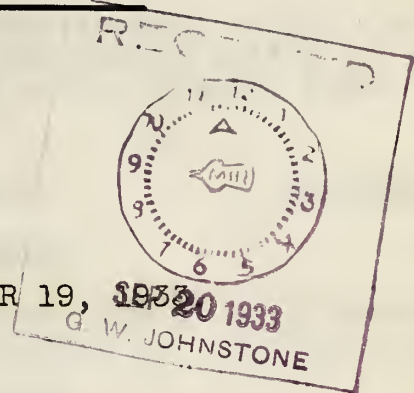


HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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No. 657

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COMMISSION ISSUES NEW TELEVISION STATION LIST

An up-to-date list of the 27 experimental visual (television) broadcasting stations in the United States either in operation or authorized, has been issued by the Federal Radio Commission and follows:

<u>Call Letters</u>	<u>Power (watts)</u>	<u>Company</u>	<u>Location</u>
<u>1600-1700 kilocycles</u>			
W2XR	1000	Radio Pictures, Inc.,	Long Island City
X8XAN	100	Sparks-Withington Co.	Jackson, Mich.
<u>2000-2100 kilocycles</u>			
W9XK	100	Iowa State University	Iowa City, Ia.
W9XAO	500	Western Television Research Co.	Chicago, Ill.
W6XAH	1000	Pioneer Mercantile Co.	Bakersfield, Cal
<u>2100-2200 kilocycles</u>			
W9XAK	125	Kansas State College of Agri. & Applied Science	Manhattan, Kans
W3XAK	5000	National Broadcasting Co.	Portable
W9XAP	2500	" "	" Chicago, Ill.
W2XBS	5000	" "	" New York, N.Y.
W6XS	1000	Don Lee Broadcasting System	Los Angeles, Cal
<u>2200-2300 kilocycles</u>			
X9XAL	500	First National Television Corp.	Kansas City, Mo.
<u>2750-2850 kilocycles</u>			
W9XG	1500	Purdue University	W. Lafayette, Ind
W2XAB	500	Atlantic Broadcasting Corp.	New York, N.Y.
<u>4300-4600, 48500-50300, 60000-80000 kilocycles</u>			
W2XAK	50	Atlantic Broadcasting Corp.	New York, N.Y.
W6XAO	150	Don Lee Broadcasting System	Los Angeles, California
W9XD	500	The Journal Company	Milwaukee, Wis,

<u>Call Letters</u>	<u>Power (watts)</u>	<u>Company</u>	<u>Location</u>
	43000-46000, 48500-50300, 60000-80000 kilocycles		
W2XBT	750	National Broadcasting Co.	Portable
W2XF	5000	" "	" New York, N.Y.
W3XE	1500	Philadelphia Storage Battery Co.	Philadelphia, Penna.
W3XAD	2000	RCA Victor Co., Inc.	Camden, N. J.
X10XX	50	" " " "	Portable & Mobile
W2XR	1000	Radio Pictures	Long Island City, N. Y.
W8XAN	100	Sparks-Withington Co.	Jackson, Mich.
W9XE	1000	U. S. Radio & Tele- vision Corp.	Marion, Ind.
W8XF	200	WJR, Goodwill Station	Pontiac, Mich. C.P.
W8XL	200	WGAR Broadcasting Co.	Cuyahoga Hts. Village, Ohio (C.P.)
W9XAT	500	Dr. George W. Young	Portable(C.P.)

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FARLEY CURBS PARTY LEADERS IN USING RADIO

The Democratic National Committee has decided to exert control over the speeches which administration leaders make over the radio, and in the future will use Herbert L. Pettey, Secretary of the Federal Radio Commission, to obtain free broadcasting time for Committee speakers.

This was revealed in two letters sent Cabinet chiefs by James A. Farley, Postmaster General and Chairman of the Democratic National Committee.

Government and party officials seeking broadcasting time in the future have been ordered by Farley to apply directly to Richard F. Roper, Executive Secretary of the Democratic National Committee and son of the Secretary of Commerce. If Roper approves of the proposed speech, he will forward the request to Pettey, who was the Committee's Director of Radio in the Presidential campaign and was made Radio Commission Secretary as a reward.

Three reasons for the decision have been made known. The first is to provide each section of the country with a balanced diet of words which might prove useful in the forthcoming Congressional campaigns; the second is to censor remarks of officials who have been using the name of the National Committee to obtain free time on the air; the third is to make certain that no one speaks out of turn.

The letter to the Cabinet chiefs said:

"It has come to my attention that the radio stations have received a large number of requests for broadcasting time with the understanding that such requests had the approval of the Chairman of the Democratic National Committee.

"In order to prevent misunderstanding in the future, I have advised the broadcasting stations that the only person authorized to represent me on radio matters is Mr. Herbert L. Pettey."

The letter to the broadcasting companies said:

"It has come to the attention of the Democratic National Committee that a great number of individuals have been contacting either your office or a branch office of your company and representing themselves as spokesmen for the Democratic National Committee on radio matters.

"By means of this letter I wish to correct this practice and save both you and the Democratic National Committee embarrassment which might arise from so many so-called representatives asking you for time or presenting requests for the approval of your company."

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WASHINGTON TALKS TO COAST GUARD SHIP OFF MAINE

Rear Admiral Hamlet of the Coast Guard at Washington, held a telephone conversation with Boatswain C. T. Christiansen, Officer in Charge of the Coast Guard ship "DIX" then approximately twenty-five miles northeast of Mount Desert Island, Me. The conversation which lasted for five minutes and came in loud and clear was carried on by commercial telephone lines from Washington to Green Harbor, Maine, and there transferred to the regular harbor radio facilities of the New England Telephone and Telegraph Co.

The achievement was unique in Coast Guard communications.

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THE SCOTCH FALL FOR IT

In Scotland, as elsewhere in Great Britain, they were having trouble collecting the tax which everybody must pay who owns a receiving set. Finally, according to a story from there, tax collectors rigged up a queer looking machine, mounted it on an auto truck, and in visits to Scottish towns announced that it was a machine which could tell the exact location of every receiving set. The villagers are reported to have fallen all over themselves in their eagerness to pay delinquent radio license fees for fear of being detected.

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NRA POSTPONES BROADCASTERS' HEARING FOR WEEK

It is not believed the postponement of the Broadcasters' Code hearing until Wednesday, Sept. 27, on account of the motion picture hearing running overtime, worked any particular hardship on the broadcasters because it is learned on good authority that less than a half a dozen requested to be heard. These, it was said, were not broadcasters but representatives of musicians, electrical workers, Actors Equity and others. Since all persons who are to be heard will be allowed to present orally facts only and not arguments, one familiar with procedure at the Code hearings, reiterated what he said sometime ago that the Broadcasters' session would be very brief.

Following the hearing the evidence submitted will be considered and a final draft of the Code written. This will be sent to the President and go into effect 10 days after he signs it.

The meeting held by the National Association of Broadcasters' Code Committee last Monday in Washington was brief. They discussed generally suggestions different members had made but these were mostly of a minor nature, nothing really important. However, the Committee did consider changes in the administrative provision of the Act so that every class of member, the small as well as the large broadcaster, would be properly represented.

In addition to an industrial and a labor advisor for the Broadcasters' Code, James W. Baldwin of the NAB and Edward Nockles of the Chicago Federation of Labor, it was expected that the NRA would appoint a "Consumers Advisor" as has been done with other codes. The fact that this advisor has as yet not been named leads to the assumption that perhaps this formality will not be observed in the case of the broadcasters.

There has been some speculation as to who may be appointed Code authority, advisor to the NRA in administering the Broadcasters' Code. The name of Mr. Baldwin has been mentioned but no confirmation of this rumor has been forthcoming.

The original Broadcasters' Code hearing was to have been held in the Caucus Room of the new House Office Building but the forthcoming session will take place in the ballroom of the Raleigh Hotel in Washington instead.

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ARGENTINE TO MODERNIZE ITS RADIO EQUIPMENT

Modernization and coordination of all naval communications is planned by the Argentine Government, according to Vice Consul John C. Pool at Buenos Aires.

New Argentine naval units, recently added to the squadron, are provided with up-to-date radio equipment. The Argentine Congress has been requested to authorize appropriations for new

radio installations on the older ships, and for radio directional beams to be placed at certain points along the Argentine coast. Present naval appropriations, however, are not sufficient to cover the expense.

Because of the fact that many merchant ships operating to the River Plate are provided with radio compasses, and would consequently benefit from the installation of these beacons, it is felt that the interests of Argentine foreign trade would likewise be served, particularly in the River Plate area.

In the meantime, the Navy Department is planning to increase the power of the existing naval stations at Buenos Aires, Puerto Belgrana, and Trelew, and to equip all units of the fleet with radio compasses.

The desirability of constructing beacon lights for air navigation was also presented. It was pointed out that revolving lights along the coast might serve the purposes of both air and water transportation.

It is believed that the Argentine Congress will take up these matters in a short time.

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BELIEVE FOOD AND DRUGS PARAGRAPH WILL BE CLARIFIED

There seemed to be every reason to believe that the paragraph in the Administration's proposed Food and Drug Act which broadcasters and publishers construed might hold them liable in fraudulent advertising would be rewritten and clarified. Assistant Secretary of Agriculture Tugwell, discussing this, said:

"Publishers and broadcasters are required to cooperate with the Government. The bill calls upon them to furnish, upon request, the names and addresses of those placing advertisements, but it does not hold them liable further than this. I have heard that some publishers and broadcasters feel that the present language of the bill would authorize the Department to prosecute an advertising medium should the Department elect not to request the names and addresses of those placing the advertising. While the language may perhaps be open to this interpretation, that is not the Department intent. We shall see to it that the text is so corrected as to remove all ambiguity."

The new Food and Drug Bill was introduced during the last session of Congress and Senate hearings on it will be held early in December.

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FINDS B. B. C. EXASPERATING

Further criticism of foreign broadcasting methods is contained in another letter, a previous one having been presented here to our readers, received from a friend in London by O. H. Caldwell, former Federal Radio Commissioner, who writes:

"Further experience confirms my opinion about the exasperating nature of B.B.C. operation, for which no excuse seems to be forthcoming. Programs invariably finish late or early. A hiatus of dead silence occurs, or the next program is cut short. Last evening a piano recital to which I had looked forward was eight minutes instead of fifteen. This was followed, at 8 o'clock, by a gramophone program, in connection with which the gentleman who announces the titles is given special prominence, as if he were a star! The gramophone record programs, by the way, seem to be the only ones accompanied by adequate fore and aft announcements, probably because every detail of title and record number and maker of the record is given. Advertising?

"Radio Paris goes in for sponsored programs on Sunday evenings, when the British are indulging in church services. Advertising from British firms is interspersed between numbers. Luxembourg, providing excellent musical programs, announces in German and French, occasionally in English also - perhaps in anticipation of advertising also. Huizen (Holland) also provides excellent programs with announcements only in Dutch. I have about 30 stations on tap, one of the most interesting of which is the big Moscow station, which broadcasts in English almost every evening - talks and news. Good speakers and an excellent woman announcer - perfect English. Propaganda, of course, but with no glossing over of Soviet failures and difficulties. The broadcasts are carried out in a business-like manner, and listeners are asked for opinions and suggestions and subjects for discussion. Whether they like it or not, Capitalistic countries within reach are to learn much about the Soviet experiment, and its effects on Russia's millions.

"The Radio Exhibition at Olympia has been a great success. During the first four days, orders totaled £12 million - a tremendous increase over last year's business. I have a great respect for the quality and workman ship of the small sets they are making here, at prices that compare favorably with American models. I never imagined that such tone and selectivity could be obtained with a small, portable battery set such as I have."

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COMMISSION STANDS PAT ON TELEVISION REPORT

Television stock selling schemes have brought many inquiries to the Federal Radio Commission as to the present status of the development of television. To this the Commission has replied that its attitude is just the same today as it was in 1932 when it reported, in part, as follows:

"While no startling inventions have come to light in television during the past year, the progress that has been made has been marked by a steady improvement in the detail of pictures transmitted. This development has in a general way paralleled the progress that was made in the early stages of sound broadcasting.

"Much attention has been given to the part of the spectrum in which television emissions will best fit. Although there are at the present time four 100-kilocycle bands between 2,000 and 3,000 kilocycles assigned to television, it has been evident for a considerable time that this space is not sufficient to meet the requirements of this new and growing art to furnish entertainment to the public. The experimenters have turned to the unexplored regions above 30,000 kilocycles. The work at these frequencies has shown signs of real promise as a future locus for this service, and the Federal Radio Commission has assigned wide frequency bands in this region for experimental work in television. Proposals have been received by the Commission from the industry to increase the space in this band in order to protect the future of television.

"Although considerable progress has been made in scanning methods, using both the mechanical type of scanning and the electrical or so-called cathode-ray type of scanning, it appears that many new developments must still be made before television can be accepted as a satisfactory entertainment service. While attempts have been made to broadcast scenes covering large areas, the majority of television stations have limited their transmissions to faces of one or two performers at most. This type of program, while of interest because of its novelty and usefulness for experimental work, has a very small amount of sustained 'look-in' interest. Such programs fall far short of what the public has been led to expect in the way of entertainment considering especially the fact that the technical improvements made during the last few years in sight-and-sound motion picture technique have created in the mind of the public a desire for very high technical standards of performance."

A committee of the Radio Manufacturers' Association, with E. T. Cunningham, of Camden, N. J., as Chairman, has been appointed to make a study of the future of television. His associates on the committee are W. Roy McCanne, of Rochester, Powel Crosley, of Cincinnati, and James M. Skinner, of Philadelphia.

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NEW ENGLAND STATIONS WILL JOIN A.B.S. INAUGURAL

A dozen or more New England stations may listen in on the Amalgamated Broadcasting System (Ed Wynn's chain) opening next Monday night before their formal union with the System, Ota Gygi, (pronounced by Mr. Wynn "Gee-gee") Vice-President, promises.

"Demands by independently-owned 'spot' radio stations and independent groups of station owners for immediate inclusion in the new radio chain have become so insistent", Mr. Gygi said, "that on the Atlantic Seaboard network within the next month there may be a score rather than the originally-scheduled half-dozen stations receiving the Amalgamated programs."

Mr. Gygi added that before Wynn's return from Hollywood Monday, October 2, that the complete extension of the Amalgamated into New England will be under way.

"Meanwhile Amalgamated's representatives are closing up details and its engineers are laying out the A.B.S. main west-bound trunk circuit to include the Pennsylvania-Michigan network of nine stations in eight cities, with a further early extension into Amalgamated's western headquarters in Chicago, where the popular independent station-WCFL is destined to be the western clearing-point for the Wynn chain programs before the first of the year", Mr. Gygi continued.

Eight, instead of six, stations will take full or part time over the Atlantic Seaboard of the Amalgamated networks beginning Monday night. They are the original six - WBNX, New York, WTNJ, Trenton, WPEN, Philadelphia, WDEL, Wilmington, WCBM, Baltimore, and WOL, Washington, plus WCNW (formerly WMIL), Brooklyn, and WFAS, White Plains.

Among the "names" to be heard on the A.B.S. are Dr. Carl Van Doren, literary authority, Dr. Charles Fleischer, theologian, Emile Gauvreau, editor, the "Eight O'clock" Review, "Bit Meetin' Time" with Rosamund Johnson colored choir, and Catherine Tiff Jones, the Amalgamated Symphony Orchestra, directed by Adolphe Kornspan, "Sunny Jim" Rich, organist, the A.B.S. choristers and the A.B.S. dance orchestra.

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NEW 2-WAY AIRCRAFT RADIOPHONE SUCCESSFUL

Success marked the tests carried on with the U.S.S. Macon, new Navy dirigible, with the new two-way radio telephone developed by Dr. Carlton D. Haigus, at Camden. Conversations were carried on at a distance of 60 miles on a frequency of 52,500 kcs. Dr. Haigus declared the new device was static proof regardless of the severity of electrical storms. The apparatus complete weights about 50 pounds and the antenna is less than 4 feet long. Dr. Haigus said he expected to make deliveries shortly to land stations including those of the Army and Navy.

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: BUSINESS LETTER NOTES :
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An employment increase during its first month (August) under the NRA of more than 43 percent at the Crosley Radio Corporation was announced by Powel Crosley, Jr., President. These records show a total of 2,456 men and women on the Crosley payrolls as of September 1, 746 having been added during the preceding 31-day period.

The Radio Receiving Set Division now manufactures approximately 2,500 radios. Additional men and women are being employed daily. Mr. Crosley expects his production lines to be assembling from 3,000 to 3,500 sets daily within the next two weeks and said he had a backlog of unfilled radio orders totalling approximately 30,000 sets.

A taxpayer wrote to WOR complaining about Dr. Royal S. Copeland spending so much time broadcasting in New York away from his senatorial duties in Washington. "The listener didn't catch on that it is an electrical transcription health talk", WOR's bright press representative commented.

Charles A. Park, formerly superintendent of the Eleventh District at Detroit, has been appointed chief engineer of the Lighthouse Service with headquarters in Washington. Park will be in charge of the installation of all radio beacons. He will be succeeded at Detroit by Fred P. Dillon.

William C. "Bill" Grunow at a convention in Chicago said to have been attended by 300 of his company's distributors, predicted that approximately 3,000,000 receiving sets will be sold between now and the end of March.

Bert Green, secretary of A. J. McCosker, WOR Director, was knocked down by an automobile the second day of her vacation. A sprained ankle was the only casualty.

Having succeeded so well in maintaining contact with General Balbo's airfleet, the Mackay Radio Corporation in New York will transmit wireless news from the second Byrd expedition from the South Pole. This information will be made available to the press. Bulletins will likewise be broadcast once a week from "Little America" at the South Pole by Columbia.

Herluf Provensen, new manager of Station WLBW at Erie, Pa., didn't lose his sense of humor even if he did get married. At the marriage license bureau, he was required to fill out a blank in which, among others, the question was asked what the relations were between the bride-to-be and the prospective bridegroom. To which Herluf answered, "Very friendly". The information sought was whether or not they were related but the former NBC official managed to get a good laugh out of it.

Mr. and Mrs. Provensen were married last week and are now on their wedding trip in the West. Mrs. Provensen was formerly Miss Hester Walker Beall, NBC studio hostess in Washington.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (Sept. 19, 1933)

WEHC, Community Broadcasting Corp., Charlottesville, Va. license covering move of station from Emory to Charlottesville, 1350 kc., 500 watts, daytime hours; WMBH, W. M. Robertson, Joplin, Mo., authority to cancel request to broadcast World Series Games, because of inability to obtain programs except at excessive price; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate Sept. 22 until 2 A.M. EST, simultaneously with KPO; WHP, WHP, Inc., Harrisburg, Pa., special temporary authority to operate from 2 to 2:30 P.M. EST, Oct. 10, 11, 12 and 13 provided WBAK remains silent; WBAK, Penna State Police Commonwealth of Pa., Harrisburg, Pa., special temporary authority to operate from 4:30 to 5 P.M. EST, Oct. 10, 11, 12 and 13, provided station WHP remains silent.

Also, WNAD, University of Okla., Norman, Okla., special temporary authority to operate from 2:30-5:30 P.M. CST, Sept. 30, provided station KGGF remains silent; also granted temporary authority to operate from 2:30 to 5:30 P.M. CST, Oct. 21, Nov. 4, and Nov. 30, 1933, provided station KGGF remains silent; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., granted special temporary authority to operate from 3 to 6 P.M. and 9 P.M. to 12 midnight CST, on Sept. 23 and 29, Oct. 7, 13, 20 and 27, Nov. 4 and 11.

Renewal of Licenses

The following stations were granted renewal of licenses for the regular period:

WAAT, Jersey City; WDSU, New Orleans, La.; WFIW, Hopkinsville, Ky.; WIS, Columbia, S. C.; WJAS, Pittsburgh, Pa.; WJDX, Jackson, Miss.; WLBW, Erie, Pa.; WTAW, College Station, Texas; KFOX, Long Beach, Cal.; KGCA, Decorah, Ia.; KLPM, Minot, N. Dak.; KMBC and auxiliary, Kansas City, Kans.; KQW, San Jose, Cal.; KTAT, Fort Worth, Tex.; KTFI, Twin Falls, Idaho; KTSA, San Antonio, Tex.; and KUOA, Fayetteville, Ark.

Set For Hearing

KRMD, Radio Station KRMD, Inc., Shreveport, La., modification of license to change hours of operation from daily except Sunday, 7 A.M. to 1 P.M.; 5 to 8 P.M.; Sunday 9 A.M. to 6 P.M., CST, to Daily except Sunday: 8:30 A.M. to 1 P.M.; 5:30 to 10 P.M., Sunday 9 A.M. to 6 P.M.

Ratifications

Action taken Sept. 13: KIGW, Iowa Broadcasting Co., Des Moines, Ia., authorized to operate station KIGW on 2390 kc., 20 watts power, Sept. 14 to 19 inclusive; WFIN, Mackay Radio & Telg. Co., San Francisco, aboard "Los Angeles", granted 60 day authority to operate 2 tube sets replacing arc; frequencies 375 to 500 and 5500 to 22000 kc., each, 100 watts; Action taken Sept. 15: WTAR, WTAR Radio Corp., Norfolk, Va., granted special emergency authority to use station for necessary communication and cooperation with any other services if extreme emergency develops, during period of emergency only.

Oral Argument Granted

The Commission granted a request for oral argument in the case of WNBW, Inc., Carbondale, Pa. and Home Cut Glass & China Co., Carbondale, Pa., to be heard before the Commission en banc on November 1, 1933, at 10 A.M., one-half hour allotted to each side.

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