

HEINL RADIO BUSINESS LETTER

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No. 819

April 23, 1935

NEW WORLD LIST OF SHORT WAVE PHONE STATIONS OFFERED

As a result of the great demand for copies of the first edition, a newer, larger and more complete edition of "World Short-Wave Radiophone Transmitters" compiled by Lawrence D. Batson, of the Electrical Division of the Bureau of Foreign and Domestic Commerce, has just been issued.

"The acceptance of the wll-wave receiver by the listening public as the standard of radio value, which was anticipated in the last edition of this publication, has now been realized, and for this reason it has been considered by Andrew W. Cruse, Chief of the Electrical Division, essential that a revised edition of this listing be offered in service of this development", Claudius T. Murchison, Director of the Electrical Division says in a foreword.

"All-wave radio contributes another forward step in making radio a truly world institution, although not only the broad subject of radio, but of universalizing sound broadcasting, have an almost unlimited path of progress yet to be followed. A part of this progress is in the hands of the inventors, the designers, and the manufacturers, to make of radio a matter of the finest reception at all distances and under all conditions. This is not a matter on which startling developments are to be expected in one year or two, but as time advances and the models of a few successive years are compared, the improvements will unquestionably be obvious.

"Another part of the coming exploration of all-wave radio is in the hands of the broadcasters, who by their determination to serve the public will extend the capabilities of the short wave facilities in many fields not now possible on the broadcast band. For an example may be cited the possibilities in language study in the classroom. This educational possibility is not only an important future development, but has a present day application of importance."

The contents of the new publication include General Explanations; Official Information, Discontinued Frequencies; Frequency Cross Reference; Station Identification; Uses of Short Waves in Broadcasting; Foreign Language Alphabets; Distance Ranges of Radio Waves; Distances; Chart of External Distances; Chart of Internal (U.S.) Distances; Map of Great Circle Directions; Secrecy Clause of Radio Act of 1927; Geographical List of Stations; Bibliography and References; International Call Letters; Standard Frequency Emissions and Frequency List of Stations.

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It is explained that reliable information regarding hours of operation has not been generally available, with few exceptions. Certain stations offer services on fixed schedules but for the most part scheduled operation is subject to interfering conditions.

National policies regarding time standards is another source of unreliability of schedule information. Although international time zones are generally recognized, not a few countries of importance as short-wave broadcasters employ time which does not coincide with any of the neighboring international zones. In some of these countries the international zone hours are used in broadcasting; in others the national statutory or local sidereal time is followed. Transposing these schedules into the time of any one zone involves dependence upon private sources of information, as does the question of time schedules in most cases, which, however reliable, cannot be offered as official.

Daylight-saving time further complicates the presentation of schedules. Few of the sources of information state whether the hours quoted are in winter or summer time in those countries. No assumption can be safely made in this respect. Countries using daylight-saving time, according to information furnished by American communications companies and the Department of State, are Belgium, France, Luxemburg, Netherlands, Newfoundland, Portugal, and the United Kingdom.

Chile and European Russia are on perpetual daylight-saving time summer and winter, and therefore are to be considered as having the same time as the standard-time zone next to the eastward of the actual location.

No estimate of the number of short-wave radio stations is made but a glance through the new book gives the impression that many more are listed than heretofore. Although the newer publication comprises 138 pages as against the old one of 96, it is much less bulky, because a lighter grade of paper has been used, and is considerably more comprehensive due to the fact that although multigraphed, both sides of the page are used.

Single copies of the new document, the official title of which is "World Short-Wave Radiophone Transmitters, Edition of May 15, 1935", may be had for 25 cents. Remittances should be made payable to the Bureau of Foreign and Domestic Commerce, Washington, D. C., and the application addressed to Andrew W. Cruse, Chief of the Electrical Division of that Bureau.

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STEWART VICE CHAIRMAN ANNOUNCEMENT HELD UP ALMOST WEEK

Considerable speculation was caused as to why the Federal Communications Commission held up announcing the fact that Dr. Irvin Stewart had been elected Vice-Chairman of the Commission. Almost a week elapsed before the Commission made it public.

As a result of the delay, several rumors were started, one of which was that Dr. Stewart was being groomed to succeed Chairman Anning S. Prall, if Mr. Prall should not be reappointed when his term expires next July. Friends of Dr. Stewart discounted this report saying that there was absolutely no connection between the elevation of Stewart and the reappointment of Prall.

Up to now the position of Vice-Chairman of the Commission has been vacant. The reason for filling it at this time, as explained at the Commission, is that as the Summer season approaches and as the Chairman gets away on his vacation, or is otherwise prevented from attending the sessions, it will prove necessary to have a substitute for the head of the organization.

Commissioner Stewart, who has made an excellent record for himself as head of the Telegraph Division, will continue in that position as well as being Vice-Chairman of the Commission. His elevation to the latter office is looked upon as a move on the part of the Commission to place its newer members in strategic positions.

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BILL TO BAN NEWSPAPER-OWNER STATIONS AGAIN DISCUSSED

There is a revival of the talk that Senator Wheeler, of Montana, may introduce a bill this session to prohibit newspapers from owning or operating radio stations. Senator Wheeler has been talking about this for quite awhile and is understood to have in mind particularly the Hearst chain of newspaper-owned stations.

It seems to be the opinion, however, if Senator Wheeler introduces such a bill this session that it will be simply a gesture and that he will not press it. Just how far it might get if the Senator really tried to put the bill through is a matter of conjecture.

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FCC CALLED IDLE BUNCH

The following is an article which appeared in the New York Daily News of April 22 written by John O'Donnell and Doris Fleeson:

"That old devil Idleness has found work for the idle hands of the big shots of the Communications Commission. In the face of preparations for the gigantic task of probing the telephone set-up of the nation, many gentlemen have been forced to sit and twiddle their political thumbs while the paid assistants have been working themselves into a sweat.

"Results: Former Chairman E. O. Sykes, that old Mississippi politician, has been neatly dumped from his Chairmanship (result of a political scrap with "The Man Bilbo" - now Senator); Staten (sland's Anning S. Prall, friend of Bob Wagner, moved into the Chairmanship and soon found the boys slipping tacks into his seat in the form of revelations that a representative of a New York shipbuilding concern was helping out on the Prall hotel rent. Prall was also given the foot by his brothers on the Commission when, over his objections and vote, they elected Commissioner Stewart to preside during Prall's expected lengthy vacation.

"And to top it all off, the Commissioners whittled away the patronage power of Secretary Herbert L. Pettey (Jim Farley's personal representative on the Commission) with the unexpected decision that all appointments and increases in pay in the Commission's personnel should be promptly sheared away from Pettey, the gentleman who directed the radio angle of FDR's Presidential campaign.

"As a result of this last, the worthy and highly paid Communications Commission will now sit in solemn judgment on the appointment of every stenographer and on the raise in wages of their lowliest messenger boy. Time was when Brother Pettey had this honor. Seems that old Huey Long has been blasting away in secret at Secretary Pettey, wanting to know how come Pettey sold a series of articles to a midwest newspaper while the paper was negotiating for radio commission benefits."

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NAZIS HAD THEIR EYE ON THE RADIO STATION

Miss Dorothy Thompson, who angered Herr Hitler and who, in private life, is Mrs. Sinclair Lewis, made some interesting observations with regard to European situation when she addressed the annual convention of the American Society of Newspaper Editors in Washington.

She said that one of the most significant events in recent Europe was that when Dolfuss was murdered the first thing the Nazis did was to seize, not an arsenal nor a powder factory, but a radio station. And the first thing they did with it, she said, was to lie. But, she said, they had a precedent in Dolfuss' own acts in this. A few months before he had driven out the Socialists and "used the radio himself to lie about it."

Miss Thompson declared that the radio, the press, the movies are used for propaganda and reporters who would go against this power are in danger even of losing their own lives.

"The greatest menace in dictator-ruled Europe", Miss Thompson concluded, "though, is the radio rather than the press, she said. Printed words, can be circulated; but there are only so many air waves and the radio can, and is, controlled by governments for their own ends."

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COMMISSION HASN'T YET RECEIVED CATHOLIC MEXICAN PROTEST

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It was said/the Federal Communications Commission that a protest which Catholics had been reported to have made from New York against a continuance of the Sunday night program of the Mexican Government over the NBC-WEAF network, had not as yet been lodged with the Commission. Even if such a complaint were made, it is doubtful if the Commission, lacking powers of censorship, would be able to do anything about it.

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FCC TO DISCUSS MODULATION INDICATORS FURTHER NEXT WEEK

At the recent meeting of engineers in Washington, presided over by Dr. C. B. Jolliffe, Chief Engineer of the Federal Communications Commission, none of the modulation indicators for use by broadcasting stations seemed to meet all the requirements of the Commission. So a further meeting will be held in New York Monday, April 29th. A number of companies who manufacture these indicators expect to have them there for demonstration.

About 20 engineers attended the Washington meeting and the New York conference is expected to be equally representative.

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WRVA TO BEGIN USING WOODEN TOWER APRIL 28

Station WRVA, Richmond, with 5000 watts power, operating on a frequency of 1110 kilocycles, will formally inaugurate broadcasting with the use of its new all-wood tower, said to be the first of its kind to be built in America, next Sunday night, April 28th, at 9:30 P.M. EST.

The new structure is a gigantic tripod, constructed throughout of wood, and rises 320 feet from the ground to support WRVA's vertical broadcasting antenna. Although wood has been long in favor as a material for radio towers in Europe because of its non-interference with broadcasting, this is the first instance of the construction of an all-wood radio tower of anything approaching such height in America.

The use of wood for such a purpose is made possible through a very simple contrivance called the modern timber connector, developed abroad from an idea conceived in this country several decades ago, according to the National Lumber Manufacturers' Association.

The tripod or triangular idea which makes WRVA's new tower differ so radically from the ordinary square-based or four-legged affair, is American in both its origin and development. A recent invention of a Washington, D.C., engineer, the triangular form was employed for the first time in WRVA's new station, although fourteen Forest Service lookout towers of this type are now being constructed in the Northwest. The triangular feature is valuable in that it reduces resistance to the wind and enhances the economy factor, as it decreases by approximately 25% the amount of lumber needed.

The corners of WRVA's tower are $38\frac{1}{2}$ feet apart at the tops of the foundation piers. From this the structure tapers to a point where, 280 feet above the ground, the corners are but 15 inches apart. The balance of the height is attained by a flag staff which thrusts upward 40 feet from the apex of the tower proper.

Credit for pioneering courage goes to the owners of WRVA, Larus And Bro. Co., tobacco manufacturers, and the General Manager of their radio department, C. T. Lucy. Anxious to add to the effectiveness and widen the range of the station's broadcasting, which had been done from a horizontal antenna suspended from two steel towers, they accepted the recommendations of Paul F. Godley, Upper Montclair, N. J., radio consultant, for the type of tower just completed. Mr. Godley was anxious to employ the all-wood construction which had proven so successful abroad, and WRVA, willing to pioneer in that direction, accepted his further recommendation and decided to employ the tripod plan.

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SENATE RETRACES COPYRIGHT BILL STEPS

You don't often hear of the Senate moving too fast but it did so in ratifying the International Copyright Convention last week. The plan was to hold up the Copyright Convention ratification, which had been favorably reported, until the Copyright Bill, which Senator Duffy of Wisconsin, recently introduced has been approved. Senator Duffy happened to be absent from the Senate the day the Copyright Treaty came up for consideration and by a miracle seldom seen in the Senate, there was no debate and the Convention was speedily ratified.

However, last Monday, Senator Duffy succeeded in having the vote reconsidered and the Treaty restored to the Executive Calendar which leaves it just where it was before.

No date has yet been set for hearings on the Patent Bill because of the illness of Senator McAdoo, Chairman of the Committee, but they are expected to begin within the next week or ten days.

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AMELIA SPEAKS OVER NEW MEXICAN SHORT-WAVE STATION

One of the first distinguished Americans to be heard in this country over the new Mexican Government short-wave station XECR, was Amelia Earhart last Sunday night. Miss Earhart faced the microphone in Mexico City and atmospheric conditions being favorable, she was heard over a large part of the United States. A gala program was arranged in honor of the American aviatrix and immediately following her on the program was the Typica Orchestra made up largely of stringed instruments played by members of the famous Mexican Police Band. These men also sang during certain parts of their selections.

XECR is a 20,000 watt station broadcasting each Sunday night at 6 o'clock EST on a wavelength of 40.6 meters and a frequency of 7380 kilocycles.

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HAMILTON FISH STILL STEAMING OVER WHN SUPPRESSION

Like the fire in Brooklyn that burned for four days, Representative Hamilton Fish remains hot under the collar at not getting on Station WHN, Loew's and Metro-Goldwyn-Mayer controlled station in New York last Friday night.

The filing of a formal protest with the Federal Communications Commission and a speech in Congress by Mr. Fish are expected momentarily.

Louis K. Sidney, Managing Director of WHN, made this explanation:

"The station has a rule that all broadcast addresses must be submitted in writing seventy-two hours in advance. In this case we were willing to take it twenty-four hours in advance. It came about two hours before the broadcast time and we refused to accept it. It came too late even to be read."

At the office of Representative Fish in Washington, it was said that Mr. Fish called up Mr. Sidney the morning the speech was to have been delivered saying that he was rushed and would be late in getting it in. "That's all right", the station is reported to have replied. "Take all the time you want." Mr. Fish had the speech at the station at 3:30 P.M., and the time of its delivery was to have been at 6:15 P.M.

"It was only two typewritten pages long and it is absurd for Mr. Sidney to say that 2 $\frac{3}{4}$ hours didn't give him sufficient time to read it."

Mr. Fish expressed the conviction that the management of WHN had suppressed his address because he prefaced it with an attack on the defeated reapportionment bill, Governor Lehman, Postmaster General Farley and President Roosevelt.

"This is a direct, concrete case of censorship of the air", Mr. Fish declared. "People have been talking about censorship on the radio, but this is the first time we have a definite case. It is the first time I've had an address suppressed in all the times I have gone on the air."

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BELIEVE ROOSEVELT SOUGHT TO CALL OFF POLITICIANS

Nothing more has been revealed as to what was discussed when Chairman Prall, of the Federal Communications Commission, and Commissioner Walker, head of the Telephone Division and in charge of the A. T. & T. investigation, called upon President Roosevelt at the White House recently.

One of the Commissioners was quoted as saying that the principal reason for the visit was to secure the President's approval for engaging a high-powered lawyer to conduct the telephone investigation.

"What I really think they went there for was the fact that Commissioner Walker has been greatly disturbed by politicians on the Hill exerting great pressure to have him hire third-raters and fifth-raters, for whom Representatives and Senators are seeking jobs, and Walker knowing the technical requirements of such an investigation, desires to employ higher grade men," someone said. "I think Commissioner Walker asked the President to give him a free hand in the matter and to call off the politicians."

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FEATURE DESIGNED TO INCREASE CIRCULATION

That the radio can now be capitalized most profitably by newspapers, is being definitely proven by the unprecedented success of the new Zain "What Would You Do?" feature being released to newspapers by the Zain Features Syndicate, Inc., Chrysler Building, New York City, according to an article in "Newspaperdom" which continues:

"That the radio can be made to lend itself as a vehicle for newspaper publishers to increase their circulation and advertising revenue, is clearly demonstrated by the strikingly new and original type of newspaper promotion features.

"The feature is most complete in every detail covering all phases from the opening Teaser announcements to the presentation of the thrilling radio dramas as well as the tie-up for all departments of the newspaper such as editorial, news, publicity, promotion, local display, classified and circulation.

"Publishers seeking the answer to the eternal question, 'How can I profitably increase my circulation and advertising revenue?' will find this new Zain 'What Would You Do?' feature one of the most effective ever offered newspaper publishers.

"'What Would You DO?' features embraces a series of 16 thrilling, exciting, real life dramas for electrical transcription over local radio broadcasting stations, with a most unique tie up for circulation and advertising revenue building.

"The very novelty of the feature attracts non-readers of the newspaper and opens the doors of homes all over the town to the circulation department of the paper.

"Newspapers are meeting with extraordinary success with this new Zain 'What Would You Do?' feature.

"Birmingham News-Age-Herald states that the Zain 'What Would You Do?' broadcast series had the largest listening audience Birmingham ever had and as a result of this new Zain promotion created a considerable circulation increase.

"Louisville Courier Journal states that since starting the Zain 'What Would You Do?' broadcasts and publishing the solutions on their classified page, their classified advertising showed an increase in the 'Services Offered' classification of 82 per cent. And in March there was a gain in this classification of 658 advertisements."

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Johns-Manville Corp. (Roofing) 22 E. 40th St., New York City; Agency - J. Walter Thompson Co., 420 Lexington Ave., New York City; Started April 18, 1935; Thursday 7:30-7:45 P.M. EST 1:15-1:30 A.M. EST; Network - 7:30 - WJZ WBZ WBZA WBAL WMAL WSYS WSYR WHAS WIOD KDKA WGAR WJR WCKY WLW WENR-WLS KWK KWCR KSO KOIL WREN WRVA WPTF WSOC WIS WJAX WFLA WSUN; 1:15 - KOA KDYL KPO KFI KGW KOMO KHQ KTAR; Program - Floyd Gibbons.

New - Colgate Palmolive Peet Co. (Super Suds), Jersey City, N. J. p Agency - Benton & Bowles, Inc., New York City; Started April 17, Wednesday 8:30-9:00 P.M. EST, and 11:30-12:00 Mid. EST; 8:30-9:00 P.M. - WJZ WBZ WBZA WFIL WBAL KWK WMAL WSYS WHAM KDKA WGAR WJR WCKY WENR-WLS WMT KSO KOIL WREN WRVA WTAR WPTF WSOC WJNC WIS WJAX WFLA-WSJN WIOD; 11:30-12:00 mid - WKBF WTMJ WIBA KSTP WEBC WDAY KFJR WAVE WSM WMC WSB WAPI WJDX WSMB KVOO WKY WFAA-WBAP KPO KFI KGW KOMO KHQ; Program - "House of Glass" - dramatic script by Mrs. Berg (Goldbergs fame).

NEW - American Tobacco Co. (Lucky Strike cigarettes), New York City; Agency - Lord & Thomas, New York City; Started April 20; Saturday 8:00-9:00 P.M. EST; Network - WEAf WEEI WTIC WJAR WTAG WCSH KYW WFBR WRC WGY WBEN WCAE WTAM WWJ WHIO WSAI WMAQ KSD WHO WOW WDAF WLW WKBF WRVA WTAR KPTF WSOC WWNC WIS WJAX WFLA-WSUN WIOD WAVE WSM WMC WSB WAPI WJDX WSMB KVOO WKY WFAA-WBAPKPRC

WOAI KTBS KTHS KOA KDYL KGIR KGHL WTMJ WIBA KSTP WEBC WDAY KFYZ
KPO KFI KGW KOMO KHQ KFSD KTAR KGO; Program - "The Hit Parade" -
Lennie Hayton & 35 piece orchestra; guest stars and master of
ceremonies.

NEW - General Foods Corp., New York City; Agency -
Benton & Bowles, Inc., New York City; Starts April 29 Mon. to
Fri. inc. 7:15-7:30 P.M., 11:15-11:30 P.M. EST; 7:15-7:30 - WJZ
WBZ WBZA WFIL WBAL WMAL WSYP WHAM KDKA WGAR WJR WCKY WENR-WLS
WRVA WTAR WPTF WSOC WWNC WIS WJAX WFLA-WFVN WIOD; 11:15-11:30-
KWK WMT KSO KOIL WREN WKBF WTMJ WIBA KSTP WEBC WDAY KFYZ WAVE WSM
WMC WSB WAPI WJDX WSMB KVOO WKY WFAA-WBAP KPRC WOAI KTBS KTHS
KOA KDYL KGIR KHGL KFSD KTAR KPO KFI KGW KOMO KHQ; Program -
"Tony & Gus" - comedy sketch with George Frame Brown, songs by
Mario Chamlee.

NEW - Better Speech Institute of America, 180 N. Mich-
igan Ave., Chicago, Ill.; Agency - Auspitt & Lee, Chicago, Ill.;
Started April 14, 1935 Sunday 2:00-2:15 P.M. EST; Network - WJZ
WBZ WBZA WFIL WBAL WMAL WSYP WHAM KDKA WGAR WJR WCKY WENR-WLS
KWK WMT KSO KOIL WREN KOA KDYL KPO KFI KGW KOMO KHQ; Program -
Words to the Wise - dialogue portraying better English, incidental
music.

RENEWAL - Proctor & Gamble Co., Cincinnati, Ohio; Agency -
Pedlar & Ryan, New York City; Started April 15, 1935- effective
April 30 and thereafter changed to Tues. Wed & Thurs. 3:45-4PM EST
on WFAF WEEI WTIC WJAR WTAG WCSH KYW WFBR WRC WGY WBEN WCAE WTAM
WWJ WSAI WMAQ KSD WHO WOW WDAF WTMJ KSTP WDAY KFYZ WSM WMC WSB
WSMB KVOO WKY WFAA-WBAP KPRC WOAI KOA KDYL KPO KFI KGW KOMO KHQ;
Program - "Dreams Come True"

NEW - S. C. Johnson & Son, Inc., Racine, Wis.; Agency -
Needham, Louis & Brorby, Inc., Chicago, Ill; Started April 16;
Tuesday 10:00-10:30 P.M. EST; Network - WJZ WBZ WBZA WFIL WBAL
WMAL WSYP WHAM KDKA WGAR WJR WCKY WENR-WLS KWK WMT KSO KOIL WBEN;
Program - "Fibber McGee and Molly" - comedy team with music.

NEW - RCA VICTOR DIVISION, RCA Mfg Co., Camden, N. J.;
Agency - Lord & Thomas, New York City; Started April 20, 1935;
Network - WFAF WEEI WTIC WJAR WTAG WCSH KYW WFBR WRC WGY WBEN
WTAM WWJ WLW WMAQ KSD WOW WDAF WHIO WTMJ KSTP WIBA WEBC WDAY
KFYZ WRVA WPTF WWNC WIS WJAX WIOD WFLA WTAR WSOC WNC WSB WAPI
WJDX WSMB WAVE WKY KTHS WBAP KPRC WOAI KTBS KPO KFI KGW KOMO KHQ
KOA KDYL; Program - John B. Kennedy, commentator and Frank Black's
orchestra, "Radio City Party"

RENEWAL - Forhan Company, Inc., New York City; Agency -
McCann Erickson, Inc., New York City; Starts April 22, 1935;
Mon., Wed., Fri., 7:15-7:30 P.M. EST; Network - WFAF WEEI WTIC
WJAR WTAG WCSH KYW WFBR WRC WGY WBEN WCAE TWAR (WSAI up to and
incl. 4/26/35) (WLW start 4/29/35 and thereafter) WMAQ KSD KPO
KFI KGW KOMO KHQ KDYL; Program - "Stories of the Black Chamber" -
dramatic sketch.