

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

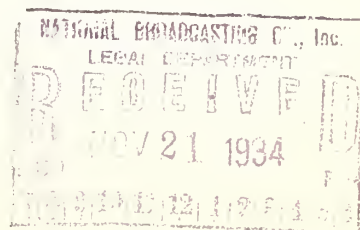
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November 20, 1934.

WOULD TRANSFER RADIO OPERATORS BACK TO SHIP BUREAU

In his report of the burning of the "Morro Castle", Dickerson N. Hoover, Assistant Director, recommended that radio operators be put back under the jurisdiction of the Navigation Bureau of the Commerce Department where they were before the Radio Commission took them over.

"The crux of the whole matter for improving the efficiency of the Steamboat Inspection Service rests in the creation of a central staff in Washington", Mr. Hoover suggests. "Until that is done, we cannot hope to have any constructive improvement made in the design of ships with reference to subdivision and Governmental approval, and the same would hold with reference to superstructures. It is not sufficient to follow the industry; the Government must lead.

"I recommend that there be transferred to the Bureau of Navigation and Steamboat Inspection the licensing and disciplining of radio operators on ships. A ship must be considered as an entity, and radio operators are a part of it, and should be disciplined by the same agency that has control over officers."

The testimony shows that the stand-by or CQ was sent over the wireless at 3:18 A.M., and the SOS at 3:24 A.M., E.S.T. It is evident that the fire had been out of control for some time when the SOS was finally sent. While there was criticism that the radio signal was slow in going out, this was rather levelled at the Acting Captain of the "Morro Castle", the radio operator being under his orders.

If Director Hoover's recommendation were followed out, it would return the Field Division, so long headed by W. D. Terrell, to the Navigation Bureau in the Commerce Department. All radio control was originally lodged there under the old Ship Act due to the fact that wireless originally was used principally aboard ships. However, as wireless developed into radio and entertainment programs, the field broadened so greatly that the Federal Radio Commission was created. It was sometime, however, before the Commission took over the Division that had to do with licensing ship operators. This remained under the Commerce Department for several years before being absorbed by the Radio Commission. Ship radio inspection is now a part of the Engineering Division of the Federal Communications Commission.

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According to a Government official, there has never been a time in any great ship catastrophe when a complaint that the radio apparatus failed to function properly has been made. This was attributed to the care with which the inspection of radio apparatus is made and the fact that the time of Government inspections are unknown to ship radio operators. They expect to be inspected every time they go into port.

"Also you have never heard of a radio operator beating the other passengers into a lifeboat", said the Government official previously mentioned. "Jack Binns stuck and saved his ship. Philips lost his life heroically on the Titanic. Kuhn, I think on the Old Dominion Liner, "Munroe", was finally ordered ashore by the Captain but gallantly gave his life preserver to a woman, missed the last life boat, jumped into the sea and perished.

"There is a memorial in Battery Park, New York to heroic radio operators and I believe it shows that between twenty-five and thirty of them have lost their lives in service."

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RADIO MANUFACTURERS CALLED FOR CODE DISCUSSIONS

Two NRA Code meetings have been called, the first November 27th, concerning the manufacturers of radio receivers, transmitting apparatus, including tubes and public address systems. The second will be held December 4th on all problems relating to cabinet manufacturing.

As explained by Bond Geddes, a supplemental code for the former group has been proposed by the National Electrical Manufacturers' Association. Involved in the meeting of the second group is the future NRA Code status of cabinet manufacturers, under the electrical and radio, furniture or possibly some separate code.

A questionnaire was recently transmitted to all manufacturers of radio-electrical products pursuant to the agreement by NEMA and RMA with the National Industrial Recovery Board for separate and independent code administration for the radio industry. The data secured from the questionnaire will determine the classification, either in the radio or electrical code operations, of various parts and accessory manufacturers.

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ANGLE SUCCEEDS TO HEAD OF STROMBERG-CARLSON

Wesley M. Angle, former Vice-President, has succeeded the late W. Roy McCanne as President of the Stromberg-Carlson Telephone and Radio Manufacturing Company, of Rochester, N. Y. Mr. Angle, whom one of his friends judged to be about 50 years old and characterized as "the same high type of man as Mr. McCanne", has gone from the ground up with the company which he joined after his graduation from Harvard in 1903.

George A. Scoville, who also has long been with the company, was chosen Vice-President, and General Manager, to succeed Mr. Angle. Lee McCanne, son of the late president, becomes Secretary and a Director of the company.

Mr. Angle began as a cable machine operator. He was promoted to Assistant Secretary in 1907, and later Assistant Treasurer in charge of collects and office manager. Mr. Angle was elected a member of the Board of Directors in 1914 and at the same time served as Secretary of the company. He became Vice-President in 1924.

Mr. Scoville, who now has general supervision of sales, advertising and engineering, joined the Stromberg-Carlson Company as Sales Manager in 1916, having previously been connected with the General Electric Company. He was elected a Vice-President in 1924. Mr. Scoville is a Director in the U. S. Independent Telephone Association.

Mr. McCanne was graduated from the Massachusetts Institute of Technology in 1929 and has served in the Stromberg Engineering and Sound System Departments and has been active in company sales promotion.

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N. Y. MAYOR SUGGESTS RESTRICTING LOUD SPEAKERS

Waiting until after the election so that his motives would not be misunderstood, Mayor LaGuardia has addressed the following letter to Police Commissioner Valentine with regard to loud-speakers:

"Now that loud-speakers and amplifiers are pretty well perfected and in general use, I feel that it is necessary to curb and regulate their use in the streets of the city.

"The use of loud-speakers during the last election in many instances reached the point of being a public nuisance. We can now safely regulate and supervise the use of amplifiers, embracing also their use in political campaigns. Surely no one can complain if in the course of political campaigns the use of

loud-speakers be prohibited after 10 o'clock at night. As long as the rule applies to everybody, there can be no just complaint.

"In the meantime, please have a study made of the existing ordinance to see if it is sufficiently broad to enforce such regulations under existing conditions. If not, please submit amendments so that the Board of Aldermen may give it proper consideration.

"Pending such amendment of the ordinance, if same is found to be necessary, you will strictly supervise the use of loud-speakers and amplifiers, particularly perambulating devices travelling through the streets of the city for advertising or other purposes. Please keep it down to a very minimum and deny all permits during the hours of the night."

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HEARST BUYS WBAL

It is reported that in further extending his network, William Randolph Hearst has bought Station WBAL, of Baltimore, from the Baltimore Consolidated Gas Company for a figure approximating a quarter of a million dollars.

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LUTHERAN STATION TO OBSERVE 10TH ANNIVERSARY

Station KFUD, of St. Louis, will celebrate its Tenth Anniversary, Sunday, December 9th, 3 to 4:30 P.M., in a public service at the Municipal Auditorium, St. Louis. The service will be broadcast over KFUD. A number of special Anniversary studio programs will be broadcast throughout the week. A three-hour DX program will be broadcast, Friday, December 14, from midnight until 3 A.M., especially for the benefit of remote listeners.

Station KFUD of which the Rev. Herman H. Hohenstein is director, is located on the 72-acre campus of Concordia Theological Seminary, one of the largest Protestant institutions of its kind in the country. The Lutheran Church, which owns KFUD, was founded in 1847, and is divided into 30 districts, 25 of which are in the United States, 3 in Canada, and 2 in South America. The Lutheran Church numbers over 3,000 active pastors, and has 70 missionaries in China and India. Station KFUD increased its service to the public from 2 to 32 broadcasts during the last ten years.

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ROXY TO TRY TO REVIVE PHILADELPHIA THEATRE

Samuel L. Rothafel - the "Roxy" of movie and radio fame, after his ups and downs in New York is to become director of the Mastbaum, Philadelphia's largest theatre, which has been closed most of the time for several years. It will be renamed Roxy-Mastbaum, will be reopened December 24th, and Roxy will be in personal charge of all stage presentations.

Warner Brothers made the announcement and ended almost a year's speculation as to what would be the next theatrical venture of the showman, who of late has been appearing in a commercial radio hour. It was once even reported, after he quit Radio City, that he would, in conjunction with others, take over the lease of the British Broadcasting Company when it expired and give them a taste of American broadcasting.

Roxy, although new as a theatre director in Philadelphia, is not new to the Quaker City or Pennsylvania show business. He got his start in the theatrical game at Forrest City, Pa., near Scranton.

It was there in 1907 that he put on his first "movie" - in a vacant store-room, with the audience seated on chairs borrowed from the local undertaker.

Soon after that, he came to the old Bijou Theater in Philadelphia and directed motion picture shows. Eventually he went to New York.

Two things Roxy will be remembered for will be that he was one of the first in the country to have soldierly ushers. He drilled his ushers as he was drilled when he was a private in the Marine Corps. Also Roxy was responsible for all military hospitals being equipped with radio receivers. His "Gang" originally supplied those for Walter Reed in Washington but now it is part of the Government standard equipment.

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BROADCASTERS GO BEAR HUNTING

Phil Loucks, Managing Director of the National Association of Broadcasters, and Harry Shaw, formerly of WMT, of Waterloo, Ia., have gone to Canada to hunt bear. J. C. McNary, Technical Director of the Association, is in charge of the NAB offices during Mr. Louck's absence.

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ANOTHER CLEAR CHANNEL STUDY MEETING FRIDAY

A second conference will be held Friday, November 23rd, at the Federal Communications Commission in the clear channel study planned by the Commission upon which future clear channel policies will be based. The undertaking will be participated in by about 35 stations and will involve an expenditure of approximately \$60,000, one-fifth of which will be paid by the Commission.

Dr. C. B. Jolliffe, Chief Engineer of the Commission, will be in charge and will be assisted by a sub-committee composed of his assistant, A. D. Ring; Dr. J. H. Dellinger of the Bureau of Standards; C. M. Jansky, Consulting Engineer, and several others yet to be named.

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JAMES PROMISES RADIO ADVERTISING FACTS

E. P. H. James, Sales Promotion Manager of the National Broadcasting Company, speaking on the subject, "Radio Goes Fact Finding", told the First District Advertising Federation of America at New Haven, of studies continually being made to disclose the number of listeners at different times, where they are located, and what they are like.

"The complete story will be ready soon", he said. "In 1935 the advertiser can count on having a plentiful supply of credible facts about radio."

All NBC fan mail is now mechanically sorted and tabulated. Careful checking shows close agreement between the fan-mail index of listener distribution and the results of field tests of radio reception strength. Wherever there is pronounced variation, he said, it is accounted for by the competition among radio stations.

L. E. McGivenor, Promotion Manager of the New York Daily News, said:

"I must warn you further that buying newspapers is a lot less fun and satisfaction than buying radio, for instance. This newspaper publishing on its business side is a pretty dull, drab, humdrum affair. We have no opening nights. We cannot take you and Mrs. Advertiser into beautiful offices where everybody is in evening dress, and show you Paul Whiteman at work, introduce you to Rudy Vallee, have you shake hands with Eddie Cantor, or make you acquainted with the cute blonde who does the baby talk specialty. No celebrities go with your newspaper contract. You have no excuse for going to New York to see that the schedule starts off with a bang. We cannot make you a person of consequence in the artistic, theatrical or night club world.

"The only possible thrill we have for you is the possible change of some red figures to black, and a better profit statement at the end of the year. There are other results from advertising - but are there any more worth while than these?"

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JOHNSTONE, RADIO PUBLICITY PIONEER, GOES TO WOR

G. W. ("Johnny") Johnstone, in charge of the National Broadcasting Company's Press Bureau since the company was organized, has resigned to accept a similar position with Station WOR.

Mr. Johnstone began his service with WEAJ when that station was operated by the American Telephone & Telegraph Company at 195 Broadway, in March, 1923. When the NBC was organized, Mr. Johnstone became Manager of the Press Department and served in that capacity until three years ago. At that time a reorganization developed a new position for Johnstone, who until his resignation, officiated as a liaison between the NBC and radio editors.

Johnstone is personally known to radio editors all over the country and he goes to his new position with their best wishes.

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ABS ADDS NEW STATION AT ALBANY

The new radio station in Albany, N. Y., WABY on 1370 kilocycles, will become a member of the American Broadcasting System network on December 1. WABY is owned and operated by the Adirondack Broadcasting Co., Inc. It will serve the capital district of Albany, Troy and Schenectady. Richard Osgood is the Program Director and Norman Sherwood, Chief Engineer.

Plans for a network program dedicated to Station WPRO, in Providence, R. I., congratulating the station on the new frequency, 630 kilocycles, and increased power under which it is now operating, are being arranged by executives of the A.B.S. George B. Storer, President of the new network, will be one of the principal speakers. A recent survey completed by Commander T.A.M. Craven and the Washington Institute of Technology on the power coverage of WPRO on 630 kilocycles with directional antenna system shows that the geographical coverage in terms of milovolts is greater than any other Rhode Island station, according to an ABS statement.

A Midwestern sales office of the network was opened at 230 North Michigan Avenue, Chicago, last Monday.

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 ::::INDUSTRY NOTES::::
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A call for a convention of American manufacturers in New York on Dec. 5 and 6 to draft recommendations for recovery that can be presented to the National Administration and the next Congress was sent out Sunday. The call was issued by fifty of the Nation's industrial leaders, including James G. Harbord, Chairman of the Radio Corporation of America, under the auspices of the National Association of Manufacturers.

Supplementing its recently issued log of short-wave radiophone stations of the world - a valuable guide to all-wave set owners who like to tune in foreign short-wave broadcasts - the Department of Commerce has compiled a new log of broadcasting stations that operate on the intermediate and long waves. It is entitled "Foreign Radio Broadcasting Services" and is available from the Electrical Equipment Division of the Department of Commerce for 25¢ a copy.

Miss Judith Waller and Robert Barrett, NBC; Miss Irene Sweetland, WGN; Harold Burnett, CBS; William Cline, WLS, and Philip K. Friedlander, WCFL, along with the newspapermen who regularly covered A Century of Progress at Chicago, were presented with gold wrist watches in appreciation of their work in connection with the Exposition.

A new type of radio telephone equipment which enables captains of fishing vessels, harbor craft and yachts to have telephone service at sea comparable with that on land is being shown for the first time at the Marine Exhibit, 80 Broad Street, New York City.

Captains merely pick up a telephone, located for example in the pilot house, press a button and say "Marine Operator." Promptly a voice replies with the familiar "Number Please" and the call goes through. When the ship itself is called, a selective device rings its bell but not that of any other ship. The equipment was designed by Bell Telephone Laboratories for the Western Electric Company.

Alleging false advertising, particularly in that broadcast over radio stations from Chicago, Los Angeles and Dallas, the Federal Trade Commission has cited United Remedies, Inc., of Chicago, distributors of "Kolor-Bak", to answer charges of misrepresentation and unfair competition. The product is advertised, according to the complaint, as a permanent hair coloring, whereas the Commission asserts it merely artificially colors the hair and must be used periodically, as the hair grows, to continue its effect as a coloring agent.

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STAGE CODE AGAIN PROTESTS FREE BROADCAST ATTENDANCE

A renewed protest against the presentation of free entertainment by the radio broadcasting companies in Broadway theatres and their own large studios has been expressed by the Legitimate Theatre Code Authority.

A resolution requesting that it be made a condition in the licensing of all broadcasting stations that they shall not be permitted to present programs before large audiences was unanimously passed, and a committee composed of Marcus Heiman, Dr. Henry Moskowitz, Frank Gillmore and William A. Brady, ex officio member, was named to go to Washington in the near future and place the matter before the Federal Communications Commission.

Several months ago the same problem was considered by the Code Authority and virtually the same committee was sent to Washington to confer with representatives of the motion picture and radio industries. As a result of that conference the radio industry's representatives promised to make a survey of the attendance at free broadcasts as a guide to future action. That report has not yet been submitted to the Legitimate Theatre Code Authority.

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ALL STATIONS JOIN IN WASHINGTON GAMBLING WAR

Frank M. Russell of the National Broadcasting Co., operating Stations WMAL and WRC, Harry Butcher, of Columbia, WJSV, and LeRoy Mark of the American Broadcasting System, WOL, joined the newspapers in banning circulation of information on "numbers", the Capital's leading gambling racket.

In speaking of the policy, Mr. Russell branded the "numbers" game as a pernicious evil - a "scourge on the poor of Washington by an organized band of racketeers."

Mr. Butcher, while recognizing the right of people to spend their money as they see fit, called the racket a "sucker's game."

"Knowing what I do about the 'numbers' racket, the facilities of the Columbia Broadcasting System are not going to be used in its furtherance", Butcher said.

U.S. Attorney Leslie C. Garnett has held that suppression of "numbers" information would help wipe out the racket.

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EUROPEAN RADIO DEVELOPMENT

(As revealed in United States Commerce Dept. reports)

Antwerp's first radio show, held the early part of last month, was considered very successful, with sales exceeding the expectation of exhibitors. Only one complete American radio set was shown at the exhibition, all other exhibits being of national manufacture, or at least, constructed in Belgium partly from imported equipment.

High import duties, together with a notable improvement in the quality of locally produced receiving sets, have brought about a marked decline in imports of American radios into Belgium.

While there is a tendency towards the entire disappearance of complete American sets from the Belgian market, there appears to be an accelerated demand for American parts. Many of the locally-made sets, have been mounted with American tubes, condensers, loudspeakers and other equipment. Two years ago, American radio sets predominated in Belgium.

The latest estimate of the number of licensed receiving sets in the Irish Free State is 54,000, an increase of 9,000 since December 31, 1933. The license fee for operation of receiving sets was recently reduced to a flat rate of 10 shillings (\$2.50) a year.

The United States, it is pointed out, is by far the chief supplier of receiving sets to the Egyptian market, accounting for approximately 60 per cent of the imports. Total imports from January to July, inclusive, amounted to 14, 917 units, valued at \$456,000.

Recent apprehension with regard to Japanese competition was not justified. Only slightly more than 300 Japanese sets were imported into Egypt this year and there is no indication that Japan will in the near future increase its share.

The increasing popularity of radio in India is largely attributed to the availability of short-wave programs from local stations as well as the Empire programs.

India's wireless imports of wireless apparatus, in which radio sets are included, in the four months ended July 31 were valued at 380,000 rupees (A rupee equals about 38 cents). Imports

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from the United States under this classification increased to 159,000 rupees in the April-July period of the current year.

During the first half of this year, Rumania imported radio sets valued at \$172,000, an increase of 40 per cent compared with the corresponding figure for 1933. While the value of American equipment imported is not given, the report shows that out of a total volume of 52,000 kilograms imported from January to June 1934, the United States accounted for more than 15 per cent and ranked after Germany and Austria.

Advertising by radio in Rumania is limited to short announcements and slogan words spoken in the intervals between items on the program. Once or twice a week broadcasts are given in French and German for the benefit of foreign listeners-in.

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BROADCAST ADVERTISING DISPLACES BILLBOARDS

The bill-posting crew heretofore ahead of "Green Pastures" theatrical troupe now enroute, has given away to radio broadcasts, according to reports from the Middle West. Short announcements are made in the city several days before the show's arrival. On the day of the performance, there is a program broadcast by the Hall-Johnson Choir, which travels with the "Green Pastures" troupe. Capacity houses are reported.

Miss Klara K. Knecht, Educational Director of the Hagenback-Wallace Circus, was one of the pioneers of the country in this work. Miss Knecht travels ahead of the circus and is famous for her anecdotes about circus performers and interesting stories of animal life. She has probably spoken over more different broadcasting stations than any woman in America.

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