

HEINL RADIO BUSINESS LETTER

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No. 695

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February 6, 1934.

RADIO-PRESS PLAN STARTS MARCH 1

News furnished and selected by newspapers and press associations may be broadcast by radio twice a day in five-minute morning and evening periods, under a cooperative plan adopted by press and radio representatives and announced in New York Jan. 31. The new plan is to go into effect March 1.

Under the plan both Columbia Broadcasting System and National Broadcasting Company will withdraw from the news-gathering field, and radio commentators on current events will confine their remarks to background material and will no longer broadcast spot news.

The stipulated agreement that the Columbia and National companies would get out of the news-gathering business, which was in the original proposal, is not mentioned in the new plan, although coincident with the announcement this week it was stated that both broadcasters "have announced that in accordance with their previously expressed intention they have decided to withdraw from the news-gathering field."

The other change is in connection with broadcasting of news by newspaper-owned stations. The original plan carried this stipulation:

"The newspapers and the broadcasters will cooperate to limit the broadcasting of news by newspaper-owned stations and independently owned stations on a basis comparable to the schedule set up above for radio chains."

In the new plan this situation is covered in these words:

"A part of this program is to secure the broadcasting of news by newspaper-owned stations and independently-owned stations on a basis comparable to the foregoing schedule. The press associations will inform their clients or members concerning the broadcasting of news from press association reports as set forth in the foregoing schedule."

James W. Barrett, former City Editor of the New York American, has been designated as the head of the Bureau through which the press associations will clear the news items for broadcasting purposes.

Commenting upon what it calls the new deal in radio news, the Editor and Publisher says:

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"The ten-point agreement to end unfair radio news competition will go into force on March 1. The agreement has now been confirmed, with some minor, legalistic alterations.

"This is a new deal. We believe it will work. The radio broadcasting chains agree to suspend their independent news collection services, though for legal reasons mention of this is dropped from the agreement. A committee headed by Edwin S. Friendly business manager of the New York Sun, will set up a newspaper-controlled bureau to receive press association reports and cooperate with radio.

"This, to Editor & Publisher, seems to offer a real control, from which valuable benefits will accrue to radio, press and public policy. We do not regret our years of crusading for control of news on the air and we salute the committee that has brought about a working agreement which is remarkable for give-and-take liberality."

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JOINT MEETING U.R.S.I. AND I.R.E. IN APRIL

A joint meeting of the American Section of the International Scientific Radio Union and the Institute of Radio Engineers is to be held April 27th at the National Academy of Sciences in Washington, D. C. It is expected that this meeting will become an important annual event.

The session will last but one day during which time there will be presentations of papers on the more fundamental aspects of radio problems.

The Washington arrangements committee is composed of J. H. Dellinger, of the Bureau of Standards; F. P. Guthrie, of the Radio Corporation of America; R. B. Owens, Naval Research Laboratory, and Dr. L. P. Wheeler, consulting engineer.

The President of the American Section of the U.R.S.I. (whose initials are backwards but stand for International Scientific Radio Union) is Prof. A. E. Kennelly, of Boston. Dr. C. M. Jansky, of Washington, is head of the I.R.A.

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STATIONS TO RECEIVE THEIR BLUE EAGLES

The Code Authority for the Radio Broadcasting Industry will begin shortly the distribution of "Code Blue Eagles" for stations complying with the Broadcasters' Code.

The Code Blue Eagle was finally hatched last week and regulations governing its use have been approved by General Johnson. Distribution will be made by Code Authorities and each industry under permanent codes will have its own insignia.

"Each insignia, in addition to identifying the Code under which it is issued, will bear the registration number of the firm, corporation or individual entitled to display it". General Johnson explained. "They will be distributed by Code Authorities to subscribers, under regulations to be made public in a few days."

The letters "NRA" in blue appear between the outstretched wings of the new Code Eagle and under its talons the words "Code - Trade or Industry Registration Number), 1934". In smaller type are also the words "Property of the United States - not for sale", and the patent design number. Counterfeiting or mutilation of the Blue Eagle is illegal.

The old Blue Eagle will designate only those who are still operating under the President's Reemployment Agreement in the future.

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ROCKEFELLER DENIES LURING TENANTS INTO RADIO CITY

A general denial has been entered by John D. Rockefeller in the \$10,000,000 suit alleging that tenants had been lured into Radio City buildings by improper methods. The defendants are alleged to have conspired to control the large territory in which the Rockefeller buildings are situated and to be competing unfairly with other buildings. It is alleged that they coerced tenants in other buildings by paying them to ignore existing leases, and that they assumed the leases of these tenants. The defendants are alleged to be taking these tenants at less than proper rates.

The defendants are alleged to have induced Congress to pass an act authorizing Rockefeller Center to operate bonded warehouses in the area between Fifth and Sixth Avenues and Forty-eighth and Fifty-first Streets for a display of foreign goods until they are sold or returned to the place of export, and that this act was passed as the result of representations that it would aid in the importation of articles solely for the purpose of exhibition.

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BROADCASTING SURVEY MAY DETERMINE FATE OF RADIO COMMISSION

There seems to be an impression in Washington, although it will probably not be set forth officially, that the real object of the survey which Secretary of Commerce Roper will make for President Roosevelt is to determine whether broadcasting is so distinct a business that it should continue separately under the Federal Radio Commission, or whether it should be lumped in with the new Communications Commission and the Federal Radio Commission done away with entirely. It is believed the broadcasting survey will endorse the American system of broadcasting and then proceed to consider the proper way of handling it.

The personnel of the Committee which will make the survey has not yet been decided upon but Secretary Roper is expected to throw more light on the entire subject at an early date. There is expected to be an entirely different line-up than on the Communications Committee.

In the meantime, Senator Dill is going ahead with the writing of his Communications Bill. While the President has carefully refrained from any stipulations with regard to the bill, a great deal of pressure has been exerted upon the Administration to have such a measure enacted.

If Congress should close down at an early date, as suggested by Speaker Rainey, which Washington observers seem to doubt, it is believed a simple bill may be passed setting up a Communications Commission with the rest of the details to be worked out later.

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CAPT. HOOPER TRANSFERRED TO NAVY WAR PLANS DIVISION

In the course of the regular naval transfers, which require the rotation of all Navy officers so that they may become familiar with the different duties, Capt. S. C. Hooper, Director of Naval Communications, has been transferred to the Navy War Plans division. Captain Hooper, who is a pioneer in the radio field, will be succeeded by Capt. James Otto Richardson, recently designated to be a Rear Admiral, and now stationed at the War College. Captain Richardson is 56 years old and formerly commanded the U.S.S. Augusta. His last shore duty was as detail officer at the Bureau of Navigation.

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DUTCH RADIO EXPORTS HOLD UP

Exports of radio sets and radio equipment from the Netherlands in 1933 were maintained at practically the same level as the preceding year, according to advices from Commercial Attache Jesse F. Van Wickel, The Hague.

Total shipments during the past calendar year had a value of 38,715,000 florins as compared with 38,436,000 florins in 1932, and 48,559,000 florins in 1931.

Exports of metal filament incandescent lamps in 1933 amounted to 8,515,000 florins compared with 7,476,000 florins in 1932, and 13,302,000 florins in 1931. A florin was about 40 cents at the last quotation.

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RADIO-POLICE UNITY ASKED FOR POLICE

A proposal for a nation-wide short-wave radio broadcasting system linking an air police patrol with police cars to prevent crime and apprehend criminals will be laid before the Department of Justice in Washington by United States Marshal John J. Murphy, of Boston.

His plan would create a service combining national State and municipal police and investigation units.

Citing the bank hold-up and murder at Needham, Mass., recently, as an example of the crime with which his plan would cope, Marshal Murphy said:

"Once at the scene of the hold-up, the plane would cruise in ever-widening circles, covering all roads a thousand times faster than a police land car, and, once the air observers had spotted the suspicious car, the rest would be easy.

"Radio messages from the plane to police on the ground would keep them informed of the fugitive car's exact whereabouts and, with all police stations linked with the national system, the work of bottling up the fleeing bandits could be quickly accomplished."

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MILWAUKEE NEWSPAPER TO TRY OUT FACSIMILE BROADCASTS

The Milwaukee Journal's experimental facsimile broadcasts which start Feb. 21 are quite separate from WTMJ, the regular Milwaukee Journal station. The facsimile transmitter is designated W9XAG.

The Journal points out that the listener requires a receiving set capable of picking up signals of 1,652 kilocycles and, in place of the usual loudspeaker, a radio pen to travel across a tape of paper. These facsimile receivers are not available as yet on the open market and the Journal doubts if they will be very soon. John V. L. Hogan, New York City engineer, invented the type of facsimile used by the Journal.

In answer to the possibility of sponsorship, the Milwaukee Journal through Walter J. Damm, broadcast leader, explains that doubt exists that facsimile is capable of presenting a highly perfected regular program schedule. The broadcasts will primarily interest the scientifically-minded for the time being and, while programs of interest to such persons are contemplated, the Journal has no present expectations of achieving anything but knowledge and experience in a new development.

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EGYPT TO TRY MASS EDUCATION BY RADIO

Mass education by means of radio is to be attempted by the Egyptian Government. This project, it is pointed out, has been under consideration for some time by the Ministry of Education and the Ministry of Communications.

The large illiterate population of farmers scattered in villages throughout the country lends itself admirably to oral instruction, the importance of which in matters of agriculture and hygiene is considerable.

According to present plans, a four-year program is to be instituted to cost between \$400,000 and \$500,000, at the end of which 2,000 villages in Egypt of over 2,000 inhabitants will be equipped for receptions from the Government Broadcasting stations.

It is expected, the report states, that Government broadcasting in connection with the new project will begin sometime in February but the date may be postponed until the necessary funds are obtainable. Approximately 500 radio sets will be purchased each year during the life of the plan. Local representatives for American manufacturers, it is pointed out, are making plans to obtain a share of this business.

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: BUSINESS LETTER NOTES :
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Powel Crowley has gone to the rescue of Cincinnati's losing National League baseball team, which is badly in need of funds. Mr. Crosley will head a syndicate which will finance the venture next season.

Walter Dealey, founder of Station WFAA, 50,000 watt power, at Dallas, Tex., died last week of heart failure. He was only 43 years old.

A feature of Columbia's new broadcasting theatre, which was opened in New York last week, is the glass enclosed control room in one of the boxes, so that spectators may view the broadcasting as enacted on the stage.

Although WLS in Chicago was said to desire to break away from NBC at the conclusion of this year's contract, figuring it could make more money on its own, according to a New York dispatch the station over-looked a 60-day cancellation notice clause at the end of this year's contract and thus will have to go along with NBC for another 12 months.

A daily radio talk on all stations, in which New York City will inform housewives what foods will be abundant and at low price, is planned by Mayor LaGuardia. With the elimination of racketeering from the city's markets, he said, he believed the cost of food could be reduced from 5 to 10 per cent even before the establishment of his system of strategically located terminal markets.

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BELIEVES WITHOUT WHITE HOUSE HELP FOOD BILL WILL FAIL

The following is the latest comment on the proposed new Food, Drug and Cosmetics Bill by George Durno, of the McClure Newspaper Syndicate:

"A powerful lobby is tearing the measure to ribbons bit by bit. Unless the White House takes a hand a feeble bill will be reported out of committee and probably will never reach a final vote.

"The first few bites that the pain-and-pain lobby took were anticipated by the Food and Drug Administration, which seems to be standing alone in the fight for the bill. All legislation is a matter of compromise. But those bites have only served to increase the lobby's appetite.

"In the original Tugwell bill it was provided that drugs and foodstuffs must have an itemization of their contents printed on the label. As re-written by Senator Copeland - who will steer the bill if it ever gets out of committee - the provision affecting drugs was eliminated. This was done on the complaint that patented formulas would be revealed to chiseling competitors.

"The latest bulletin from the battlefield indicates that foodstuffs also are going to be exempted. Here again a lobbyist is responsible - this time representing a concern that puts up a concoction of cocoa, dried milk and sugar which is supposed to induce sleep."

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GROUP BROADCASTERS, INC., TO BEGIN THIS WEEK

Spot broadcasting's first combine, organized for the purpose of putting the independent station operator in a position to compete directly with NBC and Columbia, makes its bow this week, according to Variety. "Included in the project to date are some 20 stations located in the largest cities that make up the basic territory east of Chicago and St. Louis. Incorporators of the proposition are calling it Group Broadcasters, Inc., and meet this week in New York to elect officers and a Board of Directors", the theatrical magazine goes on.

"Creator of the group selling idea as applied to major outlets spread out over the basic territory is Scott Howe Bowen, one of the pioneers in the station representative field. As head man and stockholder in Group Broadcasters, Inc., Bowen will cease to represent or place business upon any local stations which are in competition with the members of the G. B. enterprise.

"Though for the start advertisers will have some 20 stations available to pick from under the G. B. plan, they will be permitted to limit their group buys to 10 stations.

"Included among the outlets that have allied themselves with Group Broadcasters are WOR, Newark, which will take care of Greater New York area; the Yankee network, which takes in New England; WLW and WSAI, Cincinnati; WGR, and WKBW, Buffalo; KMBC, Kansas City; WHK, Cleveland; KWK, St. Louis, and CKLW, Detroit."

Scott Howe Bowen is claiming to broadcasters that in the past six years the Bowen organization has placed around \$10,000,000 in advertising with radio stations.

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DIRECT CURRENT AMPLIFIER FOR RADIOMETERS

Since the invention of the electron tube, some 18 years ago, numerous arrangements of electric circuits have been described for amplifying small electric currents; for example, from thermopiles and photoelectric cells. But few of these proposals have survived, and none have come into general use for making precise radiometric measurements. This is owing to the instability of the electronic circuit used and to the lack of provision for electrically standardizing the amplifier - a necessary procedure since there are no reliable sources of ultraviolet for standardizing the combined radiometer and amplifier.

Recently, considerable time has been devoted by the U. S. Standards Bureau's radiometry section to assembling various combinations of screen-grid electron tubes and resistances to give the desired amplification, and testing their reproducibility from day to day. The materials employed (microammeter, screen-grid amplifier tubes, resistances, dry batteries, and photoelectric cells) are readily obtainable in commerce. The assembly is compact in form and easily transported - weight about 27 pounds.

During the past month the performance of the device has been studied intensively both in the field and in the laboratory.

It was found that, after a preliminary operation for 5 to 10 minutes to attain temperature equilibrium in the amplifier tubes, there is no fluctuation in the zero scale reading of the microammeter either (a) when testing the amplification sensitivity of the instrument, or (b) when making measurements of ultraviolet intensities of the sun and of artificial sources.

The indicator response scale reading was found to be linear within the accuracy of the microammeter used. Owing to the selective wave-length response of the photoelectric cell, this device like all selective radiometers, must be calibrated in absolute value by means of the standard balanced thermopile (differential actinometer) and filter radiometer.

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WHEN LIFE IS SIMPLE

A hotel owner in Mechanicsville, Vt. has furnished a new reason for not advertising over the radio.

He explained to his wife, Variety testifies, that "radio advertising will bring people to the hotel, and if people come it will mean more work for both of us."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Feb. 6, 1934)

WTAG, Worcester Telegraph Publishing Co., Worcester, Mass., C.P. to move transmitter locally in Worcester; WJBO, Baton Rouge Broadcasting Co., Inc., Baton Rouge, La., modification of C.P. to move transmitter locally in Baton Rouge, and to extend commencement date from 2/2/34 to 30 days after the granting of this application and extend completion date from 5/31/34 to 120 days after granting of this application; WENC, Americus Broadcast Corp., Albany, Ga., modification of C.P. for approval of transmitter site and extension of commencement date from 1/5/34 to 30 days after granting of this application (March 6) and extension of completion date from 4/5/34 to 60 days after granting of this application (May 6, 1934); WICC, The Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., modification of license for direct measurement of antenna input, to determine power; WBSO, Broadcasting Service Organization, Inc., Needham, Mass., authority to operate from 2 to 4 A.M. EST, Feb. 18, 1934, in order to broadcast DX program; Stations WRAX-WPEN and WWJ with less than recommended mileage separation, have consented to the requested operation.

Also, KG CX, H. E. Krebsbach, Wolf Point, Mont., special temporary authorization to operate from 9 P.M. to 10 P.M. Mountain Standard Time, Feb. 12, 1934, in order to broadcast the complete proceedings of the Wolf Point Commercial Club banquet; WMEX, The Northern Corp., Chelsea, Mass., modification of C.P. for approval of transmitter site authorized to be determined by construction permit $4\frac{1}{2}$ miles from center of Boston, Chelsea, Mass.; WG ST, Georgia School of Technology, Atlanta, Ga., authority to operate with power of 250 watts daytime for a period of approximately 10 days on account of construction work authorized by C.P.; WB NS, The Commercial Radio Service Co., Columbus, O., modification of license to change name to WBNS, Inc.; also C.P. to move transmitter to $\frac{1}{2}$ mile south of Route 40 and $\frac{1}{4}$ mile east of James Rd., Truro Township, Ohio.

Also, WEL, RCA Communications, Inc., Rocky Point, N.Y., C.P. for fixed public pt. to pt. teleg. to add power amplifiers to existing transmitter #45, 8950 kc., 80 kw., emission: A1, A2 and spec; Broadcasters of Penna., Portable, C.P. for gen. exp. station for 31100, 34600, 37600, 40600 kc., Power: 5 watts, Emission: A1, A2 and A3; City of Lake Forest (Police Dept.), Mobile 4 new C.P.s (gen. exp.) for 34600, 41000 kc., 5 watts, Emission: A3; W2XZ, Bell Telephone Labs., Inc., Portable used principally in Monmouth County, N. J., license to cover C.P. (Gen. Exp.) for 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000, 401000 and above, power: 1 KW, Emission: A1, A3 and special, for period ending June 1, 1934; KI IK, Northern Commercial Co., Circle, Alaska, license to cover C.P. (fixed public pt. to pt. telephone)

for 2994, 3190 kc., 50 watts. Emission: A3, points of comm.: Fairbanks, Anchorage and similar stations in vicinity; Same for KIIN; W10XBU, Lehigh Valley R.R. Co., Also W10XBV, portable mobile (for use on trains), modification of C.P. (gen. exp.) for extension of commencement date from 8/25/33 to 2/1/34 and extension of completion date from 1/8/34 to 5/1/34; Charles F. McDonough, NC-5212 (New York), license (aviation-aircraft) for 333, 500, 3105, 5520, 8280, 12420, 100 watts; Emission: A1; KHX, Libby Communications, Inc., Honolulu, Hawaii, renewal of license (public coastal), Coastal Harbor, in accordance with existing license; Aeronautical Radio, Inc.: at Greenville, S. C., C.P. (aviation-Aero.) for 2922, 2946, 2986, 4122.5, 5652.5 kc., 15 watts, Emission: A1, A2, A3; WQDQ, New Orleans, La., C.P. (Aviation-Aero. pt. to pt.) for installing replacement transmitter, Westinghouse Elec. Type C-1, frequencies: 2612, 2636, 3467.5, 4640 kc., unlimited; 6540, 6560, 8015 kc., day only; power: 250 w.; Emission: A1; WMEU, license to cover C.P. (Aviation-Aero.), for 2930, 6615 kc., 400 watts; Emission: A1, A2, A3.

Also, Mackay Radio & Teleg. Co., Inc.: 2 miles east of Chalmette, La., modification of C.P. (fixed public pt. to pt. Teleg.) to change location to Near Atlanta, Ga. (exact location undetermined as yet but subject to approval of FRC); change frequencies from 4675, 2535, 7745, 9290, 10820 kc., to 4655, 7670, 8980 kc., change points of communication from New York and Chicago to New York only and extend commencement date from 3/2/33 to date this application is granted and extend completion date from 5/2/34 to 4 months from date of granting of application; WMEC, modification of C.P. (fixed public pt. to pt. teleg.) to change points of communication on transmitter #2 from Sayville, San Francisco and New Orleans, to New York and Kansas City and change frequencies from 4650, 4655, 5230, 5240, 5980, 7760, 8970, 8990, 10170 kc. to 7760, 4660 kc., also extended commencement date from 3/21/33 to date of this application is granted and extension of completion date from 5/2/34 to 4 months from date of granting this application; Same, 2 mil NW of St. John, Ind., same except location to near Kansas City, Mo; and change frequencies to 5980, 7662.5, 8980, 10820 kc. and for transmitter #3.

Ratification of Acts Of Commissioners

WFOI, Radiomarine Corp. of America, Washington, D. C., temp. authorization granted not exceeding 60 days pending receipt and action on formal application to operate 1 KW spark aboard vessel "Point Brava", range 375 to 500 kc., 3rd class service (date of action 1/30/34); WODE, Radiomarine Corp. of America, "Orion", Washington, D. C., granted 1st and 3rd class public ship license (date of action Feb. 1, 1934); WFDL, Radiomarine Corp. of America, "American Merchant", Washington, D. C. granted 1st class public ship license (date of action 1/31/34);

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