate criminals, could maintain continuous contact with a central base of operations from which instructions can be issued to meet changing conditions.

In fire fighting, the new Transceivers are especially use-ful for communication between firemen in the interior of a burning structure and the officers directing operations outside. It is often necessary to send firemen into a burning building to warn their comrades to leave when the walls show dangerous signs of crumbling. Because of their negligible weight (22 pounds) and size, the Transceivers can easily be strapped to a man's back without hampering his movements.

The new units may be called on to play another interesting role in the subway transportation systems. In subway disasters, similar to the kind that have occurred in the last few years, it is imperative that workers in the tunnels be in communication with surface rescuing parties. In the past, it has been necessary to run long telephone wires through the streets and drop them into the tunnel, with a great loss of valuable time. The Transceivers would be a solution to this problem.

Recently, the New Jersey Forestry Service acquired a number of the new Transceivers as of invaluable aid in spotting and reporting forest fires. Very instructive tests have also been made with communication between the front and rear of long freight trains It was found that substantial savings in time can be effected by the little Transceivers in this way. The U. S. Army too, has shown great interest in the RCA Victor Transceivers and has made numerous successful experiments with them in Army manoeuvers. Transceivers have even been placed in saddle bags, with a cavalry officer holding the antenna like the long lance of the crusaders.

The operation of the Transceivers is simple. The changeovers from "transmit", "receive" and "telegraph" positions are
accomplished with a single changeover key switch. The circuit of
the Transceivers is of the super regenerative type which has been
found to be most efficient below 10 meters. The tubes, which include
three RCA-230s and an RCA-231, have interchangeable functions in the
circuit. In the transmit position, two RCA-230s act as oscillators
in a push-pull circuit with an RCA-231 as modulator and an RCA-230
as audio amplifier. In the receive position, the two-230 tubes act
as oscillating super regenerative detectors and the other -230 tubes
act as the first audio amplifier, with the -231 as an output amplifier. For code transmission, the -230 speech amplifier oscillates
at an audio frequency of approximately 1000 cycles which is keyed
with a telegraph key.

The antenna is usually of the di-pole type, each section being approximately 1/4 wavelength long, which for five meter transmission is about 40 inches. For plane, auto and other mobile use, it may be desirable to utilize a zeppelin antenna with a transmission line. The units have a range up to three miles, depending on the nature of the surrounding terrain, although it is possible to increase this range by raising the transmitter to a greater height about the ground.

The extremely low wavelength and low power of the transmitter insure against any interference with existing radio services, all of which, with the exception of experimental television broadcasting, operate at higher wavelengths and much greater power.

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#### NBC NEW COMMERCIALS

NEW - Centaur Co. (Fletcher's Castoria), New York City;
Agency - Young and Rubicam, Inc., New York City; Starts October 6,
1932 for 13 weeks, Thursday, 11:30-11:45 A.M., EST, Basic Red Network.
Program - "Radio Household Institute" - dramatic household sketch.

NEW - Centaur Co. (Fletcher's Castoria), New York City;
Agency - Young and Rubicam, Inc., New York City; Starts October 2nd
for 13 weeks, Sundays, 5:30-6:00 P.M. EST, Basic Blue Network;
Program - "Pages of Romance" - dramatic and musical.

## LONGER LICENSE PERIODS FAVORED

Commissioner Lafount has recommended to the Legal Division of the Federal Radio Commission that the terms of licenses issued by the Commission be extended as follows: Broadcasting, from six months to one year; commercial, from one year to two years; amateur, from one year to three years.

"I believe the time is at hand when we should give stability to broadcasting by issuing licenses for at least one year ", Mr. Lafount said. "It would have a very salutary effect upon the entire radio industry. This action would bring about a commensurate reduction in the routine functions of the Commission's staff.

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# MAJESTIC OFFERS NEW FORD AUTO RADIO

A new and especially designed auto radio for the Ford has been designed and built by Grigsby-Grunow Company.

"With one exception, it will be the first time that Ford has put the stamp of approval on an accessory permitting the name of the manufacturer to appear in the advertising and on the product", the Majestic announcement states.

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#### MADRID CONFERENCE AT VOTING IMPASSE

The end of the fifth week of its sessions finds the International Radio Conference still ready to vote but it does not know how. Great Britain, France and Holland persist in demanding a vote for each of their colonies while the United States and other nations are standing firm for one vote per nation.

With the delegates of the 125 nations represented, unable to settle any of the problems of the conference, in an apparently insoluble difficulty, the Polish delegation, amid laughter, remarked:

"We will accept any solution so long as it obtains a unanimous vote of the nations."

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#### NEW MICROPHONES TO BE USED IN METROPOLITAN BROADCASTS

Metropolitan Opera will be brought to the radio audience this year with greater fidelity than ever before through the new velocity or "ribbon" microphones which the National Broadcasting Company will install in the Opera House.

These new microphones were recently perfected by the RCA-Victor Company and are far ahead of the present standard microphones in fidelity of sound reproduction.

Velocity microphones eventually will become standard equipment for NBC broadcasts, O. B. Hanson, NBC Manager of Technical Operation, believes, but they cannot be put into all studios immediately because they require an entirely new production and control technique, which in turn will require many weeks of experimental work.

Unlike existing types, the velocity microphone utilizes a sensitive ribbon, of duralumin, instead of diaphragm, the engineer said. This ribbon, two ten thousandths of an inch thick, vibrates exactly with the minute variations of the air particles set in motion by the sound waves.

Studio sound effects, for instance, will have to be completely revised when the new microphones become standard equipment, Mr. Hanson said. Whereas the rattling of a bunch of keys sounds like tin cans bouncing on a rocky road through the old "mikes", with a velocity microphone, it will sound like the rattling of a bunch of keys.

Another important feature of the velocity microphone is that it is "two-faced", thus picking up artists from either side of the "mike" with equal facility.

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#### CBS NEW AND RENEWED CONTRACTS

Canada Dry Ginger Ale, Inc.; Agency: N. W. Ayer & Son, Inc.; Program - Musical with master of ceremonies, Sunday, 10:00-10:30 P.M., Thursday, 8:15-45 P.M., Basic - Montreal, Toronto, Minneapolis, Atlantic City.

Corn Products Refining Co. (Linit); Agency - E. W. Hellwig Co.; Program - "Fred Allen's Bath Club Revue", Sunday, 9:00-9:30 P.M.; Basic, Don Lee, 26 supplementary stations.

## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 28 - Herman Radner, Lansing, Mich., C.P. for new station to use 880 kc., 100 w., unlimited hours; Joseph DePalma, Jeanette, Pa., C.P. for new station resubmitted to request 590 kc., 250 w. daytime hours and changes in equipment; WSAJ, Grove City College, Grove City, Pa., license to cover C.P. issued July 1, 1932, new transmitter and local change of location; KCMC, North Mississippi Broadcasting Corp., Texarkana, Ark., install automatic frequency control; WTRC, The Trust Publishing Co., Inc., Elkhart, Ind., C.P. to make changes in equipment and increase operating power from 50 to 100 w.; KECA, Earle C. Anthony, Inc., Los Angeles, Calif., modification of license to change frequency from 1430 to 780 kc., requests facilities of KTM, Los Angeles, Calif., and KELW, Burbank, Calif.; KSEI, Radio Service Corp., Pocatello, Idaho, license to cover C.P. issued March 8, 1932, for change in equipment, frequency and power.

# Applications Other Than Broadcasting

Pioneer Mercantile Company, Bakersfield, Calif., new C.P. for 1550 kc., 500 w., sound track in connection with visual broad-casting; Charles Shannon Breeding, Glendale, Calif., new C.P. for 278 kc., 15 w., airport station; Northern Radio Co., Seattle, Wash. new C.P. for all experimental frequencies, power up to 1000 watts; also, portable in State of Washington, new C.P. for all experimental frequencies, power up to 1000 w. There were also received 9 applications for renewal of licenses from Federal-State Marketing Service (point-to-point telegraph licenses), two from American Telephone & Telegraph Co. (Point-to-point telephone licenses), and 79 applications for amateur station licenses.

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#### DECISIONS OF THE FEDERAL RADIO COMMISSION

# Applications Granted (Sept. 29, 1932)

WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, modification of license to change specified hours of operation to as follows: 10 A.M. to 1 P.M., 4:30 to 9 P.M.; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., extension to Dec. 1st of special authority for station to remain silent; KSOO, Sioux Falls, Broadcast Association, Inc., Sioux Falls, S. Dak., authority to operate simultaneously with WRVA, Richmond, Va. on 1110 kc. with 2500 w. specified hours in order to broadcast speeches by Governor Olson by remote control from Station KSTP, St. Paul, Minn., 200 miles distant; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special authorization to operate from 1:15 to 2 P.M., CST, Oct. 1 and 3, provided Station KFDY, remains silent; WHA, University of Wisconsin, Madison, Wis., renewal of license for the regular period; WISN, American

Radio News Corp., Milwaukee, Wis., renewal of license for the regular period; KWSC, State College of Washington, Pullman, Wash., renewal of license for the regular period.

Also, WLCM, Mackay Radio & Telegraph Co., New Orleans, 60 day authority pending receipt of formal application to operate station aboard steamer "Texan", 100 w., frequency in accord with Rule 285-A; WTDI, New York Shipbuilding Co., Camden, N. J., 60 day authority to operate station aboard cruiser "Indianapolis", 2 kw., frequencies 145, 160, 375, 500 kc.; City of Philadelphia, Police Dept., mobile on police scout car, C.P. for emergency police service, 2470 kc., 25 w., experimentally for 90 days; City of Phoenix Police Department, C.P. modification of license to increase power from 300 to 500 w., frequency 2442 kc.; KGPP, City of Portland, Bureau of Police, Portland, Oreg., modification of license to increase power from 300 to 500 w., frequency 2442 kc.

Also, Carleton D. Haigis: W3XAF, W3XAE, portable, initial location, Gloucester City, N. J., general experimental license, frequencies: 27100, 34600, 41000, 51400, 60000-400000, and above, 250 w., expiration date Oct. 1, 1933; W4XAD, Durham Life Insurance Co., portable and mobile, granted general experimental license, 60000-400000 kc., 15 w., expiration date October 1, 1933; WPET, City of Lexington, Police Department, Lexington, Ky., license for police service, 1712 kc., 100 w.; KOS, Press Wireless, Inc., Honolulu, T. H., license for point-to-point telegraph service: frequencies, 7340, 7355, 7820, 7850, 8810, 10010, 15580, 15610, 15640, 15670, 15730, 15700, 15850, 15610, 15640, 15670, 15730, 15700, 15850, 15910, 18560, 20800, 16255, 17440, 14635 kc., 750 w., to expire December 1, 1932; Boeing Air Transport, Inc.: KHBXC, KHBZA, NC-725-W, NC-10225-M, consent to voluntary assignment of license to National Air Transport, Inc.

# Action On Examiners' Reports

Hugh J. Powell and Stanley Platz, doing business as Powell & Platz, South Coffeyville, Okla., case reconsidered, withdrawn from docket and applicant granted permission to move station from South Coffeyville, Okla. to Coffeyville, Kans., and to increase power from 500 w. to 1 kw day, 500 w. night, sustaining Examiner E. W. Pratt; Iowa Broadcasting Co., Clarinda, Iowa, granted C.P. to move station to Des Moines, using same facilities, i.e., 1370 kc. 250 w. day, 100 w. night, unlimited time, sustaining Chief Examiner Ellis A. Yost; Edmund G. Hilger, Little Rock, Ark., denied C.P. for new station to use 890 kc., 250 w., unlimited time, sustaining Examiner R. H. Hyde; Arkansas Radio & Equipment Co., Little Rock, Ark., granted renewal of license on 890 kc., with 250 w., unlimited time, sustaining Examiner Hyde. Denied C.P. to install new equipment and to increase day power from 250 to 500 w., reversing Examiner Hyde.

Also, <u>Pennsylvania State College</u>, State College, Pa., <u>denied</u> renewal of license to operate on 1230 kc., 500 w., specified hours, sustaining Examiner R. H. Hyde; applicants failed to appear at hearing; <u>Peter Goelet</u>, Chester Township, N. Y., <u>granted</u> C.P. for new station to operate on 1210 kc., 50 w., specified hours,

total 8 hours per week, sustaining Chief Examiner Ellis A. Yost; WMRJ, Peter J. Prinz, Jamaica, N. Y., denied renewal of license to continue operating on 1210 kc., 100 w., sharing with WJBB, WJBI, and WFAS, sustaining Examiner Yost.

# Miscellaneous

KTW, First Presbyterian Church of Seattle, Wash., granted temporary license for 30 days, pending investigation; WCAD, St. Lawrence University, Canton, N. Y., granted temporary license for 30 days; KDG, Press Wireless, Inc., Chicago, Ill., application for modification of license requesting additional frequency of 19340 kc was dismissed at request of applicant.

The following stations were given until October 31, 1932, to install new monitoring equipment to comply with Rule 145: KCRJ. Enid, Okla.; KFBL, Everett, Wash.; KGCR, Watertown, S. Dak.; KGEK Yuma, Colo.; KGFX, Pierre, S. Dak.; KGVO, Missoula, Mont.; KMA, Shenandoah, Iowa; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KUMA, Yuma, Ariz.; KWKC, Kansas City, Mo.; KXL, Portland, Oreg. KXO, El Centro, Calif.; WBMS, Hackensack, N. J.; WBTM, Danville, Va.; WCBD, Zion, Ill.; WCBS, Springfield, Ill.; WHDL, Tupper Lake, N. Y.; WKBH, La Crosse, Wis.; WRAK, Williamsport, Pa.; WAWZ, Zare-phath, N. J.; KPOF, Denver, Colo.; WWRL, Woodside, N. Y.; KFEL, Denver, Colo.; KGEZ, Kalispell, Mont.; KGNF, North Platte, Nebr.; WCAX, Burlington, Vt.; WERE, Erie, Pa.; WFAS, Yonkers, N. Y.; WHBC, Canton, Ohio; WOCL, Jamestown, N. Y.; WORK, York, Pa.; KFJM Grand Forks, N. Dak., KSTP, St. Paul, Minn., and WCAL, Northfield, Minn.

The Commission announced that the following frequency monitors have been tested and approved up to date for use of broadcast stations for the purpose of complying with Rule 145:

DeForest Radio Co., ABM-106 Model A.; General Radio Co., Oscillator Type 575-D; Deviation Meter Type, 581-A; Quartz Plate, Type 376-J; Western Electric Co., 1-A; Oscillator 700-A modified; RCA Victor Company, EX-4180; Doolittle & Falknor, FD-1; Bremer Broadcasting Corp., A; International Broadcasting Equipment Co., Type 60; Piezo Electric Laboratories, PM-125-A; Pillar of Fire, A.

In approving the monitors the Commission expects that this auxiliary equipment will be used by all broadcast licensees and will not accept as satisfactory explanations of any frequency deviation which occur simply on the basis that it was not indicated by the monitor.

# Amateur Licenses

The Commission also granted licenses for 386 amateur stations, of which 60 were new, 267 renewals, and 59 modifications.