

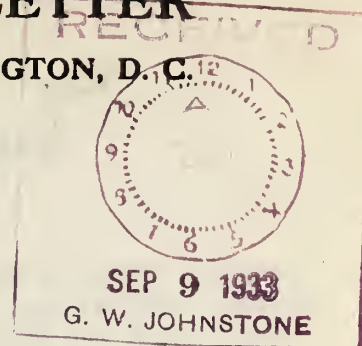
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HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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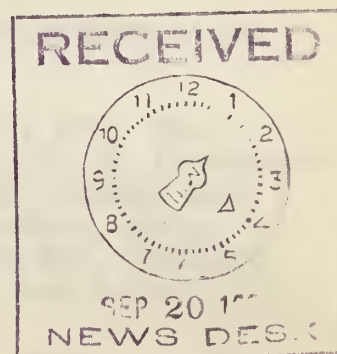


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No. 654



WOULD MEET MEXICO'S PROPOSED POWER INCREASE

The motive which caused Federal Radio Commissioner Harold A. Lafount to move to rescind the regulation which limits the number of 50 KW stations to four for each Zone, it is learned on excellent authority, was his apprehension over unprecedented power increases which Mexico contemplates. The failure of the North American Radio Conference at Mexico City has left that country free to run wild on power if it desires to do so.

Mr. Lafount's proposal, as a preliminary move to meet the Mexican situation, would make it possible to increase the number of 50 KW stations in the United States to 40, or eight to each of the five Radio Zones, if there is an inclination on the part of American broadcasters to increase their power to this extent.

The motion of Mr. Lafount was referred to the Legal and Engineering Division of the Commission. He expressed the opinion that it had a good chance for approval finally by the Radio Commission.

There are at present twenty 50 KW stations in this country, or under construction, with an aggregate of 1,000,000 watts power. This seems to be a good deal until we turn to Mexico where we see, according to the best information available in Washington, that seven of their stations alone, either under construction or proposed, represent 2,450,000 watts power.

Quite a point has been made, and rightly so, about the proposed 500,000 watts station WLW now being constructed by Powel Crosley at Cincinnati, also a station of equal power said to be operating in Russia, but glance over this proposed list of Mexican stations and their authorized power:

XEN, Matameros, 660 kc., 150,000 watts; XEM, Matameros, 660 kc., 500,000 watts; XEF, Villa Acuna, 665 kc., 500,000 watts; XET, Monterey, 690 kc., 500,000 watts; XER, Villa Acuna, 735 kc., 500,000 watts; XETM, Matameros, 845 kc., 150,000 watts; and XENT, Nueva Laredo, 1115 kc., 150,000 watts.

The 50 KW stations now operating, or under construction in the United States, are:

WSM, Nashville, Tenn.; WEA, New York City; KPO, San Francisco, Cal.; WLW, Cincinnati, Ohio; WOR, Newark, N. J. (construction permit); WGY, Schenectady, N. Y.; WFAA and WBAP, Dallas and Fort Worth, Texas; WCCO, Minneapolis, Minn.; KOA, Denver, Colo. (construction permit); WABC, New York City; WENR and WLS, Chicago, Ill.; KDKA, Pittsburgh, Pa.; WOC-WHO, Davenport and Des Moines, Ia.

WTIC, Hartford, Conn.; WTAM Cleveland, Ohio; KMOX, St. Louis, Mo., KSL, Salt Lake City, Utah; WCAU, Philadelphia, Pa., and WOAI, San Antonio, Texas.

"You talk about power", Commissioner Lafount said with considerable animation, "all 20 of our highest powered stations only come to 1,000,000 watts, whereas the 7 new stations said to be authorized by Mexico would total two and a half times that much. If we made it possible to have eight 50 KW stations to each Zone, there would be a chance of our increasing the number of this class to 40, just double the number that we have now. Even that would only bring the wattage of these particular stations up to 2,000,000 which would still be way behind Mexico."

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GOES TO WASHINGTON TO INTRODUCE FIRST LADY

M. H. Aylesworth, President of the National Broadcasting Company, went to Washington to introduce Mrs. Franklin D. Roosevelt who, in turn, introduced John Martin, children's writer, over the NBC Wednesday night (Sept. 6).

Although the broadcasting company would have been glad to pick up Mrs. Roosevelt's remarks at the White House, the First Lady of the Land, desiring to inconvenience them as little as possible, went to the studios of Station WMAL, in Washington, for the broadcast.

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CONVENTION TO CONSIDER REALLOCATION

Whether any great amount of reallocation is necessary at the present time, in view of the failure of the Mexican Conference, will be discussed at the National Association of Broadcasters' Conference at White Sulphur Springs, West, Va., October 8th.

The Federal Radio Commission is also giving the matter of reallocation considerable attention at this time.

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BROADCASTERS' CODE HEARING PROBABLY BRIEF

The indications are that the public hearing on the Radio Broadcasting Industry Code to be held in Washington Wednesday, September 20, will not be lengthy. One guess was that it might easily be concluded in a half-day. Philip G. Loucks, Managing Director of the Broadcasters, said that the reaction to the Radio Code, so far as he had heard, had been favorable and complimentary.

A friendly attitude was shown by the National Recovery Administration in a notation in connection with the announcement of the public hearing which read:

"The broadcasting industry generally has not only come under the Blue Eagle but at considerable cost to itself has rendered exceptional public service along with the press by carrying to the public vital information concerning the N.R.A. campaign, it was pointed out by the Administration."

Representing the industry at the hearing on the 20th will be the Code Committee whose members are: Representing the National Association of Broadcasters - Alfred J. McCosker, President, and Mr. Loucks; Networks - Frank M. Russell, NBC, and Harry C. Butcher, Columbia; Clear Channels - G. A. Richards, WJR, Detroit and Quin Ryan, Station WGN, Chicago; Regional Channels - John Shepard III, WNAC, Boston, and Leo Tyson, KHJ, Los Angeles; and Locals - John Elmer, WCBM, Baltimore, and I. Z. Buckwolder, WGAL, Lancaster, Pa.

Sol A. Rosenblatt, Deputy Administrator of the NRA will preside at the hearing which is to be held in the Caucus Room of the newly completed office building of the House of Representatives at the Capitol. The NRA will also have present a Labor Advisor, an Industrial Advisor, and a Consumer Advisor. These are yet to be appointed.

At the hearing not only will the broadcasters be given an opportunity to be heard but any other interested group, such as labor. The music publishers, for instance, it is said, will endeavor to have phonograph records for broadcasting purposes barred and in this are expected to have the support of the Union musicians.

Based upon what develops at the hearing, necessary revisions of the Code will doubtless be made by Deputy Administrator Rosenblatt and any others he desires to call in from the radio industry or elsewhere for consultation.

Under the Code, presented by the National Association of Broadcasters, which was said to represent 82 percent of the volume of business done by the industry and 42 percent of the radio stations, maximum work-week would be 40 hours for most employees, 48 hours for radio operators and control men. Minimum wages provided are \$20 a week for "broadcast technicians" and announcers

and program production employees in large stations, and \$15 a week in those employing not over 10 people. All other employees will receive minimum wages graduated from \$12 to \$15 according to the population of the city.

Printed copies of the proposed Code of Telegraph Communications Industry, including radio telegraphers are now available at the National Recovery Administration.

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BROADCASTING INDUSTRY NOW UNDER BLUE EAGLE

The Broadcasting Industry is now under the Blue Eagle with the exception of a few stations, Philip G. Loucks, of the National Association of Broadcasters declared.

"Practically all of the broadcasters have signed up", he added.

Among those who were early to affix signatures to the President's Reemployment Agreement were the NBC and Columbia.

As a preliminary to the NRA parade in New York, a mammoth flag bearing the emblem of national recovery will be raised with appropriate ceremonies atop the new RCA building in Radio City on Monday, September 11 (WEAF - 10:45 a.m. E.S.T.).

The RCA building, whose 70 stories tower more than 800 feet above Fifth Avenue between West 49th and West 50th Streets, and which will be the new home of the National Broadcasting Company, was selected to display the biggest Blue Eagle because of its prominence on the upper mid-town skyline.

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AGRICULTURAL RADIO PROGRAM MANAGER WANTED

Applications for the position of agricultural radio program manager to fill a vacancy in the Office of Information, Department of Agriculture in San Francisco, Cal., must be on file with the U. S. Civil Service Commission at Washington, D.C. not later than October 12th.

The entrance salary ranges from \$3,800 to \$4,600 a year, less a deduction of not to exceed 15 per cent as a measure of economy and a retirement deduction of 3-1/2 per cent.

Applicants must have been graduated in agriculture or agricultural journalism from a college or university of recognized standing; and, in addition, must show at least three years of experience in preparing, managing, and broadcasting agricultural radio programs.

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BROADCASTERS-COMPOSERS SUIT TO BE BATTLE OF CENTURY

Although filed in an unexpected quarter and with very little beating of the tom-toms, the suit of Station WIP, of Philadelphia, filed in the U. S. District Court at New York, to dissolve the American Society of Composers as a violator of the Federal Anti-monopoly laws, will be the battle of the century insofar as the two industries are concerned.

It was a surprise move on September 1st, the day an increase of copyright fees from 3 to 4 percent on all stations went into effect. The action followed a long and careful study of the situation by Newton D. Baker, former Secretary of War, whose firm has been especially retained by the National Association of Broadcasters for the copyright fight. Also behind Station WIP and I. D. Levy, of Philadelphia, in the Court procedure is Oswald F. Schuette, Copyright Director of the National Broadcasters, who for a long time has been endeavoring in different ways to secure the aid of some one of the Government agencies in the broadcasters' effort to secure a reduction of copyright fees.

The suit is based on the copyright contract which Station WIP charges that it was compelled to sign as part of ASCAP's attempt to interfere with interstate commerce. This is the standard form of copyright contract exacted by the Composers from practically all broadcasting stations. The Federal Court is asked in the suit to disband the Society as an illegal combination and to declare void the contracts between that organization and its members and to enjoin its members and officers from interfering with interstate commerce by bringing infringement suits.

In the plaintiff's bill of complaint, it was set forth that the membership of the Composers comprises 107 music publishers, including practically all of the leading publishing houses in the United States, and approximately 700 composers of popular and classical music. The ASCAP "constitutes a conspiracy in restraint of trade and the object of the Society is to fix prices and to monopolize and control for the benefit of its members the public performance of all forms of musical entertainment", according to the bill of complaint.

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Radio will have an important part in the National Electrical Exposition at Madison Square Garden in New York beginning Wednesday, September 20th. This will be a complete display and will take the place of the Radio World's Fair or annual Fall radio show in the metropolis. The Electrical Show and Radio Exposition will last for ten days.

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PROVENSEN GOES OUT ON HIS OWN

It is with considerable regret that those in radio circles in the National Capital are saying good-bye to Herluf Provensen, Assistant Manager of the National Broadcasting Company's two stations WRC and WMAL, in Washington. Mr. Provensen will be the Manager of Station WLBW, at Erie, Pa. This is a Columbia station and Mr. Provensen was sought by its owners, the Pennsylvania Telephone Company and the Quaker State Oil Company, to accept the position.

Mr. Provensen, a native of Denmark, with a fine education, joined WRC in the Fall of 1929, as an announcer. He came into his greatest fame during the Hoover administration as a Presidential announcer. He was probably the first man in this country to travel with the President for the sole purpose of making Presidential announcements. Mr. Provensen, in this capacity, had the distinction of announcing over both chains.

His work was outstanding, and as a result of this, he was promoted to be Assistant Manager of the two NBC Washington stations under K. H. Berkeley.

Mr. Provensen's brother, Marthin, also gained considerable fame in the radio world first as an NBC announcer and later at WTAM, Cleveland, and KPO, San Francisco.

WLBW is the only station in Erie and of 500 watts power. Mr. Provensen assumes his new duties September 18th.

Fred Shawn, an announcer, will succeed Mr. Provensen as NBC's Assistant Manager. Mr. Shawn, 27 years' old, is a native of Idaho. In college in California, he organized a quartet which was heard as a Franchon and Marco unit and in shorts. When Shawn was a member of the "Follies" company playing Cincinnati, he accepted a position as announcer and soloist at WLW, Cincinnati, and last December went to WRC in Washington.

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MARCONI TO BE WORLD'S FAIR GUEST

Following a fake alarm sometime ago of a prospective visit, definite plans are under way for the reception of Marchese Guglielmo Marconi, inventor of radio, as a guest at "Marconi Day", at the Century of Progress in Chicago on October 2nd.

David Sarnoff, President of the Radio Corporation of America, who is now in Europe, a close personal friend of Marconi's, extended the invitation.

Marchese and Marchesa Marconi will sail for New York on the Conti di Savoia on September 22nd. Their last visit here was at the time of the International Radio Conference in Washington in 1927.

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EMERGENCY STATION LIKELY FOR BROOKLYN TRANSIT COMPANY

A favorable recommendation having been made by George H. Hill, Examiner, it seems likely that the Federal Radio Commission will approve the application for the Brooklyn & Queens Transit Corporation to construct an emergency broadcasting station which would be especially valuable in case of accidents, fires and broken wires.

The Corporation reported that in carrying 445,000,000 passengers during the year, there are sixty to eighty accidents daily and on an average of three deaths a month.

As it is now, the Corporation has four emergency trucks fully equipped and located at central points. When an accident occurs, the central office is notified by telephone and one of these trucks is sent to the scene of the accident. This requires approximately 30 minutes. However, the time varies according to the distance from a telephone, amount of traffic and the number of accidents. It sometimes happens that part or all four of the trucks are out at the same time, thus causing a delay in getting one of the trucks to the scene of the accident. With radio, communication would be instantaneous and regardless of where the trucks were, they would be constantly in touch with headquarters.

The route mileage of the trolley system in Brooklyn and Queens is approximately 320 miles and of the bus system 76 miles.

The equipment to be used in the operation of the new station and the cruisers will be supplied by the RCA Victor Company Inc.

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FAKE FAN MAIL BUREAUS INCREASE

There is reported to be an increase in the number of bureaus guaranteeing fan mail at so much a hundred or thousand.

An analysis reveals that performers themselves have, by comparison, been insignificant in their patronizing of these mail padding services. Practically all the support has come from station representative, ad agency, or other sources, according to "Variety".

"Efforts made to impress the advertiser with the response his program is getting are, as a rule, resorted to by the less scrupulous in the broadcast trade as a pulmotor to save the account. It's on the sample and give-away angles of a program that the mail-bag stuffing bureaus get the major portions of their play", the magazine concluded.

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COMMISSION GOES AFTER AIR PIRATES

Col. Thad H. Brown, Vice-Chairman of the Federal Radio Commission, has returned to his desk after an extended inspection trip of the field forces. While in Texas, Colonel Brown referred to the Federal district attorneys 12 "Air Pirates" cases charging individuals with the operation of radio broadcasting stations without a license from the Federal Radio Commission. He has just been informed that the first Texas case is to be presented to a Federal grand jury at Amarillo on September 18, and the other cases will follow in short order.

The Department of Justice has assigned an investigator to assist the district attorneys and the radio inspectors in obtaining evidence for the successful prosecution of these cases.

Colonel Brown received a telegram informing him that all but 4 of the unlicensed radio stations in west Texas have ceased operation as a result of the mobilization of the Government forces in its campaign to clear the atmosphere of all "Air Pirates". Colonel Brown intends to continue the fight against unlicensed stations, and points out that the Radio Act provides a fine of \$5000 or imprisonment of five years, or both, as the penalty for the operation of an unlicensed radio station.

Already the Department of Justice, with the cooperation of the Commission, has obtained several convictions on charges of operating unlicensed stations, a notable case being that of George W. Fellowes, of St. Louis, Mo. Fellowes was sentenced to 1 year and 1 day in prison. When it developed he was an alien, he was deported.

Colonel Brown also inspected several monitoring stations and conferred with inspectors in charge of a number of radio districts.

With the return of Commissioners Brown and Starbuck, there is now present the full membership of the Commission in Washington, the first time since last July.

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JAPANESE DEVELOP RADIO ALARM

A novel burglar alarm which may also be used as an advertising device is claimed to have been developed by a Japanese firm, according to Assistant Trade Commissioner Donald W. Smith, Tokyo, in a report to the Department of Commerce.

The new device, which is called the "Radio Alarm", operates from the electric capacity contained in the human body.

The delicate apparatus of the machine immediately starts an alarm ringing, switches on the electric lighting system or automatically fires a gun when a person comes within the range of the device.

The "Radio Alarm" may also be used in connection with advertising displays in shop windows. A dark window may be suddenly illuminated when a pedestrian approaches. The merchandise within the shop window may be caused to move, and advertising signs made to flash on and off.

The new device is small and compact, the entire apparatus being contained in a case $10\frac{3}{4}$ x $7\frac{3}{4}$ x $17\frac{3}{8}$ inches. Its makers claim that it is durable and requires no extra attention after installation. The device does not operate from the electric current supply and it is claimed that it never fails to operate.

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CANADIAN STATION CLOSED BY COMMISSION RESTRICTIONS

CFCA, operated by the "Toronto Daily Star", and a pioneer station of Canada has permanently signed off following restrictions imposed by the Canadian Radio Commission. The trouble of CFCA, which was established in 1922, began when the Canadian Commission announced its policy of not permitting privately owned stations to use more than 100 watts power. CFCA, although owned by one of the leading newspapers of Canada, having a circulation of 225,000, found itself bucking a 5,000 watts power governmental station in Toronto.

In addition to that, through Government grants and proceeds from radio owners' licenses, the Government station had no financial worries with a result that CFCA, not being allowed sufficient power for adequate coverage and seeing no future, finally gave up the ghost.

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DENMARK NEW MACKAY KEY

The Mackay Radio and Telegraph Company has been granted a modification of license to add Denmark as a primary point of communication.

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: BUSINESS LETTER BRIEFS :
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John F. Ditzell, Asst. Vice-President and General Sales Managed, stated that the recent three-day Majestic convention was the largest in point of attendance of any one meeting since 1930. Distributors from all over the United States and many foreign countries were represented. "In addition", stated Mr. Ditzell, "orders for approximately 50,000 units were placed for immediate shipment, representing the largest commitment received at any one meeting during the past three years."

Erno Rapee will make his Columbia radio debut conducting a symphony orchestra of fifty musicians October 1, when he inaugurates the new series of "Bath Club" reviews, sponsored by the makers of Linit, and broadcast over more than fifty stations.

Three daily attendance records for visitors were broken at the Chicago NBC studios a week ago. The new totals: 2,803 handled by the day page force; 2,605 shown through by the night force; 5,408 for both day and evening.

Postal Telegraph Co. has signed and put into effect provisions of the President's Reemployment Agreement with the substituted provisions of the proposed code for telegraph communication companies which were approved by the NRA. Simultaneously with the signing of the code by Postal Telegraph, Commercial Cables, Commercial Pacific Cables, Mackay Radio and All America Cables also signed and put the provisions into effect. Today every unit of the International Telephone and Telegraph Corporation operating in continental United States is either under an industry code or under the President's blanket agreement.

Vincent Callahan, Assistant to the NBC Vice-President in Washington, is planning a radio-run Treasure Hunt for Station WMAL similar to one at KSO, Des Moines, where 2,000 persons are said to have taken part.

Six or seven articles will comprise the "treasure". Their description and clues to their location will be broadcast at intervals during the hunt. The first half-dozen contestants to show up in the studio with all of the articles will be rewarded in cash. Names of the runners-up will be broadcast.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (Sept. 5, 1933)

WORC, Alfred F. Kleindienst, Worcester, Mass., extension of special experimental authority to December 1, 1933, to operate on 1280 kc., with 500 watts experimentally; Mackay Radio & Telegraph Co.: WJE, WID, WJX, WMZ, Sayville, N. Y., modification of license to add Denmark as primary point of communication; W1XA, Trustees of Tufts College, Portable in Massachusetts, renewal of special experimental license in exact accordance with existing license; KGUV, New York Alaska Gold Dredging Corp., P. O. Nyac, Lower Kuskokwim River Valley, Alaska, renewal of fixed public point to point telg. license in accordance with existing license.

Set For Hearing

Harold Thomas, Waterbury, Conn., C.P. for new station, 1190 kc., 100 watts, daytime only; Joseph S. Crawford & Leigh E. Ore, Erie, Pa., C.P. for new station 1420 kc., 100 watts, unlimited time; WHBY, WHBY, Inc., Green Bay, Wisc., C.P. to make change in frequency from 1200 to 1360 kc., change in equipment and increase in power from 100 watts to 1 KW, facilities of WGES, WLBL and facilities vacated by WJKS now WIND.

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MAJESTIC EXPECTS SEPTEMBER SET NEW RECORD

The Grigsby-Grunow September schedule is 60% greater than that of August. "Over 41,000 radio sets were shipped in the month of August", said Le Roy J. Williams, Vice-President of the Grigsby-Grunow Co, "the largest August shipment since 1929.

"Our tube plant is now operating on night and day shifts, and our set plant goes on a similar basis September 6th. These operations will give employment to a total of 4,000 employees, working under the increased wages of the administration's NRA banner."

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