

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF MAY 25, 1934.

Sees Television Only As Well Developed Experiment.....	2
Radio News Agencies Make Big Claims.....	4
Improved Conditions Result In Sales Of Radios In Peru.....	5
Wooden Base For Steel Antenna Tower.....	5
Newspaper Continues Commission Attacks.....	6
Starts Campaign For Better Antennas.....	7
House Communications Bill Still Sidetracked.....	8
N.A.B. Girds Itself For Copyright Treaty Fight.....	8
Question Raised As To Pioneer Inter-City Radio Services.....	9
Temporary NRA Radio Wholesale Code Members Appointed.....	9
Business Letter Notes.....	10
Two N. Y. Radio Editors Sue Eddie Cantor.....	11
Declares Way Of Idealist Hard.....	11
Decisions Of The Federal Radio Commission.....	12

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SEES TELEVISION ONLY AS WELL DEVELOPED EXPERIMENT

Television is in an advanced experimental condition at this time according to the Advisory Committee on Engineering Developments of the National Advisory Council on Radio in Education in a booklet, "Present and Impending Applications to Education of Radio and Allied Arts" just published.

"Transmitting stations capable of giving reliable television service over a considerable area have not yet been established nor have there been provided, on a commercial scale, receivers which give a clear, bright picture of an acceptable color, adequate detail, satisfactory size, freedom from flicker, sufficiently wide angle of view, and requisite steadiness of position", the report of the Engineering Committee, of which Dr. A. N. Goldsmith is Chairman goes on. "The problems involved have been and still are under active investigation, and there is a likelihood that, within the next few years, equipment of this sort will be commercially available and that at least a moderate number of television broadcasting stations will be in operation to supply program material to those having suitable receiving equipment.

"The problem of network syndication of television program is in a less advanced condition.....It is uncertain whether wire line facilities capable of carrying television programs will be developed, and these do not exist even experimentally at this time.

"The Federal Radio Commission has made no provision for television beyond assigning a limited number of fairly wide bands in the medium short-wave region, together with certain wider ultra-frequency wave bands, for experimental use."

"The value of television for educational purposes will be largely dependent upon the amount of detail which the picture can carry, as well as upon the ingenuity and intelligence used in the planning of educational programs."

"The system of broadcasting operating in America is widely heralded by its proponents as the best in the world, at least from the technical standpoint", Levering Tyson, Director of the National Radio Advisory Council says in a foreword. "This isn't the place to argue whether that statement is correct or fallacious. It is enough to point out that nowhere in the world is there so elaborate a system and it is obvious to anyone who is only slightly familiar with broadcasting in this country that the system is operated with a marvelous degree of precision and effectiveness. This result is accomplished in spite of a variety of complicated factors.

5/25/34

"A great deal has been written and said concerning broadcasting by many people who know little about the extremely complicated electrical phenomenon which is radio. The Council presents in this Bulletin a compilation of data, collected and interpreted by a group of men who, because of training and experience, know more than most and as much as anybody, about radio-telephony and some of its allied arts.

"The individuals who collaborated in the preparation of this bulletin have agreed to serve as members of one of the Council's most important committees. This is the first report of the Committee and presents information and opinion which should prove extremely valuable. In the field of educational broadcasting there has been considerable discussion and not a little misinformation spread about some of the matters here covered. That this Committee is willing to speak frankly about questions over which there is controversy - High Power, for example - is an index not only of the confidence this group of men have in their collective opinion, but of their courage as well. The fact that the personnel of the Committee represents a wide variety of interest and responsibility guarantees diversity of opinion. In spite of this, agreements were reached on all subjects treated, which fact by no means lessens the authority of what is included in the final text."

The subjects treated in the booklet (published by the University of Chicago Press, Price 75 cents) are: Radio Telephone Broadcasting; Synchronization of Broadcast Transmitting Stations; Electrically Transcribed Programs and Their Syndication; Facsimile Broadcasting; Television; Short-Wave and Ultra-Short-Wave Broadcasting; Broadcasts Over Wires (including "Wired Radio"); Sound Motion Pictures in the School and Home, and The Costs of Broadcasting Stations.

The members of the Advisory Committee on Engineering Developments in addition to Dr. Goldsmith are: Dr. W. G. Cady, Wesleyan University, Middletown, Conn.; O. H. Caldwell, former Federal Radio Commissioner; E. K. Cohan, Columbia Broadcasting System; Lloyd Espenschied, High Frequency Transmission Engineer, American Telephone & Telegraph Co.; W. E. Harkness, Electrical Research Products, Inc.; Erich Hausmann, Brooklyn Polytechnic Institute; John V. L. Hogan, Consulting Engineer, New York; C. W. Horn, National Broadcasting Company; L. M. Hull, Radio Frequency Laboratories, Inc.; C. M. Jansky, Jr., Radio Engineer, Washington, D. C.; R. H. Manson, Vice-President and Chief Engineer, Stromberg-Carlson Telephone Manufacturing Co.; Dr. E. L. Nelson, Bell Telephone Laboratories, Inc., and R. H. Marriott, Consulting Engineer, New York.

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5/25/34

RADIO NEWS AGENCIES MAKE BIG CLAIMS

"The struggle is being made principally by independent news-gathering organizations, who see a vast new field for enterprise in news broadcasting. These are being abetted materially by broadcasters who are dissatisfied with the allotted budget of news some of them get now from the Press-Radio Bureau, created by a compromise among newspapers, press associations and the National and Columbia chain radio stations, according to the Editor and Publisher.

"A survey conducted by Editor & Publisher this week indicates that in addition to the Press-Radio Bureau, two major organizations are thriving at this date in the dissemination of news to broadcasters and with a basis in fact, are foreseeing a bright future.

"They are: (1) Transradio Press Service, with headquarters at 342 Madison Avenue, New York, and (2) Radio News Service of America, with headquarters at 369 Lexington Avenue, New York.

"James W. Barrett, editor of the Press-Radio Bureau, said this week that his bureau, in conjunction with the cooperative bureau at San Francisco, is serving 160 radio stations, or approximately one-fourth of all the stations in the country. This indicates a healthy growth since the Bureau started March 1, when 125 stations used the service.

"Herbert Moore, the aggressive president of the Transradio organization, told Editor & Publisher his agency was giving complete world news coverage to 23 radio stations, 'and all of them big ones.'

"Ivan Johnson, the visionary head of Radio News Service, which uses short wave broadcasts, says he has 100 clients, some of which, he admitted, were subscribing on an experimental basis."

Marking a victory for the Yankee network (which was established by John C. Shepherd III, of Boston) news service in its controversy with newspaper correspondents at the Massachusetts State House in Boston, a Joint Committee on Rules of the House and Senate passed a resolution which gives the Radio News Service an equal footing with the press in the matter of gathering news at the State Capitol.

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5/25/34

IMPROVED CONDITIONS RESULT IN SALES OF RADIOS IN PERU

As a result of improved economic conditions and more favorable rates of exchange, sales of radios have registered substantial improvement in Peru during the last twelve months, according to advices to the Commerce Department from Commercial Attache Julian D. Smith, Lima. Because of the optimistic outlook for the 1934 cotton crop, it is pointed out, prospects for increased radio sales during the current year appear to be distinctly favorable.

During the calendar year 1933, the report shows, 1400 radio sets were imported into Peru, compared with 848 in 1932, an increase of 65 per cent. Stocks in dealers' hands on December 31, 1933, were smaller than on the corresponding date of 1932.

The Peruvian radio trade, it is pointed out, is practically dominated by American manufacturers. In past years, the Dutch Phillips company was a strong competitor but the products of this company have more or less disappeared from the market. Little competition is offered by other European manufacturers and there is very little domestic competition.

The bulk of radio sales in Peru consists of the small super-heterodyne all-wave sets, the report states. Sales of short-wave and long-wave instruments with short-wave adapter have decreased. At the present time, over 90 per cent of the sales are of all-wave sets.

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WOODEN BASE FOR STEEL ANTENNA TOWER

The erection of WEBC's new single tower, which attains a height of 350 feet above Lake Superior flats at Superior, Wis., marks another achievement for modern timber connectors. The new shaft to hold WEBC's vertical antenna, was constructed by placing the station's old 230-foot steel structure upon a new 120-foot tower built of wood. This wooden base is 35 feet square at the ground and tapers up to 12 feet square at the point where the old tower is joined.

Plans for the WEBC tower were provided through the National Lumber Manufacturers' Association's research and development agencies, and the tower was built by Roland C. Buck, Inc.

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NEWSPAPER CONTINUES COMMISSION ATTACKS

The Chicago Tribune keeps hammering the Federal Radio Commission in opposing the creation of a Communications Commission. In an editorial the paper said:

"The RadioCommission is the present model of the control sought over the wires. The articles of Arthur Sears Henning, Washington correspondent of the Chicago Tribune have revealed how arbitrarily politics has dealt with property rights and what influences have prevailed from time to time to favor one applicant and injure another. There have been some conscientious men in the radio control, but there is also a determination to bend this virtually helpless medium of communication to governmental will and make it serve governmental purpose, at its peril if it doesn't.

"The channels can be taken away upon any pretext the administrators care to set up, and Mr. Henning has shown how inconsistent one pretext may be with another. Pull and punishment are factors in regulation, and warning has been given that the character of the broadcasts, an admonitory phrase, will establish the eligibility of the licensee. An extension of this system to other means of communications would carry premonitions of the worst sort."

As a conclusion of a series of articles Mr. Henning recently wrote:

"Columbia has a long record of unusual favors from the Radio Commission going back several years, but becoming more pronounced since the advent of the Roosevelt administration. One of its Vice-Presidents is Sam Pickard, a former member of the Commission, who resigned February 1, 1929, and went directly to Columbia at a high salary on a long-term contract.

"While Mr. Pickard was a member of the Commission, WKRC, a Cincinnati (Ohio) broadcasting station, was able to procure from the Commission an exceedingly favorable wave length, which was transferred from an inferior assignment. It was charged that this was done in violation of all sound engineering considerations, for it immediately caused destructive interference with other stations on the same wave length at St. Louis and Buffalo.

"On June 15, 1929, the Commission, without a hearing or a notice to anyone, increased WKRC's hours of operation to unlimited time, and on December 16 increased the power of the station from 500 to 1,000 watts on an 'experimental' basis. The power has never been reduced, although at a subsequent hearing interference was conclusively shown by the stations affected. H. A. Bellows, Washington representative of Columbia, says that since the installation of a directional antenna by WKRC there has been no interference and the protests have been withdrawn. This is disputed by representatives of the complaining stations.

"In the summer of 1929 there was formal transfer of the ownership of WKRC to Mr. Pickard and J. S. Boyd, a lawyer who frequently had handled radio cases before the Radio Commission and had been in particularly close contact with Mr. Pickard while the latter was a member of the Commission. It is not known when Messrs. Pickard and Boyd purchased the station or how much they paid for it.

"It is known, however, that soon after the Commission granted WKRC the 100-percent increase in power they sold the station to WKRC, Inc., which is virtually a 100-percent subsidiary of the Columbia Broadcasting System. Columbia is said to have paid approximately \$300,000 for the interest in the station of Messrs. Pickard and Boyd."

Commenting upon the "domination" of Commission by the President, the Washington Post said:

"President Roosevelt has insisted upon bringing all of the independent, bi-partisan commissions under his influence. Through this arrangement he could completely dominate both divisions of the Communications Commission by simply appointing a chairman who would be faithful to his point of view; for controversies between the two members of either group could be settled by the chairman's vote.

"The apparent determination of the President to dominate all of the bipartisan commissions, thus making them amenable to political influence, is in a large measure responsible for the widespread skepticism concerning further Government regulation. So long as this attitude prevails any attempt to extend the power of the Administration over telegraph lines and radio channels will be regarded with suspicion."

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STARTS CAMPAIGN FOR BETTER ANTENNAS

A movement to inspect and improve antennas is urged by O. H. Caldwell, former Federal Radio Commissioner.

"For years an antenna has been any old piece of wire strung up any old place with any old kind of insulation. And for years the increase of man-made static has accelerated", Mr. Caldwell writes. "The year 1934 will be a year of tremendous public interest in short waves; late in the year may see the first high-fidelity receivers. Both shortwave sets and high-fidelity, wide range sets suffer more than broadcast reception from natural and man-made static. Short-wave signals are weak and may come across thousands of miles of space, high fidelity receivers will pass to the loud speaker tones (and noises) now lost in the narrow-band receivers universally employed.

"Already the antenna problem has become acute. Set manufacturers are encouraging listeners to use two antennas; a high, long wire, well insulated and brought to the receiver through a shielded transmission line; and another high, shorter antenna, brought to the short-wave set through a transposed lead-in."

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5/25/34

HOUSE COMMUNICATIONS BILL STILL SIDETRACKED

Consideration of the Communications Bill by the House Committee on Interstate and Foreign Commerce is still temporarily on the siding. The Committee is now considering an amendment to the railway labor act and no one seems to know exactly how much time will be taken up by this bill or when the consideration of the Communications Bill will again be resumed.

Although the time of adjournment is believed near, the hope is still expressed that the Communications Bill will be passed this session.

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N.A.B. GIRDS ITSELF FOR COPYRIGHT TREATY FIGHT

The National Association of Broadcasters through Oswald F. Schuette will vigorously oppose the ratification of the Copyright treaty and the bill introduced by Senator Cutting, of New Mexico, to revise the U. S. Copyright laws to the treaty. Those in favor of ratification will be heard by a sub-committee of the Senate Foreign Relations Committee, Monday (May 28) and those against it, including the Broadcasters represented by Mr. Schuette, will be heard Tuesday.

The subcommittee will consist of Senator F. Ryan Duffy, of Wisconsin; Senator Frederick Van Nuys, of Indiana, and Senator Simeon D. Fess, of Ohio.

Ratification would assure to American authors and other producers of copyrightable property, automatic copyright in the 53 nations which comprise the Berne Copyright Union.

The Cutting Bill, which would enable the U. S. to enter the Union, provides that the "rights shall include the exclusive right of the author to communicate his works to the public by any system of broadcasting; and the author of any copyrighted works, even after the assignment of the copyright of such works shall at all times have the right to claim the authorship of his work and the right to oppose every distortion, mutilation or other modification of the said work which might be prejudicial to his honor or to his reputation, as well as the right to resist the publication and the performance of the mutilated work."

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QUESTION RAISED AS TO PIONEER INTER-CITY RADIO SERVICES

We are indebted to Arthur A. Isbell, Manager of the Commercial Department of R.C.A. Communications, for the following:

"In the interests of historical accuracy, exception could be taken to that portion of a paragraph on page ten of your May 1st issue reading, 'Mackay Radio which was not only the pioneer in inter-city radio service', because there were inter-city wireless telegraph services in the United States long before the predecessor of the Mackay Radio, the Federal Radio Telegraph Company of California, was organized.

"On my desk there is Vol. 1, No. 30 of 'The Wireless', dated Avalon April 29, 1903, captioned 'Published by the Los Angeles Times the only newspaper in the World Publishing Sure-Enough Dispatches Transmitted by Wireless Telegraph, Issued Daily at Santa Catalina.'

"The left-hand column of the front page has a caption reading 'News of the Morning by Wireless Telegraph'. (Bona-fide) special dispatches direct to 'The Wireless' at Avalon, sent over the Pacific Wireless Telegraph Line across the channel dividing Santa Catalina Island from the Mainland.'

"The Foreign News is headed by the following paragraph: 'By Cable under the Atlantic; thence by Western Union Telegraph line across the Continent to Los Angeles; thence from the Times Office to White's Point, San Pedro; thence by Pacific Wireless Telegraph to Avalon.'

"In 1905 the Providence Journal published a paper on Block Island, Long Island Sound, the news to which was sent daily from Point Judith, by wireless telegraph.

"The Pacific Wireless Telegraph Company conducted commercial wireless telegraph services as early as 1905 between the following cities: Seattle, Port Townsend and Victoria, B. C.; San Francisco and Oakland."

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TEMPORARY NRA RADIO WHOLESALE CODE MEMBERS APPOINTED

Announcement was made by the National Recovery Administration of the appointment of three temporary non-association members to the Divisional Code Authority of the Radio Wholesale trade, to serve until June 12, when, it is expected, their successors will be chosen at the annual convention of the trade. The members appointed by the Administrator are D. H. O'Brien, Graybar Electric Co., New York, N. Y.; George E. Hull, Parks and Hull Appliance Corporation, Baltimore, Md., and W. F. O'Connor, Southern Wholesalers, Inc., Washington, D. C.

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 :::BUSINESS LETTER NOTES:::
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E. C. Mills, General Manager of the American Society of Composers, Authors and Publishers sailed last week to attend an international convention in Warsaw, Poland, of performing rights organizations. Mr. Mills will be gone four or five weeks.

Invitations have been issued by the Banquet Committee, of which Paul B. Klugh is Chairman, for the RMA Tenth Anniversary banquet to be held in the Hotel Stevens, Chicago, Tuesday night, June 13th. The dinner calls for formal dress, and the price is \$5 per plate.

John H. Bachem, of the Eastern Sales Department, has been made NBC Assistant Eastern Sales Manager under Donald S. Shaw, Manager of the department.

F. E. Spencer, formerly of NBC's Local Sales, will also assume new duties effective immediately. He will work with Mr. Shaw and Mr. Bachem on the coordination of transcription and local business for the Eastern Sales Department.

James V. McConnell has been assigned to assist Edgar Kobak, Vice-President in Charge of Sales, and Roy C. Witmer, operations head for all NBC sales divisions.

Magnovox Co., Ltd., and Subsidiaries - for 1933: Net income after expenses, depreciation, special development costs and other charges, \$84,860, equal to 7 cents a share on the 1,283,666 capital shares, contrasted with net loss of \$233,845 in 1932.

The Supreme Court has declined to review the cast of WOQ, Kansas City. The Commission (Radio) allocated the facilities of this station to Station KFHH, Wichita, Kans. WOQ appealed to the Court of Appeals of the District of Columbia, but the D. C. court upheld the decision of the Commission.

Walter E. Myers, manager of Station WBZ, Boston, has been appointed to the post of National Sales Representative of the NBC in Boston. Simultaneously it was announced that J. A. Holman, pioneer radio executive, had been named Manager of WBZ.

Myers has had wide experience in both the newspaper and radio fields, and is president of the Boston Advertising Club; Holman in the old days became Manager of Broadcasting when the A. T. & T. inaugurated radio service through WEA. Recently he has been an official of the New York Telephone Co.

TWO N. Y. RADIO EDITORS SUE EDDIE CANTOR

Two radio commentators, Ben Gross and Abe Greenberg, both connected with the New York Daily News, have started separate suits for \$50,000 damages each against Eddie Cantor, Radio Guide, Moses L. Annenberg, Moses Koenigsberg and Herbert Krancer, the latter three officers of the radio fan weekly. All were served save the comedian, who is now in Hollywood.

Cantor's published statements allegedly impugning the integrity of the New York radio editors is back of the suit. The interview was published in Radio Guide.

"It precipitated sundry squawks from almost every radio editor, all of whom have expressed themselves variously as feeling that Cantor is privileged to his opinions anent the radio editorial fraternity, but when he specifically labels all as being dishonest 'with one exception', it is too much", says Variety. "Some are frankly unconcerned either for reasons of editorial policy (whereas the News is known to be backing up Gross and Greenberg soundly) or because they feel it's another means of giving Cantor publicity which they are loath now to do.

"The 'excepted' radio editor has been identified as meaning Louis Reid of the New York American. Cantor is quoted as having so identified him. In radio circles Reid's editorial attitude hasn't been any too favorable to Cantor.

"The Cantor vs. N. Y. radio editors imbroglio is nothing new. Cantor has openly charged that the newspapermen and the radio press agents have been working too much hand-in-hand. Cantor's attitude is that the scope of the radio showmanship as applied to merchandizing is too sweeping to be limited to a strictly Lindy's restaurant perspective and has taken exception to the limited Broadway slant on radio reporting."

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DECLARES WAY OF IDEALIST HARD

Conferees of the recent educators declaring for strict government supervision to insure "the best possible program material" brings the following comment from the Editor & Publisher:

"Thus is raised again the eternal question of what constitutes 'good program material.' The lowbrow and the highbrow will never meet. Conduct of radio broadcasting involves many problems that are inherent in the making of popular newspapers, magazines and movies. The lures of profit at the expense of what the Washington conference called 'culture' are many and every day's practical experience is composed mainly of compromises. This is not a spiritual age, the mass is not notably discriminating or receptive of inspirational material. The way of the idealist is tough. The only sure plan we know of to maintain standards of wholesomeness, independence, education and 'culture' is to keep high-minded, courageous people in charge of these mediums and expect them to uphold a fair average."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(May 25, 1934)

KOL, Seattle Broadcasting Co., Seattle, Wash., C.P. to move transmitter locally in Seattle, and make changes in equipment; application to increase day power from 1 KW to 2½ KW set for hearing; WCNW, Arthur Faske, Brooklyn, N. Y., modification of C. P. extending commencement date to May 1, 1934 and completion date to July 14, 1934; WLNH, Northern Broadcasting Co., Laconia, N. H., modification of C.P. for approval of transmitter and studio sites in Laconia, changes in equipment and extension of completion date to Sept. 2, 1934; WJEM, Britt A. Rogers, Jr., Tupelo, Miss., modification of C.P. extending commencement date to immediately and completion date to Aug. 1, 1934; WENC, Americus Broadcast Corp., Albany, Ga., modification of C.P. extending completion date to July 5, 1934.

Also, KWYO, Big Horn Broadcasting Co., Sheridan, Wyo., modification of C.P. to make changes in equipment; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., consent to voluntary assignment of license to E. J. Regan and F. Arthur Bostwick, d/b as Regan and Bostwick; WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., modification of license to change hours of operation from simultaneous day with WODX sharing night, to unlimited; KFXD, Frank E. Hurt, Nampa, Idaho, renewal of license, 1200 kc., 100 watts, unlimited time, application for this station's facilities was dismissed at request of applicant.

Action On Examiner's Reports

KROW, Educational Broadcasting Corp., Oakland, Cal., granted modification of license to change hours of operation from sharing with KFWI to unlimited; to operate on 930 kc., 500 w. night, 1 KW day; order effective June 1, 1934. Examiner R. L. Walker sustained; KWQ, Pacific Agri. Foundation Ltd., San Jose, Cal., dismissed application for C.P. to make changes in equipment and increase daytime power from 500 watts to 500 w. night, 1 KW day, 1010 kc., unlimited time, sustaining Examiner Walker; KJBS, Julius Brunton & Sons Co., San Francisco, Cal., granted C.P. to make changes in equipment and increase power from 100 w. day to 500 w. day, 1070 kc., 12:01 A.M. to LS, order effective June 1, 1934, reversing Examiner Walker (KFWI's facilities in quota units).

Miscellaneous

Mayor & Board of Alderman, Newport, R. I., granted petition to intervene and be a party to hearing of application of S. George Webb, for C.P. for new station at that place; KFH, Radio Station KFH, Inc., Wichita, Kans., ordered modification of license to increase hours of operation from sharing with WOQ to unlimited effective June 14, 1934 in keeping with Mandate of Court of Appeals, D.C. affirming decision of Commission of June 23, 1933.