

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

Advertising Company, Inc.
New York, N. Y.

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

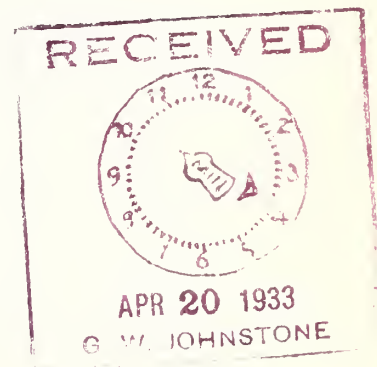
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INDEX TO ISSUE OF APRIL 14, 1933

White House Has Three Radio Sets.....	2
ASCAP AND N.A.B. FAIL To Agree On Terms.....	3
Preakness To Be Network Feature This Year.....	5
Connecticut Radio Tax Bill Is Defeated.....	5
RCA Engineers Develop New Type Antenna.....	5
RMA Issues New Membership List.....	6
Columbia's New Accounts.....	6
Decisions of the Federal Radio Commission.....	7

No. 614



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

WHITE HOUSE HAS THREE RADIO SETS

by Robert D. Heinl

Here is our idea of the way to get news on a fine Spring day when nobody feels like working.

A friend drops in.

"How many radio sets do you suppose they have at the White House?", he asks. "I'll bet they've been showered with a million of them!"

"That would be interesting to know", we reply, reaching for the telephone.

We call National 1414 (the Executive offices). A sweet feminine voice answers - that of Miss Louise Hackmeister, brought here by President Roosevelt, first woman telephone operator the White House has ever had.

R.D.H. "May I speak to Mr. Stephen T. Early, the President's news secretary?"

A slight pause. Then:

S.T.E. "Hello, Bob!"

R.D.H. "Hello, Steve!"

"Who at the White House could tell me how many radio sets you have over there now, how much the President and his family listen to the radio, and so on?"

S.T.E. "I can tell you that myself."

"There are three sets. There is one in the President's study - the Oval Room on the second floor of the Executive Mansion. Another is in Mrs. Roosevelt's sitting room. The third is in my office so I can tune in on the news flashes."

R.D.H. "Do President and Mrs. Roosevelt spend much time listening?"

S.T.E. "Not much. Both are very fond of the radio but they are simply too busy to turn it on. They seldom have the opportunity to listen."

R.D.H. "Thanks, Steve!"

S.T.E. "O.K., Bob!"

Neither did President and Mrs. Hoover have "about a million" radio sets.

How many were presented to them is not known, but at the time they left the White House they had eight radio receivers. One of them was in the President's study, another in Mrs. Hoover's sitting room and the rest were scattered about the White House.

Larry Richey also had one in his office. It was the first thing carried out that memorable Christmas Eve when the White House offices were threatened with destruction by fire.

The Hoovers had a set at Camp Rapidan but it was seldom used because of bad static conditions which prevailed in that mountainous section most of the time.

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A.S.C.A.P. AND N.A.B. FAIL TO AGREE ON TERMS

The American Society of Composers, Authors and Publishers and the National Association of Broadcasters are still at loggerheads over the matter of fees which the latter pay the former for the right to perform copyright music over the air.

The latest negotiations were ended by the American Society of Composers' announcement that no new contract would be considered unless it provided for an increase in copyright fees. The broadcasters are attempting to have the fees reduced.

"It has, therefore, become necessary for the National Association of Broadcasters to set up immediately the machinery to make available to broadcasters generally the copyrighted works of independent composers and publishers who are practically barred from the air by the present ASCAP contracts", declared Oswald F. Schuette, in charge of copyright matters for the National Association of Broadcasters. "To do this, a certificate of incorporation has been filed by the State of Delaware for a non-profit organization to be known as the Radio Program Foundation.

"The charter for the new organization will also provide sweeping powers for the cultural and scientific advancement of the radio industry, particularly in the field of program development. Through this organization the broadcasters will be enabled to cooperate in the creation of new program material and to acquire compositions and manuscripts particularly adapted for radio use.

"The following are among the purposes of the Foundation:

"To promote advancement in the means, methods and forms of sound and visual broadcasting, and to promote and sponsor the selection of meritorious program material, as a means of promoting the cultural arts and of extending the benefits thereof to the public; to these ends, to promote the exchange of information among its members;

"To encourage and assist scientific experimentation for the improvement of the operation and for the further development of the means of radio communication; to sponsor and acquire deserving productions of composers and authors, and to acquire copyrights therein, or rights or any interest thereunder, and to make application for, buy, sell, assign and license any such copyrights, or interests or rights therein or thereunder, either of the United States; or any foreign country;

"To enter into agreements with authors and composers and to establish means and agencies for fixing, collecting and accounting for license fees or royalties; to act as a clearing house or representative in agreements between authors, composers, and publishers and the users of their works; to provide a place and means for recording or filing manuscripts written or composed to be used in connection with radio broadcasting, to enable authors and composers to give definite proof of a date of filing; to encourage and promote the use of radio broadcasting for educational purposes;

"To own stock in, lend money to, or otherwise assist any corporation or corporations organized for the purpose of publishing, distributing or marketing musical compositions, books or other publications, and to finance or assist in the publication and distribution of any information relating to radio communication."

The incorporators of the Radio Program Foundation are Alfred J. McCosker, WOR, president of the National Association of Broadcasters; Philip G. Loucks, managing director; Donald Flamm, WMCA, member of the Board of Directors; Oswald F. Schuette, director of copyright; and Joseph C. Hostetler, of Baker, Hostetler, Sidlo and Patterson, attorneys.

It is expected that the next step made by the broadcasters will be taken upon the advice of Newton D. Baker, who has been retained by the Association to represent them in their fight with the Composers.

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PREAKNESS TO BE NETWORK FEATURE THIS YEAR

With Station WBAL serving as the key station, the National Broadcasting Company announces it will put the Preakness Race on the air when it is run at Pimlico race track, near Baltimore, on May 13. This announcement means that listeners all over the country are going to be able to "attend" this turf classic. Arrangements for the broadcast were made for the National Broadcasting Company by Frederick R. Huber, Director of WBAL, in cooperation with M. L. Daiger, executive secretary of the Maryland Jockey Club, owners and operators of Pimlico Track, and through the interest of Mayor Howard W. Jackson and other city officials. The Preakness Race is always one of the outstanding sports events of the Spring season.

This is not the first time the Preakness has been on the air, WBAL having broadcast it as one of its regular annual sports features for several years. This season, however, the National Broadcasting Company requested it as one of the spring features for the Blue Network. The race will be on the air from approximately 4:30 to 5 o'clock, EST.

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CONNECTICUT RADIO TAX BILL IS DEFEATED

The proposed "luxury" tax on radio of ten per cent, provided in a bill introduced in the Connecticut Legislature, has been defeated. Radio interests in Connecticut under the leadership of R. J. Mailhouse, chairman of the RMA State Legislative Committee, rallied in opposition to the bill. Similar tax bills in Missouri and California Legislatures are being vigorously opposed by radio interests.

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RCA ENGINEERS DEVELOP NEW TYPE ANTENNA

A new type of radio receiving antenna which permits the simultaneous reception of vertically and horizontally polarized waves and practically eliminates fading has resulted from recent radio facsimile tests conducted on the S.S. President Harding by RCA engineers during the round trips of that vessel between the United States and Europe.

The announcement was made by C. J. Pannill, executive vice president of the Radiomarine Corporation of America, with which company the U.S. Lines have been actively cooperating in the development of equipment for radio facsimile reception of weather maps on ships at sea by permitting many special installations on its vessels.

"When the President Harding sailed on April 12", said Mr. Pannill, "she was equipped with the new type antenna which makes possible the advantages of diversity radio reception without widely separated antennas. The new design is simplicity itself, and was developed to avoid interference with guys, rigging and other aerial gear of a steamship. It is showing so much promise in performance that I should not be at all surprised if this method of antenna construction should ultimately be employed in other than marine service.

"The new antenna combines the virtues of the 'doublet' and the 'zeppelin' antennas in a single design. The horizontal polarization and the 'zeppelin' part picks up waves of vertical polarization. Each section of the new antenna is connected to a separate radio receiver and the amplified results of the two are combined in a common output, which operates the facsimile reproducer. Fading generally results from a change in the plane of polarization of a radio wave, caused by varying conditions in the natural medium of transmission. The new antenna, with its associated receiving equipment, is designed to intercept signals impinging on any plane and will therefore operate under all conditions of reception."

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RMA ISSUES NEW MEMBERSHIP LIST

A copy of the March, 1933 issue of the Radio Manufacturers Association membership list may be had by addressing Bond Geddes, executive secretary, 1317 F Street, N. W., Washington, D. C.

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COLUMBIA'S NEW ACCOUNTS

Corn Prod. Refining Co. Agency: E. W. Hellwig Co.
Program: Pedro de Cordoba, dramatic star, Will Osborne and his Orchestra - started April 10. Fourteen basic stations, 8 supplemental.

Horn & Hardart Co. Clements Co. Agency. Horn & Hardart Children's Hour - Sunday 11:45 - 12:00 noon WABC only.

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Five stations associated with the NBC networks have increased their power within the past three months. They are WJAR, Providence, from 250 to 500 watts; WHAM, Rochester, from 5,000 to 25,000 watts; WGAR, Cleveland, from 500 to 1,000 watts; WBAP, Fort Worth, from 10,000 to 50,000 watts; and KPO, San Francisco, from 5,000 to 50,000 watts.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

KFEQ, Scroggin & Co. Bank, St. Joseph, Mo., granted auth. to operate simultaneously with Stations KPO and WPTF from 3 to 4 a.m., EST, April 15; WSAN, Allentown Call Publishing Co. Inc., Allentown, Pa., granted consent to vol. assign. of lic. to WSAN, Inc.; WHDF, Upper Mich. Brdstg. Co., Calumet, Mich., granted auth. to install automatic freq. control; WNAD, University of Oklahoma, Norman, Okla. and KGGF, Powell and Platz, Coffeyville, Kans., granted WNAD auth. to remain silent from midnight, April 29, to Tuesday night, Oct. 3, 1933, and station KGGF authorized to use the time of WNAD during this period;

WBHS, The Hutchens Co., Huntsville, Ala., granted auth. to Virgil Evans on behalf of station WBHS, to remain silent from April 1, pending outcome of hearing and while station is being rebuilt; WESG, Cornell University, Elmira, N.Y., granted auth. to operate until 8 p.m., EST, April 16 (normal sign off time 7:45 p.m.); KSOO, Sioux Falls Brdst. Assn., Inc., Sioux Falls, S. Dak., granted auth. to operate from 8 to 10 p.m., CST, April 18, simultaneously with Station WRVA, Richmond, Va.; WCAD, St. Lawrence University, Canton, N.Y., granted special temp. auth. to operate during the following specified hours: from 4 to 5:30 p.m. on April 28; May 2, 5, 12 and 23, 1933; from 2:30 to 3 p.m. and 4 to 4:30 p.m., May 20 and 27, 1933; from 2 to 3 p.m. June 10; from 3 to 4 p.m., June 11; from 10:30 a.m. to 12 noon and 1:30 to 3:00 p.m., June 12, 1933, and to operate from 4 to 5 p.m. instead of from 3 to 4 p.m. on May 3, 10, 17, 24 and 31, EST.

Applications Granted - Other Than Broadcasting

New, Paul J. Gollhofer, portable and mobile, headquarters Brooklyn, N.Y., granted gen. exp. CP freqs. 34600, 41000, 51400, 60000-400000 kc., 4.5 w.; New, Martin W. Bannister, portable and mobile in Yuma, and vicinity, Ariz. and Calif., granted gen. exp. CP., freqs. 27100, 34600, 41000, 51400, and 60000 - 100,000 kc., 5 w.; New, City of McAlester, McAlester, Okla., granted CP for police service, freq. 2450 kc., 50 w. power; KGSH, Aeronautical Radio, Inc., portable (brown chain, Southern Division, based at Dallas), granted aviation aero. license, freqs. 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlt'd. 3222.5 kc. day only - not to be used within 300 miles of Canada or Mexico; 4917.5 kc., day only - not to be used within 600 miles of Mexico, 50 watts power; WPFA, City of Newton, Police Dept., Mass., granted extension of commencement date to March 1, 1933 and extension of completion date from March 17, 1933 to May 17, 1933, on CP for police service; KIFO, Nicholas & Warriner, Inc., portable, granted mod. of temp. broadcast pickup CP extending completion date from Feb. 20 to April 20, 1933;

WSDF, Aeronautical Radio, Inc., Louisville, Ky., granted mod. of aviation aero. license for addl. frequency of 4917.5 kc.; KQR, RCA Communications, Inc., Bolinas, Cal., granted mod. of lic. to delete Honolulu as primary point of communication; KHGAZ, Shell Aviation Corp., NR-12222, granted renewal of aviation aircraft lic. 3105 kc., 2 w.; KHGBY, Lewis Murray Atkinson, NC-167-K, granted ren. of aviation license, 3105 kc., 5 w.; KGPK, City of Sioux City, Ia., granted ren. of emergency police lic. for period of six months, freq. 2470 kc., 100 w.; New, Santa Cruz Co., Santa Cruz, Cal., granted CP for police service, 2470 kc., 50 w.; W10XAA, Bell Telephone Laboratories, New York City, granted auth. to operate as a special exp. station on freq. 4987.5 kc., for one week, beginning April 10;

Set For Hearing

WPHR, W. L. B. G., Inc., Petersburg, Va., renewal of license; New, C. C. Crawford, Haynesville, La., CP for new station, 1370 kc., 50 w., specified hours: Daily exc. Sat. and Sun. 12 noon to 2 p.m.; Sat. 12 noon to 3 p.m.; Sun. 7:30 a.m. to 12 noon (facilities of KWEA, Shreveport, in quota units); WCAO, Monumental Radio Co., Baltimore, Md., mod. of lic. to increase operating power from 250 to 500 w.; WHOM, N. J. Brdcastg. Corp., Jersey City, N.J., mod. of lic. to change time from sharing with WBMS to unlt'd. (facilities of WBMS); WILL, Univ. of Ill., Urbana, Ill., mod. of lic. to increase operating daytime power from 500 w. to 1 kw., facilities of station WKBS in terms of quota units). Station operates on 890 kc., nighttime with 250 w., sharing with stations KUSD and KFNS); New, William C. Grabau, St. Francis Yacht Club, San Francisco, CP for private coastal, coastal harbor services, 2566 kc., 100 w.; New, Press Wireless, Inc., Chicago, license fixed public press service (To be heard by the Commission on May 17);

WRAM, Wilmington Radio Assn., Inc., Wilmington, N.C., renewal of license; WBBX, Samuel D. Reeks, New Orleans, La., CP to change location of transmitter locally, and install new transmitter. Also invol. assign. of lic. from Samuel D. Reeks to Coliseum Place Baptist Church;

Action On Examiners' Reports

Ex. Rep. No. 447 - New - W. H. Allen, Eugene Levy & S. B. Pearce, doing business as W. H. Allen & Co., Alexandria, La., denied CP for new station to operate daytime hours on 1210 kc. with 100 w. power (facilities of KWEA), sustaining Examiner R. H. Hyde.

KWEA - Hello World Brdcastg. Corp., Shreveport, La., denied CP for removal of station from Shreveport to Baton Rouge, but granted authority to reconstruct KWEA's transmitter at Shreveport, sustaining Examiner Hyde, in part.

Ex. Rep. No. 419 - KTFI - Radio Brdcastg. Corp., Twin Falls, Idaho, granted mod. of lic. to increase daytime power from 500 w. to 1 kw., sustaining Examiner Elmer W. Pratt.

KGKX - Sandpoint Brdcastg. Co., Sandpoint, Idaho, denied ren. of lic. to operate unlt. time on 1420 kc., with 100 w., sustaining Examiner Pratt.

Ex. Rep. No. 454 - WKBH - W. K. B H, Inc., La Crosse, Wis., granted mod. of lic. to change hours of operation from certain specified hours, including daytime and about half night time, to unlimited time, on 1380 kc., with 1000 watts power, reversing Examiner Elmer W. Pratt

Ex. Rep. No. 443 and No. 386 New - The American Legion, Dept. of Missouri, Donald Holden Post No. 106, Albany, Mo., denied CP for a new station to operate on 1200 kc., with 100 w., unlt. time, facilities of KFWF and WIL, sustaining Examiner Elmer W. Pratt; KFWF - St. Louis Truth Center, St. Louis, Mo., denied ren. of lic. to operate on 1200 kc., 100 w. night, 250 w. LS, sharing with WIL, sustaining Examiner Pratt. WIL, Missouri Broadcasting Corp., St. Louis, Mo., granted ren. of lic. to operate station unlt. time on 1200 kc., 100 w. night, 250 w. LS, sustaining Examiner Pratt.

Miscellaneous

WERE, Erie Dispatch Herald Brdcastg. Corp., Erie, Pa., Court of Appeals of D.C. dismissed appeal of this station upon Commission's motion to dismiss for non-payment of fees for printing record; KHJ, Don Lee Brdcastg. System, Los Angeles, granted permission to intervene in application of KSEI for mod. of lic.; Hearings on applications for facilities of KTM and KELW set for May 1, extended to June 1, 1933. Stations involved are KECA, KFAC, KQW, KFBK, KTM, KELW; New, Atlas Broadcasting Corp., Jersey City, N.J., appl. for CP for new station to operate on 1450 kc., 500 w., ltd. time, dismissed at request of applicant.

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EXAMINER YOST RECOMMENDS KWKH BE DENIED LICENSE

Examiner Yost submitted his report, No. 470, in the KWKH, Hello World Broadcasting Corp., case, today (Friday).

He recommended the denial of the applications of the International Brdcastg. Corp., Shreveport; the National Union Indemnity Assn., Shreveport; and Virgil Evans, The Voice of S. C. (WSPA), Spartanburg, S. C. for the facilities of KWKH; denied renewal of license to KWKH, and granted WWL, the Loyola University, New Orleans, full time on 850 kc., 10 kw. power.

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