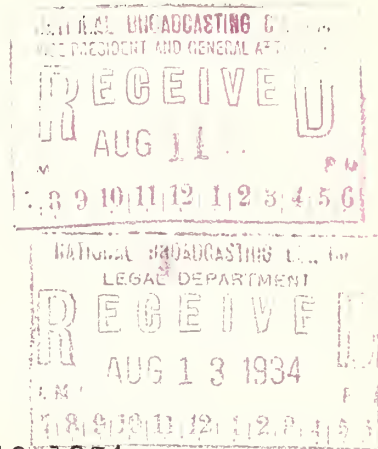


HEINL RADIO BUSINESS LETTER

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No. 748.

August 10, 1934.

MACKAY RADIO LINKS CAPITAL WITH ELEVEN CITIES

Communications Commissioners, Army and Navy and other prominent government officials and newspaper correspondents, witnessed, at a luncheon, the ceremonies of the opening of Washington's first commercial radio inter-city telegraph service, linking the National Capital by Mackay Radio with New York, Boston, Chicago, New Orleans, Seattle, Tacoma, Portland, San Francisco, Oakland, Los Angeles and San Diego. Kansas City and Atlanta will be next.

A sending and receiving station was installed in the room. Messages of greeting were sent to Col. Spsthene Behn, President of the International Telephone and Telegraph Corporation, who was at St Jean de Luz, France and had to be reached from Madrid by telephone, Col W.F. Repp, vice president in charge of the Argentine System, and Captain Schuyler Cummings of the S S. Manhattan a day out of New York.

Frank C. Page, vice president of the International Telephone and Telegraph, who Admiral Luke McNamee, president of Mackay Radio later characterized as "a prince of good fellows" in announcing that the messages had been sent caused a laugh by saying, "I've got all the replies here in my pocket in case there is a delay in any of them coming in."

The first to be heard from was Captain Cummings of the Manhattan and the others came in shortly thereafter. Mr. Page declined to send a message from one of the guests to Senator Huey Long, asking Huey what the heck he was trying to do with the militia down in New Orleans. However, Mr. Page accepted a radiogram from Judge E.O. Sykes, chairman of the Federal Communications Commission to Admiral Byrd, but added, "I won't promise time of delivery on that."

Mr. Page, who acted as toastmaster, said that the United States was the only country of any size which hadn't developed inter-city commercial radio service.

Admiral McNamee, the only speaker, said that the Administration was to be congratulated upon creating a Communications Commission and that it was the first constructive thing which had ever been done by this country for the regulation of communications. Remarking that he was new to the

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business the Admiral told a story about a dog owned by a ventriloquist.

The vaudeville actor was stranded in a New England village and as a last resort decided to sell the dog. As he passed the country store he said addressing the dog, "It's pretty hot to-day." "Not so hot", the dog replied. The storekeeper exclaimed in amazement, "Can that dog talk?" "Sure" the actor replied. "Want to sell him?" the storekeeper asked. "I'm so hard up, I am afraid I'll have to." "How much do you want for him?" "Five hundred dollars." the actor stated.

This flabbergasted the storekeeper but they finally agreed upon \$200. After ramsacking his safe the storekeeper came out with \$100 in bills and silver and gave his note for the other hundred.

"Whereupon" Admiral McNamee concluded, the dog said, "I won't say a damned word until he pays that note."

The sending station for the Mackay Washington radio link is at Muirkirk, Md., and the receiving station at Saysville, L.I. The Washington receiving station is near Rockville, Md.

Rather than an overcrowded head table at the Mackay luncheon at the Mayflower in Washington there was an informal seating arrangement at small tables about the room with Communications Commissioners and others so seated as to give each table a distinguished guest or two. This also avoided the embarrassment of trying to seat guests in their relative order at a head table. Seating arrangements were well carried out by Thomas P. Dowd, Washington Superintendent of the Postal, and favorably known to all Washington Correspondents.

Those who attended the luncheon were:

E. O. Sykes, Chairman, Federal Communications Commission.
Irvin Stewart, Commissioner, Federal Communications Com.
Hampson Gary, Commissioner, Federal Communications Com.
Thad H. Brown, Commissioner, Federal Communications Com.
Albert E. Stephan, Interstate Commerce Commission
Edwin L. White, Federal Communications Com.
Herbert L. Pettey, Secretary, Federal Communications Com.
William N. Krebs, Federal Communications Com.
Norman S. Case, Commissioner, Federal Communications Com.
George Henry Payne, Commissioner, Federal Communications
Gerald C. Gross, Federal Communications Com
John B. Reynolds, Federal Communications Com
C. B. Jolliffe, Chief Engineer, Fed Communications Com.
Ellery W. Stone, Operating V.P. Mackay Radio

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Frank G. Wisner, Federal Communications Commission.
Dr. J.H. Dellinger, Bureau of Standards
David A. Salmon, State Department
Lieut Comdr G.W. Johnson, Naval Communications U.S.N.
J.L. Koehl, Agriculture Department
Lieut Comdr E.M. Webster, U.S. Coast Guard
Capt Townsend, War Department, Signal Corps.
Leighton H. Peebles, Deputy Administrator NRA
Clarence H. Osthagen, Asst Deputy Administrator NRA
Harry C. Butcher, Columbia Broadcasting
Hon. Joseph E. Davies
E.B. Lockett, International News Service
Robert D. Heintz, Heintz News Service
Paul Wooten, New Orleans Times-Picayune
Arthur Hachten, San Francisco Chronicle
Carter Field, Boston Herald
Oliver McKee, Jr Boston Evening Transcript
G.L. Vidal, Director, Bureau of Aeronautics, Dept of Com.
C.H. Butman, Radio Consultant
B.M. McKelway, Washington Star
E.K. Jett, Federal Communications Commission
Ralph C. Mulligan, Boston Traveler
Martin Codel, Broadcasting Magazine
Lynne M. Lamm, Daily Metal Trade
P.O. Coffin, V.P. Chesapeake & Potomac Telephone Co.
Paul Spearman, Gen'l Counsel, Fed Communications Commission
Lieut Comdr Wheeler, Naval Communications U.S.N.
William Hard, McNaught Syndicate
Thomas P. Dowd, Supt. Postal Telegraph-Cable Co. Washington
Col. A.H. Griswold, V.P. International Tel & Tel Corp.
Haraden Pratt, V.P. Mackay Radio
T.E. Nivison, V.P. Mackay Radio
E.J. Girard, Washington Manager, Mackay Radio

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BAKING PROGRAM ATTRACTS LOCAL SPONSORS

An unusual idea in chain broadcasts in which local sponsors are obtained for each station releasing the program was introduced nationally by the Los Angeles office of Irwin Wasey & Co. in a Columbia Broadcast recently. The program is known in Los Angeles as the Franco-American Baking Company's Hi-Jinks, a local favorite for three years.

The one-time national hook-up was arranged to introduce it in other localities. When local baker tie-ups are arranged in sufficient number it will become a regular national feature, it was stated. Meanwhile the program is going over the California-Columbia-Don Lee network each Sunday night, with local bakeries sponsoring it in each city.

The net-work idea necessitated a change in the originating station, and fairly large newspaper space was taken Sunday morning to announce the switch from KFWB to KHJ (Columbia)

POWERFUL GROUP MOVING TO PROTECT CLEAR CHANNELS

Setting forth that the clear channel system is in imminent danger of a total or partial break-down with a corresponding destruction of rural broadcast service and a deprivation of large areas and a substantial portion of the country's population of broadcast reception thirteen leading clear channel stations have petitioned the Federal Communications Commission to make a technical study and investigation of the entire clear channel situation. Furthermore, this group recommended that pending the taking of such action by the Commission, no new or further duplicate nighttime operation be permitted on clear channels on which duplicate nighttime operation is not already authorized and that no new or further duplicate daytime operation be permitted except under and safely in accordance with the mileage frequency separation tables recommended by the Commission's Engineering Division

Those petitioning the Communications Commission requested an opportunity for an oral presentation of their proposals before the Broadcast Division of the Commission

They were: WSM, Nashville; KGI, Los Angeles; WJR, Detroit; WLW, Cincinnati; WOAI, San Antonio; WSB, Atlanta; WFAA, Dallas; WBAP, Fort Worth, all represented by Louis G. Caldwell. WHAS, Louisville represented by Swagar Sherley, KNX, Los Angeles represented by Paul M. Segal. WHAM, Rochester, N.Y. represented by Bethuel M. Webster and Paul M. Segal, WLS, Chicago represented by D.M. Patrick.

The thirteen clear channel stations ask that the investigation be carried on for a period of a year under the supervision of a radio engineer of recognized ability, integrity and independence and preferably a member of the Commission's technical staff, and with the cooperation of all broadcasters and radio laboratories willing to give such cooperation, with particular reference to

(a) the extent to which the people of the United States, and particularly those located in rural areas, are dependent upon clear channel stations for broadcast receptions, and so far as possible, a circulation of the areas and the population which are thus dependent for any service at all, and for a choice of more than one program:

(b) the extent to which such service should be protected from interference due to the simultaneous operation of other stations on the same channels, including the fixing of standards as to what service is deserving of such protection,

the designation of the location and boundaries of regions, if any, between which such simultaneous operation is possible at nighttime without violation of such standards, and the conditions as to power and otherwise under which such simultaneous operation is permissible, and the conditions as to power and mileage separation under which such simultaneous operation is permissible in the daytime;

The protesting stations declare that with a total of 607 broadcast stations in operation on January 1, 1932, the Federal Radio Commission reported to the United States Senate that only 46 per cent of the total area of the continental United States had consistent radio reception at night (56.2 per cent daytime), corresponding to 89.6 per cent of the total population (94 per cent daytime).

A large portion of the area and population receiving consistent reception is served only by clear channel stations while the remaining area and population received an intermittent service received only from clear channel stations.

Certain developments have led to a widespread apprehension that the clear channel system is breaking down, the thirteen stations declare, among those being,

"Since November 11, 1928, the Federal Radio Commission has from time to time, and in increasing measure, relaxed the interpretation and the enforcement of its regulations regarding clear channels, with the result that at present two or more stations of substantial power are authorized to operate simultaneously at night on 9 of the 40 clear channels.

"Those actions of the Federal Radio Commission, and the lack of any clarification by the Commission of its regulations and as to its future policy, have lead to a steadily increasing number of applications seeking similar privileges on the remaining clear channels."

"Upon the conclusion of such study and investigation, the protesting stations say finally, " and the submission of a report based thereon, the Federal Communications Commission can then determine on the basis of accurate and trustworthy data whether or not the clear channel system as originally established by the Federal Radio Commission in 1928, should be preserved or modified; and in what respects its regulations on the subject should be clarified, amended or restated; and will be in a position rigidly and uniformly to apply and enforce such regulations as it shall find best calculated to serve public interest, convenience and necessity."

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NEW BROADCASTING DIRECTOR SEES NO GENERAL REALLOCATION

There may be power increases here or wave-length shifts there but according to Hampson Gary, chairman of the Broadcasting Division of the Federal Communications Commission, he hardly expects to make any widespread reallocation.

"If any changes are made they will be evolutionary rather than revolutionary," Mr. Gary said in an interview with Martin Codel, radio writer, broadcast last week by N.B.C.

"We intend to build solidly on what has already been done by the former Radio Commission. There will be no radical shifting of wave lengths or the like, so far as I am concerned."

Mr. Gary said that in a technical sense radio had acquitted itself remarkably. "We have one of the finest systems in all the world," the new Commissioner continued, "We don't want to exercise bureaucratic control and we don't want to dictate what manner of entertainment or discussion shall go on the air. It is not desirable or even necessary. We want the broadcasters to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance."

"There is certain advertising being done on the radio which is unfortunate to say the least. I've heard some people on the air who should not have been. I would like to say that the radio advertisers themselves, together with the radio stations and networks, could well develop their own school of ethics, guiding themselves."

Mr. Gary said, under all circumstances, the broadcasters have done a good job and their common sense has been a pretty good guide so far.

It was brought out that Mr. Gary, who was our wartime envoy to Egypt and later Minister to Switzerland, was very definitely a personal choice of President Roosevelt's rather than a political selection. He was an old friend of Mr. Roosevelt, having first made the chief executive's acquaintance back in the war days when Mr. Roosevelt was Assistant Secretary of the Navy and Mr. Gary was special counsel and then a solicitor of the State Department. Their contacts ever since have been maintained.

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NEW ALL-CURRENT RECEIVER IN GERMANY

A German manufacturing concern has just placed on the domestic market the first locally-produced alternating and direct current superhetrodyne radio receiving set, Vice Consul C.T.Zawadzki, Berlin, has learned.

This set is a four-tube model equipped with a Hexode mixed step, an intermediate frequency step with back-coupling, and is provided with a power amplifier pentode and end pentode. The hum noises from the network are said to be no greater than on Alternating Current receivers of a similar construction. An indirectly heated 20-volt loudspeaker tube is used for rectifying the anode current, the report states.

The new all-current is said to have the advantage that there is no need for switching over when changing from one class of current, which means that the plug of the receiver can be inserted in a Direct Current or an Alternating Current plug box without the necessity of making any alterations in the receiver.

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TRADE COMMISSIONER WARNS NON-RESPONSIVE RADIO ADVERTISERS

Judge Ewin Davis of the Federal Trade Commission, author of the famous Davis amendment in the Radio Act warned radio stations which have not "come through" with advertising continuities that their failure may cause serious consequences.

"Most stations have co-operated to the fullest, but those who have not and do not may expect that we shall keep especially close watch on them, and that the Communications Commission will likewise be kept fully informed of the situation," Judge Davis said.

More than 1300 stations were heard from in July, the networks being among the first. The radio stations suspected of false advertising are being handled just the same as the newspapers and the heavy hand is apparently about to descend upon the comparatively few broadcasters who have not submitted their programs. Already a dozen or so radio advertisers have been called on the carpet but their names have not been made public.

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PRALL AND WAGNER STILL LAID UP

Representative Anning S. Prall, of New York, supposed to be slated for the Communications Commission January 1st, and who was injured in an automobile accident at Westport, N.Y. August 1st, was taken in an ambulance, accompanied by his family physician to a hospital near his home on Staten Island. Mr. Prall who suffered a broken leg is reported to be

convalescing satisfactorily. Senator Rob Wagner, of New York, who was also in the smash, less seriously injured, is nevertheless still confined to the Doctor's office at Westport.

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COMMISSION ISSUES NEW RADIO CALL LIST

A radio station call list showing the broadcasting set-up when the new Communications Commission took over has just been issued. The list is mimeographed and the number of copies is limited.

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GOOD DEMAND IN SWITZERLAND FOR RADIO SETS

The demand for radio receiving sets in Switzerland during the past three years has been very strong and while no statistics are available for 1933 there is evidence that the increased demand continued during the year, according to a study of radio broadcasting in that country by Consul David B. Macgowan, Berne.

Approximately 35 percent of the radio receiving sets recorded in Switzerland at the present time are of American manufacture. German manufacturers account for 30 percent; Dutch, 20 per cent; Austrian, 10 per cent; and the remaining 5 per cent originated in other countries, principally Great Britain, the study shows.

European competition is very keen in the radio markets of Switzerland, especially in the smaller "midget" apparatus having at approximately equal prices the advantage of universal power transformers and additional long-wave shifting features, according to the Consul.

Three new Swiss firms manufacturing 4 to 8-tube receiving sets began operation in 1932. It is reported there production was comparatively small, not exceeding 500 sets. Approximately 80 per cent of the parts used in the manufacture of these sets are said to be of American origin. Exports of radio apparatus from U.S. to Switzerland during 1933 were valued at \$333,523 compared with \$651,432 in 1932, \$1,132,691 in 1931 and \$218,704 in 1930.

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Commissioner Thad Brown will leave Washington August 15th, and will not return until after Labor Day.

The hearing of the applications of the Ohio stations, among them WKBN, Youngstown, WAIU, Columbus, WJAY, Columbus, and also WXYZ, Detroit has now been set for Wednesday September 26th.

Acting Deputy Administrator William P. Farnsworth announced that the public hearing on the advertising agency trade's proposed code of fair competition, scheduled for Thursday, August 16th, has been postponed, subject to the call of the Administrator.

Hampson Gary, having been appointed a member of the Communications Commission, has retired from the law firm of Ellis, Ferguson, Houghton & Gary in Washington, and the name of the firm has been changed to Ellis, Ferguson and Houghton.

Gene Stafford was appointed manager of production and studios of the American Broadcasting System-WMCA network. He will also have charge of announcers. Stafford formerly was director of programs and productions for WMCA.

The Commission has granted a license renewal to station WPJM at Prescott, Arizona, and has turned down Frank Wilburn at Prescott who applied for the WPJM frequency on the ground that he was not financially able to construct and operate such a station.

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COMMISSION MEETS MONDAY TO DISCUSS APPOINTMENTS

The full membership of the Communications Commission will meet Monday August 13th. It was said that only minor appointments would be discussed, perhaps confined to the Legal Division but that the appointment of Assistant General Counsels would not be taken up.

The same official said that neither would the appointments of assistant secretaries nor the directors of divisions be taken up, as far as he had been advised. The return of Postmaster General Farley, chief patronage dispenser, to Washington, added color to the report that other appointments might be made.

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FEDERAL COMMUNICATIONS COMMISSION

Applications Received (Broadcast Division)

WATR - Harold Thomas, Waterbury, Conn., Mod of lic to change frequency from 1190 kc to 1200 kc and hrs of operation from daytime to unlimited- contingent upon WORC releasing 1200 kc. WLVA -Lynchburg Broadcasting Corp, Lynchburg, Va. Construction permit to make changes of equip and increase power from 100 w to 100 w night and 250 w day. WBTM -Piedmont Broadcasting Corp, Danville, Va. Construction permit to make changes in equipment and increase power from 100 w to 100 w night and 250 w daytime. WDBO -Orlando Bdcasting Co. Orlando, Fla. Spec experimental auth to inc power from 250 w to 500 w night AMENDED to increase power to 1 kilowatt night. NEW Samuel Nathaniel Morris, Stamford, Texas. Construction permit to erect a new broadcast station to be operated on 1310 kc, 100 w unlimited time. WLBZ -Maine Bdcasting Co. Inc., Bangor, Me. -Construction permit to make changes in equipment and increase power from 500 w to 500 w night, 1 kc daytime. NEW Ohio Valley Broadcasting Corp. Parkersburg, W. Va - Construction permit to erect a new broadcast station to be operated on 1120 kc, 100 w, unlimited time. NEW WHBY, Inc. Portable. Construction permit to erect a new broadcast pickup sta to be operated on 1622, 2060, 2150, 2790, 31600 kc 7.5 watts. NEW Norman Baker, Muscatine, Iowa. Construction permit to erect a new broadcast station to be operated on 1170 kc, 5 kilowatts limited time (5:30 am to local sunset and midnight to 3 a.m.) WHBF Rock Island Broadcasting Co., Rock Island, Ill. Construction permit to move the transmitter locally, install new equipment, and increase power from 100 w to 100 w night and 250 w day.

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FEDERAL COMMUNICATIONS COMMISSION

Applications Received (Telegraph Division)

NEW A.R. Burnham & L.D. Miller d/b as BURNHAM-MILLER FLYING SERVICE.- C.P. for new General Experimental station. 31600, 35600, 38600, 41000, 5 w. NEW Enrique Miles, Portable C.P. for new General Experimental Sts one frequency below 28000 and one frequency between 31100 & 31600 kc 10 w. WNFP City of Niagara Falls, N.Y. Niagara Falls, N.Y. License to cover C.P. for Municipal Police station. 2422 kc to 125 w. WIOXCL - Los Angeles Examiner, Portable Mobile Modification of C.P. for General Exp station. Extension of completion dte to 11/23/34.

WIOXCM - Same as T-I MPE - 3.

WPFH Baltimore Police Dept Baltimore, Md. Modification of license for Municipal Police Sta For auxiliary 200 w transmitter. NEW Interstate Geophysical Exploration Portable C.P. for new Geophysical sta. For one frequency between 3000-6000 kc 15 w. W8XBE - City of McKeesport Police Dept McKeesport, Penna. License to cover C.P. for General Experimental station. 33100 kc to 15 w. NEW University of Washington, Seattle, Wash. C.P. for new General Exp. sta. All Exp. frequencies 5 w.

Applications Received (Telephone Division.)

NEW Pacific Portland Cement Co., Portable-Mobile Construction Permit for New General Experimental sta. 38600 kc, 10 w.

NEW (CBS) Campbell Soup Co., Camden, N.J. Starts October 5, 1934. Friday 9:30- to 10:30 P.M. 84 stations coast to coast - originates KRJ, Los Angeles. Program Hollywood Hotel, El Brendel, comedian, Dick Powell and girl vocalist being selected by nationwide auditions. Louella Parsons interview movie stars; Ted Fiorito's Orchestra and vocalists. Agency F. Wallis Armstrong Co. Phila, Pa.

NEW Time Inc, New York N.Y. Time starts 9 to 9:30 EST

NEW Wm Wrigley, Jr. Co., Chicago, Ill. Starts Oct 1, 1934. Mon to Fri incl. - 7 to 7:15 p.m. and 11 to 11:15 p.m. EST 54 stations coast to coast - originates WBBM, Chicago. Program Nyrt and Marge.

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