

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

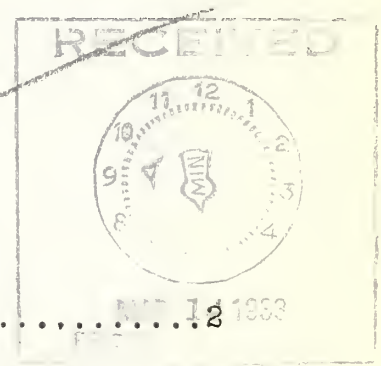
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ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

1933

Desk

Miss Spurgeon



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No. 605

## RADIO LEGISLATION ON SHELF FOR THE PRESENT

Although there are dozens of radio matters to be considered by the new Congress the entire subject has been shelved until more important legislation is out of the way. The emergency banking bill took precedence over everything else and banking will continue to be the most pressing problem of the 73rd Congress until permanent legislation has been passed.

Senator C. C. Dill, of Washington, has succeeded Senator James Couzens, of Michigan, as chairman of the Interstate Commerce Committee. Senator Dill will be one of the outstanding figures in radio in the new administration. As a member of the minority party for the past several years, he has been particularly active. Now that his party is in power he is expected to virtually take charge of radio legislative problems. Senator Wallace White, Jr. who has been equally active where radio is concerned will also be a member of the committee.

Senator Dill wrote the Radio Act of 1927 in cooperation with Senator White, then serving in the House of Representatives. Both became interested in radio while attending to matters for their constituents back in the early days, long before legislation was deemed necessary to take care of the licensing of stations, etc. They were familiar figures around the old Department of Commerce radio headquarters.

With the breaking down of the old law in 1926, Senators Dill and White were quick to see the imperative need of governmental control of the air and so drafted the legislation which, with few changes, became the Radio Law.

Senator Dill is at work on a bill providing for a Communications Commission to include telegraph, cable and telephone as well as radio which he will introduce later in the session.

Since President Hoover let the Davis bill amending the Radio Act of 1927 go by way of pocket veto - largely because of protests from Senator White, who objected to the appeals and foreign directorate sections - and the Federal Radio Commission considers necessary some of the provisos of that bill, it is quite likely that a number of the matters will be brought up again in the new Congress, in separate bills or in an omnibus bill. Senator Dill may have plans for taking care of several of the more important matters in his Communications bill, such as procedure for hearings, the appeals section, etc.

## UNION HEAD APPEALS TO SWANSON TO KEEP SERVICE BANDS OFF AIR

Joseph N. Weber, president of the American Federation of Musicians, asked Secretary of the Navy Swanson to continue the order promulgated by his predecessor limiting broadcasts of the Navy and Marine bands to special occasions.

In his letter, Mr. Weber pointed out that his organization has "consistently protested against the use which the Navy Department has for many years permitted the broadcasting industry, other commercial enterprises and individuals of wealth and position to make of these Government instrumentalities".

"We are confident", he continued, "that to put these bands into the service of commercial corporations operating for profit or of private individuals is in direct violation of the Federal statutes, designed to protect the rights of private citizens to earn their livelihood free from competition with those on the government pay roll whose livelihood is guaranteed by the public treasury."

He also charged that the Navy Department had pursued a ruthless course and heartlessly ignored the privations of thousands of unemployed musicians. He further pointed out the question is broader than that which affect the use of the Navy and Marine Bands, adding that they were only 2 of 56 bands under the Navy Department, while the War Department controls 89.

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## RADIOS FOR SIGHTLESS

"Here's a free idea for the makers of radios", says Julia C. Stimson, Walter Reed Hospital. "The knobs should have a deep notch in them or some other tangible mark for the benefits of sightless listeners or those who must find stations by the feel."

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## DEPRESSION BRINGS ENLARGED RADIO AUDIENCES

The movie box offices were reported to be off \$1,000,000 a day during the past week's crisis.

There was a silver lining to the cloud for the radio people insofar as a greatly enlarged audience was concerned. Those ordinarily at the movies or at other places of amusement, such as billiard parlors, bowling alleys, or night clubs where money had to be spent were for the first time in many a moon at home looking for something



to do which wouldn't cost a penny.

The result was that hundreds of thousands of listeners were clustered around their radio sets, and are still sitting by them these nights when the coin of the realm is scarce. Many are those who had grown tired of radio as a source of entertainment for an evening. They were delighted when they discovered over again that such a vast quantity of free entertainment could be had.

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#### ED WYNN'S CHAIN ABOUT READY TO OPERATE

Programs may be distributed by the Amalgamated Broadcasting Company, a new chain in which Ed Wynn is interested, in a few cities on the eastern seaboard including New York, Philadelphia, Wilmington, Del., Baltimore and Washington. The New York outlet is not yet settled although the Amalgamated Company hopes to reach an agreement with Station WMCA, New York. The other stations are WPEN, WDEL, WCBM and WOL. The backers are said to be the Kunsky-Trundle Co., Detroit.

Ed Wynn will select the talent and may appear on the air after his contract with NBC expires on various programs originated by the new chain.

Western Union lines are being used, rather than the usual A. T. & T. circuits.

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#### COLUMBIA'S NEW AND RENEWED ACCOUNTS

Renewal - Wyeth Chemical Co. (Jad salts). Agency: Blackett-Sample-Hummert Co. Script and music. 8 basic and Canadian stations.

Renewal - F. W. Fitch Co. (Shaving cream), L. W. Ramsey Co. (Probably Wendell Hall\*) Sunday 2:00-2:15 p.m. 4 stations.

Renewal - Acme White Lead & Color Works. Henri, Hurst and McDonald. Smiling Ed McConnell - Sunday 2:00-2:15 p.m. 13 basic, plus 13 stations.

Renewal - Sterling Prod. (Phillips Dental Magnesia), Blackett-Sample-Hummert, Inc. Lyman Orchestra. Tues. Wed. and Thurs. 8:45-9:00 p.m. 21 basic stations, plus Minn.

Renewal - A. S. Boyle Co. Blackett-Sample-Hummert, Inc. Old English Floor Wax Program - Sunday 1:30-2:00 p.m. 12 basic, plus 3 stations.

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## U.S. DAILY SUSPENDS OPERATION

After seven years of existence, the United States Daily suspended publication with its issue of March 6. The paper was started March 4, 1926, under the guiding hand of David Lawrence of The Consolidated Press, who owned a controlling interest in the \$1,000,000 corporation organized to launch the publication.

The last issue carried the following announcement:

"Owing to the economic depression and recent developments in the general banking situation, The United States Daily is unable to continue publication and, therefore, suspends with this issue. It is hoped that means will be found to resume publication at a later date."

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### WESTERN ELECTRIC TO INSTALL THREE MORE 50 KILOWATT TRANSMITTERS

Station WHAM, Rochester, which opened its new transmitter with the inaugural broadcast on March 4, is the fourth station to go on the air in the last six months with a Western Electric broadcast transmitter.

All of these stations, including WHAM, employ 50 kilowatt transmitters. The others are WCCO, Minneapolis, which opened on September 15; KSL, Salt Lake City, which opened on October 29 and WHAS, Louisville, which opened on October 12.

Three more stations have contracted for broadcasting equipment of the same type. They are WOR, Newark; WSB, Atlanta; and KVOO, Tulsa. These stations are expected to go on the air with their new equipment during the year.

The debut of WHAM's transmitter marked a milestone for the Western Electric organization. It signaled the completion of the 275th transmitter produced by that Company for commercial broadcasting purposes. The first was WWJ, The Detroit News, installed on January 31, 1922.

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### RCA BID FOR DEFUNCT DE FOREST CO. ORDERED ACCEPTED

Federal Judge Guy L. Fiske ordered that the bid of \$500,000 by the RCA for the DeForest Radio Co., of Passaic, be accepted. A group of stockholders protested the action, but Leslie S. Gordon testified the bid was the best obtainable.

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## NBC NEW AND RENEWAL ACCOUNTS

Renewal - General Mills, Inc., (Flour), Minneapolis, Minn. Agency - McCord Company, Rand Tower, Minneapolis. Starts March 29, 1933 for 52 weeks. Time- Wed., Fri. 10:45 - 11:00 a.m., EST. Basic red, SE exc. WIS WWNC SW exc. KTBS Program: Betty Crocker cooking talks.

New - Hudson Motor Car Co., Detroit, Mich., Agency: Blackman Company, 122 E. 42nd Street, NYC. Starts Feb. 27, 1933 for four weeks. Monday 12:00-12:15 noon Network: WJZ WBAL KDKA WGAR WJR WCKY WENR KWK KWCR WREN CKGW CFCF WTMJ KSO WMAL WSYR WRVA WJAZ WSM WSB WSMB WFAA KPRC WOAI KOA KDYL (KPO, KECA KEX KJR 2/27 only) (KOMO starts 3/6).

New - Richfield Oil Corp. of New York, 122 E. 42nd St., NYC. Agency: The Paul Cornell Agency, 580 Fifth Ave., NYC. Starts March 31, 1933 for 13 weeks. Time: Fridays, 7:15-7:45 p.m. Network WEAJ WEEI WTIC WJAR Philadelphia WFBR WRC WGY WBEN WCAE Program: "Richfield Country Club" - Jack Golden's orchestra, Ernest Glendenning, master of ceremonies; Alex Morrison - golf professional.

New - Quaker Oats Co. (Cereals), Chicago, Ill. Agency: Lord & Thomas, Chicago office. Started March 15, 1933 for 13 weeks. Time: Sundays 4:00-4:15 p.m. EST. Daily exc. Sat. and Sun, 5:15-5:30 p.m. Daily exc. Sat. & Sun. 6:15-6:30 p.m. Network: 4:00-4:15 p.m. Basic Blue Sundays; 6:15-6:30 Chicago & West (Blue), 5:15-5:30 Basic blue up to but not including Chicago Program: "Dick Daring" - script show for children.

Renewal - Julius Grossman, Inc. (Shoes), 372 De Kalb Avenue, Brooklyn, N.Y. Agency: Leon A. Friedman Co., 155 E. 44th St., NYC. Starts March 12, 1933 for 13 weeks. Sundays 12:00-12:15 noon. WJZ only. Program- "Baby Rose Marie".

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An exhibition of photographic portraits of famous radio personalities as they appeared before the camera of Ray Lee Jackson, NBC photographer, was held in Aeolian Hall Wednesday evening, March 8.

James Melton, the Pickens Sisters and Ramona entertained the guests.

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The "Voice of Majestic" was again heard on the air when the new Majestic All in One Auto Radio sponsored an Inaugural Program last Saturday, over a Columbia network.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

WIEO, WIEW, National Brdcastg. Co., Inc., New York, granted special authority to use stations on 1,566 and 2390 kc., in connection with inaugural ceremonies; KGKD, Santa Maria Air Lines, Inc., Santa Maria, Calif., granted renewal of license, 278 kc., 15 w.; KGSI, Aeronautical Radio, Inc., Kansas City, Kans., granted ren. of license, 2906 kc., and 5682.5 kc., 90 w.;

United Air Lines, Inc., granted aviation-aircraft license, 3105, 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5 and 5662.5 kc., 50 w.; WICC, Bridgeport Brdcastg. Station, Inc., Bridgeport, Conn., granted CP to construct auxiliary transmitter to be used while moving main transmitter; WIXX, Westinghouse E. & M. Co., Chicopee Falls, Mass., granted renewal of special experimental license, 332 kc., 100 w.; RCA Communications, Inc., Kohuku, T.H., granted 30-day public coastal and coastal telephone license, frequencies 5845, 7370, 11,680, and 15,985 kc., 1 k.w. and 40 kw.; City of Knoxville, Knoxville, Tenn., granted CP for police service, 2470 kc., 250 w.;

WCC, WIM, Radiomarine Corp. of America, Marion, Mass., granted modification of marine relay license to change location of transmitter. Also granted modification of public coastal telegraph license for location of transmitter to Chatham-Radio, near Marion, Mass.; KPH, Radiomarine Corp., of America, Bolinas, Calif., granted mod. of public coastal-coastal telegraph license, to change power rating of transmitters Nos. 78 and 79 to 40 kw., and power rating of transmitter No. 2057 to 220 w.;

### Set For Hearing

W9ND, Robert A. Pericola, Charleston, S. C., license for amateur station; WJBY, Gadsden Brdcastg. Co., Inc., Gadsden, Ala., CP to make changes in equipment only; also to move studio locally in Gadsden; WEBR, Howell Brdcastg. Co., Inc., New York, granted request to reconsider Commission action on Feb. 10, in defaulting appl. for mod. of license and directed that hearing be scheduled Feb. 24 as originally.

### Miscellaneous

KPPC, Pasadena Presbyterian Church, Pasadena, Calif., denied auth. to operate from midnight to 6 a.m. PST, with 100 w. power in order to test; WABI, First Universalist Society, Bangor, Me., granted spec. auth. to operate from 3 to 5 p.m., EST, March 12; WLS, Agr. Brdcastg. Co., Chicago, Ill., granted renewal of license for aux. transmitter for regular period.



## PARTIAL SUSPENSION OF RULE 151 DURING DEPRESSION

In view of the present financial and economic situation it was decided that "the provision of Rule 151 of the Commission's Rules and Regulations may be partially suspended until June 1, 1933, upon written application to the Commission specifying the exact hours the station will operate."

Rule 151 provides:

"Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day."

Following that decision the Commission granted the request of Station WILM, Wilmington, Del., to be permitted to operate a minimum of two hours daily, except Sunday, until June 1.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION (Cont'd)

KRMD, Radio Station KRMD, Inc., Shreveport, La., granted mod. of lic. to change specified hours of operation to as follows: Daily exc. Sunday 7 a.m. to 1 p.m.; 5 to 8 p.m.; Sunday 9 a.m. to 6 p.m., CST; WAZL, Hazleton Brdcastg. Service, Inc., Hazleton, Pa., granted auth. to operate a minimum of four hours a day; WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., granted auth. to operate simultaneously with Station WSBT March 17 and 18 from 10:15 a.m. to 12 noon, and from 3 to 5:30 p.m., CST, in order to broadcast Basket Ball Tournament; Copper Electric Co., Lowell, Ariz., granted request to take depositions in re its appl. for CP, a hearing on which is scheduled for March 27; WTAQ and KSCJ, Gillette Rubber Co., Eau Claire, Wis., and the Sioux City Journal, Sioux City, Ia., action of Oct. 28 and Nov. 29, 1932, designating the applications for renewal of licenses for hearing reconsidered, and applications dismissed from hearing docket and granted. The Commission reconsidered its action of January 13, 1933, designating the application for mod. of lic. for hearing, dismissed appl. from hearing docket and granted as follows: Changing hours of operation from sharing to simultaneous daytime operation and specified hours at night in accordance with agreement;

KGCX, First State Bank of Vida, Wolf Point, Mont., granted special auth. to operate unlt'd. time, March 9, 10, and 11, 1933; WKBF, Indianapolis Brdcastg. Inc., Indianapolis, Ind., granted spec. auth. to operate from 7 to 8 p.m., CST, March 17, provided station WBAA remains silent;

KMPC, R. S. Macmillan, Beverly Hills, Calif., granted consent to vol. assign. of license to Beverly Hills Brdcastg. Corp.; KFAC, Los Angeles Brdcastg. Co., and KFVD, same company, granted consent to vol. assignment of license to Los Angeles Brdcastg. Co., Inc.; WBAA, Purdue University, W. Lafayette, Ind., granted spec. auth. to operate from 8:30 to 9:30 p.m., CST, March 16, provided WKBF remains silent;

KHY, Libby Communications, Inc., Island of Molokai, Mauna Los, T.H., granted renewal of license, 2596 kc., 200 w.; KGOS, same co., Oahu, T.H., granted renewal of license, 2854 kc., 200 w.; KHX, same Co., Island of Oahu, T.H., granted renewal of license, 2596 kc., 200 w.; WRC, National Broadcasting Company, Inc., Washington, D. C., authorized to use WIEX with 50 w. on freq. 1556 and 2390 kc., in lieu of Station WIEU, previously authorized for use on March 4; WOBQ, A. H. Bull & Co., Inc., New York City, granted 60-day auth. to operate station aboard vessel Jean Weems, 1 kw., spark freqs. same as previous license, pending receipt of formal application; W2XAE, Dolbert W. Replogle, Ridgewood, N.J., granted mod. of CP extending completion date from Jan. 7, 1933 to March 7, 1933; KPH, Radiomarine Corp. of America, Bolinas, Calif., granted mod. of lic. to decrease power of transmitter #78 and 79 to 40 kw. and transm. corrected to read 200 w. instead of 100 w. as shown on present license; New, American Tel. & Tel. Co., Lawrenceville, N.J., granted fixed public pt. to pt. tel. lic. to authorize operation of pt. to pt. tel. transmitter Serial No. 1, at Lawrenceville, on addl. freq. 5077.5 kc. for speech and program transmission to Rugby, England, in connection with present transatlantic service maintained by the Bell System; KGOT, Libby Communications, Inc. Mauna Loa, Molokai, T.H., granted renewal of license, 2854 kc., 200 w.

#### Set For Hearing

New, William Avera Wynne, Greenville, S.C., CP for new station, 1420 kc., 100 w., daytime hours; WFOX, Paramount Brdcastg. Corp., Brooklyn, N.Y., mod. of lic. to increase hours of operation from 1/4 time, sharing with WLTH, WCGU and WBBC, to unlt.d. one-half time; WTAG, Worcester Telegram Pub. Co., Inc., Worcester, Mass., mod. of lic. to increase night-time power from 250 to 500 w.; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., CP to move transmitter to outside of city limits of St. Albans; make changes in eqpt.; change freq. from 1370 to 1340 kc.; increase power from 100 w. to 1 kw. and change specified hours of operation to 10 a.m. to 2 p.m.; 4 to 6 p.m. EST, daily.

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## COL. CROSS ON REVAMPED RADIO COMMISSION?

Col. Guernsey Cross, official secretary to Mr. Roosevelt while Governor of New York, is said to be in line for an appointment to the Federal Radio Commission.

"The forgotten radio companies - the small ones - are slated to draw a new deal of their own", according to the National Whirligig, a column sent out by the McClure Newspaper Syndicate. "During the campaign friction with the big companies was not rare. A revamping of the Radio Commission suggested itself automatically."

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## NEW SENATE INTERSTATE COMMERCE COMMITTEE

The following members of the Senate have been appointed to the Interstate Commerce Committee;

Clarence C. Dill, of Washington (chairman); Ellison D. Smith, South Carolina; Burton K. Wheeler, Montana; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; M.M. Neely, West Virginia; William H. Dieterich, Illinois; Augustine Lonergan, Connecticut; Huey P. Long, Louisiana; Fred H. Brown, New Hampshire, all Democrats. There are two vacancies on the Democratic side of the list.

Republican members are James Couzens, Michigan; Simeon D. Fess, Ohio; Robert B. Howell, Nebraska; Jesse H. Metcalf, Rhode Island; Hamilton F. Kean, New Jersey; Daniel O. Hastings, Delaware; H. D. Hatfield, West Virginia; and Wallace H. White, Jr. of Maine.

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## LONG APPOINTMENT TO RADIO COMMITTEE SURPRISE

The appointment of Huey P. Long to the Senate Interstate Commerce Committee, in charge of radio, came as a complete surprise. It is not known that he has any radio interest but rather has the other matters handled by the committee more at heart. Therefore he is not to be much feared by radio interests.

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## LUDLOW REINTRODUCES POLICE RADIO BILL

A bill (H.R. 1559) to amend the Radio Act of 1927, requiring persons using radio sets capable of receiving police broadcasts in vehicles to secure permits for such use, was reintroduced March 9. It was referred to the Committee on Merchant Marine, Radio and Fisheries.

Mr. Ludlow introduced the bill last session but there was no time for its consideration.

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