

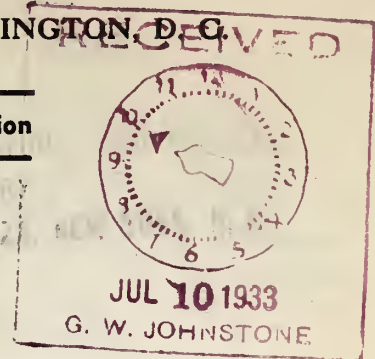
HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

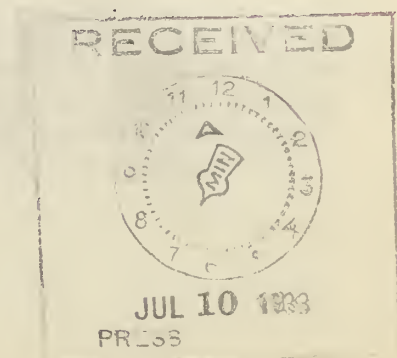
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No. 636



FEDERAL RADIO COMMISSION LOSES NO TIME IN MOVING

Once the Government order had been signed, the Federal Radio Commission began vigorous preparations for moving. These began following the Fourth of July holiday with the result that the Commission is now installed in the Architects' Building, a commercial structure, located at 18th and E Streets, N. W., in Washington. This is just a block south of where the Commission was formerly housed in the Interior Department at 18th and F Streets, N. W.

It will, however, take the Commission sometime to get unpacked and straightened around. Its next meeting will not be held until Tuesday, July 11th. With Judge E. O. Sykes, Chairman of the Radio Commission in Mexico for an indefinite period, and Commissioner Lafount in the West on an inspection trip, not much business is expected to be transacted and official routine at the Commission will be suspended for the Summer.

Nevertheless, it is expected that there will be always at hand at least two of the Commissioners and sometimes three. Commissioner Hanley has returned from Nebraska. Commissioner Starbuck expects to make an inspection of aviation facilities with regard to radio but will not do this for a month at least.

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ATWATER KENT OFFERS ALL-WAVE AND MOTOR MODELS

In a new combination broadcast and short wave console, Atwater Kent has just announced a new model reaching everything between 540 and 20,000 kilocycles and designed also to meet the more exacting demands of summer radio.

For six months the Atwater Kent engineers have been working to develop this set. The result is now available in the Model 808 console, or the same equipment can be obtained in a table model cabinet, with exactly the same chassis and full size speaker.

Announcement is also made of a new compact model presenting for the first time a five tube super-heterodyne giving full advantage of the 8½ inch Atwater Kent speaker.

A new A-K motor Model 424 auto-radio is said to be "as easy to install as a spark plug." One quarter-inch hole drilled in the dash bulk-head with a few twists of a couple of thumb screws completes the installation, with one connection to the battery, another to the antenna, and the hooking-up of the suppressors.

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BROADCASTERS IN DOUBT AS TO CODE PROCEDURE

Because of the fact that they are already licensed by a governmental body, the Federal Radio Commission, broadcasters are somewhat in doubt as to procedure in formulating a code of fair practice to present to the National Industrial Recovery Administration. They are, of course, anxious to comply with the law and to work in the fullest cooperation with General Hugh Johnson, but desire to avoid a possible conflict of authorities.

Broadcasters feel that they are almost in the same category with the railroads and other carriers operating under the supervision of the Interstate Commerce Commission. The question is being given careful consideration but thus far has proved pretty much of a problem. As soon as the National Association of Broadcasters reaches a conclusion on this, a committee will no doubt be appointed and the code will be formulated, but until that time, it is not expected that much progress can be made.

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GENE McDONALD JOINS FREE GOLD MARKET COMMITTEE

Naming E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation as a member of the Committee to establish a Free Gold Market in the United States, J. Chester Cuppia, Partner, E. A. Pierce & Co., announced that J. H. Rand, Jr., President of the Remington Rand, Inc., Governor Rolph, Jr., of California, Carle C. Conway, Chairman, Continental Can Co., and Gen. R. E. Wood, President, Sears, Roebuck & Co., of Chicago, were among other members of the committee.

A groundwork of research has been laid by the committee in the last four weeks. A special report on the operation of the free gold market in London has been obtained from a leading gold authority of Europe, Professor T. E. Gregory of the London School of Economics and Political Science of the University of London.

Investigation of the probable effect of a similar free gold market in the United States has been made by economists in this country. Conferences have been held with others who are interested in accelerating gold production in the United States by the grubstake movement which already has sent thousands of unemployed into our western hills to pan gold.

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NEW 500 WATT FOR PORTLAND, MAINE, RECOMMENDED

If the recommendation of Ellis A. Yost, Chief Examiner of the Federal Radio Commission, is followed, there will be a new 500 watt station established in Portland, Maine. It will be built by the Portland Publishing Co., publishers of the Portland Press Herald, the Portland Evening Express, and the Portland Sunday Telegram.

At the same time Mr. Yost recommended that the application of A. J. St. Antoine and E. J. Regan, of St. Albans, Vt., owners of Station WQDM, to change the station's frequency from 1340 kc., which the new Portland station would use, to increase the power to 1000 watts, be dismissed.

In the same case, the application of Charles W. Phelan, of the Casco Bay Broadcasting Co., a resident of Marblehead, Mass., would be denied if the recommendations of Chief Examiner Yost are followed. Also to deny the request of WFEA, the New Hampshire Broadcasting Co., of Manchester, N. H., for modification of construction permit to change its frequency to 1340 kc., which the new Portland station would have.

At the same time, Examiner Yost recommended that the application of WRDO, of Augusta, Me., to move to Portland, be denied.

Examiner Yost found that the operation of the proposed station by Mr. Phelan would cause blanketing interference to a substantial part of Portland, also to Station WSPD in Toledo.

Upon a comparative basis as to finances, program facilities, and affiliation plans, he found that the Portland Publishing Company is better qualified to serve the public than Phelan. Also that the prospective antennae system proposed by the Portland Publishing Company would provide maximum radiation and coverage in the Portland area and would reduce the probability of causing interference within the service area of WSPD, at Toledo.

Maine is due 2.2 units of radio facilities and is assigned 2.24 units.

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P. O. RULES ON FAN MAIL

Fan mail sent to feature writers in care of newspapers using their articles will no longer be forwarded to the writers without payment of additional postage, C. B. Eilenberger, Third Assistant Postmaster General has announced.

If the letters are put up in bulk packages, they may be remailed at the third or fourth class rate, according to their weight, but if they are opened, they must be re-mailed at the first-class rate.

The same ruling also applies to audience or fan mail sent originally to broadcasting stations and remailed to the headquarters of other stations of the broadcasting systems, or to advertising agencies, or sponsors of advertisers, irrespective of whether the letters are to be opened finally by the persons or concerns to whom they are remailed.

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RADIO INDUSTRY CODE MAY BE SEVERAL WEEKS IN MAKING

It was the opinion of Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, that the task of formulating a code of fair prices for the radio industry and its separate divisions for presentation to the National Industrial Recovery Administration will take at least three weeks. An outline of the code will be considered Monday at Buffalo at a meeting of the Board of Directors of the Association.

Just how it will be brought to the attention of the entire membership has not as yet been decided but there may be a meeting of the Association called to which all members would be invited.

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AL JOLSON STAGES COMEBACK

Apparently Al Jolson, who was not happily cast in his previous broadcasts, staged a comeback in his performance with Paul Whiteman's orchestra on the first two-hour radio commercial air show which made its debut recently. Following the performance he received a telegram from John S. Royal, Vice-President of the National Broadcasting Company in charge of programs, which read as follows:

"You are still what I have always thought the greatest entertainer in the world."

The next day Al received a letter from M. H. Aylesworth, the President of the NBC, which read:

"Dear Al:

"I was very proud of you last night and without question you did the greatest job you ever did on the radio and one of the greatest performances I ever heard.

"Naturally I was very pleased and want you to know that I am happy about it.

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MACKAY ENCOURAGING BUSINESS INCREASE

The business of the Mackay Radio and Telegraph Company has improved sharply since March and is well ahead of the corresponding period of 1932 and even ahead of 1931, according to A. Y. Tuel, Vice-President. Mr. Tuel attributed part of this improvement to the quickening of general business activity, part to the further extension of the facilities of the company such as the opening of point-to-point radio-telegraph circuits to Shanghai and several important points in Europe, and part to the acceptance given by steamship owners to Mackay Radio's new line of shipboard radiotelegraph equipment.

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FATHER OF NBC HEAD DIES

Dr. Barton H. Aylesworth, 73 years old, father of M. H. Aylesworth, President of the National Broadcasting Company, died in Denver, Saturday, July 1st. He was survived by his widow and a daughter, Mrs. A. W. Hahn, of Ft. Collins, Colo. also.

Dr. Aylesworth was born at Athens, Ill., and received his Bachelor of Arts degree, in 1879, from Eureka (Ill.) College. Many years later Bethany College gave him an honorary M.A., Drake University a Doctorate of Laws.

After serving as President of Drake University for eight years, 1889-97, Dr. Aylesworth was for two years pastor of the Central Church of Christ in Denver. From 1899 to 1909 he was President of the Faculty, and Professor of Political Economy and Logic at Colorado State Agricultural College. In 1910 he became a national lecturer and organizer for the National Woman Suffrage Association. He wrote "Thirteen and Twelve Others", and "Song and Fable". In 1882, he married Miss Georgia L. Shores.

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RADIO AND PHONOGRAPH TAX \$110,000

The Internal Revenue Bureau reports collections during May, 1933, of the Federal 5 percent excise tax on radio and phonograph records amounting to \$110,747.70. The May collections on mechanical refrigerators were \$376,188.35.

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NEW WLW ANTENNA MAST ALMOST AS HIGH AS EIFFEL TOWER

Have you noticed Station WLW, of Cincinnati, coming in clearer lately. The station is testing out its 831-ft. antenna tower, which is considerably higher than the Washington Monument, in fact is almost as tall as the Eiffel Tower.

The new tower is the first completed step in the 500,000-watt transmitter plant, now under way, which will make WLW, with the possible exception of a station which is said to be operating in Russia, the world's most powerful broadcasting station. Dr. Louis Cohan recently returned from that country declared that the Russian station is using 500,000 watts.

If so, it is considerably more powerful than any in this country, no station in the United States having exceeded 50,000 watts, except experimentally. Station XER, Dr. Brinkley's station, across the Rio Grande in Mexico is said to be using 80,000 and the Mexican government just issued a license for a 500,000 watt station at Matamoros, opposite Brownsville, Texas.

The new 831-ft. antenna tower has brought pronounced increased efficiency to WLW's present 50,000-watt transmitter. Powel Crosley, Jr., in the light of messages he has received from all parts of the country believes the tower has increased the signal strength of WLW from 50 to 100 percent.

A radical departure from the traditional in design, the new tower itself acts as the antenna.

At right angles with the surface of the earth rather than parallel with it as in the case of the old fashioned antenna, the structure radiates virtually all of the electrical energy carrying WLW's signal in waves parallel with the earth. With the older type of antenna much of this valuable energy was said to have been lost in space through being radiated directly upward.

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NORWEGIAN WANTS AMERICAN POLICE RADIO

Oslo (Norway) policemen may no longer complain of flat feet. They are to be given automobiles to ride in, and what is more, they are to be given radio-equipped squad cars similar to those used in Washington, D.C. and other American cities.

They are, that is, if Alf Bjercke, an Oslo councilman who was in the National Capital last week, fresh from a study of American crime-prevention methods, has his way. As a member of the Oslo council's police committee, Mr. Bjercke anticipates little difficulty in winning the city's governing body to his view of the effectiveness of the American radio car patrol.

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BROADCASTERS TO MEET AT WHITE SULPHUR SPRINGS

The Board of Directors of the National Association of Broadcasters has selected White Sulphur Springs, W. Va., as the place for the 1933 membership meeting of the Association. The dates selected are October 8, 9, 10 and 11.

A Committee will shortly be appointed by Alfred J. McCosker, of WOR, President of the NAB, to make the necessary arrangements and outline a program for discussion.

In recognition of the importance of broadcasting, Mr. McCosker was elected a Director of the Advertising Federation of America at its meeting at Grand Rapids. It is the first time that broadcasting has been awarded a place in the governing body of the Federation, which includes all important branches of the advertising profession.

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DECLARES WYNN NETWORK NOW HAS BARRELS OF MONEY

Apparently Ed Wynn's broadcasting chain has taken on new life. At least LeRoy Mark, of Station WOL, Washington, D.C. member of the proposed network, is optimistic.

"We expect to receive test programs within the next few days", Mr. Mark said. "Western Union wires have been installed and we will be able to hear the New York auditions sitting at our desks here in Washington.

"It wouldn't surprise me if the new network didn't begin to broadcast regularly on or before August 1st. The name of the new Chairman of the Board is to be announced soon. He is a man who is known from coast to coast and the members of the Board are cracker-jacks likewise.

"The new network now has barrels of money behind it and the Board of Directors will compare favorably with that of either of the major networks. Ed Wynn himself has spent upwards of \$50,000 in the venture and others are ready to back him up with whatever additional money is necessary.

"The studios in New York are completed. The equipment is Western Electric with the exception of the microphones which are RCA. The network is taking plenty of time to start but once it does, there will have to be no apologies to anybody."

Mr. Mark said that he had heard in New York that Ed Wynn was to receive \$250,000 for the moving picture venture which is taking him to the Pacific Coast.

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NEW AND RENEWED CONTRACTS OF COLUMBIA

SHELL EASTERN PETROLEUM PRODUCTS - Starts June 27, 1933; Schedule: Tuesday and Thursday, 7:30 to 7:45 P.M., 4 basic stations, 4 supp.; Listing - The Road Reporter; Agency, J. Walter Thompson.

HOUSEHOLD FINANCE CORP - Starts June 13, 1933, Schedule: Tuesday, 11:30 to 11:45 A.M., 15 basic stations, 5 supp.; Listing - "Household Happiness"; Agency - Charles Daniel Frey.

BARBARA GOULD, Inc. - Renewal, June 22, 1933; Schedule: Thursday, 10:45 to 11 A.M., 13 basic stations; Listing - "Have you Heard?"; Agency - Redfield-Coupe.

BOURJOIS, INC - Renewal - June 19th, 1933, Mondays 9:30 to 9:45 P.M., 12 basic, 6 supp. stations; Listing: "Evening in Paris"; Agency - Redfield-Coupe, Inc.

STERLING PRODUCTS, INC. - Renewal - July 3, 1933, Monday and Wednesday, 8:45 to 9 P.M. (3 days a week beginning Sept. 25th, Monday, Tuesday, Wednesday, 8:45-9:00 P.M.); Basic stations less Ft. Wayne, Minn; Listing - "Hot from Hollywood"; Agency: Blackett-Sample-Hummert.

RICHFIELD OIL CORP - New York City; Renewal - July 3, 1933; Mondays, 10 to 10:30 P.M., 11 basic stations, 6 supp.; Listing - "The Richfield Country Club (musical program); Agency - The Paul Cornell Co., Inc., New York City.

KING'S BREWING CO., Brooklyn, N. Y. - Starts Aug. 7, 1933; Monday and Wednesdays 7 to 7:15 P.M., WABC only; Listing - "King's Henchmen (Fred Berren's Orchestra, Chas. Carlisle); No agency.

HIRAM RICKER & SONS, South Poland, Maine; Starts June 27, 1933, Time: Tuesdays 9 to 9:30 P.M., WABC only; Listing: Script act; Agency - McCann Erickson, New York City.

THE FRIGIDAIRE CORP., Dayton, Ohio; Starts - July 14, 1933; Time Wednesday and Fridays, 10:30 to 10:45 P.M.; Basic stations, Don Lee plus 20; Listing: Frigidaire Program with Jane Froman and the Snow Queens (Wed.); Frigidaire Program with Howard Marsh and the Snow Queens (Fri.); Agency: The Geyer Co., Dayton, Ohio.

AMERICAN RAILWAYS (Joint Railroad Account) c/o the Caples Co., Starts June 29, 1933; Tuesday and Thursdays 10 to 10:15 P.M., 15 basic stations plus 10; Listing: "Westphal's orchestra, male chorus and dramatic dialogue; Agency: Caples Co., Chicago, Ill. (Change in time to Monday and Thursday, 9:45 - 10:00 P.M.)

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Mr. Essex gave credit to radio for aiding in putting over the Daily Times as a newspaper and Chicago's first tabloid in 1929, but stated that the amount of money spent since then for promotion over the air and the broadcasting of news flashes has not brought sufficient results to continue this affiliation. As far as news broadcasts are concerned, it was felt that the Daily Times was giving away what it should be selling, he said. The Daily Times news broadcasts over Stations WJJD, Chicago, and WINI (for WJFS, Gary), are likewise discontinued.

The Times is now the only Chicago daily without radio affiliation.

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LUCERNE CONFAB ENDS

International Radio Conference at Lucerne, Switzerland, called to revise the allotment of wavelengths, and which has been on since May 15th, has ended.

Russia refused admission to the 1927 Washington conference, had observers at Lucerne. Not being a member of the International Union, Russia could please itself in the matter of wavelengths and programs.

Final agreement arrived at was signed by representatives of 24 countries but must be ratified by respective governments before being made public. Meantime, European manufacturers of receiving sets have to wait for station-finding scales which the shuffling of wavelengths will change.

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RADIO PROGRAM FOUNDATION ISSUES PRINTED BULLETIN

Following the example of the National Association of Broadcasters and the American Society of Composers, which formerly issued only mimeographed bulletins, the Radio Program Foundation, of which Oswald F. Schuette is President, has begun issuing in printed form the first of what are known as "R.P.F. Program Bulletins".

The first bulletin sets forth the organization and purposes of the Radio Program Foundation, and the second described in detail the acquisition by the Program Foundation of the broadcasting rights of the Ricordi catalogue.

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NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - The Pepsodent Co., Chicago, Ill.; Agency - Lord & Thomas, Chicago, Ill.; Starts July 13, 1933, 7:45-8:00 P.M., daily except Sat. & Sun.; Network - WEA, WEEI, WJAR WTAG WCSH (WLIT Mon. and Wed. Fri.) (WFI Tues. Thurs. Sat.) WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WENR WOW WDAF; Program - "The Goldbergs" - dramatic sketch.

RENEWAL - Carnation Co. (Evaporated Milk), Milwaukee, Wis.; Agency - Erwin, Wasey & Co., Chicago, Ill.; Starts July 3, 1933, Mondays 10:00-10:30 P.M., EDST; Network - WGY WBEN WCAE WTAM WWJ WLW WENR KSD WOC WHO WDAF WTMJ; Program "Contented Program" - orchestra under direction of Morgan L. Eastman; Commodores Quartet, Lullaby Lady and Gene Arnold, narrator.

RENEWAL - General Foods Corp. (Diamond Crystal Salt); New York City; Agency - Benton and Bowles, New York City; Starts July 6, 1933, Thursdays 8:00-8:30 P.M., EDST; Network - WJZ WBZ WBZA WHAM KDKA WJR; Program - "Cape Diamond Light" - dramatic sketches.

RENEWAL - General Foods Corp. (Post Toasties), New York City; Agency - Benton and Bowles, New York City; Starts June 26, 1933, Mon. Wed. Fri., 5:45-6:00 P.M. EDST; Network - WEA, WGY WBEN WTAM WWJ; Program - "Paul Wing - The Story Man" - Children's stories written and dramatized by Paul Wing assisted by small cast.

RENEWAL - Same as two above (Maxwell House Coffee); Starts July 6, 1933, Thursdays 9:00-10:00 P.M. and 1:00-2:00 A.M. EDST; Network - WEA, WEEI, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WCKY, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF, WTMJ, KSTP, WRVA, WWRC, WIS, WJAX, WIOD, WFLA, WSM, WMC, WSB, WAPI, WJDX, WSMB, WKY, WBAP, KPRC, WOAI, KTBS 9:00-10:00 P.M.; KGO, KFI, KGW, KOMO, KHQ, KFSD, KTAR, KOA, KDYL, 1:00-2 AM; Last repeat coast program 1:00-2:00 AM will be Sept. 21; Beginning Sept. 28 repeat program to coast will be scheduled 9:00-10:00 P.M. EST; Program - "Maxwell House Show Boat Hour".

RENEWAL - Bayer Co. (Bayer Aspirin), New York City; Agency - Blackett-Sample-Hummert, Inc., New York City; Starts July 16, 1933; Time - Sunday 9:30-10:00 P.M. EDST; Network - WEA, WEEI, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WCKY, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF, WTMJ, CRCT, CFCF, KSTP, WRVA, WPTF, WJAX, WIOD, WFLA, WMC, WSB, WJDX, WSMB, KVOO, WKY, WFAA, KPRC, WOAI, KGO, KFI, KGW, KOMO, KHQ, KOA, KDYL; Program - "American Album of Familiar Music" - concert orchestra under direction of Gus Haenschen - with Frank Munn and Elixabeth Lennox and Ohman and Arden.

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In the Circuit Court at Newark, RCA lost a suit brought against the Arcturus Radio Tube Co., of Newark, for \$37,032, alleged to be due as royalties on tubes manufactured by Arcturus.

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