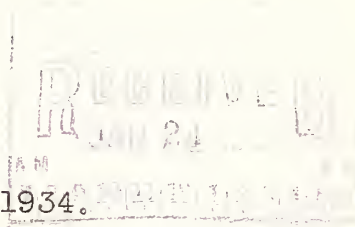
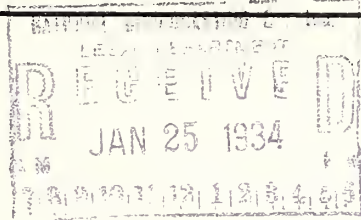


HEINL RADIO BUSINESS LETTER

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No. 691

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January 23, 1934.

WANT TO BROADCAST IN NEW EXPERIMENTAL BAND

Three stations have applied to the Federal Radio Commission for allocations in the new experimental band of 1500 to 1600 kilocycles which the Commission announced recently would be opened to broadcasters for experimental purposes. They are John V. L. Hogan, of Long Island City, applying for a frequency of 1550 kilocycles, L. M. Kennett, of Indianapolis, 1530 kilocycles; and Fred W. Christian, Jr., 1570 kilocycles. All have asked for 1000 watts, the maximum power to be allowed.

The allocation of the new experimental band just above the regular broadcasting spectrum which ends at 1500 kilocycles followed recommendations of Dr. C. B. Jolliffe, Chief Engineer of the Commission, who said:

"Opinions of competent technical men vary as to the usefulness of frequencies in this range for broadcasting. Some contend that these frequencies are of very little use and base their opinions on the operation of stations at present assigned frequencies just below 1500 kc; others contend that if properly engineered they are capable of giving satisfactory service."

Since Mr. Hogan is an outstanding television pioneer, it is assumed that he desires to further experiment with visual broadcasting. If he is granted permission to do this on the new frequency, a precedent will be set because one of the provisions in opening up the new band was that sponsored programs would be allowed. Heretofore, the Commission has not permitted television programs to be sponsored.

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ONLY TWO NEWSPAPERS PROTEST 10 POINT AGREEMENT

The Radio Committee of the American Newspaper Publishers' Association have received many notices of approval of the proposed 10 point agreement between the newspapers and the broadcasters but only two protests, according to E. H. Harris, Chairman of the Committee. One was from F. A. Miller, of the South Bend Tribune, and the other from W. T. Evjue, of the Madison Capital Times, both owners of radio stations.

Mr. Harris outlined the status of the movement towards ratification of the proposed agreement in the following statement to the Editor and Publisher:

"The International News Service and the United Press both had official representatives at the preliminary conference and assisted in consummating the proposal. Therefore it remained only for the Associated Press directors to ratify the proposal in order to make it effective. The A.P. directors were furnished copies of the protest made by Mr. Miller, and Mr. Evjue. In the light of the approval generally by publishers and of only two protests against the ratification of the agreement, and those two protests coming from newspapers which own radio stations, it would seem that the committee has the authority to proceed with the plan."

Press Associations were informed this week by Mr. Harris that "the control of the broadcasting of local news will be a secondary step in the radio committee operation and will not be considered until after a plan for the control of general news has been effectively put into operation."

"We are, however", he added, "asking each newspaper-owned radio station to voluntarily curtail the amount of local news broadcast and so far as possible to confine their broadcasts to hours specified for the broadcasting of general news."

By a cooperative agreement through the Publishers' Association of Pittsburgh, the three dailies there, the Press, Sun-Telegraph, and Post-Gazette, have discontinued their news broadcasting periods over local and network stations.

A second meeting of broadcasters and the newspapers was held in New York last Wednesday with a third scheduled for today (Tuesday).

The Southern Newspaper Publishers' Association concluding their mid-winter session at New Orleans, approved the plan for a working agreement between the newspapers and broadcasting interests.

In an editorial the Editor and Publisher said:

"The main reason against independent radio news service, from the public policy point of view, is that it is not a free instrument. Behind the press lies a constitutional guarantee. Behind radio lies temporary permits for broadcasting bands.

"That radio could not measure up, and shouldn't jeopardize itself by trying to, was shown recently in the case of Senator Reed, of Pennsylvania. That gentleman went on the air to discuss highly controversial political matters. He entered into a bitter criticism of the administration at Washington. At that point in his address, he was cut off, according to published report. Now, of course, no one at Washington had censored Senator Reed. The Roosevelt administration did not order his voice stilled. What happened was that the broadcasting company, conscious of its slender hold on wave bands, pulled the plug and ended the criticism.

"Does any critic of the press think an editor under license, or threat of license, would risk his business by publishing Senator Reed's criticism of the Roosevelt administration? Unless he were a daring fighter, he would do exactly what the broadcasters did."

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MIDGET ULTRA-SHORT WAVE SET HAS MILE RANGE

A novel ultra-short-wave radio telephone sending outfit, operating entirely from self-contained dry batteries, which weighs fifteen pounds and is capable of sending spoken messages clearly over distances of more than a mile through city streets, according to its inventors, was demonstrated at the New York Times by Charles Kostler and Donald Converse, of Brooklyn. The wave-length utilized was 100 centimeters, or about thirty-nine inches.

The inventors plan to demonstrate the transmitter for Thomas Rochester, chief electrician of the New York Police Department, for possible use in police scouting cars.

The box that houses the complete sending station is 12 inches high, 9 inches wide and 6 inches deep. The waves generated by the sending apparatus are said to be capable of providing reliable telephone communication over distances greater than a mile in any part of the city, and also to be capable of penetrating steel buildings.

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MAYBE EDDIE WAS JUST KIDDING

If chills ran up and down the spines of chain officials when they read that Eddie Dowling, the comedian, recently appointed Broadcasting Code Authority, would lay a plan before President Roosevelt "to end air monopoly by the two dominating networks", they cheered up at his telling the Associated Press that he would not accept appointment to the Radio Commission. Likewise Eddie, who was Chairman of the Democratic National Committee's Entertainment Committee in the Roosevelt campaign, somewhat relieved the tension by saying that he was against Government ownership.

Instead of two big networks, Dowling would have six or more serving the country. He wrote in a recent article in Forum Magazine that \$5,000,000 is ample revenue for a year's operation of a network of moderate size and that the major networks today have an income of about \$40,000,000.

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FULL STEAM AHEAD ON COMMUNICATIONS BILL

Although it may be prevented from passing by the time required for hearings, Senator Dill and Representative Rayburn are losing no time in writing the new Communications Commission bill. It is prophesized that the bill may be introduced into the Senate and House within the next two weeks.

The hearings will probably be long drawn-out, and complicated. A big feature of discussion will be the possibility of repeal of the monopoly clause which would permit such a merger as the Western Union, the Radio Corporation of America, the International Telephone and Telegraph Company and the Postal, which is reported only to be awaiting sanction of the U. S. Government. These companies are reported to be operating at an annual waste of \$20,000,000 a year. If such mergers are to be permitted, it is possible the new Communications Commission may be given authority to pass on them.

The hearings are expected for the most part to be concerned with point-to-point communication. Secretary Roper will make a special report to the President on broadcasting, but the recommendations are not expected to be anything startling.

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CODE SUB-COMMITTEE TO CONSIDER RADIO ARTISTS

John Shepard, III, of Boston, Chairman of the Broadcasters' Code Authority, has appointed a Committee of three to formulate plans whereby the Code Authority may discharge the responsibility imposed by the Code in reference to radio artists. The Committee is composed of Messrs. Shepard, M. R. Runyan, Treasurer of the Columbia Broadcasting System in New York, and James W. Baldwin, of the Code Authority.

The Committee will meet in New York, Wednesday, Dec. 31 with Eddie Dowling, who is himself a radio artist and actor, newly appointed member of the Code Authority. They will also confer with Frank Gilmore of the Actors' Equity Association, John Royal, Vice-President of NBC in charge of programs, and Jules Seebach, who directs Columbia's programs; also with representatives of the independent broadcasting stations. Just how much work is ahead for the committee is not known. It was said if the artists are simply angling for better contracts with the networks, it is one thing, but if it is a case of establishing a definition for professionals and amateur radio performers, it would be quite another. For instance, would a hill-billy be classified as an amateur or a professional?

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The Committee will investigate the hours of labor and the wages of the radio artists. Likewise certain provisions which the Actors' Equity Association urged be adopted, such as minimum fees for each performance, different fees for different classes of stations, prevention of a performer doubling, that is to say, taking more than one part, prevention of free auditions, the prevention of voluntary service, and so on.

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STARBUCK'S FATE STILL UNKNOWN

The fate of Commissioner Starbuck, Democrat, of New York, who is up for reappointment next month is apparently still uncertain. Where before it was reported that reappointment was opposed by Senator Robert Wagner, it is now said that while the Senator will not support Starbuck, he will at least remain neutral.

It is believed the President will seek the approval of the Senators from the State of the one appointed, whether it be Starbuck or any of the others thus far mentioned.

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WOULD REFUSE WMCA AND WSYR POWER INCREASES

Station WMCA, New York City, applied to the Federal Radio Commission to use 500 watts power additional experimentally, and WSYR, Syracuse, N. Y., asked to increase its power from 250 to 500 watts. George H. Hill, Examiner, in his report recommended that the application of WMCA "be dismissed with prejudice", and he also recommended that the WSYR application be denied.

In connection with the application of WSYR, the Examiner states that the benefit derived from the additional power asked by this station would not warrant the curtailment of the service rendered by WMCA and WKBN, Youngstown, Ohio, and he stated that "a sufficient showing of need for the service requested has not been made by the applicant." When the application of WMCA was called for hearing, the attorney requested permission to withdraw the application.

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MICHIGAN REPRESENTATIVE RUNS AMUCK ON POLICE RADIO

In debate on the floor of the House, Representative Woodruff, of Michigan, intending to show how far the Federal Government goes in matters, said:

"When the Federal Radio Commission denied the right of Michigan to install a radio system for the use of the police of that State, do you know what Governor Green, of Michigan, did? He installed the radio system without regard to the law or wish of the Federal authorities; the larger cities of the State followed suit; other States did the same thing; until today practically every State is able, through its radio, to communicate with its law-enforcing agents almost instantly, wherever they may be.

"Criminals are apprehended and punished, who, under existing conditions prior to the installation of the police radio would go unpunished. The courageous action of that Michigan Governor was a very decided contribution to the law enforcement in this country. Had Federal authority had its way, this contribution would not have been made."

Although no denial was forthcoming from the Commission and no official there would be quoted, the remarks of Representative Woodruff were characterized as pretty much of a pipe dream. It was said that William M. Brucker, then Attorney General of Michigan, who afterwards succeeded Governor Green, was sent to Washington to confer with the Radio Commission and that the Michigan State system was not established until its allocation had been entirely worked in conformance with the Federal Radio Act. The assertion that other cities in Michigan and "other States did the same thing" was branded as ridiculous.

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WOULD GIVE KFAC SHULER'S OLD FACILITIES PERMANENTLY

When Rev. Bob Shuler, of Station KGEF, Los Angeles, was ruled off the air, the Commission gave its facilities to KFAC, Los Angeles with which it was sharing time on the 1300 kilocycle frequency. A protest was made by Earle C. Anthony, Inc., licensee of Station KECA, Los Angeles, Calif., who contended that the granting of the application would place an additional obstacle in the way of obtaining additional power for KECA and the competitive facilities in the Los Angeles area would be materially increased.

Examiner George H. Hill, after hearing the case, recommended that the Commission affirm its grant to KFAC of full time on the 1300 kilocycle frequency. He said this would not increase the quota of California or of the Fifth Zone. The Examiner concluded that no substantial evidence was offered in support of the protest of Earle C. Anthony, Inc. (KECA).

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: BUSINESS LETTER NOTES :
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Alfred J. McCosker, President of the National Association of Broadcasters, and Mrs. McCosker recently sailed on the United Fruit Liner Veragua for a two-weeks Caribbean cruise.

Radio is becoming increasingly popular in the Irish Free State. There are approximately 40,000 radio receiving sets in use in the country, or one to every 75 inhabitants. It is estimated that three battery sets are sold to one electric set. However, with the spread of electric service throughout the country from the Shannon electric power plant, sales of electric sets are now steadily increasing.

British radio sets are the most widely sold in the Irish Free State although several well-known American makes are gaining ground in this market.

A Pittsburgh man was sentenced to from one month to a year in jail for shooting up his neighbor's radio set because it annoyed him.

A secret organization is reported in operation consisting of broadcasting employees fighting the Canadian Radio Commission.

The prize engineering assignment of the National Broadcasting Co. was given to one of the newest members of the company's engineering staff. The assignment was that of operating engineer for Phillips H. Lord (Seth Parker) on his yachting trip around the world, and the lucky engineer was Carey P. Sweeney, who has been with NBC since June, 1933.

Because the State assessed a fee of \$400 for "vaudeville" WWNC was forced to give up its "Saturday Night Shindig" to which a 10¢ admission fee was charged and dancing allowed without extra charge.

A similar program is now broadcast, managed by Wilbur Morgan, who merely takes out dance-hall license, and pays for time on the air, putting his talent on the bill as part of dance routine.

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In its revised "Study of the Network Broadcast Advertising of the Automotive Industry", which the National Broadcasting Co. recently completed, it was revealed that during 1933 the total through the month of November, according to National Advertising Records, was almost 5% greater than for the entire year of 1932. That is, in the first eleven months of 1933, the industry made greater use of network radio than in any preceding full year. Rather than lessening, motor car manufacturers, in particular, used this advertising medium more than ever before.

John Elmer, Baltimore broadcaster, enroute to Washington to attend a Code meeting, recently narrowly missed being struck by what evidently was a stray bullet fired through a window of the train upon which he was riding. Several pieces of splintered glass lodged in Elmer's neck.

Donald Flamm, of WMCA, and Ed Wynn, along with Mayor LaGuardia, were among the speakers at the annual luncheon of the Infants' Home of Brooklyn at the Hotel Astor in New York last week.

Shareholders of the RCA numbered 287,813 on December 30 last.

The statement Charles M. Hackett, radio commentator and newspaper, is alleged to have made concerning a liquor conspiracy trial at Wilmington, Del., cost him \$300 when he was adjudged guilty of contempt of court.

Philip G. Loucks, Managing Director of the National Association of Broadcasters, has been confined to his home in Washington during the past several days by illness. He is recuperating and expects to return to his desk this week.

Senator Wallace H. White, Jr., President of the American Section of the International Committee on Radio, has called a meeting at the University Club in Washington, on January 29th. Officers will be elected at the meeting, the Nominating Committee including, Lynn M. Lamm, Chairman, Henry A. Bellows, L. G. Caldwell, Laurens E. Whittemore, and Armstrong Perry.

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RADIO PEOPLE APLENTY AT ALFALFA DINNER

As usual there was a representative attendance of radio notables at the annual dinner of the Alfalfa Club in Washington:

Ralph L. Atlass, of Station WIND, Gary, Ind.; Sosthenes Behn, International Telephone and Telegraph Co.; Thad H. Brown, Radio Commissioner; E. Eugene Buck, President, American Society of Composers; Harry C. Butcher, Manager Station WJSV; Col. Manton Davis, Radio Corporation of America; John W. Guider, National Association of Broadcasters Code Council; James H. Hanley, Radio Commissioner; Elisha Hanson, Radio counsel; Raymond Hubbell, American Society of Composers; Radio Commissioner Harold A. Lafount; John M. Littlepage and Thomas P. Littlepage, radio counsels; Frank C. Page, International Telephone and Telegraph Co.; Duke M. Patrick, radio counsel; Herbert L. Pettey, Secretary, Radio Commission; Andrew D. Ring, Radio Commission; Eugene O. Sykes, Chairman, Radio Commission; Senator Wallace H. White, and Frank W. Wozencraft, of the Radio Corporation of America were among those present.

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BROADCAST ADVERTISING IN NOVEMBER INCREASED

Broadcast advertising in November showed further increases in volume over the marked gains experienced during the previous month, the National Association of Broadcasters report. Total radio advertising volume during the month amounted to \$5,985,857.00 and constituted a gain of 4.1% over October revenues. November gross revenues from the sale of advertising time on stations and networks were 51.5% ahead of those of September.

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JOHN PREFERS BRITISH SYSTEM BUT HANGS ONTO COMMERCIAL

John McCormack, the Irish tenor, though apparently thinking enough of the American system of broadcasting to fill a lucrative commercial radio engagement, as quoted in the New York Times expresses a preference for the British system:

"Radio appears to be in need of new ideas", Mr. McCormack observes in the Times. "Programs are repeated day after day, with slight modifications and under different titles, because good program ideas are scarce." But he contends the broadcasters can find solace in the fact that the motion pictures and stage are in the same predicament. A producer makes a novel picture and others are quick to imitate.

"In the main, I prefer England's broadcasting to America", said the noted tenor. "The English showmen seem to have discovered the knack of making abstruse subjects clear, interesting, and entertaining. American broadcasters should concentrate on more speakers who devote their talents to presenting interesting topics in a popular style."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (Jan. 23, 1934)

KSOO, Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak., C.P. to move transmitter locally and make changes in equipment; KGIX, J. M. Heaton, Las Vegas, Nev., modification of C.P. to extend completion date to March 1, 1934; WPTF, WPTF Radio Co., Raleigh, N. C., extension of special experimental authority to operate until 8 P.M. PST, not to exceed term beyond Aug. 1, 1934; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., authority to operate from 8:30 to 9:30 P.M. EST, in order to broadcast President's Ball, Jan. 30th; WLBC, Donald A. Burton, Muncie, Ind., authority to operate simultaneously with WTRC from 6:30 to 7:30 P.M. CST, on Feb. 2, 9, 10, 16, 23 and 24, 1934; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate simultaneously on night of Jan. 30th, until end of National broadcast in connection with birthday celebration for President Roosevelt.

Also, KGFW, Central Nebraska Broadcasting Corp., Kearney, Neb., permission to operate to Feb. 1, 1934, without an approved frequency monitor, in order to make repairs; WSYB, Philip Weiss Music Co., Rutland, Vt., special temp. authority to operate from 11 A.M. to 12 noon, EST, Sundays, Feb. 4, 11, 18 and 25, 1934, in order to broadcast local church services; and from 2 to 5 P.M. and 9 to 11 P.M. EST, Feb. 23 and 24, 1934, in order to broadcast football tournament; WOSU, Ohio State University, Columbus, Ohio, special temp. authority to operate from 11 to 11:50 A.M. EST, Jan. 31 and Feb. 1, 1934, provided Station WKBN remains silent.

Also, KFZ, Richard E. Byrd, Main Base, Little America, license, fixed private - pt. to pt. telg. and pt. to pt. telephone service, the frequencies above 3000 kc. and 6650, 6660, 6670, 8820, 8840, 13185, 13200, 13230, 13245, 13260, 17600, 17620, 21575, 21600, 21625 kc., points of communication: primarily with New York, Boston, Buenos Aires, Stations KJTY and WHEW and stations in Little America, license granted for 1 year; Western Wireless, Ltd. Portable and Mobile, 2 C.P.s for general experimental service, frequencies 2398, 3492.5, 5425, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000 kc., 50 watts.

WLXAZ, Westinghouse Electric & Machine Co., Millis, Mass., license for experimental relay broadcasting service, frequency 9570 kc., 10 KW; Mutual Telephone Co.: KHO, Kaunakakai, Hawaii, KHN, Lanai, Hawaii, KHM, Lihue, Hawaii, and at Wailuku, Hawaii, modification and renewal of licenses in accordance with existing license, modification to make changes in equipment.

Also, the following renewals granted: WHR, American Radio News Corp., Carlstadt, N. J., KUP, Examiner Printing Co., San Francisco, Cal., and WHD, the New York Times Co., New York City, renewal of Mobile Press station licenses, in exact conformity with existing licenses; KFT, Pacific Communication Co., Everett, Wash., renewal of Public Coastal Telg. station license, public coastal serv.; WPC, Bethlehem Shipbuilding Corp., Ltd., Quincy, Mass., renewal of coastal telg. station license for private coastal service in exact conformity with existing license.

Ratifications

Action taken Jan. 17: KJET, Mackay Radio & Telg. Co., San Francisco, Cal., granted 60 day authority to operate 500 watt transmitter aboard vessel "Capt. A. F. Lucas", frequency range 375 to 500 kc.; Action taken Jan. 18: WMCE, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate ET-3674R which replaces ET-3674, aboard "Malolo"; Action taken January 19: WDFM, Mackay Radio & Telg. Co., New York, granted 60 day authority to operate 50 watt transmitter aboard vessel "Vamarie", pending receipt and action on formal application, frequency range 375 to 500 kc; KDQF, Same Co., granted 60 day authority to operate 1 KW spark transmitter and 2 KW transmitter aboard vessel "Jeff Davis", pending receipt and action on formal application; Action taken Jan. 20: WHET, Troy Broadcasting Co., Troy, Ala., granted special temporary authority to operate from 7 to 9 CST, Jan. 29, 1934.

January 23, 1934 - KICK, Red Oak Radio Corp., Carter Lake, Ia., the Commission reconsidered and granted application for construction permit to move station from Carter Lake to Davenport, make changes in equipment, change frequency from 1420 to 1370 kc., and change call letters to WOC; also granted voluntary assignment of license to The Palmer School of Chiropractic.

Oral Argument Before Commission En Banc

The Commission will hear oral argument on Feb. 7 on Ex. Rep. No. 524, the application of Wyoming Broadcasting Co., Cheyenne, for C.P. for a new station to operate on 780 kc., 500 w. night, 1 KW LS, unlimited time.

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