

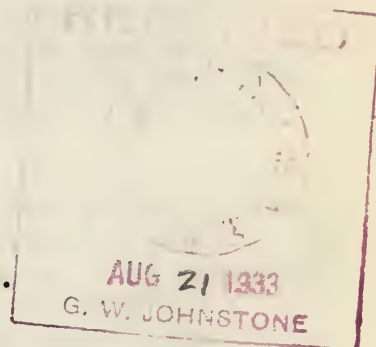
# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

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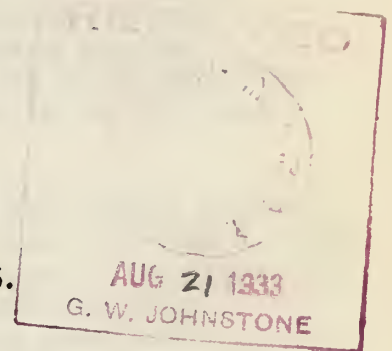
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No. 649



## MEXICAN DELEGATION IS MUM UPON RETURN

Judge Eugene O. Sykes and all members of the delegation returning from the ill-fated North American Radio Conference at Mexico City were mum as oysters. Nobody had anything to say. There is still some question as to how many channels Mexico actually demanded. It is said that they started with 20 and then got down to 12 but that what they really were trying to get was 6 clear channels.

The situation was badly complicated by the other Latin-American countries making demands for clear channels for which, the Americans alleged, they had not the slightest excuse. It was said jokingly in this column last week that if all their combined demands were granted, the United States would have about one clear channel left. A person in close touch with the Mexican situation said that that statement was not nearly as facetious as it sounded.

When and where the next conference will be held, if in Washington or in Canada, is not known, but the chances are that the Mexicans and possibly the Cubans will be <sup>the</sup> only ones invited if the Americans have anything to say about it.

There was plenty of criticism for former Vice-President Curtis who represented Dr. Brinkley's outlaw station XER at Villa Acuna, just across the border. Mr. Curtis was quoted by a correspondent of Variety in Mexico City as saying, "I am well satisfied with the outcome of the conference. We have a concession for twenty-five years and indications are that we will continue to operate unmolested."

Some of those who have been watching the developments of the conference closely go so far as to blame Mr. Curtis, more than anyone else, for its going on the rocks.

Commenting upon Dr. Brinkley's retaining such distinguished counsel, Carlisle Barger in the Washington Post wrote as follows:

"But what did the good doctor do but employ Charlie, the former Vice President of the United States, to represent him. It wasn't, of course, because of any peculiar knowledge of Charlie's on radio law; indeed, it was not because Charlie's knowledge of law of any kind. It was, most certainly, because Charlie had been Vice President.

"When Charlie showed up at the conference he subordinated it entirely. One read in the newspapers of a statement that Charlie issued, not a statement having anything to do with the conference or with radio, but on conditions in the United States. Charlie said, as I recall it, that the United States was on the up and up. The point is that Mexico City received Charlie, not as a radio attorney, not as an attorney for Dr. Brinkley, the goat specialist, but as an authority on the United States being on the up and up.

"Following this initial statement of Charlie's there appeared newspaper accounts of his being received by the president, of his being dined and feted by Mexican officialdom."

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#### RADIO MANUFACTURERS GO UNDER ELECTRICAL CODE: RMA CODE WITHDRAWN

All radio manufacturers, Radio Manufacturers' Association members and also non-member makers of radio products, are now under the code of fair competition for the electrical manufacturing industry which was approved by President Roosevelt. The electrical code became effective for all radio manufacturers on Friday (August 18) and immediately operative following withdrawal by the Radio Manufacturers' Association of its proposed code for the radio industry.

Withdrawal of the RMA code from the Administration placed all radio manufacturers under the electrical industry code.

Immediate, definite and permanent wage scales and working hours for employees as provided in the electrical code are secured for radio manufacturers. The labor provisions of the electrical code are believed to be the best obtainable and probably better than might have been secured had the proposed RMA code gone to final hearing before the Government, according to Bond Geddes.

Adoption of the electrical code does not affect the Radio Manufacturers' Association as an organization and no RMA member need join the National Electrical Manufacturers' Association unless he desires. However, to provide effective administration of the code by NEMA and for radio manufacturers, committees of the two Associations have begun negotiations for application of the code to radio manufacturers. All administration of the code necessarily will be under supervision of the electrical manufacturers, as stipulated in the electrical code.

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#### ED WYNN GIVES WASHINGTON A SAMPLE

Test programs on Ed Wynn's new network have been received in Washington and broadcast locally by Station WOL, it is learned on excellent authority. However, it has been done without explanatory announcements, station officials refusing to confirm or deny the fact that the programs were being sent to member stations.

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## AIR SERVICE RADIO STATIONS TO BE IMPROVED IN FIVE CITIES

Improvements at air service radio stations of the Department of Commerce, authorized under the Federal Government's Public Works Program, will be started in the near future at Bellefonte, Pa., Minneapolis, Minn., Fargo, N. Dak., Tulsa, Okla., and Rock Springs, Wyo.

The work at each location will consist of combining the transmitter of the radio range beacon with that of the radio communication station so that a standby transmitter will be available. This is to be undertaken as a result of recent improvements in the Airways Communication System which make it no longer necessary to separate the two types of transmitters.

Originally, the radio communication transmitter and the radio range beacon serving a terminal were located on separate plots of ground, sometimes several miles apart. At the combined stations the equipment will be housed together and both the radio broadcast and the radio range beacon directional signals will go on the air from the same transmitter and a single T-L antenna system. This antenna, which is an improved type recently developed, consists of four steel towers used as vertical radiators and is the most effective yet devised for the purpose.

Radio range beacons and communication stations are to be affected at fifty-seven places under the present project. However, the required antenna systems are only in operation at the five cities previously listed, and therefore radio facilities at these places will be the first to be combined.

The new type antennas now are under construction at fifteen cities and when they are completed, the radio communication and radio range beacon transmitters at each place will be combined in accordance with the new project. These cities are: Birmingham, Ala., Little Rock, Ark., Winslow and Kingman, Ariz., Los Angeles, Calif., Wichita, Kans., Shreveport, La., Albuquerque, N. M., Pittsburgh, Pa., Memphis, Tenn., Fort Worth, Amarillo, Big Spring and El Paso, Tex., and Cheyenne, Wyo.

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Representatives of radio service companies in the metropolitan area of New York expect to present their code to General Johnson this week.

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## MARCONI SEES NEW SHORT-WAVE ERA

The New York Times carried the following copyrighted article by Senator Guglielmo Marconi last Thursday (Aug. 17):

"The results of my latest experiments hardly deserve the name of a new invention, for they have merely confirmed what we already knew after many months of patient research.

"They have, however, established beyond a shadow of doubt that ultra short wireless waves can be made to follow the curvature of the earth - that is, to some extent. From this viewpoint, the experiments are without doubt of very great importance and may even be said to mark the dawn of a new era in wireless.

"The advantages of very short waves over long waves are too well known for me to go into the matter here. When I first started experimenting with them, I found, however, that they apparently suffered a very serious drawback. I found they followed the laws of light; they traveled, in other words, only in straight lines and could not, therefore, be received at points below the horizon.

"This drawback naturally greatly reduced their usefulness, because it limited the distance over which they could be used.

"In experiments which I performed in July and August of last year, I was able to ascertain that it was not true these ultra short waves could not be received at points below the horizon, as I succeeded in hearing signals at distances from one and one-half times to twice as great as the maximum limit set by that theory.

"These experiments, however, were not conclusive as to the possibility of bending the waves, since the same result could be explained by the phenomenon of diffraction. It was possible, in other words, that ultra short waves filtered around the curvature of the earth for a short distance in the same way as light creeps for a short distance around the edges of obstacles.

"In my last experiments, signals were received clearly at a distance five times as great and less distinctly and intermittently as a distance nine times as great as the maximum allowed by theory. This, I think, establishes quite clearly that ultra short waves can be made to bend.

"It is to be noted also that the signals were received at a maximum distance of 160 miles, although the sending station used only the small power supplied by a twenty-five watt generator.



"I cannot yet hazard a guess as to what causes the waves to bend. It may be a phenomenon of refraction or a phenomenon of diffraction; or it may be that ultra short waves, just as long waves, are reflected by the ether in the upper reaches of the atmosphere.

"I have said that it may well be that these ultra short waves are about to open a completely new vista in the field of wireless communication. I do not wish that statement to appear to be too sweeping.

"Some people have suggested that the day is at hand when everyone will be able to carry a portable ultra short wave wireless telephone in his pocket and communicate with anyone at will. Far be it from me to say that anything is impossible, for we today see things which would have been regarded as inconceivable only a few years ago. It may be said, therefore, that such a development is for the present premature.

"What I do say is that, if we can solve the problem of making ultra short waves bend sufficiently to compete with long waves, for instance, we shall be at the eve of an era of wireless communication of hitherto undreamed-of cheapness. We shall also have solved the problem of interference between stations.

"If, as is probable, ultra short waves can also be applied to broadcasting, we shall have increased the hand of wave lengths at the disposal of broadcasting stations and overcome the excessive overcrowding which at present prevails. In all fields of wireless communication we shall have eliminated the atmospheric disturbances which play havoc with clear reception.

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#### BROADCASTERS' CODE MAY BE READY WITHIN WEEK

After several open committee meetings, it is believed that a basis has been reached for the preliminary draft of a code by the National Association of Broadcasters. Officials of this organization feel that they have pretty well analyzed the field to be covered. As a result of this, Alfred J. McCosker, President of the organization, the group in charge of drafting the code, and Philip G. Loucks, Managing Director, are now engaged in informal discussion with Sol A. Rosenblatt, Deputy Administrator of the NRA.

It is difficult to tell how soon the broadcasters may be able to submit the code in its final form but it is hoped that this can be done within the next week.

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## JERSEY STATION WITHDRAWS WJSV COMPLAINT

They heaved quite a sigh of relief at Station WJSV, of Washington, when the Jersey City station, WHOM, of 250 watts power withdrew its protest against the directional antenna of the Virginia 10,000 watter. Station WHOM about three weeks ago informed the Commission that WJSV had been laying down a strong signal in the direction of Jersey City, causing serious interference there. WJSV operates on the 1460 kilocycle channel and is only 10 kilocycles removed from WHOM.

Station WJSV originally received a complaint from the Naval Research Laboratory that the Columbia station was interfering with important radio tests being made at the laboratory.

WJSV is less than a mile from the naval station, but through an ingenious method of redirecting the radio waves, sending them north and south instead of east and west, interference was lessened to such an extent that the research laboratory withdrew its complaint, otherwise WJSV might have had to be scrapped.

Since it was the belief that the broadcasting waves were going almost entirely north and south, there was mystification when the Jersey City station to the east complained that it was being interfered with. However, with WHOM taken care of, it looks as if WJSV's troubles are over with, for the time being anyway.

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## MUSIC PUBLISHER WANTS RADIO INVESTIGATED

John G. Paine, Chairman of the Music Publishers' Protective Association Board, wants the music industry to launch an investigation of broadcasting. He's asked that a committee be appointed from the publishing ranks to start their probing after the music trade has disposed of its code.

Some of the things that Paine purposes finding out through the suggested inquiry is to what extent radio has been responsible for the "destruction" of vaudeville, the concert field, and what he terms "other legitimate and worthwhile amusement enterprises."

It's also his idea to have it determine to what extent radio has been competing unfairly with other enterprises, such as the newspaper, the magazine and the picture theatre, and also to what extent radio is "chargeable with the destruction of cultural development in this country".

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## DECLARES BBC PROGRAMS DULL

The following letter has been received by O. H. Caldwell from an American friend who has gone to London to live, after having been brought up on American radio:

"In the London area the business of selecting a receiver is complicated by the multiplicity of voltages in use, although I understand that standardization is promised when the grid system is installed, the cables and connections for which are already laid. After obtaining a lease on a small apartment in one of the Inns of Court, I decided to hire a machine, for 2/6 per week, £1 down, to be forfeited if I returned the instrument within 12 months; service included. The company, which does an extensive business in renting machines thus, accepted the application, but their engineer subsequently reported that nothing could be done, because the voltage was 160 d.c. I then decided to purchase a small portable battery unit, 5-tube, Marconi. This is in a revolvable cabinet, giving excellent selectivity, and with all the range I need. Continental programs, as well as the English ones, come in well.

"The English programs (BBC) are mostly dull. At least this is the impression I get after the variety given in the States. The listener is irritated as well as bored by the listless manner in which the business is conducted. Time signals come in very often in the middle of a selection, or the program finishes early. The announcers are exasperatingly casual, giving as little information as possible, and hardly ever trouble to make a station announcement. Identification of a speaker or a number is difficult. Last evening I tuned in in the middle of an interesting talk, at the end of which the announcer merely said, "That was Mr. Redcliffe." Generally, however, the finish of a selection or song or talk is followed by a deadly silence for 3 to 5 minutes, sometimes more, prompting the thought that the station has suddenly gone off the air. Following Continental practice at some stations the BBC recently put on a woman announcer, but the experiment has resulted in little enthusiasm.

"The basis of broadcasting in this part of the world is the gramophone record, which is not to be despised. The London and regional stations at times all give the same program, and they rarely provide any variety from the set forms.

"News releases are entirely without interpretation or livening of any kind. You can hear them at 6 P.M. and if you wish to do so you can hear the identical news again at 9 o'clock, followed by elaborate details about high-pressure systems and love-pressure systems, and what not, as a preliminary to the general notice that it will rain on the morrow. The BBC sells a weekly paper for 2d. entitled RADIO NEWS. To justify advertisements, it spreads the programs over many pages, without giving any summary, making a quick determination of what is on the air at any particular time an impossibility. The newspapers give a

summary, including the Continental programs (ignored by the BBC) but it is rarely correct or comprehensive.

"Continental programs, so far as music is concerned, are better than the English. Berlin is exceptionally good, although I do not know if the quality will drop now that Hitler has fired all the Jews in charge. Reception from all Continental stations is usually excellent, at least on my set. Announcing is done so that the impression is not given that the listener has been forgotten, as is the case in England. Perhaps the lacksdaisical manner of the announcers and the character of the programs meet the requirements of the British public, but if this is so, then I am sure that the reason can be found in the fact that nothing better is known."

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#### BETTER JULY BUSINESS TAXES SHOW

Marked improvement in Summer sales of radio compared to last year are shown by a Treasury report just issued. Internal Revenue collections during July 1933 of the 5 per cent excise tax on radio products and phonograph records amounted to \$191,074.94, according to the official statement just released. This compares with excise tax collections of \$32,848.50 from June 20 to July 31, in 1932, during the initial operation of the excise tax law.

July 1933 tax collections on mechanical refrigerators were reported at \$893,008.57 against only \$27,611.65 in July, 1932.

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#### EQUITY SETS CODES FOR AIR AND SCREEN

The Actors' Equity Association, which heretofore has confined itself chiefly to the regulation of entertainers in the legitimate theatre, is now drawing up codes assuming jurisdiction over entertainers in the motion-picture industry and in the field of radio. They are to be submitted to the National Industrial Administration for consideration in the final drafts of those industrial codes.

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## TEXAS PROHIBITIONISTS TO USE MEXICAN STATION

Word has come to the Federal Radio Commission of the plans of prohibition forces in Texas to use a high-powered "renegade" station in Mexico, just across the border from Eagle Pass, Texas, to carry the anti-repeal fight not only to that State but to the whole of the American continent.

The station is XEPN, one of the new border units against which Norman T. Baker, former broadcaster of Muscatine, Iowa, whose license was canceled by the Radio Commission because of objectionable medical broadcasts and use of the station as a "personal mouthpiece".

Texas has its repeal referendum August 26 and the anti-repeal group has contracted for 26 broadcasts of 30 minutes each at a cost of \$4,375.

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## RADIO ADVICE HELP PLANE LAND SAFELY

When the hydraulic-operated landing gear of a Varney Air Service plane became locked in its "up" position, the pilot faced a difficult problem, which was solved by the quick action of Raymond E. Dickens, radio operator for the Department of Commerce at Oakland, Calif.

Having no sending set on his plane, Pilot Fred Hammer dropped a note on the San Francisco Bay Airdrome, Alameda, Cal., explaining his predicament. The operations manager phoned the department's radio station, where Dickens was broadcasting weather information. Weather conditions were good at the time, so Dickens interrupted his routine to give Hammer some details on what to do in such an emergency.

Hammer could have landed with no injury to his passengers, and with slight damage to the plane, but with the instructions radioed to him, he made a simple adjustment which put the wheels in position for a safe orthodox landing.

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## CBS NEW AND RENEWED CONTRACTS

Hittleman Goldenrod Brewery, Inc., Brooklyn, N. Y. (Goldenrod Beer), started Aug. 11, 1933; Friday 8:30-9:00 P.M.; Program - "Goldenrod Revue" - Phil Spitalny & Orchestra, Julius Tannen and guest artists; Stations - 11, New York, Phila. and New England; Agency - Fertig, Slavitt & Caffnew, Inc., N.Y.

Dairyman's League Co-Operative Association, New York City, started August 10, Thursdays, Saturdays, Wednesdays, 8:15-8:30 P.M., Fri. 9:15-9:30, Sun. 7:00-7:15; Tues. 7:15-7:30 P.M.; Program - Dr. Royal S. Copeland; Stations - New York stations; Agency - Van Sant, Dugdale & Corner, Inc., Syracuse, N.Y.

Cream of Wheat Corp., Minneapolis, Minn.; Starts October 8, 1933, Sundays, 10:00-10:30 P.M. Program - to be determined; Stations - 18 Basic, Don Lee, 3 supplementaries; Agency - J. Walter Thompson Co., New York City.

R. B. Davis Co., Hoboken, N. J. (Cocomalt), starts October 2, Mon. Tues. Wed, Thurs. 6:00-6:15 P.M., 7:30-7:45 P.M.; Program - Buck Rogers in the 25th century; Stations - 18 basic, plus 2 - Agency - Ruth, Muff and Ryan, New York City.

CHANGES - Wasey Products, Inc., which returns to air September 11, Mon. through Fri. 11:00-11:15 A.M. is adding Detroit to schedule, and changing Wednesday evening program from 8:00-8:15 to 8:30-8:45.

Centaur Co. - adding Canadian stations to program beginning October 4th.

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## APPLICATIONS RECEIVED BY RADIO COMMISSION

WBOW, Banks of Wabash, Inc., Terre Haute, Ind., C.P. to make changes in equipment, change frequency from 1310 kc. to 1360 kc., increase power from 100 watts to 1 kilowatt (facilities of WGES, Chicago, Ill.); Frank Wilburn, Prescott, Ariz., C.P. to erect a new station at Prescott, Ariz. to operate on 1500 kc., 100 watts, unlimited time (facilities of KPJM, Prescott, Ariz.); KGA, Northwest Broadcasting System, Inc., Spokane, Wash., consent to voluntary assignment of license to Louis Wasmer; KEX, Western Broadcasting Co., Portland, Oreg., consent to voluntary assignment of license to The Oregonian Publishing Co.

The following applications for renewal of licenses have been received: KDFN, Donald Lewis Hathaway, 1440 kc., 500 w., unlimited; KTSA, Southwest Broadcasting Co., San Antonio, Texas, 1290 kc., 1 kw, unlimited; KWEA, Hello World Broadcasting Corp., Shreveport, La., 1210 kc., 100 w., unlimited; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., 560 kc., 1 kw, auxiliary purposes; WRBX, Richmond Development Corp., Roanoke, Va., 1410 kc., 250 w. S-WHIS;



### Applications Other Than Broadcasting

W9XD, The Journal Co., Milwaukee, Wis., C.P. for visual broadcast station; to move present equipment locally; W10XAC, The Journal (The Milwaukee Journal), Portable & Mobile, renewal of general experimental station license 34600, 41000, 51400, 60000-400000 kc., 1 watt; W2XC, Federal Telegraph Co., Newark, N. J., renewal of general experimental license 34600, 41000, 51400, 80000 to 300000, 1000000 to 30000000 kc., 500 watts; W2XAW, General Electric Co., S. Schenectady, N. Y., renewal of general experimental license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 34600, 41000, 51400 kc., 25 KW; W2XO, General Electric Co., S. Schenectady, N. Y., renewal of general experimental license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 25 KW; W9XAM, Elgin National Watch Co., Elgin, Ill., renewal of general experimental license 4797.5 kc., 500 watts; W9XI, Chicago Federation of Labor, Portable and Mobile, renewal of general experimental license 6000 to 100000 kc., 30 watts.

Also, National Broadcasting Co., Inc.: W2XK, New York, N. Y., renewal of general experimental license 41000, 51400, 60000-400000, 401000 and above kc., 2.5 KW; W3XL, Bound Brook, N.J., renewal of general experimental station license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 100 KW; W10XAH, Portable and Mobile, W10XY, Portable and Mobile, W10XN, Portable and Mobile, W10XAK, W10XAM, Portable and Mobile, renewal of general experimental license 34600, 41000, 51400, 60000-400000 kc., 5 watts, 5 watts, 5 watts, 1 watt, and 5 watts respectively; W10XAP, W10XAN, W10XAI, Portable and Mobile, renewal of general experimental license 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 7.5 watts, 10 watts, 1 watt respectively; W6XAP, Portable in vicinity of San Diego, Calif., renewal of general experimental license 60000-400000 kc., 6 watts.

Also, Mackay Radio & Telegraph Co. (California), Palo Alto, Calif.: KNW, modification of point-to-point telegraph license, deletion of transmitter described as type CM-220, Serial #29011; KNA, modification of point-to-point telegraph license, deletion of the transmitter described as type AM-5662, Serial #29166; KWD, license to cover C.P. 8990 kc., 20 KW; KNG, license to cover C. P. 17140 kc., 20 KW.

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