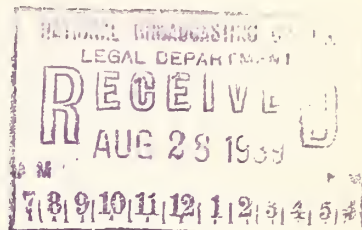


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1152

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WHEELER TO AGAIN RUN FOR SENATE

While not making it clear whether he had his eye on either the White House or the Vice-Presidential chair Senator Burton K. Wheeler of Montana in Los Angeles this week in dodging these embarrassing questions tipped his hand to the extent of acknowledging that he proposed to run again for the Senate. This is of interest to the radio industry because Senator Wheeler, whose term expires in 1941, as Chairman of the Senate Interstate Commerce Committee is the No. 1 Radio Man at the Capitol. Not only does this committee pass on all radio legislation but it acts upon the confirmation of every member of the Federal Communications Committee.

One of the leaders in the Supreme Court Fight Senator Wheeler, a Progressive Democrat, clashed with President Roosevelt but later, things were patched up to the extent that he might run with Roosevelt on the Vice-Presidential ticket as he did with the late Senator Bob LaFollette, of Wisconsin, who sought the Progressive Presidential election back in 1924. Senator Wheeler, on the other hand, has repeatedly been mentioned as a Presidential candidate for 1940. Having been the tail of one national ticket he is considered by many to be strong enough to head the ticket this time.

Wheeler, who is now 57 years old, has been in the Senate ever since 1923. During the past session Senator Wheeler was the sponsor of the so-called McNinch bill the object of which was to "purge" the present 7-man Communications Commission, whose members had been fighting among themselves, to a 3-man and more easily controlled body. Cries of "dictatorship" were raised and Senator Wheeler, apparently never enthusiastic over it, quietly shelved the legislation. He is believed likely not to revive it next year on his own initiative.

Mr. Wheeler said in Los Angeles that while he opposed a third term for President Roosevelt, he felt that much of the legislation adopted in the past seven years, such as the WPA, PWA and aid to farmers, should be retained lest a "radical party arise in 1944."

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McCOSKER WROTE CHAPLIN'S FIRST RADIO SKIT

Apropos Charles Chaplin, one of the most famous stars of the silent film, blossoming forth in his next picture with a speaking part it is now revealed that the author of the radio skit in which "Charley" Chaplin first appeared was none other than Alfred J. McCosker, now head of Station WOR in New York and President of the Mutual Broadcasting System.

"I wrote the act," Mr. McCosker said when asked about it by a person who was delving into happenings in the early days of broadcasting. "It consisted of a series of introductory subjects such as Charlie Chaplin saying, 'I will now play a violin' -- 'I will now play a cornet' -- 'I will now play a bass drum' -- saxophone -- banjo -- piano, etc., and concluded his whimsical performance by simulating great enthusiasm in saying, 'by golly, I think I will play them all together.'"

"At the time the act made radio history and Chaplin's appearance before the mike continued to be catalogued as a scoop because he did not again go on the air for a period of five years. I believe his second appearance was in connection with the Dodge Bros. program which used 'All America' as a studio; the idea being to pick up celebrities at various points throughout the country."

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RMA NEW YORK OCTOBER MEET

Meetings of the Radio Manufacturers Association Board of Directors and probably of the receiving set, tube, and other divisions now are being planned during the first or second week of October in New York City. Because of summer vacations and other engagements, the RMA Directors' and other Association meetings, tentatively scheduled in mid-September, have been deferred until early October.

The trade practice rules for the radio industry, promulgated by the Federal Trade Commission last month, have developed widespread interest in radio and also other industries, some of which also have merchandising codes under the Commission's trade practice procedure, it was said.

Radio trade press comment on the industry's rules generally has been favorable. Thus far there has been little reaction indicated from manufacturers who are apparently awaiting the New York fall meeting of the RMA to consider the new merchandising practices laid down by the Commission as governing law. Sentiment of manufacturers apparently is slow in crystalizing, in view of the legal problems and opinions required. Trade Commission officials report considerable interest of radio dealers in the new rules. A number of companies have sent copies of the rules to their distributors.

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HOUSING CENSUS TO INCLUDE RADIO

New government statistics on radio ownership probably will be secured, through cooperation of the Census and the Radio Manufacturers Association, National Broadcasters Association and other industry organizations, although the decennial and general population census of 1940 will be limited. The RMA has been advised that radio ownership data may be secured under a new national census of housing, authorized by the last Congress with an appropriation of \$8,000,000.

The Federal Housing Census will include "utilities and equipment" and will be a national, not a sampling census, with full coverage of the items included. Arrangements are being made by RMA and NAB to secure as complete radio ownership statistics as possible in the new census.

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GIGLI GETS LAUGH ON MET AUDITIONS

An amusing trick Beniamino Gigli, famous Italian opera singer, is said to have played on the Metropolitan Opera Company last winter is revealed by Variety.

Just prior to his first Ford broadcast the tenor disguised himself and entered the Metropolitan Auditions of the Air as a contestant. He sang before a committee composed of an NBC representative, Pelletier's secretary and John Erskine. The singer was informed that his voice needed more polishing and that he was not ready for the Metropolitan.

The aria Gigli chose for his audition was the 'Dai campi, dai prati', from 'Menstofele', the role in which he made his debut in the Metropolitan in 1921.

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HATHERLY BEACH IS NEW WORLD-WIDE SITE

The World-Wide Broadcasting Corporation has applied for a construction permit for its short-wave station from Boston to a new site known as Hatherly Beach, near the town of Scituate, Mass. The call letters of the World-Wide short-wave station have been changed from WIXAL to WSLR.

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SEES GOVERNMENT REMOLDED BY RADIO

The art of government is being remolded by the powerful tool put into its hand by radio broadcasting, Dr. J. H. Dellinger of the National Bureau of Standards declared in a noteworthy address at the Benjamin Franklin Institute in Philadelphia. The potential control of human relations through entirely new possibilities of mass psychology, he declared, pointing to the relation of this to amplifier and the loudspeaker.

"Radio is a young science", Dr. Dellinger said, in addressing his Philadelphia audience. "It got its start in life by borrowing heavily from its friends both the small change of instruments and techniques and the large bank credits of basic principles and new discoveries. Has it discharged its early debt, and does it pay its current bills for services rendered today by its fellow sciences?"

"Like man, no science liveth unto itself alone. Radio science makes constant use of the techniques and principles of other sciences. To illustrate: the understanding and development of antennas depend on knowledge of physical optics and the theory of wave radiation. The evolution of the electron tube employs the sciences of electrostatics and electrodynamics. Radio devices in general depend on the principles of alternating currents. Insight into radio wave propagation comes through study of electrons, photo-ionization, and the composition of matter as it exists in the high atmosphere.

"But the borrowings of radio are far outweighed by the returns it is able to make not only to the sciences, but to the arts and many other branches of human activity. Everyone knows how radio contributes a useful tool or technique to many of the useful arts and some of the fine arts."

Dr. Dellinger said the elimination of the problems of auditorium acoustics is remaking the arts of oratory and singing. To the finest of the arts, music, new vistas are opening through new types of musical instruments and extensions of ranges and controls, all provided by radio techniques.

"Time measurement has been made so precise by radio devices as to reveal an effect of the motion of the moon on the rate of accurate pendulum clocks and even to discover variations in the rate of rotation of the earth on its axis. The art of the physician is notably advanced by radio-frequency devices which permit treatment in the very interior of the tissues of the human body. Television has become a reality through the development of photoelectric and cathode-ray tubes," the speaker continued.

"A single radio device, the electron tube, has grown so great that politicians squabble over it. In recent patent litigation, the Attorney General of the United States said this "is the key device which is essential to the operation of modern telephone and telegraph wire networks; to radio transmission and reception; to sound motion pictures, to the transmission and reception of images by television or wire photography; to public address systems;

which reached from a window."

The boy told Judge Hobart Newman that about two years ago while he was in the rear of the radio store, a note was dropped from a window which asked:

"Do you want to make some money? If so, yell Yes."

He said he complied with instructions and found a radio in the trash. After disposing of this set, he said he handed part of the money through a window to "the hand."

During the two-year period which the thefts occurred, it was said that 57 radios and one vacuum cleaner were stolen. Jones, a porter at the store was given 20 days on each charge after he pleaded not guilty.

The case of his young accomplice will be heard in Juvenile Court.

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::: _____ :::
::: TRADE NOTES :::
::: _____ :::

Ralph Thomas, Montauk Highway, Quogue, N. Y. (Station W2XO) has been granted special temporary authority to operate a station of 1 kw. power for the purpose of conducting experimental communication with aircraft NX-19904 during proposed flight from Los Angeles to New York and New York to Paris and return.

A plan for bringing new blood into the artist-management field will be undertaken by George Engles, founder of the NBC Artists' Service. Various department managers in the NBC will recommend candidates from within the company for an intensive training course in the management and sale of artist talent.

All RMA members are invited to have representatives attend the next luncheon meeting of the Eastern Credit Committee on Wednesday, August 30, at the Hotel New Yorker, New York City.

Baseball fans abroad will have an opportunity to follow the World Series, play-by-play this year when the game broadcasts - an exclusive Mutual network feature - are also aired over the facilities of Station WIXAL in Boston on 11.79 and 15.13 megacycles.

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CAPITAL STATION SUED FOR \$150,000 LIBEL

Natie Brown, pugilist, went to law to establish once for all that Tony Galento really did knock him out when they fought in Detroit last February 3. Natie asked the court to make the American Broadcasting Co., of Washington, D. C. and Tony Wakeman, WOL sports commentator, pay him \$150,000 for telling the radio audience that he took a "dive."

Natie's complaint for slander began with a modest account of his career in the ring, pointing out that in his 233 bouts he has been stretched on the canvas only five times. One of these unhappy occasions was in the fourth round of his bout with Galento.

Natie charged that Wakeman took advantage of this incident to injure him in his "good name, fame, credit and professional business" by saying such things as "any person who would take a dive for a bum like Tony Galento should go and drown himself in the middle of the ocean." Also, Natie complained, Wakeman accused him of taking the dive "for a valuable consideration."

The sport commentator did not stop with that, said Natie, but filled the air with "many other false and malicious statements" about the Galento fight. Natie figured that the damage to his good name, fame, etc., entitled him to a judgment for \$75,000 and that he ought to have \$75,000 more in the way of punitive damages.

The radio station's point of view was expressed in a final letter from its attorney, H. Russell Bishop. He said, in substance, that he couldn't see where anything Wakeman had said had done Natie any harm and the radio company was not going to pay any damages.

Wakeman said that he had not uttered the statements attributed to him by Brown's suit, and that his editorializing on the Brown-Galento fight had consisted of quoting from Detroit newspapers. He added that his script had been "carefully checked" by WOL officials "in accordance with restrictions put down by the Federal Communications Commission."

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MYSTERIOUS RADIO HAND GETS 240 DAYS

Accused of owning the hand which reached from a Washington, D. C. radio store window to accept profits from sales of \$1,000 worth of stolen radios, Ivory M. Jones, colored, 20, was sentenced to 240 days in jail on 12 petit larceny charges.

A 16-year-old boy, who testified in Police Court he had never seen Jones, admitted selling "quite a few" radios which he found in the trash behind George's Radio Co., in northeast Washington, and turning over part of each sale to "a dark-skinned hand

which reached from a window."

The boy told Judge Hobart Newman that about two years ago while he was in the rear of the radio store, a note was dropped from a window which asked:

"Do you want to make some money? If so, yell Yes."

He said he complied with instructions and found a radio in the trash. After disposing of this set, he said he handed part of the money through a window to "the hand."

During the two-year period which the thefts occurred, it was said that 57 radios and one vacuum cleaner were stolen. Jones, a porter at the store was given 20 days on each charge after he pleaded not guilty.

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STATION WCAI CHANGED AGAIN; IT'S WCAB NOW

The call letters of Columbia's short-wave station WCAI (formerly W3XAU) have again been changed. This time to WCAB.

The reason for the change is that the sound of "WCAI" when pronounced in certain foreign languages is too close to that of "WCAE," letters already assigned to a station in a regular broadcast band.

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NBC THANKS PRESS FOR EUROPEAN COOPERATION

The National Broadcasting Company took a full-page advertisement in the August 26 issue of Editor and Publisher, thanking press associations and newspapers for their cooperation in covering the European crisis. The text of the advertisement, signed by Lenox Lohr, President of the NBC follows:

"To The Fourth Estate! The National Broadcasting Company takes this opportunity, publicly, to express sincere thanks to The Associated Press, International News Service and the United Press. . . to the American Press generally . . . and particularly to those foreign correspondents whose brilliant eye-witness descriptions and on-the-spot summaries, broadcast over NBC's coast-to coast Networks have kept their fellow country-men accurately informed about the rapidly shifting crisis overseas.

"With each succeeding day, the press of America has added fresh laurels to the already high standards of journalism in the United States through its impartial, accurate and swift coverage of events abroad. By broadcasting news bulletins, interviews with key statesmen, speeches of government leaders, and interpretive comments by newspaper correspondents, both from at home and abroad, NBC has sought to maintain the highest tradition of the American System of Broadcasting."

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CLAIMS DAMAGES FOR IDEA

Application will be made in the N.Y. Supreme Court Monday (28) by Leo Linder for permission to examine Phillips Carlin, Director of sustaining programs of the National Broadcasting Co., before trial, in connection with a breach of contract suit by Linder against NBC.

Linder seeks \$25,000, claiming breach of an agreement whereby NBC agreed to pay him for an idea submitted in January, 1938, and later used, according to the complaint, in the 'Hall of Fame Presentations' or 'American Portraits'.

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NBC SCORES ANOTHER BEAT ON RUSSIAN PACT

The National Broadcasting Company, which last year claimed to have relayed the text of the Munich pact to America 46 minutes ahead of all radio opposition, scored another 40-minute beat Monday night when it presented the first trans-Atlantic discussion of the reported Russo-German non-aggression treaty, an NBC press release states, and continues:

"At 8:20 p.m., EDST, only an hour and a half after rumors about the new pact began trickling over the cables, William Hillman, International News Service Correspondent in London, and Mr. Baukhage, NBC's Washington Commentator, were on the air in a two-way discussion of the treaty.

"Europeans who tuned in on NBC's short wave programs Monday night heard details of the proposed Russo-German non-aggression pact negotiations about five hours before their own stations carried the news, as far as officials in the National Broadcasting Company's International Division could learn.

"Although NBC carried a trans-Atlantic discussion on the treaty at 8:20 p.m., EDST, London stations monitored at midnight made no mention of it while Berlin's commentators were still talking about the Russo-German trade pact and nothing more at 2:30 a.m. today. The only change in the regular routine of short wave broadcasts occurred at Moscow where a four-hour anti-Nazi program was replaced by musical selections."

Mr. Baukhage flew last Thursday on the Dixie Clipper to join the National Broadcasting Company's foreign correspondents Corps covering the great European crisis. These included Fred Bate in London; Max Jordan, central continental representative; Paul Archinard in Paris, and John Gunther who is at present covering the small Baltic nations.

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CROSLY BUYS ANOTHER BASEBALL TEAM

Passing out of the hands of one radio station owner into the hands of another, the Birmingham, Alabama Barons, baseball team in the Southern League, was sold the past week by Ed Norton, President of Station WAPI, Birmingham, to the Cincinnati Reds, of which Powel Crosley, Jr., is chief owner. The close alliance between radio and baseball is thus maintained.

Crosley made a visit to Birmingham several weeks ago, at which time he became interested in the Birmingham ball club.

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ORGANIZATION OF MANUFACTURERS PARTS GROUPS

Eight and possibly ten groups of RMA parts manufacturers are being organized by Chairman H. E. Osmun of the Association's Parts and Accessory Division for consideration of the special problems of the different groups. Early meetings of all of the groups are planned to map out studies and action in connection with the interests of each group.

The group organization is designed to fill a gap which has existed, in the opinion of many members, for several years, and to bring executives and also other personnel of each group into closer contact for constructive action on matters of special concern to each group.

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CANADIAN THREATENED WITH LIBEL

Threat of libel action by the Shell Oil Co. against station CKAC, Montreal on account of an attack specifically naming the company in a talk sponsored by the Retail Merchants Assn., has again brought question of liability of broadcasters into the open.

Shell Oil last week agreed to withdraw charges against station CKAC after being given free time in which to correct the impression given by the Retail Merchants, who periodically attack various large corporation policies as inimical to the interests of French-Canadians.

Premier Duplessis, who is also Attorney General for the Province of Quebec, has ruled that radio stations are not responsible for opinions expressed by time-buyers and has stated that sponsors only are liable in any damage action arising from a broadcast.

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N. Y. STORE USES TELEVISION

Television as a means of merchandising was demonstrated last week at Bloomingdale Brothers, Inc., in N. Y., in a preview of a fashion and household appliance show, which will be open to the public on a regular schedule every day.

Motion picture films prepared by Caravel Studios were used in part of the demonstration. They showed manikins wearing the latest styles in dressed and costume jewelry. It was pointed out that a continuous performance was possible through the use of film. The household appliances were seen operated by members of the sales staff. The installation was made by the American Television Co.

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