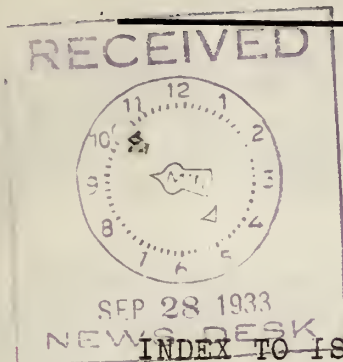


# HEINL RADIO BUSINESS LETTER

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## OHIO SCHOOL OF AIR TO CONTINUE

Although it has been having rough sledding, as have most other institutions, the Ohio School of the Air, in cooperation with Station WLW at Cincinnati, is to continue its service to the schools of the Central States. This has been definitely assured by Dr. B. O. Skinner, Director of the Ohio State Board of Education.

"These have been days of worry for all of us in school work", Doctor Skinner said. "Many schools are sacrificing much that they have considered valuable. We are all the more grateful that the radio can give constant contact with so many schools and can carry inspiration and encouragement to every listening school. We do not claim that radio can, as yet, be more than an assistant, but we do know that it can provide more economically than other methods the finest and freshest of supplementary materials."

Dr. Skinner said that one of the most serious faults educators could have was to hold too narrow a concept of education. The education of the child in the school-room is but a part. Thus a modern school, the director went on, should be interested in radio and motion pictures provided by the school and many other non-school agencies.

"The world itself is the greatest text-book. This being the case, every school should keep in as close and constant touch with the world as possible", Dr. Skinner continued. "To do this the most effective instrument to date is radio. It brings fresh, firsthand material and a vibrant touch with the leaders of the day, the events of the day, and will increasingly, we hope, bring the touch of the most capable professional teachers."

Dr. Skinner emphasized that success in radio education depends largely on the manner in which the classroom receives it as it does on the way it is broadcast. The educator declared he would rather that schools not listen at all than that they fail to follow these rules:

"Provide satisfactory radio equipment; listen in small groups, preferably in classrooms; allow each class to listen only to the features intended for them. Insist on close attention - always.

"Develop their interest in every broadcast - provide necessary ground work - prepare

"Learn how to receive three types of broadcasts with their varying requirements: (a) Allow children to follow directions of the microphone teacher as in rhythmic, learn to sing, etc.



(b) Center the eye attention of pupils on maps, drawings, outlines, or objects under discussion, in all other subjects except dramatizations and stories; (c) Pull shades and close the eyes in case of stories or dramatizations in which the imagination should form the picture undisturbed by the outside world.

"Treat radio-received information the same as all other - include it in tests, examinations, etc.; provide retention by discussions, keeping of note-books, etc.; Foster home discussion of broadcasts heard by both home and school, and give every possible suggestion for the improvement of the broadcasts.

The Fall series begin Monday (Sept. 18) with opening day addresses by the Governors of Ohio, Indiana, West Virginia and Kentucky. The educational programs will be broadcast every school day from 2 to 3 P.M., EST by Stations WLW at Cincinnati, and WOSU, at the Ohio State University.

The broadcast schedule for September to December is elaborately set forth in the "Courier", a 130 page printed and illustrated loose-leaf booklet. It not only gives the subject of the broadcast but carries with it much collateral reading, as do similar publications of the British Broadcasting Corporation. Among the courses are "Singing", "Little Visits to Great Industries", "Civil Government", "Out to Old Aunt Mary's" (grasshoppers, s<sup>h</sup>eds, weeds, cows and other things found on farms), "History Dramalogs", "Touring America by Plane", "Know Ohio", "Foreign Geography" and "Art Appreciation."

The broadcast periods have been changed from twenty minutes to fifteen in order to allow the making of electrical transcriptions for the use of other radio stations and schools. A regular series of teacher and parent teacher forums is being arranged.

The tentative plan, "The Growth of Education" calls for one dramatization, one teachers' forum to be addressed by national leaders in education, and two broadcasts on parental education each month. The latter will be built largely from practical questions as asked by parents in hundreds of letters.

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#### AILMENTS TREATED BY SHORTWAVE

Dr. Erwin Schliephake, German physician, claims to have given beneficial treatment to such ailments as a deep-seated abscess in a human body by passing ultra-shortwaves through the body. He said he had used the treatment on abscesses after pneumonia in peritonitis and acute tonsillitis.

A radio set was developed several years ago by Dr. Willis R. Whitney of the General Electric Company which he claimed was capable of killing bacteria.

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## COLUMBIA SETS UP OWN NEWS SERVICE

Reports sifting through from New York are to the effect that Columbia has decided to enter the news field and that Paul White, in charge of CBS press relations, is organizing a separate news service with correspondents not only in the key cities of the United States but in Europe.

This is said to be Columbia's answer to the Associated Press and the American Newspaper Publishers' Association last Spring clamping the lid down on supplying news to the networks. Although both NBC and Columbia for sometime have had special correspondents at the White House in Washington and other strategic news centers, Columbia's present plan is described as being far more comprehensive in coverage than anything heretofore attempted.

Once the new set-up has been established, it is said that Columbia's attitude will be that it no longer needs newspaper support and will be able to go it alone.

J. G. Gude<sup>is</sup> attending to Paul White's duties in the Publicity Department while the former is organizing the News Service.

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## BRICKBATS FOR CANADIAN RADIO COMMISSION

The request of Premier R. B. Bennett, of Canada, that critics lay off the Canadian Radio Commission for fear they may wreck it, sounds as if the situation were critical.

"The Government's radio control plan got off on the wrong foot and at the wrong time and there is no getting away from the fact", is the tenor of one dispatch from Canada. "Complaints are pouring in about dictatorial methods, the abolishment of popular private stations, discrimination in the selection of talent and the increasing time of French-language programs through government stations, particularly in areas where there is a definite dislike for the French tongue."

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## COMPOSERS HAVE YET TO ANSWER SUIT

As yet no answer has been filed by the American Society of Composers in the suit against them in the U. S. District Court at New York as a violator of the Federal monopoly laws. Although the action against the Composers was instituted by a single station, WIP in Philadelphia, it is understood to be a test case which the National Association of Broadcasters is behind and a showdown in the matter of increased fees for the privilege of broadcasting copyrighted music.

Asked if he thought the Department of Justice and the Federal Trade Commission might let down in their investigation of the Composers Society, O. F. Schuette, in charge of the broadcasters' copyright fight replied: "To the contrary, I think when the Government officials see that an action has been started by such distinguished legal counsel as Newton D. Baker and his associates, their efforts will be stimulated rather than retarded."

The September issue of "Words and Music" published by the Composers, which went to press before the suit was filed, contains several pertinent references to the differences between the Composers and the Broadcasters in articles captioned, "What the Composer Wants", "Is Radio a Profitable Business?", and "Three Months to Live!"

In the second article mentioned above, figures are quoted to show that in 1932 "a depression year", \$196,190,000 was spent for receiving sets and home radio equipment and \$39,107,000 for radio advertising. "The radio industry is a profitable business. Are America's Composers unfair in asking for adequate compensation for the use of their songs which makes this business possible?"

"Three Months to Live" tells of two smash-hit popular songs, "In the Valley of the Moon", and "Stormy Weather", the former of which sold only about 200,000 copies, and the latter only 180,000.

"Five years ago each of these songs would have sold about 2,000,000 copies over a period of months", the article goes on. "Today, due to incessant repetition over the radio, the songs have already reached their maximum sale and the compensation to the composers is negligible."

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## BALDWIN, BROADCASTERS' CODE INDUSTRIAL ADVISOR

James W. Baldwin, of the National Association of Broadcasters, has been appointed Industrial Advisor on the Broadcasters' Code. Mr. Baldwin recently represented the Broadcasters' Association at the North America Radio Conference in Mexico City. Before joining the N.A.B. staff, Mr. Baldwin was secretary of the Federal Radio Commission.

Broadcasters declared they felt no great apprehension over the designation of Edward Nockles, the aggressive Secretary of the Chicago Federation, as Labor Advisor on the Code.

"After all, Nockles is only there in the capacity of Advisor to the NRA", a broadcaster observed. "If Nockles should succeed in including anything we object to, we can appeal to General Johnson and even to the President.

"As to the presence of Nockles at the hearing, we have no fear. True he will be allowed to have his say, so will we, for that matter, but no heckling is allowed and there is no reason to anticipate added difficulty to us because of the Chicago labor leader's appointment."

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## RMA CALLS ALL MEMBERS TO CODE MEETING

To better inform the radio manufacturers with regard to the conditions of the Electrical Manufacturing Industry Code under which they have been placed, Bond Geddes has called a meeting of all the members of the Radio Manufacturers' Association to be held in New York, Tuesday, September 26, which coincides with the time of the Electrical and Radio Show. Non-members are likewise invited to attend.

Mr. Geddes will explain to the radio manufacturers that membership in the National Electrical Manufacturers' Association is not required if the radio people accept the Electrical Code as it stands. However, if the RMA requires a supplemental code, the formation of a radio section and individual company membership in the Electrical Association, with additional expense, will be necessary.

Following the authorization at the last meeting of the Board of Directors, President Roosevelt's Voluntary Code has been signed and the Radio Manufacturers' Association is now under the Blue Eagle.

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## WMCA LICENSING STRIKES A SNAG

Although the matter of licensing Station WMCA by Donald Flamm to the Ryan-Whitney group in New York was discussed for over an hour by the Federal Radio Commission, no definite conclusion was reached. It will now go over for about two weeks or until Commissioner James H. Hanley, of Nebraska, returns from trying a law case in Omaha.

It is the contention of Commissioner Lafount, who blocked the deal, that the license of the station should be transferred to the new group instead of being held by Flamm. Although nothing was made public with regard to the Commission's discussion it is said the WMCA transfer is opposed by Curtis Dall, son-in-law of President Roosevelt, who is Chairman of the Board of the Amalgamated Broadcasting System (Ed Wynn's chain). If this is true, it makes an interesting situation as former Governor Alfred E. Smith, of New York, is Chairman of the Board of the Ryan-Whitney group.

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## "HELLO WORLD" SAYS GOOD-BYE

W. K. Henderson at one time one of the most picturesque figures in broadcasting in this country, was eliminated from radio when the Federal Radio Commission agreed to assign the license of his famous "Hello World" station KWKH, at Shreveport, La., to the International Broadcasting Company, headed by Samuel B. Hunter, an oil magnate. The station will continue to be operated by the new company on a 50-50 time sharing basis with Station WWL, of Loyola University at New Orleans, which was the old arrangement.

With the prospect of Henderson disappearing from the picture, Loyola had applied for full time on the frequency of 850 kilocycles which it had been sharing with KWKH. Former Chief Examiner Yost, of the Radio Commission, had recommended that the application be granted but in this he was reversed by the Commission.

According to the Radio Commission's decision, Henderson will be allowed to accept between \$50,000 and \$60,000 for the old KWKH equipment. Henderson's most spectacular fight was the war he waged on the chain stores and his organization of the "M.M.M.", Merchants Minute Men, and obtained a contribution of \$1 a month from each of them. This fund is said to have aggregated \$360,000. When asked for an accounting of this by the Radio Commission, he was reported as saying it was "none of their business, that he could take the money and throw it in the Red River as far as they were concerned."

"Old Man" Henderson, as he was known the length and breadth of the country, supported Al Smith in 1928, and Hoover in 1932. He campaigned vigorously for Senator Huey Long but said he "spent the rest of his life apologizing for it" when Long subsequently supported Station WWL in its effort to get his license away from him.

Henderson had a picturesque "run-in" with Senator Dill, Washington, co-author of the Radio Act and used to make up jingles over the air such as "Old Senator Dill, he sure is a regular pill!" Dill began to hear about these attacks and one night decided to tune-in on KWKH. Someone must have tipped off Henderson, who went after Dill harder than ever. Finally Dill introduced a resolution into the Senate charging Henderson with using profanity over the air.

When called on the carpet for this, Henderson said the extent of his profanity was "hell" and "damn" and that these were permissible because they were used in the Bible. In this contention he was upheld by former Judge Ira E. Robinson, of West Virginia, who was a member of the Commission at that time. Henderson, however, later agreed to eliminate these expressions. In the old days, Henderson had an expression "Shreveport on the Air, Shreveport heard everywhere". At that time he was using but 500 watts and there was considerable mystification in Washington as to how he was getting out to the entire South (or so it seemed) on such low power. Henderson contended that it was because the Shreveport country was a natural sounding board. However, later, under cross-examination of the late Admiral Bullard, the Chairman of the Radio Commission, Henderson admitted that he frequently "jumped" his power and used many times the amount authorized by the Commission.

Henderson's reason for throwing up the sponge in the broadcasting game was that he was financially unable to carry on the station. He was originally an iron magnate and is said to have suffered several financial reverses.

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#### FIRST LADY INSPIRED CHILDREN'S PROGRAM DIRECTOR APPOINTMENT

Mrs. Franklin D. Roosevelt was said to have been the moving spirit behind the appointment of John Martin, of "John Martin's Book" fame, writer of children's stories, as Juvenile Director of the NBC.

It is believed the recent criticism of certain radio programs for children likewise had considerable to do with creating Mr. Martin's position.

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: BUSINESS LETTER NOTES :  
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Julian Field, former Vice-President and account executive in Lennen & Mitchell advertising agency in New York has been made General Director of Columbia's commercial programs. Burt McMurtie, former Commercial Director, will now become Commercial Program Supervisor, and Julius Seebach hereafter will supervise sustaining programs exclusively.

Two other Columbia Vice-Presidents came from the Lennen & Mitchell agency - Edward Klauber and Hugh Kendall Boyce, in charge of sales, and Field is likewise expected to be made a CBS v.p. at an early date.

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M. H. Aylesworth will be luncheon host to the New York Radio Editors at Radio City Monday, September 18th.

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Canadian representatives of Victor, Columbia and Brunswick served notice on broadcasting stations there that after September 15th, records of popular numbers must not be broadcast if the selection has been released within a year from that date.

Canadian stations say they may buy their records hereafter in Great Britain or the United States. Many records made by Victor, Columbia and Brunswick in the U. S. bear a non-broadcast warning but thus far the companies have made no more to enforce it.

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WBRC, Columbia station at Birmingham, has gone into bankruptcy. K. G. Marshal, Vice-President of the company, who filed the petition, charged that the station had been "grossly mismanaged". WBRC was a pioneer station in Alabama and the oldest in Birmingham.

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A confidential note from New York is that, because of Tammany economy measures (who are reported to be trying to save money on everything but payrolls), many of the New York police radio cars "are so much galloping junk" from lack of maintenance.

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Herluf Provensen, former Assistant Manager of NBC in Washington, was married this morning (Sept. 15) to Miss Hester Walker Beall, NBC studio hostess. Mr. Provensen recently resigned from NBC to become manager of Station WBLW, at Erie, Pa.

LeRoi J. Williams, of Chicago, is the new Chairman of the Radio Manufacturers' Association's Engineering Committee. In general charge of Mr. Williams is all RMA engineering work and activities, one of the most important functions of the Association.

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Although details are lacking, it is apparent that the radio industry made quite a showing in the great New York NRA demonstration.

The largest NRA banner in the city was unfurled by Grover Whalen atop the RCA Building, 890 feet above the street level. M. H. Aylesworth was marshal of the Radio Broadcasting section of the Parade in which also marched Walter Damrosch.

Roxy trotted out his Radio City battalion of ushers in uniform, the entire ballet corps, and the chorus ensemble, costumed as "Wooden Soldiers", senoritas, matadors and the "Pilgrim Fathers". The parade began at 1:30 P.M. and didn't end until almost midnight.

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#### NUMBER OF 50 KW STATIONS MAY BE DOUBLED

The Commission adopted the motion made by Commissioner Lafount rescinding Paragraph 118 of its Rules and Regulations, which limited the number of 50 KW stations to 4 per Zone.

Commissioner Lafount, in presenting his motion, said, "Such limitations of power do not provide equal facilities or efficient use of frequencies". He said the Commission should consider the merits of each application for increased power on cleared channels.

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#### "THE SELLOUT" WASN'T AND ISN'T

"The Sellout", a satirical comedy based on the way an advertising agency was supposed to have handled radio programs lasted for only five performances. Written by Albert G. Miller, it opened at the Cort Theatre in New York Wednesday, Sept. 6 and closed the following Saturday night.

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## EMERGENCY FREQUENCY ALLOCATION TAKEN UP BY COMMISSION

Commissioner Lafount made a motion, which was referred to the Engineering and Legal Divisions for study, providing for the allocation of one or more frequencies for communication purposes in cases of disasters such as hurricanes, floods, earthquakes and fire.

In making his motion, Mr. Lafount said such catastrophes frequently destroyed or impaired existing communication facilities and relief depends upon radio communication. At the present time, he pointed out, it is necessary in such emergencies to depend on the amateurs. While commending their "invaluable service", he declared it is unfair to the amateurs to depend entirely upon them for communication. He expressed the view that a few battery sets kept in good condition to respond to drills frequently would prove invaluable in case of a disaster.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Sept. 15, 1933)

WBAL, Consolidated Gas & Electric Light & Power Co. of Baltimore, license covering move of transmitter and installation of new equipment 1060 kc., 10 KW, shares with WTIC; WKOK, Charles S. Blue, Sunbury, Pa., license covering move of transmitter and studio and change in antenna, 1210 kc., 100 watts, specified hours; WNAX, The House of Gurney, Inc., Yankton, S. Dak., authority to determine the licensed power by direct measurement of antenna input in compliance with Rule 137. Also granted license covering change in equipment and increase in power, 570 kc., 1 KW night, 2½ KW day, unlimited time; also granted modification of C.P. to change equipment.

Also, WSYB, Philip Weiss Music Co., Rutland, Vt., special temporary authority to operate from 10 A.M. to 12:30 P.M. EST Oct. 1, 8 and 15, 1933; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., special temporary authority to operate from 10 P.M. Sept. 18 to 1 A.M. Sept. 19, EST, provided Station WKOK remains silent; KFPM, d/b as The New Furniture Co., Greenville, Texas, special temporary authority to operate as follows from 9 P.M. to 12 midnight, CST, on Sept. 22, 29, 1933, Oct. 6, 13, 20, 27, 1933, Nov. 17, 1933 and from 3 P.M. to 6 P.M. CST Nov. 3, 10, 24 and 30, 1933; WNBZ, d/b as Smith & Mace, Saranac Lake, N. Y., temporary license pending hearing and decision on application for renewal.

Also, Radio Corporation of America, Portable and Mobile, two general experimental C.P.s, frequencies 34600, 41000, 51400, 60000-400000 kc., .5 watts, also licenses to cover same; City of Providence, R. I., Board of Public Safety, Police Dept., C.P. for police service, 1712 kc., 150 watts; W3XAR, Township of Haverford, Brookline, Pa., general experimental license, 34600 kc., 15 watts; W1XW, Albert F. Sise, Milton, Mass., general experimental license, frequencies 41000, 51400, 60000-400000 kc., 50 watts; Merchants & Miners Transportation Co., "SS Alleghany", special experimental license, 392 kc., 1 watt.

#### Applications Denied

WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., denied authority to reduce hours of operation from unlimited to specified, as follows: 10 A.M. to 2 P.M., 5 to 9 P.M. CST, from Sept. 1 to Nov. 1; WBHS, Radio Station WBHS, Inc., Huntsville, Ala., denied authority to remain silent pending decision on application to move station from Huntsville, Ala. to Durham, N.C. Virgil V. Evans, trading as The Voice of South Carolina, WSPA, Spartanburg, S. C., denied C.P. for new station to operate part time on 850 kc., facilities of KWKH, sustaining Examiner Yost.

#### Ratifications

W2PF, Capt. David Talley, Brooklyn, N. Y., granted authority to operate amateur station from Sept. 20 to 30, at National Electrical Exposition in Madison Square Garden (action taken Sept. 9); Action taken Sept. 12: WKFI, J. Pat Scully, Greenville, Miss., granted special temporary authority to remain silent pending action on application to move to Greenville, Miss., but no longer than 90 days; Action taken Sept. 13: New, Radiomarine Corp. of America, New York, granted C.P. and license to operate at 75 Varick St., N. Y. City, 500 kc., 100 watts, operation to be limited to brief intervals, and such times as to cause no interference; KWWG, Frank P. Jackson, Brownsville, Texas, granted 60 day authority to remain silent pending repair of station.

#### Amateur Licenses

The Commission also granted 362 amateur station licenses, of which 345 were for the normal license term of 3 years, and 17 for a short term to expire Oct. 1, 1933, because the amended rules effective that date will render these licenses unnecessary. Of the licenses issued for the normal term, 239 were new, 106 modifications.

#### Oral Argument Granted

The Commission granted a request for oral argument before the Commission en banc in the cast of Station WHDH, Matheson Radio Co., Inc., Boston, Mass. to be held November 1 at 10 A.M.

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