

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

National Broadcasting Company,
WASHINGTON, D.C., New York, N. Y.
711 Fifth Avenue

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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. 618

CHANGE OF ADDRESS

The new address of the Heinl News Service is 2400 California Street, N.W., Washington, D.C. All communications should be addressed there instead of Insurance Building, as formerly. Thanks! - R.D.H.

WJSV HAS NINETY DAYS TO EXPERIMENT WITH DIRECTIONAL ANTENNA

Because of the partial success of experiments which Station WJSV is making with a directional antenna to clear up the interference which it is causing with the Naval Research Laboratory station, located at Bellevue, D.C., just a mile away, on the opposite bank of the Potomac River, the Federal Radio Commission has given ~~its~~ permission that the experiments be continued for ninety days.

WJSV had been ordered off the air by the Commission, effective May 1, after a hearing at which Navy officials testified that important radio communication experiments were practically at a standstill because of interference from the commercial station.

On April 26, 1933, the Commission received a letter from the Secretary of the Navy advising the Commission that WJSV had made partial progress toward eliminating interference with the Naval Laboratory; that in the opinion of the Navy Department WJSV has not been able to demonstrate that the operation of WJSV in its present location will not continue to interfere seriously with and impair the efficiency of the Laboratory and that the Navy Department must oppose any effort on the part of WJSV to rescind the order filed April 7, 1933 (ordering WJSV off the air) but, "in an effort to cooperate in giving Station WJSV every reasonable opportunity to overcome the difficulties in which it finds itself, the Navy Department will not oppose the granting of a temporary license for three months on condition that the station, in an equal spirit of cooperation agrees that if they have not within that time eliminated such interference to the satisfaction of the Commission and the Navy Department, they will on August 1, 1933, cease operation and will, with the permission of the Commission, remove to a new and more satisfactory location."

Harry C. Butcher, general manager of WJSV, declared:

"We are all confident that the observations to be conducted during the next few months will conclusively demonstrate that the results obtained in our experimental work are permanent. The engineering staff of the Columbia Broadcasting System has done an extraordinary piece of pioneer work.

"While there are still a few remaining problems to be solved, we are sure all of the questions can be answered as satisfactorily as the principal one, the answer to which has wholly been arrived at through the new system of antenna construction created by Columbia engineers. The Navy Department and the Federal Radio Commission have cooperated finely."

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SARNOFF CAPITAL RECEPTION GUEST

David Sarnoff, president of the Radio Corporation of America, is making one of his regular visits to Washington in connection with the officers Reserve Corps and was captured for a reception - probably for the first time. Frank Russell, of the NBC, invited the newspaper people to an informal party in his honor.

A reserved person and one who does not seek the limelight, Mr. Sarnoff has always been popular with the newspaper men, though they do not see as much of him as they used to before he became loaded down with so many duties. In addition to being the skipper of the RCA, he is the chairman of the Radio-Keith-Orpheum Company and has a hand in the RCA-Victor, and several other Radio Corporation subsidiaries.

Mr. Sarnoff is, among other things, an extremely good after-dinner speaker. This despite the fact that twenty years or so ago he was a Russian immigrant boy, who could hardly speak a word of English. Today the addresses of Mr. Sarnoff are as scholarly as those of anyone in the radio industry. He is one of the few men who knows how to make statistics interesting. Despite his great success, Mr. Sarnoff is only 42 years old.

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A.A.A.A. MEETS HERE MAY 11-12

The Sixteenth Annual Meeting of the American Association of Advertising Agencies will be held in the Mayflower Hotel, Washington, D. C., May 11 and 12. Radio advertising will be one of the important subjects discussed during the meeting.

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RUMORED OWEN D. YOUNG WILL CHOOSE R.C.A.
in some quarters

It is believed that Owen D. Young will choose to head the Radio Corporation of America rather than to hold on to his General Electric Company post in the decision between the two which he is forced to make by the Federal court at Wilmington, Delaware. The Court, which ordered the breaking up of the agreements between General Electric, Radio Corporation, Westinghouse and other firms, last Winter allowed Mr. Young to continue in the directorates of both companies until now in order to straighten out the financial and other affairs.

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IS MUSIC BY WIRE IMMINENT?

There are many in the radio industry who believe the fine performance of the Philadelphia Symphony Orchestra playing in that city for the National Academy of Sciences, assembled in Washington, was the opening gun in the struggle for supremacy between those who are now apparently ready to furnish music and other entertainment by wire and those who are already supplying it by wireless.

A thing which led to the conclusion that there is more to the demonstrations both here on the evening of April 27 and in Philadelphia on April 12 than appears on the surface was that the audiences were repeatedly told how far superior the tonal range is over wire than that reproduced by the radio set, how much the radio listener misses in higher and lower notes, and how clear wire transmission is in summer and winter alike - always free from static, atmospheric disturbances and fading.

Although there has been no publicity, two great concerns in the United States have been quietly at work for years perfecting the transmission of music by wire. One of these is the Bell Laboratories, subsidiary of the American Telephone and Telegraph Company, and the other the North American Company. It was the former company which put on the Philadelphia Orchestra demonstrations.

The Bell Laboratories used the long distance telephone wires to transmit their program from Philadelphia to the National Capital. The North American Company contemplates using the city electric power lines.

If the dream of these companies materializes, one set of listeners will get their wired entertainment through a device attached to their telephones and the rival company's audience will receive theirs through the electric light socket. The telephone company already has every city in the country connected by wire. While the North American Company would not have as complete coverage, it is said they figure they could link the power companies in such nearby cities as New York, Boston, Philadelphia, Baltimore and Washington at very little cost.

One of radio's major problems has been how to make listeners pay. In this country the advertisers foot the bill. Wired entertainment would offer listeners an opportunity of paying only for the music they desire to hear and, according to present plans, would be entirely free of advertising.

A.N.P.A. URGES PROGRAMS BE ACCEPTED AS PAID ADVERTISING ONLY

The American Newspaper Publishers Association, at their annual meeting in New York, unanimously adopted a resolution declaring it the sense of the association that newspapers should refrain from publishing radio programs except as paid advertising.

This followed adoption of a resolution by the members of The Associated Press earlier in the week prohibiting that organization as a whole from supplying news to radio chains and limiting member newspapers to broadcasting brief bulletins of major news events over individual stations in their own locality.

In conformity with the action taken by the members of The Associated Press, the board of directors of that organization yesterday prescribed regulations limiting the bulletins so broadcast to thirty words, except for sports events.

The test of the resolution adopted by the A.N.P.A. follows:

Whereas the daily programs of radio broadcast stations offered to newspapers for publication as news matter are nothing more nor less than advertising; and

Whereas there appears to be no sound reason for the treatment of such programs other than as advertising matter;

Therefore be it resolved, That it is the sense of this association that in the future newspapers should not publish such programs free of charge and should publish them, when offered, only as advertising matter, to be paid for as other advertising is paid for.

Following is the resolution of the A.P. board of directors on news broadcasting.

Recognizing that any action at this time must be tentative, the board prescribes the following regulations:

Resolved, That Associated Press news of major local, national and international importance may be broadcast only by a member over a broadcasting station located at the place of publication in a brief bulletin form of not more than thirty words each, and one bulletin only on any one subject. Sports events need not be subjected to the thirty-word or one-subject limitations. Such bulletins shall be broadcast only within the hours of publication of the member, with full credit to The Associated Press and the member newspaper broadcasting. Such broadcast of

bulletins shall in no way be connected with commercial programs; that E.O.S. (Extraordinary Occasion Service) material, which is not subject to limited hours of publication, is excepted, but such matters shall be subject to the thirty-word limitation. And be it further

Resolved, That all resolutions heretofore adopted by the board concerning broadcasting inconsistent with this resolution be rescinded.

That concerning the recommendation of the membership that added assessments be imposed upon members broadcasting, this question, involving many complications, is deferred for further study.

In pursuance of its policy to protect the news reports of The Associated Press, the suit now pending in the Federal court to prevent the unauthorized use by radio of such news reports will be vigorously prosecuted.

The radio program resolution was presented to the A.N.P.A. by a committee headed by E. H. Harris of the Richmond (Ind.) Palladium-Item. Mr. Harris' report said that some newspapers have entirely eliminated radio programs as news.

"Radio programs are offered to the newspapers for the purpose of building listener interest in the public", said Mr. Harris. "Through this added public interest created by the cooperation of the newspapers, the radio station receives more revenue. Part of the revenue, now going into radio channels, belongs to the newspaper field."

The association adopted Mr. Harris' report in full, including the following recommendations regarding the broadcasting of news:

"First, that this association should protest against the selling or giving away of news in advance of publication by national organizations, inasmuch as such news is gathered largely through the efforts of newspapers which pay a large part of the cost of its collection. The publishers have recognized property rights in such news and such rights should neither be destroyed nor injured.

"Second, that all news bulletins, in fairness to the newspapers, should be in the briefest form and prepared to whet the appetite of the listener for more news to be obtained through the newspapers, and the credit for the broadcasting of national and international news should be given to all newspapers of the United States, and the message accompanying the broadcast should state that it is done in the interest of the listening public and through the cooperation of all newspapers.

"Third, that all newspapers which own or are affiliated with broadcasting stations be requested and urged to limit news items classed as local news to bulletins of the briefest form in order that no newspaper, owning or affiliated with the broadcasting station, will broadcast to the detriment of non-affiliated newspapers within listening distance of that station.

"Fourth, continue a committee proposed in the resolution adopted by the board of directors of the A.N.P.A., Dec. 6, to receive suggestions and complaints from publishers.

"Fifth, that the proprietary rights of a newspaper in the news which it gathers or for which it pays is one of its most valuable assets and, therefore, this asset should be preserved at all costs by legal action in cases of news piracy."

Discussion of the radio report emphasized the fact that the resolution on radio programs was not mandatory upon the members, but that, quoting Mr. Harris, it was expected to "encourage a more general application of the elimination of free radio publicity by newspapers."

O. S. Warden of The Great Falls (Mont.) Tribune said that the Montana publishers agreed several years ago that radio programs should be paid for as advertising, just like theatrical advertising, and had followed that policy with satisfactory results. Gilbert M. Hitchcock of The Omaha (Neb.) World-Herald reported that the sales of his newspaper increased after it stopped broadcasting news. Charles A. Webb of The Asheville (N.C.) Citizen said his paper owned a radio station, and he had found the radio and press mutually helpful, with newspaper circulation not affected adversely by broadcasting.

S. E. Thomason of The Chicago Times, chairman of the committee to secure reduced cable tolls, reported that the American press in general did not receive reductions in press rates from the cable companies during the past year, but general reductions in the cost of handling news between foreign points and the United States were effected by the operations of Press Wireless, Inc., a radio communication company licensed in the United States exclusively for the press. He said this company opened wireless service for the press with France, Hawaii and Cuba during the year, with rates from 20 to 40 per cent lower than commercial company rates.

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LISTENERS CRITICIZE NAVY BROADCAST BAN

Questions repeatedly asked of me while on a trip through the Middle West last week were, "Is the Marine Band off the air for good?", "Are the union musicians to deprive listeners of 'Shut-In' concerts permanently?" and "If the Secretary of War allows the Army Band to broadcast, why doesn't the Secretary of the Navy permit the Marine and Navy Bands to be heard?"

It was explained that Secretary of the Navy Adams in the previous administration was the official who forbade the broadcasts and that Secretary Swanson, although the Navy Department has been flooded with letters of protest, has not as yet taken any action to raise the ban.

There was bitter criticism on the part of listeners that organized musicians should deprive those in the hospitals or the aged or those otherwise confined to their homes, of the Marine Band "Shut-In" concerts. This action was characterized as "short-sighted" and "petty". Several declared since the people were paying for the upkeep of these bands they were entitled to hear them, especially if the broadcasting companies offered free facilities for their doing so and no expense was attached to the government.

It was apparently hard for these Middle Western listeners in Ohio, Indiana, and Illinois to understand how there could be any objection to broadcasting the regular concerts of the Army, Navy and Marine Bands. They granted there would be grounds for protest if the bands played on unofficial occasions but not so if the networks picked up the concerts regularly given at the barracks.

Furthermore it was argued that the broadcasting companies frequently fail to use music in filling in the time formerly occupied by the Marine and Navy Bands. If music was used, it was said to be of a grade inferior to that furnished by a fine regimental band of from 80 to 100 pieces. The feeling seemed to be that the listeners, especially the "Shut-Ins", were decidedly the losers because of the ban and the musicians unions, because of the annoyance of the public, were small gainers.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WSEN, The Columbus Brdcastg. Corp., Columbus, Ohio, granted CP to move transmitter locally in Columbus; KUOA, Southwestern Hotel Company, Fayetteville, Ark., granted consent to vol. assignment of lic. to KUOA, Inc.; KUOA, K U O A, Inc., Fayetteville, Ark., granted mod. of lic. to change frequency from 1390 to 1260 kc., and increase hours of operation from specified to unlimited daytime. Also granted CP to install new eqpt. and move transmitter locally;

KOA, Nat'l Brdcastg. Co., Inc., Denver, Colo., granted mod. of CP to extend completion date of CP from May 17 to Nov. 17, 1933; WDGY, Dr. Geo. W. Young, Minneapolis, Minn., granted license covering installation of new eqpt., 1180 kc., 1 kw., unlt'd. time; KREG, The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif., granted auth. to install automatic frequency control; WHAM, Stromberg-Carlson Tel. Mfg. Co., Rochester, N.Y., granted mod. of lic. to use former main transmitter as auxiliary; KLRA, Arkansas Brdcastg. Co., Little Rock, Ark., granted spec. temp. auth. to use auxiliary tube in the last radio stage in conjunction with interlocking switch, for period May 1 to Nov. 1, 1933, said auxiliary tube and licensed output tube not to be used at same time; KLPM, John B. Cooley, Minot, N. Dak., granted renewal of license, 1240 kc., 250 w., hrs. of operation: daily exc. Sunday, 7 a.m. to 1 p.m.; 6 to 7:45 p.m.; 10 to 11:30 p.m. Sundays, 9 to 11:45 a.m.; 1:30 to 2:30 p.m.; 5 to 8 p.m., CST; KSTP, St. Paul, Minn., Natl. Battery Brdcastg. Co., granted renewal of license for the regular period, provided station is to be operated on an exp. basis, and that licensee will reduce its power to 10 KW day and night at any time without a hearing, upon 10 days' notice; WARD, United States Brdcastg. Corp., Brooklyn, N.Y., granted temp. renewal of license, subject to such action as the Commission may take on pending appl. for renewal, and designated application for hearing.

Applications Granted - Other Than Broadcasting

New, Providence Police Dept., mobile, in and about Providence, R.I., granted gen. exp. CP 60000-400000 kc., 20 w.; KJI, KICC, Nakat Packing Corp., Bristol Bay, Alaska, granted public coastal and fixed public CP to install new transmitter; W2XDW, Central Hudson Gas & Elec. Corp., portable, throughout Dutchess Co., granted mod. of CP extending commencement date of CP from Jan. 10 to Sept. 1, 1933, and completion date from Feb. 25 to Dec. 1, 1933; also W2XDX, same; KGUF, Aeronautical Radio, Inc., KGTB, Texarkana, Tex., granted mod. of lic. to add freq. 3127.5 kc.;

KKH and KKP, RCA Communications, Inc., Kahuku, Hawaii, granted mod. of lic. to add Manila as an additional point of communication; W1XAU, Shortwave & Television Corp., Boston, Mass., granted ren. of spec. exp. license, freq. 1550 kc., 500 w. for period ending July 1, 1933; W1XAV, Shortwave & Television Labs., Inc., Boston, granted ren. of visual brdstg. lic. to July 1, 1933; 1600-1700 kc., 1 kw.; W1XG, same Company, portable, granted ren. of visual brdstg. lic. to July 1, 1933; freq. 43000-46000; 48500-50300; 60000-80000 kc., 200 w.; W9XAO, Western Television Research Co., Chicago, Ill., granted ren. of visual broadcasting license; 2000-2100 kc., 500 w.; KVP, City of Dallas, Dallas, Tex., granted temp. auth. to continue police broadcasting to July 1, 1933, subject to investigation by the Commission.

Set For Hearing

New, Raymond M. Brannon, CP for new station, 1500 kc., 100 w., daytime; facilities of KFOR; WABI, First Universalist Society of Bangor, Maine, mod. of lic. to increase hours of operation from specified to unlt'd. time; WFI, WFI Broadcasting Co., Philadelphia, Pa., mod. of lic. to increase power from 500 w. to 1 kw. (Shares with WLIT); WLIT, Lit Bros. Brdstg. System, Inc., Philadelphia, Pa., mod. of lic. to increase power from 500 w. to 1 kw. (shares with WFI).

Amateurs

The Commission granted 675 amateur station licenses, of which 540 were new; 114 modifications and 21 renewals.

Miscellaneous

WCAH, The Commercial Radio Serv. Co., Columbus, O., granted spec. temp. exp. auth. to operate unlt'd. time and simultaneously with Stations WHP, WOKO, WHEC-WABO and WFEA, pending decision on the hearing of application of WCAH, but no later than Nov. 1, 1933; WHEC-WABO, WHEC, Inc., Rochester, N.Y., granted spec. exp. auth. to operate unlt'd. time and simultaneously with stations WOKO, WHP, WCAH and WFEA on 1430 kc., pending decision on hearing of appl. of station WHEC-WABO, but not later than Nov. 1, 1933; WHP and WOKO, granted same.

WJSV, Old Dominion Brdstg. Co., Alexandria, Va., granted special exp. auth. to operate for a period of 90 days, from May 1, 1933, at present location, Mt. Vernon Highway, near Potomac Yards.

WHEC, Rochester, N.Y.; WOKO, Albany, N.Y.; WHP, Harrisburg, Pa.; WCAH, Columbus, O.; and WFMA, Manchester, N.H., hearing set for May 15, involving the 1430 frequency, continued indefinitely.

Applications Dismissed

The following applications, heretofore designated for hearing, were dismissed at request of applicants:

KQW, Pacific Agr. Foundation, San Jose, Calif., CP, 1010 kc., 1 kw. day; 1 kw night, exp. unlt'd. time; New, Hart and Parsons, d/b as Gateway Brdcastg. Co., Roanoke, Va., CP, 1410 kc., 250 w., share with WHIS; KFAC, Los Angeles Brdcastg. Co., Los Angeles, Calif., mod. lic. 780 kc., 500 w. 1 kw., 1s, unlt'd. time; New, Radio Engineering Labs., Inc., New York, CP, exp. band, 10 w.; New, same co., license 60000-80000 kc., 3 w.

Action On Examiners' Reports

Ex. Rep. No. 462 - WMBH - W. M. Robertson, Joplin, Mo., granted mod. of lic. providing for use of the following hours: 7:30 a.m. to 2 p.m. and 6 to 9:30 p.m. daily, exc. Sunday, and 10:50 a.m. to 2:30 p.m. and 7:30 to 9:30 p.m. Sunday, CST on 1420 kc., 100 w. night, 250 w. LS, reversing Examiner E. W. Pratt.

Ex. Rep. No. 465 - WEBR - Howell Brdcastg. Co., Inc., Buffalo, N.Y., denied mod. of lic. for auth. to operate two transmitters alternatively, to permit the regular use of 100-w. transm. during nighttime and the regular use of the 250-w. transm. during daytime, sustaining Examiner R. H. Hyde.

Ratification of Acts Of Commissioners

Action taken April 24 - WGEP - Radiomarine Corp. of America, New York City, granted 60 day auth. to replace transmitter 49 with #3032 aboard Mercury Sun; WLEP - same - granted 60 day auth. to operate 200 w. transmitter aboard Vessel William G. Clyde, freq. 2000 to 17100 kc.; KEXC - same - granted 60 day auth. to operate station aboard Glymont as 1st and 3rd class.

WMAL - Nat'l Brdcastg. Co., Inc., New York City, granted extension of 30 days from March 14, 1933, of program test; WAEF - Aeronautical Radio, Inc., Newark, N.J., granted CP to move transmitter locally to Municipal Hangar, Newark, N.J.

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