

HEINL RADIO BUSINESS LETTER

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No. 637



MEXICO PULLS A FAST ONE BEFORE THE CONFERENCE BEGINS

Showing that Mexico is not so dumb with regard to radio as some of our people apparently had thought was word from there on the eve of the North American Radio Conference which opened in Mexico City Monday, that new regulations providing for radio station license periods as long as 50 years had just been promulgated. Our stations are only licensed for 6 months. The significance of the Mexican move is said by experts here to be that through the longer licensing period, Mexico will not be in a position to give up any stations. On the other hand, because of our shorter period, if the Conference so decrees, there would be no reason why the frequencies of some of our stations could not be cancelled. In other words, it looks as if we could lose at the Conference, but that the Mexicans couldn't.

The fact that Mexico had sprung this surprise move came in a telegram to Philip Loucks, of the National Association of Broadcasters, from James W. Baldwin, who is acting as observer for the Association in Mexico City.

The new Mexican regulations provide that all broadcasts relative to medicine and health may be made only upon permission of the Government and that foreign studies are prohibited. This will no doubt be hailed with satisfaction by the Federal Radio Commission as it is looked upon as a direct slap at Dr. J. R. Brinkley, an American, operating Station XER, at Villa Acuna, Mexico, just across the border from El Paso.

Brinkley, a "goat gland" specialist, who claims to be able to rejuvenate the aged, originally operated Station KFKB at Milford, Kans. Complaints were made against the station by the American Medical Association and others. It is said that several Kansans volunteered to come to Washington to prove that the "goat gland" treatment had actually made them younger.

However, the Federal Radio Commission finally closed the station. Whereupon Brinkley lost no time opening up across the Mexican border, telephoning his broadcasts down to Mexico from Kansas. Brinkley has been bombarding the United States on what is declared to be between 75,000 and 100,000 watts power, which is about twice as much as is regularly used by any station in this country. Recently he was authorized to use 500,000 watts power, according to reports from Mexico.

Worse than that, Brinkley selected a frequency which seriously interferes with stations in this country. Nevertheless, he is believed to be getting his messages to a considerably greater portion of the United States than he did when he was silenced in Kansas.

Noting the success of Brinkley, Norman Baker, of Station KTNT, of Muscatine, Ia., operating a hospital where he alleged cancer could be cured, likewise thrown off the air on the complaint of the American Medical Association, is now preparing to open a station at Nuevo Laredo, in Mexico, just across the Texas border.

These evasions have naturally been a thorn in the side of the Federal Radio Commission and Judge Eugene O. Sykes, Chairman of the American delegation was expected to make a big fight on it at the conference. Former Vice-President Curtis went to Mexico especially to represent Brinkley's interests.

Mexico's new regulations apparently will hereafter preclude Brinkley's broadcasts from his Kansas studios but whether or not they will prevent his sending broadcasts down from the United States by electrical transcription (phonograph records) or having the same propaganda broadcast in person from his Mexican station is not known. Also, there is a proviso that may prove embarrassing to Brinkley that stations may be licensed only to Mexicans or Mexican corporations.

In view of the fact that Congress is considering the possibilities of requiring our broadcasting stations to pay a license fee, there is also interest here in the new Mexican regulations providing that commercial stations there must pay a tax of 5% of gross revenues and pay monthly inspection fees ranging from 150 to 750 pesos (the normal value of a peso being about 50 cents, but now down to approximately half that).

Hereafter, all advertising rates of broadcasting stations in Mexico must be approved by the Secretary of Communications.

The following is the complete text of the telegram sent to Mr. Loucks by Mr. Baldwin from Mexico City:

"New regulations issued today provide two classes of stations, commercial and cultural. Commercial stations may be licensed to Mexicans or Mexican corporations for a period of not greater than 50 years. Advertising rates must be approved by the Secretary of Communications. Commercial stations must pay tax of 5% of gross revenues and monthly inspection fees ranging from 150 to 750 pesos. Operators must be Mexicans. All programs must be in Spanish but with permission may then be given in other languages. Broadcasts relative to medicine and health may be made only after permission. Foreign studios prohibited. Retransmission permitted after prior authority."

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OPERATION OF NEW ANTENNA AT KYW

About seven months ago KYW made first use of a new type of antenna, that in effect consists of two vertical radiators, so spaced and properly adjusted in such a manner, as to concentrate the larger portion of the radiated energy in the directed direction. The unique feature of this installation was the utilization of wooden masts for the support of the conductors which radiate the 10 kilowatts of KYW's 1020 kilocycle frequency.

"The beneficial results, due to increased coverage, obtained from this installation have more than exceeded the highest expectations", according to a Westinghouse press release which describes the antenna in detail. "Signal strength of KYW was nearly doubled in the heavily populated centers in and around Chicago.

"The main antenna at KYW, generally referred to as the Exciter Antenna, consists of a wooden mast which supports a section of copper tubing 204 feet in length. When first installed, an attempt was made to work the antenna as a half-wave radiator. A tuning coil was placed midway between the top and bottom of the pole and at a height of about 100 feet, and current fed by means of a two-wire transmission system to the transmitter. This particular system presented some difficulty in the matter of tuning and adjustments and after some experiments were made, it was decided that a quarter-wave, under the circumstances would be more feasible. Since January 5, 1933, the Exciter Antenna has been worked as a quarter-wave, its advantages over the half-wave being that it is little affected by weather conditions and can be tuned and adjusted at the base of the mast. Also as the present method of operating the quarter-wave antenna makes use of a ground consisting of copper sheets and radial wires, the wood pole is very nearly at the same potential as the antenna itself, thus doing away with the possibility of loading considerable portion of the radiated energy into the supporting mast.

"When the antenna was first installed, three sets of guys, consisting of four guy wires each, were made use of to hold the mast erect. The top-most set of guys was approximately 140 feet above ground. There remained, unsupported, a 60 foot section of the mast at the top. It was decided that this presented a hazard in the case of high winds or ice collecting, and an additional set of guys was installed and attached to the mast, approximately 175 feet from the ground. All guy wires had been insulated from the ground and the pole by means of insulators and were broken up into 40 foot sections. The installation of the latter set of guys dropped the signal strength approximately five percent. More insulators were then installed in this set of guy wires, breaking the sections up into 20 foot lengths. Later, additional insulators were installed on the portion of the guy wires that were in proximity to the antenna. The signal strength then returned to its normal value. Since then, a few extra insulators have been installed in the guy wires on the second set, with a slight improvement in field strength resulting.

"KYW's new antenna since its installation has weathered a fifty-mile gale without damage and the effect of ice. On March 18, 1933, a heavy coating of ice formed on the antenna. Signal strength dropped approximately 10 percent. The reason for this was not ascertainable until one of the top guy wires burned off, due to an arc caused by radio frequency leaking across the ice from the copper tubing to the guy wire. It was noticed that even though the guy wire had dropped, an arc still held between the short section still attached to the pole and the copper tubing. By vigorously shaking one of the guy wires on the top section, the ice at this point was dislodged and the signal strength immediately returned to normal, although the remainder of the pole and copper tubing was still entirely covered with ice. Since then, additional insulators have been installed as close to the pole as possible, thus eliminating a considerable amount of coupling to the wires that are attached to the pole itself.

"The lead-in on KYW's former antenna was located in such a manner as to be inductively coupled to the 500 ohm transmission line termination in the tuning house. Upon erection of the new antenna, which was located 120 feet from the tuning house, it became necessary to install another transmission line from this tuning house to the new antenna. At the present time, the new antenna is being fed by a single-wire feeder, connected at a point about 50 feet above the ground and inductively coupled to the transmission line termination in the tuning house.

"The reflector portion of the new antenna system differs somewhat in construction from the exciter antenna for reasons of economy rather than necessity. It consists of one single wooden mast, extending 90 feet above ground and on top of which is attached a fabricated 60-foot duraluminum tower. The convention copper tubing attaches to this mast and extends down the length of the wood pole to an inductance which tunes this installation to 1020 kilocycles. This mast is guyed with a single set of four guy wires and although the fabricated tower portion of this antenna, due to its nature, collects a considerable load of ice, no mechanical or electrical difficulties were encountered."

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NEW SPOT BROADCASTING STANDARD ORDER BLANK

The standard order blank for spot broadcasting which is being worked out by the National Association of Broadcasters, in cooperation with the Advertising Federation of America, will probably be promulgated during the present week.

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FOES OF TAMMANY ASK TIME ON WNYC

The City Affairs Committee in New York has sent a letter to the Department of Plant and Structures asking for the privilege of radio time on New York City's station, WNYC, for the broadcasting of three talks on city problems by John Haynes Holmes, Chairman of the Committee; Professor Joseph B. McGoldrick of Columbia University and Paul Blanshard. All are identified with the movement to unseat Tammany at the coming city election.

The request followed a series of talks by department heads on New York City problems. It was announced that the topic of Mr. Holmes would be "Unemployment Relief", while Professor McGoldrick would discuss "The Finances of the City of New York", and Mr. Blanshard, "The Board of Aldermen."

"We should like to hear from you at the earliest possible moment whether these speakers and topics are acceptable", Mr. Holmes wrote. "We shall regard your attitude in this matter as a test of the non-partisanship of the city radio station."

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ANPA ISSUES NEWSPAPER RADIO ADVERTISING COMPARISON

The Bureau of Advertising, American Newspaper Publishers' Association, made public the results of a study of newspaper, magazine and broadcast expenditures for advertising in 1932. The survey showed that newspapers received about 59 per cent of the aggregate appropriations of 432 national advertisers, and were the preferred medium in nineteen out of thirty leading trade groups.

It was shown that this representative group of advertisers spent \$116,200,000 in newspaper space, compared with \$52,301,139 in magazines and \$25,321,984 in broadcast, a total of \$193,823,123. Of 342 newspaper advertisers, 150 also used magazines, while 111 also used radio.

In the automobile and trucks group, 82.4 per cent of the advertising expenditures went to newspapers. The newspaper share in some of the other groups was: gasolines and motor oils, 74.2 per cent; druggists' sundries, 65.2 per cent; financial, 68.3 per cent; soft drinks, 63.8 per cent; railroads, 92.7 per cent; steamships, 83.8 per cent; clothings and shoes, 87 per cent.

Sixty-two national food manufacturers, accounting for a total advertising expenditure of \$37,958,000, spent 46 per cent of this appropriation in newspapers, compared with 34.7 per cent in magazines and 19.3 per cent in radio. In the tobacco division, nine companies spent together \$25,724,865, of which 72.3 per cent went to newspapers, 11.2 per cent to magazines and 16.5 per cent to radio.

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MEXICAN CONFERENCE MAY LAST TWO MONTHS

The importance of reaching an international agreement for the use of radio facilities in North and Central America was emphasized by Eugene O. Sykes, of Jackson, Miss., Chairman of the Federal Radio Commission and head of the United States delegation at the opening of the North American Radio Conference in Mexico City on Monday.

"Our difficulties", declared Mr. Sykes, "should not be as great as those which confronted the European broadcasting conference, recently concluded. Let it not be said of us that continental Europe, with the vast intricacies of its problem, was able to reach an agreement and that North and Central America failed."

It was predicted that the Mexican Conference may last as long as two months.

According to a dispatch to Washington, President Rodriguez, of Mexico, is to receive former Vice-President Curtis at the Palace Wednesday. Mr. Curtis is down there representing Dr. Brinkley whose station was closed down in Kansas and who has since been operating, much to the discomfiture of the Federal Radio Commission, from Mexico. President Rodriguez did not open the Convention as had been expected but sent someone in his place.

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HOLLYWOOD BELIEVED TO BE CENTER OF TELEVISION INDUSTRY

Radio executives think Hollywood will be the center of the new industry, television, when it comes along, and they're looking over the ground out there.

"M. H. Aylesworth, NBC's president", according to Pathfinder Magazine, "has signed for a big studio in the town where the stars always shine."

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BELL LABORATORY RESEARCH DIRECTOR DIES

Harold De Forest Arnold, Director of Research of the Bell Telephone Laboratories, died at his home at Summit, N. J., Monday morning, of a heart attack. He was 49 years old.

Mr. Arnold was among the first to appreciate the necessity for a high vacuum in order to realize the full possibilities of the three-element vacuum valve and assisted in research to discover means of obtaining it and of taking full advantage of the space charge effect of electrons. He designed not only vacuum tubes but methods for their manufacture as a part of the telephone industry.

During this work he introduced the oxide-coated filament as a source of electrons and adapted tubes to use in long-distance wire and radio communication. In recognition of this work, Mr. Arnold received the John Scott Medal in 1928.

He also had a part in the development of permalloy and perminvar, magnetic alloys, the first of which is used in submarine telegraph cables to increase their effective capacity more than five-fold and which has also brought about reduced distortion in electrical sound apparatus, and the second of which is used in the cores of loading coils in telephone circuits.

A statement from the Bell Laboratories said that "under his efficient direction, not to mention his very definite contribution of ideas, fundamental research work upon many phases of the communication art has been carried on. These have notably advanced the whole telephone art, both wire and radio; they have made available new methods in land wire telegraphy; in submarine cable telegraphy they have furnished a new type of cable with appropriately modified methods of operations; they have given new methods of recording sounds, making possible improved phonograph records and making practical the so-called talking movie; and, finally, not to extend the statement further, this work finds more or less direct application to the problem of those with impaired hearing."

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NBC AND RCA OBSERVERS AT MEXICO CITY

C. W. Horn, Chief Engineer for the National Broadcasting Company, is acting as observer for that company at the North American Radio Conference in Mexico City. A. J. Costigan is there representing the Radiomarine Corporation.

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KFWI'S EQUIPMENT SEIZED

Station KFWI is off the air since Graybar Electric Co. seized \$25,000 worth of equipment for which the station still owed. Western Electric technical material was purchased by the indie station recently when the broadcaster's old equipment was declared obsolete.

Radio Entertainments, owners of the station, continue to maintain a telephonic connection, answering all questions about programs with, "We're not sure of the definite hour we'll be back on."

The situation, however, isn't so bright as the old equipment can't be used and there isn't enough dough for the new stuff, let alone buying more.

Graybar is trying to peddle the seized equipment, and will let it go for about \$10,000.

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LEAGUE INVITES KALTENBORN TO GENEVA

The Secretariat of the League of Nations has extended a formal invitation to H. V. Kaltenborn, Columbia's news analyst, to come to Geneva for several weeks in August and September as consultant on broadcasting League proceedings. The League now owns and operates one of the most powerful broadcasting stations in Europe and desires to make more of a feature of broadcasting proceedings of the Council and Assembly, and of putting the leading statesmen of the world on the air from Geneva.

Kaltenborn, who currently is covering the London Economic Conference for the Columbia network, is holding in abeyance his definite acceptance of the invitation until completion of tentative broadcasting plans for this coming Fall and Winter.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (July 11, 1933)

KFH, Radio Station KFH Co., Wichita, Kans., modification of temporary license, pursuant to and in conformity with the Mandate of the Court of Appeals of the D.C., contained in that certain Stay Order granted by said Court July 10, 1933, in Cause No. 6006, Unity School of Christianity (KOQ) Appellant, v. F.R.C. in said Court and in effect subject to the further order of that court and the Commission pending determination of the issues raised by said appeal (Station KFH to operate 5/7 time on 1300, 1 KW; WOQ 2/7 time on 1300.

Also, WOI, Iowa State College of Agr. & Mechanic Arts, Ames, Ia., special temp. authority to remain silent Thanksgiving Day, Christmas Day and January 1, 1934, provided Stock Market is closed on those dates; WBZA, Westinghouse Electric & Manufacturing Co., Boston, Mass., C.P. to make changes in equipment; WHEF, Attala Milling & Produce Co., Kosciusko, Miss., modification of C.P. extending commencement date to July 24, and completion date to Jan. 24, 1932; KFLX, George Roy Clough, Galveston, Texas, license covering move of transmitter and studio, 1370 kc., 100 watts, unlimited time.

Also, National Broadcasting Co., Inc.: New - Portable and Mobile, (2) applications, C. P. and license, General Experimental service, frequencies 34600, 41000, 51400, 60000 to 400000 kc., 1 watt power; General Electric Co., New - Mobile, Schenectady Co. N.Y., 2 new C.P.'s for general experimental service, frequencies 27100, 34600, 41000, 51400, 60000 to 400000, 401000 and above kc., 50 watts; Commissioners of Township of Abington, Abington, Pa., General experimental C.P., frequency 34600 kc., 15 watts; WPEI, E. Providence Police Dept., E. Providence, R. I., C.P. to install new equipment in police transmitter; City of Port Huron, Mich., C.P. for police service, 2414 kc., 50 watts; W8XAS, Victor George Martin, Portable & Mobile, Rochester, N. Y., general experimental license, 23100, 26000, 27100, 34600, 41000, 60000, 400000 kc., 25 watts; M. & H. Sporting Goods Co.: W3XAX, Portable, and W3XAW, Portable and Mobile in New York and New Jersey, general experimental licenses, frequencies 41000, 51400, 61000, 81000 kc., 20 watts.

Also, Aeronautical Radio, Inc.: New at Kansas City, Mo., C.P., aviation service 278 kc., 15 watts; New at Murfreesboro, Tenn., C.P. to move existing station approximately 400 feet; WAEN, Evansville, Ind., C.P. to move transmitter approximately 300 feet; KGUE, Brownsville, Texas, aeronautical point-to-point station license, frequencies 2316, 2356, 3467.5, 4740 kc., unlimited, 6540, 6550, 6560, 8015 kc., day only, 150 w.; KGTH, Salt Lake City, aeronautical point-to-point license, 2720, 2732, 4110 kc., unlimited; 6510, 6520, 6530, 8015 kc., day only, 150 watts; KGSK, Billings, Mont., aviation license, 2668 and 2672 kc., 400 watts; WAEQ, Chicago, aircraft license, frequencies 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 400 watts; KGTH, Salt Lake City, aviation aeronautical license, frequencies 2906, 3072.5, 3088, 5672.5, 5692.5 kc., 400 watts; KGSS, Denver, Colo., aviation aeronautical license, frequencies 2906, 5692.5 kc., 100 watts; KGSK, Billings, Mont., aviation aeronautical license, frequencies 2854, and 3005 kc., unlimited, 5377.5 kc. day only, 400 watts;

Also, W5XC, Rev. Lannie W. Stewart, Shreveport, La., general experimental license, frequencies 1594, 34600 kc., 100 watts; Press Wireless, Inc.: W9XAV, Portable and Mobile, Elgin, Ill., W2XDT, Portable and Mobile, Hicksville, N. Y. general experimental licenses, frequencies 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 100 watts; WJU, Hicksville, N. Y., modification of C.P. to add frequency 10750 kc., in place of 5285 kc., and add Winnipeg, San Francisco, Chicago, Buenos Aires, Havana and Rome as additional points of communication, and change description of transmitter; WJS, WAFH, WCX, WHL, Hicksville, N. Y., modification

of existing licenses to authorize use of additional transmitter No. NY#7; Sun Oil Co.: WRFG, Aboard "Pudden", and WBFH, aboard "ENA", application for Third Class Ship station license to authorize use of high frequency transmitter for the cruiser launch "ENA" & "PUDDEN", in connection with oil drilling operations in Louisiana near Gulf of Mexico.

Also, Nakat Packing Corp.: KJI, Nakeen, Alaska, public coastal-coastal telegraph license 425 and 500 kc., 200 watts; KICC, Nakeen, Alaska, license, fixed public point-to-point telegraph 274 and 178 kc., 200 watts; KUU, R. R. Farish, Steamboat Bay, Alaska, public coastal - Coastal Telegraph license 500, 425 kc., 200 watts; Also same KICV, (Farish) fixed public point-to-point telegraph license 274, 268, 256 kc., 200 watts; WPFQ, Borough of Swarthmore, Swarthmore, Pa., police service license, 2470 kc., 50 watts; WPFU, City of Portland, Portland, Me., modification of C.P. to extend completion date from July 1 to July 10, 1933; WPFS, Buncombe Co., N.C. Asheville, N. C., modification of C.P. (Police Service) to extend completion date to July 31, 1933, and increase power from 100 to 200 watts temporarily.

Also, KGZT, Santa Cruz Co., Santa Cruz, Cal., modification of police C.P., extending completion date to Sept. 30, 1933; K7XD, Tel. Bond & ShareCo., Ketchikan, Alaska, modification of general experimental C.P. extending completion date from Aug. 18, 1933 to Feb. 1, 1934; W8XL, The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio, modification of C.P. extending completion date to Feb. 25, 1934; KIDB, A. A. McCue, Kasaan, Alaska, renewal of fixed public point-to-point telephone license, in exact accordance with existing license, also granted modification of license for additional point of communication, WXH, Ketchikan; Edward Bennett, Norfolk, Va., amateur first class license.

Also, Bell Telephone Laboratories, Inc.: W2XDJ, Whalepond Road, N. J., and W2XAY, Portable, renewal of special experimental license in exact conformity with existing license; American Telephone and Telegraph Co., Portable in Sussex, Morris, Essex and Somerset Counties, N. J., and W2XA, Rocky Point, N. Y., renewal of special experimental license in exact conformity with existing license; Ford Motor Co.: W8XE, and W8XC, Dearborn, Mich., and W9XH Lansing, Ill., renewal of special experimental licenses in exact conformity with existing license; RCA Communications, Inc.: K6XO, Kahuku, Hawaii, and W6XI, Bolinas, Cal., renewal of special experimental licenses in exact conformity with existing licenses; KGZB, City of Houston, Texas, authority to test municipal police station.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WAAW, Omaha, Neb.; WABC-WBOQ, New York; WAIU, Columbus, Ohio; WAPI, Birmingham, Ala.; WBAL, Baltimore; WBAP, Fort Worth, Tex.; WBT, Charlotte, N. C.; WBZ, Boston, WBZA, Boston; WCAU and auxiliary, Philadelphia; WCAZ, Carthage, Ill.; WCCO, Minneapolis; WDZ, Tuxcola, Ill.; WEAF and auxiliary, New York; WEEU, Reading, Pa.; WENR and auxiliary, Chicago; WESG, Elmira, N. Y.; WFAA, Dallas, Tex.; WGY, Schenectady, N. Y.; and auxiliary (WGY);