

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

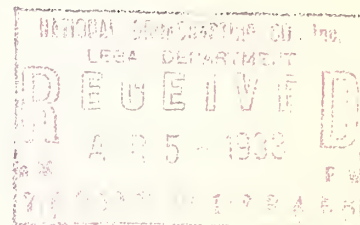
WASHINGTON, D. C.

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ATTORNEYS

RECEIVED

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 :: :: ~~CONFIDENTIAL—NOT FOR PUBLICATION~~ :: ::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. 611

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

COMMISSION MERGER RECOMMENDATIONS EXPECTED SOON

It is believed the recommendations for the revamping of the Federal Radio Commission will be sent to President Roosevelt at an early date - probably within three or four days. The reorganization plans were drafted by Judge Ewin L. Davis, of Tennessee, former chairman of the House radio committee, and Gen. Charles McK. Saltzman, former chairman of the Federal Radio Commission, in cooperation with Secretary of Commerce Roper and several others.

Judge Davis and General Saltzman have been working on the recommendations for about two weeks but have declined to divulge details. It is learned on excellent authority, however, that if the President follows the recommendations submitted to him quite a shakeup in the Radio Commission will result, involving a drastic cut in the personnel.

There is considerable speculation as to the exact nature of the recommendations. One guess is, if the suggestions of Judge Davis and General Saltzman are followed, that radio will not be lumped in with power or transportation, as has been recently suggested. Instead, it is believed, the Radio Commission may be merged, if not into a division devoted entirely to radio, into a communications bureau, including telephone, telegraph and cable as well.

It is assumed this bureau would be in the Commerce Department and while it would have its own director, would come under the general supervision of an Assistant Secretary of Commerce.

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FLAMM PROVIDES SPECIAL ROOSEVELT BROADCAST

The White House listened at midnight on Saturday to a broadcast by Station WMCA, New York, of the performance given by 150 Broadway stars at the Capitol Theatre to raise funds for President Roosevelt's swimming pool.

The broadcast was put on for the benefit of Washington by Donald Flamm, president of WMCA, who made a special trip to the Capital to inform the First Family of the arrangement. At the request of Paul Spearman, of Littlepage, Littlepage & Spearman, WMCA Washington representatives, the Federal Radio Commission cleared all channels so that President and Mrs. Roosevelt would be able to hear the New York station without interference.

The Capitol Theatre, which seats 4800, was sold out the day before and those in charge welcomed WMCA's broadcast so that, in addition to President Roosevelt and his family, others deprived of attending might at least have the privilege of listening in.

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COURT UPHOLDS COMMISSION IN WMCA-WPCH SUIT

The Court of Appeals affirmed the decision of the Federal Radio Commission which was taken to that court on the appeal of the City of New York as a result of the Commission's order requiring that the city station, WNYC, be shifted to a day-time assignment and giving WMCA-WPCH full time, on the much-desired 570 kilocycle frequency.

This decision settles a long fight between the City of New York and the owners of WMCA-WPCH over the division of operating time which has existed during the period of more than four years that these stations have been operating on the 570 kilocycle frequency. This is said to make WMCA-WPCH one of the most desirable radio outlets in New York City.

The hearing before Chief Examiner Yost ran for three weeks, following which he made his report recommending in favor of the City of New York and its Station WNYC. Exceptions were filed to this report and the case was argued before the full Commission. The Commission reversed the Examiner and made its order giving WMCA and WPCH (both owned by the same interests) full-time on one of the most desirable frequencies in the broadcast band, and shifting the city station, WNYC, to a daytime assignment on 810 kilocycles. This order of the Commission, the subject of the appeal, was confirmed by the Court.

Stations WMCA and WPCH were represented by Paul D. P. Spearman and the City of New York by Edward F. Joyce, Jr., assistant corporation counsel. The case was fought hard and every step was strenuously contested by them. The briefs filed with the Court of Appeals by the Commission were prepared by Miss Fanny Neyman while Paul D. P. Spearman, leading counsel for WMCA and WPCH, in collaboration with William Weisman, briefed the case for those stations as interveners in the appeal. Mr. Joyce and corporation counsel Arthur J. W. Hilly were on the brief for the city of New York.

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RADIO GLORIFIES SONG ATWATER KENT DECLARES

Through the radio the singer and his art have reached those who would never have been able to hear the great artists of this time, A. Atwater Kent observed in a broadcast under the auspices of the American Academy of Teachers of Singing on Sunday.

"Never before have truly great singers been appreciated so thoroughly and never has the influence of the artist been so wide as it is today", Mr. Kent, one of the shyest speakers in the industry, declared. "Radio has added new laurels to those blessed with unusual voices and has glorified the art of song as never before in history.

"Will it bring about a renewed interest in the art of singing? Many are confident that it will. There is every reason to believe that the emphasis which radio has put upon singing is producing a good result. We know that a greater number of persons have spent more time listening to masterpieces of song writers than ever before. This is bound to have a far-reaching effect upon our people.

"What the National Radio Auditions may have meant in the way of a definite contribution to singing in this country, it may still be too soon to say. However, I sincerely hope that from the many thousands of young contestants who strove for honors in the several auditions, many excellent voices may develop for the enjoyment and delight of the radio audience for years to come.

"A feeling that I always had about our National Radio Audition was one of hope that the contests - conducted in hundreds of communities, would encourage young men and women to try to sing - to strive to develop their natural singing abilities. I always felt that the capital prizes, won by the ten final competitors, were less important than the seeds of ambition and progress which may have been sown among thousands of boys and girls as a consequence of our auditions."

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LINDBERGH USES RADIO BENT BEAM IN LANDINGS

Closed in under the hood of a Department of Commerce plane, Colonel Charles A. Lindbergh made two "blind" landings Monday at Newark Airport in a test of the new "bent" radio beam installed by the department to help pilots in fog or storm. Before taking the controls, Col. Lindbergh had a flight in the department's cabin Bellanca, which has a full set of blind-flying instruments. Then he boarded the smaller Fledgling plane, using the hooded cockpit. His landings with the unfamiliar instruments and without sight of the ground were assisted by James L. Kinney, test pilot of the department.

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CY COLBY RESUMES LAW PRACTICE

Clarence C. Colby, former president of the Radio Manufacturers Association, has resumed the practice of law and will specialize in radio. Through the combining of two well known law firms in Boston - Hamilton, Eaton and Blakemore and Russell, Moore and Russell - a new firm has been formed. It is Eaton, Blakemore, Russell and Colby, with offices at 27 State Street, Boston.

Mr. Colby is well and favorably known in the radio industry. He was president of the Samson Electric Company at Canton, Mass.

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RADIO ALSO PROHIBITED IN FRAUDULENT BANK PRACTICES

The Senate resolution calling for an investigation of banking business and security exchanges, after being considered by the Banking and Currency Committee, was reported out unanimously with only one amendment. That was the addition of the word "Radio" after the word telephone in Section 4, so that the use of the radio would be barred as well as the telephone and telegraph in fraudulent bank practices.

Thus Section 4 would then read, in part:

"To make a thorough and complete investigation of the effect of all such business operations and practices upon interstate and foreign commerce, upon the industrial and commercial credit structure of the United States, upon the operation of the national banking system and the Federal Reserve System, and upon the market for securities of the United States Government, and the desirability of the exercise of the taxing power of the United States with respect to any such business and any such securities and the desirability of limiting or prohibiting the use of the mails, the telegraph, the telephone radio and any other facilities of interstate commerce or communication with respect to any such operations and practices deemed fraudulent or contrary to the public interest."

The resolution was then referred to the Senate Committee to Audit and Control the Contingent Expenses of the Senate.

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"LISTENERS SOCIETY"

The above is the head used in connection with the following editorial which appears in the current issue of Broadcasting magazine:

"Given a \$50,000 annual budget by the decidedly commercially-derived Payne Fund, the group of educators opposing commercial broadcasting, who apparently have given up their futile fight for 15 per cent of the broadcast channels, now turns its efforts in new directions to justify the existence of the National Committee on Education by Radio. It is forming a 'Listeners Society', with \$1 a year memberships. It proposes to exert all sorts of influence to 'improve radio in America'.

"There may be some justification for a listeners society but we doubt whether Mr. Joy Elmer Morgan's group is the proper agency to form it. Continually casting aspersions upon the sincere efforts of broadcasters, government officials and other educational institutions seeking to use radio - and getting the wholehearted cooperation of station managers generally - Mr. Morgan's organization has conducted a campaign that can have only one purpose behind it: government ownership. (They talk most loudly, however, about state operation, being quite fearful of federal autonomy over education.

"Far from devoting its efforts to the support of existing educational stations, which was the reason for its formation, Mr. Morgan's group has striven increasingly - but happily, quite unsuccessfully - to stir popular opinion against the American system of radio. Thus it differs from the impartial and cooperative National Advisory Council on Radio in Education, directed by Levering Tyson, which has devoted itself to research looking toward the better utilization of the wave lengths and the existing system for educational broadcasts.

"The latter organization has had willing cooperation on all hands in the assignment of time on the air. Reflecting the attitude of its president, Prof. Robert A. Millikan, the noted college president, physicist and Nobel prize winner, its object is pure research instead of blind antagonism. It might far better be the agency to sponsor a bona fide listener society."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

The Federal Radio Commission did not hold a meeting on Tuesday, April 4, because of the Press Wireless, Inc. hearing, which was attended by the full Commission.

Applications Received - Broadcasting

WBBX, Coliseum Place Baptist Church, New Orleans, La., consent to involuntary assignment of license from Samuel D. Reeks; KUOA, Southwestern Hotel Company, Fayetteville, Ark., mod. of license to change frequency from 1390 to 1260 kc., change hours from specified to daytime; KLRA, Arkansas Brdcastg. Co., Little Rock, Ark., mod. of lic. to change hrs. from specified to unlt'd.; New, L. C. Memmott and E. H. Carter, doing business as "The Voice of the Black Hills", Rapid City, S. D., CP for new station to use 1360 kc., 250 w. night, 500 w. to LS, unlt'd. time, facilities WCAT, Rapid City, S. Dak.; New, William Ellis Phillips, San Diego, Cal., CP for new station to use 1420 kc., 100 w., unlt'd. hrs.; New, Otis Hill, Hilo, T.H., CP for new station to use 1210 kc., 100 w. daytime.

WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., authority to install automatic frequency control; WHAT, Independence Brdcastg. Co., Inc., Philadelphia, Pa., mod. of lic. to change hrs. of operation from shares with WTEL, WHAT one-third time, WTEL one-third time; WHAT and WTEL not permitted to operate when WCAM operating - to have hours specified in license (hours to be specified in license same as those now given in time sharing agreement); WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., mod. of lic. to change hrs. of operation to have exact hrs. specified in license; KFUL, The News Publishing Co., Inc., Galveston, Tex., consent to vol. assign. of license to Southwest Brdcastg. Co.; KTSA, Southwest Brdcastg. Co., San Antonio, Tex., mod. of lic. to change hours from Shares KFUL to unlt'd. Facilities KFUL, Galveston, Tex.

Applications Received - Other Than Broadcasting

KGSB, Aeronautical Radio, Inc., San Francisco, Cal., lic. covering CP for change in location of transmitter from Alameda, Calif., to San Francisco; WSDF, Aeronautical Radio, Inc., Louisville, Ky., mod. of lic. for addl. frequency of 4917.5 kc., aeronautical station; New, M. & H. Sporting Goods Co., portable in N.Y., Pa., N.J., Conn. and Va., CP for 41000, 51400, 61000, 81000 kc., 20 w., gen. exp.; KJI, KICC, Nakat Packing Corp., Bristol Bay, Alaska, CP for new transmitter 178, 274, 425, 500 kc., 200 w. coastal and point to point telegraph stations; KGYL, P. E. Harris & Co., False Pass, Alaska, mod. of lic. for change in freq. from 252 kc. to 274 kc., pt. to pt. telegraph; KGYN, same co., Hawk Inlet, Alaska, mod. of lic. for change in freq. from 217 kc. to 209 kc., pt. to pt. telegraph;

KIAA, Northwestern Fisheries Co., Kenai, Alaska, mod. of lic. for change in freq. from 219 kc. to 210 kc., pt. to pt. telegraph; W9XAK, Kansas State College of Agriculture, renewal of visual broadcasting license; W9XAO, Western Television Research Co., renewal of visual broadcasting license; WBL, Radionarine Corp. of America, Buffalo, N.Y., mod. of license for change in hrs. of operation to read 8 a.m. to 6 p.m. local time daily, plus such addl. hrs. as traffic conditions necessitate during season of Great Lakes navigation. Marine Relay station, pt. to pt. station, and coastal telegraph station. Also WGO.

New, Cooper River Timber Protective Assn., CP for any freq. bet. 3000 and 5000 kc., 1.5 w., spec. emergency; Press Wireless, Inc., Los Angeles, Calif., special authorization to discontinue operation of Los Angeles stations for period of six months; New, Sperry Gyroscope Co., Inc., Brooklyn, N.Y., CP for 210-400 kc., 100 w., spec. experimental. Same Co., license to cover CP for 210-400 kc., 20 w.

New, Ellsworth Transantarctic Flight Expedition, Plane NR-12269, license for aircraft on 457, 500, 3105, 3115, 4130, 4140, 4150, 5510, 5520, 6210, 6230, 8280, 8300, 11020, 11040, 12420, 12450, 16560, 16600, 22040 kc., 100 w.; same, CP for 3105, 3115, 4150, 4140, 5510, 5520, 6230, 6210, 8280, 8300, 11040, 11020, 12420, 12450, 16560, 16600, 22040 kc., 500 w., coastal telegraph; New, Martin W. Bannister, portable and mobile, CP for 30000 to 100000 kc., 5 w., gen. exp. station;

New, Press Wireless, Inc., Hicksville, N.Y., license for 3285 kc., 250 w., to use transmitter already constructed; license for 3285 kc., 5 kw., 3290 kc., 250 w., and 3290 kc., 5 kw., transmitters already constructed; KGHO, Modification of lic. for change in frequency from 2506 kc., to 1534 kc., State Police, Des Moines, Ia.

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NBC NEW ACCOUNTS AND RENEWALS

New, Ohrbach's Affiliated Stores, Inc., 128 W. 31st St., NYC. Grey Adv. Service, Inc., agency. Started March 28, 1933 for 13 weeks. Tues. and Thurs. 7:30-7:45 p.m. WEAf only. "Paul Sabin's Orchestra and vocalist".

Renewal - Bayer Company (Aspirin), 170 Varick Street, NYC. Agency: Blackett-Sample-Hummert, Inc., 230 Park Avenue, NYC. Starts April 16, 1933 for 13 weeks. Sundays 9:30-10:00 p.m., EST. Network WEAf WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBE N WCAE WTAM WWJ WCKY WSAI WENR KSD WOC WHO WOW WDAF WTMJ KSTP WRVA WJAX WIOD WFLA WSM WMC WSB WAPI WJDX WSMB WKY KTHS WFAA KPRC WOAI KGO KFI KGW KOMO KHQ KOA KDYL Program: "American Album of Familiar Music".

Renewal - Chappel Brothers, Inc., (Ken-L-Ration), Rockford, Ill. Agency: Rogers & Smith, Inc., 20 N. Wacker Drive, Chicago. Starts March 30, 1933 for 52 weeks. Thursdays, 8:30-8:45 p.m. EST. Basic blue exc. WBAL KWCR KSO WSYR WMAL Program "Rin Tin Tin Thrillers" - dramatic skit based on famous dog stories - musical background.

New - Phillip Morris & Co. (Phillip Morris cigarettes) 119 Fifth Avenue, NYC. Agency: The Biow Company, 521 Fifth Avenue, NYC. Starts April 17, 1933 for 13 weeks. Monday: 8:45-9:00 p.m.; Wednesday: 9:00-9:15 p.m.; Saturday, 9:00-9:15 p.m. EST. Network - Basic red exc. WFBR WOC WHO WOW. Program: Ranny Weeks, Singer - name band to be selected.

Extension - Worcester Salt Company contract, six weeks up to and including May 15, 1933, incl. Saturdays 7:30-7:45 p.m. WJZ. Paul Victorine's Orchestra.

Extension - General Foods Corp. "Captain Henry's Show Boat" - Thurs. 9:00 p.m. EST. Add following stations to midnight program: KGO KFI KGW KOMO KHQ KFSD KTAR KOA KDYL.

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COLUMBIA'S RENEWED CONTRACTS AND CHANGES

Renewal - Union Central Life Ins. Co. (Insurance). Program: "Roses and Drums" - dramatic Sunday 5:00-5:30 p.m. EST. Stations: 14 basic, 12 supplementary Agency: J. Walter Thompson.

Change - Lavis Chemical Co. - "Easy Aces" - Tues. Thurs. and Sat. from 9:00-9:15 p.m. (now on from 8:00; 8:15 p.m.).

Change - General Baking Co. - "Bond Bread Program" with Frank Crummit and Julia Sanderson changed to Sundays, 5:30-6:00 p.m. EST.

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