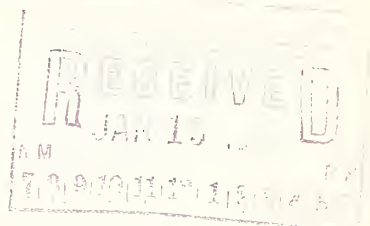
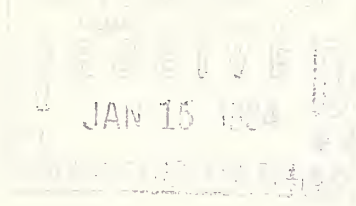


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MAY CHANGE RADIO LAW TO HAMPER MEXICAN BORDER STATIONS

That the Government has not given up its idea of putting a further crimp into the radio stations which were closed down in this country on account of questionable medical broadcasts but which now continue to reach the United States across the Mexican border is very evident.

This was revealed when Chairman E. O. Sykes of the Federal Radio Commission, appearing before the sub-committee of the House Committee on Appropriations told Representative John J. Boylan, of New York, that he was very seriously thinking of asking Congress to make some changes in the radio law to meet this situation.

"We had a North and Central American Conference in Mexico this Summer that failed to come to any agreement as to the frequencies to be used by the different countries", Judge Sykes said. "One of the chief differences between our delegates and the Mexican delegates was with reference to the operation of those high-powered border stations, along the border in Mexico. They have six high-powered stations but the stock, or a majority of it, is really owned and controlled by citizens of the United States. Two of those six men used to run stations in the United States, and after hearings, were denied licenses by the Federal Radio Commission. We told the Mexican Government that broadcasting stations operating in the broadcasting band were for the service of the country, or for national service. We told them that these stations, in our opinion, were not proper stations to be taken care of on this account. The result was that we did not get very far down there.

"Those stations simply cater to American audiences, do they not?" Mr. Boylan asked.

"I should say so; yes, sir. Their programs are purely for American audiences, and not for Mexican audiences. The Mexicans have a very good set of regulations, and they told us that they would strictly enforce them", Judge Sykes replied. "One of those regulations, for instance, is that a program must be first broadcast in Spanish, and that then it can be translated into English if they so desire. As a matter of fact, I understand that since we left there, one of those people, Dr. Brinkley, has been arrested twice for violating these regulations, and that he is trying to enjoin the Mexican Government. A lot of those people broadcast from the United States programs carried in over wires of the American Telephone and Telegraph Company.

"My idea is to talk with the two Committees of the House and Senate, and go over the situation. In other words, if they continue those stations, we would have to prevent those broadcasting

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stations from having studios in the United States, and from being permitted, through remote control, to carry those programs from the United States into Mexico. I think that is a most serious situation.

"If the Mexican Government will strictly enforce their regulations as they should, it would do away with those border stations, because if they had to broadcast their programs in Spanish before doing so in English, they would stop."

"I understood you to say that some broadcasters in Mexico were denied licenses in the United States", Mr. Boylan said.

"Yes sir; both Brinkley and Baker were denied licenses. They then went to Mexico and put up those high-powered stations under a concession from the Mexican Government", Judge Sykes replied. "They are just across the border, where they can reach American audiences. I think that eventually we will have some agreement with Mexico, but it was impossible last summer to reach an agreement. We could not do anything with them."

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RESEARCH HEAD STRIKES BACK IN ACCEPTING RADIO TIME

The address on "The Consumer in the National Recovery Program", by Frederick J. Schlink, President of Consumers' Research, Inc., which was barred from the Columbia system last Saturday when Mr. Schlink spoke at Philadelphia before the Academy of Political and Social Science, will be broadcast at 3:30^{pm} On January 13 (E.S.T.) "without censorship and without comment."

Mr. Schlink said that while his talk had been placed on the WABC network, he was confident that the problem of radio censorship was not disposed of, but that "radio is not inclined at present to fight any longer." He contended that the network had "solved an immediate problem", adding that "radio in general has exercised far more vigorous censorship than magazines would think of trying to do."

Mr. Paley, in offering Columbia's facilities to Mr. Schlink, said that the inference that Columbia is obligated not to broadcast any criticism of the Administration is wholly without foundation and that the Administration had never attempted to assume such a prerogative.

Mr. Schlink explained that his talk, which had been barred, contained references to what Mr. Schlink termed "misleading advertising over the radio." It referred to the "fact of what was equivalent to censorship", he added.

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COMMUNICATIONS BILL MAY TAKE MONTH TO WRITE, SAYS DILL

Although President Roosevelt has indicated that he wants additional radio legislation probably embodying some of the recommendations of his special committee, there seems to be no definite idea when this may be enacted. Senator Dill, Chairman of the Interstate Commerce Committee, who is now at work drafting a new Communications bill, when asked whether he thought there was a chance of its passing this session or how much pressure there was behind it, answered, "I don't know."

It has been currently reported that only recovery and other emergency bills had a chance of passage during the current session. When asked if he considered a Communications bill emerging legislation, Senator Dill replied: "I do not."

Senator Dill said that the writing of such a bill was a big job and that part of the work alone might take a month.

"Heretofore we have just lifted portions out of other legislation such as the Interstate Commerce Act, but this time an entirely new bill will be written and it is a matter which cannot be hurried", the Senator continued. "We did a lot of work on this in drafting the Communications bill four years ago. We didn't have much trouble with the radio part of it but ran into many difficulties in connection with the telephone and telegraph portions of it."

Asked whether the bill would simply provide for a Communications Commission and if the provision permitting mergers of Communications companies into unified monopolies, as proposed by the President's Committee on Communications would be added later, Senator Dill said:

"Nothing is said as to whether or not mergers will be considered at this time. We have no agreement on that. The consideration of a Communications Commission opens the door to a discussion of the merger question. This might await developments of the hearings on the new bill which we hope to begin as soon as possible after the bill has been introduced."

It was generally agreed at a conference between Secretary Roper, Chairman of the President's Communications Commission and Senator Dill and Representative Sam Rayburn, Chairman of the House Interstate Commerce Committee, that a bill would be drafted creating a Communications Commission to which would be transferred from the Radio Commission full jurisdiction over radio broadcasting, and from the Interstate Commerce Commission jurisdiction over telephone and telegraph companies.

The number of members of the Commission has not been determined. But the Commission will have three divisions and the bill will be written in three general sections - one each for

radio, telephony and telegraphy, the latter to include wireless transmission of symbols.

The new Commission would supersede the Radio Commission. This new agency would have authority to license communications companies, to require the filing of reports and the extension or curtailment of facilities and have supervision over rates, profits and financing of such companies.

Senator Dill said he also favored the law requiring the communications companies to set up sinking funds for the retirement of their bonded indebtedness, as proposed earlier in the day by President Roosevelt for the railroads.

Senator Dill said that if no action is taken on a Communications Commission at this session, he will introduce a simple bill and push it for immediate action, which would put radio activities back into the Commerce Department, with a Director of Radio, and an Appeal Board to consist of three members.

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SYKES PREDICTS ONE YEAR LICENSE EXTENSION

While testifying before the House Committee in connection with the 1935 appropriation, E. O. Sykes, Chairman of the Federal Radio Commission said the Commission is about ready to extend the station license period.

"Just as soon as we think the time is propitious, we will probably extend for one year the licenses of broadcasting stations. We have been trying to work up to that point for some time", Judge Sykes told the Committee.

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COLUMBIA NBC PURCHASE REPORT DISCOUNTED

No confirmation could be secured in Washington of a report prevalent that Columbia proposed buying the NBC.

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WORLD'S HIGHEST BROADCASTING TOWER ERECTED IN HUNGARY

What is claimed to be the highest radio broadcasting tower in the world has just been put into service in Budapest. Hungary, according to a report from Vice Consul E. V. Poluntnik.

The structure, situated on an island to the south of the city, consists of a trellis work steel tower running 932 feet in the air. At the uppermost point of the tower is a telescopic shaft which can be extended for an additional 30 meters, making the total height of the mast 314 meters, or 1,022 feet. This is a greater height than the Eiffel Tower at Paris and 400 feet greater than any other radio aerial in existence. The new WLW vertical radiator antenna for the 500,000 watt transmitter at Cincinnati, is 831 feet high.

It is the hope of the Government, the report states, that the new broadcasting station will permit the spreading of Hungarian culture throughout the world. According to the Prime Minister, one of the chief motives in erecting such a powerful station was to make it possible for Hungarian nationals residing in other countries to keep in easy contact with the fatherland.

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RADIO COMMISSION 1935 BUDGET INCREASES \$26,000

The 1935 budget appropriation asked by the Federal Radio Commission is \$651,885 for salaries, and \$15,000 for printing, a total of \$666,885. The item for salaries and expenses is an increase of \$31,885 over 1934 but the printing is \$5,000, making the total increase for this year \$26,885.

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UNIVERSITY OF KENTUCKY LISTENING CENTERS

Thirteen listening centers are making available radio programs of the University of Kentucky to hundreds of persons in the creek valleys and coves of eastern Kentucky. These underprivileged people, many of whom previously had never heard a radio program, are now brought into closer touch with the outside world. The university provided the radio sets which were placed in community centers, schools, etc. A competent director operates each radio set on a definite schedule. Monthly reports sent in from each center give, not only the total number of listeners to each day's university program, but constructive criticism of it as well. Four other centers for which aerials and grounds already have been installed will soon be opened.

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WE ARE CERTAIN TO GO FORWARD, SARNOFF DECLARES

Optimism was the keynote of an address delivered at the Ohio Society in New York by David Sarnoff, President of the Radio Corporation of America. Mr. Sarnoff said, in part:

"In few countries of the world today is it easier to find the bases of prosperity, or a more abundant life, than in our own. This is an age whose progress has been marked by the use of twenty million telephones, twenty-five million automobiles and seventeen million radio sets. New York and Ohio are not only at each other's doorsteps, but California is merely over the mountains.

"Needless tears are being shed in some quarters over the real or alleged failure of our industrial and commercial era. Granted that our social program has lagged behind our scientific, industrial and commercial advancement, the fact remains that progress in the latter fields has brought us to a stage of development that is still the coveted objective of the so-called 5-year and 10-year plans of other nations. While the profit motive has been a vitally stimulating force, it cannot be denied that our achievements have vast social as well as industrial value. In whatever forward direction progress may now impel us, we possess the machinery and resources out of which a more complete life can be created. Though our system may require greater social discipline, it has nevertheless given us the instrumentalities of a finer civilization.

"The rise of radio communications and radio broadcasting during the past decade, has made space the main path of communication and the laboratory promises still further radio services. Entertainment and education, the spoken and printed words, and still or motion pictures already can be carried on the wings of the ether wave. Individual communication and mass communication alike are within the scope of the radio channel, which knows no obstacle of sea or mountain, or other barrier to earthbound communication.

"What shall be the new social attitude toward science, invention, and discovery? The answer society makes to this question may determine the course of human progress for many years to come.

"Already we have embarked upon a program of adjustment of our financial, economic and social structure to meet our present social needs. Such a program cannot be achieved by pulling rabbits out of a hat. It cannot be permanently affected by the pitched battles of dictinaires. No miracles are possible in the orderly progress of social adjustment. Signs are appearing, however, of a new social attitude by industry and a new appreciation of industrial problems by social and political groups.

"Out of the transitions and readjustments of this depression, a new spirit of cooperation has developed which seeks to promote the general welfare. Our form of government, our sense of common justice, our natural wealth, our inventive genius and resourcefulness, our unrestricted freedom of the press and the air, all combine to justify the confidence that while we may stray temporarily, we cannot be swerved permanently from the road we have set upon. We are certain to go forward."

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WLW 500,000 WATT TESTS INDICATE WIDE COVERAGE

According to reports received thus far, Joseph A. Chambers, Technical Supervisor, states that the new 500,000 watt WLW RCA-Victor transmitter will provide a highly satisfactory day time reception over all of the United States east of the Rockies and satisfactory night reception over all the United States, much of Canada, Mexico and Central America.

There was a preliminary tryout New Year's Eve. Other tests are being made between 1 A.M. and 6 A.M. (E.S.T.).

A few of the reports follow:

Yukon, Alaska - "Have been enjoying your programs over 500 KW transmitter immensely - very good reception" - Arcade Cafe;
Fairbanks, Alaska - "Programs came in with good volume last two nights although we had considerable atmospheric static" - Fairbanks Exploration Co. Gang;
Kelso, Scotland - "Received transmission experimental station this morning" - Duchess Roxburgh, Floors Castle;
Wickford, R. I. - "Reception perfect - coming in like local station - good luck".

Quebec, - "Reception fine - no fading." - G. Ernest Racine;
Grenada, Australia - "New transmitter reception wonderful" - MacIntyres;
Puerto Rico - "Your transmitter certainly was great. When W8X0 came on the air it increased the volume about 100%" - H. J. Davison;
Honolulu - "Program strong and clear" - Paul Spain;
Seattle - "Reception in business section Seattle on auto radio fine." - W. Carey Jennings.

Vancouver, B. C. - "Program coming in very clear" - Vic Creeden;
San Francisco - "Program coming in loud and clear - slight fading - no aerial, three tubes." - Warner Wilson;
S.S. Gulfgem - "Received best reception eighty miles south of Haiti" - McDaniel;
S.S. Prusa - "Perfect reception 1500 miles southeast New York" - Captain Odman;
Denver - "Broadcast received very good here on two-tube pocket set" - E. L. Doyle.

The opinion was expressed that despite the cost of the WLW equipment, \$400,000, that the year 1934 would see other stations applying for the 500,000 watt broadcasting privilege and

that the Radio Commission would unquestionably grant the applications. The success of the Crosley station, and the fact that it apparently doesn't interfere with other stations, marks a new era in high power which it is believed broadcasters will quickly develop.

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MAUDE ADAMS GIVES NEW NAME TO STUDIO CONTROL ROOMS

With Maude Adams' radio debut, a general order was issued by the National Broadcasting Company changing the time honored name of the Control Room to the Studio Monitoring Booth.

"What is that?" inquired the actress, when she paid her first visit to the studio, indicating the booth in which the studio engineer was monitoring the program.

"That's the Control Room", replied her host, John Royal, NBC Vice-President, who was responsible for interesting Miss Adams in radio.

"Control Room", echoed the greatest actress of her time, "But why should I be controlled? Why should any artist be controlled? No one controls an opera singer, or a great conductor."

"Right, as always, Miss Adams", responded Royal. What the engineer was doing, Royal pointed out to her, simply was seeing that the equipment operated with the maximum efficiency.

"Studio Monitoring Booth is a much more satisfactory term", said George McElrath, Acting Manager of Technical Operation and Engineering. "Actually, there is no control exercised over the quality of the voice."

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TARKINGTON BELIEVES RADIO MAY BANISH BOOKS

The damage to the eyes of Booth Tarkington, the novelist, and his consequent dependence on the radio for some amusement - he likes the dialect tricks of "Amos 'n' Andy" - set him thinking some time ago, he said, that it was very probable that in the future there would be very few books and no novels. The writers then will be playwrights, he said, styling their entertainments for production by actors.

"It has been said that all progress is due to laziness, that man was too lazy to harness a horse so he invented the automobile, and so on", he said. "I am sure that when television, and what may come after even that, are so perfected that they can bring the entertainment of a theatre to an arm chair, very few will use energy to read novels."

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Two installations of its new type of synchronizing equipment have been ordered from the Western Electric Company and are ready for shipment to WBBM, Chicago, key station of the Columbia Broadcasting System, and to KFAB, Lincoln, Nebraska. These two stations contemplate synchronizing the latter part of this month.

Arthur Godfrey, WMAL announcer in Washington, who has been in charge of the WMAL Breakfast Club, resigned this week following a reprimand from an NBC official. Mr. Godfrey later accepted a position with Station WJSV, Columbia outlet in Washington and will be in charge of WJSV's Sun Dial, a competing feature of the Breakfast Club.

Godfrey is succeeded on WMAL by Jim McGrath, formerly of WOL in Washington, and who, of late, has been handling wrestling matches for WMAL.

Paul A. Winchell has joined the market analysis staff of the NBC Network Sales Promotion Department. Mr. Winchell was formerly Assistant Promotion Manager in charge of Advertising Research of Liberty magazine for seven years.

"Literary Digest poll of radio likes and dislikes which brought forth 16,400 replies from subscribers who clipped coupons printed in the weekly for that purpose has occasioned some comment as to whether the poll is more an index to the type of the Digest's readers rather than a cross-section of public opinion on radio programs," Variety sets forth.

"Both the expressed prejudices and the avowed favorites of the 16,400 Digest voters are notably contrary to the generally accepted notions of popular fancy. But very much of the sort of thing that school teachers and those dedicated to uplift would be apt to endorse or condemn."

Yi-seng S. Kiang, Chinese Vice-Counsel in Los Angeles, has entered complaint with several local radio stations for allowing artists to use the word "Chink" in reference to Chinese.

Earl C. Anthony's \$79,000 claim against NBC will be tried in the New York Federal court. On a motion by the network the action last week was transferred to the latter tribunal's jurisdiction. The complaint in which the operator of KFI, Los Angeles, charges that the network owes him that amount as a balance for the use of his station's facilities during July, August and September of last year was originally filed in the New York Supreme Court.

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GATTI-CASAZZA FINDS RADIO HELPFUL

Radio has proved to be a help to the Metropolitan Opera House, Giulio Gatti-Casazza told Orrin Dunlap, Jr., Radio Editor of the New York Times.

"Personally, I find I can more easily detect mistakes, or voice differences, over the radio. In general our results with the broadcasting of operatic performances have been excellent and very gratifying. Considering the manner in which the National Broadcasting Company carries on its activities from our stage, I believe no person need be apprehensive concerning the quality of the musical sounds they hear. And the indications are that radio is aiding, to a certain degree, the business of the box office."

"Is radio likely to be a permanent institution as far as the Metropolitan is concerned?" the general manager was asked.

"Yes," he replied. "There is no contrary indication. Technically, results have exceeded expectations. Furthermore, opera broadcasting educates the people along the lines of the music-drama. It is making many listeners music-minded and opera-conscious, which results in eventually bringing them to actual productions. They hear one or two acts of an opera and come here to hear more."

"How have regular opera patrons reacted toward Metropolitan performances on the air?" he was asked.

"Public opinion is favorable", he replied. "Only one or two exceptions have been brought to my attention."

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NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - Standard Brands, Inc. (Fleischmann's Yeast for Health), New York City; Agency - J. Walter Thompson Co., New York City; Started - January 4, 1934; Thursdays 8:00-9:00 P.M. EST; Network - WEAf WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WEBC WDAY WSM KFYP KOA KDYL KTAR KGO KFI KGW KOMO KHQ KTHS WMC WSB WAPI WJDX WSMB WKY WBAP KPRC WOAI; Program - "The Fleischmann's Yeast Hour" - Rudy Vallee and his orchestra and various guest artists.

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RENEWAL - Standard Brands, Inc. (Chase and Sanborn Coffee), New York City; Agency - J. Walter Thompson Co., N. Y. City; Started January 7, 1934; Wednesday, 8:00-8:30 P.M. EST; Network - WEAJ WTIC WJAR WTAG WCSH ALIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WEBC WDAY WRVA KFYZ WWNC WIS WJAX WIOD WFLA WSM WMC WSB WJDX WSMB KVOO WKY KTHS WFAA KPRC WOAI KGO KFI KGW KOMO KHQ KTAR KOA KDYL; Program - "The Chase and Sanborn Coffee Hour" - Rubinoff and his orchestra; Eddie Cantor and other guest stars.

RENEWAL - Northam Warren Corp. (Cutex and Odorono), N. Y. City; Agency - J. Walter Thompson Co., N. Y. City; Started Dec. 22, 1933; Time - Friday, 9:00-9:30 P.M. EST; Network - WJZ WBZ WBZA WBAL KDKA WGAR WCKY WLS KWK WREN KWCR KOIL KSO WMAL WSYR CFCF WSM WSB WAPI WSMB WKY WFAA WOAI KGO KFI KGW KOMO KHQ KOA KDYL KGIN KGHL; Program - "Let's Listen to Harris", Phil Harris and his orchestra Leah Ray, commercial talk by "The Fashion Reporter".

RENEWAL - Standard Brands, Inc. (Royal Gelatin Flavored Gelatin and Chase and Sanborn Tea), same agent as above; Started January 3, 1934; Wednesday, 8:00-8:30 P.M. EST; Network - WEAJ WEEI WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WLS WMAQ KSD WOC WHO WOW WDAF; Program - "Royal Gelatin Review and Chase and Sanborn Tea Program".

NEW - Lady Esther Co. (Cosmetics), Evanston, Ill.; Agency - Stack-Goble Advertising Agency, Chicago, Ill.; Started Dec. 6, 1933; Wednesday, 8:30-9:00 P.M. EST; Network - WEAJ WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ KSD WHO-WOC WOW WDAF WKBF; Program - "Lady Esther Serenade" - Wayne King's Dance orchestra and Bess Johnson as Lady Esther giving beauty talk.

RENEWAL - F. W. Fitch Co. (Fitch Shampoo), Des Moines, Ia., Agency - L. W. Ramsay Co., Davenport, Ia.; Started December 24, 1933, Sunday, 7:45-8:00 P.M. EST; Network - WEAJ WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAE WMAQ KSD WOC WHO WOW WDAF WKBF CFCF; Program - "Wendall Hall - The Red Headed Music Maker".

NEW - True Story Publishing Co. (True Story Magazine), N.Y. City; Agency - Erwin Wasey & Co., 420 Lexington Ave., N.Y.C.; Started - Jan. 7, 1934; Sundays 7:00-7:45 P.M. EST; Network - WEAJ WTAG WJAR WCSH WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WOW; Program - "True Story Court of Human Relations" - dramatized radio trials with listeners submitting decision at end of each case.

RENEWAL - Harold F. Ritchie & Co. (Eno Salts), N. Y. City; Agency - N. W. Ayer & Son, Inc., New York City; Starts Feb. 6, 1934; Tues & Wed., 8:00-8:30 P.M. EST; Network - WJZ WBZ WBZA WBAL KDKA WGAR WJR WLW WLS KWK WREN WMAL WSYR KWCR KSO KOIL; Program - Eno Crime Clues.

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