

HEINL RADIO BUSINESS LETTER

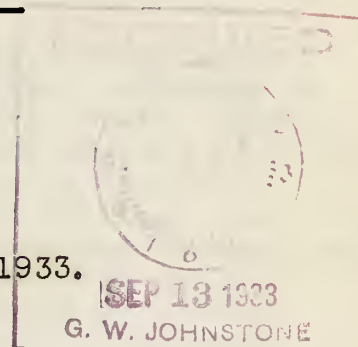
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INDEX TO ISSUE OF SEPTEMBER 12, 1933.



No Enthusiasm Over NRA Broadcasters' Labor Advisor Selection.....	2
O. H. Thinks Up Presidential Electron Pencil Idea.....	3
Storm-Hit Radio Stations To Be Repaired.....	3
Swiss Hamstring Political Broadcasters.....	4
Cupid Captures Two Presidential Announcers.....	4
No Action Taken in WMCA Case.....	5
Boston Television Company Turned Down.....	5
Things Pick Up For Crosley.....	6
Students Reveal Radio Favorites.....	6
Armistice In New Orleans Radio Feud.....	7
Pacific Coast Newspaper Acquires Second Station.....	7
Negro Radio Parson Baptizes 135 Before Mike.....	7
New Comedy Spoofs Radio Advertising.....	8
Business Letter Notes.....	9
Radio Industry Nearing End Of Slump.....	11
Business Machines Corporation Acquires Radio-Type Patents.....	11
NBC New And Renewal Accounts.....	12

NO ENTHUSIASM OVER NRA BROADCASTERS' LABOR ADVISOR SELECTION

There were no cheers from the organized broadcasters over the appointment by the NRA of Edward Nockles, Secretary of the Chicago Federation of Labor, as Labor Advisor on the Broadcasters' Code. In fact, if the big broadcasters had had anything to say about it, Mr. Nockles, who has been more or less of a thorn in their sides, would probably been about the last man they would have chosen. Up to this time the National Association of Broadcasters' Code Committee had expected that the public hearing on the Code Wednesday, September 20, would be more or less of a routine matter and that the Code might be approved with few changes. With the possibility of Nockles as Labor Advisor occasionally throwing a monkey-wrench into the machinery, things may not go along so smoothly for the broadcasters.

Ed Nockles became a belligerent figure in the broadcasting field when he began his fight to secure a clear channel and 50 KW power for WCFL, the Chicago Federation of Labor station. While he hasn't secured a clear channel, WCFL now has what amounts to the same thing, unlimited time with only one other station on the channel and that one located on the Pacific Coast, KJR at Seattle.

Station WCFL, because of Nockles' efforts, has been authorized to increase its power from $1\frac{1}{2}$ to 5 KW, and it is believed it can have 50 KW as soon as Nockles can raise enough money to build that size station.

Nockles, a fighting labor man and stormy petrel, has been known as one of "Mother Jones' boys", having been a close friend of the feminine leader and brought up on her doctrines. He is earnest in his efforts, very radical, and has always taken the part of the smaller and independent stations. The latter leads to speculation on the possible attitude he may have in the Broadcasters' Code on the proposition of barring phonograph records, a thing advocated by the music publishers and musicians, which it is claimed would put many of the smaller stations out of business.

The last spectacular appearance of Nockles in the broadcasting field was when he appeared along with Oswald F. Schuette as an intervenor in the complaint to the Federal Radio Commission against granting a renewal of licenses to NBC stations following the RCA suit at Wilmington.

A meeting of the National Association of Broadcasters' Code Committee will be held in Washington, Monday morning, September 18, at 10 o'clock. Stations desiring to present suggestions relating to the Code may do so either by appearing

personally at the Code Committee meeting, or by submitting the suggestions in writing.

A meeting of all members of the Radio Manufacturers, also non-members, for information and guidance in connection with their Code - which is that of the electrical manufacturers - is expected to be held at an early date. This follows a conference just held in New York which received a report of the RMA Committee which has been conferring with a Committee of the National Electrical Manufacturers' Association regarding administration of the Code.

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O. H. THINKS UP PRESIDENTIAL ELECTRON PENCIL IDEA

It took O. H. Caldwell, former member of the Federal Radio Commission, whose fertile brain appears to be second to none on earth when it comes to electrical publicity stunts, to think up the idea of having President Roosevelt open the New York Electrical and Radio Show from the White House Wednesday, September 20 by writing with a pencil of electrons.

The President's handwriting will be reproduced by the electronic telautograph on the fluorescent screens of a number of cathode-ray tubes in New York. At present some ten words can be seen on the fluorescent screen at one time. As the eleventh word is being written, the first has faded out.

One of the future applications of this device which suggests itself, is noiseless instructions to broadcasting artists.

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STORM-HIT RADIO STATIONS TO BE REPAIRED

The Public Works Administration has appropriated \$22,525 to repair radio and radio compass stations damaged by the three-day storm which recently lashed the Atlantic Coast.

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SWISS HAMSTRING POLITICAL BROADCASTERS

The Swiss Broadcasting Society and the Swiss Government have issued the following regulations in connection with political broadcasting:

1. Opposing views may be broadcast before each federal election provided that the two views are given on the same day, and that they follow each other immediately.
2. The duration of the two talks is limited to 60-70 minutes at the very most.
3. The two lecturers will interchange their manuscripts.
4. It is prescribed that the lecturer who speaks in favor of the project adopted by the Federal Chamber (the Swiss Congress) will speak last.
5. The opposing viewpoints must be given during the week preceding the election.

The Swiss Broadcasting Society is still studying the possibility of broadcasting controversial discussions of political, economic and other subjects of general interest. It seems that even in highly democratic Switzerland, free speech by radio is subject to severe limitations.

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CUPID CAPTURES TWO PRESIDENTIAL ANNOUNCERS

Romance invaded National Capital studios when on the heels of the revelation that Herluf Provensen, who gained fame as NBC Presidential announcer, was soon to be married, came the news that Robert Trout, Columbia Presidential announcer was to be married the next day. Thus it seems that Columbia does not intend to allow NBC to outdo it in anything.

Mr. Provensen, who later became Assistant NBC manager in Washington, will marry Miss Hester Beall, an NBC studio hostess, who it develops captured his heart some three years ago. The wedding will take place prior to his leaving the Capital to become the new Manager of Station WLBW at Erie, Pa.

Mr. Trout married Miss Margaret Burt of the Mayflower Hotel in Washington. He was formerly connected with the old station WJSV in Washington, has done very satisfactory work at the White House, and is highly regarded personally by President Roosevelt, just as Mr. Provensen was by President Hoover.

Provensen and Trout, who probably are personally acquainted with as many statesmen as any two men in the broadcasting industry, are likewise extremely popular among their colleagues. They were considered two of the most hardened radio bachelors and the ease with which they capitulated to Cupid came as a complete surprise.

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NO ACTION TAKEN IN WMCA CASE

No action was taken by the Federal Radio Commission at its meeting Tuesday (September 12) in the case of the leasing of Station WMCA by Donald Flamm to the Federal Broadcasting Company, of which former Governor Alfred E. Smith, of New York, is the Chairman.

The question of approval of the deal has been passed to the Legal Division for an opinion which as yet has not been forthcoming.

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BOSTON TELEVISION COMPANY TURNED DOWN

The Federal Radio Commission has denied the application of the Shortwave & Television Corporation of Boston for an experimental license for Station W1XG. Likewise the Commission denied the application for renewal of a special experimental license of the Company's Station W1XAU, sustaining Examiner Elmer W. Pratt.

The Shortwave Broadcasting Corporation of Boston was granted an application by the Commission for an experimental relay broadcasting license for Station W1XAL. In doing this the Commission reversed the recommendation of Examiner Elmer Pratt.

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Station WOR now takes the automatic time-signal service via Western Union direct from the Naval Observatory in Washington.

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THINGS PICK UP FOR CROSLLEY

Five hundred and sixty-one persons have been added to the payrolls of the Crosley Radio Corporation since August 1, Powel Crosley, Jr., President of the company, reports.

This increase of 39 percent during the past 25 days brings the total number of persons now employed by the Crosley corporation to 1,988. The Crosley company will pay its employees more than \$160,000 in wages and salaries for August, Mr. Crosley estimated.

Production is being increased steadily and we expect, shortly, to be building between 2,500 and 3,000 units daily", Mr. Crosley stated.

The Crosley company at this time last year was manufacturing approximately 250 sets daily as compared with its current production of nearly 2,000. More than 250 percent more persons are now at work in the Crosley plant than were on its payrolls last August.

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STUDENTS REVEAL RADIO FAVORITES

A survey was made by Kermit Hewes among 1000 High School students in Belleville, N. J., as to the radio programs they liked best. The first question was:

"Who is your favorite radio performer?" Here is the High School reply: Eddie Cantor, Bing Crosby, Kate Smith, Jack Pearl, Guy Lombardo's Orchestra, Lowell Thomas, Ed Wynn, Rubinoff, Gracie Allen and Rudy Vallee.

The High School mind votes for the comedian as the most popular type of entertainer. Musicians are second, crooners third and commentators on current events are fourth. It is quite evident from the results of the questionnaire that girls listen more than boys. The girls are attracted by the romantic and sentimental broadcasts, while the boys favor humor and adventure. The dramatic broadcasts of life at Sing Sing by Warden Lawes had a greater appeal for girls than for boys, according to the Hewes survey.

Then this question was asked, "What programs are most beneficial in school work?" The answers were: "Lowell Thomas, 'The March of Time'; Edwin C. Hill, Boake Carter, French class; 'Roses and Drums' sketch; 'Great Moments in History', sketch; music; H. V. Kaltenborn's current events and history programs."

School subjects in which aid is received from radio include history and civics, problems of American democracy, music appreciation, French, English, public speaking, science, physical Education, German, Spanish and dramatics.

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ARMISTICE IN NEW ORLEANS RADIO FEUD

Newspapers and radio stations in New Orleans, long antagonistic because of alleged "pirating" of news by the stations, buried the hatchet last week to effect the return of Michael Pritchard, 16 year old son of Captain Arthur Pritchard, manager of Station WWL, who ran away from home because he had "failed school examinations."

A photograph in the New Orleans Item resulted in the boy being found in Opelousas, La., nearly 200 miles from New Orleans, 24 hours after he disappeared. Policemen in the Louisiana town recognized Michael from the three-column cut appearing in the Item and held him until Captain Pritchard arrived.

That night Station WWL, which had broadcast descriptions of the boy to no avail, thanked the Item over the air for the newspaper's cooperation.

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PACIFIC COAST NEWSPAPER ACQUIRES SECOND STATION

Having operated Station KGW in Portland, Ore. for some time, the Portland Oregonian, one of the best known newspapers on the Pacific Coast, has now acquired KEX, a second station in Portland from the National Broadcasting Company.

Because of the Oregonian's successful development of the Station, KGW is the better known of the two stations in the East, but as a matter of fact, KEX broadcasts with 5000 watts on a clear channel 1180 kilocycles, and is the most powerful station in the Pacific Northwest. KGW is on a regional channel, 620 kilocycles, and uses 1,000 watts.

Paul R. Heitmeyer, whose management of KGW has proven highly satisfactory to its owners, will likewise take over the direction of KEX as well.

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NEGRO RADIO PARSON BAPTIZES 135 BEFORE MIKE

It remained for Elder Solomon Lightfoot Michaux, negro revivalist, who is regularly heard over the Columbia network from the National Capital, to put one of his annual "baptizings" on the radio. There were 135 white-robed candidates. The Potomac River was used for the ceremony, and there was an audience estimated at 10,000.

Motorboats carried radio operators and announcers. Elder Michaux, following his sermon from the barge to a radio audience on WJSV in Washington and the Columbia network, in a black gown and aided by three others similarly clothed, waded between a double line of white-robed masculine candidates to the baptismal spot where men in rowboards held microphones and a dozen motion picture cameras were trained upon him.

Women of every age and size passed through the watery line, swimming, floating, shouting, wading, waving hands in response to the elder's exhortation, until he clasped them in his arms and dipped them beneath the Potomac's muddy waters. Up they came, shouting, splashing, leaping, waving hands and praising Heaven, while the choir chanted incessantly, "O Wonderful Freedom."

Men who had formed the double column broke ranks and came to be baptized too, leaving the barge fifty yards away.

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NEW COMEDY SPOOFS RADIO ADVERTISING

A play, "The Sellout", by Albert G. Miller, which has just opened at the Cort Theatre in New York, puts radio advertising on the griddle. Likewise, Brooks Atkinson, dramatic critic of the New York Times is somewhat caustic in his review of the comedy, which follows, in part:

"No one who has inadvertently turned on the radio this Summer will begrudge Albert G. Miller his envenomed barks in 'The Sellout'. Mr. Miller is a young man who has written radio scripts for some of the biggest accounts. Gossips who are acquainted with the thinkers who are responsible for the nightly squalor of the air report that Mr. Miller's play reproduces the fact and spirit of one of the best-known advertising agencies.

"Beginning with the conference room of the Francis R. Gates advertising agency, Mr. Miller records the progress of a radio program. Having been commissioned to publicize Splitz beer, the Gates agency assembles a series of dramatized detective stories. Most of the second act reveals a rehearsal in the audition-room with all its grotesque sham of sound devices and turgid actors. Mr. Miller is a constructive calumniator. Perceiving the similarities that exist between radio advertising and racketeering, he sells the Gates agency to a needle beer baron in the second act. With his experience in conducting business at the point of a revolver Big Mike Angelino knows how to keep newspaper critics friendly and how to revenge himself upon clients who criticize their programs."

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: BUSINESS LETTER NOTES :
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Not only has Ota Gygi, Vice-President, declared that the Amalgamated Broadcasting System (Ed Wynn's) will positively begin its Atlantic Seaboard network broadcasting Monday, September 25th, but thereafter it will go on a 15 hour (9 A.M. to midnight) daily schedule. The stations are WBNX, N. Y. (consolidation of WCDA-WMSG-WBNX), Trenton; WTNJ, Philadelphia; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore, and WOL Washington. A supplementary network, WCNW, Brooklyn, WFAS, White Plains, WCAM, Camden, WCAP, Asbury Park, and WJBI, Red Bank, will next be put into operation, Mr. Gygi said, and in the meantime would receive occasional programs from the ABS.

Mr. Wynn will have to miss the grand opening because of the delay in finishing his picture in Hollywood.

Owen D. Young will discuss "Wages and Savings under NRA" next Wednesday evening (WJZ network - 8:15 o'clock EST).

Frank A. Arnold, Vice-President of Albert Frank-Guenther Law, Inc., will deliver the opening lecture on September 26th in the Radio Advertising course at Northwestern University, Chicago. His subject, "How Radio is Organized will sketch the historical background and rapid development of radio as an advertising medium and will describe the present set-up of the business. Mr. Arnold's book, "Broadcast Advertising, the Fourth Dimension", will be the textbook used by the class.

M. H. Aylesworth, of the NBC, has been appointed one of the marshals in the New York NRA parade; also Charles Winneger, and Al Jolson and his wife, Ruby Keeler.

Mr. Aylesworth will be the principal speaker at the Financial Advertisers' Association dinner in New York this week.

The French Government has granted newspapers and news agencies the right to install their own wireless receiving and sending apparatus for the exclusive exchange of press messages.

With the approval of the school authorities, school children will listen ten minutes every morning to educational broadcasts of the San Francisco Call-Bulletin over Station KPO.

NBC is to move into Radio City soon. There will be 27 radio studios in the new quarters in addition to all theatres being wired for broadcasting. There will be ample provision for visitors desiring to witness broadcasts, with long glass run-ways through which they may watch the performances.

Marconi will be here just in time to be the central figure in Radio Progress Week, October 2, with probably a big dinner tendered to him by the industry in New York in addition to his presence at "Marconi Day" at the Chicago Fair.

J. C. Cummings of Station WOAI died in San Antonio September 3rd, after an illness of several months.

A special committee to study engineering developments in connection with police radio has been organized by Chairman Virgil M. Graham of the Association's (Radio Manufacturers') Standards Committee, consisting of L. F. Jones, of Camden, N. J., E. L. Nelson, of New York, T. J. Scofield, of Jackson, Mich., W. E. Poor, of New York, L. F. Curtis, of Springfield, Mass., David Grimes, of New York and Dr. C. G. Jolliffe, Chief Engineer of the Federal Radio Commission, guest member.

"Further curtailment on the use of the newspaper to promote, at a minor expenditure of money, public interest in radio programs which net broadcasters large sums is under consideration in at least one metropolitan center, a representative of Editor & Publisher has learned", according to that publication.

"Newspaper advertising executives are studying ways of checking the practice of using a two-inch advertisement in newspapers to build up a program on which upwards of \$300 for each broadcast is spent. This practice, particularly onerous to newspapers in political advertising activities where candidates spend a few dollars in newspapers and hundreds in radio broadcasting and then expect the press to carry the story of the broadcast as news, was described by one advertising manager as another example of radio's 'leeching on the newspapers.'"

"One of the proposals under consideration is to start action through providing that a two column by five inch advertisement be the minimum size copy permitted when the advertiser seeks to build up a radio program."

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RADIO INDUSTRY NEARING END OF SLUMP

That the long suffering radio industry is approaching a sounder position is suggested by the Standard Statistics Co. of New York, in a current survey, which says:

"During late boom days there were upward of 300 recognized radio manufacturers. Today there are less than 60, of which 10 per cent are believed to account for 95 per cent of total business. With distress stocks now understood to be fairly well liquidated, the belief prevails that prices will be marked up 20 per cent to 33-1/3 per cent on models for the coming season, which should at least offset increased costs under NRA. September should witness a sharp pick-up in production in preparation for the active Fall season.

"While the virgin market has narrowed, there are about 22,000,000 wired homes and 6,000,000 homes not wired for electricity in this country. It is estimated that about 17,000,000 homes are now equipped with radios, of which at least half are over three years old, suggesting a good replacement market as buying power expands.

"Furthermore, close trade observers look for an active market in automobile radios next year. Some 200,000 motor car sets were sold in 1932, and the 1933 market is placed at 300,000 to 400,000 units."

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BUSINESS MACHINES CORPORATION ACQUIRES RADIO-TYPE PATENTS

Instantaneous written communication between business departments by "micro-wave" radio will shortly be available to business men, Thomas J. Watson, President of International Business Machines Corporation stated in announcing its acquisition from Radio Industries Corporation of patents on the radio-type, a means of transmitting graphic intelligence by radio or wire.

"The radio-type consists of an electric typewriter with a compact transmitter attached, which is synchronized with a similar installation at some remote point", Mr. Watson continued. "When the transmitting machine is operated, impulses are conveyed to the receiving machine, either by radio or wire, and the operation is reproduced. Not only printing operations but any others, such as back-spacing, tabulating, shifting for capitals, are duplicated on the receiving machine.

"The radio-type can operate at any distance to which radio-waves or wires can reach, it was stated, and is particularly adapted to the micro-waves of very short length, experiments with which were recently revealed by Guglielmo Marconi. A sending set

able to transmit impulses several hundred miles over these wave lengths would be scarcely larger than an ordinary midget radio set. The power of a flashlight battery will transmit the impulses several miles. A peculiarity of the micro-waves is that several thousand stations can be operated on a wave-band between, say, 3 and 5 meters, thus avoiding overcrowding."

Walter S. Lemmon, President of Radio Industries Corp., and the developer of the radio-type, will become head of this division in International Business Machines Corporation and the group of engineers who assisted in the development work will be attached to the department under Mr. Lemmon's supervision.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Smith Brothers (Cough drops and syrup), Poughkeepsie, N. Y.; Agency - Homman Tarcher & Sheldon, 500 Fifth Ave., New York City; Starts - October 3, 1933, Tuesday, 8:45-9:00 P.M.; Network WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK WKCR KSO KOIL WREN. Program - "Smith Brothers - Trade and Mark", Billy Hillpot and Scrappy Lambert and small orchestra.

NEW - Johns-Manville, Inc. (Insulating, Roofing, Flooring, etc.), New York City; Agency - J. Walter Thompson Co., 420 Lexington Avenue, New York City; Starts - September 25, 1933, Monday 8:30-9:00 PM, 12:00-12:15 Midnight; Network - 8:30-9:00 WEAJ WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN WTAM WWJ WLW WMAQ KSD WOC WHO WOW WDAF WRVA WIS WJAX WIOD WFLA WSM WMC WSB WSMB WKY KPRC KOA KDYL; 12:00-12:15 Midnight KGO KFI KGN KOMO KHQ KFSD; Program - Victor Young's Orchestra and Floyd Gibbons.

NEW - Sealed Air Corp. (Piston Rings), Muskegon, Mich.; Agency - Grace & Holliday, Detroit, Mich.; Starts - October 30, 1933, Monday, 8:00-8:30 P.M. WJZ WBZ WBAL WBZA WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK WKCR KSO KOIL WREN WSM WMC WSB WAPI WJDX WSMB KVOO WKY WFAA WBAF KPRC WOAI KTBS KTHS WTMJ WIBA KSTP WEBC WDAY KFJR; 8:00-8:30 - KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ KTAR; Program - "Sealed Air Side Show" - Cliff Soubier, Barker; Morin Sisters, Kings Jesters, and Harold Stokes' Orchestra.

NEW - Vadsco Sales Corp. (Djer Kiss Perfume), New York City; Agency - L. H. Hartman Co., Inc., 444 Madison Ave., New York City; Starts - September 13, 1933, Wednesday, 7:30-7:45 P.M.; Network - WJZ WBAL WMAL; Program - "The Djer Kiss Recital with Cyrena Van Gordon"

NEW - General Foods Corp. (Jello), New York City; Agency - Young and Rubicam, Inc., New York City; Starts - September 25, 1933, Mon. Wed. Fri. 5:45-6:00 P.M. WEAJ WTIC WTAG WEEI WJAR WCSH WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD 9WOC WHO START 10/2) WOW WDAF WTMJ KSTP WIBA WEBC WDAY KFJR; Program - "Wizard of Oz" - Dramatization of the Wizard of Oz stories.