

HEINL RADIO BUSINESS LETTER

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

NATIONAL BROADCASTING COMPANY,

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

INDEX TO ISSUE OF JUNE 9, 1933.

U. S. Gets Ready For Mexican Radio Conference.....	2
New S-C Sets Allow Telektor Operation.....	4
E. F. Stevens, Jr. to Direct Columbia Sales.....	4
Correction.....	4
Wile's Ten Years On The Air A Radio Record.....	5
Canadians Ban Price Mention.....	5
Daily Sells Station KFUL At Galveston.....	6
University Course In Radio Speaking.....	6
They Could Sneeze It.....	6
"Mr." Roosevelt Speaks.....	7
WJKS Comes Back At WIBO On Fraud Charge.....	7
A. P. Reporters Off Air.....	8
Radio Commission Employee Dies.....	8
Alabama Station Renewal Receives Commission's Approval.....	8
Dave Lawrence Signs Off After 6 Years.....	9
Western Union-Postal Merger May Involve Radio.....	9
Grunow Corp. And U.S. Radio & Television Corp. To Merge.....	10
New And Renewed Contracts Secured By CBS.....	10
Hedges Goes To KDKA.....	11
Decisions Of The Federal Radio Commission.....	11

No. 629

U. S. GETS READY FOR MEXICAN RADIO CONFERENCE

With the appointment by President Roosevelt of the delegates, everything seems to be all set for the North American Radio Conference to be held in Mexico City beginning July 10th.

The Chairman of the delegates is Eugene O. Sykes, head of the Federal Radio Commission. The other delegates are Hon. Schuyler Otis Bland, Representative from Virginia, and Roy T. Davis, American Minister to Panama. Judge Sykes was no doubt selected by the President because of the fine record made at the International Radio-Telegraph Conference at Madrid.

Representative Bland is the Chairman of the House Merchant Marine, Radio and Fisheries Committee. As such he passes upon and guides legislative action on all radio matters.

Mr. Davis was undoubtedly chosen because of the fact that Mexico invited Central American countries to participate as well as the United States, Canada and Cuba, which were the original countries which had intended take part in the conference.

The official statement given out by the State Department in regard to the conference follows:

"The International Radio Convention of Washington (1927) and the International Telecommunication Convention of Madrid, (1932) leave to regional conferences the solution of problems affecting two or more countries in a single region, but not affecting the entire world. There is no definition in either convention of the limits of regions outside of Europe. Those limits are left to be determined by the interested governments in the light of probable interference caused by the operation of stations. In extending the invitation to the North and Central American Regional Conference, the Mexican Government naturally included all neighboring governments which might license stations capable of interfering with stations in Mexico.

"As the problem of interference must be considered as a unit which can be solved only by taking into account all stations likely to cause interference, the United States is glad to participate in a conference representing the governments of North and Central America at the request of the Mexican Government."

Although not much is said about it, the fact that Mexico invited the Central American Republics, some twenty in number, to take part in the conference, has occasioned considerable concern to our broadcasters. Unless we are very lucky at the Mexican Conference, it will undoubtedly result in our having to give up more

channels than we had anticipated in threshing out our difficulties with Canada, Mexico and Cuba.

On December 10, 1932, the International Radiotelegraph Conference at Madrid completed its work and adjourned. A new Convention and new Regulations were drawn up.

The European nations could not agree on a satisfactory allocation table for Europe, the maritime nations attempting to curb the expansion of the broadcasting band proposed by the non-maritime nations. The European nations decided to hold a regional conference in Switzerland to come to some agreement with respect to their broadcasting troubles. The European allocation table decided upon in the Madrid Conference augments the channels heretofore assigned to broadcasting, but the smaller non-maritime nations of Europe consider that this augmentation is not sufficient. The European broadcast situation is rather chaotic due to the multiplicity of lingual and political subdivisions.

The world allocation table, drawn up at Madrid, remains practically the same as that formulated in the Washington Conference, but the language used in framing the new regulations permits deviation therefrom through regional agreements. For this reason, the exact results to be expected in North America cannot be known until after the North American regional conference at Mexico City, where questions concerning the expansion of the broadcasting band in North America will be considered.

This proposed widening of the broadcasting band to embrace additional long waves for program services will be the big issue at Mexico City.

American broadcasters desire the band widened, and presumably so do the Canadian, Mexican and Cuban governments, but bitter opposition to surrendering any channels in the adjoining mobile band has arisen from military and maritime interests now using those channels.

The mobile band people are quite willing, if any of our frequencies ought to be surrendered to foreign countries, that they be those in the band of the program broadcasting stations. On the other hand, the program broadcasters say that instead of surrendering any of their frequencies, the band should be widened and the Navy and others should be obliged to give up some of their frequencies, all of which, it is alleged, are not used at the present time.

X X X X X X X

NEW S-C SETS ALLOW TELEKTOR OPERATION

Employing a new output tube having a filament six times the length of that ordinarily used and producing nearly six times more power, two new deluxe Telektor radios are announced by the Stromberg-Carlson Company to top its line.

"The new receivers, models 52 and 54, in quality of reception and beauty of cabinet-work, represent the utmost in radio luxury, it is said. They are so equipped that the Telektor system of remote control can be used", the S-C announcement continues. "This system enables the radio set, designed for its operation, to be turned on or off, tuned and completely controlled even to the automatic phonograph mechanism of a combination model, from a Telektor control box, any number of which can be installed throughout an owner's home. Either of these models, therefore, can be used as a nucleus for a complete home sound system."

X X X X X X X X

E. F. STEVENS, JR. TO DIRECT COLUMBIA SALES

John F. Ditzell, President of the Columbia Phonograph Company, announces the appointment of E. F. Stevens, Jr., as General Sales Manager of that company. Mr. Stevens has been identified with the record business for the past 12 years and is well known to the industry. He was previously Vice-President and Sales Manager of the Brunswick Record Corporation.

Mr. Ditzell further announced a complete reorganization of Columbia and a definite and aggressive plan of action in the sales, manufacture and distribution of records.

The headquarters of the Columbia Company are at 55 Fifth Avenue, New York City.

X X X X X X

C O R R E C T I O N

We are indebted to Mr. John J. Karol, Director of Market Research, of the Columbia Broadcasting System, for calling our attention to the fact that under "NBC New and Renewal Accounts" on page 9 of the Business Letter of May 16, we incorrectly stated that the Tide Water Oil Sales Corporation and the Liggett and Myers Tobacco Company accounts were secured by NBC. Mr. Karol informs us that these are Columbia accounts.

X X X X X X

WILE'S TEN YEARS ON THE AIR A RADIO RECORD

In embarking this week upon his annual Summer leave of absence from the air, Frederic William Wile, Columbia's political analyst, hangs up a record in radio. With the close of his 1932-33 talks on "The Political Situation in Washington Tonight", which he will resume in the Fall, Wile concludes ten successive seasons before the microphone with the same topic and title.

It is believed no other speaker now before the broadcasting public can claim such an air background. This covers a span almost as wide as radio itself. Wile started his weekly political reviews in 1923 before chain and network programs existed. He began with the original WRC station in Washington conducted by the Radio Corporation of America before NBC was formed, and remained with the NBC until he joined Columbia in the latter's early days in March, 1929.

As a political commentator from Washington, Wile ranks as the pioneer, as he doubtless will also in connection with trans-Atlantic news broadcasting, in which he was first heard from the London Naval Conference in 1930.

Wile's recent Saturday night absences from the mike were occasioned by a bout with his dentist, which, he says, the doctor won by three out and one to go.

X X X X X X

CANADIANS BAN PRICE MENTION

Advertising matter of all kinds in radio programs broadcast by Canadian stations must hereafter be limited to 5 per cent of the time of any program period - 45 seconds in a 15-minute program.

Also "spot" announcements (local advertisements broadcast between program periods) must be limited to 100 words and may not be made at all between 7:30 and 11 p.m.

These regulations have just been adopted by the Canadian Radio Broadcasting Commission.

Under the Radio Act of 1927, as amended, the Federal Radio Commission has no right of censorship over programs, and the Commission points out an "interesting deviation" in the section of the Canadian rules devoted to "Control of Programs."

It is provided that stations must not use more than 40 per cent of their time on programs imported from foreign countries, and Canadian stations shall not mention or suggest prices in connection with any advertising program. The use of recorded programs and electrical transcriptions must be confined to such hours and subjects as may be defined for each station by the Commission.

X X X X X X X

DAILY SELLS STATION KFUL AT GALVESTON

The News Publishing Company, publishers of the Galveston News and Tribune has announced sale of its Radio Station KFUL to the Southwestern Broadcasting Company. In effect the sale will give one of the broadcasting company stations full time instead of half time which heretofore had been used by KFUL.

X X X X X X

UNIVERSITY COURSE IN RADIO SPEAKING

The Foreign Service School of Georgetown University, in Washington, D. C., has included in its course special training for public speaking. Included in this is a course in radio speaking. Students are acquainted with the mechanics of a broadcasting studio and are actually required to speak, if not over the air, under exactly the same conditions.

X X X X X

THEY COULD SNEEZE IT

It will be a great night for the radio announcers when they have to introduce the newly appointed member of the Federal Reserve Board from Chicago, over the networks for the first time.

His name is Szymczak!

X X X X X X

"MR." ROOSEVELT SPEAKS

Having received a "call-down" from someone in Brooklyn the previous time, James Roosevelt, son of President Roosevelt, appeared because the announcer designated him as "Honorable" James Roosevelt, Columbia, on his recent appearance, was very careful to list him on the program, and to introduce him over the air, as "Mr." James Roosevelt.

Mr. Roosevelt spoke from New York where, addressing the Young Men's Forum, he discussed "The Young Man's Responsibility to His Government."

X X X X X X

WJKS COMES BACK AT WIBO ON FRAUD CHARGE

A lengthy answer has been filed with the Radio Commission by Station WJKS of Gary, Ind., by its counsel, Mabel Walker Willebrandt to the charge by WIBO, of Chicago, that WJKS had perpetrated a fraud on the Commission and the Supreme Court. This was alleged to have taken place in the recent case when the Supreme Court sustained the Commission in taking WIBO and another Chicago station WPCC off the air and giving the frequency they shared to the Gary station.

In its answer WJKS denied the fraud charge "as an argumentative and unfounded accusation."

In reply to the statement that the investment of WIBO is in excess of \$400,000, the respondent denies that there is any such sum involved, and that this is about \$60,000 less than that set forth in the original hearing.

In reply to the charge that Station WJKS now has, and for a long period of time has had, studio facilities in downtown Chicago, the respondent declared this not to be true, that the studios were in Gary and that the Chicago address was simply an office maintained for the purpose of securing contracts for national advertisers. It was said that since the studio was located immediately adjacent to, and used jointly as the principal studio of WJJD, and that by means of wire lines a great majority of WJKS's programs are transmitted from Chicago. This was denied.

In answer to the charge that Ralph Atlass, the principal owner of WJKS, had purchased the controlling interest in WJJD, "has been a professional speculator in broadcasting stations", the petition set forth that Mr. Atlass has not purchased any interest in WJJD and that there is no intention on the part of any of the stockholders to sell WJKS.

Finally WJKS declares every allegation of WIBO in any way alleging fraud is without any foundation whatsoever.

X X X X X X

A. P. REPORTERS OFF AIR

A dispatch to Editor & Publisher from Washington last week told of two of the Associated Press correspondents, Francis M. Stevenson, of the White House staff, and John Suter, who covers the Supreme Court, cancelling radio broadcasting engagements.

Mr. Stevenson was to sing with the White House Correspondents' Association's quintet, and Mr. Suter was to make a talk. Their parts in the programs were both cancelled. Editor & Publisher was told in New York that for a long time the A. P. has felt that its correspondents should not participate actively in radio broadcasting, and that it had discouraged the practice.

X X X X X X

RADIO COMMISSION EMPLOYEE DIES

Miss Eleanor B. Boyle, a popular and efficient employee of the Legal Division of the Federal Radio Commission, died early Tuesday at the George Washington University Hospital in Washington after a short illness of a sinus infection.

Miss Boyle, who was 29 years old, was a native of Uniontown, Pa. She was one of the first employees of the Legal Division having joined that unit soon after its organization in 1928.

For some time Miss Boyle was the secretary to Col. Thad H. Brown, when he was General Counsel of the Commission. At the time of her death she had charge of the dockets for the Legal Division.

X X X X X X X

ALABAMA STATION RENEWAL RECEIVES COMMISSION'S APPROVAL

The Federal Radio Commission has granted the renewal license, which it had held up since last December, to Station WBHS, at Huntsville, Ala. The corporation operating the station became involved in serious financial difficulties. Virgil Evans, who originally constructed the station, upon being advised of the situation, undertook to put its affairs in order. He has now acquired all of the capital stock of the corporation and has effectively adjusted its financial difficulties.

X X X X X X

DAVE LAWRENCE SIGNS OFF AFTER 6 YEARS

A task well done has been that of David Lawrence, who signed off last Sunday night after having broadcast regularly each week since February 12, 1927. Surely this must be a record for continuous service since the talks ran through the Summers as well as the Winters.

Senator Vandenberg, of Michigan, praised Mr. Lawrence from the floor of the Senate for his "extreme accuracy and great unselfishness." He described the talks as "non-partisan and uncolored." Senator Norris, of Nebraska, didn't exactly agree with the latter. Regardless of that, it is a fact that Mr. Lawrence has never received any pay for his broadcasting.

Mr. Lawrence was offered compensation but declined it. He has never accepted a fee for a public speech and did not see why he should do so for addressing a radio audience.

It is said that in the past two or three years, Dave Lawrence has received something like 100,000 letters from his broadcasts. He has been asked to return to the air in the Fall but as yet has not decided whether or not he will do so.

X X X X X X

WESTERN UNION-POSTAL MERGER MAY INVOLVE RADIO

If the Western Union and Postal merge, providing the Railroad Bill becomes a law as it now stands, consideration will be given to the problem of radio communications when discussions of terms can be effected. The main thesis of those favoring consolidation is that they must do away with competition in the communications business, except as between telephone and telegraph service.

It may be assumed that the attitude of the Radio Corporation, as owner of R.C.A. Communications, will be ascertained if Congress does authorize consolidations.

The attitude of the merger proponents is to avoid any such situation as resulted from the unsuccessful attempts to combine R.C.A. Communications with Postal Telegraph and Cable a few years ago. In that case a plan was drawn up providing for deliveries of stock of International Telephone and Telegraph in exchange for R.C.A. Communications, to become effective whenever the laws of the country permitted.

In this case, no merger plans will be discussed at all until the law has been changed.

X X X X X X

GRUNOW CORP. AND U.S. RADIO & TELEVISION CORP. TO MERGE

William C. Grunow, President of the Grunow Corporation, announces through his right-hand man Duane Wanamaker, that a contract has been signed for the merger of the U. S. Radio & Television Corporation with the Grunow Corporation, both of Chicago. This is subject, of course, to approval of stockholders which, undoubtedly, will be forthcoming as soon as the usual legal requirements of time, etc. have been complied with.

Mr. Grunow, who will be President of the merged companies, in announcing the conclusion of negotiations, is quoted by Mr. Wanamaker as saying:

"From the beginning we realized we had a spectacular thing in our safe refrigerator which, for the first time, offered America a refrigerator that could be handled like water and a simple, trouble-free, dependable refrigerating unit, plus a beautiful cabinet. Our successful operations, from scratch a few months ago, to where we are making and selling more than five hundred complete refrigerators per day right now, proves that the American public is always willing to buy a good value at a fair price. It should be remembered that we are not making merchandise of low-priced quality. As a matter of fact, our refrigerators are priced well above the level of much present-day merchandise that is offered by competition.

"The U.S. Radio & Television Corp. has come through the depression with unusual success, due to excellent management. They also have a reputation for making good merchandise at a fair price. They have been conservative, yet aggressive; and their standing financially and otherwise has been kept intact in a splendid manner."

X X X X X X X X

NEW AND RENEWED CONTRACTS SECURED BY CBS

C. F. Mueller Co. (macaroni and spaghetti), starts June 14th; Time: Mond. Wed. Friday, 10:15-10:30 A.M.; Programs - songs and patter; Agency, E. W. Hellwig Co.; Stations - 8 basic.

The Abner-Drury Brewing Co., Starts, May 16th, Time: Tues. and Thurs. 7:15-7:30 P.M. (Happy Days Trio); Agency - Henry J. Kaufman Adv. Agency; Stations: Washington, Charlotte and Greensboro.

Changes - General Baking Co. - Sunday, 5:30-6:00 P.M. beginning June 11th is adding Springfield to its hookup; Sterling Products, Inc., Phillips Dental Magnesia, effective June 1 will broadcast Mon. Tues. Wed. 8:45-9:00 P.M. (formerly Tues. Wed. Thurs.)

X X X X X X X X

HEDGES GOES TO KDKA

William S. Hedges, veteran radio executive, has been appointed General Manager of Station KDKA, Pittsburgh, it was announced in Chicago by M. H. Aylesworth, President of the National Broadcasting Company, which manages and operates the station. KDKA is owned by the Westinghouse Electric and Manufacturing Company.

Hedges will assume his new position on June 15th. His radio career started in 1922, when he was named manager of WGU in Chicago, whose call letters later were changed to WMAQ. Later he became president of the station. In 1928, Hedges was named President of the National Association of Broadcasters. He was reelected in 1929, and in 1931 was made Chairman of the NAB Executive Committee.

X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (June 9, 1933)

KARK, Arkansas Radio & Equipment Co., Little Rock, Ark., C.P. to install new transmitter with maximum rated power of 500 watts. Station operates on 890 kc., 250 watts, unlimited time; WPTF, WPTF Radio Co., Raleigh, N. C., C.P. to install new equipment increase power from 1 to 5 KW, and move transmitter locally to a location to be determined using 50 watt portable for 30 days to make tests; WFBC, Greenville News-Piedmont Co., Greenville, S. C., license covering move from Knoxville, Tenn. to Greenville, S. C., installing new equipment and increasing power; 1200 kc., 100 watts, night, 250 watts day, unlimited time; WLB-WGMS, University of Minnesota, Minneapolis, Minn., renewal of license 1250 kc., 1 KW, specified hours (renewal application was set for hearing because WLB's facilities were applied for by WRHM; that application has now been dismissed; WEW, St. Louis University, St. Louis, Mo., authority to discontinue operation from June 15 to August 1; WLBL, State of Wisconsin, Dept. of Agriculture & Markets, Stevens Point, Wis., authority to cover reduction of power from May 2 to May 15, 1933, from 2½ KW to 2 KW on account of failure of water pump.

Also, WTAR, WTAR Radio Corp., Norfolk, Va., authority to reduce power from 500 to 350 watts from May 23 until new rectifier tubes can be obtained; WCAD, St. Lawrence University, Canton, N. Y. special temp. authority to operate from 10-10:30 A.M., 12 noon to 12:30 P.M. and 4-5:30 P.M. EST, June 12; WORC-WEPS, Alfred Frank Kleindienst, Worcester, Mass., authority to change frequency from 1200 to 1280 kc. and to increase power from 100 to 500 watts on an exp. basis. This station is to install a 3-element directional antenna system and the operation on the new frequency with the increased power will be terminated if any interference is caused to stations operating on the same frequency or to stations on nearby frequencies. Commissioner Lafount opposed this grant.

Also, Township of Teaneck, N.J., general experimental C.P., frequency 4100 kc., power 15 watts; Iowa Broadcasting Co. Portable, installed in truck, C.P. for temporary broadcast pickup service, 2390 kc., 20 watts; W2XEI, Paul J. Gollhofer, Brooklyn, N. Y., license for general experimental service, 34600, 41000, 51400, 60000-400000 kc., 4.5 watts; WFEB, Wayne County Airport, Wayne Co. Airport, Mich., aviation-airport license, 278 kc., 15 watts; Aeronautical Radio, Inc.: KGSN, Portable No. 1 (based at Kansas City, Mo.); KGSO, Same, Portable No. 2, aviation-airport license, frequency 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 50 watts; Libby, McNeill & Libby; KIGE, Libby, McNeill & Libby, steamer Gen. W. C. Gorgas #215,110, KIGN, Same Co., Steamer Otsego; KIGG, Same Co. M/V Libby Maine #216452, fixed public point-to-point telephone license, 3190 kc., 4 watts ((KIGG 20 watts power); KHAIR, Howard Hughes, NC-24-V, consent to voluntary assignment of license to Hughes Products Co., Ltd.

Also, W2XBJ, R.C.A. Communications, Inc., Rocky Point, N. Y., renewal of special experimental license same as existing license with exception of frequencies which does not include 6957.5, 8930, 13870, 13915 kc.; W9XAN, Elgin National Watch Co., Elgin, Ill., renewal of special experimental license same as existing license; W6XK, Don Lee Broadcasting System, Los Angeles, Cal., renewal of special experimental license, same as existing license; American Airways, Inc., Portable on regularly licensed Stinson aircraft, special authority (broadcast pickup) 2342 kc., 50 watts, for use on June 10 in connection with description of Century of Progress grounds from plane through station WLS, Chicago; Press Wireless, Inc., Los Angeles, Cal., authority to discontinue operation of the following point-to-point telg. stations in the fixed public press service at Los Angeles during 6 months period from June 1 to Dec. 1, 1933: KJAG KJAH KJAI KJAK KPG KQO KRH KSH KSK? KSN KSP KUT KJAJ.

Renewal of Licenses

WBTM, Danville, Va., WCBM, Baltimore, WDAS, Philadelphia, WEHS, Cicero, Ill., WFDV, Rome, Ga., WGLC, Hudson Falls, N.Y., WHBQ, Memphis, Tenn., WHDF, Calumet, Mich., WHDL, Tupper Lake, N. Y., WHFC, Cicero, Ill., WILM, Wilmington, Del., WJBK, Detroit, Mich., WJMS, Ironwood, Mich., WJTL, Oglethorpe University, Ga., WKBI, Cicero, Ill. WKBV, Connersville, Ind., WKBZ, Ludington, Mich., WLBF, Kansas City, Kans. WLEY, Lexington, Mass., WLVA, Lynchburg, Va., WMBC, Detroit, Mich., WMBH, Joplin, Mo., WMAS, Springfield, Mass., WMBQ, Brooklyn, N. Y., WMBR, Tampa, Fla., WMIL, Brooklyn, N. Y., WMPC, Lapeer, Mich., WNBF, Binghamton, N. Y., WPAD, Paducah, Ky., WPEN, Philadelphia, Pa. WRDO, Augusta, Maine; WRDW, Augusta, Ga., WBJN, Racine, Wis., WSPA, Spartanburg, S.C. WSVS, Buffalo, N. Y., WSYB, Rutland, Vt. WWRL, Woodside, L. I., WWSW, Pittsburgh, Pa., KABC, San Antonio, Tex. KBPS, Portland, Ore.; KCRC, Enid, Okla., KDB, Santa Barbara, Cal., KFJM, Grand Forks, N. Dak., KGAR, Tucson, Ariz., KGFG, Oklahoma City; KGFI, Corpus Christi, Tex.; KGFK, Moorhead, Minn.; KGIW, Trinidad, Colo., KGKL, San Angelo, Tex.; KGKY, Scottsbluff, Neb.; KIDW, Lamar, Colo.; KMAC, San Antonio, Tex.; KNOW, Austin, Tex., KONO, San Antonio; KOOS, Marshfield, Ore.; KORE, Eugene, Ore.; KPQ, Wenatchee, Wash.; KREG, Santa Ana, Cal.; KSO, Des Moines; KUMA, Yuma, Ariz.; KWCR, Cedar Rapids, Ia., KWKC, Kansas City, Mo., KXL, Portland, Ore. KXO, El Centro, Calif.

X X X X X X