

HEINL RADIO BUSINESS LETTER

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COLUMBIA NEWS SERVICE SEEKS PRESS GALLERIES ADMISSION

By way of perfecting its contacts, the newly organized news service of the Columbia Broadcasting System, through Henry A. Bellows, Washington Vice-President, has applied for admission of three representatives to the Congressional Press Galleries. These are commonly known as the Senate and House Press Galleries. The supervision of the Galleries is under Speaker Henry T. Rainey of the House of Representatives and Senator Copeland of New York, Chairman of the Rules Committee. However, actual authority for running the galleries is turned over to the newspaper men themselves and is governed by a Standing Committee of Correspondents composed of Samuel W. Bell, of the New York Herald-Tribune, Chairman, Lyle C. Wilson, United Press, Harry B. Gauss, Chicago Daily News, Bascom N. Timmons, Houston Chronicle, and W. Turner Catledge, New York Times.

Because of the rules governing the Galleries restricting the membership to daily newspapers, it is expected that Columbia's request will be turned down. In that case, Mr. Bellows will probably appeal to Speaker Rainey and Senator Copeland. The application will prove a test of a broadcasting company's news gathering rights at the Capitol and one which will be watched with interest by broadcasters and newspaper publishers alike.

The rules governing admission to the Press Galleries read, in part, as follows:

"Persons desiring admission to the press galleries of Congress shall make application to the Speaker and to the Committee on Rules of the Senate, and shall state the names of all newspapers or publications or news associations by which they are employed, and what other occupation or employment they may have, if any;

"The applications required by the above rule shall be authenticated in a manner that shall be satisfactory to the Standing Committee of Correspondents who shall see that the occupation of the galleries is confined to bona fide correspondents of reputable standing in their business, who represent daily newspapers or newspaper associations requiring telegraphic service; and it shall be the duty of the Standing Committee at their discretion, to report violation of the privileges of the galleries to the speaker, or to the Senate Committee on Rules, and pending action thereon the offending correspondent may be suspended.

"Persons engaged in other occupations whose chief attention is not given to newspaper correspondence or to newspaper associations requiring telegraphic service shall not be entitled

to admission to the press galleries; and the Press List in the Congressional Directory shall be a list only of persons whose chief attention is given to telegraphic correspondence for daily newspapers or newspaper associations requiring telegraphic service.

The three men designated by Columbia for Press Galleries membership are Ted Church, Washington representative of the News Service, Cecil Owen and Frank Connor, Jr. Up to now, those correspondents accredited the Press Galleries have been automatically admitted to the President's conferences at the White House. The question of the eligibility of correspondents has been delegated by the Secretary to the President to the White House Correspondents' Association.

If Mr. Bellows should subsequently apply for admission of his men to the Presidential conferences, as he undoubtedly will, and the White House Correspondents' Association act unfavorably in the matter, the question will very likely be passed along to Stephen T. Early, Presidential secretary in charge of Press Relations.

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MORE PRESIDENTIAL HONORS FOR McCOSKER

Another presidency has come the way of A. J. "Hollywood" McCosker. Following his re-election as President of the National Association of Broadcasters, Mr. McCosker has just succeeded Edgar S. Bamberger, President of the Bamberger Broadcasting System which operates WOR. McCosker had previously been Director and General Manager of the famous station.

Mr. McCosker has been primarily responsible for the success of WOR and, as is perhaps not generally known, a part owner of it. If memory is correct, "Hollywood" owns a fifth interest in the station whose value is now reckoned in the millions.

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LITERARY DIGEST TO MAKE RADIO POLL

The "Literary Digest" with its next issue will start a national poll to find out the listeners' radio program likes and dislikes. Those post-carded will also be asked to tell why they enjoy or otherwise the programs noted on the lists turned in.

The Magazine will use the same system of polling it used on the last national elections.

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WILL CONTINUE TO CHARGE 100 WATT STATIONS TO QUOTA

By a vote of 4 to 1, the Federal Radio Commission rejected the proposal made by Commissioner Harold Lafount on September 22, 1933, providing that under certain restrictions stations classified as "local stations" and emitting 100 watts power or less, be not chargeable to quota".

It was Mr. Lafount's proposal that where a 100 watt station was not within 100 miles from a clear channel station, 75 miles from a regional or 51 miles from a local station, that it be permitted to operate without being charged to the local station quota.

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MAY FORCE COMMISSION TO ACT ON LIQUOR ADVERTISING

As a result of the Post Office order banning all publications from the mail carrying liquor advertising (i.e., whiskey, rum, and other hard liquors), the Federal Radio Commission will doubtless be faced with the question as to whether or not it will allow such advertising to be broadcast.

It is believed the Commission will not take up the liquor question on its own initiative inasmuch as it contends that under the Radio Act it has no power of censorship. However, if any complaints are filed, as they doubtless will be, the Commission will be bound to decide whether liquor advertising is in the public interest. One official of the Commission remarked, informally, that he felt certain if liquor advertisements were barred from the newspapers, as a result of the Post Office Department edict, they surely would be banned over the radio.

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LAFOUNT WITHDRAWS STOCK TRANSFER RESTRICTION

Commissioner Harld Lafount has withdrawn his resolution requiring the Federal Radio Commission to amend its Rules and Regulations so as to require licensee corporations to report to the Commission the transfer of 10% or more of its stock to any purchaser during any license period, together with the name of each such stockholder and the citizenship and residence of each said purchaser.

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WOULD REVISE QUOTA SYSTEM

A resolution presented by Commissioner Thad Brown and adopted by the Radio Commission may result in a slight shake-up in the present method of allocation. A study will be made with a view to revising the quota system now in use. For the purpose of effecting an equality, the Commission in 1930 adopted 400 units as representing the entire country or 80 units to a zone, each unit representing a 1000 watt full-time station.

Based on this the First Zone is now credited with 75 watts; the second, 73; the third, 96; the fourth, 101, and the fifth, 96, totalling 441 units. Commissioner Brown believes a more equitable unit can be found through which the radio facilities of the country may be more adequately distributed.

The Commission adopted the following resolution which Commissioner Brown presented:

"WHEREAS, Section 9 of the Radio Act of 1927 as amended by Section 5 of the Act of March 20, 1928, has been construed by the Supreme Court of the United States as dealing primarily with the 'interests of the people -- that they might have a reasonable equality of opportunity in radio transmission and reception', and that this involves 'an equitable distribution not only as between zones, but as between States as well', and

"WHEREAS, for the purpose of effecting such equality, both the Commission and the Courts have construed said law as authorizing and permitting the Commission in the exercise of its 'administrative judgment' to adopt some unit of measurement of the service value of stations of various types and classes, and

"WHEREAS, the 'quota units' now in effect have been employed by the Commission as such unit of measurement since their promulgation, June 17, 1930, and

"Whereas, there have been certain economic, scientific and legal developments since that date which may, after due investigation, be found to have affected said quota system as a valid measure of service,

"NOW, THEREFORE, BE IT RESOLVED, that the Commission proceed at once to a study of its Rules 6, 109 to 111, inclusive, and 116 to 124, inclusive, with a view to an early determination of what, if any, changes should be made in said regulations and the system of quota units established thereby."

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COMMISSION GETS ULTRA HIGH FREQUENCY DEMONSTRATION

Engineers of the RCA-Victor Company are reported to have made a secret demonstration to the Radio Commission on the ultra high frequencies. Engineers of the RCA-Victor Co., of Camden, N. J., set up newly developed portable experimental equipment in Washington and broadcast the programs of station WRC over the ultra-high frequency of 34,600 kilocycles.

Commission officials who witnessed the demonstration were surprised at the clearness of the signals, using only 15 watts power. The transmitter, weighing less than 100 pounds, was installed at the WRC transmitter station. One receiver, weighing less than 50 pounds, was placed at the Radio Commission headquarters, about $2\frac{1}{2}$ miles away. A second receiver was installed in an automobile and the programs were picked up with excellent results while the car was in motion. The signal was audible 9 miles away.

An unlimited number of channels are available in these ultra-high frequencies.

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Jack Lee of Baltimore Commission
BALTIMORE RESTAURANTEURS REAR UP ON MUSIC SITUATION *Am...*

There will be a mass meeting in Baltimore Monday night under the auspices of the newly organized Music Users' Protective Association to devise ways and means for further combatting fees exacted by the American Society of Composers.

The Restaurant Association of Maryland will cooperate in the movement. It was said that a New York organization comprising 2000 restaurant owners will also back the Music Users' Association. Representative A. J. Kennedy and other Baltimore Congressmen have stated that they will attend. Representative Kennedy recently declared that he would endeavor to have the Merchant Marine and Radio Committee in the House investigate the American Society of Composers.

The trouble in Baltimore is said to have started when E. H. Chesterton, District representative of the Composers, started a drive for license fees on a number of places serving beer which had radio sets in their establishments. It was said that E. C. Mills, of the Composers, and Nathan Burkon, counsel for the organization, gave Representative Sirovich, of New York, Chairman of the Patents Committee, their promise that they wouldn't try to exact radio fees from small restaurant owners, barbecue stands and others operating radio sets.

A report comes from New York that the Dancing Masters' Association has also consulted counsel as to the advisability of urging a fight on Composers' fees.

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COMMISSION MAY CONSIDER WMCA CASE THURSDAY

It was announced that the Federal Radio Commission would hold a special meeting Thursday (November 2nd) which would probably devote itself to consideration of the WMCA case. This will have to do with approval of the Commission to the proposed transfer of the time of the station by Donald Flamm to the Ryan-Whitney-Adams group.

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COMMUNICATIONS COMMITTEE MEETS AGAIN FRIDAY

There will be another meeting Friday of the Cabinet Committee which is studying the communications question, Friday. The object of the Committee is to recommend legislation which may result in a Communications Bill. Secretary of Commerce Roper is Chairman of the Committee and former Federal Radio Commission Chairman Charles McK. Saltzman is Vice-Chairman. Senator Wallace White, of Maine, has been added to the Committee as an advisory member.

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NBC RECENT NEW AND RENEWAL CONTRACTS

NEW - Robert (Beauty Salon), New York City; Agency - Howland Oliphant & McIntyre, New York City; Started October 11, 1933, Wednesdays, 11:00-11:15 A.M., WEAJ only; Program - "Jean Colbert - Beauty Talks" - The Moderne Trio & Jean Colbert.

NEW - John H. Woodbury, Inc. (Beauty preparations), Cincinnati, Ohio; Agency - Lennen & Mitchell, Inc., New York City; Started October 25, 1933, Wed. & Fri. 8:30-8:45 P.M.; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WLW WLS KWCR KSO KWK WREN KOIL; Program - "Dangerous Paradise with Elsie Hitz and Nick Dawson", dramatic - Love, Romance and Adventure, South Seas;

RENEWAL - R. L. Watkins Co. (Dr. Lyons Toothpowder) New York City; Agency - Blackett-Sample-Hummert, Inc., New York City; Started October 22, 1933, Sunday 9:00-9:30 P.M.; Network - WEAJ WTIC WJAR WFI WFBR WRC WGY WTAM WWJ WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WEBC KGO KFI KGW KOMO KHQ KOA KDYL; Program - "Mannhattan-Merry-Go-Round", popular musical program under the direction of Gene Rodemich with Tamara as soloist.

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: PUSINFSS LETTER NOTES :
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Over the past week-end Columbia moved its Washington offices from the Shoreham to the Earle Theatre Building on 13th Street just north of Pennsylvania Avenue. This is a block east of the Willard Hotel and not far from the Commerce Department and the Post Office building now under construction, which after March 1st will probably house the Federal Radio Commission.

Henry A. Bellows, resident Vice-President of Columbia in Washington, Harry C. Butcher, Manager of Station WJSV, and Ted Church, Washington representative of the Columbia News Service were all at their desks in the new quarters Monday and the first broadcasts from there began Monday night. The Columbia suite is located on the 8th floor and occupies between 5,000 to 6,000 feet of space.

Frank A. Arnold, for six years Director of Development of the National Broadcasting Company and for the last twelve months Vice-President of Albert Frank-Guenther Law, Inc., opened an office November 1st at 60 Wall Tower, New York as consultant in broadcast advertising. His services will be available to non-competitive agency accounts. Mr. Arnold will continue to serve the clients of Albert Frank-Guenther Law, Inc. who have retained his services exclusively as radio consultant in the financial field.

Mr. Arnold is one of the pioneers of broadcast advertising. His contacts are nation-wide, and in connection with his field work for the National Broadcasting Company, covering 200,000 miles of travel, he has been brought in touch with the leading advertisers and business executives throughout the country. He was the first college lecturer to deliver a regular two-credit course on broadcast advertising.

The new quarters of the NBC in Radio City have been equipped with "dial" radio receivers, so that programs, rehearsals, auditions and outside stations may be tuned in accurately and with full quality in all offices.

The dials are similar to those used on telephones and have forty-two different combinations, covering all studios, networks, local stations and even short-wave.

Station WJJD, Chicago, reports an increase of business each month for the past three months representing a 50% increase in net revenue over any corresponding figure in the past two years.

The sponsor for the news broadcasts of the Byrd Antarctic Expedition from the SS "Jacob Ruppert" from the South Pole will be the General Foods Corporation of New York advertising "Grape Nuts". The broadcasts will be heard each Saturday night at 10:30 o'clock EST over a Columbia network of 59 stations beginning November 18. The advertising agency handling the account is Young & Rubicam, New York.

The 14th anniversary of the beginning of broadcasting will be celebrated in a broadcast from the pioneer station, KDKA in Pittsburgh, Thursday, Nov. 2. The program, in which 100 artists and speakers will take part, will begin at 11:30 p.m., EST.

M. H. Aylesworth, President of the NBC, will speak from New York. The first radio program was put on the air over KDKA facilities Nov. 2, 1920, with the early returns in the Harding-Cox presidential election.

"Radio sales have shown a tremendous increase in the past three months, with each succeeding month surpassing the preceding one", according to John F. Ditzell, Assistant Vice-President of Grigsby-Grunow Co. "August of this year showed a 500% increase over the same period of 1932. September set a new record with a 132% gain over the preceding month and a 274% gain over a like period in 1932. October this year will show a 50% increase over the past month and a gain of 150% over the corresponding period in 1932." Unfilled orders total 50,000 units.

The Capitol Radio Research Laboratories of Washington, D. C. (711 Barr Building), has, in the past few months, developed a system of radio receiver reference which is becoming quite popular with radio service men. The reference material comprises two cabinets of cards which are indexed as to model and number - showing the various symptoms and cures on over sixty popular makes of receivers.

A few of the makes represented are Philco, Atwater-Kent, Majestic, General Motors, Crosley, DeWald, Bosch, Brunswick, Apex, R.C.A., Zenith, Temple, etc.

This organization also offers consultation service pertaining to these and many other receivers as an added feature of their service. In addition, a complete data sheet service on various current radio topics is also offered.

Mr. Ditzell, President of the Columbia Phonograph Co. said that Columbia record sales are the largest since 1931, and that unfilled orders on hand have not been equaled since 1930.

"Last March we definitely decided to promote extensive changes in policy in the manufacture and distribution of records", Mr. Ditzell added, "and to enlarge the scope of our operations. We signed such artists as Ben Bernie, Ted Lewis, George Olsen, Burns and Allen, Phil Harris and others. In the classics we presented the Masterworks. The tremendous increase in sales is a reflection of the new policy."

Strong protest against the resolution adopted by the National Association of Broadcasters, urging elimination of the announcement of electrical transcriptions on the radio as such, has been made to the Federal Radio Commission by the American Federation of Musicians.

Charging that the program producers and the broadcasters are openly combining to "put one over on the public", the Federation asks the Commission to retain its present regulation intact. Unemployment in musicians' ranks would be increased if the Commission accepts the broadcasters' recommendation, it is claimed.

Four hundred musicians will form the orchestra when the American Federation of Labor offers a special program in connection with the dedication of Radio City. Joseph Weber, President of the American Federation of Labor will speak.

Major Edward Bowes, Vice-President of Metro-Goldwyn-Mayer owners of WHN, WPAP, and WQAO, said that the studio facilities of the Amalgamated Broadcasting System (from which Ed Wynn recently resigned) had been offered to M.-G.-M., who contemplate constructing Broadway studios, but had been declined.

Industry is revolting against paying salaries of government representatives on Code Authorities, the New York Times states

Nine trade associations have protested to General Thomas S. Hammond, Chief of the Trade Association Division of the NRA, that such a practice "would subject the government to severe criticism and force the government representative into an unfair position with respect to the public whom he should represent, and the industry which pays him."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Oct. 31, 1933)

WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., extension of special authority to operate 500 w. unlimited time to May 1, 1934; WORK, York Broadcasting Co., York, Pa., authority to operate from 5:30 P.M., Nov. 7 to 2 A.M. Nov. 8 for purpose of broadcasting municipal and other election returns; WKRC, WKRC, Inc. Cincinnati, Ohio, 60 day extension within which to complete construction and submit field intensity measurements and data.; KFAC, Los Angeles Broadcasting Co., Los Angeles, Cal., extension of special experimental authority to operate unlimited time pending decision on application for unlimited time; WMAS, WMAS, Inc., Springfield, Mass., modification of C.P. to change type of equipment, extend commencement date to within 30 days from this date and completion date to March 1, 1934; WCNW, Arthur Taske, Brooklyn, N. Y., modification of C.P. to extend completion date to Dec. 1, 1933; KWEA, Hello World Broadcasting Corp., Shreveport, La., license covering installation of new equipment, 1210 kc., 100 watts, unlimited time; also granted consent to voluntary assignment of license to International Broadcasting Corp.

Also, WORC, Alfred F. Kleindienst, Worcester, Mass., modification of special experimental authorization to change type of equipment; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate simultaneously with KPO Wed. Nov. 8, from 8 to 12 P.M. EST and from 7:45 to 8 P.M. during month of December; WFAS, Westchester Broadcasting Corp., White Plains, N. Y., authority to operate simultaneously with WJBI from 8:30 to 10 P.M., Nov. 3 in order to broadcast political rally; KGKB, East Texas Broadcasting Co., Tyler, Tex., special temporary authority to operate from 3 to 5 P.M. CST, Nov. 3, 11, 17, 24 and 30, 1933; WNAD, University of Okla., Norman, Okla., special temporary authority to operate from 9:45 to 11:45 A.M. and from 7:30 to 9:45 P.M., Nov. 11, CST; WJBK, Jas. F. Hopkins, Inc., Detroit, Mich., special temporary authority to operate from 8 to 9 P.M. EST, Nov. 1, provided WIBM remains silent; KFDY, S. Dak. State College, Brookings, S. Dak., special temporary authority to operate from 11 A.M. to 12:30 P.M. CST, Nov. 11, provided KFYR remains silent; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 to 2 P.M. CST, Nov. 11 provided KFDY remains silent.

Also, KGGF, Hugh J. Powell & Stanley Platz, d/b as Powell & Platz, Coffeyville, Kasn., special temporary authority to operate at specified times from Nov. 28 through March 23, 1934, provided WNAD remains silent; WNAD, University of Okla., Norman, Okla., special temporary authority to operate at specified times Nov. 6 through March 14, 1934, provided KGGF remains silent.

Also, Aeronautical Radio, Inc.; at Helena, Mont., and Spokane, Wash., C.P. for new stations, frequencies 3005, 2854, 5377.5 kc., 400 watts; also at Missoula, Mont., same except 50 watts power; WPEK, City of New Orleans, La., Police Dept., C.P. to install additional transmitter and increase power from 100 watts