

# HEINL RADIO BUSINESS LETTER

General Broadcasting Company, Inc.  
GENERAL LIGHTS  
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INSURANCE BUILDING

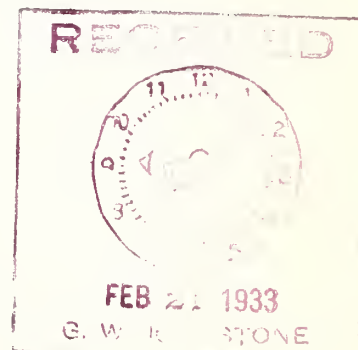
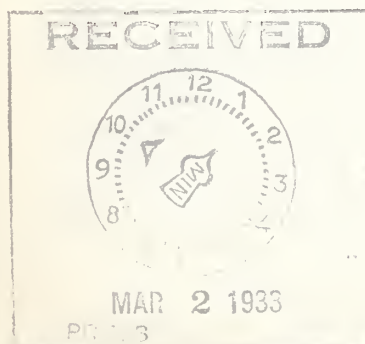
WASHINGTON, D. C.

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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. 601



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

## BROADCASTERS ASSOCIATION IN EXECUTIVE SESSION HERE

The Board of Directors of the National Association of Broadcasters is holding an executive session at the Hotel Washington, this city, for the consideration of several important matters confronting the association, among them the definition of a policy to be followed in preparation for the forthcoming North American allocation conference, to be held in the early Spring in Mexico City.

The Board also will give attention to a communication from the American Society of Composers, Authors and Publishers advising that the copyright owners are as dissatisfied with the present license arrangement as are the broadcasters. It is believed that the Association may come to some conclusion regarding the advisability of setting up its own musical copyright machinery during this meeting.

There are several other questions to be reckoned with - an important one being the financing of the Composers fight. The NAB Commercial Committee will present a standard form of contract for spot advertising which was prepared by the American Association of Advertising Agencies for the board's approval.

It is understood that several routine matters and the copyright situation were discussed at today's session. The meeting is behind closed doors.

Alfred J. McCosker, WOR, Newark, N.J., president of the National Association of Broadcasters, is presiding.

All of the members of the board, save Lee Fitzpatrick, of WJR, Detroit, are voting. The membership includes John Shepard, III, WNAC, Boston, Mass.; Arthur B. Church, KMBC, Kansas City, Mo.; J. Thomas Lyons, WCAO, Baltimore, Md.; Lambdin Kay, WSB, Atlanta, Ga.; L. B. Tyson, KHJ, Los Angeles, Calif.; I. Z. Buckwalter, WGAL, Lancaster, Pa.; J. T. Ward, WLAC, Nashville, Tenn.; W. W. Gedge, WMBC, Detroit; Donald Flamm, WMCA, New York; Gardner Cowles, Jr., WIAS, Des Moines, Ia.; William S. Hedges, WMAQ, Chicago; Henry A. Bellows, WCCO, Minneapolis, Minn.; Quinn Ryan, WGN, Chicago; E. B. Craney, KGIR, Butte, Mont.; H. K. Carpenter, WPTF, Raleigh, N.C.; Walter J. Damm, WTMJ, Milwaukee, Wis.; and George F. McClelland, WEAf, New York.

Oswald F. Schuette, in charge of copyright activities for the Association, and Philip G. Loucks, executive secretary, were also present.

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## CONFEREES ON DAVIS BILL MEET TUESDAY MORNING

The Senate and House conferees on the Davis Bill (H.R. 7716) will meet again tomorrow (Tuesday) morning for further consideration of the measure. It is quite safe to assume that an agreement between the conferees will result although it may be necessary to have still another meeting.

Agreement has been reached on many sections of the bill. One of the sections still under discussion is Section 14, concerned with the use of the broadcasting stations by political candidates.

The conferees are Senators Couzens, Watson, Fess, Smith and Dill. The House conferees are Representatives Davis, Lehlbach and Bland.

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## DILL DRAFTING COMMUNICATIONS BILL

Senator C. C. Dill, of Washington, is at work on a communications bill which he expects to submit to the new Congress shortly after it meets.

Radio, telephone, telegraph and cable - but not power - will be regulated by a commission, composed of three members if Senator Dill's proposal is acceptable to the Congress. President-elect Roosevelt is said to be definitely committed to such a commission.

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## PACIFIC COAST STATIONS REDUCE FEES FOR MESSAGES TO SHIPS

Charges for messages sent through Pacific Coast radio stations to and from ships at sea have been reduced through a regrouping of the forty-eight States in four zones, it was announced by the Western Union Telegraph Company and the Radiomarine Corporation of America, which are affiliated in the ship-to-shore service. The new rates are effective March 1.

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"The Attitude of Publishers on Radio Broadcasting" will be discussed by E. H. Harris, of Richmond, Ind., chairman of the American Newspaper Publishers Association Radio Committee on Wednesday, February 22, at the meeting of the Inland Daily Press Association to be held in the Hotel Morrison, Chicago.

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## RECEPTION OF LEAGUE REPORT SETS RADIO RECORD

Radio operators of The New York Times broke one of their records last Friday by copying the 15,000 words of the Manchurian report of the League's Committee of Nineteen.

The report was broadcast to the world by short-wave wireless from Geneva. It was the longest message in time duration, as well as in words, ever intercepted by The Times radio men.

Transmission began at 9 a.m., New York time, and at 7:22 p.m. all the words had arrived through the air from Switzerland. The wave used for transmission to the United States was 20.64 meters, while another transmitter operating on the 38.47 meter channel projected the waves into the Far East. The former wave is suited for transmission through daylight. The latter channel gives the best results at night.

Soon after night surrounded the Alps and the shadow of darkness swept westward, the 20.64 meter waves began to weaken in New York. So the operators, at 2:45 o'clock in the afternoon, switched to the 38.47 meter channel and the strong signal was restored.

The operators took every precaution not to miss any part of the fleeting sentences. To guard against any ill effects from absorption by the skyscrapers in the Times Square district a special doublet antenna was erected on a roof in Astoria. There the signal was plucked from space, amplified and relayed over a telephone "tone line" direct to the radio room of The Times Annex Building, on Forty-third Street, New York.

Two operators wearing ear-phones copied the words on typewriters. At the same time an automatic recorder reeled off the dots and dashes, and a tiny pen inked the electric impulses on a paper tape. This system served as a triple check on accuracy.

Radio men called attention to the fact that in the days before short wave wireless such dissemination of information on an international scale would have required a much longer time. Long waves would have difficulty in reaching all nations, whereas the short waves encircle the world, taking the report direct to the Orient at the same time it reaches the United States.

Radio men give credit to the modern development of vacuum tubes for the success both in transmission and reception of the Geneva message.

## EXAMINER RECOMMENDS SYNCHRONIZATION

A recommendation to the Commission, signed by Chief Examiner Ellis A. Yost, is that the applications of WBBM, Chicago, and KFAB, Lincoln, Nebraska, to modify their licenses in order that the stations can synchronize with each other at specified night hours and to install automatic frequency control be granted.

Mr. Yost said:

"Should the experiments prove to be a success they would account for one of the most important and advanced steps in radio engineering which has taken place in recent years.

"Based on prior experiments and accepted engineering knowledge, it is believed that the proposed system of synchronization, together with the capable manner in which it will be operated, has more than an equal chance of proving successful", he declared.

The synchronous experiments would be conducted by the executives and engineers of the applicants of the Columbia Broadcasting System and the Bell Telephone Laboratories, Inc. From them it is believed that considerable knowledge will be added on the subject of common frequency broadcasting. If permission to make the experiments is granted, it is expected to prove their practicability or impracticability.

Assignments of both stations at present include 770 kilocycles frequency, 25 watts power, simultaneous day operation, but sharing time at night with each other.

Continuing, Mr. Yost said:

"The programs which stations WBBM and KFAB would broadcast while synchronized would be of a high order and would provide Columbia programs for a large number of listeners who do not now receive these programs in a satisfactory manner from any other broadcasting station.

"The Chicago area is the second most important in the country to the Columbia Broadcasting System, and these synchronization experiments would provide an outlet for its programs during the hours between 10 p.m. and midnight, thus providing continuous Columbia service to millions of people in the Chicago area who do not now receive such a service.

"The synchronization experiments proposed by the applicants are materially different from any synchronization experiments heretofore undertaken under practical operating conditions."

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## INDICTS RADIO CRITICS

Mike Porter, New York Evening Journal "Aircaster", appraises radio critics thus:

"More than fifty per cent of today's so-called radio critics have graduated from office boy jobs on newspapers because unimaginative managing editors, in the early days of radio, assigned callow, untrained youths to the handling of programs. Eventually, these youths became radio editors and inevitably set themselves up as oracles and experts, even though they were, and still are, totally ignorant of more than a casual smattering of music, drama, history, comedy and most of the other phases of ether entertainment."

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## CROSLEY SALES UP

Powel Crosley, Jr. reports his concern manufactured and sold more radio receiving sets during the first month of 1933 than during any other January since 1927.

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## POLICE RADIO SUMMARY AVAILABLE

The Federal Radio Commission has just issued a summary of its police radio work, giving all the rules and regulations, and showing how the police system operates. Copies may be had for the asking.

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## MURDER TRIAL BROADCAST

What is believed to have been the first radio broadcast in Ohio of a first degree murder trial took place in Dayton late last week when WSMK, Dayton station, broadcast final days of such a trial from the common pleas court room of Judge Robert C. Patterson. The case broadcast was that of Virgil Dackin being tried for the first degree murder of A. W. Dare, manager of a shoe store, during an attempted holdup.

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Representative Ewin L. Davis, chairman of the House Merchant Marine, Radio and Fisheries Committee, introduced a license fee bill (HR 14688) in the House last week. It is much on the order of the Dill license fee bill, and has little or no chance during this session of Congress.

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## WOR CELEBRATES ELEVENTH ANNIVERSARY

Old time moving pictures, photographs and movies of old time automobiles, pictures of any old time scenes, afford us much amusement and such relics have been heard and seen a great deal of late.

Always in the lead in providing novelties for his listeners, "Hollywood" McCosker, managing director of WOR, Newark, in celebration of the eleventh anniversary of the founding of the station on Thursday night, February 23, will invite the radio audience to listen in at 9 o'clock on a reproduction of the first program ever broadcast by WOR. The station's original, primitive equipment will be used.

In addition to this, "Hollywood" will polish off his silk topper and broadcast his first speech since he was elected president of the National Association of Broadcasters. Gov. A. Harry Moore, of New Jersey, will speak, as will Robert Clothier, president of Rutgers University and Edward Bamberger, president of the Bamberger Broadcasting Service.

When WOR began operation eleven years ago it was broadcasting on 250 watts power but today uses 50,000 watts, being one of the most powerful stations in the United States. In the beginning the little old haywire set-up probably didn't cost more than a few hundred dollars but today its owners, Messrs. Strauss, of R. H. Macy & Company, New York, are said to value it at about \$9,000,000.

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### R.C.A. COMMON STOCK MAILED LAST NIGHT

Common stock of the Radio Corporation of America, valued at \$25,000,000 was mailed from Wilmington, Delaware, shortly after last midnight, to 234,000 stockholders of the General Electric Company and the Westinghouse Electric and Manufacturing Co. Under last November's consent decree, signed in Federal Court at Wilmington in the Government's anti-trust suit against the Radio Corporation, General Electric and Westinghouse, the two latter companies must divest themselves by tomorrow of substantially one-half of their radio holdings by ratable distribution to stockholders.

The task of transferring 6,040,789 shares of Radio common to the stockholders has been in progress for the last month, 150 clerks being engaged in the work. Postage was in the neighborhood of \$50,000 and \$241,631 was spent for revenue tax stamps.

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## NBC NEW AND RENEWAL ACCOUNTS

New, Lady Esther Company (Cosmetics), Chicago, Ill.  
Agency: Stack-Goble Advertising Co., 910 So. Michigan Ave.,  
Chicago, Ill. Starts Feb. 16, 1933 for 13 weeks.  
Time: Thursdays, 9:30 - 10:00 p.m. Network: Basic Blue exc.  
Cincinnati WMAL and WSYR. Program: Wayne King and his  
Orchestra - talk on cosmetics by Lady Esther.

Renewal, J. A. Folger & Co. (Coffee), Kansas City,  
Mo. Agency: Blackett-Sample-Hummert, Inc., Chicago, Ill.  
Starts Feb. 27 for 9 weeks. Time: Mon to Fri. incl., 3:00-  
3:15 p.m. EST. Network: WOC WHO WOW WDAF KSTP WEBC KVOO  
WKY WBAP WOAI. Program: "Judy and Jane" - script show of  
interest to women with incidental music.

Renewal, Household Finance Corp. (Small loans), Chi-  
cago, Ill. Agency: Charles Daniel Frey Co., Chicago.  
Starts Feb. 3, 1933 for 13 weeks. Time: Tuesdays, 9:00 -  
9:30 p.m. EST. Network WJZ WBZ WBZA WBAL WHAM KDKA WJR WMAQ  
WKW WREN KSO WSYR Program: Household Musical Memories -  
concert orchestra with Edgar Guest and various guest artists.

New, George A. Hormel & Co. (Foods), Austin, Minn.  
Agency: Batten, Barton, Durstine & Osborn, Inc. Starts  
Feb. 20, 1933 for 13 weeks. Time: Mon., Tues., Wed. Sat.  
5:15-5:30 p.m. PST. Orange network. "Round the World Club"  
- children's dramatic show with music.

Renewal, The Calsodent Company (Calsodent Mouth Wash),  
315 Fifth Avenue, New York City. Agency: J. Walter Thompson  
Company, 420 Lexington Ave., NYC. Starts March 14, 1933 for  
52 weeks. Tuesdays, 9:45 - 10:00 a.m. EST. WJZ WBAL  
Program: "Mouth Health" - talk by Marley Sherris.

Renewal, Larus & Brother Company (Edgeworth Tobacco),  
Richmond, Va. Agency: Batten, Barton, Durstine & Osborn,  
383 Madison Avenue, NYC. Starts March 15, 1933 for 13 weeks.  
Wednesdays 10:00-10:30 p.m., EST. Network Basic red, NW. Mt.  
Orange. Program: "Corn Cob Pipe Club of Virginia"

New, The Best Foods, Inc. (Hellman's Mayonnaise),  
88 Lexington Ave., NYC. Agency: Benton & Bowles, Inc., 444  
Madison Ave., NYC. Starts March 10, 1933 for 39 weeks.  
Time: Fridays, 9:00-9:30 p.m. EST over Basic red., exc. WOC  
WHO, WOW. 12:30 - 1:00 a.m., EST. to Orange KFSD KTAR KOA  
KDYL. Program: "Hellman's Musical Grocery Store - Tom Howard".  
Tom Howard, comedian, 16 piece orchestra under direction Harry  
Salter, Jeannie Lang, blues singer, a cast of actors and Ken  
Christie's quartet.

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# APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

## Broadcasting Applications

WLEY, Carl S. Wheeler, trading as The Lexington Air Station, Lexington, Mass., voluntary assignment of license to Albert S. Moffat; KFAC, Los Angeles Broadcasting Co., Los Angeles, Calif., voluntary assignment of license to Los Angeles Broadcasting Co., Inc.; KFVD, Los Angeles Broadcasting Co., vol. assign. of license to Los Angeles Broadcasting Co., Inc.; KGIX, J. M. Heaton, Las Vegas, Nevada, CP for new 100-watt transmitter; amended to request change of transmitter and studio locally to Palace Theatre Bldg. and make changes in equipment;

New, Portland Maine Publishing Co., Portland, Me., CP for new station to use 1340 kc., 500 w., unlt. time; amended as to equipment to be used; WNBW, Inc., Carbondale, Pa. mod. of CP granted Aug. 18, 1932 to extend dates of commencement and completion to Feb. 15, 1933 and June 15, 1933, respectively; to change transmitter and studio location to U.S. Route No. 6, Jermyrn Borough, Pa., changes in eqpt. and extend date of commencement and completion.

## Applications - Other Than Broadcasting

KHX, Libby Communications, Inc., Island of Oahu; KHY, Island of Molokai, renewal of license for coastal harbor station; KGOS, Island of Oahu; KGOT, Mauna Loa, Molokai, T.H., renewal of license for point-to-point telegraph station; WKDL, KHAMN, mod. of license for auth. to handle paid communication traffic between aircraft and ground station; Aeronautical Radio, Inc., Evansville, Ind., new CP for 3222.5, 3232.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 6612.5, 5632.5 kc., 50 w. aeronautical; Mackay Radio & Telegraph Co., Inc., New York, CP for 61,240, 69,120 kc., 200 w., pt. to pt. telegraph station; Sayville, N.Y., CP for 69,000 kc., 250 w. pt. to pt. telegraph station; Southampton, N.Y., CP for 61,000, 61,120 kc., 250 w., pt. to pt. telegraph station; Aeronautical Radio, Inc., four licenses covering CP for portable and mobile general experimental station.

The following applications for renewal of broadcasting licenses have been resubmitted:

KFOX, Nichols & Warriner, Inc., Long Beach, Calif., 1250 kc., 1 kw., unlt. time; KFEL, Eugene P. O'Fallon, Inc., Denver, Colo., 920 kc., 500 w., shares KFXF; KGBZ, Dr. George R. Miller, York, Nebr., 930 kc., 500 w., 1 kw., LS, shares with KMA; WGCP, May Radio Broadcast Corp., Newark, N.J., 1250 kc., 250 w., shares WODA, WAAM; WNOX, Inc., Knoxville, Tenn., 560 kc., 1 kw., unlt.; WFLA-WSUN, Clearwater and St. Petersburg Chambers of Commerce, Clearwater, Fla., 620 kc., 250 w., 500 w. LS, unlimited time.

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