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No. 659



GERMANY BUILDS HIGHEST RADIO TOWER WITH AMERICAN LUMBER

A wooden radio tower, the highest ever attempted, 624 feet high and built of American Southern pine, is at present under construction for the German government at Koblenz, Axel H. Oxholm, Chief of the Lumber Division of the Department of Commerce reports. The Germans decided to use American pine only after diligent investigation.

According to Mr. Oxholm, who has made a special study of the European wood construction methods, these timber radio towers are built under the new European system of "connector construction." These connectors consist of disks, plates or rings, inserted between the members to be joined and held together with a bolt. This distribution of the load results in strengthening the joints from four to eight times. An appreciable economy in wood construction costs and the securing of the maximum efficiency from the construction material used are the main advantages. More than fifty wooden towers from 200 to 500 feet have already been erected in Europe, chiefly built of American woods, according to Mr. Oxholm.

Earlier this year a handbook, "Modern Connectors for Timber Construction" on this construction system and its application to American conditions for a multitude of purposes, such as bridges, docks, warehouses, etc., was published under the joint auspices of the Departments of Commerce and Agriculture. Already satisfactory results have been reported in regard to practical application of the modern connector system in America. The handbook may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 15 cents a copy.

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BIG SIX UNIVERSITIES BAR FOOTBALL BROADCASTS

There will be no football broadcasts from the "Big Six" universities in the Middle West this season.

"Radio broadcasting has been a problem to the conference for some time", C. L. Brewer, representing the organization, said. "It was felt by several directors that broadcasting reduced attendance, but some schools as a matter of policy have hesitated to banish radio from the press box. With the lowering of admission prices this year, however, and the necessity of drawing larger crowds, action of some sort was imperative. The newspapers have objected and there is considerable competition among the radio stations to broadcast the games."

The institutions which make up the "Big Six" are the Universities of Nebraska, Oklahoma, Kansas and Missouri and Kansas State and Iowa State colleges.

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ED'S NEW DEAL DIDN'T SOUND SO NEW

Ed Wynn's "new deal" in radio on the opening night, at least, despite promises to the contrary, seemed to be more of the same. As "great oaks from little acorns grow", the new network's offerings will doubtless improve with time but there wasn't much to write home about in the initial presentation.

This criticism is made in the friendliest spirit possible because of kindly feeling towards Ed Wynn and Ota Gygi, and with allowance for the hardships and discouragements they have encountered in getting such an ambitious project started.

Ed Wynn himself was badly missed the opening night. If he had not been detained in Hollywood and his present contract would have allowed him to participate in the program as master-of-ceremonies, he could have worked wonders in putting the thing over. Anyone who has seen the way Ed Wynn keeps one of his theatrical performances going will doubtless agree with this.

Mr. Wynn sometime ago told the writer that he hoped later to act as master of ceremonies on his own chain and maybe be heard at intervals throughout an entire evening's program. Ed could probably do this and be one person in a thousand who could get away with it. Certainly he would have been a life-saver the opening night. Norman Brokenshire did a fairly creditable job but was far from being an Ed Wynn.

Despite the enterprise of LeRoy Mark, of Station WOL, in assembling notables at the Washington end of the line, this part of the program didn't add much to the "tout ensemble". Postmaster General Farley's welcome was pretty much the conventional speech of a political glad-hander. Instead of confining himself to a greeting to the new network, he took the opportunity to pin a large bouquet on the exceptional service he said the Post Office Department is now giving to the people. He also praised highly the accomplishments of the Roosevelt Administration. In fact the P.M.G. got so far afield of radio or the Wynn network that a listener remarked, "He reminds me of the fellow in the old California yarn who at a funeral said, 'Not knowing much about the deceased, I'll take this opportunity to say a few words about the delightful California climate.'"

Judge Eugene O. Sykes, Chairman of the Federal Radio Commission did much better. What he had to say was short and to the point but the same couldn't be said of Sol Bloom who followed him.

There were a few words from Curtis Dall, son-in-law of the President, who is the Chairman of the Board of the new chain. This was probably the first time this young man has been heard on a network.

Mr. Gygi introduced former Representative LaGuardia, New York mayoralty candidate. Congratulatory telegrams were read from George M. Cohan, Mayor O'Brien, of New York, M. H. Aylesworth of the National Broadcasting Company, Lee Shubert, Mayor Hague, of Jersey City, Morton Downey, David Sarnoff of the Radio Corporation of America and a message from Dr. Lee DeForest, who took a shot at present day radio programs which he hoped Ed Wynn would improve. A telegram of congratulations was sent by Harry C. Butcher, manager of Station WJSV, Columbia's station in Washington to LeRoy Mark, owner of WOL, the affiliated Wynn station in Washington.

R. D. H.

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BROADCASTERS TO HAVE BUSY CONVENTION

The NRA Code and the Copyright fight will be among the many important matters to be discussed by the National Association of Broadcasters at their convention at White Sulphur Springs which begins Sunday, October 8. There will be a meeting of the Board that evening at 7:30 o'clock followed by a musical program for all delegates at 8 o'clock.

Judge Sykes will be the first speaker Monday morning discussing "Radio Developments Since the Passage of the Radio Act of 1927". There will be reports by A. J. McCosker, President of the Association and Philip G. Loucks, Managing Director. Edgar L. Bill will review the work of the creation and operation of the Program Clearing House. Tax problems of the Broadcasters will be discussed by E. M. Elkin.

John V. L. Hogan, Consulting Engineer, will tell for the first time Monday evening about the new and novel developments in visual broadcasting, emphasizing possible commercial applications of this art by broadcasting stations. Dr. C. B. Jolliffe, Chief Engineer of the Radio Commission, will discuss developments in technical aspects of regulation. Joseph Chambers, Chairman of the Engineering Committee will report on the subject of increased power for broadcasting stations.

John Benson, President of the American Association of Advertising Agencies, will tell the convention Tuesday morning "What the New Deal Means to Advertising Agencies and Broadcasting Stations." H. K. Carpenter, Chairman of the Commercial Committee, will give recommendations on station relations with advertising agencies and special representatives on standardizations of units of sale, station surveys, merchandising operations and standardization of commercial forms.

Oswald F. Schuette, NAB Copyright Director, will review the copyright fight to date on Tuesday night and discuss the aims and purposes of the Program Foundation. Newton D. Baker, the Association's Copyright Counsel, will discuss the present status of copyright litigation and the evening will close with a special report of the Copyright Finance Committee, of which I. D. Levy is Chairman.

John W. Guider, of the Code Committee, will present the NRA situation at the meeting Wednesday morning. Arthur Church, Chairman of the Cost Accounting Committee, will likewise bring out recommendations with respect to carrying forward the work of uniform accounting by the Association. James W. Baldwin, who was the special representative of the NAB at Mexico City, will tell about the conference and offer his recommendations for the solution of the North American allocation problem. Henry Bellows will report in behalf of the Legislation Committee, and William S. Hedges will outline the revisions of the constitution and by-laws. The officers will be elected at this session.

There will be a meeting of the Board of Directors Wednesday night followed by a banquet which will close the convention.

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A WEATHER REPORT WITH SOUND EFFECTS

If somebody else hasn't thought of it before, K. H. Berkeley of the NBC in Washington has hit upon an idea which he should have patented. Casting about for a feature to relieve the summer ennui, he decided to put on a "Daily Almanac." Not bad for a starter, but then came the big thought - why not, to be used as part of the "Almanac", a weather report with sound effects?

Locusts buzzing if the weather is to be hot, birds singing if it is to be fair and rain and howling wind if it is to be stormy. The rest was easy, for WRC has filed away on records, all sorts of sound effects ready to be used at a moment's notice, thunder, lightning crashes, everything.

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INTERNATIONAL SHIP SIGNAL LETTER CHANGES

By international agreement, the international signal letters of ships, published in the U. S. Navy Call Book, as well as in Department of Commerce publications, will on January 1, 1934, be changed to agree with their radio calls. A new edition of the Navy Call Book, Part II, effecting those changes, will be issued prior to that date.

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TURKEY OFFERS LIKELY FIELD FOR AMERICAN RADIO SETS

If United States exporters of radios would liberalize their credit policy in Turkey and at the same time carry on a systematic advertising campaign, they could greatly expand their business in that market, according to Commercial Attache Julian Gillespie in a report to the Commerce Department.

American sets, he points out, continue to arouse a very lively interest among dealers but extensive sales are hampered because it is impossible to allow the same credit terms for American radios as is granted by competing lines.

At the present time about 70 per cent of Turkey's radio business is in the hands of two producers, one Dutch and one German. Most European radios sold in this market are equipped with receiving sets capable of receiving on wave lengths of 200 to 2,000 meters.

Prospects for the sale of receiving sets of 10 to 2,000 meters wave length appear to be favorable, the report states, and it is these particular types of American sets that arouse the most interest in Turkey.

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FRED STONE PROVES DISAPPOINTING

Although one might think Fred Stone would be a radio natural, his radio performance in "The Red Mill" revival Sunday night was disappointing. The fact is dialogue from the old-time musical comedies when given over the radio without scenery, without an audience and without the makeup and personality of the comedian, is out of date and creaky and simply doesn't go.

It is sad to report this in the case of such an old favorite as Fred Stone. George M. Cohan readily adapted himself to the radio because he was able to bring his material up-to-date.

Victor Herbert's music for "The Red Mill" stands the test of time much better than the dialogue. A feature of the broadcast was Miss Dorothy Stone whose voice both when speaking and singing over the radio was very pleasing.

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: BUSINESS LETTER NOTES :
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A new list of Special Experimental Shortwave stations has just been issued by the Federal Radio Commission.

Columbia is getting under way with an intensive publicity campaign in connection with its proposed broadcasting of regular programs from Antarctica to the United States. Edward K. Cohan, technical director of Columbia, will load 5000 pounds of broadcasting equipment on Admiral Byrd's flagship, the S.S. "Jacob Ruppert".

Station KSOO, of Sioux Falls, S. D., has abandoned its appeal from a Federal court preliminary injunction to prevent use of Associated Press news dispatches. Attorneys in the case announced that a stipulation for dismissal of the appeal to the Circuit Court of Appeals had been signed.

This leaves final determination of the issues to the Federal Court, where the preliminary injunction was issued last April, ordering the broadcast company to cease using the Associated Press dispatches without authorization.

"Radio circles in New York are buzzing with the threat to their latest development - the automobile radio", James McMullin writes in the "National Whirligig" published by the McClure Syndicate in New York City. "The exhibition of wireless sets for cars was suddenly and officially banned for the British Automobile Show in October. It is believed that the Ministry of Transport has ruled road music out as dangerous. Radio manufacturers here are much perturbed by this cutting off of a new market and are worried lest our Administration follow suit."

Mr. McMullin reports, in connection with the great Nazi drive to convert American public opinion that a heavy schedule for radio broadcasts has been prepared to be delivered over a multitude of population-checked local stations throughout the United States. The big hook-ups are out.

Operators of four small radio stations in west Texas, including the Rev. Sam Morris, pastor of the First Baptist Church, Stamford, were indicted by the Federal grand jury at Amarillo for operating without licenses.

A warning is sounded by the Bureau of Foreign and Domestic Commerce with regard to the importance of exporters living up to the specifications of foreign countries. Failure to comply with specifications caused the loss of an important market for American doors in Sumatra.

In a public construction project over 1,000 doors were required, and an initial order for 300 American doors was placed. Upon arrival it was found that these doors did not come up to specifications, and the additional 1,000 doors which were needed were procured from Europe. Thus in this manner a valuable opportunity has been lost to American exporters to extend the market into a new field.

No decisions were handed down by the Radio Commission Tuesday (September 26).

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MARCONI TO BE ACCORDED GREAT RECEPTION

Marconi will arrive in New York City on the Italian liner "Conti di Savoia" Thursday (September 28) enroute to the Chicago Exposition where "Marconi Day" will be observed Monday, October 2.

As the "Conti di Savoia" brings the Marchese and Marchesa Marconi up the New York bay, a description of their arrival will be broadcast. The following day the inventor will be invited to visit the New York office of R.C.A. Communications, Inc., and inspect the new NBC studios in Radio City as examples of the most modern installations for radio broadcasting.

Marchese and Marchesa Marconi will remain in New York two days prior to their departure for Chicago. They will be met by David Sarnoff, President of the Radio Corporation whose guests they will be in America. On Friday night General Harbord and Mr. Sarnoff will give a dinner for Marconi at the Ritz Carlton.

The Marconi party will leave for Chicago Saturday afternoon. On Saturday evening, while they are enroute, the NBC will present a program portraying the rise and service of radio and dramatizing important episodes of Marconi's work. The broadcast will announce the opening of Radio Progress Week, which begins October 2.

Representatives of the city, the Century of Progress, the Italian Government, and the American Legion will meet the Marconis upon their arrival in Chicago. After attending church services with his wife, the inventor will be the guest of the Italy-America Society at luncheon.

On Sunday night the Italians of Chicago will honor their distinguished countryman with a dinner, at which the Hon. Joshau d'Esposito will be toastmaster. The program will be broadcast.

During her stay in Chicago, the Marchesa Marconi will be the guest of Mrs. Rufus Dawes and Mrs. J. Hamilton Lewis, hostesses of the Fair.

On "Marconi Day", October 2, Marconi will first attend the opening of the American Legion Convention, where he will speak briefly.

A luncheon at the Museum of Science and Industry will be followed by an inspection of the Museum's scientific collection. The Marconi party will be received by officials of the Fair with a guard of honor. In the Court of the Hall of Science greetings will be extended by Rufus Dawes, and Governor Horner of Illinois. Dr. Arthur H. Compton, physicist, will make an address in recognition of Marconi's achievements in science, and Judge John W. Van Allen representing the Radio Manufacturers' Association, will present a testimonial.

As a climax, it is planned to turn on the lights at the Fair by a radio impulse started in Italy when the planet Saturn comes into the field of a telescope in the Florence Observatory. The reception in the Court of the Hall of Science will be broadcast by NBC in the United States and Italy.

After the ceremony Marconi will receive a degree conferred by Northwestern University. Marconi will return to the rostrum in the Court at 7 o'clock to receive radio greetings from the nation.

In the evening of Marconi Day, Marconi will attend a dinner of the American Legion, and on Tuesday will review the Legion parade.

The Dante Alighieri Society will be host at a luncheon on Tuesday. Marconi will view the Marconi apparatus in the Hall of Science. A reception will be given in his honor at the Italian Pavillion of the Fair which will be broadcast to Italy.

A dinner on Tuesday evening in the Administration Building will conclude the formal program.

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N. Y. SHOW IS SALES GETTER

The Electrical and Radio Show sponsored by the Electrical Association of New York which began last Wednesday and will last until next Saturday (Sept. 27) is apparently not only proving itself a great surprise in attendance but in the sales momentum it is gathering.

The attendance, which has been increasing day by day, last Saturday (with an admission of 25 cents charged) was approximately 30,000 taxing the capacity of Madison Square Garden. The total paid gate of the Show up to Saturday night was \$68,009. The Sunday crowd was estimated at 20,000.

Buyers, impatient about waiting for new models, made selections from the receivers and home electric appliances on display in the various booths and ordered the merchandise delivered directly to their homes.

In previous years people have been content to await the arrival of the new merchandise in the retail stores.

"An official of a large radio manufacturing concern said that he had never seen so many direct selling leads accrued in one day from contacts between his salesmen and the public", Orrin Dunlap, Jr., observes in the New York Times. "As a result of the wide interest of the visitors in the models on display, dealers are reported to be ready to increase their orders from factories."

"This show is the best I have seen in 7 or 8 years", said Benjamin Gross, of Gross Sales, Inc. "Tremendous interest is being shown in the new models. We believe this denotes at least a 25% increase in the general radio business of October over what our trade would have been without a show. The industry is definitely on the up-grade."

Already there is talk of holding a second show in New York next year with a follow-up exhibition in Chicago. The Madison Square Garden officials were so surprised and pleased with the success of the show that they have organized a "Show Division" to promote similar exhibitions among other industries.

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JOHNSON ILLNESS WILL NOT HALT RADIO CODE

It is not believed the illness of Gen. Hugh S. Johnson, who is in Walter Reed Hospital following a surgical operation, will interfere with the progress of the Broadcasters' Code. There will, of course, be added duties for Deputy Administrator Sol Rosenblatt but as far as known, he will continue with the shaping of the Broadcasters' agreement and will preside at the hearing which is scheduled for 10 o'clock tomorrow (Wednesday) morning at the Hotel Raleigh in Washington.

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SEES RADIO AND MOTION PICTURES IN ADMINISTRATION FAVOR

Called "A Lamp-Post Interview on Pennsylvania Avenue" by Marlen Pew, the following appears in the "Editor & Publisher":

"Q. Are newspapers in high favor with the present administration at Washington?

"A. No, newspapers are not in high favor in any department at Washington.

"Q. What mediums are in high favor there?

"A. Radio, and motion picture.

"Q. Why is that?

"A. First because they can be commandeered at a moment's notice, without expense, and used exactly as if government properties. They question nothing, have no opinions, are removed from the great political controversies, and offer what is called direct contact with a considerable section of the sovereign voting population. Radio has to dance to Government tunes because it is under Government license. Motion pictures take anything that looks like good entertainment and regard the Government as a prolific source of inexpensive scenery and talk. The Navy is somewhat operated for Hollywood effects. Naturally both radio and motion pictures are effective instruments in a national crusade which depends in considerable part upon emotional appeal.

"Q. It is noticed that Gen. Hugh Johnson sedulously avoids giving credit to newspapers as an important means of communication. Does this mean he is deliberately unfriendly to newspapers?

"A. The Administration, including all of its chief officials, cannot be called deliberately unfriendly to the press. As a rule they give newspapers an easy 'go by.' The President, on the contrary, is very friendly and time and again has expressed high appreciation of press service. He has said he was dumbfounded by the almost unanimous press support given his administration and his only complaint was that newspapers were not sufficiently critical; he wished for prompt and constructive suggestions. General Johnson, who is a lovable fellow among reporters, takes a rather hard-boiled attitude and thinks about the press just about as does Paul Y. Anderson and a few more Washington correspondents who are his close friends and intimate advisors. General Johnson is more appreciative of his writing friends at Washington than of their publishers and editors."

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COLUMBIA NEW AND RENEWAL CONTRACTS

Brille Manufacturing Co., Brooklyn, N. Y. (Household scouring soap); Starts - October 1, 1933, Sunday 11:45 to 12 noon; Network - New York, Philadelphia, Boston, Hartford, Providence, Springfield; Program - Tito Guizar, the Mexican tenor and the Three Brille Harps; Listing - Midday Serenade; Agency - Frank Presbrey & Co., New York.

King's Brewing Co., Brooklyn, N. Y. - Extension of Network and renewal; Started - Sept. 23, 1933; Saturday - 7:30 to 8 P.M. (formerly heard on WABC only Mondays at 6:45 to 7 P.M. - Albany, Syracuse, Buffalo added 8/28/33); Network - New York, Albany, Syracuse, Buffalo, Hartford, Providence, Boston, Bangor, Washington; Program - Fred Berren's Orchestra, Jane Froman, soprano and Charles Carlile, tenor; Listing: King's Henchmen; Agency - Trades Adv. Agency, New York City.

C. F. Mueller Co., Jersey City, N. J. (Renewal) (Macaroni and spaghetti); Started: Sept. 13, 1933; Airtime: Mon. Wed. Friday, 10:15 to 10:30 A.M.; Network - Albany, Boston, Buffalo, Cincinnati, Cleveland, Detroit, New York, Philadelphia, Pittsburgh, Providence, Syracuse, Washington; Program - Songs and patter; Listing: Bill and Ginger; Agency - E. W. Hellwig Co., New York City

Louis Phillippe, Inc., Chicago, Ill. (Renewal); (Cosmetics); Started September 5, 1933, Tues. Wed. Thurs. Fri. - 1 to 1:15 P.M.; Network - New York and 24 stations to coast; Program - script act; Listing: Marie, the little French Princess; Agency - Blackett-Sample-Hummert, Inc., New York City.

Pillsbury Flour Mills Co., Minneapolis, Minn.; Started September 11, 1933; Mon. Wed. Fri. - 11 to 11:15 A.M.; Network - New York and 21 stations to Middle West; Program - Home economics Mary Ellis Ames; Listing: Kitchen Close-Ups; Agency - Hutchinson Adv. Co., Minneapolis, Minn.

R. B. Davis Co., Hoboken (Baking Powder) Starts: October 2, Thurs. 9:45-10:00 A.M.; Program - The Mystery Chef; Stations - 10 basic; Agency - Ruthrauff & Ryan, New York City.

Gulf Refining Co., Pittsburgh, Pa., Renews October 27; Program - Irvin S. Cobb - Wed. Fri. 9:00-9:15 P.M. Stations - 18 basic, plus 26; Agency - Cecil, Warwick & Cecil, New York City.

The Ex Lax Company, Brooklyn, N. Y.; Starts - Sept. 25, Mon. 9:30-10:00 P.M., Program: - Musical; Stations - Basic, Don Lee, plus 9; Agency - The Joseph Katz Co., N. Y.

Chappel Bros., Rockford, Ill. (Ken-L Ration); Starts: October 15, Sun. 7:45-8:00 P.M., Program - Rin-Tin-Tin Thriller; Stations - 15 Basic network; Agency - Rogers & Smith, Chicago, Ill.

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