

HEINL RADIO BUSINESS LETTER

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No. 856

BECAUSE THE GOVERNMENT DEPARTMENTS ARE TO BE CLOSED
OVER LABOR DAY, THERE WILL BE NO ISSUE OF THE
BUSINESS LETTER ON TUESDAY, SEPTEMBER 3RD.

Handwritten signature: E. J. G. A.

"DOC" BRINKLEY VISITS CAPITAL BUT COMMISH SEEKS HIM NOT

Although Dr. John R. Brinkley, famous as the Kansas goat-gland specialist and for having had his broadcasting station closed down, visited the Capital last week aboard his private yacht, which he said cost \$650,000. He apparently gave the Federal Communications Commission a wide berth. Although these officials have it in their power to restore Dr. Brinkley's goat-gland talks to the air, a thing he very much desires, because when he left the United States, the Mexican Government also closed down a station he bought in that country, the Commission say the "Doc" not.

Invitations to dine on the palatial yacht, which is 150 ft. long and carries a crew of 14 men, were extended to such notables as former Vice-President Charles Curtis, who went to Mexico as Brinkley's counsel to try to get him restored to the good graces of that Government. So far as known, no official who might have been helpful in restoring the goat-gland specialist to the air, was invited to break bread with Brinkley.

Dr. Brinkley said that he stopped at Washington simply to renew old acquaintances from Kansas and declared that it was not to continue his fight for the right to broadcast in the United States.

An interviewer, who was received by Brinkley aboard his yacht, said that the latter was adorned much after the style of "Diamond Jim" Brady. On each hand was a huge diamond ring, the largest holding a stone of 12.92 carats. A clasp on his tie was a cluster 2 or more inches long, $\frac{3}{4}$ of an inch wide. A stickpine, more than an inch-high arch, over several larger stones, was in his tie. Two diamond-studded lodge pins were in his coat lapel and a diamond-studded charm hung across his vest.

While Brinkley, who was narrowly defeated for Governor of Kansas after his name had been ruled off the ballot was mum with regard to radio, he had quite a little to say about politics even to his own candidacy.

"I'm not a candidate - I don't want to be President. And I'm not presidential timber", Dr. Brinkley said modestly.

Dr. Brinkley is against the Roosevelt administration, against Senator Huey P. Long, against Dr. Townsend's plan, against Father Coughlin.

"I believe Long will run for President", he said, "and if he does, he may make it possible for the Republicans to win."

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The doctor's chief criticism of the Roosevelt administration: "They've spent too much."

Of Dr. Townsend's old-age pension plan: "It would defeat itself."

Of Senator Long's share-the-wealth plan: "I'm just like any other rich man."

Dr. Brinkley came to Washington after a lazy cruise in Northern waters that began the middle of June. He expects to be back to Galveston next month.

On the trip he landed a 690-pound tuna, shot a buck on the island of Anticosti, off Labrador, and was grounded in a fog for 12 hours off Yarmouth.

The understanding in Washington is that Brinkley's Mexican station is still closed down. However, up to a comparatively short time ago, his broadcasts were plainly heard in various parts of the United States from a Mexican station over which he was evidently buying time. It was Dr. Brinkley's "Doctor Book" talk but given by a spokesman for the well-known doctor.

After being closed down in Kansas, Brinkley used to broadcast across the border by remote control from Del Rio, Texas, but an amendment to the Radio Act was enacted to prevent this. One report was that Brinkley himself was again broadcasting over a Mexican station into the United States late at night. If he did this, however, he would either have to go to Mexico or protect himself by electrical transcription because his old remote control method of sending the stuff across the border by wire into Mexico for rebroadcasting is a thing of the past.

While in Washington, Dr. Brinkley was accompanied by Mrs. Brinkley, and their son John R., Jr., and if any financial hardship had been worked upon him as a result of the closing down of his broadcasts in the United States, it was not apparent to the casual observer.

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AIRPLANES ROUTED AWAY FROM TEXAS STATIONS

An allotment of \$14,700 to the Bureau of Air Commerce for an airways radio station at Houston, Texas, has been announced by Public Works Administrator Harold L. Ickes. The money, which comes from the old public works appropriation, will provide a new station in a new locality so that planes will not pass close to the proposed radio stations KPRC and KTRH.

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EXPERTS DON'T TAKE MARCONI WARPLANE RAY SERIOUSLY

The announcement by a press association that Marconi, the great Italian who invented wireless, had perfected a secret ray which he believed would enable him to stop airplane motors high in the clouds, was greeted with smiles by Government short-wave experts in the National Capital.

"That story has been bobbing up in one form or another for the past twenty-five years and I am rather inclined to believe that its reoccurrence is due to Italy's approaching war rather than any serious pronouncement on the subject by Marconi", one official said, who asked that his name not be used. "We heard during the World War that the Germans had invented a device which would broadcast the rays to stop the automobile transports. Later, and repeatedly, the version was that such a ray had been discovered for stopping airplanes' motors in battle."

"Did you ever hear of a motor actually being stopped by such a ray?" the Government expert was asked.

"No", he replied laughingly.

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BRITAIN STILL EXPECTS TELEVISION EARLY IN YEAR

Despite decided impressions to the contrary in the United States, television is expected to be in full swing in Great Britain within a year, a report to the Commerce Department from Assistant Trade Commissioner H. E. Stebbins, London, states.

The Postmaster-General, it is pointed out, has just authorized the British Broadcasting Corporation to make arrangements with the Baird Television Company and the Marconi-E.M.T. Television Company for the provision of complete transmitting equipment for the operation of their respective systems.

It is anticipated that the work of manufacture and installtion will be completed in approximately six months. The first test transmissions will probably start in the early part of the coming year, to be followed by a regular public service as soon as practicable thereafter, the report states.

In connection with the Postmaster General's announcement, the managing director of Baird Television declared that it would not be long before every radio set in the country would be equipped with a television screen and that vision would be as usual as speech is today. He pointed out that with the ultra-short waves it will be possible to broadcast scenes in much greater detail than can be done with the medium waves. It will now be possible, he stated to broadcast outdoor events such as air pageants and persons listening in will be able to see all the details as well as hear the commentary.

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NEW 500 WATT STATION RECOMMENDED FOR SPRINGFIELD, MASS.

The application of the Connecticut Valley Broadcasting Co., of Springfield, Mass., to construct a new 500-watt station to operate on 1140 kc., limited time, has been favorably recommended by Melvin H. Dalberg, Examiner.

It appears from the testimony to be the plan of the applicants to provide a regional station in western Massachusetts, and it is stated that the station, which would be locally owned and operated, would devote itself to the interests of the area sought to be served with an available outlet for local programs. It is evident that no such service is available at the present time from WBZA and WMAS, as their time is largely devoted to national chain programs, being associated with large networks.

It is apparently the intention to provide a service to compensate for that which would ordinarily be expected from stations in Boston, Worcester and other New England cities, but which is not available on account of the high radio attenuation indigenous to this district, as evidenced by the necessity for the WBZ-WBZA synchronized arrangement, which eliminates service from Boston, Providence and other nearby centers and materially reduces service from New York. Applicants contend that with the exception of the local station no useful service exists from Boston or any other place to the east of Springfield. There is some service from the two stations in Hartford, one of which, however, WDRC, carries substantially the same programs as one of the local stations, namely, WMAS, which is on the Columbia chain. The applicants further state that WTIC carries the Red Network program and is available to the Springfield district, but is not received over WBZA, which is synchronized with WBZ, of 50 kilowatts power, in view of the larger number of non-selective receiving sets in use in the locality.

Applicants plan to use electrical transcriptions employing the service of the World Broadcasting System, which they contend is not used now in Springfield.

The granting of this application would involve an increase of the night time quote of the State of Massachusetts and Zone of 9.05 units and an increase in the day time quota of the State and Zone of 0.3 units.

From the testimony of the Commission engineer it does not appear that there will be any objectionable interference during daytime hours with Station WHAM, at Rochester. If any interference should be caused during the brief period of evening operation, it would be within the .5 millivolt contour of the proposed station and not within that of the contour of Station WHAM.

In his conclusions the Examiner said:

"In view of the evidence presented, it is improbable that the proposed station would cause any interference in the reception of other stations and certainly no objectionable interference in the recognized good service area of other stations.

"It is believed that the applicants are legally, technically, financially, and otherwise eligible to hold the construction permit which they seek and that there is need for local service in the Springfield, Mass., area for a proposed new broadcasting service."

An Examiner's report has recommended that the application of Station WHBL, of the Press Publishing Co., Sheboygan, Wis., now on 1410 kc., 500 watts, sharing time with WBOK, Rockford, Ill., requesting a change to 1300 kc. with the reduced power of 250 watts, unlimited time, be granted.

In the same case, the application of WMBC, Michigan Broadcasting Co., Detroit, Mich., now on 1420 kc., with 100 watts, requesting 500 watts on 1300 kc., was unfavorably reported.

An Examiner has reported favorably upon the application of Station WRJN, Racine Broadcasting Corp., Racine, Wis., on 1370 kc., for an increase of daytime power from 100 to 250 watts.

A favorable report has been filed in the case of Charles C. Theis, of Wichita, Kans., applying for a new 100 watt station on 1210 kc.

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FTC MAKES CONCESSION TO COMMERCIAL BROADCASTERS

Much of the confusion and uncertainties attending the broadcast of commercial copy is seen eliminated in the latest developments at the Federal Trade Commission. Henceforth, the Federal Trade Commission will afford to members of the radio broadcasting industry the same notice, and opportunity to sign stipulations as heretofore has been extended to other forms of advertising media. Approval of this procedure, which was requested by James W. Baldwin, Managing Director of the National Association of Broadcasters, was given on Wednesday of this week.

According to an agreement between Judge Ewin L. Davis, Chairman of the Federal Trade Commission and Mr. Baldwin, hereafter when a radio commercial continuity or a published

advertisement has been examined by the preliminary reviewer and noted for further attention, it is referred for consideration from a legal point of view after which it is submitted to the Special Board of Investigation. If the Board decides there is prima facie evidence of false or misleading representations, a questionnaire, is sent to the advertiser.

Upon receipt of the information called for in the questionnaire together with samples of advertising copy and all follow-up literature, etc., the formula, for example, in cases of drugs and cosmetics is submitted to appropriate departments of the government for opinion. The Board then considers the matter in the light of scientific opinion. If the statements contained in the advertising copy appear to be justified, the matter is reported to the Commission for filing without action.

If the statements contained in the advertising copy are not justified in the light of such scientific opinion the Board forwards to the advertiser a list of the statements in question and a copy of the scientific opinion relative thereto, and the advertiser is afforded the opportunity to produce all the evidence he can to support his claims.

When this has been done, either through correspondence or by personal conferences, the advertising copy is again reviewed in the light of new evidence, if any, and those statements which have not yet been justified in the opinion of the Board are thereupon reported to the Commission accompanied by all evidence in the case with the recommendation that an application for a complaint be docketed, but that before further action is taken the matter be referred back to the Board to negotiate a stipulation with the advertiser in settlement of the matter..

If the Commission concurs in the recommendation of the Board a stipulation is prepared reciting the objectionable statement and providing inhibitions wherein the advertiser agrees to cease and desist publishing such claims in the future. If, however, the Commission is of the opinion that the statements contained in the advertising copy are justified, the case is reported for filing without action.

At the time the case is docketed as an application for complaint the advertising medium, if a publisher, is notified and extended an opportunity to sign and return a publisher's stipulation enclosed with the notice. In the stipulation, the publisher agrees to observe and abide by the terms of any stipulation signed by the advertiser in the case, or of any cease and desist order entered by the Commission against the advertiser in such case.

Each case will require a separate stipulation. In order that stations may be brought up to date stipulations will be sent to cover all cases now pending before the FTC for which the broadcaster has submitted copy. That is to say, for each piece of copy that has been submitted by a broadcaster, and which has reached the investigation stage, the broadcaster will receive a stipulation which he may sign and return to the FTC.

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SOUTHERN STATES MOST OVER NIGHT-TIME QUOTA

Quota facilities due and assigned to broadcast stations as of August 26, 1935, show that the States of the Third, or Southern, Zone, such as Alabama, Arkansas, Tennessee, Texas, and others, are now 28 percent over their allotted quota, which is more than any other zone in the country.

The Fifth, or Western, Zone, is 27 percent overquota, composed of such States as California, Montana, and New Mexico, is a close second.

The First, or Eastern, Zone, with New York and the New England States, is 4 percent under its broadcasting quota. The Second Zone, Kentucky, Michigan, Ohio, Pennsylvania and adjoining States, is 5 percent over its nighttime quota, and the Fourth Zone, Indiana, Iowa, Kansas, Wisconsin, and other States, is 10 percent over its nighttime quota.

Also, all zones are underquota - the daytime broadcasting facilities - except the Fourth Zone. The Third Zone leads by being 47 percent underquota; the First - 30 percent; the Second - 26 percent, and the Fifth - 11 percent. The Fourth Zone is neither over nor under its quota with regard to daylight broadcasting facilities.

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CZECHO LISTENERS INCREASE DESPITE TAX

In Czechoslovakia, where radio listeners pay the cost of program service, the number of listeners has increased 120,585 in a year, or more than 17.3 percent. The number of receiving sets used for educational purposes in schools is now over 3000 and is increasing rapidly. These are official figures representing the number of licenses issued to listeners by the government.

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PHILCO EXPANDS TO MEET INCREASING DEMAND

With more than 9,500 workers on a payroll which amounts to nearly one million dollars a month, Philadelphia Storage Battery Company, makers of Philco radios, are employing many additional workers to keep pace with the increasing demand for radio instruments.

"The hours and working conditions are better than the NRA code for the electrical industry", said G. E. Deming, Executive Vice-President of the Philadelphia Storage Battery Co. "Philco's hourly rate is 25.2 per cent above the average of the balance of the radio industry as shown by figures compiled by the United States Department of Labor.

"The advances of science and invention in the field of high fidelity radio reproduction during the past year have made possible a fuller enjoyment of the many excellent programs offered the radio listeners of America. Greater public appreciation of the wealth of available radio entertainment, music, news comment and education, has translated itself into an increased demand for quality instruments. The result has been record-breaking production for Philco during the first half of 1935, with indications pointing to even greater production during the next six months. Philco will continue to use the tried and tested glass tubes in the sets it manufactures. The increased demand for our sets reflects consumers' confidence in our product. In spite of claims made for the metal tubes, Philco does not believe in experimenting on the public.

"The remarkable ability of short-wave sets to bring in foreign stations with surprising regularity and clearness; the advantage of having all the broadcasting services in one radio; and the improved reception obtained with all-wave noise-eliminating aerials have contributed to the popularity of radio.

"Not only in home sets is the increased production during the Fall months anticipated, but also in automobile radios. The greater enjoyment of motoring in radio-equipped automobiles has become so apparent that it is expected public demand will soon establish radio as standard equipment for all leading makes of automobiles.

"When the Philadelphia Storage Battery Company began to manufacture storage batteries for electric vehicles in 1906, the entire force could have come to work in one trolley car. In 1928, when the first Philco radios were produced, Philco finished in twenty-seventh place in the industry. By 1930, with the addition of smaller sets at popular prices, Philco moved into first place, a position it has held up to the present."

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In commenting upon Philco's labor policies, Mr. Deming said: "Philco accepted and bettered NRA working conditions; recognized the American Federation of Labor Unions on a closed shop basis; signed a working agreement providing an orderly way of handling industrial relations; increased rates to the highest in the industry; paid additional bonus at Christmas when earnings permitted; and believes that fair-minded labor and management can work together in harmony to produce quality in its products at a fair price at which the public can buy in volume and thus maintain its leadership in the industry which has as future products wired radio and television."

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OFFICIALS REGRET PASSING OF A. Y. TUEL

The news of the death of Austin Y. Tuel, Vice-President and General Manager of the Mackay Radio & Telegraph Company, was received with regret by Commissioner Irvin Stewart, Chairman of the Telegraph Division of the Federal Communications Commission, and other Government officials. Mr. Tuel died suddenly in New York from a heart attack. Although only 53 years old, he was a veteran in radio telegraphy, having been closely identified with wireless for almost a quarter of a century.

Mr. Tuel was born at Mount Carmel, Ill. In 1910 he was appointed Superintendent of the Federal Telegraph Company's first station at San Francisco and remained in that capacity until April 12, 1917, when he joined the United States Navy as a lieutenant. He became Communications Officer at San Francisco. On Dec. 1, 1919, he returned to Federal Telegraph and was appointed resident engineer at Washington, D. C.

Early in 1921 he was appointed General Manager for the same concern and was transferred to headquarters at San Francisco. In 1927 he became Vice President and General Manager of Mackay Radio and Telegraph Company when that concern was organized.

As an executive, Mr. Tuel presided over the operation of the Sayville (L.I.) sending station, which the Navy commandeered from the German Government at the beginning of the World War.

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NBC TO TELL OF DAYTIME ADVERTISING ADVANTAGES

Entitled "Sales Begin When Programs Begin", containing a complete presentation of the special advantages of daytime broadcast advertising, a new book will be issued by NBC in about ten days.

"NBC now has a complete 'time-table' which shows, for the first time, the availability of radio listeners from early morning to late at night", Edgar Kobak, Vice-President in Charge of Sales, said in announcing the new publication. "We have conducted an exhaustive study of the variations in the number of reachable radio families, half-hour by half-hour, from breakfast time to bedtime.

"This searching analysis of radio's day and night potential circulation was particularly designed to meet the demands for more factual information on the daytime hours, including data which permit comparison with the evening hours. That's the big story which will be told in our new book."

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WEST COAST TELEGRAPH STATIONS CITED

The Telegraph Division of the Federal Communications Commission has ordered an investigation into the circumstances and lawfulness of the operation of the general experimental station W7XK following a report of their inspector at Seattle, Wash. The Northern Radio Company is made respondent to this proceeding and a hearing will be held in Washington, D. C. at a date to be announced later.

The Telegraph Division also ordered an investigation and hearing of the report of its inspector at San Francisco, to the effect that the installation and operation for entertainment purposes of a broadcast receiver in the radio room of Station WGCN aboard the S.S. "Emma Alexander" of The Pacific Steamship Lines, Ltd., interfere with the duties required by law of the operator on watch, and the responsibility of the parties concerned.

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APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

KVOR, S. H. Patterson, Colorado Springs, Colo., CP to move transmitter outside city limits of Colorado Springs and make changes in equipment; WMAQ, National Broadcasting Co., Inc., Chicago, Ill., Mod. of CP to extend completion date to Nov. 4, 1935; KGMB, Honolulu Brdcstg. Ltd., Honolulu, T. H., Mod. of CP to move station locally, make changes in equipment extnd commencement date to 60 days after this date and completion date to 90 days hereafter; WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., extension of special temp. auth. to operate with 1 KW daytime power for period ending March 1, 1936; WTCN, Minn. Broadcasting Corp., Minneapolis, Minn., Mod. of license to make changes in specified hours so as to relieve station WCAL of the period 9:43 to 9:45 AM, CST, on Monday, Tues. Wed. Thurs. Fri. and Sat. of each week until such time as WCAL might again desire such period.

WPHR, WLBG, Inc., Petersburg, Va., consent to transfer of control of WLBG, Inc., licensee of WPHR, to John Stewart Bryan, Tennant Bryan and Douglas S. Freeman; KFAB, KFAB Broadcasting Co., Lincoln, Neb., renewal of license for a period of 30 days; KFRU, KFRU, Inc., Columbia, Mo. renewal of license for a period of 30 days; WPEN, Wm. Penn Broadcasting Co., Philadelphia, Pa. and WCFL, Federation of Labor, Chicago, Ill., renewal of license for the regular period; also WCFL extension of special Exp. Auth. to operate on 970 kc., 1500 watts unlimited time instead of limited time for period ending Feb. 1, 1936; KEHE (formerly KTM), Evening Herald Pub. Co., Los Angeles, Cal., KELW, Evening Herald Pub. Co., Burbank, Cal.; WIP, Penna. Broadcasting Co., Philadelphia, Pa., and WIBW, Topeka Broadcasting Asso. Inc., Topeka, Kans., renewal of licenses for a period of 30 days; WOEB, Agricultural Brdcstg. Co. Portable (Chicago, Ill.) license to cover CP (Temp. Brdcst. Pickup service), frequencies 1606, 2020, 2102, 2760 kc., 100 w.; W9XHD, Same - Portable-Mobile, Chicago, Ill, license to cover CP (Exp. Gen. Exp. service), frequencies 31100, 34600, 37600, 40600 kc., 25 watts; W9XHE, W9XHF, Same, except 2 watts power.

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An announcement of special interest to American composers will be made by M. H. Aylesworth, President of the National Broadcasting Company, during a special NBC Music Guild program over the WEAT network Tuesday night, September 3, at 9 P.M. EST.

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