

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

up returns
file 11/15

INDEX TO ISSUE OF NOVEMBER 2, 1934.

| | |
|--|----|
| Labor to Petition FCC for 50% Of Radio Channels..... | 2 |
| Composers Dany Monopoly Charge..... | 5 |
| Educational-Religious Hearings Start Again Nov. 7..... | 6 |
| Declare Chain Broadcasts Helpful In Voluntary Work..... | 7 |
| Safeguard Sought For Police Radio..... | 9 |
| FCC To Investigate Interference In Pinchot's Speeches..... | 10 |
| Telegraph Hearing To Be Held Monday, November 5..... | 11 |
| Canadian Radio Executive Joins NBC..... | 11 |
| Industry Notes..... | 12 |

No. 771

[Handwritten signature]

LABOR TO PETITION FCC FOR 50% OF RADIO CHANNELS

The American Federation of Labor at its recent convention in San Francisco unanimously adopted the report on four resolutions recommended by its committee on radio, dealing with radio educational program, radio facilities for organizations operating on a non-profit basis, radio allocations, and a clear channel for Station WCFL, the labor station in Chicago.

The Committee reporting on such matters recommended non-concurrence with the resolution that the 54th convention of the A. F. of L. advocate and support the enactment of legislation at the next session of Congress for the nationalization of broadcasting and the report of the committee was unanimously adopted.

Following are the resolutions in full, with the exception of the lengthy one dealing with a clear channel for WCFL, and the action taken on them:

Radio Educational Program (Resolution No. 55)

WHEREAS, There is a crying need for a more thorough exposition of the true meaning of the American Federation of Labor movement in American life; and

WHEREAS, Union periodicals, union speakers and union organizers are unable to reach a very large percentage of the individuals who make up the general public; and

WHEREAS, A large number of this general public must rely on papers, community leaders and employers hostile to the labor movement for their impressions of the American Union movement; and

WHEREAS, Various State Federations and other affiliated bodies have effectively influenced public opinion, in favor of the Labor movement, by the presentation of radio programs in the interest of Organized Labor; therefore be it

RESOLVED, That this Convention adopt a fuller use of radio broadcasting, as a means of influencing the opinion of farmers, unorganized workers, members of company unions and the general public to a more favorable consideration of the American Federation of Labor movement; and be it further

RESOLVED, That this Convention recommend that the Executive Board of the American Federation of Labor undertake the preparation of at least thirty programs each year, such as dramatization of Labor history, organization speeches and speeches to convince the American public of the true importance of the

true importance of the American Labor movement in the upbuilding and maintenance of the American standard of living, and that the Executive Board make these programs available for presentation by electric transcription to the general public, through the various available broadcasting stations.

Radio Facilities For Organizations Operating On A Non-Profit Basis (Resolution No. 171)

WHEREAS, The Congress of the United States recognizing the value of radio communication has reserved control of radio as a public property, placing authority to issue licenses for temporary periods to a governmental agency, namely, the Federal Communications Commission acting for the Congress; and

WHEREAS, The last session of Congress recognizing the growing dangers of a radio monopoly directed the Federal Communications Commission to investigate and to report to Congress prior to February 1, 1935, what percentage of radio facilities should be allocated to organizations or associations operating on a non-profit basis; and

WHEREAS, We recognize the value of radio as a means of molding public opinion and also the present tendency toward monopolistic control; therefore be it

RESOLVED, That the American Federation of Labor petition the Federal Communications Commission and the Congress of the United States insisting that not less than 50 per cent of all radio facilities be allocated to organizations or associations operating on a non-profit basis.

Radio Allocation (Resolution 200)

WHEREAS, As a result of the monopolistic control of radio on the part of national networks, controlled as they are by centralized financial interests, which networks defy the law of the land in maintaining, "Yellow Dog" company unions, thus enslaving their workers; and

WHEREAS, As most all of the powerful radio stations are the property of and controlled by these centralized financial interests which deprive local communities of programs on educational and other subjects which would advance the cultural interests of the American people during the evening hours when the workers have the opportunity of being at home; and

WHEREAS, Congress has recognized the unfairness of this monopolistic condition wherein radio broadcasting is under the control of a privileged few and has directed the Federal Communications Commission to investigate and to report to Congress before February 1, 1935, what percentage of radio facilities should be allocated to organizations operating on a non-profit basis, which bodies are organized for the purpose of advancing the cultural and educational interests of the American people; and

WHEREAS, The privilege of and power to operate radio stations has been specifically reserved as a public property to Congress, and Congress has designated the Federal Communications Commission to act as an agency of Congress only; and

WHEREAS, The American Federation of Labor is opposed to the continued allocation of public properties to financial interests wherein a privileged few profit at the expense of the people, therefore be it

RESOLVED, That the American Federation of Labor record its militant opposition to the allocation of more than fifty per cent of this public property to organizations operating for private profit; and further, that the American Federation of Labor notify the Federal Communications Commission and Congress of our opposition; and be it further

RESOLVED, That we register our protest against the continuance in public office of any members of the Federal Communications Commission who vote to surrender more than fifty per cent of this public property - radio - to profit making bodies.

As Resolutions Nos. 55, 171 and 200 dealing with the important question of the radio, its regulation and the necessity of maintaining its freedom so that this great avenue of communication may be used for public information, as well as entertainment, your Committee recommends that this convention instruct the Executive Council to prepare dramatization of Labor History, statements of the principles and purposes of the American Federation of Labor, organization addresses and other addresses dealing with the problems of Labor for electrical transcription so that these will be available to all broadcasting stations.

Your committee further recommends that the Executive Council be instructed to petition the Federal Communications Commission so that fifty (50) per cent of all radio facilities will be allocated to organizations or to associations operating upon a non-profit basis and that should it become necessary to accomplish this purpose that adequate legislation be introduced in Congress.

The report of the committee was unanimously adopted.

The resolution (No. 122) offered to secure national cleared radio channel for WCFL is summarized in the following manner in the last paragraph of the formal resolution:

RESOLVED, That the American Federation of Labor in convention hereby petition the Federal Communications Commission to recommend to the Congress of the United States and also petition the Congress of the United States to pass the necessary legislation to assign or to have assigned the channel of 970 kilocycles as a clear channel, with unlimited time and with power equal to the maximum power assigned to any channel in the United States to the owner

11/2/34

or owners of the broadcasting station or stations approved by the recognized labor organizations, which, in the opinion of the Commission, are most representative of Labor interests of the United States, and not to issue any license or licenses for the use of such frequency except with the written consent of such so recognized labor organizations to any other person, association, corporation, organization or co-partnership, excepting that the license now granted to radio station KJR shall not be interfered with so long as it does not interfere with any other station now or to be hereafter established by said labor organizations on said clear channel.

In recommending concurrence in the resolution, your committee commends the courage, persistence and constructive, far-sighted policy which led the Chicago Federation of Labor to establish Station WCFL.

The report of the committee was unanimously adopted.

X X X X X X X X X X

COMPOSERS DENY MONOPOLY CHARGE

The names of Stephen Foster, Victor Herbert and popular song writers and publishers of the present day are listed in the defense that has been prepared for filing in Federal court in answer to the charges of monopoly brought by the government against the American Society of Composers, Authors and Publishers and allied organizations, the New York Times reports.

The suit seeks to break up license-fee agreements between the organizations and radio broadcasting stations, as well as contracts regulating other use of copyrighted works of their members.

Denying the allegations of the Attorney General, the brief, which was drawn up by Nathan Burkan, as attorney for the defendants, outlines the purpose of the association, founded in 1914, "principally for the protection of writers and publishers of musical works against the infringement of their performing rights in their copyrighted works in all countries of the world, and for the granting of licenses for and on behalf of its members to perform for profit such works and to collect royalties for such licenses."

It points out that the membership is limited to those in the musical field, and that the royalties collected are distributed among its members.

Upholding its protection of members from "piracies" in the amusement field, which have spread rapidly since the war, the defense emphasizes that the individual is unable to cope with the many infringements.

11/2/34

Foster, whose folktunes are still famous, lacked such protection and "died a pauper", the brief declares. On the other hand, Herbert, a member of the society, was able to protect his interests by legal action in 1915. "The expense of this suit", the brief adds, "was borne by all the members of the society. Herbert alone could not have carried it to a successful conclusion."

The advent of broadcasting, the defense explains, added to the difficulties of fixing and collecting royalties, until the present arrangement was made.

Denying charges that musical compositions have been kept from radio broadcasting, the brief declares "That such musical compositions are withdrawn only when the continued radio broadcasting of such numbers, if not restricted, would destroy the grand opera or stage or symphonic rights of the members in such works", adding that the society, "by virtue of the performing rights obtained under its license agreements with its members, is bound, in equity and good conscience, to do nothing that will destroy the value of the rights reserved to such members."

X X X X X X X X X

EDUCATIONAL-RELIGIOUS HEARINGS START AGAIN NOV. 7

Further information will continue to be gathered in the form of testimony when the hearings on the educational and religious reapportionment of broadcasting facilities proceed again on November 7th.

Dr. Levering Tyson will appear either Wednesday or Thursday in behalf of the National Committee on Education by Radio. It is expected that Dr. Tracy Tyler, spokesman for the educators, will offer testimony in rebuttal.

Although the official calendar has not been made up at this date, it is expected the following will appear during the next two weeks, the length of time it is estimated the hearings will continue:

Edward Nockels for Labor; William Biederman, Christian Science Committee on Publications, District of Columbia; W. B. Dolph, NRA; Dr. E. Oppenheimer, Children's Bureau, U. S. Department of Labor; Owen A. Keen, Post Office Department; Morse Salisbury of the Agriculture Department; also representatives of the Pan American Union, the American Red Cross and probably of the War and Navy Departments.

X X X X X X X X X

DECLARE CHAIN BROADCASTS HELPFUL IN VOLUNTARY WORK

Coming just now when the Federal Communications Commission is considering the question as to whether Congress shall allocate a fixed percentage of radio facilities to educational and religious programs, the report on the survey made by the National Advisory Council on Radio in Education and the Federal Office of Education is very timely. The report is based upon a questionnaire sent to national voluntary organizations and the results were compiled by Dr. Cline M. Koon, Senior Specialist in Education by Radio in the Federal Education Office.

Summary and conclusions of the survey are as follows:

"Forty-five national voluntary organizations out of a total of 312 included in this study reported that they had broadcast regular series during the past two years.

"One-third of the organizations reported that they had broadcast occasionally.

"Approximately one-third of the organizations contemplate broadcasting in the future.

"In a comparison of the types of organizations that have broadcast in the past, educational agencies rank highest, with over half of them having broadcast; social agencies, second, 46 per cent; religious, third, 41 per cent; health, fourth, 34 per cent; civic, fifth, 33 per cent; and funds and foundations, sixth, 16 per cent.

"The principal purposes of broadcast by national voluntary agencies are:

To familiarize the public with the aims of the organization.

To extend the services of the organization to the public.

To assist in national drives

To disseminate information gained by research and investigations.

To unify the work of the local chapters and the national headquarters.

"The principal difficulties involved in utilizing broadcasting by voluntary organizations are:

Lack of understanding of the advantages and limitation of broadcasting.

Relations with owners of broadcasting stations

Relations with other similar voluntary agencies

Preparing and presenting effective broadcasts

Creating and serving the radio audience

"Radio broadcasting is admirably suited to assist in the public service work of national voluntary organizations. Not only are chain broadcasts of service to the national headquarters, but regional and local stations are also of service to the state and local branches. Lack of understanding in the past has frequently led to misunderstandings between voluntary organizations and radio stations, resulting in failure to work together.

"The basis on which the broadcasting time is made available to voluntary organizations may be cited as an example. It appears that most of the time voluntary organizations have used for broadcasting has been donated by the chains and individual radio stations. The assumption is that the broadcast is to be in the public interest and that the organization presenting it is not anticipating any financial profit out of the broadcast. Without doubt, this assumption is true in most cases, but there are all degrees of public service just as the degrees of public service of the organizations vary.

"Under the guise of public interest, certain organizations with nice-sounding names, but purely selfish objectives, may secure free broadcasting time. It is obvious that such organizations should be required to pay the full commercial rate and that certain others with mixed motives should pay the actual cost that the station or chain incurs in putting on the broadcast. It is a significant fact that there does not appear to be any uniform practice followed by radio stations in dealing with various types of voluntary organizations. In the interest of the public, as well as the radio stations and the deserving voluntary organizations, steps should be taken to improve present practices.

"Undoubtedly, it has proved mutually advantageous for radio stations and deserving voluntary organizations to work in close co-operation. The public service functions of the station can be partially fulfilled in this way and public relations strengthened. The reports indicate that broadcasting benefitted national voluntary organizations in a number of ways in the past and that its potential uses have only been partially explored.

"The evidence available indicates that the National Advisory Council on Radio in Education has been doing very satisfactory work as a "liaison" agency, as far as the financial limitations of the Council would permit it to go. It has not been able, so far, to extend its activities to all national voluntary organizations that are entitled to consideration. Neither has the Council been able to extend its activities much beyond the national chains. It appears, therefore, that either the Council or some other agency working along similar lines should be given ample financial support to conduct further investigations and more fully explore the potential uses of the radio in strengthening the public service activities of national voluntary organizations. By doing so at this time, it will be possible to give proper consideration to the radio interest of these public service agencies during the formative years of our broadcasting system. Further exploration along this line will strengthen the fiber of our broadcasting system, and perchance, it will give the programs a richer and finer flavor."

In a foreword, Levering Tyson of the National Advisory Council on Radio in Education, writes:

"The extent to which use is being made of broadcasting facilities for various public service objectives is not realized. There are those who contend that broadcasting in America is merely a commercial enterprise. From some points of view, they may be right. Undoubtedly the American system is a commercial

system. In that commercial system, however, there are a great many programs which are designed to meet the specific needs of various public service institutions. The identity of this type of program is lost in the welter of commercial advertising."

In his introduction, Dr. Koon said that radio broadcasting is the speediest means for the dissemination of information and certainly is admirably suited to assist in much of the public service work of national voluntary organizations. He, however, added that "available data indicated that the lack of understanding of the proper functions of broadcasting and broadcasting technique on the part of representatives of voluntary organizations and the lack of understanding of the public service functions of the voluntary organizations by representatives of broadcasting stations frequently led to misunderstanding."

The study is divided into four chapters. The first chapter states the purpose of the study and briefly indicates the procedure followed and the plan of the report. The second chapter considers the nature and extent of broadcasting by various voluntary organizations. The third chapter analyzes the use of broadcasting, including the purposes served and the problems involved. A summary and conclusion in a fourth chapter complete the study.

The work is captioned, "Some Public Service Broadcasting" by Dr. Cline M. Koon, and it has been printed in booklet form by the University of Chicago Press.

X X X X X X X X X

SAFEGUARD SOUGHT FOR POLICE RADIO

The Federal Communications Commission has stepped into Baltimore to find out how lawyers and private towing trucks manage to appear so suddenly on the scene of accidents to which police cars had been directed by radio, according to an Associated Press dispatch.

Police Commissioner Charles D. Gaither told police officials this week that such interception of police calls by private individuals was a violation of the law. He instructed police to cooperate with the Federal men in breaking up the practice.

Police officials said certain garages and lawyers tuned in one police calls and rushed to the scene of accidents reported over the police broadcasts. Police said garage towing trucks and lawyers sometimes arrived almost as soon as they did.

X X X X X X X

11/2/34

FCC TO INVESTIGATE INTERFERENCE IN PINCHOT'S SPEECHES

The Federal Communications Commission has today made public the following correspondence which deals with the complaint of Governor Gifford Pinchot, of Pennsylvania, that several times his speeches over the radio have suffered from interference. The Governor's letter of October 29th to the Commission reads as follows:

"My dear Judge Sykes:

"Last April a campaign speech of mine was cut off the air on the ground that it was not received properly by KDKA in Pittsburgh from the Harrisburg studios of WHP. Various charges and countercharges were made by KDKA and by officials of the American Telephone and Telegraph Company, but I do not know to this day where or by whom the sabotage was committed. The Pittsburgh newspapers took the matter up, with the result that I broadcast the same speech over KDKA the next night without additional charge.

"During the present campaign this sabotage has started again.

"On Thursday, October 18th, my speech at Charleroi through Stations KQV, WHP, WIP, WGBI and WRAU was ruined by a loud buzz from beginning to end of the speech. Listeners throughout the State, I am told, were barely able to distinguish what I was saying. The lines were tested and shown to be clear immediately before I began to speak. They were clear again immediately after I ceased speaking, when the voice of another campaign speaker came through as clear as a bell.

"I went on the air again at Erie on Friday, October 26th, over a State-wide hook-up. The first five minutes of my speech came through perfectly, but I am informed that the moment I mentioned the 'Sugar Trust' the buzz came on again.

"I do not believe I am called upon to submit in silence to sabotage of this kind. If the voices of other speakers can be delivered without trouble, it is beyond explanation that interference such as I have described should constantly happen to me.

"Night after night, week after week, month after month, programs from all parts of the world are delivered to the homes of thousands of Pennsylvanians without interference or trouble of any kind, but not when I am speaking.

"I am entirely satisfied that it is your intention to see to it that all proper communications are delivered clearly and fairly, and I am confident I may count upon your help to set this matter right."

To which the Commission replied as of this date (Nov. 2):

"My dear Governor Pinchot:

"Permit me to acknowledge receipt of your favor of the 29th ultimo, complaining of some interference over the radio to the reception of your speech delivered at Charleroi on Thursday, October 18th.

"The Commission en banc, this morning, has given consideration to the matter and has ordered a complete investigation to be made."

X X X X X X X X X X

TELEGRAPH HEARING TO BE HELD MONDAY, NOVEMBER 5

A hearing will be held Monday, Nov. 5th before the Telegraph Division of the Federal Communications Commission in line with its Order No. 10 which was an authorization to make an inquiry into the provisions and effect of contracts between telegraph carriers subject to the jurisdiction of the Communications Commission and the common carriers not subject to the Communications Act of 1934.

Those who will appear and the order of their appearance are: Western Union Telegraph Company, Postal Telegraph Cable Company, Northern Telegraph; Intervening railroads, and others interested.

X X X X X X X X

CANADIAN RADIO EXECUTIVE JOINS NBC

The appointment of R. M. Brophy, veteran radio executive, as Assistant Manager of Station Relations of the National Broadcasting Company, is announced by Richard C. Patterson, Jr., Executive Vice-President of the company. Mr. Brophy, who resigned his position as Assistant General Manager of the Canadian Marconi Company to join the NBC, has been connected with broadcasting since 1920, the year of the industry's birth.

Mr. Brophy's experience has embraced practically every phase of the business. After becoming a licensed wireless operator, he went to work in the Canadian Marconi factory, then moved on to the experimental laboratories and later held positions in the service and sales departments. After rising to the post of Sales Manager, Mr. Brophy was for eight years in charge of the broadcasting activities of the Canadian Marconi Co., as well as set and transmitter sales and advertising.

In his new position with the NBC, Mr. Brophy will work with Donald Withycomb, Manager of Station Relations.

X X X X X X X X

11/2/34

::::
::::INDUSTRY NOTES::::
::::

Stations WCOA, Pensacola, Fla., and WOC, Davenport, Ia., have been added to the Columbia Broadcasting System. There are now 102 outlets associated with the chain. Seven years ago, the original Columbia unit network consisted of 16 stations.

WCOA is owned and operated by the Pensacola Broadcasting Co. in the San Carlos Hotel, has 500 watts power and broadcasts on a frequency of 1340 kilocycles. WOC is owned by the Palmer School of Chiropractic in Davenport, Ia., and operations on 1420 kilocycles.

A financial report of the Crosley Radio Corporation for the six months ended Sept. 30 shows a net profit after royalties, depreciation, Federal taxes and other charges, \$412,942, equal to 75 cents a share on 545,800 no-par capital shares, against \$169,805, or 31 cents a share, in six months ended Sept. 30, 1933. Quarter ended Sept. 30: Net profit, \$72,274, equal to 13 cents a share, ~~inxxxx~~ compared with \$340,668, or 62 cents a share, in previous quarter and \$64,894, or 12 cents a share, in third quarter of 1933. Sales for six months totaled \$8,401,651, against \$4,633,578 in same period a year before.

A general expansion of the activities of the National Broadcasting Company Artists Service is announced. One major change in the set-up of the department, which is under the direction of George Engles, Vice-President, will result in the separation of the activities of Talent Supply and Management, and of Talent Sales into two main divisions of Artists Service. D. S. Tuthill is appointed Sales Manager to direct talent sales.

There will be a band booking division, a Hollywood office for Artists Service and representatives for motion picture, hotel and night club booking. Artists Service representatives under the new arrangement also will make direct contacts with advertising agencies and other clients of the company, and a central booking office will be established within the department.

Mayor Laguardia has decided to continue the municipal radio station, WNYC, as it is now operating on a non-commercial basis. At the same time he expressed the hope that funds may be found to provide modern instead of the present "obsolete" equipment for it.

The Committee, composed of Richard C. Patterson, Jr., Executive Vice-President of the National Broadcasting Company, Chairman; William S. Paley, President of the Columbia Broadcasting System, and Alfred J. McCosker, President of the Bamberger Broadcasting System reported that only two courses are open to the city. The first, they asserted, is to continue the station as it now functions, and the second is to "go into first-class operation."

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



CONFIDENTIAL -- Not for Publication

INDEX TO ISSUE OF NOVEMBER 6, 1934.

| | |
|--|----|
| High Fidelity Keynote At Rochester Engineers' Meeting..... | 2 |
| Swedish News Broadcasts Subsidized..... | 3 |
| Estimates 1934 Radio Advertising Expenditure \$100,000,000.... | 4 |
| New All-Wave Sets Bolstering Up Business..... | 5 |
| Newark Installs Ultra High Frequency Police System..... | 6 |
| Estimates N. Y. Broadcasts Weekly Attendance at 55,000..... | 6 |
| New Organ For Radio City..... | 7 |
| 100 Special Trains Bring Visitors To Berlin Radio Show..... | 8 |
| Cites I.R.E. Award To Armstrong..... | 9 |
| WOR To Study Radio Effect On Climate And Living Things..... | 10 |
| Sparks Fly In Broadcaster-Educator Exchange..... | 11 |
| Cox Permitted To Move Station From Erie To Dayton..... | 12 |
| NBC Reported Buying Remaining Half Of WMAQ..... | 12 |

No. 772

Handwritten signatures and initials at the bottom of the page, including "S. G." and "G."

HIGH FIDELITY KEYNOTE AT ROCHESTER ENGINEERS' MEETING

High fidelity receivers and other technical topics of the moment will be considered at the Rochester Section of the Institute of Radio Engineers, November 12-14. Because of the presence of Dr. C. B. Jolliffe, Chief Engineer of the Federal Communications Commission, and other speakers of prominence, the meeting will assume national importance.

The program follows:

Monday Morning, November 12

Technical Session

Iron Core Tuning Systems - A. Crossley, Consulting Engineer
High Fidelity Reproducers with Acoustical Labyrinths (With Demonstration), B. Olney, Stromberg-Carlson Telephone Mfg. Co.

Group Luncheon

Monday Afternoon

Technical Session

Automatic Reactance Control Systems
Charles Travis and Murray Clay, RCA License Laboratory
Putting Ultra-High Frequencies to Work (With Demonstration),
L. C. F. Horle, Consulting Engineer, and C. J. Franks,
Radio Frequency Laboratories
Diode Coupling Considerations, J. R. Nelson, Raytheon Production Corporation
Inspection of Exhibits
Meeting of RMA Committees on Receivers and Television

Monday Evening

Group Dinner

Joint Session with Radio Club of America

Transmission and Reception of Centimeter Waves (With Demonstration), I. Wolff, E. G. Linder, and R. A. Braden, R.C.A. Victor Company.

Tuesday Morning, November 13

Technical Session

The Use of Cathode Ray Tubes in Receiver Distortion Measurements (With Demonstration), Henry W. Parker, Rogers Radio Tubes, Ltd., and F. J. Fox, Rogers Majestic Corporation.
Converter Tubes at High Frequencies, W. A. Harris, RCA Radiotron Company
Input Losses in Vacuum Tubes at High Frequencies,
B. J. Thompson and W. R. Ferris, RCA Radiotron Company
Group Luncheon

Tuesday Afternoon

Technical Session

New Equipment for the Radio Designer and Engineer,
C. J. Franks, Radio Frequency Laboratories
Detector Distortion, Kenneth W. Jarvis, Consulting Engineer

Tuesday Afternoon (Continued)

Inspection of Exhibits

Meeting of RMA Committee on Vacuum Tubes

Meeting of RMA Committee on Sound Equipment

Tuesday Evening

Stag Banquet

W. E. Davison, Toastmaster.

Entertainment.

Wednesday Morning, November 14Joint Technical Session with RMA Engineering Division on
Radio InterferenceBrief Discussions on Desirability of Reduction of Radio
Interference from the Viewpoint of:

The Consumer - O. H. Caldwell

The Public Utilities - J. O'R. Coleman

The Radio Manufacturer - L. F. Muter

The Radio Dealer - Benjamin Gross

The Federal Communications Commission - C. B. Jolliffe

Summary - A. N. Goldsmith

Investigation and Suppression of Inductive Interference,
H. O. Merriman, Radio Branch, Department of Marine,
Canada.

Group Luncheon

Wednesday Afternoon

Technical Session on Radio Interference (Continued)

Discussion by Interested Organizations on Promotion of
Interference Reduction.

X X X X X X X X

SWEDISH NEWS BROADCASTS SUBSIDIZED

News broadcasts over the network of some 15 principal broadcasting stations is part of the Riksprogram regularly every day of the week. Tidningarnas Telegrambyra (TT), a central news organization for the entire Swedish press, broadcasts the most important items of domestic and foreign news between the hours of 7:18 to 7:25 A.M., and from 9:47 to 9:55 P.M., or during a single 15-minute period, Osborn S. Watson, Commercial Attache at Stockholm reports.

Remuneration is paid the Tidningarnas Telegrambyra by Aktb. Radiotjänst (Swedish Radio Service operating under Government charter), according to a sliding scale based on the number of radio-receiving licenses issued by the Government. At the present time this income to TT is approximately 8,000 Swedish crowns a month (about \$3600).

The material used in the broadcasts is a resume of news items in Stockholm afternoon newspapers, which is often repeated in the newspapers of the following morning.

X X X X X X

ESTIMATES 1934 RADIO ADVERTISING EXPENDITURE \$100,000,000

The expenditure by advertisers for "radio time" of the stations of the United States is estimated to exceed \$100,000,000 in a defense filed in the Federal Court of New York in answer to the charges of monopoly brought by the government against the American Society of Composers.

"It was not until 1927 that the broadcasting stations began really to sell their 'time' to sponsors, and their sales of 'time' to sponsors grew from \$3,832,500 in the year 1927 to \$39,107,000 in 1932", the Composers' brief sets forth.

"In a brief period of seven years, the people of the United States purchased radio receiving equipment at an expenditure averaging \$495,873,000 per annum."

"The nearly six hundred broadcasting stations are scattered all over the United States. They are owned and operated by many different interests, and in some cases by huge corporations. The preparation and conduct of a suit for infringement of copyright is an involved and expensive procedure, too involved and too expensive to be undertaken by an individual copyright owner. The disposition of the stations first, to deny entirely the rights of copyright owners, and secondly, to openly infringe them if these rights were not safeguarded by the Society, was perfectly apparent. Had the Society not been available as an instrumentality through which the musical copyright owners could ascertain piracies and protect their rights as well as license the legitimate public performance of their works, there can be no doubt but that these rights in actual practice would have been completely lost and the owners thus illegally deprived of their properties."

"In round figures, 80% of the time a station is 'on the air', it is broadcasting musical works. This spectacular and unprecedented growth in the popularity of radio as a medium of entertainment has changed the musical habits of the nation. Of pianos, there were sold in the United States in the year 1925 the total value of \$93,670,000, but in 1931, this figure had shrunk to \$12,000,000. The sale of phonograph records in the United States shrank, from 1925 to 1931, over 80% and by 1932, the shrinkage had reached 90%, and today there is being sold something less than 10% of the phonograph records that found a ready market in 1925. In 1925 sales of phonographs totalled \$22,600,000 but in 1931 the sales had shrunk to \$4,869,000, a shrinkage of about 75%. From 1925 to the end of 1931, the average sales of sheet music shrank more than 70%. The broadcasters grew tremendously in strength, financially and politically, whilst those who created music grew poorer and poorer. It would have been impracticable and impossible for an individual musical copyright owner in such circumstances to have protected his rights."

In conclusion the Composers' brief, filed by Nathan Burkan, alleged "that continued radio broadcasting of musical compositions has a tendency to surfeit the public and to destroy the popularity and value of musical compositions within a few weeks after their publication; that dramatico-musical compositions currently successful upon the stage, are produced at a great investment, sometimes as high as \$200,000.00 or \$300,000.00; that if radio broadcasters were permitted, unrestrained and unrestricted, to perform the musical compositions which are part and parcel of such dramatico-musical works, the desire of the public to attend such productions in the theatre would be extinguished, and the value of the rights in said musical compositions and dramatico-musical works would be likewise destroyed; and for that reason the Society, at the instance of individual members thereof, restricts from indiscriminate broadcasting, from time to time, such musical compositions, in order to prevent destruction of the rights therein and the rights of the members of the Society therein."

X X X X X X X X

NEW ALL-WAVE SETS BOLSTERING UP BUSINESS

Although trade conditions in the radio industry still leave much to be desired, the outlook has been improved by the favorable reception accorded the new all-wave sets currently being offered in various price ranges, says the Standard Statistics Co. of New York currently.

"With the aid of satisfactory sales of the new models indications are that distribution of sets during the present quarter may reach the highest levels since 1929. In addition to the encouraging increase in unit volume, there is a marked trend toward the higher-priced sets, which provide wider profit margins. Earlier in the year sales of auto radio sets were of record proportions and prospects of this division for the Spring of 1935 are equally promising.

"The weakest situation in the radio industry is in the tube division, where prices have been reduced repeatedly. In some cases manufacturers claim that operating economies have made the reductions possible, but other trade sources indicate that profits have been sacrificed. The primary motive of the price cutting is undoubtedly to induce the public to replace tubes more frequently. It is doubtful if this result has been achieved.

"Television still remains in an uncertain state. There is no clear indication that a practical device can be marketed on a broad scale for home use, or that public purchasing power has reached a point where there is any assurance of even moderate demand for a set which would undoubtedly retail at a comparatively high price. Broadcasting and communication divisions of the industry have been a source of satisfactory profits and should become increasingly important contributors to income."

X X X X X X X

NEWARK INSTALLS ULTRA HIGH FREQUENCY POLICE SYSTEM

The tip of a flag pole serving as an antenna, hollow wires which like water pipes carry electricity without leaking, and a quartz crystal scarcely thicker than a hair which acts as a control by vibrating 5,000,000 times a second, are among the features of the radio system just placed in operation by the Police Department of the City of Newark.

The system jointly produced by the Western Electric Company and Bell Telephone Laboratories uses an ultra-high frequency, 30,100 kilocycles. This is about 20 times higher than is regularly assigned to the police and is within a new band tentatively assigned for police work by the Federal Communications Commission to relieve crowding in the medium bands. A leader in opening up this band, Newark gains the advantage of radio operation free from atmospheric disturbances and from overlapping with other stations.

In addition to a main control room at headquarters, duplicate controls together with the transmitter are located on the 34th floor of the National Newark & Essex Bank Building, highest building in Newark. Vacuum tubes in the transmitter multiply the vibrations of the hair-thick crystal six times producing the precise frequency required.

A "concentric" transmission line composed of one copper tube within another runs to the roof, the outer tube preventing the escape of any current and thus making the line "water tight". The line runs up the inside of a 100-foot flag pole topped by a 22-foot brass tube which acts as the antenna 600 feet above street level.

X X X X X X X X

ESTIMATES N. Y. BROADCASTS WEEKLY ATTENDANCE AT 55,000

Columbia network's two former legit houses in New York, the Hudson and the Avon, will soon be catering to around 25,000 non-payees a week, according to Variety. "Web expects to have within that time 24 programs originating from the two spots", the publication goes on. "Together the houses seat slightly more than 2,000 persons. Total guests at the NBC broadcasts in Radio City average 30,000 a week.

"With CBS the top ticket demand is for the Fred Waring (Ford) programs. What helps pull 'em to this event is the 30 to 45 minutes of added entertainment Waring unlimbers following the regular broadcast. Rating the second biggest ticket call is the Chesterfield series. Next three programs and in that order are Casa Loma-Walter O'Keefe (Camel), George Givot (sustaining), and Lud Gluskin-Block and Sully (Ex Lax)."

X X X X X X X X

11/6/34

NEW ORGAN FOR RADIO CITY

What is described as the most unusual pipe organ in the world is nearing completion in one of the big NBC studios in Radio City. Specially designed for broadcasting by Aeolian-Skinner, in cooperation with NBC engineers, the new three-manual instrument will reproduce an almost unlimited variety of orchestral effects while matching in beauty of tone and flexibility of operation the organs of the greatest cathedrals.

The new NBC organ is being installed in studio 3B, one of the largest Radio City studios. Its three keyboards of 61 notes each, and its 20 pedals, magnetically operate 1024 pipes which are housed in a special organ loft at one end of the studio behind two sets of shutters, also electrically controlled. Chimes, which can be played on all three manuals, and by the pedals, and a harp also are included in the banks of stops on each side of the console.

Every combination of string and woodwind orchestral effects can be produced at a touch of the fingers, the many sets of couplers and plungers beneath the keys of each manual permitting instantaneous variation of the thousands of effects and combinations.

A huge electric blower, which, like the entire studio itself, is set on springs, sends washed air to the pipes. More than 400 wires lead from the organ to the magnetic switchboard to hook up each of the stops in scores of combinations.

Installation of the organ was simplified, because many of the problems of acoustics ordinarily encountered had been worked out by NBC engineers when the Radio City studios were built a year ago. At that time organ lofts were built into three of the largest studios and the auditoriums themselves were so designed that the organ music could be picked up by the microphones without loss or distortion. The engineers and the Aeolian-Skinner organ experts combined their knowledge and experience to provide well-nigh perfect settings for the superb instruments to be installed in these studios, of which the one now being completed is the first.

Special organ concerts will be broadcast and network audiences will hear many world famous organists in recitals; also the big instrument will be an important adjunct in other programs with orchestras and choral ensembles.

X X X X X X X X

100 SPECIAL TRAINS BRING VISITORS TO BERLIN RADIO SHOW

Attendance at the German Radio Exhibition was "over 300,000." Official sources do not give a more accurate figure. One hundred and eight special trains brought visitors to the Berlin show, and of the total number of visitors, 46 percent were from outside Berlin. Compared with attendance figures at Radiolympia, the radio show in London, Berlin had a lower average. Olympia was open for 9 days, with a total attendance of 240,000, while the Berlin exhibition was open for 13 days. The Radiolympia daily average was 26,666, and Berlin's 23,063. Within an hour of the opening, one firm at the London show had booked an order for £300,000 worth of receiving set and equipment. This is believed to be the greatest order ever placed in England.

Business done at Berlin was much greater than for last year, but no complete figures are available. One firm sold 40,000 sets in 1933, and over 100,000 this year.

The number of licenses issued in Germany showed a marked increase during the month of August, which is no doubt a result of the propaganda in connection with the Berlin Radio Exhibition. The total number of listeners was 5,440,466 on September 1, 1934, an increase of 82.647 over the figure for August 1. The total includes 428,836 licenses which were issued free of charge, 294,460 of which were to unemployed persons.

Also there was a rise in the number of radio sets in England. Approximately 260,300 wireless receiving licenses were issued during August, it was announced by the Daily-Telegraph, September 12, 1934. The figure represents a net increase of 35,180. The total number of licenses in force at the end of August was 6,428,960, compared with 5,654,400 at the corresponding date a year ago.

The French Radio Show recently held in the Grand Palais at Paris likewise apparently attracted considerable public attention. However, the sixth Brussels Radio Show, which opened on September 1 for a period of 10 days, has shown only a partial success. The attendance was up to expectations but according to G. R. Canty, Acting Commercial Attache at Brussels, the volume of sales was not very satisfactory.

The conspicuous absence of complete foreign sets indicated very clearly that the new Belgian duty rates, which entered into force in February of this year, have had a disastrous effect on the import of completed sets from abroad. As a matter of fact, most of the exhibits were of local origin, or, at least, were mounted in Belgium partly from imported parts. Therefore, at first glance, it appears that the American production, which predominated 2 years ago and was still important even last year, has disappeared from the market, Attache Canty observed. In fact, as an indication that the American trade is shifting from completed sets to accessories, it was noted that practically all tubes and important parts used in the mounting of these local sets were of American or German manufacture.

11/6/34

CITES I.R.E. AWARD TO ARMSTRONG

John V. L. Hogan, well known radio engineer, addressed the following letter to the New York Times:

"The letter printed in the Times from Lee de Forest on the recent action of the Supreme Court in the de Forest-Armstrong controversy is particularly interesting because it is there suggested that a straw vote among the engineers familiar with the development of the regenerative invention would show the general view to be that the job had been done by de Forest and not by Armstrong.

"In making this suggestion Dr. de Forest seems to have overlooked the fact that such a straw vote has already been taken. Last May, soon after the Supreme Court held that de Forest had made this invention, Armstrong returned to the Institute of Radio Engineers the medal of honor that had been awarded to him as a recognition of his contributions in this field.

"The Board of Directors of the Institute devoted a special meeting to a review of the situation, and thereupon, at the convention of the Institute in Philadelphia, refused to accept the return of the medal and reaffirmed its earlier award to Armstrong. This action was unanimous on the part of the Board and was enthusiastically acclaimed by the hundreds of engineers present at the convention.

"There is no doubt that the great majority of well-informed radio engineers regard Armstrong and not de Forest as the inventor of the regenerative circuit."

A few days later the following letter appeared in the Times from Dr. Lee de Forest:

"Letter No. 3 in the Pupin series reminds me of an interesting incident occurring in March, 1914, during a meeting of scientists at the Bureau of Standards, Washington. On that occasion I met Dr. Langmuir for the first time. I was then making the first public exhibition of the 'beat-note' phenomenon, whereby two audion circuits, oscillating each at a slightly different radio-frequency, produced an audio-frequency which I then amplified in a two-stage audion amplifier to a loud-speaker.

"I carefully explained the operation of this arrangement to Dr. Langmuir, who very graciously vouchsafed the opinion that 'when you put the grid in that tube you did something worth while.' If Dr. Langmuir is now correctly quoted by Professor Pupin, it would indicate a lamentable lapse in memory on the part of the originator of sundry 'Greco-Schenectady' sobriquets for the three-electrode tube.

"During that same Washington exhibition, while I was demonstrating the siren beat-note phenomenon, Dr. Pupin rushed up and fairly shouting at me demanded: 'What right have you to do this? That's Armstrong's!'"

"I was totally flabbergasted by this astonishing outburst; for until that moment I had no idea just what was the Armstrong invention, concerning which there had been sedulously maintained such plutonian secrecy on Morningside Heights.

"From subsequent events, extending now for the past twenty years, it would seem that Dr. Pupin's choler has not been reduced by a single decibel.

"Regarding Dr. Leonard Fuller, the printed records of his testimony in the case will show that he himself called attention to my April, 1913, entry in the Palo Alto notebooks, wherein I had written: 'This day I got the long-looked-for beat note.'

"Dr. Fuller was not with the Federal Telegraph Company during the preceding Summer when I first discovered the feedback circuit; otherwise his testimony concerning that date would doubtless have been equally convincing. Yet Dr. Pupin now states that Professor Fuller 'supported Armstrong.'

"Despite all epistolary efforts, con and pro, the thoughtfully unbiased decision of the United States Supreme Court still stands!"

X X X X X X X X

WOR TO STUDY RADIO EFFECT ON CLIMATE AND LIVING THINGS

When the new 50,000-watt transmitter of WOR goes on the air early in December, it will have a corps of scientists from universities to conduct observations over a period of more than a year to ascertain the effects on human, animal and vegetable life. Furthermore, experts will carry on a long series of tests on meteorological conditions in the vicinity of Carteret, N. J., the site of the new transmitter, to discover just what effect the powerful radio waves are to have on the weather; whether or not they produce humidity or aridity, rain or shine, cold or heat, or whether they have absolutely no effect at all, as is claimed by many scientists.

Engineers and other plant-attendants will be examined before they go to work at the new transmitter. At regular intervals they will be examined again to see if, as has been asserted, the high frequency current affects the faculties, growth, glands and bodily functions. The New Jersey State College of Agriculture will install equipment around the station for the scientific study of the current effects on plant growth and plant-parasites. The ground beneath the antenna is to be sown with vegetables and flowers. A plot of ground of the same area miles away will be planted with the same seeds and both plots will be given the same care. Results of these and other observations will be published quarterly.

X X X X X X X X

11/6/34

SPARKS FLY IN BROADCASTER-EDUCATOR EXCHANGE

A sharp clash has developed between the broadcasters and the educators as a result of an appeal by Joy Elmer Morgan, Chairman, National Committee on Education by Radio, to educational authorities of the country that they back up the plea of Floyd W. Reeves, of the Tennessee Valley Authority, for government ownership of radio. Philip Loucks, Managing Director of the National Association of Broadcasters in a sharp retort called attention to the fact that Mr. Morgan had addressed his letter to educators, accompanied by the statement of Mr. Reeves, three days after the Reeves testimony had been "repudiated" by Arthur Morgan, Chairman of the TVA.

Another angle which broadcasters declared inconsistent with Joy Elmer Morgan's endeavoring to stir up sentiment in favor of government radio ownership was that when he testified before the Federal Communications Commission, Mr. Morgan stated that his Committee has never contended for changing broadcasting in the United States to a completely government owned system "contrary to statements often made by commercial interests."

In transmitting the testimony of Mr. Reeves, who advocated government ownership of broadcasting, to educators, Joy Elmer Morgan attached the following letter to educators:

"To Those That Believe America Is Entitled to Better Radio Service Than It Is Getting: A federal chain of radio stations is recommended by the Tennessee Valley Authority in the attached article. This proposal coming from one of the foremost organizations in American life is unusually consistent and full of promise. It will receive favorable consideration if enough people demand it.

"Will you not write at once, putting the matter in your own way, urging the Communications Commission to carry out this recommendation? Address your letter to Hon. Hampson Gary, Chairman of the Broadcasting Division of the Federal Communications Commission and ask that it be made a part of the official record of the hearings now in progress. Send a copy of your letter to your representatives in Congress and copy to the National Committee on Education by Radio."

Upon learning of this appeal, Mr. Loucks addressed the following letter to Mr. Morgan:

"On October 26 on the stationery of the National Committee on Education by Radio, you wrote a letter signing yourself as Chairman to "Those That Believe America Is Entitled To Better Radio Service Than It Is Getting", in which you enclosed a statement made by Mr. Floyd W. Reeves, Director of Personnel of the Tennessee Valley Authority, before the Federal Communications Commission.

11/6/34

"While your letter was addressed three days after the Communications Commission inserted in the record a telegram from Mr. Arthur E. Morgan, Chairman of the Board of Directors of the Tennessee Valley Authority, repudiating the testimony of Mr. Reeves, you did not call attention to Mr. Morgan's telegram, repudiating this testimony of Reeves, his subordinate.

"In all fairness the National Association of Broadcasters requests that you address a letter to all those who received communication of October 26th with the testimony of Reeves attached explaining that Chairman Arthur E. Morgan repudiated the testimony of Mr. Reeves and that you enclose a copy of the record of the Federal Communications Commission, which I am enclosing, setting forth the action of Mr. Arthur Morgan."

X X X X X X X X

COX PERMITTED TO MOVE STATION FROM ERIE TO DAYTON

The Federal Communications Commission reconsidered, and by unanimous consent, granted former Governor James M. Cox, of Ohio, onetime Democratic presidential candidate, permission to move Station WLBW from Erie, Pa. to Dayton, Ohio. The Commission had previously set the case for a hearing.

Governor Cox had bought the Pennsylvania station to operate in connection with his paper, the Dayton News. The Commission's reconsideration was seen as a courtesy to Mr. Cox personally and also to Col. Thad H. Brown, of Ohio, Vice-Chairman, who, though a Republican, was said to have owed his reappointment largely to the good offices of Governor Cox, an old friend.

X X X X X X X X

NBC REPORTED BUYING REMAINING HALF OF WMAQ

The National Broadcasting Company, already half owner of the station, is reported to have bought the Chicago Daily News' half of Station WMAQ in that city. The price was said to be in the neighborhood of \$500,000.

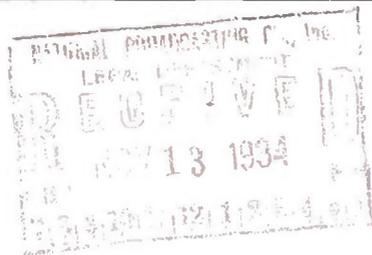
X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



INDEX TO ISSUE OF NOVEMBER 9, 1934.

| | |
|---|------|
| Election To Cause Communications Committees Shuffle..... | 2 |
| Coast Guard Appoints New Communications Officer..... | 3 |
| Roy McCanne, Stromberg-Carlson Head, Dies Suddenly..... | 4 |
| Russia Going In Big For Broadcasting..... | 4 |
| An Englishman Sizes Up Our Broadcasting System..... | 5 ✓ |
| Notable Increase In Cuba's Radio Imports..... | 6 |
| Labor Presses 50% Educational-Non-Profit Channels Demand..... | 7 ✓ |
| Canada Takes Kindly To Auto Radios..... | 8 |
| An Election - And The Yankee Network News Service..... | 9 ✓ |
| A New All-Wave Line Noise Filter..... | 10 |
| Paris Attempts To Control Loud-Speakers..... | 10 |
| Marks Of Origin For British Radio Imports..... | 11 |
| Sound Is Combined With Electric Train Headlight..... | 11 |
| Applications Granted By Communications Commission..... | 12 ✓ |

No. 773

Handwritten signatures and initials at the bottom left of the page.

ELECTION TO CAUSE COMMUNICATIONS COMMITTEES SHUFFLE

As a result of the election and other contingencies, changes in the Committees of Congress governing the Federal Communications Commission may almost amount to a new deal. The re-election of Senator Burton K. Wheeler (D), of Montana, may mean that if Senator Ellison D. Smith (D), of South Carolina, declines the position, as many believe, that Senator Wheeler will head the Senate Interstate Commerce Committee which has complete jurisdiction over Communications matters in the upper body.

The Chairmanship was made vacant by Senator Dill, of Washington, declining to run for re-election. Senator Smith is next in line but having already served as Chairman of the Committee, it is believed he may prefer to remain as head of the Senate Committee on Agriculture and Forestry, which position he now holds. Senator Wheeler, who was the Progressive Party candidate for Vice-President with Senator Bob La Follette, is said to be far more advanced in his view than Senator Dill was, and furthermore is reported to be very, very much interested in his work on the Interstate Commerce Committee and therefore is believed he would look with favor upon advancement to the Chairmanship.

Because of election casualties, added to by Senator Dill's resignation, there will be at least five vacancies to fill on this committee. Senator Fess, of Ohio; Senator Kean, of New Jersey, and Senator Hatfield, of West Virginia, all Republicans, were swept out, as was Senator W. H. Thompson, of Nebraska.

The next Congress will bring with it the question as to whether or not communications in the House will be under the Committee of Merchant Marine and Radio, of which Judge Schuyler Otis Bland, of Virginia, is Chairman, or the Committee on Interstate and Foreign Commerce headed by Representative Sam Rayburn, of Texas. Up to the past session, the former Committee had looked after radio and wireless, and the latter wire telephones and telegraph. There was quite a tilt about this between Judge Bland and Mr. Rayburn, but the chances are the latter Committee will win out.

If so, Communications people will be interested in the dark horse speculation of Representative Rayburn for Speaker. It is about a 50 to 1 shot but Mr. Rayburn stands high with President Roosevelt and if he should land the Speakership, it will leave the Interstate Commerce Committee Chairmanship to Representative George Huddleston, of Alabama, who was among those who were just re-elected to Congress.

Compared to the size of that Committee, the election casualties in that group were very light. Among the missing reported at this time are Representatives Jacob L. Milligan (D), of

11/9/34

Missouri, E. W. Marland (D), of Oklahoma, and Francis T. Maloney(D), of Connecticut.

There were heavier losses on the House Merchant Marine and Radio Committee. These included Representatives George W. Lindsay (D), of New York; Oscar L. Auf der Heide (D), of New Jersey; John Barrow Young (D), of Kentucky; A. C. Wilford (d), of Iowa, and George W. Edmonds (R), of Pennsylvania.

The election brings back to Washington, Senator T. G. Bilbo, of Mississippi (D), toting a large blunderbuss with which he will attempt to prevent the confirmation of Judge E. O. Sykes, Chairman of the Federal Communications Commission. When Governor of Mississippi, Bilbo appointed Sykes to the State Supreme Court. Later, Senator Stephens, who was subsequently defeated by Bilbo, was responsible for the appointment of Mr. Sykes fo the Radio Commission, and reappointment to the Communications Commission. In the recent election, however, Judge Sykes guessed wrong and supported Senator Stephens as against Governor Bilbo. The latter has already declared he will "spend his entire six years term, if necessary", to fight the confirmation of Judge Sykes.

The next Congress will find Senator Wallace H. White, Jr. of Maine, the best posted man on radio and communications in the Senate. Senator White was co-author of the 1927 Radio Act. Although a Republican and in the minority, Senator White will, no doubt, be freely consulted by his colleagues.

It is an anomaly that during the Hoover and Coolidge administrations, Senator Dill, a Democrat, was the man looked to by the Senate for its radio advice, and that in the Roosevelt administration, from now on, the Democrats in the Senate will turn to Wallace White, a Republican, to guide them.

X X X X X X X X

COAST GUARD APPOINTS NEW COMMUNICATIONS OFFICER

Commander M. J. Ryan has been assigned to duty as Chief Communications Officer of the Coast Guard. He succeeds Lieut.-Commander E. M. Webster, who retired November 1st, and is now a member of the Engineering staff of the Federal Communications Commission.

X X X X X X X X

ROY MC CANNE, STROMBERG-CARLSON HEAD, DIES SUDDENLY

The death of W. Roy McCanne, President of the Stromberg-Carlson Telephone Manufacturing Company, at Rochester, N. Y., last Monday night was a great shock to the radio manufacturing industry. Mr. McCanne played golf last Saturday with his usual Saturday afternoon foursome. However, Sunday night he suffered a cerebral hemorrhage and was unconscious until the time of his death about midnight Monday. His funeral was held in Rochester Wednesday afternoon.

Mr. McCanne was 55 years old and born in St. Louis. He had been very active in the work of the Radio Manufacturers' Association and for the past three years a Director of that organization. He was Chairman of the RMA Code Committee in 1933.

"Mr. McCanne was a man of unusually high business ethics and ideals and a lovable character", said Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association. "His passing is a great loss to our association.

"Mr. McCanne, in addition to his large manufacturing interests, was active in Rochester civic life and was associated with the late George Eastman and others in many philanthropic enterprises. Also, Mr. McCanne, himself being a great music lover, had much to do with the development of the Rochester Civic Symphony Orchestra."

The musical taste of Mr. McCanne is said to have been responsible for the development of the Stromberg-Carlson sets along musical lines. He regarded a radio set more as a musical instrument and with him the tonal quality was always the big thing. This was said to have been the guiding reason that Mr. McCanne recently had Station WHAM, at Rochester, owned by the Stromberg-Carlson Company, equipped for high fidelity.

X X X X X X X X X

RUSSIA GOING IN BIG FOR BROADCASTING

During the third quarter of this year twenty new radio stations are to be constructed in various parts of the Union of Soviet Socialist Republics. Their capacity ranges from 1 to 35 kilowatts, according to the Economic Review of the Soviet Union, which observes:

"Data recently published by the Union of German Engineers reveals there were at the end of 1933 all over the world 1453 radio broadcasting stations with a total capacity of 6422 kilowatts. In Europe there were 270 stations with a capacity of 4037 kilowatts. The Union of Soviet Socialist Republics occupies first place in Europe in radio broadcasting, having 67 stations with a capacity of 1563 kilowatts."

X X X X X X X

AN ENGLISHMAN SIZES UP OUR BROADCASTING SYSTEM

Quite a good deal has been written about what we think of the British system of broadcasting. The New York correspondent of the Manchester Guardian turns the tables and tells us what he thinks of our system. The correspondent writes:

"The radio broadcasting industry in the United States is now preparing for the battle of its life. There is a rising tide of discontent with the conditions under which broadcasting is carried on, which seems likely to be reflected in new and drastic legislation in the fairly near future. This discontent arises primarily from the fact that broadcasting in America is chiefly a commercial enterprise and that much of the matter heard on the air is advertising.

"The economic basis of broadcasting is a simple one. Some individual or corporation obtains from the Federal Government a license for a specified wave-length and a specified city and erects a station. The next step is to persuade merchants, or others who have something to sell, to purchase 'time on the air', either on one station or a network. No programme, of course, consists exclusively of advertising; as a rule, music is offered, comedians make jokes, but at frequent intervals an announcer interrupts the proceedings to point out the merit of the product which is being advertised. Naturally, the 'sponsor' for the programme, as he is delicately described, gives just as much advertising as he dares without causing the radio set to be turned off. There seems to be hardly any restriction on the sort of product which is permitted to purchase time, and a large part of all broadcasting is devoted to patent medicines, breakfast foods, and the like.

"An incidental annoyance arising from this system is that the programmes offered are extremely short. Time on the air is expensive; control of one of the national networks may cost £1,000 an hour or more. The advertisers have learned that a brief 'appearance' is as useful as a longer one, and it is often the case that for two or three successive hours hardly any programme lasts longer than fifteen minutes. Last winter, for example, a cigarette manufacturer engaged Mr. Leopold Stokowski and a group of musicians of the Philadelphia Orchestra, one of the finest in America, to play serious music, written by the great masters, during a programme of this length. There were some music-lovers, at least, who felt that an orchestral concert thirteen minutes long (excluding the time taken to extol the merits of the cigarettes in question) was insufficient to create the tranquil mood necessary for the enjoyment of good music.

"There are many individuals, also, who are so much annoyed by being compelled to listen to advertising that they refuse to have anything more to do with wireless. Indeed, it is reported that the advertisers are themselves becoming frightened over this development.

"The shortcomings of American broadcasting are as serious in the fields of education and presentation of news as they are in music. The broadcasters are for ever issuing reports which attempt to show that they do a great deal in the way of education, and from time to time they assist the creation of committees of well-known public personages to encourage such activities. In fact, however, these efforts come to singularly little. It would be almost inconceivable that a broadcaster should reject a commercial programme during one of the best hours of the day in order to offer educational material; and the result is that such broadcasting is usually tucked into an odd fifteen minutes here and there at a time when so few persons are listening that no advertiser cares to reach them.

"Hardly anything is done in the way of printed matter to supplement serious broadcasting; the United States has no equivalent for the 'Listener', and the 'radio magazines' are cheap popular periodicals filled with gossip about individual performers, as bad as, or worse than, the motion-picture 'fan papers.'

"As I have already suggested, there is a growing revolt against the conditions of American broadcasting. A movement has gained much support which would require Congress to set aside definite wave-lengths for stations operated for educational purposes. It has also been suggested that each commercial broadcaster should be required to give a certain percentage of time to non-commercial material. There is no reason to believe, however, that such a plan would result in material superior to that which is supplied at present. A movement is therefore gaining ground either for a Government-owned chain of stations, to broadcast non-commercially in competition with existing systems, or for outright Government ownership and operation of all facilities. If the latter were the case, probably 500 stations or more would be discontinued, since not more than 50 stations at most would be necessary to ensure good reception in all parts of the country."

X X X X X X X X

NOTABLE INCREASE IN CUBA'S RADIO IMPORTS

A marked increase in Cuba's imports of radio receiving sets during the current year is reported by Commercial Attache Walter J. Donnelly, Habana.

In the first nine months of 1934, the report points out, Cuba imported 14,359 radio sets through the port of Habana, which total exceeded by 11,834 sets the imports through all ports during 1933. It is of interest to note, the American trade envoy states, that during the first nine months of this year, 93 different makes of radio sets were imported, mostly American, while last year the trade was limited to 20 makes. The tendency has been for the number of makes to increase, indicating that more radio manufacturers are selling in the Cuban market, either direct or through agents.

X X X X X X X X

LABOR PRESSES 50% EDUCATIONAL--NON-PROFIT CHANNELS DEMAND

Through William C. Hushing, National Legislative representative of the American Federation of Labor, resolutions of the Federation adopted at their San Francisco meeting recently were presented to the Broadcast Division of the Federal Communications Commission at a resumption of the hearings on whether or not additional radio facilities shall be allocated to educational, religious, labor and other non-profit broadcasting stations.

One of these resolutions provides that the American Federation of Labor undertake the preparation of at least thirty programs each year, such as dramatization of labor history, organization speeches and speeches to convince the public of the importance of the American labor movement in the upbuilding and maintenance of the American standard of living, and that the Executive Board make these available for presentation by electrical transcription to the general public through the various broadcasting stations.

Another resolution was that the A.F. of L. petition the Communications Commission and Congress, insisting that not less than 50 percent of all radio facilities be allocated to organizations and associations operating on a non-profit basis. A third provides that the American Federation of Labor record its militant opposition to the allocation of more than fifty percent "of this public property" (radio facilities) to organizations operating for private profit and "that we register our protest against the continuance in public office of any members of the Federal Communications Commission who vote to surrender more than fifty percent of this public property - radio - to profit making bodies."

This last resolution was interpreted to mean that the American Federation of Labor would fight the confirmation in January of any Communications Commissioner who opposed their resolutions.

A clash was precipitated at the hearing by Dr. Tracy F. Tyler of the National Committee on Education by Radio, when he said that B. M. Webster, Jr. had explained the "present jumbled mess" by saying, "All this can be held at the feet of the now happily defunct Radio Commission. That body devoted six years of existence to trivial adjustments, relatively petty administrative matters, and was the victim of political maneuvering. It left the American system substantially as it found it - a chaos."

"Are you using that quotation of Mr. Webster as the basis of your thought on this matter; for what you are attempting to develop?" Commissioner Thad Brown, who was a member of the old Radio Commission inquired with some asperity.

"No", replied Dr. Tyler, "I am merely pointing out there has been some complaint. I would not endorse it whole-heartedly. That is off the record."

11/9/34

"My statement is on the record", Colonel Brown retorted, "and I assume yours will also be."

"Whether or not the Radio Commission was guilty, as charged, the circumstances to which I have alluded are unfortunate", said Dr. Tyler, referring to the fact that Colonel Brown and Judge Sykes, who are to have a voice in deciding the present case were both members of the Radio Commission. "They had the effect of placing the Broadcasting Division under a handicap before its members had even assumed their duties. As a result, not only is broadcasting on trial, but the Communications Commission itself is on trial.

"A realization of the situation should result in an attempt on the part of the members of this Division to conduct themselves with such scrupulous impartiality as to command the confidence of Congress and the American people. Gentlemen, you are faced with a difficult task."

X X X X X X X X

CANADA TAKES KINDLY TO AUTO RADIOS

The Canadian radio industry is benefiting by the improved economic conditions prevailing in the Dominion, a report to the Commerce Department from its Ottawa office shows.

September sales of automobile radios, the report shows, were nearly three times that reported in August.

Reports of the Radio Manufacturers' Association of Canada show that unit sales during September increased by nearly 100 per cent over August while list values advanced approximately 150 per cent. Substantial improvement in the domestic demand for selective and all-wave sets is evident in the detailed sales figures, the report points out. Demand for selective sets doubled in September and 2,215 all-wave console sets were sold as compared to less than 600 in August. The demand for radio receivers which permit foreign reception has not been confined to alternating current receivers as battery units with wide wave length have been moving exceptionally well.

The improvement in Canadian radio business is also reflected in government sales of radio licenses. In the first six months of the fiscal year, April to September, inclusive, 548,249 licenses were issued by the Department of Marine, a gain of approximately 45,000 as compared with last year's figures. Ordinarily, the report states, 75 per cent of radio licenses sold during the fiscal year are reported in the first six months of that period.

X X X X X X X X

AN ELECTION - AND THE YANKEE NETWORK NEWS SERVICE

The Yankee Network News Service broadcast of election returns was as great a sensation as the plurality of Governor-elect Curley", according to a statement issued by the Service. "Yankee Network swept the State of Massachusetts, and passed precise, accurate returns on to the citizens of the Bay State far in advance of any other news gathering organization", the statement continues.

"Under the directorship of Leland Bickford, acting Editor-in-chief of the Yankee Network News Service, a force of 175 men covered the entire State and its 1716 precincts.

"When the Massachusetts primaries were held in September, election returns were broadcast in Boston, only by the Yankee Network. The election of November 6 was broadcast over two other Boston stations by two local newspapers, one of which boasted that they would give out election returns faster than any news-gathering organization in the City of Boston. At 6:15 P.M. the Yankee Network News Service retaliated with the following announcement: 'The Yankee Network News Service will post one thousand dollars that its returns will be on the air faster than this paper can get them to you in its broadcast.'

"No one has attempted to collect the thousand dollars!

"At 7:15 the Yankee Network recognized that the State vote would show a plurality for Curley, and announced congratulations to the next Governor.

"An Open House entertainment was held in the WNAC-WAAB studios at 11:00 o'clock, welcoming the newly elected candidates, and giving them an opportunity to speak to their constituencies. Impromptu entertainment was provided by Alice O'Leary, Karl Moore, Donald VanWart, Ranny Weeks, and others.

"Studio #1 of WNAC was set up as a city room for the News Service. Typewriters and tabulating machines were clicking, a dozen or more telephones were jangling simultaneously and forty hard pressed workers were bustling about the studio, but over all the din rose the voices of Linus Travers and Jack Ingersoll, talking ceaselessly into their microphones, giving listeners accurate returns the moment they were telephoned in, proving that for the immediate dissemination of news, radio is without a peer.

"Every possible precaution was taken to insure accuracy and speed. Tabulators working in the YN headquarters in Springfield, Worcester, New Bedford, Lowell, and Brockton, counted votes as they came in from towns and cities in their territories, then telephoned results to Boston. These results were checked against the known voting strength of the districts before they were assumed to be correct. Returns from individual precincts throughout the State were read as rapidly as they reached the

announcer's desk. Trained auditors then made recapitulations at frequent intervals, so that listeners were momentarily informed of the progress of the ballot, not only in precincts, wards, towns and cities, but were given the total number of votes polled for all candidates every fifteen minutes.

"That the Yankee Network News Service did an excellent piece of work in covering the election was manifested in the thousands of favorable responses that came from enthusiastic listeners throughout the State."

X X X X X X X X

A NEW ALL-WAVE LINE NOISE FILTER

An all-wave line noise filter capable of eliminating noises in the short-wave band quite as well as the broadcast band is announced by the Technical Appliance Corp., 27-26 Jackson Avenue, Long Island City, N. Y. This H*F All-Wave Filter is the result of long research and experimentation on the part of the same engineers who developed the H-F (High Fidelity) antenna system for all-wave reception with minimum background noise, and becomes essential where background noise persists due to line conditions.

The device connects between electric socket or receptacle, and the attachment plug of any present-day all-wave set. Or if preferred, it may connect between any electric appliance, such as electric ice boxes, oil burners, motors, causing interference, and its power line. The filter is provided with receptacle and attachment cord. A binding post connects with the ground binding post or metal chassis of set. Housed in a neat, compact metal case are the filter coils and condensers, arranged in two band filters covering the broadcast and short-wave bands, respectively. The assembly is sealed in compound for permanent protection. The devices handle up to 250 watts.

X X X X X X X X X X

PARIS ATTEMPTS TO CONTROL LOUD-SPEAKERS

The recent suit of a well-known Parisian man-of-letters against a neighbor for maintaining a public nuisance in the form of a radio having been thrown out of court, the Municipal Council took matters into its own hands and ordered the Prefect of Police to cause the abatement of radio noise all over the city. The Prefect has just made his reply, saying that he has no authority to limit the loudness of wireless in private houses or the hours at which it is turned on. It is only if the noise can be heard in the street and is of such a nature as to "disturb the general tranquility of the neighborhood", or is liable to dislocate traffic by attracting a crowd, that the police can do anything; and even then they can only issue a summons, which has to come before a magistrate.

X X X X X X X X

MARKS OF ORIGIN FOR BRITISH RADIO IMPORTS

The marking of an indication of origin on imported radio goods is recommended in the report of the Standing Committee set up by the President of the British Board of Trade to consider the question.

The goods involved include receiving sets, radio and electrical phonographs, audio-frequency amplifiers, and many components and accessories. The origin of the goods must be indicated on sale and exposure for sale, both wholesale and retail.

The committee holds that it is difficult to distinguish between British and imported goods, and that there is a "substantial possibility" that many purchasers may be unaware of their origin.

Regarding the application made for an importation order for many of the goods, the Committee says no sufficient case was made out.

It is proposed that the order shall come into force 6 months after the date on which it is made, or on July 1, 1935, so as to provide a reasonable period of notice to the trade.

The indication of origin may be either simply the word "Foreign" or a definite indication of the country in which the goods were manufactured or produced, such as "Made in U.S.A."

X X X X X X X X

SOUND IS COMBINED WITH ELECTRIC TRAIN HEADLIGHT

The very latest for locomotives is the talking headlight, the Associated Press reports from Schenectady.

General Electric engineers demonstrated this when the Union Pacific streamline train visited the city. With the aid of a microphone, mirrors on the train and at the railroad station, and a little additional equipment, the scientists shot their voices down the beams of the headlight to greet the crowd waiting at the station 1,000 feet away.

The speaker talked into an ordinary microphone, and Neon lights flashed his message into a mirror on the locomotive. This mirror in turn shot the message down the beams of the headlight to a 36-inch mirror at the station and an electric eye picked up the message, conveying it into the loud-speaker.

The scientists said this was the first time the headlight of a locomotive has ever been used to transmit a spoken message.

X X X X X X X X

APPLICATIONS GRANTED BY COMMUNICATIONS COMMISSION

BROADCAST DIVISION - WLLH, Albert S. Moffat, Lowell, Mass., license to cover C.P. 1370 kc., 100 watts night, 250 watts day, specified hours; KGHF, Curtis P. Ritchie, Pueblo, Colo., license covering C.P. covering changes in equipment and increase in night power from 250 to 500 watts, 1320 kc., unlimited time; KVL, KVL, Inc., Seattle, Wash., license covering changes in equipment, 1370 kc., 100 watts, sharing with KRKO; WSPD, Toledo Broadcasting Co., Toledo, Ohio, modification of C.P. extending completion date of C.P. from Oct. 29, 1934, to Jan. 29, 1935; KECA, Earle C. Anthony, Inc., Los Angeles, Cal., modification of C.P. extending completion date of C.P. from Oct. 15, 1934, to Dec. 15, 1934; WSBT, South Bend Tribune, South Bend, Ind., modification of license to change hours of operation from specified to sharing with WGES; WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., modification of license to change hours of operation from specified to sharing with WSBT.

TELEPHONE DIVISION - WOB, and WNB, American Telephone & Telegraph Co., Lawrenceville, N. J., modification of license to change point of communication to Hamilton, Bermuda, all other terms of license to remain the same; American Telephone & Telegraph Co.: WKA WLA WMA WNA WOA WKN WMN WON WCN WKF WMF WOF, Lawrenceville, N. J., and WNL, Rocky Point, N. Y., modification of license to change point of communication to London, England; all other terms of license to remain the same; WOG, Ocean Gate, N. J., modification of license to change point of communication to London, England; all other terms of the license to remain the same; New, Mutual Telephone Co., Portable, Honolulu, T. H., (2 applications), C.P. (Exp. General Exp.); frequencies 86000-400000, 401000 kc. and above, power 100 watts; WBB, Inland Waterways Corp. (Federal Barge Line), New Orleans, La., granted license to cover C.P. (Private Coastal - Coastal Harbor), 2738 kc., 25 watts, to communicate with tugboat, "Boswell".

TELEGRAPH DIVISION - General Electric Co., Portable-Mobile (N. Y.), (W2XAT), special temporary authority to operate general experimental station for period of 30 days with 500 watts power; WKDL, Pan American Airways, Inc., Miami, Fla., modification of license to authorize replacement of equipment; New, William P. Lear, NC-13402, license, 3105 kc., 150 watts; KHAAV, Burnham-Miller Flying Service, NC-378-M, license, 3105 kc., 15 watts; New, City of Ventnor, N. J., C.P., frequencies 30100, 33100, 37100, 40100, 86000-400000, 40100 kc., and above, power 4.5 watts; New, University of Florida, Gainesville, Fla., C.P., frequencies 2398, 6425, 12862.5 kc., 600 watts; New, C. Albin Anderson, Mobile (Kane Co., Ill.), C.P. frequency 30100 kc., 5 watts power; W5XM, Durward J. Tucker, Dallas, Texas, license to cover C.P. frequencies 33100, 35600, 37600, 41000 kc., 40 watts power, for period ending June 1, 1935; KEG, RCA Communications, Inc., Bolinas, Cal., fixed public pt. to pt. telg. license, 5110 kc., 20 KW and 40 KW; KGZV, City of Aberdeen, Wash., license to cover C.P. 2414 kc., 125 watts.

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

*All file
w/ file*

NOV 14 1934
7:18 9:19 11:20 12:21 1:22 4:23

INDEX TO ISSUE OF NOVEMBER 13, 1934.

| | |
|---|------|
| Will Let British Try Television First..... | 2 |
| Results Considered Favorable At Lisbon Radio Conference..... | 3 |
| Increasing Popularity Of Radio In Mexico Reported..... | 4 |
| Radio Advertising Picks Up In September..... | 5 |
| Calls NRA Collapsed Balloon..... | 6 |
| Short Waves Efficient For Long Freight Trains..... | 7 |
| Educational Hearings Close - Labor Withdraws Resolutions..... | 8 ✓ |
| Clear Channels May Or May Not Be Broken Down..... | 10 ✓ |
| Canada Restricts News Broadcasts To One A Day..... | 11 |
| Hearing And Oral Argument Before FCC Telephone Division..... | 11 |
| Applications Granted By The FCC Broadcast Division..... | 12 |

No. 774

NATIONAL BROADCASTING CO., Inc
LEGAL DEPARTMENT
RECEIVED
NOV 14 1934
7:18 9:19 11:20 12:21 1:22 4:23

W. P. [Signature]

November 13, 1934.

WILL LET BRITISH TRY TELEVISION FIRST

At a dinner in Washington which the members of the Federal Communications Commission gave in honor of the four leaders in the communications field of Great Britain, who are visiting in the United States to study television, Judge E. O. Sykes, Chairman of the Communications Commission, said: "If you start television over there before we do here, we'll wait and profit by your mistakes."

The visitors said that Great Britain had immediately before it the question as to whether the country would or would not go in for television at this time. They explained that the erection of television stations were being contemplated by several European countries and the matter was up to them whether or not they would meet this competition.

If they decide to begin television, then comes the question as to how it is to be financed, "who is to pay the freight". Before making the big decision the committee was sent to this country to see how we were progressing with television and, if possible, to ascertain our plans for its development.

The Britishers, at the dinner, brought up the matter of international radio conferences past and present and felicitated us on the fact that the English speaking people had always stood together on these matters at Madrid and elsewhere, and expressed the hope that they would continue to do so. They assured us that we would continue to receive the moral support of the British nation.

It was made known at the dinner that the United States would be represented for the first time in all three branches of communications - radio, telegraph and telephone - at the International Communications Conference at Cairo, Egypt, next year.

The British delegation was composed of Lord Selsdon, F. W. Phillips, Col. A. S. Angwin and N. Ashbridge, of London, members of the Public Communications System of Great Britain, and the British Broadcasting Co., which is Government controlled.

Col. Thad H. Brown, Vice Chairman of the Broadcast Division of the U. S. Federal Communications Commission, was Chairman of arrangements for the dinner. Other members of the Commission present were Paul A. Walker, former Gov. Norman F. Case, of Rhode Island, Dr. Irvin Stewart, George Henry Payne and Hampson Gary.

The company present included also Paul D. P. Spearman, General Counsel of the Communications Commission; Dr. C. B. Jolliffe, Chief Engineer; Herbert L. Pettey, Secretary, and the

11/13/34

following other Commission officials: J. B. Reynolds, George Porter, Gerald Gross, Joseph E. Keller, Theodore Bartlett, John Hassler, John Killeen, Robert Bartley, Andrew Ring, A. G. Patterson, Lieut. L. K. Jett, U.S.N., W. G. H. Finch, Arnold C. Hansen, William D. Terrell, Capt. E. M. Webster, U.S.N., Judge Frank Roberson, William Massing and Henry M. Berry.

The British visitors spent two hours with Dr. Jolliffe and went into the technical details of our broadcasting system most thoroughly. Before coming to Washington, they visited the television laboratory of the RCA Victor Company at Camden, and were shown through the plant by David Sarnoff.

In New York, Lord Selsdon expressed surprise at the comparative cheapness of good American radio sets. He estimated that instruments of equal value would cost almost double in England.

X X X X X X X

RESULTS CONSIDERED FAVORABLE AT LISBON RADIO CONFERENCE

Nearly all the United States delegates and company representatives to the third meeting of the CCIR (International Technical Consulting Conference) at Lisbon have now returned. Dr. J. H. Dellinger, of the U. S. Bureau of Standards, Chairman of the delegation, and most of his staff landed in New York from the "SS Manhattan" last Thursday, while J.C. McNary, National Association of Broadcasters' representative, and several others, landed at the same time from the "SS Saturnia."

The United States delegation was successful in many of its efforts to prevent the adoption of opinions by the conference which might not have been in complete agreement with our present practices. Our delegation had very little of a constructive nature to gain at the conference, but was vitally interested in a number of proposals which were considered by the various interests affected, as objectionable. No opinions were adopted on the subject of broadcasting which could be considered not in accord with present U. S. practices, although some of the original proposals were somewhat at variance with our position.

Among the subjects discussed, resulting in formal opinions, were single side band transmission for broadcasting, directive antennas, anti-fading antennas, frequency separation between broadcasting channels, short-wave broadcasting channels, wave propagation curves for all frequencies including broadcasting frequencies, receiver stability and selectivity characteristics, synchronized broadcasting, and standard frequency transmission. A number of other subjects were considered and resulted in additional formal opinions thereon.

The United States representation was characterized by almost complete agreement among the several delegates and company representatives on nearly all subjects. An exception was that of single side band transmission for broadcasting, which received the support of the American Telephone & Telegraph Company, although opposed by the National Association of Broadcasters.

X X X X X X X X

INCREASING POPULARITY OF RADIO IN MEXICO REPORTED

Improved economic conditions, better radio programs, and more continuous service rendered by local broadcasting stations have resulted in substantially expanding the market for radio receiving sets in Mexico, according to a report from Assistant Trade Commissioner R. Horton Henry, of Mexico City.

Imports of radio sets into the Republic in 1933 registered a 70 per cent increase over the preceding year, it is pointed out. During the first half of the current year United States exports of radio receiving sets to Mexico amounted to 17,445 units against 15,347 units for the corresponding period of 1933. American manufacturers hold a predominant position in the Mexican market, supplying in 1933 over 99 per cent of total sets imported.

The activities of Mexico's domestic radio industry are restricted to the construction of cabinets for imported chassis, and although this is a comparatively recent development, the production of cabinets of domestic manufacture has assumed considerable importance and is rapidly increasing. It is not unlikely, the report states, that in the near future Mexican-made cabinets will almost entirely displace the imported cabinets for the low and medium priced sets.

There is practically no demand at the present time in Mexico, according to the report, for crystal sets and the sale of battery sets is confined to districts where electric current is not available. The last two years have witnessed a notable increase in the sale of all-wave receiving sets, it being estimated that approximately 50 per cent of the current demand is for the all-wave receiver. Although the number of automobile sets in use is still limited, their popularity is growing and an increasing number of new taxis are being equipped with this service.

There are 58 broadcasting stations officially listed in Mexico, the report shows, with 16 of these stations located in Mexico City. Mexico's capital city, it is pointed out, having an altitude of more than 7,000 feet, offers an ideal location for broadcasting stations. It is reported that reception from even the low-powered stations of Mexico City is clear in certain sections of the United States, particularly in the Mississippi Valley.

X X X X X X X X

11/13/34

RADIO ADVERTISING PICKS UP IN SEPTEMBER

Broadcast advertising improved materially in volume during September. Total time sales amounted to \$4,576,223, a gain of 16.5% over August. Network advertising rose 13.8% during the month, regional network advertising 35.6%, national spot volume 30.3% and local broadcast advertising 13.1%.

Though the majority of this rise is due to seasonal factors, part of it is a reflection of fundamentally improved business. The September gain over the preceding month was considerably greater than in 1933, when an increase of but 6.9% was experienced.

Broadcast advertising during September of the current year was 15.7% greater in volume than in the same month of 1933. National network revenues were 21.7% above the 1933 level, regional network volume almost double, national spot advertising 19.5% greater, and local broadcast advertising approximately the same as in the preceding year. The fact that no great improvement in retail trade has occurred during the year is probably the explanation for the lag in local broadcast advertising.

The greatest increase in non-network business during the month occurred in the high powered regional and clear channel field, where revenues rose approximately one-third as compared with August. Regional station volume rose 15.5% and local 100 watt station volume 3.6%. As compared with last year, however, regional and local stations have made the better showing, being 27.6% and 32.7%, respectively, above September, 1933.

The New England-Middle Atlantic Area and the Pacific and Mountain Areas experienced the greatest rise in broadcast advertising during the month, volume in both districts increasing approximately 33.0%. Slighter gains were recorded elsewhere. As compared with September 1933, the New England-Middle Atlantic Area has gained 64.0%, the Middle West has made slight gains, the Pacific and Far West has lost approximately 10.0% and the South has lost nearly 40.0% in volume.

In the electrical transcription field, national spot volume rose 42.8% during the month, local volume remaining equal. National spot live talent volume rose 53.3% and local volume 15.0%. Both national spot and local announcement business increased approximately 13.0%. Compared with September 1933, national spot transcription volume is 13.6% greater, live talent 37.4% above the previous year, and announcement business 14.4% greater. Local volume has remained comparatively changed in all fields.

X X X X X X X

CALLS NRA COLLAPSED BALLOON

Frank R. Kent in the Baltimore Sun declares in his famous column that the NRA's future "is all in the past" in the following article, which is all the more significant because it appears in the country's outstanding Democratic newspaper:

"It may be the fourteen or fifteen excellent gentlemen named by the President in September to resuscitate the exceedingly sick NRA are performing hidden miracles, and that soon a revitalized organization free of all impurities and bursting with health and beauty will be revealed. But hardly anyone believes that - not even the excellent gentlemen themselves.

"On the contrary, there is a pretty general conviction that the NRA is close to a comatose condition, much too far gone to be restored, and that the fourteen or fifteen excellent gentlemen named by the President on three separate boards are not physicians at all - merely pallbearers. A somewhat false pride seems to prevent this Administration from admitting the facts. When one recalls the tremendous ballyhoo back of the scheme and the glories it was to shower upon labor, industry and the world generally, this reluctance is easy to understand.

"It is, naturally, increased by the results of the election. To concede that one of the major New Deal policies has collapsed beyond repair, right on the heels of a great popular indorsement of New Deal policies, would be very bad medicine to take. In effect, it would say to the people that they had gotten a wrong idea of the situation; that instead of marching forward the New Deal was slipping back; that they had been misled by propaganda and fed a lot of doctored pap.

"It would take very big men, indeed, to make admissions of that sort - much bigger than are in this Administration, despite the advertisements. Its leaders are dealing with this NRA failure, not as the supermen some conceive them, but exactly as average politicians deal with such situations - to wit, by concealing the realities and utilizing every face-saving device upon which they can lay their hands.

"The truth is, the primary object of the NRA reorganization was to get the unfortunate General Johnson out. The point had been reached where the General, for a variety of reasons, had become a liability and there was danger the whole thing would blow up with a bang. The problem was to eliminate the General in such a way as to avoid an explosion and with a minimum of public disillusionment. After months of marking time, during which the morale of the machine went to pieces, Mr. Roosevelt succeeded in retiring the General, and named the fourteen or fifteen excellent gentlemen who were to reorganize, under the general direction of Mr. Donald Richberg, the great coordinator.

11/13/34

"Even on the surface, it did not seem a practical plan. Certainly, despite the periodical word that comes out of "progress", it is quite clear it is not working. Having got General Johnson out of the NRA, it was discovered that he was the NRA, and with him out all left is the shell. As things stand, the organization is in an incredible state of confusion, leaderless and leaking. It is without a fixed policy or a firm foundation. It is assailed on the one side by Industry, and the other by Labor. The United States Chamber of Commerce moves toward the scrapping of the Act, on the same day the American Federation of Labor reports code violation increasing on a large scale. Mr. Donald Richberg, the great coordinator, has made a number of speeches of such a fair, cautious, balanced and wholly judicial nature as to leave those who read at a loss as to what is the future NRA policy, and create in their minds doubt as to whether Mr. Richberg, the great coordinator, himself knows.

"As a matter of fact, he does not. As a matter of fact, neither do any of the other excellent gentlemen. As a matter of fact, the NRA's future is all in the past. It is a collapsed balloon which cannot be rebuilt. All that can be done is keep up the propaganda about retaining its conceded "good features" in permanent form; continue playing on the Child Labor and Sweat Shop keys, and refuse to admit that what the excellent gentlemen are now doing is embalming the NRA for burial - that the most that can be hoped is it will live again in shriveled shape - and popular attention to the tragic collapse of this giddy scheme continues to be diverted by other things."

X X X X X X X X

SHORT WAVES EFFICIENT FOR LONG FREIGHT TRAINS

Headed by H. A. Sheparā, General Superintendent of Electrical Transmission and Communications of the New York, New Haven & Hartford Railroad, a party of officials witnessed last Saturday a test of radio communication between engine and caboose on a freight train which ran from Springfield, Mass., to New Haven, Conn. The apparatus enabled engine and caboose crews to converse without the usual waving of hands and blowing of whistles.

The apparatus was produced by the Westinghouse Electric & Manufacturing Co. Walter C. Evans, Radio Division Manager of the Company, said the demonstration showed that ultra short radio waves were efficient and convenient in this form of railroad service.

X X X X X X

EDUCATIONAL HEARINGS CLOSE - LABOR WITHDRAWS RESOLUTIONS

After five weeks of inquiry, the hearings conducted by the Broadcast Division of the Federal Communications Commission as to whether or not a fixed percentage of all radio facilities shall be allocated to educational, religious and other non-profit stations, were brought to a close. It is believed that it may be several months before the report and recommendations to Congress have finally been concluded but even if the work is done before this time, the results will not be made public until the report is submitted to Congress on or shortly before February 1st. A complication may arise if, as generally reported, Representative Prall, of New York, is to succeed Commissioner Hampson Gary January 1st, as it is doubtful if Mr. Gary, head of the Broadcast Division, who has presided at the hearings, will have completed writing the report by that time.

Henry A. Bellows, of the National Association of Broadcasters, who was in charge of the broadcasters' side of the case, said that the hearings comprised the most extensive and comprehensive study of broadcasting made in radio's history.

The concluding witnesses included William Green, President of the American Federation of Labor, Edward N. Nockels, Secretary of the Chicago Federation of Labor, Douglas Griesemer, National Red Cross, Anton Koeber, of the Peoples Pulpit Association, Dr. Harry W. Chase, Chairman of the National Advisory Council on Radio in Education, Miss Alice Keith, who is now employed by the National Symphony Orchestra, forming women's committees and lecturing to the schools; Dr. Cornelius Deeney, S. J., University of Santa Clara, Calif.; Irving Caeser, librettist and publisher; William C. Hushing, National Legislative Representative of the American Federation of Labor; Dr. John Ward, U. S. Commissioner of Education; Morse Salisbury, Chief of Radio Service, Department of Agriculture; J. Clyde Marquis, Chief of the Information Division of the Agricultural Department, and Dr. L. S. Rowe of the Pan American Union.

Mr. Green asked that the testimony of Mr. Hushing be disregarded insofar as Resolutions No. 55, 171 and 200 of the San Francisco American Federation of Labor convention were concerned. No. 55 was to the effect that the American Federation of Labor expected to put on 30 radio programs a year to build up the A.F.L.; No. 171 that the AFL insist that not less than 50 percent of all radio facilities be allocated to organizations operating on a non-profit basis, and No. 200 that the AFL register their protest against the continuance in office of any members of the Federal Communications Commission who vote to surrender more than 50 percent of the radio facilities to commercial stations.

"Mr. Hushing was not informed as to the action of the Executive Council following the adjournment of the Convention", Mr. Green explained. "The Council, after giving consideration to the resolutions and the action of the Convention, referred them

to me, as President, and for such action as I might decide to take.

"I had decided, in conformity with that decision of the Executive Council, to withhold the submission of these resolutions to the Commission. For that reason I now wish to formally withdraw these resolutions from further consideration by the Commission."

Mr. Caesar said he represented no organization, when Mr. Bellows asked for his identification, but it was said by broadcasters present that his name was listed as one of the defendants in the answer filed by the American Society of Composers in the Government anti-monopoly suit. Caesar said that he proposed to move that the cost of the so-called "free show" provided by radio is out of all sound ratio to value received.

"For one hour each day, an average of 15,000,000 people on one network alone are busy at their dials; while thus engaged, they cannot walk down the shop-lined streets, wear out their shoes or wearing apparel, nor can they ride the highways in their automobiles, with the attendant consumption of gasoline, tires, wear on engines and so on", Mr. Caesar declared.

"The life of a pair of shoes being 2500 hours, the shoe industry has lost 6,000 pairs of shoes. That is the price the shoe industry is paying for one hour's radio entertainment on one network. On the basis of an audience of 15,000,000 listening for one hour, and taking as the average life of a \$15 suit as 3,000 hours, the clothing industry loses a potential replacement demand of 5,000 suits valued at \$75,000.

"Assuming that of the 15,000,000 radio audience, a million car owners have kept their machines inactive during that one radio hour, the gasoline industry loses a potential demand to replace about 2,000,000 gallons of gasoline, which in the ordinary course of events, would have been consumed."

And so Mr. Caesar went on down the line declaring that "Amos 'n' Andy" are said to have commanded the attention of an audience of 50,000,000 over a period of many months and that the night a big fight was broadcast, the moving picture theatre receipts dropped to \$100 when the average nightly business was \$3,000.

Dr. Chase said the real question is whether an enormously powerful instrument is being most effectively used, and if not, how it can be used.

"In facing that question", Dr. Chase said, addressing the Broadcast Division of the Commission, "you should realize that you are considering the regulation of a device, not out of which money can be made, but rather on which the cultural

and spiritual well being and entire well being of an entire nation may depend. That is your responsibility and it transcends any commercial or political considerations."

Chairman Gary said that all parties to the hearings will have until November 26th in which to file briefs.

X X X X X X X X

CLEAR CHANNELS MAY OR MAY NOT BE BROKEN DOWN

Although it seems to be a foregone conclusion that the plans for a survey of the clear channels foreshadows the breaking down of these channels, quite a different view of this was taken by an official of the Communications Commission, who said:

"I have no doubt many believe that the survey will be used as a justification of breaking down the clear channels but we think it may serve the opposite purpose."

This official added, however, that the attitude of Government officials naturally had to be an impartial one. He said that the clear channel survey would be an unbiased one. Its purpose, as he explained it, would be to gain complete engineering knowledge of stations which served rural listeners and what proportion of these stations depended upon clear channels. He said that if it was ascertained that there was no good engineering reason why the clear channels should be maintained, or if it was shown that there was great need for clear channels, those making the report would be governed accordingly.

Following a meeting of the representatives of the clear channel stations at the suggestion of the Broadcast Division of the Communications Commission last Friday, another conference by the same group will be held Friday, November 23rd.

The Commission proposed that a complete survey of service rendered by clear channel, regional and local stations be made during the coming Winter months and extending into the next Spring season.

The tentative plan as suggested by the Engineering Division of the Commission involves four lines of endeavor, as follows - Continuous field intensity recordings of clear channel stations, the records to be made at distances varying from 1000 to 3000 miles; an analysis of duplicated clear channels (such as 790 kilocycles occupied by WGY and KGO), with complete determination of radiation characteristics of the individual stations as well as determination of the field intensities and service rendered in the areas between stations; Field intensity measurements made in rural districts throughout the United States with correlation with listener habits as determined by personal investigation, and listener habit survey of rural audiences to be conducted by mail, by the Commission.

It is planned that individual stations may participate in the survey, although all data will be coordinated and compiled by the Commission staff. It is understood that the survey is not definitely limited to clear channel measurements, but may include measurements, in some cases, of service rendered by regional and local stations.

Among the stations which offered cooperation in the form of field intensity measuring or recording apparatus, trucks, personnel, etc., were WSM WSB WLW WGN WSPD KYW KFI WJR WWL WFLA KNX WHAM WCAU WFAA WSB WGY WLS WOAI, and the Yankee Network and Jansky & Bailey.

X X X X X X X X

CANADA RESTRICTS NEWS BROADCASTS TO ONE A DAY

One news broadcast each night will be Canada's allotment in the future. This decision was taken at a conference between Directors of the Canadian Press and officers of the Canadian Radio Broadcasting Commission held in Montreal recently.

Ten o'clock Eastern Standard Time was the hour agreed upon, and the broadcast will last 15 minutes. Some newspaper publishers asked that the broadcast be sent over all Canadian stations, but Hector Charles, Chairman of the Commission, said this would interfere with commercial programmes already arranged. Any station willing to carry it will, however, be furnished with the news broadcast.

Mr. Charlesworth asked for specific instances of news pirating by private stations which had been complained of, and said the Commission would act on them.

X X X X X X X X

HEARING AND ORAL ARGUMENT BEFORE FCC TELEPHONE DIVISION

A hearing and oral argument before the Telephone Division of the Federal Communications Commission will be, or rather is, scheduled for Friday morning, November 16 at 10 A.M. At this time Orders No. 7 and 7-A, re: Accounting Rules for Telephone Companies, Interstate Commerce Commission, and Order No. 10, re: Depreciation Charges of Telephone Companies, Interstate Commerce Commission will be taken up.

In the case of Orders No. 7 and 7-A, exceptions have been filed by: Michigan Public Utilities Commission, Railroad Commission of California, National Association of Railroad & Utilities Commissioners, Bell System Telephone Companies, United States Independent Telephone Association, Public Utilities

Commission of the District of Columbia, Railroad Commission of Florida, Public Service Commission of Louisiana, Public Utilities Commission of Maine, Public Service Commission of Maryland, Department of Public Utilities of Massachusetts, Public Service Commission of New Hampshire, Public Service Commission of New York, Public Utilities Commissioner of Oregon, Public Utilities Commission of Utah, Public Service Commission of Vermont, Department of Public Works of Washington.

The Order of appearance at the hearing will be:

(1) Representatives of the State Commission and of the National Association and Utilities Commissioners; (2) representatives of the Bell Systems Telephone Companies; (3) representatives of the United States Independent Telephone Association; (4) rebuttal argument if requested.

X X X X X X X X

APPLICATIONS GRANTED BY THE FCC BROADCAST DIVISION

New - J. H. Speck, Santa Fe, N. Mex., C.P. for new station to operate on 1310 kc., 100 watts, unlimited time (site to be determined); WKRC, WKRC, Inc., Cincinnati, Ohio, modification of C.P. extending commencement date to Oct. 29, 1934 and completion date to Jan. 29, 1935; WPHR, WLBG, Inc., Petersburg, Va., modification of C.P. extending commencement date to Dec. 15, 1934 and completion date to Jan. 15, 1935; KYW, Westinghouse Electric & Machine Co., Whitmarsh Twp., Pa., modification of C.P. extending completion date to Jan. 10, 1935.

Also, W9XK, University of Iowa, Iowa City, Ia., C.P. to add another transmitter and change frequencies to include 42000-56000, 60000-86000 kc., and increase power to 100 watts; also granted modification of license to include the frequencies in C.P. above; W1XCW, Regan & Bostwick, Portable (St. Albans, Vt.) modification of general experimental C.P. to change equipment to crystal control and change frequency to 31100 kc. in lieu of 40600 kc., increase power to 20 watts, and extend construction period to 90 days after commencement of construction; W9XAI, Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., modification of C.P. to extend completion date to December 1, 1934.

Miscellaneous

New, Joseph M. Kirby, Boston, Mass., reconsidered and granted in part application for C.P. for a new radio station to operate daytime only on 1120 kc., 500 watts. The part requesting 250 watts night was left on the hearing docket; this action was taken on a motion by Commissioner Sykes, seconded by Commissioner Brown and was carried unanimously; New, Patrick H. Goode, New Haven, Conn., granted amended application to erect new broadcasting station to operate on 900 kc., 500 watts, daytime only; this action was taken as above.

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

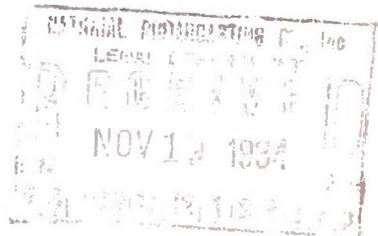
WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF NOVEMBER 16, 1934.

| | |
|---|----|
| Trade Commission to Scrutinize Southern Stations Ads..... | 2 |
| Leader Seen Caught Between Two Fires In AFL Radio Action..... | 3 |
| Aylesworth Referred To In Utility Propaganda Report..... | 4 |
| Radio Assists In Capital Vice Expose..... | 5 |
| Australians Refer Music Differences To Arbitration..... | 5 |
| Mussolini Makes Friendly Gesture Through New Station..... | 6 |
| Long Expected A. T. & T. Inquiry Ordered..... | 7 |
| ABS Gets First Commercial..... | 8 |
| Mackay Opens All Radio Japan Service..... | 9 |
| Newspaper Representative Observes Radio Trend..... | 9 |
| New Edition Of RCA World Map..... | 10 |
| Composers To Move Into Radio City..... | 10 |
| Copeland All Set To Introduce New Foods & Drugs Bill..... | 10 |
| Short Waves As Medicine Demonstrated..... | 11 |
| Alarm On Paris Phones To Warn Of Burglars..... | 11 |
| May Ask End Of Press Codes..... | 12 |

No. 775



Handwritten notes in red ink:
 New
 address
 in Paris
 now
 at
 2400 California St
 Washington D.C.

Handwritten notes in red ink:
 He
 4
 10
 11
 12
 13

Handwritten notes in red ink:
 7
 8

Handwritten signature or initials in red ink, possibly "H. W. (10)".

TRADE COMMISSION TO SCRUTINIZE SOUTHERN STATIONS ADS

Continuing its campaign for the elimination of false and misleading advertising from radio broadcasts, the Federal Trade Commission is making its fourth call upon broadcasting stations to file copies of their advertising continuities with the Commission. The call is for continuities used by stations in the Second Radio Zone of the United States for two weeks ending December 15th. This includes stations in the States of Kentucky, Michigan, Ohio, Pennsylvania, Virginia and West Virginia.

When the Federal Trade Commission issued its first call, the order went to all States and the Commission was swamped. It was then decided to call for continuities by zones. As a result of this calls were made upon stations of the First Zone which included Maine, New Hampshire Vermont, Rhode Island, Connecticut, Massachusetts, New York, New Jersey, Delaware, Maryland, District of Columbia and Puerto Rico for the period ending November 30th.

Following this, a call went to the Fourth Zone for the period ending December 1st to stations in Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North and South Dakota and Wisconsin. Thus the calls have been staggered over a considerable period of time and like the visits of a bank examiner, the stations did not know when they would come.

In response to its first call, covering advertising programs for the month of July, the Commission received 180,877 continuities. Of these, 161,466 were found to be subject to no criticism and were filed without further action. The remaining 22,411 continuities, representing several hundred advertisers, were referred for further examination. Of the ten network systems and 598 broadcasting stations in the country, all filed their continuities in compliance with the Commission's request, while the continuities submitted by transcription companies represent 95 per cent of the total volume of such advertising.

In issuing the latest call, officials of the Federal Trade Commission were again warm in their praise for the cooperation they have received from the broadcasting industry.

"They seem to be about as anxious to clean house in radio advertising as we are", one of the officials at the Commission said, "and apparently are pleased to have the Federal Trade Commission behind them. There have been cases where a station would gladly have turned down more or less questionable advertising but felt if they didn't take it, their competitors would, but now can turn it down saying, 'We don't believe that would get by the Federal Trade Commission'.

"We have had the response of everybody from the National Association of Broadcasters, and the large networks, down to the individual stations. It isn't censorship on our part. We don't see the continuities until after they have been broadcast. We don't say to them what they can broadcast but if what they have broadcast is, in our opinion, false or misleading, we tell them not to do it again."

X X X X X X X X

LEADER SEEN CAUGHT BETWEEN TWO FIRES IN AFL RADIO ACTION

There was considerable speculation as to why William Green, President of the American Federation of Labor, withdrew the three resolutions which had previously been presented to the Federal Communications Commission by William C. Hushing, National Legislative Representative of the A.F.L. in connection with the educational-religious program hearings.

One resolution carried with it the demand that not less than 50 percent of all radio facilities be allocated to organizations operating on a non-profit basis; another resolution was that the Federation of Labor register their protest against the continuance in office of any members of the Federal Communications Commission who votes against the 50-50 proposition, and a third that the AFL put on 30 radio programs a year of its own. The second resolution was construed as a threat on the part of the AFL to prevent the Senate from confirming the Communications Commission.

A theory of Mr. Green's withdrawal, advanced by a labor leader, was that he probably felt that it was hopeless to appeal to the Commission with such a drastic demand that the 50 percent of the radio facilities be given to labor and other organizations, and that he (Green) proposed to go direct to Congress.

"There will be a pretty wild bunch on the Hill next January", the informant ventured, "and although the Federation of Labor isn't especially desirous of government ownership, it wouldn't surprise me if even that might be in the cards if Mr. Green were to present the resolution and express labor's dissatisfaction with the large proportion of the channels now in possession of the commercial interests."

Quite a different theory was suggested by a broadcaster,

"Mr. Green, as President of the American Federation of Labor, was plainly caught between two fires", he said. "He is in the record as praising the American system of broadcasting. Mr. Green, furthermore, realizes that labor in general has been able to get all it wanted from broadcasting stations without cost and that if given 50 percent of the facilities, the broadcasters

11/16/34

are liable to say to him, 'you don't need us anymore.' In addition to this, he is a member of the Advisory Committee of the National Broadcasting Company. We believe Mr. Green is satisfied with broadcasting conditions insofar as labor is concerned and believing 'the boys' had made a mistake in passing such drastic resolutions, quietly withdrew them after they had been presented to the Federal Communications Commission."

X X X X X X X X X

AYLESWORTH REFERRED TO IN UTILITY PROPAGANDA REPORT

The Federal Trade Commission, in its report to the Senate dealing with the publicity and propaganda activities of the electric, power and gas industries, quoted M. H. Aylesworth, who is now President of the National Broadcasting Company, but who was then connected with the electrical industry.

This Commission "finding that every publicity method except 'sky writing' was used in attempts to influence the public", reported:

"The total results which have been secured from all the various activities cannot be measured, but to such an extent has the utility program taken into consideration 'every public contact' that no campaign approaching it in magnitude has ever been conducted except possibly by governments in war time. The various utility associations have collected and disbursed probably more money for good will purposes than has been secured or paid out by any other group or organization not actually engaged in commerce or manufacture.

"The record indicates very substantial results both in increased public good will, and in a decrease in the number of legislative measures to which the utilities are opposed * * *.

"In emphasizing that the work was worth while, M. H. Aylesworth, then director of the National Electric Light Association, advised utility executives not to be afraid of the expense in permitting large numbers of their employees to attend conventions, because the 'public pays'. This is materially true, as the cost of all the public relations work is usually charged up as operating expenses by the utility companies, but the public's paying does not end with that, for whenever such original payments are used in successfully lulling the paying public into satisfaction with improper rates or charges, to such extent does the public pay for the privilege of continuing to pay excessively, as long as such rates continue in force."

X X X X X X X X X

RADIO ASSISTS IN CAPITAL VICE EXPOSE

Harry Butcher, manager of the Columbia Broadcasting System's outlet in Washington, has assigned four of Station WJSV's best known features to a coverage of the numbers game, a gambling habit the police are trying to stamp out, in conjunction with stories now running in the Washington newspapers.

"Since the newspapers are uncovering the evil of the numbers game, by interviewing prominent Washingtonians", Mr. Butcher said, "I believe we can lend a helping hand by putting the same information on the radio. So I have asked Elder Michaux to devote his Church of the Air program to a numbers game broadcast next Sunday morning - from 8 to 9. Also, Arch McDonald, our sports reviewer, will tell of the racket in his evening programs, daily at 6:30 o'clock.

"Then Arthur Godfrey will broadcast bits of information about the numbers game each morning from 7 to 9. On top of this Bob Trout will interview 'the man on the street', asking the question: 'What do you think of the numbers racket?' This feature, which got started last Tuesday, will go on the air again Saturday at 5:30 P.M. and again on Monday at 4:45 P.M."

In the event the District Commissioners hold public hearings on the numbers game, with a view to shaping legislation the Columbia Broadcasting System will broadcast these hearings, Mr. Butcher said. Also any hearings before the House and Senate Committees.

X X X X X X X X

Handwritten: ...
 AUSTRALIANS REFER MUSIC DIFFERENCES TO ARBITRATION

A dispute between the "B" class (privately-owned) broadcasting stations of Australia and the Australasian Performing Right Association concerning the payment of fees by the "B" class stations for the use of music of which the A.P.R.A. owns the copyright, has been referred to arbitration at the instance of the A.P.R.A. The differences between the parties rest on the contention of the A.P.R.A. that royalty fees for the use of music for broadcasting should be based upon the revenues of the broadcasting station and that payment should be assessed as a proportion of the broadcaster's revenue. The proprietors of the broadcasting station consider that a flat rate payment such as has been made in the past, should be continued, and that, if the royalties are levied on a percentage of revenue, a tax will be imposed on enterprise. At this stage, it is declared, the extra royalties which would be involved by the proposed change in the basis of payment would be small, but the margin would increase as the revenue of the broadcasting stations rose.

X X X X X X X X

MUSSOLINI MAKES FRIENDLY GESTURE THROUGH NEW STATION

Reports to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, in Chicago, are that Prato Smeraldo, the new shortwave station in Italy, is coming into the United States with excellent volume. It is heard on both 40.70 and 30.27 meters at 6:30 o'clock EST. Commander McDonald is advised by his Italian representative that the new station, which is located at Rome, has directional antennas directed to the United States for special "American Hour" programs, some of which follow, the one for Friday, November 23rd, including a talk by Vittorio Mussolini, oldest son of the Premier:

Monday, November 19

American anthem. Giovinezza.
 Speech by D. H. Rossoni, Undersecretary of State
 Selections from the opera, "La Gioconda" by Amilcare
 Ponchielli
 News bulletins of sport, commerce, literature
 "Inno a Roma" by Puccini

Wednesday, November 21

American Anthem. Giovinezza
 Speech by H. E. DeStefani (former Minister of Finance)
 Concert of the "Banda del Regio Corpo dei Metropolitan",
 conducted by Maestro Andrea Marchesini (Rome Police Corps)
 Conversation of Senator Puricelli "Tourism and Roads"
 Regional Songs
 News bulletins of sport, commerce, literature
 "Inno a Roma" by Puccini

Friday, November 23

American Anthem. Giovinezza.
 Speech by H. E. Marshall Badoglio (Chief of Staff)
 Selections from the opera, "Suor Angelica", by Giacomo Puccini
 Conversation by Vittorio Mussolini (Duce's eldest son) on
 Journalism of young people
 Regional songs, among which are "Villotta", "La Rosina
 bella sul Merca", "Mazzolani", "Rataplan"
 News bulletins of sport, commerce, literature
 "Inno a Roma" by Puccini

Monday, November 26

American Anthem. Giovinezza
 Speech by On. Delcroix (Member of Parliament and war veteran)
 Selections from the opera, "Il Rigoletto", by Giuseppe Verdi
 Conversation by Gr. Uff. Alberti, Secretary-General of the
 Senate, on Giuseppe Verdi
 Songs - "Leoncavallo", "Valzer delle Rose", "Pietri", Marcia
 di Tuffolina"
 News bulletins of sport, commerce, literature
 "Inno a Roma" by Puccini.

11/16/34

LONG EXPECTED A. T. & T. INQUIRY ORDERED

In the cards ever since Senator Dill, of Washington, demanded it last session, and possibly even before that, an investigation of the American Telephone and Telegraph Company is soon to become a reality. Senator Dill, who did not seek re-election, did not press his investigation resolution upon assurances that it would be one of the first matters taken up by the shortly thereafter to-be-created Federal Communications Commission.

In fact, it was reported in Washington that President Roosevelt's main interest in the creation of the Commission was that it afforded a medium of giving the Telephone company, "a good spanking". Furthermore, it seemed to be understood that Paul A. Walker, who had made it warm for the public utilities in Oklahoma, was hand-picked by the President for the telephone job. Also, it is said that was why Paul D. P. Spearman, who has a reputation as an aggressive cross-examiner, was selected as the Commission's general counsel.

As it appears now, the public hearings will not begin until after the 1st of January, and if so, with the new Congress in session and all, there will be plenty of excitement.

That the Telephone Company will not take it "lying down" was indicated by the attitude of Walter S. Gifford, President of the American Telephone & Telegraph Company, at the Senate hearings on the Communications Commission Bill. Mr. Gifford bristled with facts and figures and was not one of those kind of witnesses who had to have a staff of people to prompt him. He apparently had the affairs of the company, down to the smallest details, at his fingers ends. Time and again Dill and other Senators went after him, but Mr. Gifford, never losing his composure, parried the questions and proved well able to take care of himself even in the rough and tumble debate to which the Senate is so accustomed but which is frequently so disconcerting to those called upon to testify.

The investigation, which will cover besides the A. T. & T., its associated or related companies or organizations, services and contracts, will not concern rates, although they may be inquired into later. In describing its purpose, the Telephone Division outlined this tentative program:

"(A) The investigation and study of the corporate history and the financial structure of the American Telephone and Telegraph Company, including the connections and relationships with the Associated Bell Companies and the other subsidiaries of the American Telephone and Telegraph Company.

11/16/34

"This examination will also include subsidiaries which manufacture equipment and supplies for the parent American Telephone and Telegraph Company and for the Associated Bell Companies, including all subsidiaries or related companies which affect the communications industry, under the jurisdiction of this Commission.

"The examination will include the financial arrangements between the American Telephone and Telegraph Company and its subsidiaries, and the agreements, financial and otherwise, of the various subsidiaries with each other.

"(B) - A general inquiry into the license and service contracts between the American Telephone and Telegraph Company and the various Associated Bell Companies.

"(C) - A general inquiry into the contracts between the American Telephone and Telegraph Company and the Western Electric Company, Inc., also the contracts between the Western Electric Company, Inc., and the Associated Bell Companies."

After witnesses from the A. T. & T. and subsidiaries are heard, the hearings will be adjourned, and witnesses from independent companies will appear later.

"This inquiry will be directed at the financial structures, services, agreements and contracts" of independents engaged in interstate commerce, it was announced.

The investigation will probably be used as the basis for a report to Congress. How long the hearings might last was a matter of conjecture.

X X X X X X X X

ABS GETS FIRST COMMERCIAL

The first commercial program on the new American Broadcasting System-WMCA network will be heard tonight (November 16) when the Adam Hat Company will present at 9:55 P.M. EST over the ABS-WMCA network, the ringside description of the Maxie Rosenbloom-Bob Olin fight at Madison Square Garden in New York.

The broadcast will be heard over stations WMCA, New York; WAAB, Boston; WPRO, Providence; WIP, Philadelphia; WCBM, Baltimore; WOL, Washington; WJBK, Detroit; WEBR, Buffalo, KQV, Pittsburgh, WFBE, Cincinnati, and WDEL, Wilmington.

X X X X X X X X

11/16/34

MACKAY OPENS ALL RADIO JAPAN SERVICE

Direct high-speed radiotelegraph service between the United States and Japan opened last Wednesday by the Mackay Radio and Telegraph Company, a subsidiary of the International Telephone and Telegraph Corporation, and the Japanese Government radio administration.

This new service with Japan is available to all parts of the United States through the facilities of Postal Telegraph. In Japan, direct communication is provided to all points through the Japanese Government telegraph system which connects with the radio station at Tokio.

From New York and the eleven other principal cities in which Mackay Radio operates, the circuit with Japan is radio all the way.

X X X X X X X X

NEWSPAPER REPRESENTATIVE OBSERVES RADIO TREND

As evidence of the growing tendency on the part of manufacturers to increase their expenditures in other media, John T. Fitzgerald, of Reynolds-Fitzgerald, Inc., President of the Newspaper Representatives' Association, of Chicago, referred to a special report compiled recently for Sales Management by Advertising Record Company, showing radio expenditures for the first eight months this year as compared with the same period in 1933. Of the three general product classifications mentioned as still heavy users of national newspaper advertising, all show substantial increases in radio expenditures for national network broadcasting. One of the three, drugs and toilet goods, has nearly doubled its radio advertising during the past year, according to Sales Management figures.

A comparison of network radio broadcasting expenditures for these product classifications follows:

| | <u>Eight-Month Totals</u> | |
|--------------------------------|---------------------------|-------------|
| | <u>1933</u> | <u>1934</u> |
| Cigars, Cigarettes and Tobacco | \$2,096,164 | \$2,199,843 |
| Drugs and Toilet Goods | 4,507,761 | 8,531,568 |
| Foods and Food Beverages | 5,551,375 | 7,291,954 |

Note - The network radio broadcasting figures cover all national or chain broadcasting carried over the networks of the National Broadcasting Company and Columbia Broadcasting System. The figures cover facilities only and do not include talent charges.

X X X X X X

NEW EDITION OF RCA WORLD MAP

A new edition of the world-wide telegraph system of RCA Communications, Inc., has been received from William A. Winterbottom, Vice-President and General Manager. This shows radio telephone as well as radio telegraph circuits operated by R.C.A. Communications. The telephone circuits go to Honolulu and Manila and from Manila, by automatic relay to Java, Siam and Berlin. In the United States the domestic circuits to Washington, Boston, New Orleans, Chicago and San Francisco are now shown by solid lines instead of dotted lines as heretofore, showing the completion of these circuits.

In order to simplify the map, the very numerous relay circuits from foreign destinations of the RCA direct circuits have been omitted. France has relay circuits to all French Colonies; Great Britain, of course, Holland the same, and so on.

Subsidiary circuits are noted between San Juan and New Orleans, Havana and New Orleans and Manila and Shanghai, supplementing direct circuits to New York and San Francisco, Manila and Tokio and Honolulu with Manila, Tokio and Saigon.

It is noted that the terminus of the Manchurian circuit has been transferred from Mukden to Hsinking.

X X X X X X X X X X

COMPOSERS TO MOVE INTO RADIO CITY

On or about November 30th, the American Society of Composers, Authors and Publishers will be moved to the 45th floor of the R.C.A. Building at 30 Rockefeller Plaza, New York City.

X X X X X X X X

COPELAND ALL SET TO INTRODUCE NEW FOODS & DRUGS BILL

Aided and abetted by Under Secretary of Agriculture, Rex Tugwell, Senator Copeland of New York, just reelected for six years, will introduce a Foods & Drugs Bill modelled very much along the lines of the one to which broadcast advertisers so vigorously objected last session. It will be drafted by Ole Salthe, formerly Director of the Bureau of Foods and Drugs of the New York State Health Department.

X X X X X X X X

SHORT WAVES AS MEDICINE DEMONSTRATED

The use of radio apparatus to transmit heat in the treatment of certain diseases was demonstrated at the opening session of the American Congress of Physical Therapy in Philadelphia by two young Frenchmen, Dr. A. Halphen and Dr. J. Auclair.

Under the patient's bed, Dr. Halphen explained, are electrodes and at a distance, some times in an adjoining room, is the generator.

"There is no wire or cable, nothing to disturb the patient, he proceeded. "His temperature - in cases where medication is made speedier and more effective by raising the temperature - goes to the desired height and in the desired time by means of the short waves.

"By this method we can bring to the physician a patient ready for the best results of treatment, in a certain social disease which responds to heat treatments. A patient can be heated to 104 or 105 degrees for 100 hours, a 100 per cent cure being effected by this single treatment. Ordinarily this disease takes at least six weeks to cure."

An American short-wave frequency apparatus was demonstrated at the meeting. It differs from the Frenchmen's device in that the electrodes are applied directly to the patient. The apparatus resembles an ordinary radio set, except that it is a broadcasting instrument rather than a receiving set.

It may be used, it was explained, for electro-surgical, electro-coagulation or to induce artificial fever.

X X X X X X X X

ALARM ON PARIS PHONES TO WARN OF BURGLARS.

The engineers of the Ministry of Posts, Telegraphs and Telephones have just perfected an alarm to warn of burglars. The device, called a "Sygnaphone", consists of a small phonograph-like apparatus which is hooked up with an ordinary telephine, and by multiple contacts with various parts of the house and a direct connection with the police headquarters constitutes, it is claimed, a foolproof burglar alarm.

If a contact is established, the phonograph apparatus is set in motion, notifying the police of the address of the residence which is being robbed. Not only do the Posts, Telegraphs and Telephones officials hope to place the burglar alarm in hundreds of Paris homes, but also to install hundreds of additional telephones.

X X X X X X X X

11/16/34

MAY ASK END OF PRESS CODES

An assertion that all newspapers might be advised to withdraw from NRA codes if the Labor Relations Board accepted jurisdiction in a dispute between the San Francisco Call-Bulletin and one of its former employees, was expressed recently in Washington.

The complaint was brought before the Board by Dean Jennings who said he was forced to resign his position as the Call-Bulletin's chief rewrite man because of activities with the newspaper guild.

Elisha Hanson, who also is counsel for the American Newspaper Publishers' Association, held the dispute was one which should be handled by the newspaper industrial board, the Code Authority.

Alexander Lindey, speaking for the guild, contended the Labor Relations Board was given authority to treat with such cases by the law establishing it, enacted by Congress last Spring.

The hearing was closed, but subsequently Hanson gave this version of the hearing to newspapermen:

"I was asked what would happen if the Board issued an order in this case. I said that Mr. (William Randolph) Hearst (owner of the paper) would not comply with it.

"I was asked if I was authorized to state the position of Mr. Hearst. I said his position was that if the code was meaningless insofar as the Government was concerned, it was meaningless insofar as he was concerned."

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

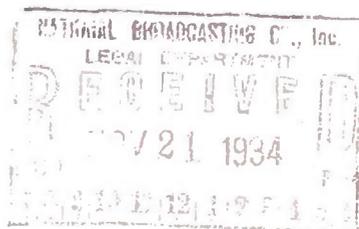
WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF NOVEMBER 20, 1934.

| | |
|--|----|
| Would Transfer Radio Operators Back To Ship-Bureau..... | 2 |
| Radio Manufacturers Called For Code Discussions..... | 3 |
| Angle Succeeds To Head Of Stromberg-Carlson..... | 4 |
| N. Y. Mayor Suggests Restricting Loud Speakers..... | 4 |
| Hearst Buys WBAL..... | 5 |
| Lutheran Station To Observe 10th Anniversary..... | 5 |
| Roxy To Try To Revive Philadelphia Theatre..... | 6 |
| Broadcasters Go Bear Hunting..... | 6 |
| Another Clear Channel Study Meeting Friday..... | 7 |
| James Promises Radio Advertising Facts..... | 7 |
| Johnstone, Radio Publicity Pioneer, Goes To WOR..... | 8 |
| ABS Adds New Station At Albany..... | 8 |
| Industry Notes..... | 9 |
| Stage Code Again Protests Free Broadcast Attendance..... | 10 |
| All Stations Join In Washington Gambling War..... | 10 |
| European Radio Development..... | 11 |
| Broadcast Advertising Displaces Billboards..... | 12 |

No. 776



Handwritten signatures and initials at the bottom left of the page.

November 20, 1934.

WOULD TRANSFER RADIO OPERATORS BACK TO SHIP BUREAU

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

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

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

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

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

11/20/34

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

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

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

X X X X X X X X

RADIO MANUFACTURERS CALLED FOR CODE DISCUSSIONS

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

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

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

X X X X X X X X

ANGLE SUCCEEDS TO HEAD OF STROMBERG-CARLSON

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

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

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

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

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

X X X X X X X X

N. Y. MAYOR SUGGESTS RESTRICTING LOUD SPEAKERS

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

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

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

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

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

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

X X X X X X X X

HEARST BUYS WBAL

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

X X X X X X X X

LUTHERAN STATION TO OBSERVE 10TH ANNIVERSARY

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

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

X X X X X X X X X

11/20/34

ROXY TO TRY TO REVIVE PHILADELPHIA THEATRE

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

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

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

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

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

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

X X X X X X

BROADCASTERS GO BEAR HUNTING

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

X X X X X X X X

ANOTHER CLEAR CHANNEL STUDY MEETING FRIDAY

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

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

X X X X X X X X

JAMES PROMISES RADIO ADVERTISING FACTS

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

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

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

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

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

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

X X X X X X X X

JOHNSTONE, RADIO PUBLICITY PIONEER, GOES TO WOR

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

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

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

X X X X X X

ABS ADDS NEW STATION AT ALBANY

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

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

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

X X X X X X

: : : :
 : : : :INDUSTRY NOTES: : : :
 : : : :

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

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

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

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

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

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

X X X X X X X X X

STAGE CODE AGAIN PROTESTS FREE BROADCAST ATTENDANCE

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

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

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

X X X X X X X

ALL STATIONS JOIN IN WASHINGTON GAMBLING WAR

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

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

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

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

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

X X X X X X X X

EUROPEAN RADIO DEVELOPMENT

(As revealed in United States Commerce Dept. reports)

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

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

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

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

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

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

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

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

11/20/34

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

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

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

X X X X X X X X X

BROADCAST ADVERTISING DISPLACES BILLBOARDS

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

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

X X X X X X X

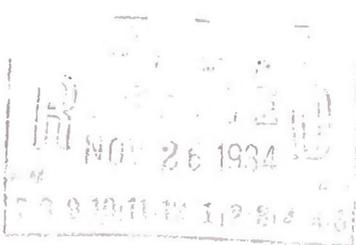
HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

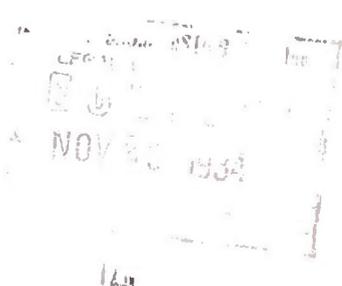
Handwritten signature/initials



INDEX TO ISSUE OF NOVEMBER 23, 1934.

| | |
|---|----|
| Census Not Satisfied With Station Business Figures..... | 2 |
| Hearst WBAL Purchase Figure Higher Than Reported..... | 3 |
| The FCC Would Blossom Into \$2,000,000 Plum Tree..... | 5 |
| Music Leaders Solidly Oppose More Educational Time..... | 6 |
| Nice For Frederic Huber!..... | 10 |
| Radio Has Upper Hand, Says "O.H."..... | 10 |
| Some Recent NBC New And Renewal Accounts..... | 9 |
| Decisions Of The FCC Broadcast Division..... | 11 |
| Army Officer Calls People Telephone-Minded..... | 12 |

No. 777



Handwritten signature/initials

CENSUS NOT SATISFIED WITH STATION BUSINESS FIGURES

Feeling that they were incomplete and perhaps were not as thorough and authentic as they might be, the Bureau of the Census has not officially released the figures designed to show the volume of the broadcasting industry business. It is just possible, not being satisfied with the effort or feeling that sufficient data had not been obtained that the Census Bureau may withhold this report permanently.

Nevertheless the tabulation, a copy of which was secured unofficially, gives food for interesting speculation. It indicates that the gross income of 374 broadcasters last year amounted to \$55,140,000. Of this amount the 27 stations heard from in New York accounted for \$35,011,000. California was second, the same number of stations there grossing \$2,097,000 for 1933. Illinois was third with \$1,800,000. Other States in the million, or more, dollar class were Massachusetts, Missouri, New Jersey, Ohio, and Pennsylvania.

The report by States follows with number of stations in each State parenthetically indicated:

| | | | |
|--------------------|------------|--------------------|--------------|
| Alabama (6) | \$ 191,000 | Nebraska (10) | \$ 325,000 |
| Arizona (4) | 131,000 | New Jersey (8) | 1,538,000 |
| California (27) | 2,097,000 | New York (27) | 35,011,000 |
| Colorado (10) | 312,000 | North Carolina (7) | 252,000 |
| Florida (4) | 123,000 | North Dakota (6) | 165,000 |
| Georgia (10) | 242,000 | Ohio (14) | 1,182,000 |
| Idaho (4) | 66,000 | Oklahoma (4) | 155,000 |
| Illinois (21) | 1,800,000 | Oregon (9) | 414,000 |
| Indiana (7) | 223,000 | Pennsylvania (19) | 1,043,000 |
| Iowa (8) | 593,000 | South Carolina (4) | 72,000 |
| Kansas (6) | 160,000 | South Dakota (4) | 40,000 |
| Louisiana (8) | 311,000 | Tennessee (11) | 601,000 |
| Maryland (6) | 487,000 | Texas (29) | 862,000 |
| Massachusetts (13) | 1,416,000 | Utah (3) | 280,000 |
| Michigan (11) | 906,000 | Virginia (7) | 267,000 |
| Minnesota (6) | 664,000 | Washington (12) | 646,000 |
| Mississippi (3) | 66,000 | West Virginia (3) | 56,000 |
| Missouri (13) | 1,093,000 | Wisconsin (13) | 749,000 |
| Montana (5) | 126,000 | Others (12) | 745,000 |
| | | Totals (374) | |
| | | | \$55,140,000 |

The canvass of the broadcasting stations was a part of the Census of America and included the theatrical and moving picture industries as well

X X X X X X X X X

HEARST WBAL PURCHASE FIGURE HIGHER THAN REPORTED

Authoritative sources reveal that the purchase figure of Station WBAL, Baltimore, by the American Radio News Corporation, a subsidiary of the Hearst Company, was "almost double" a quarter of a million dollars, as first reported. The price paid by Mr. Hearst for this choice 10,000 watt clear channel station was approximated to be \$400,000.

The change in ownership will not be effected until after the contract has been ratified by the Federal Communications Commission which now has the matter under consideration.

Among the other stations known to be owned by Hearst are WCAE, 1000 watts, Pittsburgh; KYA, 1000 watts, San Francisco; WINS, 1,000 watts, New York; and WISN, 250 watts, Milwaukee. From this it will be seen that WBAL with its 10,000 watts is the Goliath of the group. It has been rumored that the publisher may be affiliated with WENR, 50,000 watts power in Chicago following the removal of KYW to Philadelphia, and that he may soon acquire stations in other cities.

The stations, as yet, are not operated as a network but locally in conjunction with the Hearst paper in that city. The story continues to bob up that M. H. Aylesworth, President of the National Broadcasting Company, may at some future time become affiliated with this group. Thomas White, Hearst General Manager, is credited with the successful consummation of the Baltimore deal.

There is a trend of newspapers towards the purchase of stations by newspapers. Former Governor, James Cox, of Ohio, has just bought two stations to be operated in connection with his newspapers in Dayton and Miami. The first of Governor Cox's purchases was WLBW at Erie, Pa., which will be moved to Dayton and the other was WIOD, at Miami. Following this the Dayton Herald and Journal took over WSMK in that city.

The Cleveland Plain Dealer is reported to own WJAY, Cleveland, to own 40 percent of WKBN, Youngstown, also an interest in WAIU, Columbus and to be reaching out for WHK, Cleveland. The Columbus Dispatch and the Ohio State Journal are understood to control two stations.

More than 50 stations are newspaper-owned or operated in the United States, as follows:

KTAR, owned and operated by the Phoenix (Ariz.) Arizona Republic and The Electrical Equipment Co., Phoenix; KMJ, Owned by James McClatchy Co., Fresno, Calif., operated by the Fresno (Calif.) Bee; KLX, owned and operated by Oakland (Calif.) Tribune Building Co.; KFBK, owned by James McClatchy Co., Sacramento, Calif., and operated by the Sacramento (Calif.) Bee; KPO, owned by Hale Bros., Inc., and the Chronicle Publishing Co., San Francisco, Calif.; KWG, owned by McClatchy Newspapers, Sacramento, Calif., operated by

11/23/34

Portable Wireless Telephone Co., Stockton, Calif.; WDAE, owned by the Tampa (Fla.) Publishing Co., operated by Tampa Daily Times; WSB, owned and operated by Atlanta (Ga.) Journal; WAAF, owned and operated by the Chicago Daily Drovers Journal; WGN, owned and operated by WGN, Inc., (Chicago Tribune), Chicago, Ill.; WMAQ, owned by WMAQ, Inc., (Chicago Daily News), managed and operated by National Broadcasting Co., Inc.; WHBF, owned and operated by the Rock Island (Ill.) Broadcasting Co., an affiliate of the Rock Island Argus; WTRC, owned and operated by Truth Radio Corp., Elkhart, Ind.; WFAM, owned and operated by South Bend (Ind.) Tribune; KSO, owned and operated by the Iowa Broadcasting Co., Des Moines, Studio - Des Moines Register & Tribune Bldg.; WIBW, owned by the Capper Publications, Topeka, Kans.; KFH, owned and operated by Radio Station KFH Co., Inc., Wichita, Kan. (Wichita Eagle); WHAS, owned and operated by the Louisville (Ky.) Courier Journal and Louisville Times.

Also, WTAG, owned and operated by Worcester (Mass.) Telegram Publishing Co., Inc.; WELL, owned and operated by the Battle Creek (Mich.) Enquirer and News; WWJ, owned and operated by the Detroit (Mich.) News; WDAF, owned and operated by Kansas City (Mo.) Star Company; KSD, owned and operated by the St. Louis (Mo.) Post-Dispatch; WJAG, owned and operated by Norfolk (Neb.) News; KOH, owned by the McClatchy Newspapers, operated by The Bee, Inc., at Reno, Nev.; WBEN, owned and operated by WBEN, Inc., Buffalo, N. Y.; WESG, operated by WESG, Inc., sponsored by Elmira (N. Y.) Star-Gazette, Inc.; WLTH, owned and operated by The Voice of Brooklyn, Inc., Eagle Bldg., Brooklyn, N. Y.; WINS, owned and operated by American Radio News Corp., New York City; WWNC, owned and operated by Citizen Broadcasting Co., Inc., Asheville, N. C.; WSJS, owned and operated by Winston-Salem (N. C.) Journal and Twin City Sentinel; WKY, owned and operated by WKY Radiophone Co., (Oklahoma Publishing Co., Oklahoma City); KGW, owned and operated by the Portland (Ore.) Oregonian; KOIN, owned and operated by KOIN, Inc., Portland (Ore.) Oregon Journal.

Also, WSAN, owned by Allentown (Pa.) Call Publishing Co., Inc.; WHP, owned and operated by WHP, Inc., Harrisburg (Pa.) Telegraph; WQAN, owned and operated by the Scranton (Pa.) Times; WFBC, owned and operated by the Greenville (S.C.) News-Piedmont Co.; WTJS, owned and operated by the Sun Publishing Co., Jackson, Tenn.; WMC, owned and operated by WMC, Inc., affiliated with the Memphis (Tenn.) Commercial Appeal; WFAA, owned and operated by the Dallas (Tex.) News and Dallas Journal; KRLD, owned and operated by KRLD Radio Corp. (Dallas, Tex., Times Herald); WBAP, owned and operated by Fort Worth (Tex.) Star-Telegram; KPRC, owned and operated by the Houston Printing Co. (Houston, Tex. Post); WCAX, owned and operated by the Burlington (Vt.) Daily News; WDEV, owned and operated by Harry C. Whitehill in connection with the publication of the Waterbury (Vt.) Record; WDBJ, owned by Roanoke (Va.) Times-World, operated by Richardson-Wayland Electrical Corp., Roanoke, Va.

11/23/34

Also WHIS, owned and operated by Bluefield (W. Va.) Daily Telegraph; KFIZ, owned and operated by Fond du Lac (Wis.) Reporter Printing Co.; WISN, owned and operated by the American Radio News Corp. (Hearst Newspapers); WTMJ, owned and operated by Milwaukee (Wis.) Journal; WRJN, owned by Racine Broadcasting Corp., operated by the Racine (Wis.) Journal-Times; WHBL, owned by and operated by the Sheboygan (Wis.) Press; KGU, owned and operated by Honolulu (T. H.) Advertiser Publishing Co.

X X X X X X X

THE FCC WOULD BLOSSOM INTO \$2,000,000 PLUM TREE

The Federal Communications Commission asking the Bureau of the Budget for an appropriation of \$2,000,000 for the fiscal year beginning July 1, 1935, represents an appropriation exactly 40 times as large as the amount allotted to the original Radio Commission which was \$50,000. That was in 1928 only six years ago.

However, the Budget Bureau cut the \$2,000,000 request in half but finally compromised on \$1,500,000. In addition to this the Commission, nevertheless, will try to "touch" the forthcoming Congress for \$500,000 to tide it over until July 1st, the last Radio Commission appropriation of \$650,000 having proved inadequate for the new crowd's expenditures.

In a moment of expansiveness, a statement was given out by the Commission a couple of months ago that they hoped in the near future to build the personnel up to 600 persons (It is now about 200). However, Herbert Pettey, Secretary of the Commission evidently fearing that the Commission had tipped its hand, became "panicky" over this announcement and asked that it be recalled and all copies destroyed.

It was said in the banned statement that the intention was to build the Engineering Division up to 174 persons (almost as many as are now employed by the entire Commission), the Accounting Division to 160, the Valuation Division to 117 and the others proportionately.

Although to the casual observer the Commission at present seems to be badly overmanned and to be packed to the limit with political appointments, a bulleting of the usually well informed National Association of Broadcasters says, "Additional personnel is still needed and will be added as the Commission's appropriations allow."

X X X X X X X

MUSIC LEADERS SOLIDLY OPPOSE MORE EDUCATIONAL TIME

An example of the thoroughness with which the broadcasters presented their opposition in the question of whether or not additional radio facilities should be allocated to educational and religious stations, now under consideration by the Federal Communications Commission, was the testimony concerning music activities in radio presented by Walter Koons, Music Supervisor of the National Broadcasting Company. It is doubtful if such an outstanding array of music authorities have on a single occasion ever been heard from before on the subject of radio. Among those whose views were presented to the Commission personally or through Mr. Koons were the following:

Paul Whiteman, Conductor and pioneer in Symphonic Syncopation; Frank J. Black, General Musical Director, NBC; Dr. Walter Damrosch, Music Counsel, NBC; Carl Engel, Library of Congress Music Division; Mrs. Edgar Kelley, National Federation of Music Clubs; Dr. Howard Hanson, director, Eastman School of Music; Isidor Philipp, distinguished French pianist; Frank Bridge, noted English composer; Emma R. Fisher, President, American Choral and Festival Alliance; A. Walter Kramer, Editor, Musical America; Pierre V. R. Key, Editor, Musical Digest; Dr. James Francis Cooke, Editor, The Etude.

These music leaders unanimously opposed the proposition of allocating more time to educational programs. Walter Damrosch said he had grave doubts as to the ability of educational institutions to make contributions which would improve or even approach the musical programs now presented over the air.

"How would they obtain the enormous amount of money necessary to present such programs?" Mr. Damrosch asked. "I think that intoxicated by the possibilities of radio, some enthusiasts have formed a very confused and exaggerated idea of the directions in which radio can be made a servant of education.

"The real work of teaching young people how to sing or how to play an instrument or how to compose cannot be done over the radio but must be carried on by the local teacher in the classroom who is in constant personal relation with his pupils, who can correct their faults and examine them as to their programs.

"I do not feel that I have a right to speak of other sciences, but as far as music is concerned, I do not think that the colleges and universities and other scholastic educational bodies can be as well prepared as the present network companies, for the production of great music on the air for educational purposes. Accordingly I would view with grave apprehension any arbitrary allocation of a large percentage of the country's radio facilities to educational institutions."

"John Philip Sousa once told me that the public came to his concerts because he entertained them musically and did not try to educate them", said Mr. Black, NBC's musical director. "But he also added, 'They could have stayed away and been a dollar or two richer in pocket', which applies to radio in this sense - the public can always turn off their radio sets if they are not being pleased. But by entertaining his audience, Sousa did arouse an interest in music. I dare say that a great many of this generation's symphony patrons received their first musical thrills from those memorable band concerts. More than one has confessed to me that his path to the concert halls was made smoother by listening to the March King's rhythms.

"No one can make listeners digest 'high brow' music until their tastes demand it. Radio has in its short life brought the musical taste of the American public a great way along the road toward better music. Not by learned discourses about the subject but by presenting it as something for the enjoyment and pleasure of the listener. The public has learned to crawl musically, and we are helping and hoping to enable it to walk.

"And so for radio! I end as I began by claiming that it is unnecessary for us to defend our broadcasting of either popular or classical music. I merely want to remind those who criticize us musically that radio can only please all of the people some of the time and some of the people all of the time - if we tried to please all of the people all of the time we would end by offending everybody day and night."

"I am firmly convinced that were it not for radio's fostering of popular music, it would be quite impossible today for the networks to broadcast chamber music, symphonic music, and opera in such increasing quantities", Paul Whiteman told the Commission. "The law of supply and demand inevitably controls markets. Had the networks in the past broadcast more of the serious type of music than the radio audience had been prepared to digest and assimilate, I seriously doubt if we would be hearing as much cultural music as we are hearing today. Radio can only instruct as it entertains - if you cannot ensnare attention and hold it through entertainment, you have no audience. The fact that the radio audience is now asking for more good music is the best proof of what radio has already accomplished in promoting a nation-wide music culture."

A side-light was Mr. Whiteman's explanation of so-called "jazz".

"In its early days, 'jazz' was a rather crude music form consisting of a melody more or less banal, with a syncopated umpety-tump-tump accompaniment plus a 'wild' clarinet, a saxophone, and perhaps a derby-muted trumpet moaning and groaning out improvised conglomeration of noises", Mr. Whiteman related. "Some of us, however, were quick to visualize the potential possibilities of developing these counter melodies in a truly musicianly way. It

11/23/34

also opened the way for us to add to our orchestras new and interesting tone colors never dreamed of in the days of rag-time. Scholarly musicians were called upon to make these new and unusual arrangements which soon came to be known as 'symphonic jazz'. Such arrangements necessitated larger orchestras and more highly trained instrumentalists. It is not taxing your memory too many years to recall the sensation this new style of dance music created. The serious musicians began to find interest and enjoyment in a type of music which previously commanded their contempt."

"If a curtailment or reassignment of the wave lengths now available is made at the expense of the increasingly fine programs of music that are being broadcast, the slow and patient work of years will be destroyed", Mr. Engel, consultant of the Music Division of the Library of Congress testified

"To deprive the public of even a portion of such broadcasts as those sponsored by Elizabeth Sprague Coolidge and the Library of Congress would be a most regrettable calamity."

"The National Federation of Music Clubs is sharing with the radio networks the responsibility of raising the public's standard of taste until the time arrives when the larger part of our public will no longer cry for programs which are an aesthetic disgrace to the country", Mrs. Kelly explained. "For this reason in particular, the Federation raises its definite protest of any suggested legislation that would tend to interfere with or hamper the great cultural influence that network broadcasting is exercising today - and will exercise in even greater degree as the public responds."

"It is not right to expect perfection in any organization and it is quite possible that there may be criticisms concerning the place of radio in education, but in my opinion, the progress which has been made in this field through the present agencies in radio over the past decade have been so enormous that I am well satisfied with the results obtained", Howard Hanson declared.

"I know that the effect upon the average American mind of the vast sums spent for musical programs by commercial interests has led thousands to form a new concept of the practical usefulness of music in our daily lives", said James Francis Cooke, Etude editor. "When Mr. and Mrs. Public learn that one great commercial interest pays as high as \$1,000.00 a minute for an hour of music of the highest character and feels that it is good business to do this, they form a new regard for the desirability of a musical training for their children."

X X X X X X X X

11/23/34

SOME RECENT NBC NEW AND RENAVALS

NEW - Dr. Miles Laboratories, Inc. (Alka-Seltzer), Elkhart, Ind.; Agency - Wade Advertising Agency, Chicago, Ill.; Started Nov. 19, 1934; Mon. Wed. Fri., 7:45-8:00 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; Program - "Uncle Ezra", dramatic program.

NEW - Associated Oil Co. (Gasolines & Motor Oils), San Francisco, Cal.; Agency - Lord & Thomas, San Francisco, Cal., Nov. 24, 1934 only, Saturday, 4:45 P.M. to approx. 7:45 P.M. EST; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM WGAR WJR KWCR KSO (WENR WKY 5:30-7:45) (WREN WFAA 5:45-7:45) KOIL KTBS KPRC (WOAI 4:45-7:30) KOA KDYL KPO KFI KGW; Program - California Stanford Football Game.

NEW - National Biscuit Co. (Bakery Products), 11th Ave. & 14th St., New York City; Agency - McCann Erickson, Inc., New York City; Starts Dec. 1, 1934, Saturdays 10:30 P.M. to 3:30 A.M. EST, 10:30 P.M. to 4:30 A.M. Daylight Saving Time; Network - 10:30-1:30 - WEAf WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF WTMJ WIBA KSTP WEBC WDAY KFYZ WRVA KPRC WPTF WWNC WIS WJAX WFLA-WSUN WIOD WAVE WSM WMC WSB WAPI WJDX WSMB KVOO WKY WFAA-WBAP WOAI KTBS KTHS; 1200-2:30 KOA KDYL; 12:30-3:30 KGO KFI KGW KOMO KHQ KFSD KTAR; Program - Three bands furnishing continuous dance music.

RENEWAL - Firestone Tire & Rubber Co., Akron, Ohio; Agency - The Sweeney & James Co., Cleveland, Ohio; Starts Dec. 3, 1934, Mondays 8:30-9:00 P.M. EST and 11:30-12:00 Midnight EST; Network - 8:30 - WEAf WEEI WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ WOC WHO WOW WDAF WKBF CRCT CFCF WTMJ KSTP WIBA WEBC WDAY KFYZ WPRF WWNC WIS WJAX WIOD WFLA WSOC WTAR WEM WMC WSB WJDX WSMB WAVE KVOO WKY KPRC WOAI KTBS; 11:30 - KPO KFI KGW KOMO KHQ KFSD KTAR KGU KOW KDYL KGIR KGHL; Program - "The Voice of Firestone" - orchestra and guest artists.

NEW - Kaempfer's (Bird Seed), Chicago, Ill.; Agency - C. Wendel Muench & Co., Chicago, Ill.; Started Oct. 30, 1934, Tues. Thurs. 9:00-9:15 A.M. EST, WEAf Only - Program - "Kaempfer's" - Mr. Provol, singing canaries and piano accompaniment.

NEW - Penn Tobacco Co. (Kentucky Winners Cigarettes), Wilkes Barre, Pa.; Agency - Ruthrauff & Ryan, New York City; Started Nov. 21, 1934, Wednesday 10:30-11:00 P.M. EST; Network - WEAf WTAG WJAR WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WKBF WMAQ KSD WOW WMC WSB WAPI WJDX WSMB WAVE; Program - "One Man's Family" - dramatic.

X X X X X X X X X X

NICE FOR FREDERIC HUBER!

A really nice compliment was paid to Frederic R. Huber, Director of Station WBAL, Baltimore, when Governor-elect Harry Nice, the Republican who defeated Governor Ritchie for reelection in Maryland, asked Mr. Huber to direct his Inaugural ceremonies. It came all the more as a tribute to Huber because, though for years Municipal Director of Music in Baltimore and a leading figure in public affairs, he has kept himself free from political alliances and therefore the selection had no political significance.

While Mr. Huber has directed five mayoralty inaugurations in Baltimore and assisted at two previous inaugurations of Governor Ritchie, this will be the first time he will be in entire charge of the State function.

X X X X X X X X

RADIO HAS UPPER HAND SAYS "O.H."

"Naturally the newspaper publishers stand a little aghast and uncomprehending, in considering why they should share their news, collected at great expense, with the radio broadcasters for advance dissemination to the listeners", O. H. Caldwell editorializes in Electronics.

"The publishers' objections are thoroughly reasonable from their standpoint. News is property, valuable property, which must be merchandised while it is fresh. And naturally the newspapers want to protect their own channels of distribution.

"But what the newspaper men do not seem to realize is that a new means of disseminating news has overtaken their own slower processes of printing-press, train, truck, and delivery boy. News can now go to the home directly and with the speed of light. Viewed as a multiplier and spreader of information, radio and facsimile are as far ahead of the printing press, as the modern newspaper perfecting press is ahead of Franklin's early hand-press. Shortly facsimile printers will be producing little newspapers in the home, as clear and sharp as those coming from the press.

"The public will demand news over these faster agencies, aural and visual, whether that news comes from the older newspaper sources or from new news-gathering organizations. The newspapers are suddenly finding their vast plant investment overtaken by technological obsolescence. It is up to them now to make the best deal they can, with the new conqueror of time and space. For radio has the upper hand."

X X X X X X X X

DECISIONS OF THE FCC BROADCAST DIVISION

Applications Granted
(November 20, 1934)

WHBF, Rock Island Broadcasting Co., Rock Island, Ill., C.P. to make changes in equipment and increase day power from 100 to 250 watts; WHBY, WHBY, Inc., Green Bay, Wis., C.P. to install new equipment and increase day power from 100 to 250 watts; WJBO, Baton Rouge Broadcasting Co., Inc., Baton Rouge, La., modification of C.P. to extend completion date from Dec. 1, 1934 to Feb. 1, 1935; KOL, Seattle Broadcasting Co., Inc., Seattle, Wash., modification of C.P. to extend completion date to Dec. 25, 1934; WTAR, WTAR Radio Corp., Norfolk, Va., modification of license to increase day power from 500 w. to 1 KW; KVOA, Arizona Broadcasting Co., Tucson, Ariz., modification of license to change hours of operation from specified to unlimited; WDSU, Joseph H. Uhalt, New Orleans, La., voluntary assignment of license to WDSU, Inc.; WAGF, Dothan Broadcasting Co., Dothan, Ala., special exp. authorization to operate from LS to 6:30 P.M. daily until Jan. 1, 1935.

Miscellaneous

WMCA, Knickerbocker Broadcasting Co., New York City, denied petition to reconsider and grant the application of WMCA to increase power from 500 watts to 1 KW, and application of WSYR to increase power from 250 to 500 watts, install new equipment and move transmitter locally (WSYR, Central, N.Y. Broadcasting Corp., Syracuse, N. Y.); New, Montana Broadcasting Co., Helena, Mont., denied petition to reconsider and grant application for new station to operate on 1420 kc., 100 watts, specified hours; WTMJ, the Journal Company, Milwaukee, Wis., denied petition to reconsider application to increase night power from 1 to 5 KW; the application of WTMJ to increase day power from 2½ to 5 KW was granted Oct. 30, 1934, but that part requesting increase in night power was designated for hearing; WCSH, Congress Square Hotel Co., Portland, Me., denied petition of WCSH to reconsider and grant without hearing, their application to increase daytime power from 2½ to 5 KW;

Also, KVOD, Colorado Radio Corp., Denver, Colo., denied petition to reconsider and grant application to increase and grant application to increase day power from 500 watts to 1 KW; WACO, Central Texas Broadcasting Co., Inc., Waco, Texas, reconsidered and granted without hearing, application of WACO to increase hours of operation from specified to unlimited; KECA, Earle C. Anthony, Los Angeles, Cal., reconsidered and granted application to increase daytime power from 2½ KW to 5 KW; KRKD, Radio Broadcasters, Inc., Los Angeles, Cal., reconsidered and granted application to increase power from 500 watts to 2½ KW, and dismissed that part of application to increase night power to 1 KW; WLLH, Albert S. Moffat, Lowell, Mass., reconsidered and granted application to increase hours of operation from specified to unlimited.

KPRC, Houston Printing Co., Houston, Texas, reconsidered and granted application to increase daytime power from $2\frac{1}{2}$ KW to 5 KW, application to increase night power to remain in hearing docket; KDYL, Intermountain Broadcasting Corp., Salt Lake City, authority granted to intervene in hearing in re application of Utah Radio Educational Society to construct a new station at Salt Lake City to operate on 1450 kc., 1 KW, unlimited time; New, Portland Broadcasting System, Inc., Portland, Me., granted petition to intervene in hearing of the application of Congress Square Hotel Co. (WCSH) for modification of license to increase power to 5 KW day; W. J. REYNOLDS, Jr., Selma, Ala., granted request to take depositions in re application in hearing Docket No. 2604, set before an examiner on Dec. 6.; WIEH, Knickerbocker Broadcasting Co., Inc., Portable, and XILB, International Broadcasting Corp., Portable, granted renewals of broadcast pickup station license in temporary service for period Nov. 1, 1934 to Nov. 1, 1935, in exact conformity with existing license; WSXO, The Crosley Radio Corp., near Mason, Ohio, granted renewal of special exp. station license in exact conformity with existing license.

X X X X X X X X X X X

ARMY OFFICER CALLS PEOPLE TELEPHONE-MINDED

In an article, "Is the Telegraph Being Utilized Sufficiently by the Division and Lower Units?", in the Army Signal Corps Bulletin for November-December, Capt. J. B. Sweet writes, in part:

"Another obstacle to the use of the telegraph (in the Signal Corps) is too great dependence on the telephone. The American is telephone-minded. He prefers the telephone to a pencil and message pad. He wants to deliver his message personally rather than write it out and turn it over to someone else to be sent by telegraph, radio or some other means.

"General Gibbs has said: 'For quick consultation, involving a rapid exchange of thoughts or of questions and answers, the telephone is in a class by itself. The average American of today doesn't need to be urged to use the telephone. He does need very badly to be taught when not to use it, and how to use it expeditiously and get through so that someone else can get a circuit.'

"Colonel Seoane, of the Signal Corps, has said:

"The psychology lies in the satisfaction that comes to the sender when in personal contact, by telephone, he knows that his message has been received and understood.'

"General Squier, in his report for 1919 as Chief Signal Officer, in discussing the signal communications of a certain American division in the St. Mihiel attack, stated: 'Radio communication was practically continuous but it was seldom used. The American has learned to think in terms of the telephone, and so it was natural for a brigade commander whose telephone lines had been shot out, to send this radio message: "I am absolutely out of all communication."'

X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

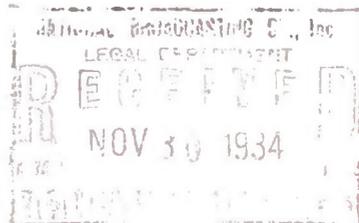
WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF NOVEMBER 27, 1934

| | |
|---|-----|
| "Amos 'n' Andy" Also Send McDonald Guest Yacht Bill..... | 2 |
| Clear Channel Survey Recording Stations in 10 Cities..... | 3 ✓ |
| Communications Mergers Up For Discussion..... | 5 ✓ |
| Broadcasters Urge Closer Cooperation With Educators..... | 6 |
| KYW Opens In Philadelphia Next Monday..... | 9 |
| Comparative Transmission Calamities..... | 9— |
| Code Authority Reins In On Free Time Programs..... | 10— |
| Spectators Prevent ABS Army-Notre Dame Broadcast..... | 11 |
| Some New Future Columbia Accounts And Renewals..... | 11 |

No. 778



131

Handwritten signatures and initials in the bottom left corner, including a large signature that appears to be 'C. W. Heinl' and several other initials.

November 27, 1934.

"AMOS 'N' ANDY" ALSO SEND MC DONALD GUEST YACHT BILL

Not to be outdone by the artist, McClelland Barclay, who sued Commander E. F. McDonald for making drawings while a guest in Chicago on McDonald's famous yacht "Mizpah", "Amos 'n' Andy" sent in an even larger bill. Mr. Barclay demanded \$2,800 for his work but the famous comedians, whose names in a matter as important as this are Freeman F. Gosden ("Amos") and Charles J. Correll ("Andy"), more than doubled the figure.

The boys were on tour in New York but lost no time addressing the following letter to the well-known yachtsman and explorer:

"Commander E. F. McDonald, President,
Zenith Radio Corporation,
Chicago, Illinois.

"Dear Commander:-

"Will you please let us have your check for \$6,500.00 for entertainment on board your ship as follows:--

"During the summer of 1932--33--34 to wit:--

"Six Sunday afternoon cruises which included us entertaining your guests by listening to their jokes.

"Shooting targets from your aft deck thereby entertaining your guests.

"Eating your food.

Lounging around boat.

Sleeping in your beds during one week end cruise to White Lake, or Black Lake, or both.

"Suffering great humiliation from speed boat ride in your speedboat while anchored in White Lake, or Black Lake, or both, with you at the wheel.

"One of us blowing up balloons with gas while the other one shot them.

"Pulling clay pigeon target holder for you and your guests to shoot.

11/27/34

"Being forced to meet people of prominence aboard ship.

"Getting off board and going home when we didn't want to go.

"Hope this matter can be settled without the aid of counsel. Will you please mail your check to our office in Chicago?"

"Yours very truly,

(Signed)

"FREEMAN AND CHARLIE"

In his answer to Barclay's suit, Commander McDonald asserts that the sketches made by Barclay were done for pastime while the artist was a guest on the "Mizpah", and were unsolicited. In fact, the answer states, McDonald unwillingly accepted one of the sketches "to keep from hurting Barclay's feelings."

The answer further alleges that on the other hand, Barclay owes Mr. McDonald \$1,650 for services performed by the sportsman and for commissions which Barclay failed to complete for replicas of the McDonald \$10,000 outboard motor trophy.

Commander McDonald said laughingly that future guests on board his yacht would be required to sign releases so that "if while on board they draw any pictures, make any photographs, play the piano, the piccolo, the accordion, or the bass viol, sing or dance, they will not later send me bills for the entertainment."

X X X X X X X X

CLEAR CHANNEL SURVEY RECORDING STATIONS IN 10 CITIES

In connection with what will be the most systematic and thorough effort ever made to ascertain broadcasting conditions in this country, field intensity recording stations will be established in or near 10 cities of the United States. These stations will cost from \$2,500 to \$3,000 apiece and though the exact sites have not been chosen, they will be located in the vicinity of Boston, New York, Washington, Seattle, Los Angeles, Chicago, Dallas, Grand Island, Nebr., Denver and Atlanta.

Primarily it will be a survey of the so-called "clear channel" (i.e. only one station on that frequency) broadcasting stations and will be made for the purpose of determining the radio service available to the people of the country and the type of station that the listeners in rural areas are dependent upon for their service. The degree of interference or impairment of service caused by duplication of certain high power stations is

11/27/34

to be investigated, as well as the possibility of providing additional higher power stations without reducing the service to the listening public from existing stations.

The survey will cost upwards of \$60,000, of which the stations will pay four-fifths and the Government one-fifth of the cost. It will be conducted continuously on a 24-hour basis for six months through the Winter and Spring months. The work will probably get under way the latter part of December.

According to Andrew Ring, Assistant Chief Engineer, J. C. McNary, Technical Director of the National Association of Broadcasters, will be the "grand co-ordinator". However, Mr. McNary, with his customary modesty, brushed this aside saying, "All I'm going to do is to buy the apparatus and am doing that as a matter of convenience to stations who are NAB members. Mr. Ring will be the real skipper.

"We will be mainly concerned with the intensity of the signal and will make a continuous record of the signals from the clear channel and other stations so as to get a picture of what service these stations actually render to the listeners. It will be a 24-hour chart and after such a record as that has been made, there can be no arguments."

Mr. McNary said that the field recording intensity station in Washington will be located in the Field Station of the Bureau of Standards at Meadows, Md., between the Capital and Baltimore.

"They must necessarily be in some quiet place", the Broadcasters' technical expert explained. "I think most of them will be in farm houses where there is as little electrical and other disturbance as possible."

An exception to this will be apparatus to be set up at Grand Island, Neb., for here is located the Federal Communications Monitoring station, the choicest radio spot in the United States, and said to be the world's most perfect listening post. The station is 150 miles from Omaha. The antennas cover 50 acres and the plant about \$200,000 to erect. From this station engineers listen the world over, study air programs, and not only check our own stations but see whether or not foreign stations are maintaining their assigned frequencies.

The captains who will be in charge of the work in the different parts of the United States are: First Zone - C. W. Horn, National Broadcasting Company, New York City; Second Zone - Joseph A. Chambers, Chief Engineer, Station WLW, Cincinnati; Third Zone - J. H. DeWitt, Jr., WSM, Nashville and Fourth Zone - Carl Meyers, WGN, Chicago. The Fifth Zone will be temporarily represented by Louis Caldwell, counsel for Station KFI, Los Angeles.

11/27/34

Technically the tentative plan of the clear channel survey as suggested by the Engineering Division of the Commission involves four lines of endeavor, as follows -- Continuous field intensity recordings of clear channel stations, the records to be made at distances varying from 1000 to 3000 miles; an analysis of duplicated clear channels (such as 790 kilocycles occupied by WGY, Schenectady, and KGO, Oakland, Calif.), with complete determination of radiation characteristics of the individual stations as well as determination of the field intensities and service rendered in the areas between stations; Field intensity measurements made in rural districts throughout the United States with correlation with listener habits as determined by personal investigation, and listener habit survey of rural audiences to be conducted by mail, by the Commission.

Among the stations which have offered cooperation in the form of field intensity measuring or recording apparatus, trucks, personnel, etc., were WSM WSB WLW WGN WSPD KYW KFI WJR WWL WFLA KNX WHAM WCAU WFAA WSB WGY WLS WOAI, and WNAC, Boston.

All stations, however, will be afforded an opportunity to participate in the survey and if they so desire to share a part of the expense. Altogether, it will be one of the most comprehensive radio surveys ever attempted and based upon the findings there may be a great increase in power, and clear channels may or may not be broken down.

X X X X X X X X

COMMUNICATIONS MERGERS UP FOR DISCUSSION

Proposed mergers affecting the Western Union and the Postal, also the RCA and Mackay will be discussed at hearings of the Telegraph Division of the Federal Communications Commission to begin Monday, December 3rd.

As set forth by the Commission, the purpose of these hearings is to assist the Federal body, first, in deciding whether the Commission should recommend to Congress the enactment of laws authorizing the consolidation or merger of communications companies with each other and, second, in the event such recommendations are to be made, in deciding what safeguards and conditions are to be stipulated in carrying them out.

X X X X X X X X X X

BROADCASTERS URGE CLOSER COOPERATION WITH EDUCATORS

An 82-page printed brief, believed to be the most complete presentation of its kind ever made in the history of the broadcasting industry, has been filed with the Federal Communications Commission in behalf of the National Association of Broadcasters following the hearings on the question of whether or not additional radio facilities shall be allocated to educational and religious and other non-profit making stations. The brief, prepared by Henry Adams Bellows, Chairman of the Legislative Committee and submitted by Philip G. Loucks, Managing Director, carried with it the following conclusions:

What the Record Shows -

"1. The facilities for radio broadcasting in the United States are at present definitely limited by physical facts, and are used to approximately their full capacity. No material extension of these facilities through the application of new technical methods seems sufficiently imminent to warrant present consideration. It follows, therefore, that increased broadcasting facilities for any form or type of service can be provided at present only at the expense of services now authorized to use those facilities. This applies whether term 'facilities' is defined as including all the elements of broadcast allocation, or as meaning broadcasting time only.

"2. Broadcasting hours and, in a wider sense, broadcasting facilities of any sort, are of little value without an established and maintained audience. It follows that any allocation of facilities which are not used in the service of a considerable and interested audience constitutes a waste of such facilities.

"3. Commercial broadcasting service in the United States is designed to give a widely varied program service to the entire population which is able to receive such service. It seeks to give due consideration to the desires of all significant minorities, while at the same time always considering the tastes and wishes of the public as a whole. In carrying out the policy just outlined, commercial broadcasting has cooperated, and has expressed willingness to cooperate still further, with many and varied types of non-profit organizations, and in most instances has done so to their complete satisfaction.

"4. It is impossible to determine the character or value of a broadcast program merely by its origin or sponsorship, and it is manifest from the record that much of the finest service which broadcasting is rendering to the public in the field of education has been instituted and is now maintained by the broadcasting companies themselves.

"5. It is manifest from the record that there has been a steady and progressive improvement in the general quality of radio programs, corresponding to a definite improvement in public taste as a result largely of the opportunities which broadcasting has afforded for the enjoyment of good programs.

"6. It is clear that any form of preferential allocation of broadcasting facilities, based either on type of program service or on classification of licensees, would involve the federal government in complex problems of determining program service values,

necessitating a considerable degree of indirect but effective government censorship.

"7. The record makes it clear that, with the rapid and still unpredictable development of radio communication, the adoption of any governmental policy which would restrict or hamper such development would be disastrous, and that greater stability is universally desired.

"8. It is apparent that the test of public interest, convenience, or necessity established by law can be properly applied only on the basis of individual cases, when and as applications for licenses or renewal thereof are submitted.

"9. It is clear from the record that the interests of the public will best be served by closer and more widespread cooperation between the commercial broadcasters and the many groups primarily concerned with public education in its broadest sense, and that such cooperation should be directed toward the development of more effective methods for the use of broadcasting in the general service of education.

Recommended Findings -

"Since, therefore, the record clearly shows that American broadcasting is rendering, and stands ready to render, every service in behalf of education that is generally desired; since greater stability is universally recognized as essential to the proper development of broadcasting service to the public; and since any form of preferential allocation based on any consideration other than that of general service to the public as a whole is manifestly wasteful of broadcasting facilities and also involves such governmental supervision over program material as implies material censorship, it follows:

"1. That the Federal Communications Commission, pursuant to the instructions given to it by Congress in Section 307(c) of the Communications Act of 1934, should recommend to Congress that in its judgment it is neither necessary nor desirable that Congress should, by statute, allocate fixed percentages of broadcasting facilities to non-profit organizations or programs.

"2. That the Federal Communications Commission should not, either under its present authority, or under authority which might be conferred upon it by subsequent legislation, undertake any such preferential allocation of broadcasting facilities.

"3. That the Federal Communications Commission should encourage the development of American broadcasting by increasing its stability through the granting of licenses for materially longer periods than at present.

"4. That the Federal Communications Commission should actively encourage closer and more widespread cooperation between the commercial broadcasters and the groups primarily concerned with the broader aspects of education, to the end that American broadcasting, with all the advantages of competitive ownership and operation, may make still more rapid progress in the future toward providing a completely satisfactory service to the people of the United States."

In introducing the brief, Mr. Bellows wrote as follows:

"The record of the hearings before the Broadcast Division of the Federal Communications Commission pursuant to Section 307(c) of the 1934 Communications Act constitutes the most significant statement ever made of the aims, purposes and methods of radio broadcasting as conducted on the basis of competitive private initiative. Its more than fourteen thousand pages of testimony and evidence eloquently relate the services which American broadcasting, conceived and maintained in accordance with American traditions, is rendering to the people of this country.

"The brief submitted on behalf of the National Association of Broadcasters is a condensed digest of this record. It points out, from the mass of evidence presented, the salient features. Citing the testimony of scores of leaders in the use of broadcasting for the public welfare, both within and outside of the broadcasting industry itself, it shows that American broadcasting has built up and is steadily increasing that vast audience without which broadcasting is a futile waste of invaluable facilities.

"In every field of endeavor for human betterment, in education, in religion, in charity, in the spread of political, social and economic understanding, in the service of labor and agriculture and the home, the great majority of representative leaders, both national and local, are glad to testify that American broadcasting, competitive and therefore free, aids them in a manner and to an extent which under any other system would be utterly impossible.

"More than this, the record shows that American broadcasting, precisely because it is conducted as a highly competitive business, goes far beyond merely placing its facilities at the service of others, and definitely creates a service of its own. It brings to every radio-equipped home the voices of the world's leaders in thought and action, the music that, a decade ago, could be heard only by the privileged few, the best in entertainment that the whole world affords. With this it combines a local service to every considerable community, a service built up by years of experience and close contact with local problems.

"The record shows that this service of American broadcasting to the public has been created and maintained by the initiative of American citizens, regulated only in so far as the wisdom of Congress saw from the outset that regulation was essential to avoid chaos. It shows that under no other possible system could the public have the benefit of such wide access to the world's best program talent, or of such freedom of expression for all that is most truly representative of our national life.

"Only a comparatively few are recorded as recommending any essential change in the American system of broadcasting, and among those few there is little evidence of clear agreement. Against them stands the overwhelming record of how American broadcasting serves the people, a record established in large part by the testimony of those whose purpose is, in the broadest sense of the word, education.

"That neither Congress nor the Federal Communications Commission should destroy or impair this service to the public is the one conclusion to which the entire record leads. It is made manifest that any system of allocation which considers the desires and special objectives of individual organizations rather than the wishes of the people as a whole would thus destroy or impair this service.

"Nowhere in the record is it asserted that American broadcasting today rests content with its achievements; rather, it is made clear that every broadcaster looks forward to still greater service to the people who, as listeners, must always be the final arbiters. But the record is far more than a vindication of American broadcasting; it is conclusive proof that the initiative and vital energy of a new and great American industry are rendering such a service in the broad education of our people as, on any other basis, could not possibly have been realized."

X X X X X X X X X X

KYW OPENS IN PHILADELPHIA NEXT MONDAY

Transferring its activities from Chicago, where for many years it was located, KYW, Westinghouse radio station, will start broadcasting officially in Philadelphia at 6:45 A.M. Monday, December 3. A special dedication program, featuring more than 100 stars of the radio, stage and screen, is planned for 7:30 o'clock the same evening.

In moving the station to Philadelphia, Westinghouse engineers have provided it with new transmitting equipment. It will operate on a frequency of 1020 kilocycles and 10,000 watts power, from a transmitting station at Whitemarsh, Pa. The studios and executive offices of the Philadelphia Broadcasting Company, program manager of KYW, will be at 1622 Chestnut Street, with Dr. Leon Levy, President of WCAU, as General Manager. Dr. Levy also will continue as head of WCAU. Carol Irwin will be program director and Helen Wood, director of advertising.

As a member of the National Broadcasting Company, KYW will be the Philadelphia outlet for the NBC-WAAF red network.

X X X X X X X

COMPARATIVE TRANSMISSION CALAMATIES

It is pretty sad when a 500 watt tube falls with a crash - but did you ever watch a 10 kilowatt watercooled tube puncture and fill up with green water right to the top? - R/9, Los Angeles.

X X X X X X X X X

11/27/34

CODE AUTHORITY REINS IN ON FREE TIME PROGRAMS

James W. Baldwin, Executive Officer of the Broadcasting Code Authority, has addressed the following letter to Mr. Daniel Henderson, Director of Promotion of the Cosmopolitan Magazine:

"This is to inform you that we consider the terms and conditions contained in your letters to radio broadcasting stations for the presentation of Cosmopolitan Radio Dramas an attempt to frustrate the purpose and intent of the Code of Fair Competition for the Radio Broadcasting Industry, and radio broadcasting stations will be advised accordingly."

"This will serve as notice to the stations and network companies", Mr. Baldwin advises broadcasters, "that the presentation of these Cosmopolitan programs will be considered in violation of the free time provision of the Code."

The following letter has been addressed by Mr. Baldwin to Radio Guide concerning the release sent out by that publication with reference to the "* * *", the most sensational silverware offer ever made - a grand distribution of patriotic and useful State Seal souvenir spoons. A spoon for every State. A spoon for every week. A spoon for every reader":

"Our attention has just been drawn to a letter signed by you under date of October 14, 1934, enclosing an announcement of a matter which will appear in Radio Guide, issue dated 'Week Ending October 27th.' Your statement: 'If you can find time to present this announcement on the air over your Station we shall be very grateful for the courtesy', by implication seeks to obtain free time. As one of the important radio publications, we solicit your cooperation in the stabilization of the rate structures of all radio broadcasting stations. The most effective way to contribute to such stability is for you to discontinue attempts like this one to gain free radio advertising."

"Members of the industry complying with requests such as this one", Mr. Baldwin says addressing the industry, "violate the free time provision of the Code."

"The Code Authority has auditioned Program No. 1 entitled "The American Magazine Program" and finds that the programs contain lines of definite commercial value to the American Magazine. Broadcasting Stations and Network Companies are, therefore, directed to refuse to broadcast these programs on a sustaining basis."

X X X X X X X X

SPECTATORS PREVENT ABS ARMY-NOTRE DAME BROADCAST

George B. Storer, President of the American Broadcasting Company sent the following explanatory telegram to his following network stations regarding the interruption of the ABS broadcast of the Army-Notre Dame football game last Saturday:

"Spectators of the game interfered with our broadcasting of the Army-Notre Dame game this afternoon, assaulted our announcers and engineering staff, and damaged our equipment, with the result that it was impossible to broadcast. Subsequently arrests were made, and the matter will be prosecuted. Any profanity heard over the air was on the part of the spectators who assaulted our staff. We deeply regret this occurrence and hereafter police protection will be provided to prevent its recurrence."

A press dispatch from New York later added that two on-lookers, described as Andrew Sokol and George L. Armour, both 36 and residents of New York, allegedly objected with blows to the presence of the announcing staff in their box. The scuffle wrecked the equipment and cut off the broadcast. Sokol and Armour were arrested on charges of malicious mischief and released on \$750 bond.

X X X X X X X X

SOME NEW FUTURE COLUMBIA ACCOUNTS & RENEWALS

Acme White Lead and Color Works, Detroit, Mich., - paints and varnishes, starting January 6, 1935; Air time - Sunday, 6:30 to 6:45 P.M. EST; network of 22 stations originating WKRC, Cincinnati; Program - Smiling Ed McConnell; Agency - Henri, Hurst & McDonald, Inc., Chicago.

The Norseco Co., Jersey City, N. J.; product - Norseco toothpaste; Starts December 3, 1934, Mon. Wed. & Fri. - 12:30 to 12:45 P.M. EST; Network - Albany, Boston, Buffalo, Hartford, New York, Philadelphia, Providence, Syracuse, Bridgeport, originating in WABC, New York; Program - Gossip Behind the Microphone (Wallace Butterworth); Agency - Stack-Goble Adv. Agency, Chicago, Ill.

Lehn & Fink Products Co., New York; Product - Pebeco toothpaste, starting Feb. 3, 1935, Sunday - 8 to 8:30 P.M. EST, 50 stations coast-to-coast, originating WABC, New York; Program - Musical and Eddie Cantor; Agency - Lennen & Mitchell, Inc., New York.

Lehn & Fink Products Co., New York; Product - Lysol disinfectant and Hind's Honey & Almond Cream, starting Jan. 6, 1935, Sunday - 8 to 8:30 P.M. Jan. 6 to 27, Sunday - 8:30 to 9 P.M. Feb. 3 and thereafter, 50 stations coast-to-coast, originating WABC, New York; Program - Hall of Fame; Agency as above.

X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF NOVEMBER 30, 1934.

| | |
|--|----|
| "Much Fine In Radio Edifice But --", Says Father Harney..... | 2 |
| Says Congress May Scrutinize Philadelphia Radio Situation..... | 5 |
| High Officials Will Attend Merger Hearings..... | 6 |
| Radio Takes Stellar Role In Royal Wedding..... | 7 |
| Czecho Theatres To Be Subsidized By Broadcasting..... | 8 |
| The DeLanceys Listen As Much As The Clancys..... | 9 |
| Mullen Named RCA Publicity Head..... | 10 |
| A Westinghouse Discovery..... | 10 |
| Industry Notes..... | 11 |
| Affiliated WCFL Midwest Chain Ready..... | 11 |
| Applications Granted By Broadcast Division FCC..... | 12 |

No. 779

RECEIVED
DEC 4 1934
171

Handwritten signatures and initials in blue and red ink.

"MUCH FINE IN RADIO EDIFICE BUT --" SAYS FATHER HARNEY

Although not able, on account of illness, to testify at length at the hearings as to whether or not Congress should allocate additional facilities to religious and educational stations, Rev. John B. Harney, Superior General of the Paulist Fathers, sent a lengthy brief to the Federal Communications Commission, much of which was of a highly critical nature.

It was Father Harney who, because of dissatisfaction at the treatment alleged to have been accorded to Station WLWL in New York City, owned by the Paulist Fathers, brought about the investigation the Commission is making in the religious and educational fields and which may result in action by the next Congress.

"Let me assure you we do not seek or desire the destruction of the present radio structure", the Catholic priest declared in his appeal to the Communications Commission. "Often we have used the word 'remodeled'. That, we are convinced, is the right word to use, and the right thought to have in this connection.

"There is much that is fine in the radio edifice. We do not want one good thing in it discarded. Commercial broadcasting has done much to entertain, to please, and to improve the tastes, particularly the musical tastes, of the American people.

"Unfortunately it has also been guilty of doing quite a bit in the opposite direction, particularly by extending its facilities to mountebanks, charlatans and other birds of prey. It has contributed also to the education of the people, and to the cause of religion. For all this we pay them due congratulation and gratitude. We would not have them diminish in any degree, but would rather wish them to increase their cooperation with human welfare workers of every type. What we advocate will not in the least take away their power to promote the public welfare.

"But along with the good, there is much evil in the existent radio structure. It is dominated and its most powerful units, its choicest facilities are held by a huge monopoly. That monopoly must be stripped of its power, if not of its wealth. Its very heads are not the type of men to have a decisive voice in any education of the American people.

"Their interests and their own business standards are at variance with the interests of the vast bulk of their listeners.

They will not give, they will not suffer others to give over their stations a true, sound education in matters of gravest material and ethical importance.

"Their power to direct, to shape, to choose the type of education that shall be given by radio, must be broken. They must no longer have exclusive power to control education by radio, whose pervasiveness enables it to penetrate the most secluded spots, and whose lightning-like speed outraces every other means of education.

"With them in the saddle, Freedom of Speech over the air is not only imperilled - it is wounded unto death.

"Speak, then, and act. Deal as gently as you can with the radio structure and with its mighty men. Spare them, if you can, but at any and all costs, safeguard effectively the rights, the liberties, the interests, and the true welfare of the American people."

Referring to his Station WLWL in New York, as having been "hamstrung" in being forced to share time with the Columbia station WPG, at Atlantic City, Father Harney said:

"Were our hours increased, our situation improved? By not a hair's breadth. WPG was given the lion's share; WLWL, the pittance left - 15½ hours a week. What time WPG had previously enjoyed, I do not know, but I do know, and it is a fact easily ascertainable from official records, that for quite a while it neither needed nor used all the broadcasting time so bountifully bestowed upon it by the Radio Commission. Much of that time hung heavy on its hands. Why then was not more of it given to WLWL? Why? Why?

"But what of public interest, convenience or necessity in this arrangement? WLWL was a non-profit station broadcasting high grade programs which included instructive talks on social, religious, ethical, educational and economic questions. It had a large actual audience, made up, as its correspondence showed, in large measure of Jews, Protestants and the non-churched, as well as of Catholics. So far as the vital desires and needs of men were concerned, it was giving a more valuable and helpful program than any other radio station in the country - WPG was also giving a good program, chiefly entertainment. It broadcast occasionally, the proceedings of one or another meeting held in Atlantic City's famous Convention Hall.

"Its existence, and its more than ample broadcasting time are held necessary on the ground that otherwise the people of Atlantic City, and its vicinity, particularly the sparsely populated sections of South Jersey, will not receive good or satisfactory radio service. Our limited time is explained by the people whom we reach have an over-abundance of radio service. In both of these arguments used against us, there isn't a handful of truth to a bushel of misrepresentation.

"The people of Atlantic City and of every square mile in which its programs can be heard, are very efficiently served with precisely the type of program put out by WPG, from New York, Philadelphia, Baltimore and many other stations.

"It wouldn't matter the least little bit to the people, as distinguished from those who eke out a living, or gather profit from the operation of WPG, if that station were to silence its transmitter forever. Those people would still be able to get the educational uplift of the 'Amos 'n' Andy' program, and the marvellous mental, moral and spiritual refreshment of Columbia's 'Voice of Experience.'

On the other hand, WLW offers the people a type of service quite different from that of any radio station in this part of the world - a service that the people need, want, and enjoy - a service that Jews, Protestants, and the non-churched tune in to get, as well as Catholics - a service vastly more to the public interest and welfare than any other - a service that is not now duplicated anywhere, and never will be duplicated by any commercially controlled station - a service whose extension would be of immense benefit, whose curtailment is an injury, and whose cessation would be a grievous loss to the people, to Protestant, Jew and Catholic alike.

"Another look at WPG will be instructive and should provoke thought. It is no longer municipally owned, operated or controlled. The license to operate is not given to Atlantic City. The WPG of today is quite other than the WPG of a few years back.

"It is a corporation formed by the Columbia Broadcasting System, entirely owned by Columbia directed and controlled by Columbia. Atlantic City has neither voice nor vote in the councils which determine its operations - broadcasting, financial or any other. Has Atlantic City given it up entirely? Oh no! Not quite. It can have back its transmitter, studios, microphones and other equipment, all in good condition when Columbia is through with them - and with them it is likely to get back a statement of indebtedness, nominally to the WPG Broadcasting Co., actually to Columbia. All these things are specified in the lease by which Atlantic City's officials handed the municipally built and paid for radio station over to the Columbia Broadcasting System.

"This lease, a masterpiece of care for the people of Atlantic City, was solemnly (though somewhat belatedly) approved by the Federal Radio Commission. That very day they either heard or used the shibboleth "public interest, convenience or necessity." Perhaps they had heard it so often that familiarity had bred contempt. At any rate, it will take a high-powered microscope to find any trace of regard for that sacred principle in either the lease or the Commission's approval."

X X X X X X X X

SAYS CONGRESS MAY SCRUTINIZE PHILADELPHIA RADIO SITUATION

A Senator who asked that his name not be used at this time but who said that he expected to be active in radio matters at the forthcoming session, in the absence of Senator Dill, of Washington, former radio leader who did not seek re-election, prophesied that Congress would cast its eagle eye on the situation whereby the Chicago station KYW had been moved to Philadelphia and "the networks had thereby increased their monopoly in that city."

As it stands now, the major stations (500 watts power or more) of Philadelphia are KYW, 10,000 watts, which will be dedicated Monday, December 3, with a special broadcast following at 10:30 P.M. EST; WFI, 500 watts; WLIT, 500 watts; WIP, 500 watts, and WCAU, 50,000 watts. Of these, KYW, WFI and WLIT are controlled by the National Broadcasting Company and WCAU by Columbia.

"There is, however, a closer affiliation between the networks in Philadelphia. Dr. Leon Levy, an owner of WCAU, the Columbia station in Philadelphia, is General Manager of the Philadelphia Broadcasting Company, Program Manager for the new NBC Station KYW. Dr. Levy is also a brother-in-law of William S. Paley, who hails from Philadelphia, and who is the President of the Columbia Broadcasting System. He is a brother of Isaac Levy, also an owner of WCAU.

"All sorts of monopoly charges have been hurled at the networks in Congress but here appears to be a case where the two big chains themselves are linked together in the control of a city's broadcasting. The Federal Communications Commission, the members of which have to be confirmed by the Senate on or after January 1st, may be required to do some explaining on this.

"Also a thing I believe the Commission will be asked about will be the practice of moving stations from one section of the country to another. I understand the moving of KYW to Philadelphia was justified by the fact that the Second Zone in which Philadelphia is located, was under quota, while Chicago was considerably over the allotment authorized.

"I am sure certain Senators will want to know more about the transaction whereby former Governor Cox, of Ohio, former Democratic presidential candidate, bought a station at Erie, Pa., and was allowed to transfer it to Dayton, O., and to operate it in conjunction with his newspaper in that city. I believe the practice of picking up a small inexpensive station in one part of the country and then, through influence, being allowed to transfer it elsewhere and increase its power and thus convert it into a valuable property, may be carefully gone into by the forthcoming Congress. Also, that in such deals as when William Randolph

11/30/34

Hearst recently bought Station WBAL, at Baltimore, at a reported figure of \$400,000, the Commission will be required to know about it beforehand rather than be consulted afterwards as apparently was the case in the Baltimore deal."

A delegation from Washington headed by Col. Thad H. Brown, Vice-Chairman of the Federal Communications Commission will attend the gala KYW opening in Philadelphia Monday night. Richard C. Patterson, Jr., Executive Vice-President of the National Broadcasting Company will be a speaker. Also Andrew W. Robertson, Chairman, of Westinghouse Company, J. Hampton Moore, former Congressman and Mayor of Philadelphia, and Governor-elect George H. Earle, of Pennsylvania, will be heard. Radio stars, including Gladys Swarthout, Lawrence Tibbett and Paul Whiteman, will join the network welcome which will go out over stations in all parts of the country (10:30 P.M. EST).

KYW, then located at Chicago, was the 9th station of the now about 600 stations in the United States to receive a broadcasting license. It was issued November 15, 1921. With the exception of the removal period to Philadelphia, it has been on the air continuously ever since.

X X X X X X X X

HIGH OFFICIALS WILL ATTEND MERGER HEARINGS

The center of the telegraph communications world - wireless, wire and cable - will shift to Washington Monday, December 3rd, when hearings to be held by the Telegraph Division of the Federal Communications will begin. As a result of these sessions, recommendations will be made to Congress regarding the enactment of laws authorizing the consolidation or merger of communication companies and in the event such a recommendation is made, to determine what safeguards and conditions should be contained therein.

Among those who will appear in Washington will be Col. Sosthenese Behn, President of the International Telephone & Telegraph Company; Frank C. Page, Vice-President and Ellery W. Stone, Vice-President, Mackay Radio; David Sarnoff, President, Radio Corporation of America; C. P. Cooper, Vice-President, American Telephone & Telegraph Company; Major R. Colton, War Department; Capt. S. C. Hooper, Navy Department; J. M. Young, Acting President, United Telegraphers Union; Frank Powers, International President, Commercial Telegraphers, Francis W. Johnson, Attorney General of New Hampshire; N. L. Smith, Chairman, Public Service, New Hampshire, and Leon Cammen.

The tentative order of appearance of the different groups at the hearings will be as follows:

Postal Telegraph-Cable Company, Western Union Telegraph Company, Continental Telegraph Company, American Telephone & Telegraph Co., American Radio News Corporation, Radio Corporation of America, Association of Western Union Employees, Commercial Telegraphers' Union, United Telegraphers of America, representatives of the State of New Hampshire, Navy Department and War Department.

X X X X X X X

RADIO TAKES STELLAR ROLE IN ROYAL WEDDING

Radio almost stole the show at the wedding of the Duke of Kent and the Princess Marina. The broadcast of the ceremonies beginning at 5:45 o'clock in the morning, Eastern time by the NBC and Columbia, was one of the most remarkable radio transmissions in the history of the science. It seemed to have everything, the human interest in the wedding itself, a simply gorgeous wedding ceremony, beautiful music, climaxed by a memorable singing of "God Save the King", the English regimental band outside, and the cheering crowds.

"I felt almost as if I had actually attended the wedding myself", one who had heard the broadcast remarked. "It gave me a real thrill."

Because of the early hour no doubt most of the listeners in the United States missed it but the British Government took no chances on any of their people missing it. A record was made of the original broadcast and the ceremonies were rebroadcast by short-wave from Stations GSE and GSC, in London, at 10 o'clock in the morning (our time), at 1 o'clock in the afternoon, and at 6 o'clock in the evening.

"This was the first time I know of that the British ever made a record of such an event as this, and it shows that governments are rapidly recognizing radio as an agency of dissemination", said Oswald F. Schuette, radio counsellor, who reported that he had picked up the above mentioned short-wave rebroadcasts in Washington.

"The Germans have long recorded their great events, such as the funeral ceremonies of Hindenbergh, the firing of the guns in their last salute and in the rebroadcast reproduced Hindenbergh's last speech. When Hitler speaks, a record of the broadcast is made and it is rebroadcast over and over again sometimes all night long.

"Apparently, then, the British realized the importance of such an effort in the unprecedented feat of giving the millions of listeners in the British Empire an opportunity to actually listen to the Royal Wedding ceremonies. This they did by means of making a record - or as it is known in the industry -

an electrical transcription. Thus the time difference in all the countries of the world was met with.

"I think our own network companies will get around to making records of early morning foreign broadcasts of such outstanding importance as the Royal wedding and perhaps repeat them later over the networks of the United States at an hour more convenient for the people to listen."

Outstanding recognition was given the radio listeners in the address of the Archbishop of Canterbury to the Duke of Kent and Princess Marina at the service in Westminster Abbey. He said, in part:

"Never in history, we may dare say, has a marriage been attended by so vast a company of witnesses, for by a new and marvellous invention of science, countless multitudes of every variety of place and home are joining in this service.

"The whole nation, nay, the whole empire, are wedding guests, and more than guests - members of the family. For this great assembly in the Abbey, the crowds waiting outside its walls, the multitude of listening people, regard the family of our beloved King and Queen as in a true sense their own.

"It must be moving to you, dear bride and groom, to know this wealth of good wishes and goodwill is being offered to you as their wedding gift."

Great improvement in the quality of the photographs of the wedding sent by radio to the United States was noticed. They were reproduced the morning following in newspapers throughout the United States and unquestionably the best of their kind ever seen.

X X X X X X X

CZECHO THEATRES TO BE SUBSIDIZED BY BROADCASTING

For a period of 2 years, broadcasting in Czechoslovakia has been a great competitor to the local theaters, especially for those in the smaller towns, and as a result a great number of them are in a precarious financial position. Various measures have been proposed for aiding such theatres, but only recently the Government decided that the Posts and Telegraphs should turn over from their share of broadcasting receipts a total of 2 million crowns (\$80,000) to certain theatres in small communities, designated by the Ministry of Education.

Broadcasting in Czechoslovakia is a monopoly operated by the "Radiozurnal", a company in which the Government holds a majority interest. The monthly fee for each receiving set in operation is 10 crowns (\$0.40), and the receipts from this source are divided between the company and the Czechoslovak Posts and Telegraphs, which take care of the technical side of broadcasting.

X X X X X X X

THE DE LANCEYS LISTEN AS MUCH AS THE CLANCYS

The latest Columbia Broadcasting System booklet by Dr. Daniel Starch, entitled "4 Hours and 28 Minutes by the Kitchen Clock at the Clancy's - 4 Hours and 16 Minutes by the Telechron at the DeLancey's", reveals some "total" figures which shed new light on the listening audience.

"This report not only reveals that the upper income levels listen as much as the lower levels", John Karol, Columbia's wntrepreneur of sales promotion, explained, "but it also indicates that all radio homes listen more frequently and for a longer period of time than any previous surveys or estimates have shown.

"You will note that the data presented in this booklet is based on 88,000 personal interviews conducted over a period of ten months. This, we feel certain, is the largest number of personal interviews ever made in a radio study in a comparable time."

Conclusions reached in the latest Starch survey are that

1. 77% of all radio-owning families in the upper income levels listen daily - for an average period of 4 hours and 16 minutes. Another 4% of them listen daily away from home.
2. 78% of all radio-owning families in the middle income levels listen daily - for an average period of 4 hours and 27 minutes. Another 3% of them listen daily away from home.
3. 78% of all radio-owning families in the lower income levels listen daily - for an average period of 4 hours and 28 minutes. Another 2% of them listen daily away from home.
4. During daytime hours (6 A.M. to 6 P.M.), 50.9% of all radio-owning families in the upper income levels listen daily, 54.3% of those in middle income levels, 56.8% of those in lower income levels.
5. Radio ownership averages 90.0% of all homes, in the areas surveyed, ranging from 71.7% in the lowest income level, to 99.1% in the highest income level.
6. Upper income homes have owned radios for 7.6 years, middle income homes for 5.6 years, lower income homes for 4.4 years.
7. Of all families who own home-radios, automobile radios are also owned by 33.4% of the upper class, 17.6% of the middle class, 7.0% of the lower class.
8. 34.4% of all radio homes in upper income levels have two or more radios (not counting auto radios). This is true of 13.8% of middle-income-level radio homes, and of 5.2% of lower-income-level radio homes.

11/30/34

9. 96% of all home radios are kept in working order. This figure ranges from 94.4% in lower income homes (96.4% in middle income homes) - to 98.4% in upper income homes.

10. All in all, it looks as though more people own radios, in upper as well as lower income levels, and that more people listen . . . and listen longer . . . than any of the pre-Starch prophets have, all along suspected.

X X X X X X

MULLEN NAMED RCA PUBLICITY HEAD

Frank E. Mullen, Director of Agriculture of NBC, on December 3rd joins the RCA in New York as official in charge of public relations and advertising. He takes over the work of Glenn I. Tucker, who resigned last month.

Mr. Mullen joined NBC upon its formation in 1926 and became its agricultural director with headquarters in Chicago. He organized the National Farm and Home Hour, which first went on the air in 1928, and is widely known in agricultural and conservation circles. The change was made by transfer from NBC to the parent company. His successor at NBC has not been named.

On Nov. 19, Mr. Mullen was reelected chairman of the Radio Conservation Council, which he was instrumental in forming about a year ago to promote by radio the conservation of the nation's natural resources. Among those who addressed the luncheon meeting of the Council were Secretaries Wallace of Agriculture and Dern of War.

X X X X X X X X

A WESTINGHOUSE DISCOVERY

One of our Westinghouse friends discovered a Central American bug that eats the wording right off of Radiola labels and instruction sheets. We have not yet discovered who is financing this latest attack on R.C.A.

- R/9, Los Angeles.

X X X X X X X X

:::::
 ::::INDUSTRY NOTES::::
 :::::

The Communications Commission has issued a revised list of night and day station quota units corrected to October 30.

In his discussion of "Purity of News", Elisha Hanson, attorney for the American Newspaper Publishers' Association, will explain the part played by the Press Radio Bureau of the ANPA, in cooperating with broadcasting stations in the dissemination of news by radio (WJZ network at 10 P.M. EST, Wednesday, December 12).

Frederick A. Willis, Vice-President of Columbia in charge of Educational and Religious work has been made Assistant to William S. Paley, President.

With demands from the radio audience for Father Coughlin and the New York Philharmonic Orchestra at the same hour, Station WCAU in Philadelphia submitted a questionnaire which resulted in 112,110 listeners voting in favor of Coughlin, and 7,064 for the Philharmonic.

New York police officials conferred with police authorities from Westchester County last week to work out an improved system of communication between Bronx County station and the police departments of nearby Westchester communities. The conference was adjourned until Dec. 17 to await the report of a sub-committee which will consider the plans discussed.

Among the suggestions advanced was a unified radio and telephone system for the two counties and the installation of police substations along the county line.

X X X X X X X X

AFFILIATED WCFL MIDWEST CHAIN READY

A new organization to be known as the Affiliated Radio Networks, with stations in Illinois, Indiana, and Wisconsin, is reported all set to go. The key station will be WCFL, of Chicago, operated by the Chicago Federation of Labor.

The fifteen stations on the chain are:

11/30/34

WKBB, Dubuque; WCLS, Joliet, Ill.; WTAX, Springfield, Ill.; WHBU, Anderson, Ind.; WTRC, Elkhart, Ind.; WGBF, Evansville, Ind.; WWAE, Hammond, Ind.; WBOW, Terre Haute, Ind.; WTAQ, Eau Claire, Wis.; WCJO, Janesville, Wis.; WKBH, La Crosse, Wis.; WOMT, Manitowoc, Wis.; WIBU, Peynette, Wis.; WRJN, Racine, Wis.; WHBL, Sheboygan, Wis., and WCFL, Chicago.

X X X X X X X

APPLICATIONS GRANTED BY BROADCAST DIVISION FCC

WKEU, Radio Station WKEU, LaGrange, Ga., C.P. to move transmitter and studio from LaGrange to Griffin, Ga., and change hours of operation from specified to daytime hours, on 1500 kc., 100 watts; New, W. Right Esch, Daytona Beach, Fla., C.P. for new station to operate on 1420 kc., 100 watts, unlimited time; WNAC, Shepard Broadcasting Service, Inc., Boston, Mass., license covering C.P. authorizing increase in day power from 1 KW to 2½ KW, 1230 kc., 1 KW night; WOL, American Broadcasting Co., Washington, D. C., modification of C.P. to extend completion date to Jan. 15, 1935; WADC, Allen T. Simmons, Tallmadge, Ohio, modification of C.P. to change equipment and extend completion date to Jan. 10, 1935; WAMC, Raymond C. Hammett, Anniston, Ala., modification of C.P. approving transmitter site at 10th and Noble Sts., Anniston, Ala., change authorized equipment and extend commencement date to at once and completion date to 45 days hereafter (Appl. granted with conditional clause).

Also, KXYZ, Harris County Broadcast Co., Houston, Tex., license covering special Experimental Authority to operate with additional power of 250 watts and make changes in equipment; WSAN, WSAN, Inc., Allentown, Pa., special experimental authority for period of 60 days to increase power from 250 to 500 watts, on 1440 kc., sharing with WCBA; WCBA, B. Bryan Musselman, Allentown, Pa., special authorization to increase power from 250 to 500 watts, for period of 60 days; WEDC, Emil Denmark, Inc., renewal of license on a temporary basis subject to such action as may be taken upon pending application for renewal; NEW, Bamberger Broadcasting Service, Inc., location to be determined, Newark, N. J., C.P. (Gen. Exp.) frequencies 31600, 35600, 38600, 41000 kc., 1000 watts power, for special facsimile communications.

X X X X X X X