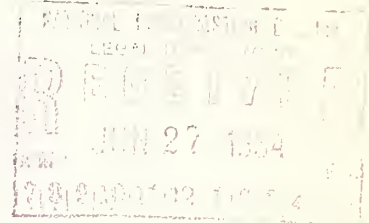


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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June 26, 1934.

WOULD REALLOCATE RADIO BY CONGRESSIONAL DISTRICTS

Representative Tom Blanton, Democrat, House stormy petrel, apparently expects to turn his attention to radio.

"We have not been able to do it in this session, but I am hopeful that the next Congress will fairly and justly reallocate wave lengths, channels, and power so that broadcasting stations may be granted to and equitably distributed throughout the various districts of the United States", Mr. Blanton declared. "Due consideration must be given to each Congressional district. Under the present system the big cities have gobbled up all of the important stations, wave lengths, channels, and power.

"I thought Dr. Brinkley had all the power", Representative Willford, of Iowa, interjected.

"He has more than 15 Congressional districts in Texas all put together. But his station is just across the Rio Grande River in Mexico", Mr. Blanton replied. (Editor's Note: The Mexican Government closed Brinkley's station about three months ago but evidently this fact was unknown to the Texas Congressman).

"Does not the gentleman realize that a revision of existing radio laws in the next Congress, desirable as it may be, will be precluded if we enact a new radio law by accepting the Communications Bill conference report?" Representative Lehlbach, of New Jersey, inquired.

"Nothing will be precluded, and everything will be possible, if a majority of the Members of this House in the next Congress set their heads and concertedly work together, with a determined purpose to fairly and justly distribute and allocate stations, wave lengths, channels, and power. All obstacles can be overcome, and anything they want done can be done by a determined majority", Mr. Blanton replied.

"Some of the big monopoly controlled radio stations persecute men in public life, whose actions they cannot control, just as monopoly controlled newspapers persecute them. If it were not for the Congressional Record, the big radio and the big press could ruin any man in Congress. They could misrepresent his every act. Were it not for the Congressional Record, the big press would defeat and put out of Congress every man it could not control, and you would then have a Congress of serfs, irresponsible in every way to the interests of the people."

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6/26/34

COMMUNICATIONS COMMISSION APPOINTEES STILL UNKNOWN

It seems to be the general impression that President Roosevelt is to name the appointees of the new Federal Communications Commission tomorrow (Wednesday). He just arrived back in Washington this (Tuesday) morning and has a great many matters to finish up before Saturday when he sails for Hawaii and other points.

Washington has just about outguessed itself and gotten nowhere in the matter of whom the new Commissioners will be. Almost everything has been heard in this connection, one person declaring that the present Radio Commission, with the exception of Judge Sykes would be wiped out, and another that the entire Commission would be changed and new faces be seen all around.

We still feel that Judge Sykes is to be named Chairman of the new Commission and understand that places have been offered to Homer Hoch, member of the Kansas State Utilities Commission and former Republican Congressman; to Milo R. Maltbie, Chairman of the New York State Public Service Commission, foe of the telephone companies, but who, it is believed, will not be willing to give up his \$17,000 a year position to accept a \$10,000 appointment in the Government; and to Capt. S. C. Cooper, Chief of Naval Communications.

It is essential that only four of the new group of seven to be appointed be members of the same party, which means that doubtless four Democrats will be named and three Republicans.

It is also pretty well understood that Herbert L. Pettey is to be appointed Secretary of the new Commission, pinch-hitting as Commissioner for Representative Prall until his Congressional term of office expires on January 1st. Whether the present Commissioners Thad Brown, Vice-Chairman of the Radio Commission, and Harold Lafount will make up the balance of the Commission is a question, but it seems to be the impression of some that they will. Others seem to feel that Dr. Irvin Stewart of the State Department in charge of radio matters there, or former Representative John E. Nelson (R), who served for years on the House Interstate Commerce Committee, may be named to the new Commission.

This week will, however, probably put an end to all guess-work and supposition for the new Commission comes into being July 1st, the old Radio Commission expiring on June 30th.

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IMPROVED CONDITIONS GIVE STIMULUS TO RADIO IN ECUADOR

Improved economic conditions in Ecuador, together with the decline in prices of receiving sets, is resulting in a rapid expansion of radion in that country, according to a report from Vice Consul F. L. Hoyt, Guayaquil.

Imports of receiving sets into the Republic during 1933, the report shows, totalled 421 units compared with approximately 300 units in 1932 and only 150 units in 1931. The volume of imports for the first quarter of the current year has shown a marked upward trend which, it is believed locally, will probably be sustained throughout the whole of 1934. It is estimated that total imports in the current year will approximate 800 units.

The five and six tube table models, the report shows, dominate the market in Ecuador. However, it is pointed out, cabinet models enjoy a larger demand than one would be inclined to expect, probably because the attractiveness of the American manufactured furniture is an important feature in creating the preference.

Referring to local broadcasting facilities, the report states that the quality of programs has been steadily improving with the result that local stations are decidedly more popular with radio fans than foreign stations. This fact, together with the fact that these stations transmit on several wave lengths, has increased the market for cheaper types of receivers. A new, powerful station using the latest type equipment, has recently been inaugurated in Guayaquil.

Approximately 95 per cent of the radio receivers in use in Ecuador are American makes, the report shows.

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FORD SHORT-WAVE STATIONS CRITICIZED

Ralph L. Walker, an Examiner, recommended to the Federal Radio Commission last week that it refuse to renew licenses for three short-wave broadcasting stations operated by the Ford Motor Co.

Commission officials said that the company had been granted licenses for two stations at Dearborn, Mich., and one at Lansing for experimental purposes. Walker reported the stations had been used to direct Ford vessels on the Great Lakes and for experimenting with aircraft communication. An official of the Commission, asserting the policy of the Commission was to confine short-wave licenses to stations that "contributed something" to radio as a whole, said the present body would not rule finally on the licenses.

The new Communications Commission will take office July 1st and the Ford Co. has 15 days in which to request an oral argument on the Examiner's report.

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6/26/34

SENATOR SCHALL SCORES NEW NRA ORGAN, "THE BLUE EAGLE"

The use of Government funds for publication of the new NRA organ, "The Blue Eagle", was scored by Senator Thomas D. Schall, Republican, of Minnesota, in a statement issued in Washington yesterday.

"'The Blue Eagle', published under the editorship of 'Crackdown' Johnson, is a misleading propaganda sheet issued in the interest of the Democratic party and paid for by the taxpayers of the United States", Senator Schall declared.

"It has been obvious for many months that in his zeal for complete dictatorship, the President, as evidenced by the Dill-Rayburn communications measure, written by his corps of college boys, is seeking censorship of the press and radio. But until the time comes when his hand controlled majority in Congress is able to secure the passage of this drastic, un-American censorship measure, his administration hopes to have a mouthpiece of its own and make the overburdened taxpayers of the nation foot the bill, just as he has made them foot every other bill.

"The first two issues of the Blue Eagle have been devoted to a defense of the NRA (God knows it needs defending), but according to my information it is planned to later make this publication a daily and it will contain all of the exclusive news of the Government agencies, making publication of such news in the legitimate daily newspapers secondary.

"Oh, those college boys have great plans ahead, but before the more radical plans can be put into effect, they find it necessary to control the press and the airways of the nation. They propose to accomplish this through enactment by Congress of the damnable communications bill, one of the most un-Constitutional measures ever proposed in the national legislature.

"Such tactics as the Administration has used and is using to scrap the Constitution are outrageous and should and will result in complete repudiation at the hands of the wise American electorate.

"If only the Tugwells and others of his stripe would carry out the sound advice of H. L. Mencken and go back to their colleges and teach their students to 'hate their fathers', America would be truly grateful.

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07/20/54

RUSSIANS CALL RADIO "LIGHTNING"

Manufacturers and distributors will not make a grand rush for the Russian radio market if they read (and they should do so) "Red Thunder", by Roy S. Durstine, just published. Likewise manufacturers in most every other industry will also watch their step. There seems to be two characteristics of things written about Russia, one that it may be propaganda, and another that it is usually ponderous and difficult to read. Neither is true of "Red Thunder", which is as honest and frank in its presentation and as the friends of the author know him to be, and is written in such an entertaining style that the book almost reads itself.

Mr. Durstine, a nationally known advertising man, who has supervised many successful radio programs, has been very casual in his references either to advertising or to radio. The author has taken great care not to express an opinion or a conclusion but contents himself with telling what he actually saw, just as he used to do as a good reporter on the old New York Sun. Nevertheless, reading between the lines, one gets present-day impressions of Russia which impress the reader far more than any editorial.

Mr. Durstine's only reference to radio in Russia, is the following:

"The Russians are simple in so many ways, like mediaeval children waking and rubbing their eyes.

"What is the quickest way to send this telegram?" a visitor asks.

"You send it by lightning", is the answer. 'Lightning' is their word for radio."

Although the caption of the book is obviously Russian, Mr. Durstine also tells what he saw in Germany and Austria. One chapter, which gives especial food for thought, is entitled "Heat Lightning Over Europe."

Mr. Durstine noted the fact that when Hitler spoke in Berlin, not only 20,000 persons heard him where the speaking actually took place, but in 65 other centers of the city loud speakers were placed from which 10,000 more heard his speech.

"A reason for Hitler's popularity is his gift of oratory", Mr. Durstine writes. "The radio amplifies that power so that in Europe today, it is considered a weapon mightier than guns."

Again Mr. Durstine observes: "In Germany the newspapers, the magazines, the radio, the movies, books, schools, universities, the theatre and the pulpit come under the supervision of the Propaganda Ministry. It is just as sweeping, and what is more, it is labeled Propaganda."

"Red Thunder" is published by Charles Scribner's Sons, of New York, and the price is \$2.00.

R.D.H.

6/26/34

SOUTHERN PINE FOR GERMAN RADIO TOWERS

German radio towers higher than 160 feet will continue to be built of Southern Pine, according to advices received by the Department of Commerce from the American Consul at Hamburg. The American wood was selected because comparison with European, heretofore used for the purpose, showed it to have superior strengthening properties and longer life.

These wooden radio towers, which in Germany have been built to a height of 628 feet, are made possible by the use of modern timber connectors. They are several types, chiefly the alligator and split-ring, which by being embedded in two connecting pieces of wood around the bolt, strengthen the connections up to 8 times the strength of the ordinary bolt joint.

This method of construction was introduced in America through joint efforts of the Department of Commerce and Agriculture. Timber connectors in this country are handled by the Timber Engineering Corporation, which works in close collaboration with National Lumber Manufacturers' Association and the American Forest Products Industries.

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GOAT GLAND EXPERT FILES FOR GOVERNOR

Dr. John R. Brinkley, "goat gland" specialist and twice an unsuccessful independent gubernatorial candidate, last week filed for the Republican nomination, but said he did not intend to make a campaign.

Dr. Brinkley asserted he had permitted his name to be entered for the sole purpose of settling the question of his party affiliation.

"If I had not filed the campaign would have been a droll affair", he said in a statement at Del Rio, Texas, shortly after his name was filed at Topeka, Kansas.

Dr. Brinkley's radio station was closed down in Kansas by the Federal Radio Commission, and three or four months ago, the Mexican Government ordered his station closed down in their country where he was operating a powerful station capable of reaching a large coverage in the United States.

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8/26/34

A. F. A. CONVENTION OPENED BY KOBAK OF NBC

The Advertising Federation of America which held its convention in New York last week, was presided over for the first time by a radio man - Edgar Kobak, President of the A.F.A. and Vice-President in charge of Sales for the National Broadcasting Company. In his opening address, Mr. Kobak, among other things, stated that he did not believe the criticism leveled at the industry was meant for more than five per cent of the total. In this percentage of "off-color" advertising, radio programs as well as magazine, outdoor and direct mail advertising was included.

Proposals for a "radio A.B.C." are at a standstill for the present, according to Arthur Church, of the Midland Broadcasting Co., Kansas City, who presided over a meeting of the commercial section of the National Association of Broadcasters. The printed program called for a "Discussion by representative of the American Association of Advertising Agencies on subject of a cooperative bureau for the study of station coverage and listener interest", but this was dropped, according to Mr. Church, because the Four-A did not feel ready to offer a definite plan.

The meeting found plenty of material for debate in the question of measuring the number of radio listeners, with the argument indicating that the broadcasters themselves are nowhere near agreement on how far they are ready to go. Some speakers thought the advertisers are entitled to fullest information possible about the number of listeners actually tuned in on specific programs. Others retorted that the Audit Bureau of Circulations does not attempt to report the number of persons who read any specific advertisement, and that a radio station is doing enough if it studies the territory in which its broadcasts can be heard if the listeners want to tune in.

Mr. Walter J. Damm, manager of Station WTMJ, owned by the Milwaukee Journal, read a paper describing a study of listening habits made by WTMJ through 10,032 telephone calls and 8,001 personal visits, in which only two questions were asked: "Is your radio set turned on now?" and "To what station?" This method he held far better than surveys depending on memory or opinion of the listeners questions as does the Crossley survey upon which principal advertisers and agencies have depended thus far, incidentally.

"Because of the many methods used and the fundamental misapplication of some of the principles followed", Mr. Damm said, "it may even be that many surveys are actually misleading. The radio industry is beginning to realize that stations must give reliable information comparable to that provided by other advertising media, and that stations must be honest in publishing their findings.

Representatives of other stations were quick to disagree among them Martin B. Manning, General Manager of Station WFAA, Dallas, and Walter J. Neff, of WOR, Newark, N. J.

The National Broadcasting Company and the Columbia Broadcasting System have been asked to get together with their affiliated stations and work out a set of trade practices that will give the independent operators at least an even break when competing for business. This was made in the form of a resolution during the meeting of the commercial section of the NAB in New York.

The passage of the resolution followed the reading of a report on network-station relations by John F. Patt, of WGAR, Cleveland. Patt declared that the stations want from their network a sufficiently proportionate share of the money taken in by the web for time on these stations. Station operators, he said, are also of the belief that the webs have no business trying to represent them in the sale of spot broadcasting time and that they should be content to function as purveyors of hook-up facilities.

Appended to Patt's report was a string of regulation and improvement that advertisers sought in radio. Above all, commercials wanted to be assured that their spot broadcasting programs would not be kicked around on a station just because the network put in a subsequent requisition of the same niche on the schedule. Advertisers, like the webs, insist that spot announcements between two commercial programs be eliminated by the stations and that the broadcasters devote as much time to enlarging their audiences as they do to publicity promotion and dealer and customer contacting.

Among other resolutions passed by the NAB session was one having to do with standardization of rate card practices and the other with field strength measurements. Conventioners agreed that the units of time sale be one hour, a half-hour, a quarter-hour, five minutes, one minute transcriptions of 100 words, half-minute transcriptions of 50 words or less.

Resolution on the field strength angle held that the Federal Radio Commission's standards for measuring a station's primary and secondary coverage be accepted as official for NAB members in view of the fact that no better methods existed.

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ASCAP ROYALTY FOR 2D QUARTER AROUND \$700,000

Royalty plauum of the American Society of Composers, Authors and Publishers for the second quarter of 1934 may come to over \$700,000, making the distribution among the ASCAP members twice what it was for the April-May-June period of 1933, according to Variety.

Collections from radio during the past three months have been over 100% better than for the parallel stretch last year. Board meets this Thursday (June 28) to allocate the money.

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6/26/34

:::BUSINESS LETTER NOTES:::
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The American Broadcasting System, of which WMCA is the New York outlet, expects to have at least twenty stations in its hook-up in the Autumn. Plans call for the network to extend as far West as St. Louis by that time.

The Postmaster General's Department in Holland intends to supply radio-fans with wired wireless. Neither municipalities nor private enterprises do this.

The subscribers are to get a choice between four programs which they can choose by turning a switch. Distribution is to be via telephone wires.

Understanding within the Hearst organization is that contracts have been closed by Westinghouse Electric Mfg. Co. for NBC to operate Station KYW (Chicago) when this station moves to Philadelphia, according to Variety. The Westinghouse-NBC agreement presumably eliminates the Levy Bros. from the KYW picture.

A series of special short-wave broadcasts is being sent to the United States each Sunday at 6 P.M. by Station EAQ, in Madrid. It is the first commercial broadcast from overseas sponsored by an American firm. EAQ operates on a frequency of 9.87 megacycles, and is one of the most powerful European short-wave stations being heard clearly and distinctly in most sections of the United States.

In order to aid the suffering legitimate theatre, a proposition has been placed before the Czechoslovak Parliament to impose an extra tax on the owners of radio instruments. As there are over 600,000 radio listeners in Czechoslovakia, a considerable sum could be raised through this scheme to aid the regular legitimates.

A similar plan has proved a success in aiding unemployed, for in the picture playhouses an extra charge of 20 heller (2.40 cents) is imposed on every admission ticket.

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6/26/34

MACKAY RADIO DOMESTIC POINT-TO-POINT FOR MARINE JOURNALS

Mackay Radio's rapid extension of its radiotelegraph network in the United States is keeping pace with the widespread expansion of its facilities in the marine radio field, and is of interest to shipping men, many of whom follow closely the development of radio.

Mackay Radio, then the Federal Telegraph Company, pioneered point-to-point radiotelegraph service in the United States and was operating between the principal cities of the Pacific Coast when the company first made its entry into the marine field in 1914. Until 1929 its service between points within the United States was confined to the Pacific Coast network, but now is extended to most of the larger cities of the country.

After years of steady progress in all phases of radio service, 1929 began for Mackay Radio a period of growth and expansion which has been going forward continuously since then, and these recent extensions of service indicate that 1934 is probably to be the most active year in this program to date.

As a starter to the expansion campaign, Mackay Radio opened a transcontinental service between New York and its entire Pacific Coast network through San Francisco. The powerful marine and point-to-point radio station at Sayville, L. I. operates the Atlantic end of the circuit.

Last year, transmitting and receiving stations were constructed at Chicago, New Orleans and Seattle. These cities were added to Mackay Radio's American network, and a second transcontinental circuit was established - New York-Seattle.

The network at present interconnects New York, Chicago, San Francisco, Los Angeles, Washington (stations are being erected here to replace, with radio, the present wire connection), Boston, New Orleans, San Diego, Oakland, Seattle, Tacoma and Portland, Oregon, and stations are to be erected at Kansas City and Atlanta, and other cities will be included in the network before long.

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NBC NEW ACCOUNTS AND RENEWALS

NEW - William R. Warner Co. (Sloan's Liniment & Vince Mouthwash), New York City; Agency - Cecil Warwick & Cecil, 230 Park Ave., New York City; Starts - September 19, 1934; Wednesdays, 9:00-10:00 P.M. EST; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR KWK KWCR KSO KOIL WREN KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program - Undecided.

RENEWAL - Northwestern Yeast Co. (Magic Yeast, Yeast Foam and Yeast Foam Tablets); Chicago, Ill.; Agency - Hays MacFarland & Co., 333 N. Michigan Ave., Chicago, Ill.; Starts July 2, 1934; Mondays 8:00-8:30 P.M. EDT; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WLW WLS KWK KWCR WREN KOIL KSO KGO WSYR WMAL WKBF KGO KFI KGW KOMO KHQ KOA KDYL; Program - "Yeast Foamers" - Musical - Jan Garber's Orchestra.

NEW - Princess Patt, Ltd. (Face Powder), Chicago, Ill.; Agency - Critchfield and Co., Chicago, Ill.; Starts July 2, 1934; Time Mondays 9:30-10:00 P.M. EDT; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WREN; Program - "Princess Pat Players" - dramatic.

NEW - Carleton & Hovey Co. (Father John's Cough Medicine), Lowell, Mass.; Agency - John W. Queen, 5 Park Square, Boston, Mass.; Starts - October 14, 1934; Sundays 2:45-3:00 P.M. EST; Network - WEAf WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF WKBF; Program - "Gems of Melody" - musical.

NEW - Same Co. and Agency as above; Starting date - October 17, 1934; Time - Wednesdays 7:15-7:45 P.M. EST; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WREN WKBF; Program - "Gems of Melody" - musical.

RENEWAL - Crazy Water Co. (Mineral Crystals), Mineral Wells, Texas; Agency - Bowman & Crane, Inc., New York City; Starts - June 6, 1934; Time - Wed., Fri., 12:00-12:15 Noon EDT; Network - WEAf, WEEK WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WOC WHO WOW KOA; Program - "Gene Arnold & Commodores" - Male quartet, Gene Arnold, narrator.

RENEWAL - Philip Morris & Co. (Cigarettes), New York City; Agency - The Biow Company, Inc., 444 Madison Ave., New York City; Started June 5, 1934; Tuesday 8:00-8:30 P.M. EDT; Network - WEAf WEEI WTIC WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WOC WHO WOW WKBF WSM WSB WSMB; Program - "Leo Reisman and Phil Duey and Soloists".

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