

# HEINL RADIO BUSINESS LETTER

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No. 719

## CANADIAN HEAD TO ADDRESS RADIO EDUCATIONAL CONFERENCE

Hector Charlesworth, Chairman of the Canadian Radio Broadcasting Commission will be one of the principal speakers at the conference on "The Use of Radio as a Cultural Agency in a Democracy" to be held Monday, May 7, and Tuesday, the 8th, in Washington.

Dr. Arthur E. Morgan, Chairman of the Tennessee Valley Authority, and Dr. John Dickinson, Assistant Secretary of the United States Department of Commerce, are representatives of the Federal Government appearing on the program, according to Dr. Tracy F. Tyler, Secretary and Research Director of the National Committee on Education by Radio, under whose auspices the Conference is being held.

Dr. George F. Zook, United States Commissioner of Education; Dr. William John Cooper, his predecessor, now professor of education at George Washington University; Dr. Edmund A. Walsh, S. J., Regent, School of Foreign Service, Georgetown University; and Dr. John Henry MacCracken, Associate Director, American Council on Education, will each preside at one of the four general sessions of the conference.

Acceptances of membership in the conference, limited in number to provide better opportunity for discussion, have been received from leaders in education, recreation, government, and civic affairs.

The general sessions at 10 A.M. and 2 P.M. on each of the two days of the conference will be held in the auditorium of the Interior Department Building. The Monday evening session, which will be devoted to group meetings, will be held at the headquarters of the National Education Association.

The National Committee on Education by Radio is a representative organization of national educational groups interested in a wider and more effective use of radio broadcasting facilities. Its nine-member board consists of authorized representatives of each of the following: National Association of State Universities, Association of Land-Grant Colleges and Universities, National Education Association, National Catholic Educational Association, National Council on Education, Jesuit Educational Association, National University Extension Association, and Association of College and University Broadcasting Stations.

The Chairman of the Committee is Dr. Joy Elmer Morgan, Editor of the Journal of the National Education Association. The Vice-Chairman is Dr. John Henry MacCracken, Associate Director of

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the American Council on Education. The other members of the Committee are: Dr. Arthur G. Crane, President, University of Wyoming; Dr. James N. Rule, State Superintendent of Public Instruction in Pennsylvania; Rev. Charles A. Robinson, S. J., Saint Louis University; Prof. J. O. Keller, head, Department of Engineering Extension, Pennsylvania State College; Dean H. J. C. Umberger, Director, Division of Extension, Kansas State College of Agriculture and Applied Science; Mr. Charles N. Lischka, Assistant Director, National Catholic Welfare Conference; and Prof. Jos. F. Wright, Director of Public Information and of Radio Station WILL, University of Illinois.

The Committee's full-time staff consists of Dr. Tracy F. Tyler, Secretary and Research Director, who is in charge of arrangements for the conference; Mr. Armstrong Perry, Director of the Service Bureau; and Mr. Eugene J. Coltrane, special representative in charge of field service.

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#### AMERICAN RADIO 70% OF GREECE SALES

Sales of American radio receiving sets in the Greek market have been very satisfactory during the sales season which closed at the end of March, Commercial Attache K. L. Rankin, at Athens reports. In Greece, Rankin points out, the end of the first quarter of the year marks the close of the active radio selling season, which normally lasts from September through March

The number of American sets sold in Greece between September and the end of March was between 950 and 1,000, representing about 70 per cent of total radio sales in Greece during the period in question.

Short and medium-wave combination sets of the mantel type were practically the only models in demand, the report declares. Sales of large cabinet sets, with or without phonograph attachments, have been very small, owing to the prevailing cost in Greece.

The price which the public in Greece expects to pay for a radio set, Rankin points out, ranges from \$100 to \$130. After payment of duty and transportation, an American set retails in Greece for at least twice its list price in the United States.

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## BROAD A. T. &amp; T. PROBE SOUGHT BY SENATOR DILL

A sweeping investigation into the affairs of the American Telephone & Telegraph Co. was demanded by Senator Clarence C. Dill (Democrat), of Washington, in a resolution introduced in the Senate. No action was taken on the resolution. It is believed if the Communications Bill becomes a law at this session, Senator Dill might move to pass the investigation along to the new Commission. Otherwise, it is expected that he will propose that it be made this Summer during the recess of Congress.

The resolution would direct the Interstate Commerce Committee, of which Senator Dill is Chairman, to conduct the inquiry, and appropriate \$25,000 for cost of the investigation.

Senator Dill would have his Committee empowered to "make a thorough and complete investigation of the operations, relationship and activities of the American Telephone & Telegraph Co., its subsidiaries, affiliates and other concerns in which it or they have any direct or indirect financial interest, or in which any of its officers or directors hold any office or exert control."

The Committee would be directed to investigate and report particularly on the relations of the A. T. & T. with its employees and "the extent of its reduction in number and wages of employees while maintaining exorbitant salaries for high officials and a continuous high dividend rate" and why local telephone rates have not been reduced "during the past few years of generally falling prices."

Other aspects of the company's activities, which the Committee would be specifically directed to investigate under the resolution, are:

The extent of interservice contracts between the company and its subsidiary companies and particularly contracts with Western Electric Co. and other manufacturers of electrical communication equipment.

Activities and expansion of the company and affiliates into fields other than telephone communications, including teletype service, telephoto service, broadcasting, motion picture distribution and manufacture of electrical equipment.

Methods of competition with other companies and industries, with reference to equality of service, reasonableness of rates, accounting practices, discriminatory practices, suppression of patents, sale or refusal to sell equipment to competing companies and the company relationship to Electrical Research Products, Inc.



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Methods by which the company has sought through propaganda or the expenditure of money or control of the channels of publicity, to influence or control public opinion or elections.

Senator Dill issued a brief statement in which he asserted that the "telephone monopoly" should be investigated this Summer and Fall, irrespective of whether the Communications Bill is passed by Congress before adjourning. Much information is needed for further regulatory legislation, he said.

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#### RADIO OFFICIAL HOST AT BALTIMORE PRESS CLUB ANNIVERSARY

Frank Wisner, in charge of publicity of the Federal Radio Commission, and formerly President of the Baltimore Press Club, was the host of a party of Washingtonians who attended the celebration of the twenty-second anniversary of the Press Club in Baltimore last Tuesday night.

Prior to the formal exercises of the evening the Washingtonians were the guests at dinner with Gov. Albert C. Ritchie, of Maryland, and Mayor Howard C. Jackson, of Baltimore. An interesting thing the visitors learned was that the grave of Edgar Allan Poe is in the perpetual care of the Baltimore Press Club.

Those in Mr. Wisner's party were United States Senator Tom Connolly, of Texas; Representative Louis Ludlow, of Indiana; William C. Murphy, Jr., President, National Press Club; Paul Wooton, New Orleans Times Picayune; Carl Ruth, Columbus Dispatch, and Robert D. Heinl, Heinl News Service.

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#### IDAHO STATION APPEALS COMMISSION DECISION

Station KSEI, of Pocatello, Idaho, which was ordered back to its old frequency of 900 kilocycles, has appealed to the District of Columbia Court of Appeals. The station had been authorized to use the 890 kilocycles frequency but this was given to KFPY, of Spokane.

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## HOUSE COMMUNICATIONS HEARINGS STILL INDEFINITE

The date of the hearings on the House Communications Bill is still indefinite.

The Senate Communications Commission Bill has been advanced on the calendar and is said to be slated for early consideration although the exact time has not yet been set.

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## MAJOR CLEMENT NEW RCA VICTOR V-P

The appointment of Major J. T. Clement as Vice-President of the RCA Victor Company, has been announced by G. K. Throckmorton, Executive Vice-President. Major Clement was born in Charleston, S. C., and is about 50 years old. He was graduated from the Virginia Military Institute and was appointed to the Army from civil life in 1912. He served at many posts including the Philippines. During the World War he was wounded in France and was cited for bravery in action.

Major Clement received 13 decorations in all, including the French Legion of Honor. He retired from the Army in 1922 and entered the service of the RCA Victor Company about 1925. First he was a traveling salesman for Pennsylvania, and some Southern States, and later was at the Camden plant. Recently Major Clement has been the government sales representative in Washington of the RCA Victor Company.

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## EDUCATIONAL AND RELIGIOUS STATIONS CODE EXEMPT

An Order was signed granting exemption from the provisions of the Code of Fair Competition for the Radio Broadcasting Industry to the members of the Industry listed herein:

WKAR, Michigan State College, East Lansing, Mich.; KPOF, Pillar of Fire, Denver, Colo.; WAWZ, Pillar of Fire, Zarephath, N. J.; WILL, University of Illinois, Urbana, Ill.; WLBL, Dept. of Agriculture and Markets, Stevens Point, Wis.; WOSU, The Ohio State University, Columbus, O.; WMBI, The Moody Bible Institute, Chicago, Ill.; KUSD, University of South Dakota, Vermillion, S.D.; KFDY, South Dakota State College, Brookings, S. D.; KWLC, Luther College, Decorah, Ia.; WCAT, South Dakota State School of Mines, Rapid City, S. D.; WOI, Iowa State College, Ames, Iowa; WTAW, Agricultural and Mechanical College of Texas, College Station, Texas; WSUI, State University of Iowa, Iowa City, Ia.; KOAC, Oregon State Agricultural College, Corvallis, Oregon.

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Also, WLB, University of Minnesota, Minneapolis, Minn.; WBAK, Commonwealth of Pennsylvania, Department of Justice, Harrisburg, Pa.; WCAD, The St. Lawrence University, Canton, N.Y.; KSAC, Kansas State College of Agriculture and Applied Science, Manhattan, Kans.; KSAJ, Grove City College, Grove City, Pa.; WBAA, Purdue University, LaFayette, Ind.; KFSG, The Angelus Temple Radio Beacon, Los Angeles, Cal.; KBPS, Benson Polytechnic School, Portland, Oregon; KWSC, State College of Washington, Pullman, Washington.

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#### NEW FREQUENCIES FOR MASS. AND MICH. STATE POLICE

The Federal Radio Commission straightened out the Massachusetts and Michigan police radio muddle by adding four additional frequencies for use by State Radio Police stations. In this plan, the Massachusetts State Police will be changed from 1574 kc. to 1666. Heretofore the Massachusetts and the Michigan State stations have been operating simultaneously on the same frequency, 1574. Under the new plan, Massachusetts practically has a clear channel although provision has been made to put other State Police stations on this channel when applications are received. However, the line of separation will be much greater than that now existing between Massachusetts and Michigan, thus avoiding all interference.

Under the new plan, Michigan's frequency has been changed from 1574 to 1642.

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#### MILLION WATT CUBAN STATION REGARDED AS STOCK PROMOTER

The 1,000,000 watt station talked of for Havana is regarded in Washington as largely a stock promotional venture and doubt was expressed as to whether or not it would ever be built.

"Up to now there has never been 'such an animal' as a million watt station", a Federal official remarked. "Such a station would cost from \$750,000 to \$1,000,000."

Nothing was known what, if any, connection Dr. J. R. Brinkley, closed down by both the United States and Mexican Governments, had with it. Since such a station as the one proposed in Havana would be heard in both this country and Mexico, the opinion was ventured that complaints would quickly be made through diplomatic channels to Cuba by both countries if Brinkley tried to operate from Cuban shores.

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## RMA AND JOBBERS TO HOLD CHICAGO CONVENTIONS TOGETHER

Annual conventions of both the Radio Manufacturers and the Radio Wholesalers will be held at Chicago June 11 to 14.

There will be no trade show, this having been postponed until next year because of the continuance of the Century of Progress Exposition, nor will there be merchandise displays of any kind. No radio, phonograph, refrigerators or other household goods or musical merchandise will be permitted in either the Stevens or Blackstone Hotels.

The RMA membership in its four Divisions will hold their annual meeting and elect Directors and officers, June 12-13.

A feature of the celebration of the founding ten years ago of the RMA will be a "President's Dinner", tendered by President Fred D. Williams to all past presidents and directors and officers of the Association who have served on its Board during the past ten years.

The annual RMA banquet will be held Wednesday evening, June 13 in the Grand Ball Room of the Stevens Hotel. Paul B. Klugh, of Chicago, Chairman of the Convention Arrangements Committee, will be the toastmaster. The meeting will conclude on June 14 with a radio golf tournament at the Calumet Country Club.

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## RCA INAUGURATES INTER-CITY RADIOTELEGRAPH

R.C.A. Communications, Inc., inaugurated the first of its new inter-city radiotelegraph services last Thursday (April 26) between Boston, New York, Washington and San Francisco. Before June 1st, Chicago and New Orleans will be added. Applications for construction permits have been filed with the Federal Radio Commission for authorization to join Seattle, Los Angeles and Detroit to the network. It is anticipated that other important cities will be added later.

The radio rates are based upon fifteen words at the regular wire-line rate for ten, and sixty lettergram words for the usual price of fifty.

The collection and delivery service of the hundreds of Western Union offices in the cities mentioned, in addition to the offices maintained by RCA, will be available to the public for the sending of Radiograms "Via RCA". The arrangement provides R.C.A. Communications, Inc., with complete facilities for pick-up and delivery without the expense of establishing and maintaining duplicate offices, call boxes, etc.

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::: BUSINESS LETTER NOTES :::  
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Chairman E. O. Sykes, of the Federal Radio Commission, and Mrs. Sykes were guests at the White House at a dinner which President and Mrs. Roosevelt gave in honor of Governor and Mrs. Pinchot, of Pennsylvania.

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James M. Skinner, President of Philco Radio and Television Corporation in Philadelphia, has announced that factory employees of the concern will receive a 10 per cent increase in wages, effective April 30. It was stated the pay will equal that of 1929, despite shorter hours.

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A. Atwater Kent, prominent radio pioneer, was identified as holding 675,334.46 ounces of silver in New York City.

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The Radio Manufacturers' Association has decided to develop, trade-mark and protect for the industry a new name for the so-called "high fidelity" receiver which is being gradually developed in the laboratories. Commercial presentation of the "high fidelity" receiver is not possible in the opinion of the RMA for many months, possibly not before next year.

Inability to trade-mark the name "high fidelity" because of its general scope, and the application of the term to current set models far in advance of commercial introduction, prompted the RMA to adequately safeguard future commercial presentation if and when it may be developed.

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Gen. James G. Harbord, Chairman of the Radio Corporation of America gave a luncheon at the Union League Club in New York for Maj. Gen. William D. Connor, Superintendent of the United States Military Academy at West Point. The guests were Arthur W. Page, Vice-President, A. T. & T.; James R. Sheffield, former United States Ambassador to Mexico; S. Sloan Colt, Col. William J. Donovan, Samuel W. Reyburn, Benjamin L. Winchell, John Callan O'Laughlin, of the Army & Navy Journal, Thomas A. Buckner, David Sarnoff, President of the RCA, Col. J. Mayhew Wainwright, Brig. Gen. Samuel McRoberts, Edward W. Harden, Martin Egan, Henry E. Armstrong, Courtlandt Smith, DeWitt Millhauser, Andrew W. Robertson, Ogden Reid, Frederick Strauss and Louis Wiley.

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## 500 KW WLW TRANSMITTER TRIPLES SIGNAL STRENGTH

Actual operation has revealed a number of facts which - although predicted by Crosley and RCA Victor engineers responsible for the design and construction of the new WLW 500,000-watt transmitter at Cincinnati - existed in the past only in theoretical supposition.

"It has been proved that a 500-KW station, with a tremendous 2,000,000-watts undistorted peak of modulation, can be built so that in actual service it will modulate fully 100 percent, that is, provide the greatest possible program signal on its carrier wave", a Crosley statement sets forth. "That an exceptionally high quality can be obtained is established through the fact that its frequency characteristics are essentially flat (within two decibels) from 30 to 10,000 cycles - a range extending from slightly below the lowest note to twice above the highest note on a piano keyboard - and that its audio harmonics are of negligible quantity being below 10 percent, a quality rarely found even in the most modern transmitters.

"The ten-fold increase in power over WLW's present 50,000-watts has increased that station's signal strength at all points approximately 325 percent while increasing its secondary service area by about 1000 percent. Satisfactory reception in many sections where static and interference have in the past made such reception impossible, has been reported."

Reports from virtually every part of the United States, according to Powell Crosley, Jr., "answer with finality the groundless fears earlier voiced that this tremendous power would 'blanket' the dial.

"These reports, together with our own tests, under the direction of Mr. Joseph A. Chambers, WLW Technical Supervisor, prove conclusively that the use of this added power interferes in no way with the listener's enjoyment of broadcasts from other stations."

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## WAGE RISE BY HYGRADE SYLVANIA

The Hygrade Sylvania Corporation has increased wages 10 per cent. The action affects 3,323 workers and involves an increase of about \$250,000 a year on the basis of present employment and production schedules.

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## RMA DEFINES "ALL WAVE" AND OTHER RECEIVERS

To inform the radio buying public as well as the trade, means to establish identification of "all wave" and other receiving sets have been adopted by the RMA.

The "standard broadcast" receiver is defined to include sets having the regular frequency range from 540 to 1500 kilocycles.

The definition of the "all wave" receiver applies to sets with frequency ranges from 540 kilocycles to at least 18,000 kilocycles.

The "standard" and "short wave" or "dual wave" receiver as defined by the RMA will apply to sets having frequencies between 4,000 and 20,000 kilocycles with a short wave range covering a ratio of maximum to minimum frequencies of at least two and one half to one.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Received and Granted - April 27, 1934

WDRG, WDRG, Inc., Hartford, Conn., C.P. to make changes in equipment and increase day power to  $2\frac{1}{2}$  KW; WJJD, WJJD, Inc., Chicago, Ill., C.P. to install new equipment; KGAR, Tucson Motor Service Co., Tucson, Ariz., C.P. to make changes in equipment; KPCB, Queen City Broadcasting Co., Seattle, Wash., C.P. to make changes in equipment and increase power from 100 to 250 watts; KGIX, J. M. Heaton, Las Vegas, Nev., modification of C.P. extending completion date to July 1, 1934; WHBD, F. P. Moler, Mt. Orab, Ohio, consent to voluntary assignment of license to Veebee Corp.; WRGA, Rome Broadcasting Corp., Rome, Ga., C.P. to move transmitter and studio locally.

Also, WHP, WHP, Inc., Harrisburg, Pa., modification of license for additional time; (Hours heretofore used by WBAK, which station will be discontinued effective May 1, 1934); KFAB, KFAB Broadcasting Co., Lincoln, Neb., modification of special experimental authority to operate synchronously with WBBM from 8:30 to 9:30 P.M. until April 29, and 7:30 to 8:30 P.M. from April 29 to August 1, 1934; WBBM, WBBM Broadcasting Co., Chicago, Ill., same except with station KFAB; WFEA, N. H. Broadcasting Co., Manchester, N. H., special experimental authority to operate on 1430 kc. instead of 1340 kc., unlimited time and simultaneously with WOKO, WHP, WBNS and WHEC, until July 1, 1934; also granted modification of C.P. to extend completion date from May 2 to July 1, 1934.

Action On Examiner's Reports

WGAL, WGAL, Inc., Lancaster, Pa., modification of license to change frequency and hours of operation from 1310 kc to 1500 kc (frequency to be abandoned by WPEN). From sharing with WRAW to unlimited time, 100 w. effective June 1, 1934, Examiner Ralph L. Walker sustained; WRAW, Reading Broadcasting Co., Reading, Pa., modification of license to change time of operation from sharing with WGAL to unlimited time 1310 kc., 100 watts, effective June 1, 1934, Examiner Walker sustained; WTEL, Foulkrod Radio Engineer Co., Philadelphia, Pa., dismissed application for modification of license to change frequency from 1310 kc. to 1500 kc., from sharing with WHAT, WTAL 1/3, WHAT 1/3, WTEL & What not permitted to operate when WCAM is operating to unlimited time, 100 watts, Examiner Walker sustained.

Action In Case Heard Before Commission En Banc

WMAQ, National Broadcasting Co., Inc./ Chicago, Ill., granted C.P. to install new 50 KW transmitter, changing site and increase power from 5 KW to 50 KW, 670 kc., unlimited time, effective May 4, 1934.

Miscellaneous

KFBK, James McClatchy Co., Sacramento, Cal., C.P. to move transmitter locally, make changes in equipment, change frequency from 1310 to 1390 kc. and increase power from 100 w. to 5 KW was ordered returned to applicant because in conflict with Rule 49 of the Commission; WESG, Cornell University, Elmira, N. Y., effective date of order changing station to new frequency, extended to May 8, 1934; Robert Lowell Burch, Salem, Ore., application for new experimental broadcasting station reinstated. To be heard before Commission en banc, June 13, 1934.

Ratifications

Action taken April 20: WBAA, Purdue University, W. Lafayette, Ind., application for modification of license redesignated for hearing on Bill of Particulars dated Dec. 7, 1933, since amended application involves portion of facilities of WKBF (Note: in Report No. 22, dated April 20, 1934, it was inadvertently stated WBAA is operated by Bay State Broadcasting Corp., Boston, Mass. The Bay State Broadcasting Corp. is in no way involved in this case); Action taken April 21: KMWQ, Tropical Radio Telegraph Co., New York, granted 60 day authority to operate aboard vessel "Copan", pending receipt of formal application, frequency 312 to 500 kc., 200 w.; Action taken April 23: WBEL, Radiomarine Corp. of America, New York, granted 60 day authority to operate aboard "Comet" pending receipt and action on formal application, frequency 375 to 500 kc., 50 watts; WIEX, National Broadcasting Co., Inc., New York, authority to operate broadcast pickup station from April 24 to April 30, frequency 1566 and 2390 kc., 50 watts, in connection with trial run high speed train, Union Pacific; WLAP, American Broadcasting Corp. of Ky., Lexington, Ky., extension of program test period granted for 30 days.

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