

# HEINL RADIO BUSINESS LETTER

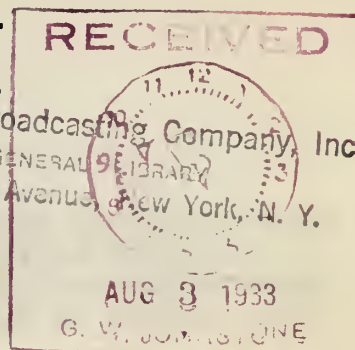
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INDEX TO ISSUE OF AUGUST 1, 1933.



Mexican Conference At Standstill.....	2
Hams Meet At World's Fair.....	3
100% Coverage Assured In Recovery Drive.....	3
RCA Victor Lifts Wages Another 10%.....	4
Chicago Sportswriters Use Portable Short Wave Sets.....	4
Radio Firms Merge.....	4
RMA Files Code For Radio Manufacturing Industry.....	5
Networks Show Time-Charge Gain.....	6
NBC New And Renewal Accounts and Program Changes.....	7
District Court Dismisses RCA Complaint.....	8
Press Wireless Turned Down On Land Radiotelephone.....	8
Amalgamated Opening August 15th - Maybe .....	9
State Control Over Radio In Denmark.....	9
Long Antenna Brings Efficiency.....	9
Canadian News Broadcasts Regulated.....	10
Knows Radio Code At 6.....	10
CBS New And Renewed Contracts And Changes.....	11

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No. 644



## MEXICAN CONFERENCE AT STANDSTILL

"Manana" seems to be the hope of the North American Radio Conference in Mexico City. According to the grapevine wireless, little, if anything, has been accomplished to date, "but maybe something will happen tomorrow." One report has it that an impasse has been reached.

All meetings are secret but it is said that the stumbling block - as had been predicted - is that Mexico and the Latin-American Republics want more frequencies than the United States is willing to give up. Also that they will not be satisfied with anything outside of the present broadcast band.

The only definite thing learned is that a dispatch has been received from James W. Baldwin, observer for the National Association of Broadcasters in Mexico City, that the Conference may end in two weeks.

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## HAMS MEET AT WORLD'S FAIR

An assembly of the highlighted figures of amateur and professional radio have been gathered for the world-wide radio amateur convention to be held in connection with the Chicago World's Fair on August 3rd, 4th and 5th. The schedule of events announced by the World's Fair Radio Amateur Council features many of the men best known in amateur radio, and a complete coverage of all the subjects of most interest to the hundreds of visiting amateurs expected to attend.

Also of predominant interest on the program is the world's championship code speed contests, from the finals of which is expected to emerge a new world's champion radio operator. The existing titleholder, Theodore R. McElroy, who won his laurels in 1922, will be present to defend the title. Elimination classes in which amateurs of all grades of experience will be permitted an equal chance in competition, will be held during the three days of the convention. Rufus C. Dawes, President of A Century of Progress, will present the newly made champion with a beautiful silver loving cup at a special ceremony following the finals.

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## 100% COVERAGE ASSURED IN RECOVERY DRIVE

So great was the response of the radio stations to the appeal to cooperate in Gen. Hugh S. Johnson's national recovery drive, that Phil Loucks, Managing Director of the National Association of Broadcasters, could just about get in the door of his office Monday. Two hundred letters from stations offering their services to the Government came in the first mail.

"One hundred per cent coverage is assured", Mr. Loucks said. "Already every station in Baltimore, Philadelphia, and other large cities nearby has been signed up. New England responded almost unanimously.

"We haven't had time yet to hear from many of the stations west of the Mississippi, but I am confident it will be a repetition of the response in the East."

The net result is that it will be impossible to listen to any program any time anywhere in the United States without at frequent intervals hearing special messages from General Johnson and how the national recovery drive is progressing.

It will assume the proportions of the war-time liberty loan campaigns, except that in those days there were not 600 broadcasting stations and no coast-to-coast networks to help pass the word along.

Among the stations which sent messages direct to the National Recovery Administration promising complete cooperation were:

WTNJ, Trenton, N. J.; WAAF, Chicago; WOR, Newark, N.J.; WAIU, Columbus, Ohio; WAWZ, Zarepath, N. J.; WHAT, Philadelphia; KSL, Salt Lake City, Utah; KMOX, St. Louis; KWK, St. Louis; WFBE, Cincinnati; WCKY, Covington, Ky.; WTEL, Philadelphia, WHP, Harrisburg, Pa.; WEXL, Royal Oak, Michigan; WADC, Akron, O.; WTBO, Cumberland, Md.; WSJS, Winston-Salem, N.C.; WBSO, Babson Park, Mass.; WKRC, Cincinnati; KFLV, Rockford, Ill.; WDEV, Waterbury, Vt.; WHEC, Rochester, N.Y.; WMBD, Peoria, Ill.; WBTM, Danville, Va.; WLW and WSAI, Cincinnati; KSTP, St. Paul; KSO, Des Moines; KGHI, Little Rock; WCSH, Portland, Me.; WJAR, Providence, R. I.; WNBZ, Binghamton, N. Y.; WHBL, Sheboygan, Wis.; WFBG, Altoona, Pa.; KFPM, Greenville, Texas; WLBZ, Bangor, Me.; WKBH, La Crosse, Wis.; WLTH, Brooklyn, N. Y.

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## RCA VICTOR LIFTS WAGES ANOTHER 10%

The RCA Victor Company, Inc., announced last week that effective yesterday (Monday) and pending establishment of a national code for the radio industry, the corporation will increase the wages of 5,600 employees another 10 per cent and put them on a forty-hour week basis. They will work eight hours a day, five days a week. This action follows the pay rise of 10 per cent on July 12, which was said to have cost the company \$10,000 a week.

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## CHICAGO SPORTSWRITERS USE PORTABLE SHORT WAVE SETS

A lightweight portable radio-telephone set is being used successfully for reporting news events by the Chicago office of United Press. The set, perfected in detail by Roscoe H. Johnson, chief operator of the central division of the U. P. weighs 35 pounds and is carried on the back of the operator. It has a sending range of about four miles, uses less than two watts of power and operates on ultra-high frequency waves.

The midget set received its first real test under actual reporting conditions when used by George Kirksey, U. P. sports writer, during the A. A. U. track and field meet in Chicago recently. Using the set, Kirksey was able to flash to his telegraph wire located in the press stand at Soldiers' Field the results of many events even before the A. A. timers could cover the distance from the finish lines to the judges' stand.

It is believed that the set will be particularly valuable in the covering of championship golf play as it will enable the reporter to transmit instantly the running story of the play from each hole to the telegraph wire operated from the club house. The network announcers use similar radio-telephone transmitters for broadcasting sports events.

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## RADIO FIRMS MERGE

Merger of the United States Radio & Television Corporation, Chicago, with Grunow Corporation, to form General Household Utilities Co., Chicago, has been approved by stockholders of the U. S. Radio & Television firm.

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## RMA FILES CODE FOR RADIO MANUFACTURING INDUSTRY

After many weeks of work by the Radio Manufacturers' Association Board of Directors and Code Committee, a national code for the radio manufacturing industry was filed Saturday, July 29, by the RMA with the National Recovery Administration.

Immediate application of the Association's code's labor provisions, which it is estimated would give work to 10,000 more radio factory employees and increase the industry's annual payroll by \$3,000,000, was asked.

Members and the industry were urged by the Board to make the wage increases and reduced working hours of the industry code operative on or before August 7th.

The Association also applied to the Government for immediate acceptance and operation of the industry code labor provisions. These are substantially those in President Roosevelt's voluntary code and of that submitted recently by the electrical industry.

The labor features of the RMA code, which would apply to all radio manufacturers including non-members of the Association and will be administered and enforced by the RMA, provide a 36-hour maximum week for factory workers. For all other employees except executive, administrative, research and engineering and supervisory employees and traveling and commission sales-people, a maximum working week of 40 hours is provided.

On wages the RMA code provides a minimum wage for factory employees of 40¢ per hour unless this rate per hour for the same class of labor on July 15, 1929, was less than 40¢ in which case the rate per hour shall be not less than the rate per hour paid on July 15, 1929, and provided also that in no event shall the rate per hour be less than 30¢. For all other employees, except commission sales-people, the Association code provides minimum wages at the rate of \$15 per week except that office boys and girls, learners and casual employees up to 5 per cent of the payroll may be paid 80 percent of these minimum wages.

Provision is made for adjustment of wages of employees above the minimum scale and also for extra-hour employment during seasonal peak periods.

The minimum wage and maximum working hour provisions of the Association code appear, to the RMA Board of Directors and the Code Committee, of which W. Roy McCanne of Rochester, N. Y., is Chairman, to be the best probably obtainable in order to secure prompt acceptance by the Government. The labor provisions were adopted by the Code Committee and approved by the Board of Directors after weeks of labor and consideration of literally bales of statistical and other data.

No date has yet been set for hearing by the National Recovery Administration on the Association code, but early response from the Government is expected to the RMA application to have the industry's code labor provisions become immediately operative and thus end operation of the Administration's voluntary code, which has been signed by a number of manufacturers.

The RMA code consists of general provisions affecting all radio manufacturers and also anticipates commercial use and, therefore, includes application to television. Various industry groups have additional chapters in the code containing provisions relating to their special interests. There are separate chapters for manufacturers of receiving sets, tubes, parts, cabinets and accessories, loud speakers, sound distribution equipment and fixed condensers. These group codes may be expanded later.

The code creates a Radio Emergency National Committee, composed of Chairmen of the RMA Divisions, with broad powers to administer the national code, both for Association members and non-members - anyone engaged in radio or television manufacture. It specifically provides that the code shall with the approval of the President be administered by the Radio Manufacturers' Association through its Radio Emergency National Committee and be applicable to all manufacturers of radio and television products. The Committee is given extensive powers to enforce all provisions of the code, including sales below cost of production, and all receiving sets below the proposed weighted average price. Provision is made for improving many merchandising practices and for collection of statistics with functions of certified public accountants to establish production costs and other necessary standards for all radio manufacturers.

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#### NETWORKS SHOW TIME-CHARGE GAIN

Network broadcasting made comparative gains in June, according to reports, not falling off as much as the usual seasonal amount. In comparison with June, 1932, the two principal systems sold 68.9 per cent as much time. For May the percentage was 63.0, and for April 61.6. January, 1933, at 70.3 per cent of January, 1932, made the best showing thus far this year.

National Broadcasting's time charges in June were 72.6 of those in June, 1932. In May they were 72.4 per cent, and in April they set a low at 61.6 per cent of the corresponding month in 1932. Columbia Broadcasting's time charges in June were 60.4 of those in June, 1932, against a low of 47.0 per cent in May.



Because of the 1932 peak of broadcasting, comparisons with the averages for four preceding years are more favorable than comparisons with 1932 alone - reversing the situation of newspaper and magazine lineage. In comparison with the four-year averages, June network broadcasting stood at 90.0 per cent, against May's 86.9 per cent. This is the first interruption in the long decline of broadcasting, which, on a basis of four-year averages, went on all last year and until May of this.

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#### NBC NEW AND RENEWAL ACCOUNTS AND PROGRAM CHANGES

RENEWAL - Kraft-Phenix Cheese Corp., Chicago, Ill. (Miracle Whip Salad Dressing); Agency - J. Walter Thompson Cop, 420 Lexington Ave., New York City; Starts Aug. 3, 1933, 10:00-11:00 P.M. EDST, Thursdays; Network - Basic Red, NW, SW, Orange, KOA KDYL; Program - Al Jolson, Paul Whiteman and his orchestra, and Deems Taylor, Master of Ceremonies.

CHANGE - Armour & Co., WJZ, Program - Phil Baker - "The Armour Hour Featuring Phil Baker", Friday, 9:30-10:00 P.M. EDST, on 7/21 and thereafter kill the following stations at 9:30-10:00 P.M. and add them at 1:15-1:45 Midnight EDST - KGO KFI KGW KOMO KHQ.

CHANGE - Julius Grossman, Inc. - WJZ; Program "Baby Rose Marie"; Sunday 12:00-12:15 Noon EDST; Program stopped during Summer, reinstate program starting September 10, 1933;

CHANGE - Harold F. Ritchie & Co. - WJZ; Program - "The Eno Crime Club", Tues. Wed. 8:00-8:30-P.M. EDST, Extend program from 9/5/33 up to and including 1/31/34.

NEW - William R. Warner Co. (Vince Mouth Wash), 9:00-9:30, 113 W. 18th St., N.Y.C. (Sloan's Liniment) 9:30-10:00; Agency - Cecil Warwick & Cecil, 230 Park Ave., N.Y. City; Starts October 11, 1933; Wednesdays 9:00-10:00 P.M. EDST; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WCKY (WENR 9:30-10:00) (WLS 9:00-9:30) KWCR KSO KWK WREN KOIL; Program - Vince Program John McCormack and orchestra; Sloan's Program - "20,000 Years in Sing Sing with Warden Lawes".

NEW - L. J. Fox, Inc. (Furs), 393 Fifth Ave., New York City; Agency - Peck Advertising Agency, 271 Madison Ave., New York City; Starts July 26, 1933; Wednesdays, 8:30-8:45 P.M. EDST; WEAJ only; Program - "Fox Fur Trappers" - Bert Hirsch, orchestra and male quartette.

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## DISTRICT COURT DISMISSES RCA COMPLAINT

The complaint made by C. Wood Arthur against the Radio Corporation of America in the Supreme Court of the District of Columbia has been dismissed. Mr. Arthur asked for a mandamus directing the Commission to cancel the licenses of the Radio Corporation and its subsidiaries on the grounds that the Federal Court of Delaware had found the RCA guilty of a practice that tended to a monopoly.

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## PRESS WIRELESS TURNED DOWN ON LAND RADIOTELEPHONE

The Federal Radio Commission has denied the application of Press Wireless, Inc., for experimental stations to be located in Hicksville, N. Y., Chicago and San Francisco for a radiotelephone press service. Seven circuits for international radiotelegraph service have been developed and are maintained by Press Wireless, but to date only two domestic circuits have been established.

In turning down Press Wireless, the Commission was of the opinion that it had not shown a need for the proposed new radiotelephone service; that the new service would not result in as efficient and as economical use of the very limited facilities to be drawn from as would the use of the telegraph system and that the press made by Press Wireless in the development of the domestic radiotelegraph press service, which the Commission had previously authorized, would not warrant the granting of additional facilities.

In the event the proposed domestic radiotelephone service brought satisfactory results, Press Wireless planned to enlarge the service to cover the area of the United States by the use of eleven transmitting stations.

Press Wireless, Inc., is a group composed of the Christian Science Monitor, New York Times, New York Herald Tribune, Chicago Daily News, Chicago Tribune, Los Angeles Times and the San Francisco Chronicle.

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## AMALGAMATED OPENING AUGUST 15TH - MAYBE

Ed Wynn wires from Hollywood that they are forcing him to sell his horse because it neighs when everything else out there, including Leo, the lion, yes-es.

Mr. Wynn declares things are progressing so rosily with his new amalgamated chain that the seven studios in New York occupying the fourteenth floor of the chain's new building will be completed today, August 1st.

As yet the opening date of the network has not been definitely set. LeRoy Mark, of Station WOL, the Amalgamated's outlet here, said his guess would be about August 15th.

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## STATE CONTROL OVER RADIO IN DENMARK

Governmental control over radio broadcasting operations in Denmark, which ranks first among nations in the number of receiving sets in proportion to population, is said to be giving complete satisfaction. Furthermore the control system is self-supporting financially, says the Department of Commerce.

Danish broadcast programs are controlled by a supervisory board of 15 members which accepts suggestions from civic organizations which have been formed for the purpose of seeking an improvement in radio programs.

Receiving sets are licensed at about \$1.75 a year and the broadcasting monopoly receives the entire sum. In most European countries the government levies a tax on receiving sets.

There is about one receiving set for each seven persons in Denmark, while in the United States the estimate is one set for eight and a third persons.

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## LONG ANTENNA BRINGS EFFICIENCY

The most efficient radio ship in the Coast Guard Service is the "Mojave". This is believed to be caused by the fact that the "Mojave's" antenna length is approximately twenty-eight feet longer than any other vessel's in the Coast Guard Service.

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## CANADIAN NEWS BROADCASTS REGULATED

Instructions have been issued to all radio broadcasting stations in Canada that they will not be allowed to broadcast news items other than those provided by the Canadian Press or some other licensed news agency in the Dominion of Canada. At the time, Canadian Radio Broadcasting Commission was furnished with news bulletins for two five-minute broadcasts daily, including Sunday.

According to the new regulations, which the Radio Commission has circulated to all stations, including those not yet taken over by the commission, a basic news bulletin service will be distributed from Toronto, head office of the Canadian Press, to be augmented by regional news items at such centers as Halifax, Montreal, Ottawa, Winnipeg and Vancouver.

These broadcasts are being used on the Commission's chain of some 20 stations, and made available to all independent stations that apply for the service from the nearest Canadian Press bureau.

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## KNOWS RADIO CODE AT 6

Six-year-old Elmer Pendleton, of Columbus, O., according to an Associated Press Dispatch, has never been to school and does not know his A, B, C's, but he can send eight words a minute with a telegraph instrument.

Young Pendleton has to increase his speed to only 10 words a minute to qualify for a Department of Commerce license as a radio operator.

The boy began learning to use the code when 4 years old, when his father installed an instrument and began teaching him the dots and dashes.

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Edwin M. Whitney, member of the production staff of the National Broadcasting Company in New York, was married to Miss Emma M. Bolenius, of Lancaster, Pa. last Saturday at the Trinity Lutheran Church, of Lancaster. The Rev. Dr. Aden McIntosh, pastor of Trinity Lutheran, officiated.

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## CBS NEW AND RENEWED CONTRACTS AND CHANGES

RENEWAL - Kolynos Sales Co., 536 Lake Shore Drive, Chicago, Ill.; Blackett-Sample-Hummert (Agency), 230 Park Ave., N.Y. City; Program - Just Plain Bill, Mon, through Friday, 7:15-7:30 P.M.; 13 basic and 1 supp. stations.

NEW - General Foods Corp., 250 Park Ave., New York City; Agency - Young & Rubicam, 285 Madison Ave., New York City; Program - All American Football Show, Friday 9:30-10:00 P.M., basic, Don Lee, 11 supp. stations.

RENEWAL - Gold Dust Corp., 88 Lexington Ave., New York City, Agency - Batten, Barton, Durstine & Osborn, 383 Madison Ave., N.Y. City; Monday through Friday 9:15-9:30 A.M., Stations: 7 basic plus 4 supp.; Listings: Goldie and Dustie and the Silver Dust Twins.

NEW - I. J. Fox Co., 393 Fifth Ave., New York City; Started July 25, 1933; Tues. and Friday, 8:00-8:15 P.M., WABC only; Program - Fox Fur Trappers; Agency - Peck Advertising Agency, 271 Madison Ave., New York City.

### RENEWAL:

P. Lorillard & Co., 119 West 40th St., New York City; Wednesdays 10:00-10:30, 22 basic stations plus Don Lee plus 44 supp. Agency - Lennen & Mitchell, 17 East 45th St., New York City; Listings: Old Gold.

CHANGES: Frigidaire Corp., Wed. & Fri., 10:30-10:45, add Waterloo, Rochester, Bridgeport, Nashville, Columbus, Montreal & Toronto.

King's Brewing Co., Mon. & Wed., 7:00-7:15 P.M. After July 31st change to Monday only 6:45-7:15 P.M.

Barbasol Co., Mon. through Friday 8:00-8:15 P.M. After Sept. 11 change to 8:15-8:30 P.M.

Tidewater Oil Co., Mon. Wed. Fri., 7:30-7:45 P.M. After July 10th add Bridgeport and WPG.

Gulf Refining Co. Wed. Fri. 9:00-9:15 P.M. after July 12th add Glens Falls;

American Home Products, Sunday 2:00-3:00 P.M. after Sept. 24th change to 1:30-2:30 P.M.

### Works

RENEWAL - Acme White Lead & Color, Detroit, Mich.; Agency - Henri Hurst & McDonald, Detroit, Mich; Program - "Smiling Ed McConnell"; Sundays 6:00-6:15, 16 basic, 15 supp. and Don Lee stations;

RENEWAL - Spool Cotton Co., 350 - Fifth Ave., New York City; Agency - Paul Cornell Co., 580 Fifth Ave., N.Y. City; Program - "Threads of Happiness", Friday 9:15-9:30 P.M., Basic, Don Lee, and 18 supp. stations.

RENEWAL - National Oil Products Co., Harrison, N. J.; Chas. Dallas Reach, Newark, N. J. (Agency); Program - "Big Freddy Miller", Tues., Thurs. Fri., 11:15-11:30 A.M., WABC only.

NEW - Sterling Products, Inc., Wheeling, W. Va.; Agency - Blackett-Sample-Hummert, 230 Park Ave., N. Y. C.; Program - "Jack Armstrong - All American Boy", Mon. to Friday, 5:00-5:15 P.M., 12 basic;

NEW - Buick-Olds-Pontiac Sales Co., Detroit, Mich.; Agency - Campbell-Ewald, Detroit, Mich., "Ted Husing and Leon Belasco", Tues., Thurs., 10:30-10:45 P.M., 21 basic stations, 18 supp. and Don Lee.

NEW - Buick-Olds-Pontiac Sales Co., Detroit, Mich.; Agency - Campbell-Ewald, Detroit Mich.; Program - "Don Ross, the Pontiac Minstrel", Tues. - Thurs., 2:30-2:45 P.M.; 15 basic, 24 supp. stations and Don Lee.

NEW - Hecker H-O, Buffalo, N. Y.; Agency - Erwin Wasey & Co., 450 Lexington Ave., New York City; Mon. to Fri. inclusive, 6:15-6:30, and Mon. Wed. Fri., 5:45-6:00 P.M. PST, "H-Bar-O-Rangers". ✓

RENEWAL - Continental Baking Corp., New York City (Wonder Bread); Time - Mon. Wed. Fri., 8:00-8:15 P.M.; Program - "The Happy Wonder Bakers", trio and orchestra.

NEW - The Centaur Co., New York City (Fletcher's Castoria), starts October 4, 1933; Time: Wednesday 8:30-9:00 P.M.; Program -- Music and script; Agency - Young & Rubicam, New York City; Stations - 20 basic, Don Lee, 16 supplementary. ✓

CHANGES; Oldsmobile, Tues. Thurs., 10:30-10:45 p.m., beginning August 1, is adding Bangor, Rochester, Fort Worth;

Pontiac, Tues. Thurs., 2:30-2:45 p.m., beginning Aug. 1 is adding Toledo.

P. Lorillard - Wednesday, 10:10:30 P.M., beginning August 9 is adding Richmond.

General Mills - Wheaties - on July 31 the program was changed from "Skippy" to "Jack Armstrong - All American Boy."

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