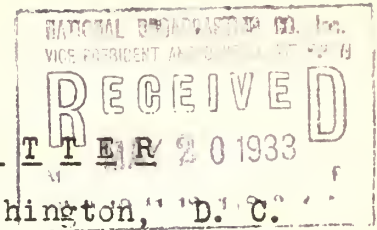


HEINL RADIO BUSINESS LETTER 20 1933

2400 California Street

Washington, D. C.



Confidential - Not For Publication

INDEX FOR ISSUE OF MAY 19, 1933.

✓ Lafount Urges That Government Broadcast Educational Programs.....	2
Siegel Pans The Radio Editors.....	3
Sing Sing Gets Ready.....	4
Najestic Exhibits At Century Of Progress Exposition.....	5
WRVA Dedicates New Studios.....	5
✓ Expect President To Act On Commission Soon.....	6
Examiner Reports Favorably In Boston Short Wave Case.....	6
Congressman Tries To Save Radio Press Service.....	8
Devising New Ideas For Radio Public.....	9
✓ Decisions Of the Radio Commission.....	10
Swedish Telephone Board Elects Behn As Director.....	12

*Handwritten notes and signatures at the bottom left of the page.*

## LAFOUNT URGES THAT GOVERNMENT BROADCAST EDUCATIONAL PROGRAMS

Educational programs could, and he believes in the near future will be, broadcast by the Government itself over a few powerful short-wave stations and rebroadcast by existing stations, Harold A. Lafount, Federal Radio Commissioner, declared, addressing the National Advisory Council on Radio in Education. Commissioner Lafount prefaced his suggestion by saying that a recent study the Commission made shows that there are approximately 25,000 hours per week of unsold time being used for sustaining programs.

"This time is often used to broadcast material of little entertainment and, perhaps, of no educational value. I say, generally speaking, this sustaining time is not used as intelligently as it should be", Commissioner Lafount said.

"Just think of the contributions to the happiness and welfare of the American people that could be made with 25,000 hours of broadcasting time per week! On a basis of 320 words per page to be broadcast at an average rate of 160 words per minute, 720,000 pages could be put on the air each week. If bound into books, this would make 2,000 360-paged books a week, or 104,000 volumes a year."

"We have 605 licensed broadcasting stations in this country. A study of the published programs of each of the major chains reveals the fact that of that number from 26 to 132, or an average of 79 stations broadcast network programs. Dividing a day of a typical week into three parts, the published programs indicate that an average of 58 stations are on the three networks between 6:45 A.M. and Noon; 88 stations between Noon and 6:00 P.M.; and 86 stations between 6:00 P.M. and Midnight. The number of hours per week when there are one-hundred or more stations on the three networks combined are as follows: 2½ hours before Noon; 11 hours between Noon and 6:00 P.M.; 6 hours between 6:00 and 10:00 P.M.; and 9 hours between 10:00 and 12:00 P.M.

"The object of presenting these figures of chain broadcasting is to show that on an average we have over 500 stations broadcasting local programs, whose unsold or sustaining programs I seek to improve, and by so doing put to beneficial use already existing facilities, thus eliminating waste, and providing educational programs to all our people."

Mr. Lafount said that he did not believe his plan to have the Government broadcast educational programs by short-wave would interfere with local educational programs.

"It would not interfere with local educational programs, and would provide all broadcasters with the finest possible sustaining programs", Commissioner Lafount concluded. "The whole Nation would be taught by one teacher instead of hundreds, and would be thinking together on one subject of national importance.

"Personally, I believe such a plan would be more effective than a standing army. I shall not undertake a description of the mechanics of this proposed plan, other than to say it would be very flexible and inexpensive. I do not consider this a step towards Government ownership or operation of radio broadcasting stations. The Government's activities would be confined to the transmission and wholesale distribution of educational material and discussions of subjects of national importance to all the stations in the United States, and not to the maintenance of any particular station."

X X X X X X

#### SIEGEL PANS THE RADIO EDITORS

by Norman Siegel,  
Radio Editor, Cleveland Press.

When Eddie Cantor recently forgot Rubinoff and Jessel for a few seconds to call Manhattan radio editors "fakers", he only did a half-way job...for he should have also included 100 or so scribes outside of Manhattan who rave about radio in print... We're all the same...New York or Cleveland...and Cantor was right when he questioned, "Who are these guys, to knock my act?"

Well, Eddie, most of us are a lot of "phonies." We either have our little rackets that must be promoted...or we're just dumb about most of the things we write...You can put me in the ignorant class...I haven't any money fingers in the radio pie...I suppose because I couldn't grab a chunk big enough to eat out here...I haven't any third-rate artists to boost...like some of the Manhattan critics...for even if I did get them on the air here, it wouldn't bring any financial returns.

---

There used to be a time when a radio editor had to know something about what he was writing...That was in the days when radio columns instructed people how to build sets...But today most of us don't even know how to put tubes in a set, with the instructions before us...A lot of us are lazy and fill our columns with



the mass of press agent material sent out...so that they are nothing more than bulletin boards...A lot of us aren't even good reporters...and would have to get out of the business if the boss ever decided to take us off radio...unless we're like the critic in St. Louis, who went to writing church news after they took his column away from him.

---

You've been in the business of entertaining people all your life, Eddie...and have made a few fortunes at it...You know what they want...and what they won't want...Then along comes a mug who is backing a sixth-rate comic he thinks should be in your place because it would mean a few dollars to him, or who doesn't know what he's writing about, and tries to tear you down...You're one microbat who's had enough punch to publicly expose us small fry... More power to you, Eddie.

---

To write a fool-proof radio column, a scribe would have to be thoroughly educated in music, in drama, in technical radio, the English language, public affairs...and be able to listen to every program on the air at least once a week...and still have enough time to browse about with the broadcasters to find out what's going on behind the "mike"...and if anyone was that perfect he wouldn't be wasting his time on radio...so, you'll have to be content with the thought that there's nothing dumber than a smart radio critic, Eddie...unless it is a brainy radio announcer.

---

I understand that the boss is out of town today...and won't see this column...after all, even though I may be dumb, I'm not crazy.

X X X X X X X X

### SING SING GETS READY

Following the example of the leading police departments, Sing Sing, in New York State, perhaps the most famous of all prisons in this country, has decided to experiment with short wave transmitters. These, it is believed, would be especially valuable at a time of such a prison riot as Sing Sing had or in hunting down escaped prisoners.

Accordingly Warden Lawes at Sing Sing has applied for licenses for two short wave transmitters - one of 25 watts and a portable of 4.5 watts. Doubtless these applications will be readily granted by the Radio Commission which has been working in close cooperation with the police officials of the country.

X X X X X X



## MAJESTIC EXHIBITS AT CENTURY OF PROGRESS EXPOSITION

Grigsby-Grunow Company, manufacturers of Majestic Refrigerators, Radios, Auto Radios, and Tubes, have completed an extensive exhibit at the Century of Progress Exposition. The exhibit is located in the plaza and of the Electrical Building on Northerly Island and includes five large display windows.

In addition to the Grigsby-Grunow exclusive exhibit, Majestic products will also be displayed in conjunction with the Porcelain Enamel Institute exhibit in the General Exhibits Building. Included in the furnishing of the several modern homes, in the Home Planning Section of the Exposition, are Majestic Refrigerators and Radios.

One of the showplaces of this group is the "House of Tomorrow" which includes a Majestic Refrigerator and Radio as part of its furnishings.

X X X X X

## WRVA DEDICATES NEW STUDIOS

The new studios of Station WRVA, Richmond, will be officially opened Tuesday, May 23rd, with an elaborate program in which Federal Radio Commissioner Brown, Senator Byrd, Governor Pollard and others prominent in national and local circles will participate. The official ceremonies will begin promptly at 9:30 P.M. E.S.T., and continue until 2 A.M. All the Virginia radio stations have been requested to take part in the program; WTAR, WGH, WLVA, WPHR having already completed arrangements for their participation. The Acca Temple Chanters, WRVA Concert Orchestra, Richmond Light Infantry Blues Band, Hotel Richmond Ensemble, Tubize Royal Hawaiians, Art Brown, Henry Bryans Orchestra and many other popular radio groups will complete the ceremonies, a portion of which will be picked up by the National Broadcasting Company Coast-to-Coast Network.

Extensive alterations to the mezzanine floor of the Hotel Richmond have been under way for several months. Five studios, a large suite of business offices, and spacious reception rooms comprise the layout. Various color schemes of acoustic tile are used in the studios with pleasing effect. The sound proofing, general construction and radio equipment are of the very latest design. The new layout gives WRVA one of the most modern and beautiful studios in the South.

X X X X X X

## EXPECT PRESIDENT TO ACT ON COMMISSION SOON

Whatever action President Roosevelt takes with regard to the future of the Federal Radio Commission is expected soon. Recommendations submitted to him sometime ago by Secretary of Commerce Roper, it is believed, are now being considered by the President and after making whatever changes he desires to make, he will pass them along to Congress at an early date if they are of sufficient consequence to require Congressional action.

This was indicated at the White House press conference when President Roosevelt said that Director of the Budget Lewis would be his guest on the Presidential week-end trip down the Potomac. It was known that Director Lewis carried with him governmental reorganization plans which included those of the Radio Commission.

One report was that an Executive Order has been all drawn up and is simply waiting the President's signature to transfer the Radio Commission to the Department of Commerce. However those who favor the Commission keeping its present status have put up a hard fight and, it is said, have received encouragement in certain official quarters.

Therefore, the whole question seems to be pretty much on the fence, even the fact as to whether or not Congress will be called upon to act not being definitely known. Nevertheless, it seems a safe assumption to say that the President having disposed of other matters he considered more important may very soon now act in the disposition of the Radio Commission.

X X X X X X X

## EXAMINER REPORTS FAVORABLY IN BOSTON SHORT WAVE CASE

A favorable recommendation for license has been made with regard to the application of the Shortwave Broadcasting Corporation (W1XAL) of Boston by Examiner Elmer W. Pratt of the Federal Radio Commission.

Examiner Pratt in his conclusion states:

"That the legal irregularities with reference to the operation of W1XAL which are apparent from the former record have been corrected since the first hearing;

"The tentative arrangements for experimental programs and the willingness and ability of the applicant to expend funds in the development of international programs and service give promise of some possible contribution to the development of the shortwave broadcasting art; and

"The past operation of this station (W1XAL) and the activities of those connected with it are such as would warrant a conclusion that experimental operation of W1XAL in good faith would be continued;

"It is accordingly concluded that public interest, convenience and necessity would be served by the granting of this applicant's application for license and the issuance of a license in accordance therewith."

According to the Examiner's report, new evidence presented reveals the following facts:

The name of the Shortwave Broadcasting Corporation, the applicant, has been changed to World-Wide Broadcasting Corporation.

World-Wide Broadcasting Corporation has tangible assets (as of April 30, 1933) of about \$39,000 and liabilities of approximately \$25,000.

At the present time 50 per cent of the outstanding capital stock is held by the Radio Industries Corporation and 50 per cent by Mr. Chester W. Cuthell. The Chairman of the Board of the applicant corporation is William R. Crawford and the Directors are Mr. Cuthell and Walter S. Lemmon; other officers are Martin J. Her, Treasurer and Vice-President and Cyril Condon, Assistant Secretary and Treasurer. Aviation Radio Station, Inc., a former stockholder, has been dissolved.

Owners of World-Wide Broadcasting Corporation who have spent nearly \$100,000 on the development of shortwave broadcasting since 1929 would furnish all funds necessary to carry on the work proposed by this applicant.

The transmitter of W1XAL is temporarily located in Boston, Mass., but there is now no connection with the Shortwave and Television Corporation. Operating expenses are now paid by the applicant and the mechanical operation of the station is conducted by an operator who is not employed in broadcasting by anyone other than the applicant.



Since the first of January, 1933, W1XAL has been operated from 5 to 10 hours per week or approximately an hour a day. Its programs have consisted principally of rebroadcasts of programs at WEEI, Boston, and such programs have been received in England, France and other European countries. Tentative arrangements have been made for the rebroadcasting of W1XAL's programs by stations in foreign countries, but such arrangements have not been made definite pending the outcome of this hearing. Should this application be granted, more definite arrangements would be made and more time would be spent in experimentation. Programs would include talks by well-known authorities on scientific matters, world peace, and other subjects of international interest and importance. Special efforts would be made to develop educational programs in conjunction with the radio activities of the National Advisory Council on Radio in Education. A series of programs of particular interest to Pan American countries is planned.

William R. Crawford and Matthias Mahorner, Jr., appeared for the applicant. Elisha Hanson appeared for the Shortwave & Television Corporation and for Shortwave & Television Laboratories, Inc., respondents. Ben S. Fisher appeared for the Commission.

X X X X X X X X

#### CONGRESSMAN TRIES TO SAVE RADIO PRESS SERVICE

Representative Louis Ludlow, of Indiana, a good Democrat and thoroughly in sympathy with President Roosevelt's economic retrenchments in Government administration, nevertheless went on the warpath in the proposed abolishing of the Radio Commission press service.

"'Economy did it', says someone," Representative Ludlow declared addressing the House. "Well, if that is the answer, I can only say that some very strange acts are performed in the name of economy. I am committed to the strictest economy, to cutting out useless agencies by the roots and to the wholesale consolidation of agencies that overlap and waste money, but I can think of a thousand agencies that should be removed from the structure of Government before the press service of the Radio Commission should be touched, if you ask my idea of the order of priority."

Designated as "Radio Commission Press Service", it sounds as if it were a large organization, but really is a one-man band, Frank Wisner.

"Every hour of the day and night Mr. Wisner has been at the service of the Washington correspondents. His exhaustive knowledge of radio has enabled him to answer all questions in terms of understandable English, short of technical obfuscations", Mr. Ludlow, who was formerly a Washington correspondent, continued.

"It is not entirely the loss of Mr. Wisner, much as they esteem him, but it is the loss of this highly specialized service. That is the real tragedy. Every Washington newspaper correspondent knows of numerous department and bureau press services that probably could be abolished and economies could thus be effected without injury to the public service, and they do not understand why those bureaus should be spared and the one that many believe is the most important and useful of all should be sacrificed on the altar of economy. It is not common sense, that's all."

Representative Ludlow, whose remarks were greeted by applause, then read a petition for the return of Mr. Wisner signed by George Holmes, manager of the Washington bureau of the International News Service; Raymond Clapper, head of the local United Press bureau; Kenneth Clark, head of the Universal Service here, and nearly 100 leading correspondents, including George Durno, president of the White House Correspondents' Association; Raymond P. Brandt, president of the National Press Club; Charles G. Ross, president of the Gridiron Club; Robert D. Heintz, Washington Post; Theodore Alford, Kansas City Star; Theodore C. Wallen, New York Herald-Tribune; Martin Codel, editor Broadcasting Magazine; Sol Taishoff, Consolidated Press; George Manning, General Press Association; James P. Hornaday, Indianapolis News; Harry G. Gauss, Chicago Daily News; Fred W. Perkins, Washington Daily News; Russell Kent, Birmingham News; Paul Wooton, New Orleans Times-Picayune, and scores of others, all of whom, Mr. Ludlow said, are very much concerned over the proposed abolishment of the Radio Commission press service.

X X X X X X

#### DEVISING NEW IDEAS FOR RADIO PUBLIC

The problem of pleasing the listening public, which is becoming more critical every day as radio broadcasting loses the element of novelty and becomes an accepted part of the daily routine, is occupying the attention of the Office of Education, Department of the Interior.

To help the broadcaster supply suitable programs, the Office of Education has offered to act as a sort of clearing house for the exchange of select radio manuscripts which deal with educational and cultural subjects of general public interest.

C. M. Koon, Senior Specialist in Education by Radio, is visiting radio stations all over the country and discussing with their operators the problems they face in planning daily programs. He finds they are eager for new ideas on what to give the radio listener.

The Office of Education has taken the initiative in this movement by sponsoring a series of broadcast programs which are being used by more than 225 stations. One manuscript a week is sent to the stations which use the service. In the three weeks since the service was started the desire of stations to use the programs has been growing and more requests for the material are being received every day.

These programs have dealt with the growth of schools and the spread of curricula in the fields of science, home economics and other subjects.

Manuscripts are sent weekly to the radio stations and they are advised to invite local school authorities to take part in programs.

Mr. Koon has found that many local broadcasters develop programs of an historical nature, for example, which could be utilized by stations in other sections or used as a basis for the preparation of local programs of a similar nature.

Surveys of trends in radio programs have been made by the office. It has followed the development of jazz programs, the crooner, mystery dramas and comedy skits.

A new field in programs is visualized by Mr. Koon in the musical comedy type of radio entertainment.

X X X X X X X

## DECISIONS OF THE RADIO COMMISSION

### Applications Granted (May 19, 1933)

KLRA, Ark. Broadcasting Co., Little Rock, Ark, modification of license to increase hours of operation from specified hours to unlimited time; KGHI, Loyd Judd Company, Little Rock, Ark., C.P. to make changes in equipment and increase day power from 100 to 250 watts on 1200 kc., unlimited time; WFDF, Flint Broadcasting Co., Flint, Mich., renewal of license 1310 kc., 100 watts, unlimited time; WEXL, Royal Oak Broadcasting Co., Royal Oak, Mich., renewal of license, 1310 kc., 50 watts, unlimited time; WCAT, S. Dak. State School of Mines, Rapid City, S. Dak. authority to discontinue operation from June 2 to Sept. 10, 1933, during regular Summer vacation; Juan Piza, San Juan, P. R., C.P. for new station to operate on 1290 kc., 500 watts, unlimited time; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., modification of C.P. extending completion date to June 10, 1933.



Also, WPFS, Buncombe Co. N.C., Police Dept., Asheville, N.C., modification of C.P. for slight changes in transmitter, and extending commencement date to April 25, and completion date to May 31, 1933; KGZN, City of Tacoma, Police Dept., Tacoma, Wash., modification of C.P. to make changes in equipment, change location and extend completion date to June 15, 1933; Press Wireless, Inc.: modification of CP's extending completion date from July 1 to December 1, 1933, for stations at Dallas, Tex.; Kansas City, Mo.; Denver, Minneapolis, Seattle, Salt Lake City, Washington, D. C., Atlanta, Ga., Memphis, Tenn.; WAFJ, WHU, WAFK, WHX, WAFL, WJC, WHS modification of C.P. to extend completion date from June 28 to December 1, 1933; WAFM, WHT, WAFN, WJA, WHY, WHV, same except from May 28 to December 1, 1933; WJU, Hicksville, N. Y., same except from June 1 to December 1, 1933; KGWE, Los Angeles, same except from July 1 to December 1, 1933.

Also, Boeing Airplane Co.: KHUBY, C-875-E, modification of license to add frequencies 3147.5 and 5122.5 kc.; Same for Boeing Air Transport, Inc. (52 Planes); National Air Transport, Inc. (27 Planes), Pacifid Air Transport, Inc., (12 Planes); Eastern Air Transport, Inc., NC-976-W, license, frequencies: 3105, 2922, 2946, 2986, 4122.5, 5652.5 kc., 15 watts; Charles A. Lindbergh, NR-211, license, frequency 333, 500, 3115, 5515, 8340, 12480 kc., 12 watts power; WPR, South Porto Rico Sugar Co., Ensenada, P. R., renewal of license 163 kc., 1½ KW, 5 KW.

Also, Government of Puerto Rico, Bureau of Insular Telg. WGS, Vieques, P. R., and WKZ, Same at Ceiba, P. R., renewal of licenses, 194 kc., 50 watts; W6XN, Transpacific Communication Co., Dixon, Cal., renewal of Spec. Exp. license, 7565, 7610, 10840, 15355, 15415, 21060 kc., 20 KW; KIFM, Pacific Alaska Airways, Inc., Fairbanks, Alaska, renewal of license 2648, 4125, 6570, 8015 kc., 200 watts; KIFM, Same, renewal of license 3082.5, 5692.5, 8220 kc., 200 watts; P. E. Harris & Co.: KGYL, renewal of license in exact accordance with existing license, 227, 274 kc., 100 watts; KPD, Hawk Inlet, Alaska, renewal of license in exact accordance with existing license 425, 500 kc., 100 watts; KJL, Same, False Pass, Alaska.

### Renewal Of Licenses

Renewed for the regular period: WCDS, Springfield, Ill.; WFBG, Altoona, Pa.; WHAT, Philadelphia; WIBX, Utica, N. Y.; WIL, St. Louis, Mo.; WJAC, Johnstown, Pa.; WJBW, New Orleans, WKBB, Joliet, Ill.; WLAP, Louisville, Ky.; WSJS, Winston Salem, N. C.; WTAX, Springfield, Ill.; WTEL, Philadelphia; KCRJ, Jerome, Arizona; KFGQ; Boone, Ia.; KGDE, Fergus Falls, Minn.; KGEK, Yuma, Colo; KGNO, Dodge City, Kans., and KGY, Olympia, Wash.

The Commission granted 498 amateur station licenses of which 393 were new, 23 renewals and 82 modifications.

### Set For Hearing

WARD (Formerly WCGU), United States Broadcasting Corp., Brooklyn, N. Y., modification of license to change hours of operation from sharing with WFOX, WLTH and WBBC, to unlimited time (facilities of WFOX, WLTH and WBBC); Press Wireless, Inc., San Francisco, license to use transmitter now licensed on frequency 3285 kc (to extend frequency range to 2900 kc); also same except for 3290 kc.; at Hicksville, N. Y., same (3290 kc.); also at Hicksville, same.

### Ratification of Acts of Commissioners

Action taken May 16: WNEA, Mackay Radio & Telg. Co., New York, granted 60 day authority to operate station aboard Vessel "American Cardinal", pending receipt of formal application 375 to 500 kc.; KGIR, KGIR, Inc., Butte, Mont., granted authority to take depositions of 15 witnesses located in Butte on May 22nd, in re Docket No. 2011; KFPY, Symons Broadcasting Co., Spokane, Wash., granted authority to take depositions of certain witnesses at Salt Lake City on May 20; Idaho Falls, Idaho on May 22, and Spokane on May 23rd in re Docket 2008; KELW, Magnolia Park, Ltd., Burbank, Cal., granted authority to take depositions of certain witnesses at Burbank, Cal., on May 22nd in re Dockets 1957 and 1964; WIEK, Atlantic Broadcasting Corp., New York, authorized to use broadcast pickup service on May 17 to 20 incl., frequency 2478 or 1542 kc., 50 watts; WLEW, Radiomarine Corp. of America, New York, authorized to use Station WLEW temporarily aboard Vessel "Malton", 375 to 500 kc., 50 and 200 watts; KDWP, Mackay Radio & Telegraph Co., San Francisco, granted temporary authority to operate aboard Vessel "W. S. Rheem", pending receipt of formal application frequency 375 to 500 kc., 500 watts; (Action taken May 17: KFPY, Symons Broadcasting Co., Spokane, Wash., granted special authority to operate a 10 watt crystal controlled oscillator on 1340 kc., between 2 and 7 A.M., May 17 to May 25th.

X X X X X X

### SWEDISH TELEPHONE BOARD ELECTS BEHN AS DIRECTOR

Stockholders of the L. M. Ericsson Telephone Company, at their annual meeting in Stockholm elected Colonel Sosthenes Behn, Chairman of the International Telephone and Telegraph Corp., a Director of the company and approved a change in the by-laws permitting International to own a 35 per cent voting interest in the company, against 20 per cent previous authorized.

Approval of the Swedish Government will be necessary to give effect to the action taken by the stockholders. International originally contracted to purchase an interest in the Ericsson company from the late Ivar Kreuger, and made a part payment of \$11,000,000 in cash. The deal was later abandoned, but the money was not restored by Kreuger, who shortly thereafter committed suicide, and International took possession of Ericsson shares held in escrow on its behalf by a Swedish bank.

X X XX X X X X