

HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

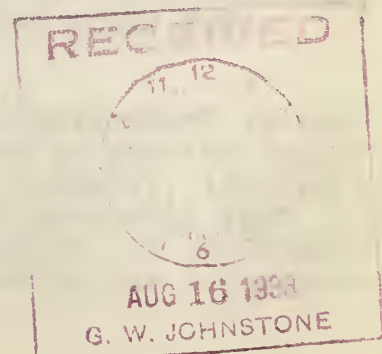
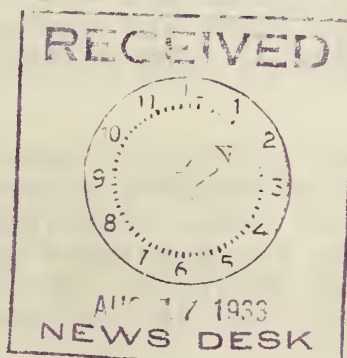
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INDEX TO ISSUE OF AUGUST 15, 1933.

Would Deny Radio Facilities To NRA Slackers.....	2
Vaugh De Leath Suggested For Radio Commission.....	3
Auto Radio Receivers Win Firm Place.....	4
Coast Guard Develops Aircraft Frequency Indicator.....	5
Radio Photo For Fashions.....	6
Columbia New And Renewed Contracts.....	6
WHDH's Unlimited Time Request Recommended For Denial.....	7
NBC New And Renewal Accounts.....	8
Decisions Of The Federal Radio Commission.....	9

No. 648



WOULD DENY RADIO FACILITIES TO NRA SLACKERS

It is the patriotic, if not the bounden and legal duty of all licensees of radio broadcasting stations to deny their facilities to advertisers who are disposed to defy, ignore, or modify the codes established by the NRA, Commissioner Harold A. Lafount has declared.

Mr. Lafount's observations were based on experiences gained on his recent inspection trip of 107 radio stations in 11 Western and Pacific Coast States. While he found a disposition on the part of practically all broadcasting stations to support enthusiastically the industrial recovery program of the Government, a few isolated cases of flagrant violations were brought to his attention which he feels should not go unnoticed. For instance, in a Pacific Coast city, a delegation of business men called on him and protested vehemently against a licensee of a broadcasting station who permitted one of their associates to go on the air offering his service at greatly reduced prices.

The chairman of the delegation said, in effect:

"We have signed the NRA code and we intend to support the Government to the limit in its recovery program. But we feel that we are the victims of a grave injustice when Government agencies, in the form of franchises for the use of radio facilities, are allowed to ruin our business. We should be afforded protection from such practices."

Protestants declared that one of their associates after signing the code had gone on the air with a price-cutting program and as a result he had a big boom in business at their expense.

Of course such trade practices and unfair competition should not be countenanced, Mr. Lafount declared, but there is little or nothing the Commission can do about it. He added:

"Under the Radio Act the Commission has no right of censorship. However, the Commission has the right to take into consideration the kind of programs broadcast when licensees apply for renewals.

"In the present crucial time, when the Government is making a determined effort to restore prosperity and to provide employment for vast groups, by establishing codes for industry, tending to provide more jobs; by reducing working hours and advancing wage scales, it is questionable, in my individual opinion, if the Commission should ignore such protests as the one filed by the delegation mentioned:

"Of course, when the people are fully informed concerning the NRA drive, its purport, and the philosophy back of it, listeners will ignore appeals for business based on price-cutting. In fact, such appeals will be considered unfair, unpatriotic and un-American.

"During the World War those who refused to do their part were labeled 'Slackers' - a term of contempt. Those who refuse to aid the Government in this critical time in its war against depression should be placed in the same category. So far they have been dubbed 'Chiselers' but to my mind that is too mild a term.

"The success of the recovery drive, it is generally conceded, depends on team work on the part of the whole nation - the buyers as well as the producers. Many are called upon to make sacrifices for the common good and those who refuse to play the game deserve, and undoubtedly will receive, the odium of all true Americans.

"It is to be hoped that radio stations, using valuable facilities loaned to them temporarily by the Government, will not unwittingly be placed in an embarrassing position because of the greed or lack of patriotism on the part of a few unscrupulous advertisers."

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VAUGHN DE LEATH SUGGESTED FOR RADIO COMMISSION

While Vaugh De Leath, said to be the original crooner, was playing at a Washington theatre, an admirer started a boom for her as Federal Radio Commissioner. This was done in a letter to a newspaper as follows:

"Now that the Administration is recognizing women's ability to fill responsible positions in the Government, it seems to be a fitting time to suggest that the appointment of Vaugh De Leath to the Federal Radio Commission would be a wise and beneficial move.

"Though the public knows Miss De Leath primarily as a radio star, it is well known that as one of the pioneers of radio, she is as much at home in the control room as in the studio. Her knowledge of its controversies, of the wants of the public, and of the needs of radio as a whole is far greater than that of many men now controlling the destiny of the radio field.

"As a member of the Commission, her views would be representative of the millions of women who today comprise the larger part of the radio audience throughout the country."

It is said that Miss De Leath for a long time conducted her own radio station and that she assisted Dr. Lee de Forest.

Of course Miss De Leath has not the slightest chance of becoming a Radio Commissioner, even assuming that the above proposal is serious and not a press agent stunt. Nevertheless, the proposal may start other women to thinking about it, among them possibly someone who may have sufficient political pull to inaugurate something.

The next Commissioner, whose term is to expire in February, 1934, is W. D. L. Starbuck, a Democrat, of New York. It would be an interesting turn of affairs, and one well within the realm of probability now that the thing has been suggested, if there should be women as well as men candidates seeking his place.

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AUTO RADIO RECEIVERS WIN FIRM PLACE

"Will the return to better times economically see a natural and inevitable fusion of the automobile and radio?" William Ullman, noted automobile authority inquires. Replying to his own question, he declares there are strong indications that the query merits an affirmative answer.

Among the substantive evidence, as he sees it, is the following:

Motor car radio receivers are becoming more efficient. Some of the original difficulties, among them that of interference from the ignition system, have been eliminated entirely and others have been significantly modified.

Receiver prices are dropping steadily to a point that makes them economically feasible for a much larger number of motorists, especially with the return to anything like normal economic equilibrium. The price reductions are the result of reduced production costs rather than a diminution of quality in sets.

Steady improvement of automobiles with respect to smoothness and silence of operation makes radio reception much more readily adaptable to the field of personal transportation.

A virtually complete absence of opposition on the part of motor vehicle and traffic officials who, in the early days of motor car radio, foresaw a disadvantage to traffic safety in the possible distraction of driver attention.

In the face of these advances and the changed attitude on the part of motordom's official monitors, radio manufacturers see a brand-new field opening up before them. To them, the automobile provides an opportunity to sell the family a second radio receiver which was frustrated to some extent by the durability and continued efficiency of their other products. The market prospects are large enough to stimulate them to a mighty effort to produce the ideal receiver in point of design and price; in short, a

promise of revival for the industry which is brighter than any other in years.

Motor car retailers and accessory dealers welcome the development of this new fitment for the automobile. Their earnings in recent years have diminished considerably as a result of the trend toward factory-equipping of passenger vehicles, a fate which may eventually overtake radio receivers but which appears unlikely for the time being.

Several fundamental questions remain to be answered before automobile radio is permanently set for the brilliant future which is assumed for it by most observers. One is whether the receiver should be built strictly for the motor car, an integral part of it, or be adaptable to several uses. Many can see distinct advantages in favor of the receiver that can be used alternately in the home, the car, the motor boat, the camp or wherever the average individual may find himself in non-business hours.

At the same time, however, other critics maintain that such a universal design represents compromises which minimize the effectiveness of the set in each of its potential spheres of usefulness. Those who hold this point of view feel that the perfect motor car radio development is the one which envisages a receiver designed primarily for, and built integral to, the automobile.

Both types now are available and it will be interesting to watch the settlement of the issue which they involve.

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COAST GUARD DEVELOPS AIRCRAFT FREQUENCY INDICATOR

A new type of aircraft frequency indicator is being developed for use in Coast Guard aircraft. This indicator will cover the frequency bands of from 275 to 600, and 2600 to 8100, kilocycles. A quickly detachable shock absorbing mount is furnished with each equipment. This equipment includes a novel temperature compensating indicator which automatically shows for each set of curves the correction which is to be applied for changes in temperature. The circuit employs an electron coupled oscillator, detector and amplifier all of which are combined in one tube.

The frequency variation due to temperature changes has been reduced to a point which is only slightly greater than that of a quartz crystal. A quartz crystal is also utilized in this equipment for checking. The indicator complete with shock absorbing mount will weigh approximately six pounds. It is expected that this equipment will be ready for issue to Aviation Stations at an early date.

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RADIO PHOTO FOR FASHIONS

First sketches of the new Fall fashions as exhibited in Paris were distributed by the Newspaper Enterprise Association Service last week. Publication of these fashion sketches by NEA clients within two or three days of the date of the openings in Paris was made possible by the use of radio photo. One of the best French fashion artists made the sketches in Paris from the models as they were exhibited. The sketches were then flown to London where they were radiophotoed to New York where another fashion artist resketched the models again bringing out details which were lost in the radio transmission.

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COLUMBIA NEW AND RENEWED CONTRACTS

NEW - S. C. Johnson & Son, Racine, Wis., (Floor Wax), Starts August 20, Sunday 10:45-11:00 A.M., Mon. Thurs. 11:30-11:45 A.M.; Program - Tony Wons, Peggy Keenan and Sandra Phillips (two pianos); Stations - 19 basic, plus three supplementary stations; Agency - Needham, Louis and Brorby, 360 N. Michigan Ave., Chicago, Ill. ✓

NEW - Corn Products Refining Co., New York; (Linit); Starts October 1, 1933, Sundays 9-10:00 P.M.; Program - Musical; Stations - Basic, Don Lee, Denver, Salt Lake; Agency - E. W. Hellwig, New York. ✓

RENEWED - Gold Dust Corp., August 4th renewed local broadcast over WABC only, Mon. Wed. Fri, 7:15-7:30 P.M. ✓

CHANGES - Frigidaire - Wed. Fri., 10:30-10:45 P.M. on August 2 added Bangor WLBZ ✓

Union Central Life Insurance Co. - opening fall broadcast on Sept. 24, Sunday 7:30-8:00, beginning Oct. 15 will broadcast 7:00-7:30 P.M. ✓

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WHDH'S UNLIMITED TIME REQUEST RECOMMENDED FOR DENIAL

Station WHDH, owned by the Matheson Radio Company, of Boston, Mass., which is seeking a change in operating hours from limited time to unlimited time, has had its application recommended for denial by George H. Hill, Examiner of the Federal Radio Commission. This station operates on a frequency of 830 kc. until local sunset at Denver, Colo., with power of 1 KW. The frequency 830 kc is a clear channel allocated to the Fifth Zone, to which Station KOA is assigned as the dominant station.

The application is recommended for denial upon the following conclusions having been reached:

1. Boston and Eastern Massachusetts now receive adequate broadcast service at night from stations located therein.

2. A sufficient showing of need for the service requested has not been made by the applicant.

3. A great portion of the listeners located within 800 miles of Denver, Colo., are dependent upon clear channel stations remotely located and within this area Station KOA furnishes the best and most dependable service.

4. The granting of the application would result in interference between Stations WHDH and KOA; would substantially reduce the area served by Station KOA, and would deprive a large number of rural listeners of service from what is now their most dependable station.

5. Public interest, convenience and/or necessity would not be served by the granting of this application.

Judge Ira E. Robinson, former Radio Commissioner, Elmer W. Pratt, former Examiner of the Commission, and W. J. MacInnes appeared on behalf of Station WHDH; Philip J. Hennessey, Jr., represented Station KOA; John M. Littlepage looked after the interests of Station WMAS, Springfield, Mass.; George O. Sutton, and William A. Porter appeared on behalf of Station WEEI, and Horace L. Lohnes and Garland Powell represented Station WRUF.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Western Clock Co. (Alarm Clocks), LaSalle, Ill.; Agency - Batten, Barton, Durstine & Osborn, 221 N. LaSalle St., Chicago, Ill.; Starts Sept. 24, 1933; Sundays 5:00-5:15 P.M. EDST, Network - Basic Red; Program - Dramatic (Talent and Title not yet available).

NEW - Sterling Products (Phillips Milk of Magnesia), 170 Varick St., New York City; Agency - Blackett Sample Hummert, Inc., 230 Park Ave., N. Y. City; Starts October 4, 1933; Wednesdays 9:00-9:30 P.M. EDST, Network - Basic Red; Program - not yet available.

NEW - Tastyeast, Inc., Trenton, N. J.; Agency - Stack Goble Advertising Agency, 8 S. Michigan Ave., Chicago; Starts - September 14, 1933; Time, Thursdays, 7:15-7:30 P.M. EDST; Network-WJZ WBZ WBZA WBAL WMAL WSYR KDKA; Program - "Baby Rose Marie" (musical).

RENEWAL - Real Silk Hosiery Mills, Indianapolis, Ind., Agency - Erwin Wasey & Co., 230 N. Michigan Ave., Chicago, Ill.; Starts - Sept. 10, 1933; Sundays 7:00-7:30 P.M. EDST; Network - Basic Blue, WSM WSB WJDX WSMB WKY, Dallas - Ft. Worth, KPRC WOAI KTHS KOA KDYL, Orange Northwestern; Program - Dance orchestra and guest talent (title and name of talent not yet available).

NEW - Spratt's Patent Limited (Dog Foods), 18 Congress St., Newark, N. J.; Agency - Paris & Peart, 370 Lexington Ave., New York City; Starts - Sept. 12, 1933; Time - Tuesdays, 7:45-8:00 P.M. EDST; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY KYW; Program - "Don Carney's Dog Stories".

ALSO - Same as Above (Except on Wednesdays at 8:15-8:30 P.M. EDST on KGO KFI KGW KOMO KHQ, ONLY) - Starting date for this program is September 27, 1933.

NEW - U. S. Tobacco Co., 1107 Broadway, New York City (Dill's smoking tobacco); Agency - McCan Erickson, 285 Madison Ave., New York City; Starts - November 18, 1933; Time - Saturdays, 7:30-8:00 P.M. EDST; Network - WEAf WGY WEEI WTIC WJAR WTAG WCSH; Program - Title undetermined. Monologues by varied well-known Broadway actors, quartette.

NEW O Borden Sales Co., 350 Madison Ave., New York City; (None-Such Mince Meat); Agency - Young & Rubicam, Inc., 285 Madison Ave., New York City; Starts - October 7, 1933; Time - Saturdays at 9:30-10:00 P.M. EDST; Network - WEAf WEEI WMAQ WTAG WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ KSD WOC WHO WOW WDAF WSAI; Program - Leo Reisman's orchestra, Yacht Club Boys and Vivian Ruth.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 15, 1933)

WGCM, Grace Jones Stewart under the trade name Great Southern Land Co., Mississippi City, Miss., C.P. to make changes in equipment increase day power from 100 to 250 watts, and change specified hours to as follows: Daily except Sunday - 9 A.M. to 1 P.M. 7 to 9 P.M., Sunday 9:45 A.M. to 1 P.M.; WKBV, Wm. O. Knox, d/b as Knox Battery & Electric Co., Connorsville, Ind., C.P. to move transmitter from Connorsville, Ind. to U.S. Road #27, near Richmond, Ind. and move studio from Connorsville to Richmond; also make changes in equipment; WSB, Atlanta Journal Co., Atlanta, Ga., authority to use present main transmitter as auxiliary for period of 30 days, beginning August 14 in case any defect develops in the new 50 KW transmitter; WESG, Cornell University, Elmira, N. Y., authority to operate until 11 P.M. on evening of August 18; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 P.M. to 2 P.M. CST, Sept. 4 provided Station KFDY remains silent.

Also, Albert F. Sise, Milton, Mass., C.P. for general experimental service, 41000, 51400 and 60000-400000 kc., 50 watts; Howitt-Wood Radio Co., Inc., Binghamton, N. Y., general experimental C.P., frequency 34600, 41000, 51400, 60000-400000 kc., 10 watts; Borough of Kenilworth, N. J., Police Dept., C.P. for general experimental service, 60000-400000 kc., 15 watts; Westinghouse Electric & Manufacturing Co., Portable and Mobile, two general experimental C.P.'s 27100, 34600, 41000, 51400, 60000-400000, 401000 and above kc., 50 watts; The Voice of South Carolina, Spartanburg, S. C., general experimental C.P. 60000-400000 kc., 25 watts; City of Miami Beach, Fla., Collins Island, Miami Beach, Fla., general experimental C.P. 34600 kc., 15 watts; Village of Winnetka, Ill., Police Department, general experimental C.P. 34600 and 41000 kc., 15 watts; City of Indianapolis, Ind., Police Dept., two general experimental C.P. 34600, 41000 and 51400 kc., 10 watts, and the same except 350 watts; Ronald G. Martin, Portable, San Francisco, general experimental C.P., frequencies 34600, 41000, 51400, 60000, 100000 to 400000 kc. 25 watts.

Also, Aeronautical Radio, Inc.: KGUF, Dallas, Texas, C.P. aviation aero. service, to replace 400 watt transmitter with a 50 watt one; WAEQ, Elmira, N. Y., modification of C.P. to extend commencement date to Aug. 12 and completion date to Nov. 12, 1933; KGSE, Iowa City, Ia., modification of license to include special authority for transmission of beacon signals of standard aural type, using transmitter modulated with tone of from 500 to 1000 cycles; City of Shreveport, Shreveport, La., C.P. for police service, 2430 kc., 50 watts; Gulf Research & Dev. Corp., Portable, mostly in SW, 4 C.P. for geophysical service, 1602, 1628, 1652, 1676, 1700 kc., 10 watts; WPFF, Toms River Police Dept., Toms River, N. J., license for police service, 2430 kc., 50 watts; W2XER, Donald Bruce Whittemore, Portable & Mobile, general experimental license, frequencies 34600, 41000, 51400, 60000-400000, 401000 and above kb., 5 watts.

Also, W2XAR, Radio Pictures, Inc., Long Island City, N. Y., modification of license to use additional transmitter type U.B. Serial #1005; KDF, Hyder Radio & Tel. Co., Hyder, Alaska, modification of license to communicate with VAJ, Digby Island, B.C.; W3XU, Dept. of Public Safety, City of Philadelphia, renewal of special experimental license in accordance with existing license.

Set For Hearing

Greensburg Broadcasting Co., Greensburg, Pa., C.P. for new station 1420 kc., 100 watts, daytime hours; WMAQ, National Broadcasting Co., Inc., Chicago, Ill., C.P. to move transmitter from Addison, Ill., to near Downer's Grove, Ill., install new equipment and increase power from 5 to 50 KW; WTMJ, The Journal Co., (The Milwaukee Journal), Milwaukee, Wis., modification of license to change frequency from 620 to 670 kc., increase power from 1 KW night and 2½ KW day to 5 KW (facilities of WMAQ, WHA and WLBL); KRGV, KRGV, Inc., Harlingen, Tex., modification of license to increase hours of operation from sharing equally with KWWG to unlimited.

Oral Argument Granted

WMBD, Peoria Broadcasting Co., Peoria, Ill., oral argument in re Examiner's report No. 493, was granted in these cases to be held Wednesday, Sept. 20, 1933 (WTAD), Illinois Broadcasting Corp. Quincy, Ill., same as for WMBD.

RATIFICATIONS

Action taken July 31: KROW, Educational Broadcasting Corp., Oakland, Cal., granted extension of special temporary authority to operate unlimited time from July 31 to Oct. 1, 1933, provided Station KFWI remains silent; WIEH, Knickerbocker Broadcasting Co., Inc., New York, authorized to operate station from Aug. 1 to Aug. 5 inclusive, 8 to 8:45 P.M.; KHPKP, United Airports of Conn., Inc., On Plane NC-13300; authorized to operate aircraft station aboard plane, for 30 days pending action on application, to communicate with red chain stations; KDQJ, Mackay Radio Telg. Co., San Francisco, Cal., granted 60 day authority to operate 100 watt tube transmitter pending receipt and action on formal application, frequencies 375 to 500 kc., aboard vessel "Solona"; Action taken August 1: WMEL, Penna Airlines, Inc., on Aircraft, Willock, Pa., granted authority to operate transmitter aboard regularly licensed aircraft as a broadcast pickup station Aug. 1 on frequency 2342 kc.; WMEH, Southern Radio Corp., on Plane MC-8495, granted extension of authority to operate aircraft station as broadcast pic-up station aboard Plane Aug. 3 to Aug. 8, on 2398 kc.

Action taken August 2: WHP, WHP, Inc., Harrisburg, Pa., granted special temporary authority to operate from 2 to 2:30 P.M. EST Aug. 2, provided Station WBAK remains silent; WEEW, American Radio News Corp., Carlstadt, N. J., granted special temporary authority to add Mexico City as additional point of communication for period not to exceed 30 days, and pending receipt and action upon modification of license application.

Action taken August 3: KJLW, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate station aboard vessel H. M. Storey, pending receipt of formal application, 375 to 500 kc.; Action taken Aug. 4: WIEX, National Broadcasting Co., Inc., Washington, D. C., granted authority to operate portable and mobile transmitter 1566 and 2390 kc., during period from August 5 to 15th, in connection with rebroadcasting description Piccard Balloon flight, transmitter located on truck mobile within 300 miles of Chicago; Action taken August 7: WHB, WHB Broadcasting Co., Kansas City, Mo., granted special temporary authority to remain on the air from 7:15 to not later than 9 P.M. Aug 7; W2BTQ, Thurston Tyler Paul, Jr., Camp Smith, Peekskill, N. Y., granted special temporary authority to operate amateur station at Camp Smith, Aug. 7 to 20 incl.; WJER, The Journal Co., Milwaukee, Wis., authorized to use Station Aug. 12 and 13, frequency 1566 or 2390 kc.; KWWG, Frank P. Jackson, Brownsville, Tex., granted special temporary authority to remain silent pending repair of storm damage, not to exceed 15 days; WIEH, Knickerbocker Broadcasting Co., Inc., New York, authorized to operate station Aug. 8 to 11, 8 to 8:30 P.M.; KMJR, Radiomarine Corp. of America, Washington, D.C. granted 60 day authority to operate station aboard yacht "Ripple" pending receipt of formal application, frequency range 5520 to 8290 and 875 to 500 kc., 200 and 250 watts; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., granted special temporary authority to operate with new equipment at new location pending decision on hearing of renewal of license and C.P. but not later than Oct. 1, 1933.

Action taken August 8: WHER, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., authorized to operate station using 2390 kc., Aug. 9, from Bass Point House, Nahant, Mass.; Bell Telephone Laboratories, Inc., Portable, granted special temporary authority to operate general experimental station W2XU for period of 1 month, as special experimental station; Action taken August 10: WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., granted special temporary authority to operate 200 watts for period of 10 days pending repair of high voltage generator; WCDM, Dollar Steamship Lines, San Francisco, Cal., granted 60 day authority to operate transmitter aboard steamship Stanley Dollar, frequency range 375 to 500 and 3105 to 22150 kc., 150 watts; Action taken August 11: WBAL, Consolidated Gas, Electric Light & Power Co., Baltimore, Md., granted extension until August 31, of special temporary authority to use 1 KW transmitter at new location; WLEZ, The Norfolk Daily News, Norfolk, Neb., authorized to use broadcast pickup station August 11, using 2342 kc.

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