

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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**CONFIDENTIAL—Not for Publication**



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No. 686

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January 4, 1934

## NEWS BROADCAST PROTEST FAILS TO GET RISE OUT OF COMMISSION

Although the attack on the radio-press news broadcast proposal now being considered by the press associations and networks by Station KNX, Los Angeles caused the Radio Commission to be flooded by letters and telegrams the only action taken by the Commission was to draft a circular to be sent in reply stating that the Federal authorities know of no movement to abolish news broadcasts. The reply explains that only a change in the method of broadcasting the bulletins is being considered. Where at present some of the news is being gathered by an agency set up by one of the networks under the new agreement, if it should prevail, the news would be supplied by newspaper press associations.

It was said at the Commission that about 15,000 letters and telegrams of protest had been received from KNX listeners many of whom seemed to be under the impression that news broadcasts were to be entirely abolished. M. H. Aylesworth, president of the National Broadcasting Company is reported to have likewise been deluged with similar letters.

According to advices from the Pacific Coast the KNX appeal to listeners, which was carried by other stations linked to the Los Angeles station, was to the effect that the chains in the east had sold out to the newspaper interests.

The program opened with the playing of 'Rule Britannia', with an announcer explaining that this was symbolical as the broadcast was to show the public that it was the newspapers hereafter that are to rule the waves--air waves.

The KNX appeal reviewed the proposed agreement between the networks and the newspapers and pointed out the probability of the creation of a news censorship board for radio which will censor all news and supply only bulletins that have previously been printed before.

Satirizing what might happen under such regulations weather reports of the day before were read with this angle of the broadcasting ending: 'For today's weather see today's papers'.

Another element of sarcasm followed with the pretended broadcast of a mythical meeting at Washington between President

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Roosevelt and ambassadors of foreign nations on the debt question. It was interrupted as the President was about to be introduced by stating that the program had been censored.

An official of the Radio Commission said that it would be impossible to reply to all communications received because many were written anonymously or the addresses were illegible.

Commissioner Lafount, who represents the western states, said that in addition to the letters received by the Commission that he had received more than 300 communications from the states of Washington, Oregon, California, Nevada, Utah and Wyoming.

Mr. Lafount said he had likewise received several hundred telegrams and letters from Alaska. Up there the listeners too seemed to get the impression that news broadcasts were to be done away with entirely. This, if true, they said would be more serious to them because in the wilds of the great North in the ordinary course of events it took from four to six weeks for newspapers to reach them and in some places even newspapers could not penetrate and thus without radio they would be deprived of news for months at a time. Mr. Lafount is acknowledging these protests as rapidly as possible but it will doubtless be Spring, if not longer, before many of them hear from him.

It was denied that the National Association of Broadcasters was opposed to the plan to end the radio-press war. "If this impression prevails" said Philip Loucks, Managing Director of the Broadcasters, it is erroneous. The fact is that the matter has never officially been brought to the attention of the Association nor has the Association been called upon to take any action on the question which is one at the present time participated in only by representatives of press and newspaper associations and representatives of the networks.

The proposal is looked upon with favor by Broadcasting which says editorially in its current issue:

"At the price of a few sponsored news flash periods, yet without conceding its right to place commentators before the microphone and to cover big news events directly from the scene, radio has secured an agreement with the leading factors in the American newspaper field that even radio's bitterest critic, the newspaper trade periodical EDITOR & PUBLISHER, calls "mutually liberal, intelligent and workable" which "should yield sound benefits to press radio and public."

"Broadcasting, by the agreement, concedes to journalism that news-gathering is merely incidental to radio's prime function of entertaining and educating, and radio secures from the press a plainly implied acceptance of the fact that sponsor-support is the proper American way of broadcast operation.

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"Radio is willing, as it always had been, to cooperate with the press locally and nationally, and the agreement clearly indicates that enlightened leaders of the press recognize that radio can actually help the sale of newspapers."

There may be some losses to radio in actual or potential revenues, chiefly in local sponsored news spots if the individual stations locally join the agreement, but we believe this is a small price to pay for a friendly alliance with the press associations and the newspapers. The agreement, of course, is primarily as between the networks and the press associations, but it will be noted that the twice daily news flashes are available at very small cost to any individual stations that may want them. Though the agreement only suggests what should be done locally, those who drew it up apparently believe the local radio-press squabbles will be amicably settled by following along the same course.

"Except for momentous events, at which radio usually can have its own announcers on hand, short news bulletins are all that radio has ever wanted--and these are to be furnished, at the relatively insignificant cost of editing the reports of the three big press associations, together with flashes on news breaks of "trancendant importance." With radio competition in news-gathering out of the way, radio wants from the press only an assurance that its program listings, indisputably news to the great mass of newspaper readers, shall be carried as news."

"Altogether, it is a peace that recognizes a mutual right to exist, each in its own shpere, and one that augurs an ultimately satisfactory settlement of the whole ramified national and local radio-newspaper issue."

The proposed news-broadcasting agreement is to be considered at a meeting of the Board of Directors of the Associated Press in New York Tuesday, January 9.

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#### TO CONCLUDE POLICE ALLOCATIONS STUDY NEXT MONTH

Ample time will be given to states whose police frequencies are changed to permit them to make the necessary changes in equipment by May 1. The result of the North and Central American Radio Agreement, adopted last year at Mexico City, made it possible for the Radio Commission in its revision of the rules and regulations last October to allocate several additional telephone channels in the bands 1655-1715 kilocycles and 2300-2500 kilocycles for use by state and municipal police radio stations.

In assigning these frequencies to stations in the United States, however, Dr. C. B. Jolliffe, chief engineer of the Federal

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Radio Commission states, the Commission must give due consideration to the present and future needs of other nations which are parties to the Central and North American Agreement. Consequently a thorough study of the allocation of frequencies to police stations has been taken in order to provide the maximum facilities for all stations now authorized and for additional stations which may be established in the future. It is expected that this study will be completed next month and that notices will be sent to all licensees as to the frequency that each licensee should designate in its application for renewal of license. Those applications are due to be filed March 1.

At the present stage of development it appears that the zone system of allocation must be continued in effect for municipal police stations. In the case of state police stations it will be necessary that the frequencies be shared with other states as at present. It is believed that the mileage separation between two states sharing the same frequency will not be less than the distance between Massachusetts and Michigan. The Commission does not contemplate the adoption of any rule which would require state police stations to co-operate with municipal police stations. However, in the case of municipal police stations it will be necessary as in the past for all licensees within a zone to co-operate in the use of the frequency assigned to their particular zone in order to avoid interference.

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#### INCREASED PRODUCTION OF RADIO SETS IN GERMANY

Stimulated by the interest of the Government in radio, production of receiving sets in Germany has increased to a marked degree during recent months, according to a report to the Commerce Department from Assistant Trade Commissioner, Rolland Welsh, Berlin.

Some time ago, the report states, the Minister of Propaganda effected an agreement with twenty-six German radio manufacturers to concentrate on the production of a special low-priced three-tube receiving set. This particular set is not capable of receiving distant stations.

It is believed locally that the Government's desire is to have as many people as possible in the country in a position to hear the programs which are broadcast from the German stations which it owns and operates.

From August to October, the first quarter of the current fiscal year, German producers sold 500,000 receiving sets, most of them being of the type referred to above, which retail around \$20.

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Ninety-eight per cent of the radios sold were for electric light socket connection. The fact that only 2 per cent of the receiving sets were for battery operation indicates that most of them were bought by city users.

The institute of Business Research which has been investigating the radio situation in Germany believes that the present high rate of production and sale of receiving sets will continue and that at the end of next year there will be a total of 5,000,000 radio listeners in the country.

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#### WPHR WINS POINT AGAINST REMOVAL

George H. Hill, Radio Commission examiner, recommended the commission delay the application for removal of Station WPHR at Petersburg, Va., from the air.

At the same time, Hill proposed WPHR be granted their application for a regular six months' license renewal to operate on 1,200 kilocycles, 100 watts night-time power and 250 watts power until local sundown.

Hill said there was an insufficient showing of evidence to warrant a curtailment of the service rendered by the Petersburg station. He said also there was a possibility of interference of WMBG at Richmond with WPHR if the Richmond application for an increase in power from 150 to 250 watts day-time power were granted.

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#### NEW MAYOR HAS EYE ON WNYC

Although the new Mayor of New York, Fiorello La Guardia, has appointed Seymour Siegel assistant director of the Municipal broadcasting Station WNYC he said that the question as to whether or not the station would be scrapped in his Administration had not been definitely decided.

Inasmuch as the operation of the station is said to be costing the city more than \$50,000 an year LaGuardia is believed to be inclined to do away with it but has decided to investigate the situation thoroughly before taking action.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

(January 2, 1934)

WGST	Ga. School of Technology Atlanta, Ga.	Granted CP to make changes in eqpt. and increase day power from 500 watts to 1 KW.
WNRA	Kathryne Jones Muscle Shoals City, Ala.	Granted license covering erection of new station - 1420 kc, 100 watts. Daytime.
WCAD	St. Lawrence Univ. Canton, N. Y.	Granted Auth. to operate from 10 AM to 12:30 PM, and from 4 to 4:45 PM, Jan. 15.
WMBH	W. M. Robertson Joplin, Mo.	Granted special temp. auth. to operate from 2:30 to 3:30 PM, CST, Sunday afternoons Jan. 7, 14, 21 and 28, 1934; and from 9:30 to 10 PM, CST, Sat. Evenings Jan. 6, 13, 20 and 27th.
WSVS	Elmer S. Pierce, Principal Seneca Vocation- al High School, Buffalo, New York	Granted special temp. auth. to operate from 8:15 to 9:30 PM, EST, on Monday evenings, Jan. 8, 15, 22 and 29, 1934.
WSUI	State Univ. of Iowa Iowa City, Ia.	Granted special temp. auth. to operate from 10 PM, CST, Jan. 12, 1934, to 1 AM, CST, Jan. 13/34.
WJBK	James F. Hopkins, Inc. Detroit, Mich.	Granted special temp. auth. to operate from 8 to 9 PM, EST, on Jan. 4, 7, 11, 14, 16, 18, 21, 25, and 30, 1934; provided WIBM remains silent.
WIBM	W I B M, Inc. Jackson, Mich.	Granted special temp. auth. to sign-off at 7 PM, CST. instead of 8 PM, on Jan. 4, 7, 11, 14, 16, 18, 21, 25, 28 and 30.

SET FOR HEARING

New Brooklyn Daily Eagle Brdcastg. CP, 1400 kc, 500 watts, unlt'd.  
Co. Inc., Brooklyn, N. Y. time (Facilities WBBC, WLTH,

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SET FOR HEARING (Cont'd)

New	Brooklyn Daily Eagle Brdcastg. Co. Inc., Brooklyn, N. Y.	Ward & WVFW). Also denied petition of Brooklyn Daily Eagle Brdcastg. Co. Inc., asking that the Commission instruct its Examiner to hold up his report on the pending appls. of the four Brooklyn stations until hearing is held on the application of Brooklyn Daily Eagle Brdcastg. Co. Inc., and that the Examiner be authorized to consolidate all of said appls. into one case.
New	The Journal Co. ( The Milwaukee Journal) Waukesha, Wis.	Spec. Exp. license; 620 kc, 2½ KW, 1 KW night; Emission high speed facsimile. time of operation from 12 midnight to 6 AM, and not more than 3 minutes at one time during broadcast day; To be heard before the Commission en banc Feb. 21st.

APPLICATIONS GRANTED  
(Other than Broadcasting)

W4XI	City of St. Petersburg, Fla.	Granted Gen. Exp. license; freqs. 34600 and 41000 kc. 15 watts.
WPGL	City of Dinghamton, N. Y.	Granted Mod. of CP extending <del>completion</del> date to Jan. 8, 1934.
WEEX	American Radio News Corp. Tinley Park, Ill.	Granted Mod. of CP to extend commencement date to Feb. 1, 1934 and completion date to Aug. 1/34.
WPGS	County of Nassau, Police Dept. Mineola, N. Y.	Granted Mod. of License to increase power from 200 to 400 watts.
K6XO	RCA Communications, Inc. Kahuku, Hawaii	Granted Mod. of Lic. to add frequency 5845 kc.
W6XI	Same - Bolinas, Cal.	Granted Mod, of Lic. to add freqs. 5105, 7715 and 15430 kc.
KGHO	State of Iowa, State Bureau of Identification, Des Moines, Ia.	Granted renewal of lic. in exact accordance with existing license.



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The Commission also granted 149 amateur station licenses, of which 51 were new and 98 Modifications or reissues.

RATIFICATIONS

(Action taken Dec. 13  
1933)

- KFTP Mackay Radio & Telg. Co. San Francisco, Cal. Granted 60 day auth. to operate 100 watt transmitter aboard Vessel Catalina; freq. range 375 to 500 kc.  
(Action taken Dec 16)
- 1 NRA Kathryn Jones, Muscle Shoals City, Ala. Granted extension of program test period for 30 days from Dec. 16, pending action on license appl.
- WBCH Radiomarine Corp. of America "TEXAS", Wash. D. C. Granted 3rd Class public ship lic.  
(Action taken Dec. 20th)
- WKBV Wm. O. Knox, -d/b as Knox Battery & Elec. Co., Richmond, Ind. Granted extension of program test period for 30 days, pending action on license appl.  
(Action taken Dec. 21st)
- WcFZ Irving H. Buck and Howard Folsom, J/b as Boys World Cruises New Orleans, La. Granted temp. auth. to operate station aboard Yacht BUCCANEER on freqs. 6210, 11040 and 8280 kc calling; 1670, 11025, and 8290 kc working; 30 watts.
- New England Tel. and Tel. Co. Boston, Mass. Granted temp. auth. to operate on freq. 2110 kc in addition to present assignment for the unexpired period of existing licenses, covering stations aboard vessels FLOW, FRANCES C. DENNY and GERTRUDE M. FAUCI.
- KDAT Radiomarine Corp. of America Washington, D. C. Granted 60 day auth. to operate 500 watt transmitter aboard vessel POMONA, pending receipt and action on formal appl.  
(Action taken Dec. 26th)
- WHAM Stromberg Carlson Tel. Mfg. Co., Rochester, N. Y. Granted license, 1150 kc, 50 KW. Unltd. time.

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KFOR Cornbelt Brdcastg. Corp. Lincoln, Neb. Granted CP to move transmitter locally in Lincoln.

KROW Educational Brdcastg. Corp. Oakland, Cal. Granted license to cover CP, 930 kc, 500 watts night, 1 KW day, sharing with KFWI.

WBAX John H. Stenger, Jr. Wilkes-Barre, Pa. Granted CP to make changes in eqpt.

KUOA KUOA Inc. Fayetteville, Ark. Granted license, 1260 kc, 1 KW, daytime.

KTFI Radio Broadcasting Corp. Twin Falls, Idaho Granted CP to move transmitter and studio locally.

(Action taken Dec. 27th)

KUSD Univ. of So. Dak. Vermillion, S. Dak. Granted special temp. auth. to remain silent from Dec. 30 to Jan. 4th.

WDFW Mackay Radio & Telg. Co. New York, N. Y. Granted 60 day auth. to operate 50 watt transmitter aboard Vessel ALAMO; freq. range 375 to 500 kc, pending action on formal appl.

(Action taken Dec. 28th)

New City of Ashland, KY. Police Dept. Granted CP; freqs. 30100, 33100, 37100, 40100 kc. 15 watts.

(Action taken Dec. 29th)

The Commission granted the following applications for renewal of broadcast station licenses;

WACO, Waco, Tex; WILM, Wilmington, Del; KGIW, Alamosa, Colo; KIDW, Lamar, Colo., and WRAK, Williamsport, Pa.

KGAR Tucson Motor Serv. Co. Tucson, Ariz. Granted renewal of license on a temporary basis, subject to such action as may be taken on pending appl. for renewal, which was designated for hearing.

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## WOULD MAKE COMMERCIAL BROADCASTING PUBLIC UTILITY

A bill introduced into the new session of Congress by Representative Huddleston of Alabama would regulate the rates of commercial broadcasting stations as a public utility. His bill would add the following section to the Radio Act:

"The radio stations licensed under this Act and which may be operated directly or indirectly in whole or in part for hire, or compensation, are declared to be public utilities and instrumentalities of Interstate Commerce and shall under such regulations, rules, practice and supervision as may be adopted from time to time by the Federal Radio Commission, serve transmit and broadcast without discrimination, for all who may apply for same for a just and reasonable charge and compensation, to be fixed and stipulated from time to time, by the Federal Radio Commission; provided that radio stations operated by the United States or by and agency thereof shall be excepted from the provisions of this section."

Representative Huddleston, who is a Democrat from the Birmingham district, and a member of the Interstate and Foreign Commerce Committee, when asked if he intended to press the bill said that he would await the public reaction to see how much interest there was in it. He is a Spanish war veteran and has been in Washington from the Sixty-fourth to the present Congress which is the seventy-third.

One person guessing as to who might have inspired the Huddleston bill said that it wouldn't surprise him if it had been the National Committee on Education by Radio which has been opposing certain radio interests.

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## AWAIT ROOSEVELT COMMUNICATIONS RECOMMENDATIONS

There was no indication at the White House as to when the President might send his recommendations to Congress regarding unified control of communications. One theory was that this would be done early in the session.

On the other hand due to the general feeling that this session of Congress will probably confine itself to emergency matters and that communications may not be considered in that category there was another theory that this problem might not be tackled just yet.

It was argued by one of the latter belief that the President would wait and see how his budget recommendations set with

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Congress before recommending anything not of an emergency nature and as highly controversial as it is believed a communications bill may prove.

It is believed that Senator Dill of Washington may oppose monopoly recommendations and that Senator White of Maine and others may oppose other phases of the communications recommendations. Thus it might go beyond party lines, a thing believed not to be desired by the Administration at this time.

In the President's Budget recommendations the authorized obligation for the Radio Commission for 1934 was set down as \$640,000 and the budget estimate for 1935, \$668,885.

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#### STATION SYNCHRONIZATION HEARING SET

The Radio Commission, Wednesday February 14, will hold a hearing upon the applications of Station WBAL of Baltimore and WTIC of Hartford with regard to their synchronizing with other stations. The Connecticut station desires to synchronize with KRLD at Dallas and WBAL with WJZ, New York, with which it has heretofore been synchronized. WBAL also desires to operate simultaneously with KTHS, Hot Springs, during certain hours.

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#### CODE AUTHORITY TO CONSIDER INTERPRETATION

A meeting of the Code Authority of the Broadcasting Industry Monday January 15 in Washington, according to James W. Baldwin, code officer. The main business of the meeting will be the consideration of interpretation of the code regulations. Harry Shaw, of Station KTM, of Waterloo, Ia., is the only governmental representative thus far selected but it is expected the other two will be named in time for the meeting.

E. O. Sykes, chairman of the Federal Radio Commission, will probably be another of the governmental representatives and William Farnsworth Assistant to Deputy Administrator Sol Rosenblatt has been mentioned as a third. It is said that the labor people tried to name all three representatives but have now been prevented from doing so.

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#### MISS LAURA LEE GUTHRIE ARRIVES WITH THE NEW YEAR

Heralding a Happy New Year to Mr. and Mrs. F. P. Guthrie was the birth of a daughter Laura Lee Guthrie, in Washington, Thursday, December 28th. Mr. Guthrie, who has a host of friends in the radio industry, is District Manager in Washington of R.C.A. Communications, Inc.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

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*[Handwritten signatures and initials]*

January 9, 1934.

## HIGH FREQUENCY PICTURE QUALITY IMPROVES

The prediction made that the very high frequencies would be the final locus for visual broadcasting appears to have been justified, the annual report of the Federal Radio Commission just issued states. A number of licensees have given up their licenses specifying the lower frequencies and others have stated that they were satisfied that the lower frequencies were unsuitable, but desired to continue research in these bands for a short period to complete certain problems in progress.

The quality of pictures, which it has been demonstrated is possible to transmit on the very high frequencies, has steadily increased, and some laboratory productions are capable of holding sustained interest. Pictures need no longer be confined to "close ups", but larger scenes may be transmitted. The art, however, has not as yet progressed to a stage which would justify the adoption of standards by the visual broadcasting industry. Although much progress has been made in the laboratory, visual broadcasting is still in the experimental stage.

So great has been the activity of experimental stations in investigating the possibilities of the very high frequencies for radiocommunication that this development must be considered the most significant and important of the year.

It has been realized for several years that very high frequencies have a very definite place in the radiocommunication field, but only recently has suitable equipment been available. Demands for assignments are being made and the difficulties and problems incident to the commercial allocation of these frequencies can be foreseen. Although the transmission characteristics of the frequency band, for which commercial apparatus had been designed, are sufficiently well known at this time to leave no doubt as to their usefulness in many of the established services, there has not been enough data available to determine the particular frequencies within the entire range most suitable for specific services. These data must be obtained before any plan of allocation could be considered. They were obtainable from no other source than licensees experimenting in this field. A policy was therefore adopted, the purpose of which was to encourage experimental work of this kind to obtain the required data and at the same time to retain absolute control of the frequencies by conserving their experimental status until such time as they could be allocated in such manner as to best meet the needs of all services.

No authority to operate on other than an experimental basis has been granted, and none of the frequencies above 30,000 kilocycles has been authorized for use in the continental United States on a commercial basis.

Judge E. O. Sykes, Chairman of the Commission, reported that there has been a steady increase in the volume of business conducted by the Commission. During the year there were more than 41,000 formal matters requiring Commission action. Secretary Herbert L. Pettey set forth that \$872,000 had been appropriated for the Commission during the past year. Of this amount, \$724,300 was spent on salaries. The next highest items were rents \$17,683, travel expenses \$15,600, and stenographic reporting, \$15,752.

During the past few months illegal operation of radio stations has increased in the southwest section of the United States, particularly in the State of Texas where the State borders are far removed. This illegal operation is based on the claim that the radio transmission is not interstate or does not interfere within the State with an interstate signal. Such claim is not borne out by facts obtained by investigation or by opinion of experts.

In many instances the owners and operators, after being confronted with evidence of their interstate transmission, have voluntarily ceased operation and dismantled their stations. However, there have been some who continued to operate in defiance of the law.

It is believed that the institution of prosecution against a number of violators and their successful termination will have the effect of deterring others who aspire to operate radio stations in violation of the Radio Act.

Fifty-six cities reported 15,604 arrests through the use of police radio; 232,838 emergency calls, and 29 cities reported the amount of property recovered as \$223,689.

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#### COMMISSION PREPARES NEW CALL LIST

Before the depression, broadcasting station call lists were issued frequently but not so these days. Nevertheless, the Commission is at present engaged in compiling an up-to-date list. It will be mimeographed and available about the middle of January.

Copies may be had upon application to the Federal Radio Commission, 18th and E Streets, N. W., Washington, D. C.

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## PALEY OFFERS NETWORK FOR BARRED SPEECH

William S. Paley, President of Columbia, was quick on the trigger in offering the unrestricted facilities of the entire Columbia network to Frederick J. Schlink, President of Consumers' Research, Inc., whose speech was kept off the air by Station WCAU, Columbia outlet in Philadelphia. Presumably Schlink was cut off for criticizing the Roosevelt Administration.

An account of it reached the Federal Radio Commission and the circumstances in connection with the speech were: Station WCAU was picking up a session of the American Academy of Political and Social Sciences at which Mr. Schlink was a speaker. However, someone at WCAU did not like the tenor of Schlink's speech and took it upon himself to cut the speaker off. It was said that this was done without any authority from the station officials and was later described by a Columbia official as "an excess of zeal". He added that not only had network facilities been offered to Schlink but that the latter would be allowed to say "any darned thing he pleased."

In explaining that Columbia has neither the right nor the intention to exercise censorship, Paley said that the action of the Philadelphia station was contrary to Columbia's established policy.

Mr. Paley's promptness in offering unhampered facilities to Mr. Schlink was a healthy indication of the broadcasting industry's desire to be free from even being suspected of attempting to censor free-speech. The incident also revealed good team-work between Mr. Paley and his brother-in-law, Dr. Leon Levy, who operates and owns WCAU.

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## NAVY STRENGTHENS HAWAIIAN RADIO COMMUNICATIONS

An allotment of \$1,400,000 to the Navy Department, for construction of radio communication facilities at Pearl Harbor, Hawaii, and Summit, Canal Zone, was recently announced by the Public Works Administration.

At both places the projects will include erection of radio towers, construction of a general facilities building, quarters, barracks and messhalls. Pearl Harbor is to receive \$800,000 of the allotment and Summit, \$600,000.

Plans for the improvements have been completed and work will be started at an early date. Navy engineers estimate that more than 4,600 man-months employment will be furnished.

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## ROXY'S RESIGNATION COMES AS NO SURPRISE

More than a year ago a broadcaster said that Roxy would never last in Radio City in New York.

"Even John D. Rockefeller, Jr., hasn't enough money to keep him going. Also Roxy will spend too much money doing ordinary things in an extravagant way to make a hit either with Mr. Rockefeller or R.K.O. Roxy has surrounded himself with the same people at Radio City he had about him at the old Roxy Theatre and his Radio City venture will simply be the old Roxy Theatre history repeating itself."

Nevertheless, despite repeated rumors that Roxy was "out" at Radio City, the first starting before his new theatre there even opened, it wasn't until yesterday that reports were confirmed that Roxy had actually resigned, effective February 16th. An official of the Radio-Keith-Orpheum Corporation explained that Roxy's withdrawal was the result of criticism by his superiors. His failure to keep the costs of his stage spectacles within the budget limitations prescribed by the supervisory committee was said to be the most important element in the friction between Mr. Rothafel and the Radio City management. It was felt also that the Roxy stage extravaganzas were too long and that they lacked humor. Roxy's dislike of supervision was considered to be another factor in his withdrawal.

Roxy vigorously denied that he had been extravagant and declared that he had never exceeded his budget allowance.

Roxy opened the Radio City Music Hall in December, 1932, as a house of all-stage entertainment. Immediately thereafter he became ill and spent several months in convalescence. During his absence the policy of the theatre, admittedly a failure, was changed to a balanced program of stage and motion picture entertainment. Mr. Rothafel returned as active manager of the Music Hall under this policy late last April.

The climax of many months of litigation between Radio City and the Seventh Avenue Roxy was reached last month when the Roxy name was withdrawn from the smaller of the two Radio City theatres and it was renamed the Center Theatre. There was a report that Roxy had the backing of a group of financiers who hoped to gain control of the old Roxy and operate it in opposition to the R.K.O.

It was said that even Roxy's broadcasts from Radio City had lost their old-time punch and proved disappointing to the R.K.O. people. One story afloat was that Roxy, in a newspaper interview, had been quoted as saying that the entire Radio City project had been conceived by him "over a bowl of Frankfurters and sauerkraut" while having luncheon with M. H. Aylesworth one day. If that is true", someone remarked, "it was a mighty expensive dish of sauerkraut for whoever had to actually pay for the plan hatched up that day."

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## RADIO LIQUOR ADVERTISING POLICY ANNOUNCEMENT PREMATURE

A news-dispatch widely printed to the effect that the Federal Radio Commission's Legal Division had recommended the revocation of licenses of stations broadcasting advertising for hard liquors was denied at the Commission.

"It is a fact that the Legal Division, which has been studying the situation for sometime has reported to the Commission. However, there is no truth in the assertion that it has made definite recommendations", said Commissioner Harold A. Lafount. "An interview to that effect was given out by an employee of the Commission who hadn't even seen the Legal Division's report."

In the course of the interview the employee had been quoted as saying:

"Commission authorities, drafting an opinion on the lawfulness of such advertising which reaches into dry territory, said in an interview they were confronted with 'a difficult question of law.'

"In general their opinion is, however, that stations are licensed under the specific admonition to operate 'in the public interest', and that since hard liquor advertising from wet States is being received in dry States where such advertising is forbidden by law might be considered 'objectionable', such advertising should be forbidden."

Commissioner Lafount discounted this saying:

"The report of the Legal Division on the liquor question is 22 typewritten pages legal size, single-spaced and I doubt if the Commissioners have all read it yet, much less formed an opinion on it."

Another official of the Radio Commission said he believed it might be several weeks before the Commission definitely decided the question of policy in the broadcasting of hard liquor advertising."

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: BUSINESS LETTER NOTES :  
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Directors of the Radio Manufacturers' Association will meet in New York City, Thursday, January 11th.

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"With radio news service regulated by adoption of the 10-point code, peace and sound constructive building should be the program for 1934 in that department of public interest", says the Editor and Publisher.

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Petitions of bankruptcy, filed in the United States District Court at Chicago, against the Grigsby-Grunow Company have been dismissed by the presiding Judge.

The adjudication of the Court was that insolvency was not shown by the petitioners and the Court accordingly dismissed the suit. Majestic will continue to operate under equity receivership through Le Roi J. Williams and Thomas L. Marshall.

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The verdict rendered in the Municipal Court in Chicago in favor of Jos. H. Tigerman against Grigsby-Grunow Company for \$26,250 was set aside and a new trial ordered by Judge Justin F. McCarthy.

Tigerman's claim is for royalties alleged to be owing under a contract relating to an alleged invention for battery eliminators. No patent was ever granted to him, however, and the company claims that the contract was terminated in accordance with its terms. Judge McCarthy stated he was firmly convinced that the verdict should have been for the defendant, and not for the plaintiff.

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U. S. Internal Revenue Bureau collections of the 5 per cent tax on radio and phonograph apparatus during the month of November, 1933, were \$246,526.75 compared with \$298,577.86 in November, 1932.

The excise tax collections on mechanical refrigerators during November, 1933, totaled \$172,541.85 as against \$113,963.78 in November 1932.

A tube development of the year is the new quick-acting Arcturus 25Z5 rectifier which operates in 17 seconds. Many of this year's sets, particularly the a.c.-d.c. models, use the 25Z5 as well as the 43, both indirectly heated tubes which have required 60 seconds or longer to operate.

The new Arcturus 25Z5, as well as the Arcturus 43, which also is a quick-heater, enables these sets to operate in 17 seconds or 1/3 the time formerly required.

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Fog was believed responsible for the crash of the Imperial Airways London-bound plane Apollo, which fell with 10 dead, after colliding with a 742 foot wireless tower near Ruysselede, 14 miles from Bruges in Belgium.

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A record for low-powered, long-distance voice transmission by radio was made Thursday night, January 4, during a radio conversation from Station KJTY, of the Byrd Expedition to New York, according to Edwin K. Cohan, of Columbia.

Signals were broadcast from KJTY aboard the S.S. "Jacob Ruppert" below the Antarctic Circle with a power of only 120 watts, where the station normally uses 1,000 watts; and the signals were transmitted a distance of 8,500 miles via both Honolulu and Buenos Aires and received clearly in New York.

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Harry C. Butcher, manager of WJSV, Columbia's Washington outlet, acquired two titles last week. Governor Ruby Laffoon, of Kentucky, made him a Kentucky Colonel, and Elder Solomon Lightfoot Michaux, the colored evangelist, made him an honorary deacon in the Church of God. Elder Michaux was all for making Harry a regular deacon until he found he smoked. This was not quite in keeping with the rules of the Elder's church. He solved the problem by modifying the title to "honorary".

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Although official orders apparently have not been issued to ban radio advertising in Germany, the newspaper Voelkischer Beobachter in Berlin said the advertising council of the German Economic Federation proposes to eliminate in the future purely private advertising.

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The scope of the Los Angeles Times radio activities was enlarged recently when arrangements were completed with Station KMTR for the broadcasting of outstanding sporting events and other outdoor features. The Times now broadcasts locally over two stations, the new arrangement coming in addition to two news broadcasts over KHJ.

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## PRICE-FIXING AND 30-HOUR WEEK ASKED IN ELECTRIC CODE

The proposal to amend the Electrical Code, under which the radio manufacturers are governed, as well as the electrical industry, to provide price-fixing was challenged by General Johnson who declared that, in the last analysis, the proposed section meant "arbitrary price-fixing on the products of an individual manufacturer by a jury of his competitors" and that there was nothing to prevent the supervisory agency from "considering the whole universe" in determining what was a fair price.

Representatives of the electrical and radio unions joined in vigorous demands for a 30-hour week and a minimum wage of 66-2/3¢ per hour, but the National Labor Advisory Board proposed revision of the electrical code to provide a 35-hour week and increase of the minimum wage to 45¢ per hour.

Another hearing on the Electrical Code will be held Monday, January 29th. In the meantime there will be a hearing Wednesday, January 10th on a supplemental code proposed by the Electrical Wholesale Industry.

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## BROADCASTING RISES AGAIN IN NOVEMBER

Broadcast advertising over the networks of the two big companies in November reached its highest levels of the year, both in actual time charges and in percentage comparisons.

Sales of time by the two companies totaled \$3,404,854 for the month, not including any talent charges. This is \$345,000 ahead of November, 1932, and only \$100,000 below November, 1931, at the beginning of a season when radio was to reach its all-time peak.

Comparing the broadcasting charges this year with the four-year averages for 1929-32, we find that November stood at 123.2 per cent of the average November. The October percentage was 118.9. From April to August the percentage was below 100, dropping to 84.8 in July.

National Broadcasting Company, selling \$2,154,108 of time in November, was 10.2 per cent ahead of November, 1932. Columbia Broadcasting System, selling \$1,250,746 of time, was 13.1 per cent ahead of November, 1932. The NBC percentage was its highest of the year, but Columbid did fractionally better in October.

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## N. Y. TAXI-RADIOS UP TO NEW POLICE COMMISSIONER

Following a hearing in New York, the question as to whether or not taxis there will be allowed to have radios, has been put up to General O'Ryan, the Police Commissioner.

Former Commissioner Bolan ordered radios out of all cabs last Fall, but rescinded his order before it went into effect. At the invitation of the Commissioner about one hundred representatives of taxicab companies and civic associations attended the hearing. Sixteen of them spoke. Eleven spoke against the use of radios in cabs and five favored their retention.

Among those in opposition was Acting Lieutenant Andrews of the Vehicular Homicide Squad who declared that the radio sets distracted the attention of drivers and were a potential cause of accident.

Among those favoring the use of radio were Bond Geddes, of the Radio Manufacturers' Association, David Sher, General Motors Truck Company, and several radio equipment company representatives.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(Jan. 5, 1934)

WLAP, American Broadcasting Corp. of Ky., Louisville, Ky., C.P. to move transmitter to Lexington, Ky., and change frequency from 1200 to 1420 kc., also granted authority to discontinue operation until April 15; WOV, International Broadcasting Corp., New York City, authority to install automatic frequency control; also granted renewal of license, 1130 kc., 1 KW daytime; WPTF, WPTF Radio Co., Raleigh, N. C., special experimental authority to operate simultaneously with Station KPO until 8 P.M. PST, until Jan. 31, 1934 (normally licensed ltd. time); WARD, United States Broadcasting Corp., N. Y. City, extension of authority to operate with reduced power from Jan. 1 to Jan. 6; WHET, Troy Broadcasting Co., Troy, Ala., authority to operate Jan. 5 from 7 to 9 P.M. CST in order to broadcast NRA speech; KGHI, Loyd Judd Co., Little Rock, Ark., C.P. to move transmitter locally; WHAD, Marquette University, Milwaukee, Wis., consent to voluntary assignment of license to WHAD, Inc. (Commissioner Lafount voted for hearing).

Also, WBRC, Birmingham Broadcasting Co., Inc., Birmingham, Ala., extension of special temporary authority expiring Jan. 6 to operate station until April 1, pending action on involuntary assignment of license; WTJS, The Sun Publishing Co., Inc., Jackson, Tenn., permission to operate station without frequency monitor until Feb. 1, so that monitor may be returned to mfg. for recalibration; KFDY, So. Dakota State College, Brookings, S. Dak., special temporary authority to operate from 8:30 to 9 P.M. CST.

on Jan. 8, 1934, to broadcast basketball game, provided KFYP remains silent; WACO, Cent. Texas Broadcasting Co., Inc., Waco, Texas, special temporary authority to operate from 10:30 to 11:15 P.M. CST, on Jan. 30;

January 9 - WHN, Marcus Loew Booking Agency, New York, N. Y., modification of license to increase hours of operation from sharing with WRNY and WQAO-WPAP to unlimited (To consolidate WRNY and WQAO-WPAP giving station WHN unlimited time) facilities WRNY and WQAO-WPAP; WHN, WQAO-WPAP, WRNY, Marcus Loew Booking Agency, New York, N. Y., granted for month of February special experimental authority to operate stations WHN, WQAO-WPAP and WRNY, using transmitter of WHN, make changes in equipment, increase power from 250 watts to 1 kw. for period from 1:00 a.m. to local sunset and to operate at will during that period; KGCR, Greater Kampeska Radio Corp., Watertown, S. D., authority to temporarily reduce power to such value that maximum percentage of modulation of at least 75 per cent can be satisfactorily obtained pending filing of application for construction permit and installation of equipment correcting defects in present transmitter.

January 5 - Other Than Broadcasting applications - City of Whittier, Whittier, Cal., C.P. for police service, freq. 1712, 50 watts; Los Angeles Co. Flood Control Dist., West Fork, San Gabriel Canyon, San Gabriel Dam #2, Cal., also Tujunga Dam #1, and at Los Angeles, C.P. for emergency service, frequency 2726 kc., 200 watts, same except 400 watts for Los Angeles; A. R. Drueger, Cape Pole, Alaska, C.P. pt. to pt. telephone service, 2994 kc., 50 watts; also C.P. public coastal harbor service, 2512 kc., 50 watts; WNED, Pan American Airways, Inc., Tampa, Fla., license, frequencies 2648, 3082.5, 5375, 16240 kc., unlimited; 6570, 6580, 8015, day only, 10 watts; also licence frequencies 2870, 3082.5, 5692.5, 5375, 5692.5, 8220, 12330, 16440, 5405 (day only), 10 watts; KGEF, City of Chanute, Kans., police license, 2450 kc., 25 watts; WPGG, City of Albany, N. Y., modification of C.P. extending commencement date to Dec. 15, 1933, and completion date to Feb. 10, 1934; WJM, Press Wireless, Inc., Washington, D.C. modification of C.P. extending completion date to July 1, 1934, and delete frequencies 4715, 4725, 4735, 5295, 5315, 5335, 7355 and 5305 kc.

Also, W10XD, Radio Industries Corp., Portable New York, consent to voluntary assignment of license to International Business Machines Corp.; W4XD, Durham Life Insurance Co., Portable and Mobile, consent to voluntary assignment of license to WPTF Radio Co.; WOU, New England Tel. and Tel. Co., Marshfield, Mass., modification of license to add frequency 2506 kc.

January 9 - W2XBS, National Broadcasting Co., Inc., Bellmore, N. Y., modification of C.P. (Exp. visual broadcasting) for extension of completion date from 1/16/34 to 4/16/34; KIIE, Dept. of Water & Power, City of Los Angeles, Camp Victorville, Cal., license to cover C.P. (Spec. Emergency) for 3190 kc., 30 watts, Al emission; KIIF, Dept. of Water, & Power, City of Los Angeles, Jean, Nevada, license to cover C.P. (Special emergency)

for 3190 kc., 30 watts, A1 emission; New England Telephone & Teleg. Co., Marshfield, Mass., license (Spec. exp.) for 2506 kc., 400 watts, A2, A3 emission; W8XP, Westinghouse Elec. & Mfg. Co., Portable, spec. authority to operate this exp. station on 1020 kc. when WRAX is silent, in vicinity of Phila. for tests in connection with selecting site for the new KYW transmitter; San Francisco News, San Francisco, Calif., authority (Jan. 10 to 20th) to operate four general experimental stations, utilizing the very high frequencies for the pickup and distribution of news (On behalf of San Francisco News & Scripps-Howard newspapers). The purpose of this operation is to report departure of six United States Naval planes on their projected flight from San Francisco to Honolulu on Jan. 12th.

### Ratifications

Jan. 5 - Mackay Radio & Telg. Co.: WDFH, New York City granted 60 day authority to operate 100 watt tube transmitter aboard Yacht "Naroma", pending action on application, frequency range 375 to 500 kc (Action taken Dec. 28, 1933); Action taken Jan. 2, 1934: KIWA, Des Moines, Ia., license, frequencies 5225, 9070, 14740 kc., 2 KW power; WMEN, Chalmette, La., license, frequencies 4675, 5235, 7745, 9290, 10820 kc., 2 KW; WMEC, St. John, Ind., license, frequencies 4650, 4655, 5230, 5240, 5980, 7760, 8970, 8990, 10170 kc., 2 KW; WJEJ, The Hagerstown Broadcasting Co., Hagerstown, Md., temporary authority to operate without a frequency monitor for a period of 3 days from Jan. 3 provided no frequency deviations in excess of 50 cycles;

Action taken Dec. 29, 1933: KIEO, Airfan Radio Corp., Ltd. San Diego, authority to operate broadcast pickup station Jan. 2 to 6; 2342 kc., 15 watts; KFDY, So. Dak. College, Brookings, S. Dak., special temp. authority to operate from 6:30 to 8 P.M. CST, Dec. 30, 1933, Jan. 6, 13, 20 and 27, 1934, provided KFYR remains silent; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority granted to operate from 12:30 to 2 P.M. CST, Dec. 30, 1933, Jan. 6, 13, 20 and 27, 1934, provided KFDY remains silent; WAPI, WAPI Broadcasting Corp., Birmingham, Ala., and KVOO, Southwestern Sales Corp., Tulsa, Okla., special temp authority to operate simulatneously with power of 1 KW, on Jan. 1, 1934, from sundown to conclusion of Rosebowl football game and on Jan. 30 from 10:15 to 11:15 P.M. CST; Action taken Jan. 3: WENC, Americus Broadcasting Corp., Americus, Ga., granted special temporary authority to remain silent for period of 30 days from Jan. 1; Town of Huntington, N. Y., special temporary authority granted to erect and operate emergency police station for period of 30 days, frequency 2414, 25 watts.

Carl H. MacKenzie, Broadcasters of Pa., Erie, Pa., granted spec. temp. auth. under provisions Rule 22, to operate general exp. sta. Jan. 5, 1934, on 31100, 34600, 37600, 40600 kc. power, 5 watts, A3 emission; broadcast special program at Erie, Pa. subject to filing formal application for C.P. and license; On January 5, 1934, the Commission reconsidered and rescinded its action of Jan. 4, above and denied request to extend authority to operate said station on Jan. 5 and 6, 1934.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

JAN 15 1934

JAN 15 1934  
7:30 AM

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No. 688

*Handwritten notes and signatures in red and black ink at the bottom left corner.*

## MAY CHANGE RADIO LAW TO HAMPER MEXICAN BORDER STATIONS

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

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

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

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

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

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

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

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

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

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

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#### RESEARCH HEAD STRIKES BACK IN ACCEPTING RADIO TIME

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

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

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

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

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## COMMUNICATIONS BILL MAY TAKE MONTH TO WRITE, SAYS DILL

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

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

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

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

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

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

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

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

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

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

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

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

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#### SYKES PREDICTS ONE YEAR LICENSE EXTENSION

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

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

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#### COLUMBIA NBC PURCHASE REPORT DISCOUNTED

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

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## WORLD'S HIGHEST BROADCASTING TOWER ERECTED IN HUNGARY

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

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

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

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## RADIO COMMISSION 1935 BUDGET INCREASES \$26,000

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

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## UNIVERSITY OF KENTUCKY LISTENING CENTERS

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

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## WE ARE CERTAIN TO GO FORWARD, SARNOFF DECLARES

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

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

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

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

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

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

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

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### WLW 500,000 WATT TESTS INDICATE WIDE COVERAGE

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

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

A few of the reports follow:

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

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

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

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



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

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#### MAUDE ADAMS GIVES NEW NAME TO STUDIO CONTROL ROOMS

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

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

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

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

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

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

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#### TARKINGTON BELIEVES RADIO MAY BANISH BOOKS

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

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

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: BUSINESS LETTER NOTES :

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

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

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

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

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

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

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

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

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#### GATTI-CASAZZA FINDS RADIO HELPFUL

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

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

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

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

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

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

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#### NBC NEW AND RENEWAL ACCOUNTS

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

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

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

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

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

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

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

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

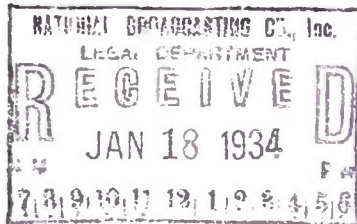
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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No. 689

*Handwritten notes and signatures at the bottom left of the page.*

January 16, 1934.

F.D.R.'S VOICE REPRODUCED HEREAFTER ON OCCASION ONLY

The agreement to cease reproducing President Roosevelt's voice in the "March of Time" program last Friday night came as a result of discussions over the past two weeks between Columbia, the "March of Time" sponsors and the White House.

In explaining this, it was emphasized that at no time was any order issued by the White House that the President's voice could not be reproduced and that the agreement was reached as a result of friendly discussions with Columbia and the "Time" sponsors readily acquiescing upon learning the wishes of the White House. Nor does it mean that the President's voice may not be occasionally reproduced over the air in the future by special permission on great occasions, but it does mean that it will not be done so frequently as in the past.

The first embarrassment occasioned to the White House by the reproduction over the air was the innumerable requests for permission to likewise reproduce the President's voice from sound movie and phonograph people. It wasn't felt they were justified in permitting the radio to do this and turn<sup>ing</sup> down the others.

Another embarrassment was the possibility of the President being misquoted in the paraphrases of his speeches which had to be cut down to an irreducible minimum to meet time limitations of radio broadcasts. There seemed to be an impression that these extracts were either direct quotations or phonograph records. At any rate, it seems the President has been called to account for many things credited to him over the radio. This brought many letters of complaint, adding to his already heavy burden.

Quite another embarrassment occasioned to the White House has been the receipt of letters from all parts of the country from people who actually believed it was the President himself they heard talking. They seemed to think President Roosevelt was really taking part in these dramas, which brought additional embarrassment to Mr. Roosevelt in view of the fact that he was always the hero of the radio presentations.

Therefore feeling that the Presidential voice reproductions were not a good thing, the White House explained its position to Columbia. The request seemed such a reasonable one, that Columbia immediately took it up with the "Time" sponsors, who upon being acquainted with the President's wishes in the matter complied with them without the slightest question.

So that programs which were already under way might not be interrupted, such as the review of the year of 1934 at New

Year's and the presentation "The Roosevelts in America" were allowed to be given but the agreement was that last night's performance would be the last and that from now on there would be no more reproductions of the President's voice either for radio, movies or phonograph without specific authorization from the White House for each occasion.

The "March of Time" sponsors are the Remington Rand, Inc., typewriter manufacturers and the program is produced by Time Magazine.

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### POLICE CALLS RE-BROADCAST LEADS DETECTIVE TO BURGLAR

The experiment of Station WJSV in Washington rebroadcasting radio calls of the police in the National Capital last Saturday night, gave thrills to listeners and was the means of Detective Sergeant Elmer Dolstrom catching a burglar.

Dalstrom was riding downtown in his own car, equipped with a long wave set, that night. Over it he heard the rebroadcast of a burglar alarm in his immediate vicinity. Hurrying to the address, he was in time to capture a young white man in the house.

After securing permission from the Federal Radio Commission and Superintendent of Police, E. W. Brown, WJSV rebroadcast the police calls as an entertainment feature from 11 o'clock at night until 1 o'clock Sunday morning and then asked listeners how they liked it. Although there had not yet been a chance to hear from all listeners, Harry C. Butcher, manager of the station, said that the reaction thus far ascertained was in the ratio of 12 in favor of the idea as compared to 15 against it.

"The result has been a surprise to me", said Mr. Butcher. "The younger people seem to be against it, apparently objecting to having their Saturday night dance music broken into, but the older people appear to favor it.

"An amusing incident was a young man writing in to say that he was seated on a divan with his girl listening to Guy Lombardo's orchestra and everything was going along nicely until a police call came in - 'Man lying in street', whereupon the girl seemed to lose interest in her companion. 'Your police broadcasts are ruining romance', the swain wrote."

In introducing the program, Major Brown, Superintendent of Police, said that 75 percent of the radio calls were answered by the Washington police within 2 minutes and 95 percent within 5 minutes.

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## PLAN DISCUSSED TO TAX DETECTOR TUBE AS U. S. RADIO FEE

Mindful of the revenue collected on radio receivers in foreign countries - for example, in England there are approximately 8,000,000 outfits, the owners of which pay an annual tax of \$2.50 - the economists are wondering if radio on this side of the sea has reached an age where it can be called upon to pay its own way, Orrin E. Dunlap, Jr., writes in the New York Times.

"They point to the fact that a property rental is generally paid for billboards erected along the highways, or signs painted on barns", Mr. Dunlap goes on. "Why, then, they ask, should not Uncle Sam collect an annual toll on each wave length? Another argument, frequently expounded, is that circulars going through the mail add to the government's revenue by carrying a postage stamp, but an hour radio program is criss-crossed through space without Uncle Sam deriving any revenue, although he controls the channels.

"Those who have studied the problem contend that it requires no higher mathematics to determine a fair tax on wave lengths. The calculators wonder, however, if the station should pay an annual tax for the wave it uses or whether each program should pay a license fee based on the length of time it is on the air. For example, should Amos 'n' Andy contribute as much for their fifteen minutes as a symphony orchestra in an hour concert? The calculations become more complex as the networks are involved and the number of stations increased. Therefore the simple plan, that calls for less bookkeeping, is for each station to pay for its right-of-way. That idea is believed to be more practical. The power output might be another factor in the problem; also the number of hours the station utilized the wave. A cleared channel would probably be taxed more than a shared wave.

"The latest idea presented in Washington is to tax the detector tube. Every radio receiver needs a detector; it is the heart of the machine. If there is no detector, the set is 'dead'. To put a toll on the detector is believed to be a simpler matter than issuing licenses each year.

"One plan that has been suggested is to bring about a change in broadcasting so that every one with a radio receiver will be compelled to buy one new tube - possibly a detector. This one tube would be controlled by the government and would bear a tax of \$2, plus the retail price.

"The tube could be designed to have a life of 1,000 hours, so that the person using his receiver the most will pay more into the United States coffers than the listener who tunes his set only an hour a day.

"From the millions Uncle Sam might collect from the \$2 tax, he would return half to the public, while the other half went to the general treasury. The advocates of this plan to give a



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percentage of the money back would buy time and sponsor programs, so that there might be two or three hours a night entirely free of commercial sponsorship.

"But suppose the inventors cannot discover a way to make this novel change in the life of broadcasting. Will broadcast listening continue free? Not necessarily, because, if no way can be found to force every one to buy a new detector, the proposal is to pass a law whereby every radio set owner must buy a \$2 stamp and place it on the present detector. Then any one caught eavesdropping without a stamp-taxed tube would be liable to a fine or confiscation of his radio set. In the future, as each owner required a new detector, he would buy the stamp or pay the tax at the store. The retailer or manufacturer would reimburse Uncle Sam.

"There is no definite information that Congress will get this detector plan at the current session, but it is one of the things that the government is thinking about in its radio program."

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#### COMMISSION DENIES LICENSE RENEWAL TO QUINCY, ILL. STATION

The Federal Radio Commission denied a renewal of license to Station WTAD, of Quincy, Ill.; also it denied the application of WTAD for a construction permit to move to East St. Louis. WTAD's facilities were given by the Commission to WMBD, Peoria. Heretofore these stations had been sharing time on 1440 kilocycles but effective 20 days hence, WMBD will be permitted to operate on the frequency full-time. Both are 500 watt stations.

Some of the reasons set forth by the Commission in refusing a renewal of WTAD's license are:

"That the present arrangement limiting stations WMBD and WTAD to part time, sharing time, is not sound economically and is not conducive of the best type of service.

"That WMBD is the better qualified of the two applicants.

"That the service which station WMBD has rendered in the past has been meretorious and superior to that of WTAD.

"That the population served by WMBD is several times greater than that served by WTAD at Quincy.

"That the granting of the application of WMBD would result in a reduction of the facilities assigned to the State of Illinois and the Fourth Zone which would tend toward the establishment of more equal division of facilities between zones."

Chairman E. O. Sykes and Commissioner Starbuck dissented in the decision.

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## A. P. AMENDS RADIO RULES CLEARING WAY FOR COMPROMISE

The way to ratification of the ten-point program of cooperation between newspapers and radio broadcasters was cleared when the Board of Directors of the Associated Press, meeting in New York, adopted a resolution making substitutions to its strict broadcasting rules.

The Resolution follows:

"Resolved - That the general manager is hereby authorized to furnish for broadcasting purposes, without charge, the news of the Associated Press as follows:

"Portions of the day report for a broadcast limited to a five-minute period not earlier than 9 p.m.;

"Portions of the night report for a broadcast limited to a five-minute period not earlier than 9:30 a.m.;

"And in addition matters of transcendent importance as they occur.

"All subject to such additional limitations as are found necessary.

"And be it further resolved, That the general manager is empowered to suspend any provisions of the resolution of the Board of Directors of Oct. 6, 1933, affecting broadcasting which are inconsistent herewith.

"That portion of the October resolution which prohibited the tying-up of news broadcasts with commercial programs is not rescinded."

The adoption of the resolution by the A.P. Directors this week is seen as tacit approval of the conciliation proposal. Karl Bickel, President of the United Press, on hearing of the A.P. Directors' resolution, told Editor & Publisher that the U.P. had accepted the ten-point proposal last December 13, and was willing to abide by the rules as they affected press associations.

William Randolph Hearst, who runs the International News Service and the Universal Service, is said thus far to have refused to commit himself to the agreement objecting, it is reported, to the provision that would subject his broadcasting of news from his stations to the supervision of a committee containing representatives from competitive news collecting services.

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NO IMMEDIATE HOPE SEEN FOR REPEAL OF 5% RADIO TAX

Although he has put up a hard fight on it, Paul B. Klugh, Chairman of the Legislative Committee of the Radio Manufacturers' Committee, reported that he believed there wasn't much chance for the repeal of the Federal 5 per cent tax on radio and phonograph apparatus at this session of Congress.

Nevertheless numerous jobbers and dealers are appealing to their representatives and senators for relief. Mr. Klugh said it appeared improbable that the radio taxes will be increased.

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INDICATES LABORATORY HAS SOLVED TELEVISION

V. K. Zworykin, television inventor of the Radio-Victor Company, gave the impression, addressing the Washington Institute of Radio Engineers, that as far as the television laboratory experiments are concerned, they "have got it". Judging from what he said, television is now apparently only a question of financing and manufacturing.

Zworykin said that his television device resembles the human eye but has advantages over it in that it can magnify the size of an object and when perfected may reveal objects or scenes in their natural colors. Zworykin also declared that his television device would work satisfactorily on a dark or cloudy day, and that he could operate it in any light in which a motion picture camera could be operated.

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EXTORTION BY RADIO WILL BE JUST AS BAD

A bill was introduced into the House of Representatives by Representative Celler, of Brooklyn, which would apply the powers of the Federal Government, under the commerce clause of the Constitution to extortion by means of telephone, telegraph, radio, oral message or otherwise.

Representative Celler's bill has been referred to the Committee on Judiciary.

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## GERMAN RADIO INDUSTRY PROSPERING

A record turnover is anticipated by the German radio industry during the current business year, according to a report from Vice Consul C. T. Zawadzik, Berlin.

During the August-October, 1933, period, the turnover reached 500,000 radio receiving sets compared with 300,000 sets during the corresponding period of the preceding business year. Production reached nearly 90 per cent of total capacity against 76 and 77 per cent, respectively, in the two business years immediately preceding.

Fears of the radio industry that the production of the popular standard type of receiving set would result in a decline in the normal types of sets appear to have been groundless. Even if one deducts this standard model from the total turnover, the results for the other models were higher this year than last.

The improved domestic business has more than balanced the losses in export trade, the report points out. Exports of wireless telegraphic and telephonic equipment from Germany during the ten months ended October, 1933, amounted to 22,040,000 reichsmarks compared with 31,620,000 reichsmarks in the corresponding period of 1932. The current value of a Reichsmark equals 37 cents in U. S. currency.

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## RADIO MANUFACTURERS SPONSOR CHICAGO SHOW BUT NOT N. Y.

A change in its policy relating to public radio shows was made by the Board of Directors of the Radio Manufacturers' Association at their recent meeting in New York. While the RMA will continue its plan to promote a public radio and electrical show in Chicago next Fall, the Association decided to take no action relating to a similar show in New York until 1935 at least. The Board decided not to sponsor the show being planned in New York next September under private management, but to leave members free as to their action on exhibiting in the New York show. The R.M.A. is not opposing the show planned in Madison Square Garden in September, but is withholding any Association connection therewith.

In Chicago next Fall it is proposed that a public radio and electrical show be held under the sponsorship and auspices of the Association.

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: BUSINESS LETTER NOTES :  
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A plan has been adopted by the Radio Manufacturers' Association to have all members "Buy RMA" in their purchases.

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"NBC expects to gross \$300,000 out of its 40¢ tourist charge the first year the studios have been opened", says Variety. "During December, 1933, alone, there were 27,885 paid admissions, with an average for the ten November days the studios were open to the public being around 400. Top day in the two months past was December 27, when not quite 2,000 paid. Since that peak, the average has been 1,000 daily, necessitating an increase in guides from 12, at the beginning, to 40 currently."

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The top of the 400-wooden tower of the broadcasting station at Leipzig, Germany, recently caught fire and became a blazing torch, lighting the countryside for several miles around.

That is one thing broadcasters using steel towers don't have to worry themselves about.

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Chicago stations are reported to be concluding their liquor announcements with:

"This announcement and show intended only for those States in which liquor is legal."

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A great switch-over in radio wave lengths of 230 transmitting stations of Europe occurred at midnight of January 14 in accordance with a plan evolved at a recent conference in Lucerne to prevent overlapping, according to an A.P. dispatch from London.

M. Raymond Braillard, President of the Technical Commission of the International Union of Radio Diffusion, at Brussels, with 40 experts, is testing the new wave lengths allotted the various countries, including England. It is hoped that by the new arrangement reception for millions will be clearer.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(January 16, 1934)

WGBI, Scranton Broadcasters, Inc., Scranton, Pa., spec. experimental authority to March 1, 1934, to use 250 watts power exp. in addition to regular assignment of 250 watts, WINS, American Radio News Corp., Carlstadt, N. J., authority to operate until 5:30 P.M. MST, during January; WTAG, Worcester Telegram Pub. Co., Inc., Worcester, Mass., C.P. to make changes in equipment of auxiliary transmitter and to increase the power of aux. transmitter from 100 to 250 watts (station licensed to operate 250 w. night, 500 w. LS); WHET, Troy Broadcasting Co., Dothan, Ala., license covering move of station and changing frequency 1370 kc., 100 watts, daytime, specified hours on Sunday; WKBV, Knox Battery and Electric Co., Richmond, Ind., license covering changes in equipment and moving station from Connersville to Richmond, Ind., 1500 kc., 100 watts, specified hours; WCBS, WCBS, Inc., Springfield, Ill., license covering local move of transmitter 1210 kc., 100 watts, shares with WTAX; KIDO, Boise Broadcast Station, Boise, Idaho, license covering changes in equipment, 1350 kc., 1 KW unlimited time.

WCNW, Arthur Faske, Brooklyn, N. Y., modification of C.P. extending completion date to Feb. 1, 1934; KWFFV, Hilo Broadcasting Co., Ltd., Hilo, Hawaii, modification of C.P. to move station from Haili Tract, Hilo to Waiakea, T.H., make changes in equipment and extend commencement date to March 1 and completion date to July 1, 1934; WWVA, W. Va. Broadcasting Corp., Wheeling, W. Va., modification of license to change hours of operation from sharing with WOWO, to simultaneous daytime operation with WOWO, sharing with WOWO at night; WOWO, the Main Auto Supply Co., Ft. Wayne, Ind., modification of license to change hours of operation from sharing with WWVA to simultaneous daytime operation with WWVA, sharing with WWVA at night; KRKD, The Fireside Broadcasting Co., Los Angeles, Cal., modification of license to use auxiliary transmitter of KFSG as the auxiliary transmitter of KRKD; WESG, Cornell University, Elmira, N. Y., authority to operate from 2 A.M. to 4:30 A.M. Jan. 21 in order to broadcast DX program.

Also, WCOC, Mississippi Broadcasting Co., Inc., Meridian Miss., special authority to operate daily specified hours until Feb. 15, 1934; WCAX, Burlington Daily News, Inc., Burlington, Vt., special temporary authority to operate from 6 P.M. to 12 midnight, EST, on Jan. 16, 1934; WHP, WHP, Inc., Harrisburg, Pa., special temp. authority to operate 2:00 to 2:30 P.M. EST Jan. 23, 24, 25, and 26, 1934, provided WBAK remains silent; WBAK, Penna. State Police, Harrisburg, Pa., special temporary authority to operate from 4:30 to 5 P.M. EST, Jan. 23, 24, 25 and 26, 1934, provided station WHP remains silent; WBBZ, James F. Kyler, Ponca City, Okla. special authority to operate station WBBZ to April 1, 1934; KGHF, Curtis P. Ritchie & George J. Ikelman, Pueblo, Colo., consent to voluntary license assignment to Curtis P. Ritchie; WJJD, WJJD, Inc.

Mooseheart, Ill., modification of license to move studio locally in Chicago (Mooseheart to Chicago).

Also, RCA Communications, Inc.: WAD, Rocky Point, N. Y., modification of license to add Washington, D. C., as a secondary point of communication, and alternate with any other points of communication specifically named in point-to-point telg. station licenses for fixed public service granted to licensee herein authorized; WDA, Rocky Point, N. Y., modification of license to make changes in equipment and add Boston as secondary point of communication; and, etc. (same as for WAD); WDA, WEO, New Brunswick, N. J., WIR, Rocky Point, N. Y., WKL, modification of licenses to add New Orleans, Washington, D. C., Boston, and Chicago respectively as secondary points of communication; (WQEA, modification of license to communicate primarily with Panama, Managua; secondarily with San Francisco, Chicago; and alternately, etc. (same as for WDA); at Washington, D. C., C.P. frequencies 5110, 7407.5 kc.; 200 watts; at Boston, Mass., C.P. frequencies 3275, 5180 kc., 200 watts; at New Orleans, La., C.P. frequencies 5180, 10630 kc., 1 KW power (2 transmitters); at Chicago, Ill., C.P., frequencies 5100, 9470 kc., two transmitters, 1 KW each; on Down Town Office Bldg., New York City, at New Brunswick, N. J., Office Building in center of Trenton, N. J., Office Bldg., in center of Philadelphia, Pa., general experimental C.P.s for high speed facsimile; frequency 50,000 cycles, for experimental communication in order to make initial tests of proposed circuit between New York and Philadelphia; WKC, Rocky Point, N. Y., C.P. to add RCA Composite Vt. Transmitter 100 KW, 13465 kc.

Als, W9XAO, Western Television Research Corp., Chicago, Ill., C.P. to move station locally in Chicago; City of Reno, Nev. C.P. for police service, frequency 3422 kc., 50 watts; KIIM, Northern Commercial Co., Hot Springs, Alaska, license, 2994, 3190 kc., 50 watts, pt. of communication WXP, Fairbanks; WXE, Anchorage; KGZY, City of San Bernardino, Cal., modification of C.P. to extend completion date to Jan. 31, 1934; Radio Pictures, Inc., Long Island City, N. Y., special experimental license, frequencies 2000-2100, 42000-56000 and 60000-86000 kc., 1 KW; WPGG, State of New York, Div. of State Police, Sc. Schenectady, N.Y. modification of license extending special authority to operate with increased power of 5 KW day, 1 KW night, to May 1, 1934; Aeronautical Radio, Inc.: WQDQ, New Orleans, La., license, frequencies 2612, 2636, 3467.5, 4740 kc., unlimited; 6540, 6550, 6560, 8015 kc., day only, power 150 watts; WQDQ, license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5 kc. day only, 400 watts.

Also, D. Reginald Tibbetts: New, Portable and Mobile, 5 new C.P.'s, General experimental purposes to be used in connection with building of San Francisco-Oakland Bay Bridge only; 41000, 51400, 61000 and 63000 kc., 25 watts; W6XV, C.P. to construct 2 additional transmitters; W6XAL, and W6XH, C.P.s for additional transmitter at this station; Borough of Lansdown, Pa. Police Dept., General experimental C.P. 301000, 33100, 37100, kc., 15 watts; Boeing School of Aeronautics, Portable, special experi-

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mental C.P., frequencies 62000 and 66000 kc., 50 watts; WEXG, Ronald G. Martin, Portable & Mobile, San Francisco, license, frequencies 34600, 41000, 51400, 60000-400000 kc., 25 watts; W3XU, City of Philadelphia, Dept. of Public Safety, Philadelphia, Mobile, renewal of license in accordance with existing license;

Also, National Broadcasting Co. Inc.: Portable and Mobile, general experimental C.P., frequencies 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000 to 400000 kc., 1 watt; New, Portable and Mobile, general experimental license, frequencies 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000 to 400000 kc., 1 watt; KNRA, on board Schooner "Seth Parker", 3rd class private ship license, frequencies 6660, 6670, 8820, 8840, 13200, 13250, 17600, 17620 kc., 1 KW.

#### Ratifications

Action taken January 10: KUCD, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate transmitter aboard vessel "Point Arena", pending action on formal application; WMZ, WIV, New York, extension granted of service tests for a period of 10 days; KGKB, E. Texas Broadcasting Co., Tyler, Tex., special temporary authority to operate from 9 to 10 P.M. CST on Jan. 11, 18, 25, Feb. 1, 1934; Action taken January 12: WCAE, WCAE, Inc., Pittsburgh, Pa., extension granted of temporary authority to operate auxiliary transmitter while moving main transmitter from Jan. 15 to Feb. 15, 1934; WCOC, Mississippi Broadcasting Co., Inc., Meridian, Miss., special temporary authority to operate daily specified times until Feb. 15, 1934; WPFB, Otis Perry Eure, Hattiesburg, Miss., granted special temporary authority to reduce hours of operation to specified for a period not over 30 days.

#### Application Denied

WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., denied authority to operate unlimited time on frequency 1360 kc. for period not over 30 days or until such time as the now unused 4/7 time on this frequency is disposed of.

#### Amateur Licenses

The Commission also granted 415 amateur station licenses of which 135 were new and 280 modifications.

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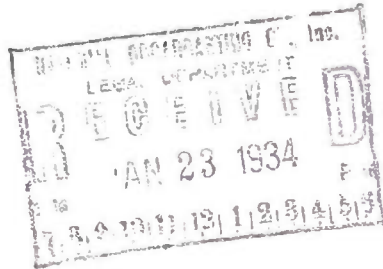


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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No. 690

*[Handwritten signatures and scribbles at the bottom of the page]*

January 19, 1934.

## DOWLING'S CODE APPOINTMENT STARTS COMMISSIONER TALK

The appointing of Eddie Dowling, musical comedy and motion picture star, by Gen. Hugh S. Johnson to be an Administration member of the Radio Industry Code Authority started the gossip that the comedian was thus being groomed for the position of Radio Commissioner W. D. L. Starbuck, Democrat, of New York, whose term expires February 23rd, which is only about a month away.

Dowling, who is a personal friend of President Roosevelt, and who is supposed to have furnished the showmanship of the Roosevelt campaign, had previously been mentioned for Radio Commissioner but perhaps due to the fact that he is a professional funny man, his candidacy was referred to more or less facetiously. One commentator said the Administration instead of putting Eddie on the Radio Commission should put him on the radio.

Nevertheless, the actor's appointment to be a member of the Code Authority, a position for which Judge E. O. Sykes, Chairman of the Federal Radio Commission had been urged, definitely revealed the fact that the comedian was being seriously considered by the Administration, at least.

It is pointed to as a significant fact that there is no representative of the Federal Radio Commission on the Code Authority, as it had been fully anticipated there would be. The dopesters immediately jumped to the conclusion that in reality Dowling would turn out to be the Commission's representative and as a part of this plan he would be appointed by President Roosevelt to succeed Commissioner Starbuck next month.

Offsetting this is a remark Gen. Hugh Johnson made to someone which was: "If you think I appointed Eddie Dowling Code Authority because President Roosevelt requested it, you are mistaken."

Another viewpoint was that Dowling's Code/authority appointment would be the fulfillment of the Administration's obligation to him and that would be as far as he would get.

Still another theory was that Dowling was appointed a member of the Code Authority because he is an actor and because the Code Authority will have to wrestle with the problem of station talent; such things as whether or not the radio actors will have to give their services free for auditions and rehearsals, the minimum rates of paying for broadcast performances, the classification of these rates according to whether these appearances are on commercial or sustaining programs, different rates for different classes of stations, and so on.

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Among the others who have been mentioned for Starbuck's place are James Killean, of New York City, said to have the endorsement of Senator Robert Wagner, of New York. Killean, who is about 40 years old, was very active in the Roosevelt campaign and formerly the publisher of a newspaper in the Bronx. His technical radio background is understood to be the fact that he once worked for the General Electric Company. Another candidate is James L. Lamb, of Hartford, Conn., technical editor of Q.S.T., official publication of the American Amateur Relay League.

Quite another is Herbert L. Pettey, Radio Commission secretary, who also was secretary of the Interdepartmental Commission which drew up the recommendations which are serving as the basis of the new Communications Bill which Senator Dill is now drafting. Pettey, who seems to be the Administration's "fair haired boy" in radio, apparently has his eye on a bigger job, such as maybe general radio co-ordinator or some new position which may be created by the Communications bill, which it is believed may call for an entirely new governmental radio control personnel.

All of the conjectures with regard to candidates are based upon what seems to be a foregone conclusion that Commissioner Starbuck is definitely out of the picture. It was said by one of his associates that Mr. Starbuck seemed so certain that he would not be re-appointed that he was now looking for another job.

At the same time, General Johnson appointed Eddie Dowling, to be a member of the Code Authority, he also named Marion K. Hedges, well-known labor statistician, to serve as a member of the Authority to represent those employees in the Industry designated as "Broadcast Technicians." Harry Shaw, of WMT, Waterloo, Ia., was the first Administration member of the Code Authority to be appointed.

The Code Authority, in a session which lasted three days, considered numerous problems arising out of the administration of the Code and the drafting of suitable explanations of the various provisions of the Code with the view to making them more clearly understood by the broadcasters. It is hoped by James W. Baldwin, Code executive officer, that such explanations can be furnished to all broadcasters at an early date after they have been taken up with the NRA.

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+ MEXICO CREDITED WITH WORLD'S HIGHEST POWERED STATION

Station XER, Villa Acuna, Coahuilla, Mexico, operating on 500,000 watts, is the highest powered station shown among the approximately 878 stations included in a list of the world's radio stations compiled by the Commerce Department. The list was made up before WLW, at Cincinnati, completed erecting its 500,000 watt transmitter.

A station in Leipzig, Germany, is recorded as using 150,000 watts. Station OKP, Prague, Czechoslovakia, is shown by the compilation to be operating on 120,000 watts.

Two stations in Moscow and one in Leningrad, Russia, are recorded as using 100,000 watts power for broadcasting. Nothing is said about the station recently reported here to be operating on 500,000 watts in Russia.

Short wave and television stations located throughout the world and numbering 136 are included in the list just made public.

Records of the Federal Radio Commission show that there are 585 radio broadcasting stations operated in the United States.

Russia, with 73 stations, is first-ranking among foreign countries in the number of radio stations on record, according to the list just made public.

China ranks next to Russia in the number of stations operated with 72 and is followed in order by Canada with 64; Australia, 61; Cub, 57; Mexico, 54; Chile, 46; Argentina, 35; Uruguay, 33; New Zealand, 33; Japan, 30; France, 29; Germany, 26; Brazil, 19; and the United Kingdom, 17.

Copies of the list may be had at 25 cents a copy from the Bureau of Foreign and Domestic Commerce, Washington, D. C.

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GERMANY AND AUSTRIA IN ACOUSTIC WAR

The acoustic war between Germany and Austria is going on merrily and with undiminished vigor on the part of the Germans, James McMullin writes in the McClure Newspaper Syndicate bulletin. Berliners returning from the holidays in the Bavarian mountains report that shortly before Christmas entire batteries of giant loudspeakers were installed on German territory along the Austrian border wherever it crosses a highway or touches on any settlements.

Not only are German radio addresses attacking the Austrian government reproduced day and night, but also phonograph records of anti-Dollfuss speeches by German Nazi leaders. The loud speakers can be heard for almost a mile.

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## SARNOFF ELECTED TO OPERA BOARD

The election of David Sarnoff a Director of the Metropolitan Opera Company is believed to be another step in the direction of a closer alignment between the Metropolitan and Rockefeller Center. Because of the depression, which has necessitated the curtailing of the Metropolitan season from twenty-four to fourteen weeks, the possibility of New York's ranking opera company going to Rockefeller Center has not been discussed recently.

It is believed, however, that this possibility has not been discarded entirely. More than a year ago Paul D. Cravath, Chairman of the Board, announced that he had consulted with Rockefeller Center officials on architect's plans. Nothing further has been done since that time, but the opera has continued its agreement with the National Broadcasting Company, a subsidiary of Mr. Sarnoff's corporation, for the transmission of opera over the radio.

Mr. Sarnoff has been interested in opera and the Metropolitan for a long time. He has been a subscriber to the Monday night series for many years.

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## CLAIM BABE RUTH'S RADIO OFFERS VIOLATE CODE

The Federal Government filed suit in District Supreme Court against the Standard Oil Co. of New Jersey charging violation of the Oil Code and asking an injunction against the company to prevent it from giving premiums. Hearing on the suit was set for January 30.

The charge was that the Standard Oil Co. of New Jersey and its subsidiaries had inaugurated through newspapers and by radio a so-called "Babe Ruth" prize contest for boys and had refused to accede to a request by the oil administration to discontinue the practice.

The allegations set forth are that on every Monday, Wednesday and Friday since January 3, the company has sponsored a radio program advertising the contest. Among the chain stations listed in the petition as having broadcast the program is WRC, local Washington station of the National Broadcasting Co.

Each week there is distributed through Babe Ruth 200 baseballs and 100 gloves - to the winners. In addition, the 50 biggest winners have been promised a trip with Ruth to his training camp next Spring.

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## AUTOMOBILE RADIO SETS PEP UP NEW ZEALAND'S RADIO INDUSTRY

That the introduction of automobile radio sets into New Zealand is opening up a new avenue of activity for New Zealand's entire radio industry is revealed in a report from Vice Consul W. W. Orebaugh, Wellington.

This field, it is pointed out, has as yet scarcely been touched, but it is expected in the local radio trade that in the next twelve months several thousands of these sets will be installed in motor cars throughout the Dominion. In this connection it is significant to note that imports of automobiles into New Zealand are increasing. A high proportion of these have radio installations.

The United States holds a dominant position as a supplier of New Zealand's radio imports. The latest available import figures covering the month of October show that American radios accounted for 1,488 of the 1,628 complete sets in cabinets imported during that month, and 7,235 of the 13,428 unmounted sets.

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## N. Y. DOCTORS PLAN HIGH FREQUENCY EMERGENCY SERVICE

The Doctors' Telephone Service, Inc., established in New York City in 1925, as a clearing house for doctors' telephone calls, desiring to add radio to their service, have applied to the Federal Radio Commission for use of the ultra-high frequencies of 31600, 41000, 35600 and 38600 kilocycles with 15 watts power to conduct experiments looking toward rendering service to doctors in transit in automobiles and airplanes.

Another object of the Doctors' ultra high frequency experiment is to provide emergency medical aid for the whole city in time of accident or serious epidemic.

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## N. Y. POLICE COMMISSIONER SANCTIONS RADIOS IN TAXICABS

In reversing his predecessor and permitting taxicabs in New York to carry radios, Police Commissioner O.'Ryan said:

"I feel that the use of radios in taxicabs is relatively a novel use. It is not for the Police Commissioner to determine whether prospective passengers will be attracted to employ radio-equipped taxis in preference to non-radio-equipped taxis or whether the investment required for such equipment is, from the business point of view, a sound investment or otherwise.

"Nor do I believe the Police Commissioner has the right to attempt to determine the effect, if any, upon the business of those operators who may not equip their taxis with radios.

"I believe the Commissioner's duty under the law is limited to the effect of the use of radios upon the safety of operation of the vehicles in which they are installed and particularly whether the inclusion of a radio as part of the equipment of a licensed taxi renders such a vehicle unfit or unsuited for public patronage."

This determination, Commissioner O'Ryan continued, would depend upon the character of rules governing the installation and use of radios.

"I believe specifications can be prescribed to render radio-equipped taxis safe, fit and suitable for public patronage", he added.

The regulations governing the use of radios, General O'Ryan said, would be drawn up by Second Deputy Commissioner Harold L. Allen.

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#### DEMANDS INVESTIGATION OF ADMINISTRATION RADIO MUZZLING

Declaring that the radio facilities of the nation are monopolized by the Administration, Senator Arthur Robinson launched a sharp Republican attack in the Senate and concluded by offering a resolution which would direct the Interstate Commerce Committee "to make an investigation of the control exercised by the Federal Radio Commission over persons broadcasting through licensed broadcasting stations, and the extent to which the freedom of speech of such persons has been restricted."

"There is today a radio censorship as rigid as the censorship practiced in any land ruled by an absolute dictator.

"I have here, as emphasizing this fact, a statement contained in an article appearing in the New York Times of March 19, 1933, which is brief, and I desire to read it because it bears on the subject I am discussing. It is as follows:

"Assurance of full and complete cooperation has been given directly to the President, to all the members of his Cabinet, and to the leaders of the Senate and House of Representatives. Furthermore, as a matter of public policy during the present emergency, we limit broadcasts of public events and discussions of public questions by ascertaining that such programs are not contrary to the policies of the United States Government."

"This statement was incorporated in an article in the New York Times of the date above indicated by its radio editor, Orrin E. Dunlap, Jr., to the effect that 'Radio Looms as President Roosevelt's Modernized Big Stick.'

"In other words, so far as radio is concerned, the people of the United States can only get one side of the question over their broadcasting facilities; that is, the side of the administration. No one over those facilities will dare criticize the administration, according to their own statement."

Senator Robinson then read a letter from Walter E. Meyers, of Station WBZ, Boston, who, he said, was New England manager for the National Broadcasting Company, denying further use of radio facilities to the Massachusetts Department of the American Legion for criticizing President Roosevelt and deviating from manuscripts seen and approved by the station. The letter to the Legion concludes:

"The American Legion in its patriotic support of the United States Government has always had, and shall always continue to have, the privilege of presenting its views over these stations. But we are obliged to impose regulatory and prohibitory 'rules of the game.' These are prescribed by our editorial policy, customary among all broadcasting stations, and have their origin in regulations of the Federal Radio Commission.

"Particularly at a time of national crisis, we believe that any utterance on the radio that tends to disturb the public confidence in its President is a disservice to the people themselves and is hence inimical to the national welfare."

"That is what those radio people believe, though the air belongs to the people. The people ought to have some voice in it, perhaps", Senator Robinson went on.

"The letter continues:

"'Obviously, as a great and powerful agency for the service of the public, these stations cannot become a party to attacks on the national security.'

"When did we get to a point where one does not dare criticize the President? Is he now a dictator to the extent that no one dare criticize him? Apparently he cannot be criticized; no critical word can be uttered against him in connection with the radio facilities of the country. In the case I have just referred to, ~~xxxxxx~~ the speaker did not even criticize the President, according to his own statement, but just the same, the American Legion was denied further use of the facilities, except under certain difficult restrictions with which they were forced to comply.

"In commenting upon this order denying representatives of the American Legion use of the facilities of the National Broadcasting Co. unless they permitted their speeches to be



censored by the National Broadcasting Co., the Springfield Republican closed a lengthy editorial as follows:

"As for the National Broadcasting Co.'s dictum that there shall be no radio utterance tending to disturb "the public's confidence in its President" and "hence inimical to the national welfare", "particularly at a time of national crisis" - if that is offered as a general principle, there are two objections to its acceptance. First, it attempts to interpret the present national crisis as the equivalent of war, when, in fact, the Nation is not at war."

Senator Robinson declared the censorship began immediately with the advent of the present Administration.

"The following is a story appearing in the New York Herald-Tribune of Nov. 2", the Senator continued:

"Rochester, November 1. - Assemblyman Richard L. Saunders today charged in a statement that he had been given a "raw deal" and had been ruled off the air by the management of station WHAM because of criticism of Postmaster General James A. Farley in a speech prepared for delivery last night in answer to an address Monday night by the Democratic leader.

"Assemblyman Saunders said he had presented his speech for approval, and had been asked if it could not be "toned down."

"Assemblyman Saunders said he had presented his speech for approval and had been asked if it could not be "toned down." On his reply that it could not, said Saunders, he was told that he could not make the speech.'

"He was forbidden the air, which belongs to the people, we thought, and not to the Democratic National Chairman", Senator Robinson said, and then concluded reading the clipping.

"I asked for an explanation, since I had been told by W. Clyde O'Brien, legal counsel for the Stromberg-Carlson Co., owners and operators of the radio station, that the address was not libelous.

"Mr. O'Brien replied', said Saunders, 'that W. Roy McCanne, president of the concern, had the success of the Republican campaign at heart, and he felt my speech would do it no good.

"Mr. O'Brien's explanation was obviously a subterfuge. there is no doubt in my mind that the station feared their license might be canceled for criticism of Farley, who is one of the most powerful men in Washington.'

"I have a confidential letter from sources that I do not care to divulge, because it would do them grave injustice if their names were disclosed; they might even lose whatever business they have in these latter days of near-dictatorship", Senator Robinson said. The letter read:

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"I have reason to believe, and I think, following up my tips, can produce concrete evidence, that advertisers generally have been so intimidated that they dare not say anything over the air that might even indirectly be construed as not being in harmony with the present administration. I am told of one broadcaster for a very large food product who said something that was so construed, and he was immediately called down for it. I am further advised that other advertisers have directed those in control of their advertising not to use anything that even indirectly refers to the Government or any governmental affairs. This has gone so far that they dare not say a word concerning taxation."

"In other words, it is apparently a matter of bludgeoning the country into terror of this tremendous bureaucratic machine that has been created during the past 9 or 10 months.

"On the 25th of November the Washington Post of this city carried a story, part of which reads as follows:

"The radio publicity campaign, it was learned, is being carried forward under the direction of William Dolph, director of the N.R.A.'s radio division. He has obtained promises from numerous independent broadcasting stations to broadcast news which he collects daily from all Government departments.

"Herbert L. Pettey, secretary of the Radio Commission, has been directed to coordinate radio speeches of officials, obtain free time on the air for them from the radio stations licensed by his agency, and with the aid of R. Fred Roper, executive secretary of the Democratic National Committee, revise or censor such speeches with the view to making every word count for the administration.

"Pettey was assigned to the job by Postmaster General Farley."

"I will read no more from that, but it simply shows how far this censorship of the air has gone", Senator Robinson concludes.

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#### SHAW GETS POWER INCREASE WITHOUT HEARING

Station WMT, of Waterloo, Ia., owned by Harry Shaw, was granted a power increase of from 500 to 100 watts. Mr. Shaw, who is an Administration member of the Broadcasters' Code Authority was particularly gleeful because the increase was given to him without the formality of a hearing.

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## RCA PLANS INTER-CITY RADIO PHOTOGRAM SERVICE

David Sarnoff, President of the Radio Corporation of America, made the following statement in connection with the new inter-city radio photogram and telegraphic service:

"For several years RCA research engineers have been busily occupied developing multiplex transmission by radio and also high speed facsimile transmission by use of extremely short waves.

"The first development -- that is, multiplex transmission makes possible the simultaneous sending of three different radiograms on one wavelength. Each of the three channels has a capacity of sixty words per minute making the total capacity of one wavelength 180 words per minute.

"The second and perhaps more important development is the practical use of ultra high frequencies or very short waves. These waves are less than five meters in length and are sometimes called 'optical waves'. They carry signals for a distance of about fifty miles and have properties closely analogous to light waves. They do not suffer from static or fading. Because of the comparatively short distance over which they travel, they can be used repeatedly hundreds and perhaps thousands of times all over the country, without creating interference.

"It is in this new and comparatively unexplored portion of the radio spectrum that the RCA proposed to introduce the first domestic facsimile radio communication service between New York and Philadelphia, made possible by the use of two automatic relay stations to be erected at New Brunswick and Trenton, N. J. Over this new circuit, when completed, it is confidently expected that photograms will be transmitted at higher speed and at lower tariffs than is possible with the dot and dash system of the Morse Code. Tariffs on this circuit will not be based upon so much per word but upon so much per square inch.

"Applications for permission to construct these ultra modern radio stations at New York, New Brunswick, Trenton and Philadelphia, and additional radio stations at Chicago, New Orleans, Washington and Boston, have been approved by the Radio Commission. It is expected that the new multiplex radiotelegraph stations at Washington, Boston, Chicago and New Orleans will be completed and open for public use approximately June 1, 1934. The new photogram radio service between New York, New Brunswick, Trenton and Philadelphia will be opened later in the present year.

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## COLUMBIA LEASES NEW YORK THEATRE FOR BROADCASTS

The Columbia Broadcasting System has leased what was one of New York's most distinguished theatres, the Hudson, located at 139 West 44th St., and as soon as alterations and technical adaptations have been completed, will operate it as a theatre devoted entirely to broadcasting.

The theatre, which has a seating capacity of 1,087, will be named Columbia Broadcasting System's Radio Playhouse. It will be opened on February 3rd.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(Jan. 19, 1934)

WMT, Waterloo Broadcasting Co., Waterloo, Ia., modification of license to increase day power from 500 watts to 1 KW; WMAZ, Southeastern Broadcasting Co., Macon, Ga., authority to operate specified times; WBRC, Receiver of Birmingham Broadcasting Co., Inc., Birmingham, Ala., consent to voluntary assignment of license to Birmingham Broadcasting Co., Inc.; WBRC, same, C.P. to make changes in equipment; WDGY, Dr. George M. Young, Minneapolis, Minn., license covering transmitter move within building, 1180 kc., 1 KW, limited time; KWTO (formerly KGIZ), KGBX, Inc., Springfield, Mo., license covering move of station from Grant City to Springfield, Mo., change in frequency power and hours of operation; 560 kc., 500 watts, daytime; WHDH, Matheson Radio Co., Inc., Boston, Mass., authority to determine operating power by direct measurement of antenna power; KARK, Arkansas Radio & Equipment Co., Little Rock, Ark., modification of C.P. to make changes in equipment and extend commencement date from July 9, 1933 to Jan. 1, 1934, and completion date to March 1, 1934.

Also, WSAZ, WSAZ, Inc., Huntington, W.Va., extension of special experimental authority to use 500 watts power experimentally in addition to regular power of 500 watts to August 1, 1934; WCFL, Chicago Federation of Labor, Chicago, Ill., extension of special experimental authority to operate unlimited time to August 1, 1934 (Normally licensed limited time); KVOR, S. H. Patterson, Colorado Springs, Colo., permission to operate to Feb. 1, without approved frequency monitor, while making repairs; WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate from 10 P.M. to 12 Midnight, CST, on Feb. 2 and 16, 1934; KSOO, Sioux Falls Broadcast Association, Sioux Falls, S. Dak., special temporary authority to continue operating daily until 6:30 P.M. CST, and on Sunday nights beginning at 9:30 P.M. CST, with reduction of power to 1 KW.

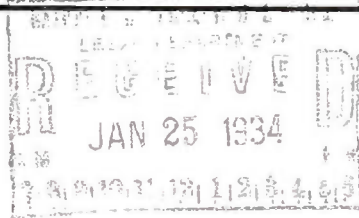
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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No. 691

*[Handwritten signatures and initials]*

January 23, 1934.

## WANT TO BROADCAST IN NEW EXPERIMENTAL BAND

Three stations have applied to the Federal Radio Commission for allocations in the new experimental band of 1500 to 1600 kilocycles which the Commission announced recently would be opened to broadcasters for experimental purposes. They are John V. L. Hogan, of Long Island City, applying for a frequency of 1550 kilocycles, L. M. Kennett, of Indianapolis, 1530 kilocycles; and Fred W. Christian, Jr., 1570 kilocycles. All have asked for 1000 watts, the maximum power to be allowed.

The allocation of the new experimental band just above the regular broadcasting spectrum which ends at 1500 kilocycles followed recommendations of Dr. C. B. Jolliffe, Chief Engineer of the Commission, who said:

"Opinions of competent technical men vary as to the usefulness of frequencies in this range for broadcasting. Some contend that these frequencies are of very little use and base their opinions on the operation of stations at present assigned frequencies just below 1500 kc; others contend that if properly engineered they are capable of giving satisfactory service."

Since Mr. Hogan is an outstanding television pioneer, it is assumed that he desires to further experiment with visual broadcasting. If he is granted permission to do this on the new frequency, a precedent will be set because one of the provisions in opening up the new band was that sponsored programs would be allowed. Heretofore, the Commission has not permitted television programs to be sponsored.

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## ONLY TWO NEWSPAPERS PROTEST 10 POINT AGREEMENT

The Radio Committee of the American Newspaper Publishers' Association have received many notices of approval of the proposed 10 point agreement between the newspapers and the broadcasters but only two protests, according to E. H. Harris, Chairman of the Committee. One was from F. A. Miller, of the South Bend Tribune, and the other from W. T. Evjue, of the Madison Capital Times, both owners of radio stations.

Mr. Harris outlined the status of the movement towards ratification of the proposed agreement in the following statement to the Editor and Publisher:

"The International News Service and the United Press both had official representatives at the preliminary conference and assisted in consummating the proposal. Therefore it remained only for the Associated Press directors to ratify the proposal in order to make it effective. The A.P. directors were furnished copies of the protest made by Mr. Miller, and Mr. Evjue. In the light of the approval generally by publishers and of only two protests against the ratification of the agreement, and those two protests coming from newspapers which own radio stations, it would seem that the committee has the authority to proceed with the plan."

Press Associations were informed this week by Mr. Harris that "the control of the broadcasting of local news will be a secondary step in the radio committee operation and will not be considered until after a plan for the control of general news has been effectively put into operation."

"We are, however", he added, "asking each newspaper-owned radio station to voluntarily curtail the amount of local news broadcast and so far as possible to confine their broadcasts to hours specified for the broadcasting of general news."

By a cooperative agreement through the Publishers' Association of Pittsburgh, the three dailies there, the Press, Sun-Telegraph, and Post-Gazette, have discontinued their news broadcasting periods over local and network stations.

A second meeting of broadcasters and the newspapers was held in New York last Wednesday with a third scheduled for today (Tuesday).

The Southern Newspaper Publishers' Association concluding their mid-winter session at New Orleans, approved the plan for a working agreement between the newspapers and broadcasting interests.

In an editorial the Editor and Publisher said:

"The main reason against independent radio news service, from the public policy point of view, is that it is not a free instrument. Behind the press lies a constitutional guarantee. Behind radio lies temporary permits for broadcasting bands.

"That radio could not measure up, and shouldn't jeopardize itself by trying to, was shown recently in the case of Senator Reed, of Pennsylvania. That gentleman went on the air to discuss highly controversial political matters. He entered into a bitter criticism of the administration at Washington. At that point in his address, he was cut off, according to published report. Now, of course, no one at Washington had censored Senator Reed. The Roosevelt administration did not order his voice stilled. What happened was that the broadcasting company, conscious of its slender hold on wave bands, pulled the plug and ended the criticism.

"Does any critic of the press think an editor under license, or threat of license, would risk his business by publishing Senator Reed's criticism of the Roosevelt administration? Unless he were a daring fighter, he would do exactly what the broadcasters did."

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## MIDGET ULTRA-SHORT WAVE SET HAS MILE RANGE

A novel ultra-short-wave radio telephone sending outfit, operating entirely from self-contained dry batteries, which weighs fifteen pounds and is capable of sending spoken messages clearly over distances of more than a mile through city streets, according to its inventors, was demonstrated at the New York Times by Charles Kostler and Donald Converse, of Brooklyn. The wave-length utilized was 100 centimeters, or about thirty-nine inches.

The inventors plan to demonstrate the transmitter for Thomas Rochester, chief electrician of the New York Police Department, for possible use in police scouting cars.

The box that houses the complete sending station is 12 inches high, 9 inches wide and 6 inches deep. The waves generated by the sending apparatus are said to be capable of providing reliable telephone communication over distances greater than a mile in any part of the city, and also to be capable of penetrating steel buildings.

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## MAYBE EDDIE WAS JUST KIDDING

If chills ran up and down the spines of chain officials when they read that Eddie Dowling, the comedian, recently appointed Broadcasting Code Authority, would lay a plan before President Roosevelt "to end air monopoly by the two dominating networks", they cheered up at his telling the Associated Press that he would not accept appointment to the Radio Commission. Likewise Eddie, who was Chairman of the Democratic National Committee's Entertainment Committee in the Roosevelt campaign, somewhat relieved the tension by saying that he was against Government ownership.

Instead of two big networks, Dowling would have six or more serving the country. He wrote in a recent article in Forum Magazine that \$5,000,000 is ample revenue for a year's operation of a network of moderate size and that the major networks today have an income of about \$40,000,000.

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## FULL STEAM AHEAD ON COMMUNICATIONS BILL

Although it may be prevented from passing by the time required for hearings, Senator Dill and Representative Rayburn are losing no time in writing the new Communications Commission bill. It is prophesized that the bill may be introduced into the Senate and House within the next two weeks.

The hearings will probably be long drawn-out, and complicated. A big feature of discussion will be the possibility of repeal of the monopoly clause which would permit such a merger as the Western Union, the Radio Corporation of America, the International Telephone and Telegraph Company and the Postal, which is reported only to be awaiting sanction of the U. S. Government. These companies are reported to be operating at an annual waste of \$20,000,000 a year. If such mergers are to be permitted, it is possible the new Communications Commission may be given authority to pass on them.

The hearings are expected for the most part to be concerned with point-to-point communication. Secretary Roper will make a special report to the President on broadcasting, but the recommendations are not expected to be anything startling.

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## CODE SUB-COMMITTEE TO CONSIDER RADIO ARTISTS

John Shepard, III, of Boston, Chairman of the Broadcasters' Code Authority, has appointed a Committee of three to formulate plans whereby the Code Authority may discharge the responsibility imposed by the Code in reference to radio artists. The Committee is composed of Messrs. Shepard, M. R. Runyan, Treasurer of the Columbia Broadcasting System in New York, and James W. Baldwin, of the Code Authority.

The Committee will meet in New York, Wednesday, Dec. 31 with Eddie Dowling, who is himself a radio artist and actor, newly appointed member of the Code Authority. They will also confer with Frank Gilmore of the Actors' Equity Association, John Royal, Vice-President of NBC in charge of programs, and Jules Seebach, who directs Columbia's programs; also with representatives of the independent broadcasting stations. Just how much work is ahead for the committee is not known. It was said if the artists are simply angling for better contracts with the networks, it is one thing, but if it is a case of establishing a definition for professionals and amateur radio performers, it would be quite another. For instance, would a hill-billy be classified as an amateur or a professional?

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The Committee will investigate the hours of labor and the wages of the radio artists. Likewise certain provisions which the Actors' Equity Association urged be adopted, such as minimum fees for each performance, different fees for different classes of stations, prevention of a performer doubling, that is to say, taking more than one part, prevention of free auditions, the prevention of voluntary service, and so on.

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#### STARBUCK'S FATE STILL UNKNOWN

The fate of Commissioner Starbuck, Democrat, of New York, who is up for reappointment next month is apparently still uncertain. Where before it was reported that reappointment was opposed by Senator Robert Wagner, it is now said that while the Senator will not support Starbuck, he will at least remain neutral.

It is believed the President will seek the approval of the Senators from the State of the one appointed, whether it be Starbuck or any of the others thus far mentioned.

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#### WOULD REFUSE WMCA AND WSYR POWER INCREASES

Station WMCA, New York City, applied to the Federal Radio Commission to use 500 watts power additional experimentally, and WSYR, Syracuse, N. Y., asked to increase its power from 250 to 500 watts. George H. Hill, Examiner, in his report recommended that the application of WMCA "be dismissed with prejudice", and he also recommended that the WSYR application be denied.

In connection with the application of WSYR, the Examiner states that the benefit derived from the additional power asked by this station would not warrant the curtailment of the service rendered by WMCA and WKBN, Youngstown, Ohio, and he stated that "a sufficient showing of need for the service requested has not been made by the applicant." When the application of WMCA was called for hearing, the attorney requested permission to withdraw the application.

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## MICHIGAN REPRESENTATIVE RUNS AMUCK ON POLICE RADIO

In debate on the floor of the House, Representative Woodruff, of Michigan, intending to show how far the Federal Government goes in matters, said:

"When the Federal Radio Commission denied the right of Michigan to install a radio system for the use of the police of that State, do you know what Governor Green, of Michigan, did? He installed the radio system without regard to the law or wish of the Federal authorities; the larger cities of the State followed suit; other States did the same thing; until today practically every State is able, through its radio, to communicate with its law-enforcing agents almost instantly, wherever they may be.

"Criminals are apprehended and punished, who, under existing conditions prior to the installation of the police radio would go unpunished. The courageous action of that Michigan Governor was a very decided contribution to the law enforcement in this country. Had Federal authority had its way, this contribution would not have been made."

Although no denial was forthcoming from the Commission and no official there would be quoted, the remarks of Representative Woodruff were characterized as pretty much of a pipe dream. It was said that William M. Brucker, then Attorney General of Michigan, who afterwards succeeded Governor Green, was sent to Washington to confer with the Radio Commission and that the Michigan State system was not established until its allocation had been entirely worked in conformance with the Federal Radio Act. The assertion that other cities in Michigan and "other States did the same thing" was branded as ridiculous.

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## WOULD GIVE KFAC SHULER'S OLD FACILITIES PERMANENTLY

When Rev. Bob Shuler, of Station KGEF, Los Angeles, was ruled off the air, the Commission gave its facilities to KFAC, Los Angeles with which it was sharing time on the 1300 kilocycle frequency. A protest was made by Earle C. Anthony, Inc., licensee of Station KECA, Los Angeles, Calif., who contended that the granting of the application would place an additional obstacle in the way of obtaining additional power for KECA and the competitive facilities in the Los Angeles area would be materially increased.

Examiner George H. Hill, after hearing the case, recommended that the Commission affirm its grant to KFAC of full time on the 1300 kilocycle frequency. He said this would not increase the quota of California or of the Fifth Zone. The Examiner concluded that no substantial evidence was offered in support of the protest of Earle C. Anthony, Inc. (KECA).

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: BUSINESS LETTER NOTES :  
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Alfred J. McCosker, President of the National Association of Broadcasters, and Mrs. McCosker recently sailed on the United Fruit Liner Veragua for a two-weeks Carribean cruise.

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Radio is becoming increasingly popular in the Irish Free State. There are approximately 40,000 radio receiving sets in use in the country, or one to every 75 inhabitants. It is estimated that three battery sets are sold to one electric set. However, with the spread of electric service throughout the country from the Shannon electric power plant, sales of electric sets are now steadily increasing.

British radio sets are the most widely sold in the Irish Free State although several well-known American makes are gaining ground in this market.

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A Pittsburgh man was sentenced to from one month to a year in jail for shooting up his neighbor's radio set because it annoyed him.

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A secret organization is reported in operation consisting of broadcasting employees fighting the Canadian Radio Commission.

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The prize engineering assignment of the National Broadcasting Co. was given to one of the newest members of the company's engineering staff. The assignment was that of operating engineer for Phillips H. Lord (Seth Parker) on his yachting trip around the world, and the lucky engineer was Carey P. Sweeney, who has been with NBC since June, 1933.

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Because the State assessed a fee of \$400 for "vaudeville" WWNC was forced to give up its "Saturday Night Shindig" to which a 10¢ admission fee was charged and dancing allowed without extra charge.

A similar program is now broadcast, managed by Wilbur Morgan, who merely takes out dance-hall license, and pays for time on the air, putting his talent on the bill as part of dance routine.

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In its revised "Study of the Network Broadcast Advertising of the Automotive Industry", which the National Broadcasting Co. recently completed, it was revealed that during 1933 the total through the month of November, according to National Advertising Records, was almost 5% greater than for the entire year of 1932. That is, in the first eleven months of 1933, the industry made greater use of network radio than in any preceding full year. Rather than lessening, motor car manufacturers, in particular, used this advertising medium more than ever before.

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John Elmer, Baltimore broadcaster, enroute to Washington to attend a Code meeting, recently narrowly missed being struck by what evidently was a stray bullet fired through a window of the train upon which he was riding. Several pieces of splintered glass lodged in Elmer's neck.

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Donald Flamm, of WMCA, and Ed Wynn, along with Mayor LaGuardia, were among the speakers at the annual luncheon of the Infants' Home of Brooklyn at the Hotel Astor in New York last week.

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Shareholders of the RCA numbered 287,813 on December 30 last.

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The statement Charles M. Hackett, radio commentator and newspaper, is alleged to have made concerning a liquor conspiracy trial at Wilmington, Del., cost him \$300 when he was adjudged guilty of contempt of court.

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Philip G. Loucks, Managing Director of the National Association of Broadcasters, has been confined to his home in Washington during the past several days by illness. He is recuperating and expects to return to his desk this week.

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Senator Wallace H. White, Jr., President of the American Section of the International Committee on Radio, has called a meeting at the University Club in Washington, on January 29th. Officers will be elected at the meeting, the Nominating Committee including, Lynn M. Lamm, Chairman, Henry A. Bellows, L. G. Caldwell, Laurens E. Whittemore, and Armstrong Perry.

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## RADIO PEOPLE APLENTY AT ALFALFA DINNER

As usual there was a representative attendance of radio notables at the annual dinner of the Alfalfa Club in Washington:

Ralph L. Atlass, of Station WIND, Gary, Ind.; Sosthenes Behn, International Telephone and Telegraph Co.; Thad H. Brown, Radio Commissioner; E. Eugene Buck, President, American Society of Composers; Harry C. Butcher, Manager Station WJSV; Col. Manton Davis, Radio Corporation of America; John W. Guider, National Association of Broadcasters Code Council; James H. Hanley, Radio Commissioner; Elisha Hanson, Radio counsel; Raymond Hubbell, American Society of Compcers; Radio Commissioner Harold A. Lafount; John M. Littlepage and Thomas P. Littlepage, radio counsels; Frank C. Page, International Telephone and Telegraph Co.; Duke M. Patrick, radio counsel; Herbert L. Pettey, Secretary, Radio Commission; Andrew D. Ring, Radio Commission; Eugene O. Sykes, Chairman, Radio Commission; Senator Wallace H. White, and Frank W. Wozencraft, of the Radio Corporation of America were among those present.

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## BROADCAST ADVERTISING IN NOVEMBER INCREASED

Broadcast advertising in November showed further increases in volume over the marked gains experienced during the previous month, the National Association of Broadcasters report. Total radio advertising volume during the month amounted to \$5,985,857.00 and constituted a gain of 4.1% over October revenues. November gross revenues from the sale of advertising time on stations and networks were 51.5% ahead of those of September.

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## JOHN PREFERS BRITISH SYSTEM BUT HANGS ONTO COMMERCIAL

John McCormack, the Irish tenor, though apparently thinking enough of the American system of broadcasting to fill a lucrative commercial radio engagement, as quoted in the New York Times expresses a preference for the British system:

"Radio appears to be in need of new ideas", Mr. McCormack observes in the Times. "Programs are repeated day after day, with slight modifications and under different titles, because good program ideas are scarce." But he contends the broadcasters can find solace in the fact that the motion pictures and stage are in the same predicament. A producer makes a novel picture and others are quick to imitate.

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"In the main, I prefer England's broadcasting to America", said the noted tenor. "The English showmen seem to have discovered the knack of making abstruse subjects clear, interesting, and entertaining. American broadcasters should concentrate on more speakers who devote their talents to presenting interesting topics in a popular style."

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Jan. 23, 1934)

KSOO, Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak., C.P. to move transmitter locally and make changes in equipment; KGIX, J. M. Heaton, Las Vegas, Nev., modification of C.P. to extend completion date to March 1, 1934; WPTF, WPTF Radio Co., Raleigh, N. C., extension of special experimental authority to operate until 8 P.M.PST, not to exceed term beyond Aug. 1, 1934; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., authority to operate from 8:30 to 9:30 P.M. EST, in order to broadcast President's Ball, Jan. 30th; WLBC, Donald A. Burton, Muncie, Ind., authority to operate simultaneously with WTRC from 6:30 to 7:30 P.M. CST, on Feb. 2, 9, 10, 16, 23 and 24, 1934; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate simultaneously on night of Jan. 30th, until end of National broadcast in connection with birthday celebration for President Roosevelt.

Also, KGFW, Central Nebraska Broadcasting Corp., Kearney, Neb., permission to operate to Feb. 1, 1934, without an approved frequency monitor, in order to make repairs; WSYB, Philip Weiss Music Co., Rutland, Vt., special temp. authority to operate from 11 A.M. to 12 noon, EST, Sundays, Feb. 4, 11, 18 and 25, 1934, in order to broadcast local church services; and from 2 to 5 P.M. and 9 to 11 P.M. EST, Feb. 23 and 24, 1934, in order to broadcast football tournament; WOSU, Ohio State University, Columbus, Ohio, special temp. authority to operate from 11 to 11:50 A.M. EST, Jan. 31 and Feb. 1, 1934, provided Station WKBN remains silent.

Also, KFZ, Richard E. Byrd, Main Base, Little America, license, fixed private - pt. to pt. telg. and pt. to pt. telephone service, the frequencies above 3000 kc. and 6650, 6660, 6670, 8820, 8840, 13185, 13200, 13230, 13245, 13260, 17600, 17620, 21575, 21600, 21625 kc., points of communication: primarily with New York, Boston, Buenos Aires, Stations KJTY and WHEW and stations in Little America, license granted for 1 year; Western Wireless, Ltd. Portable and Mobile, 2 C.P.s for general experimental service, frequencies 2398, 3492.5, 5425, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000 kc., 50 watts.

WLXAZ, Westinghouse Electric & Machine Co., Millis, Mass., license for experimental relay broadcasting service, frequency 9570 kc., 10 KW; Mutual Telephone Co.: KHO, Kaunakakai, Hawaii, KHN, Lanai, Hawaii, KHM, Lihue, Hawaii, and at Wailuku, Hawaii, modification and renewal of licenses in accordance with existing license, modification to make changes in equipment.

Also, the following renewals granted: WHR, American Radio News Corp., Carlstadt, N. J., KUP, Examiner Printing Co., San Francisco, Cal., and WHD, the New York Times Co., New York City, renewal of Mobile Press station licenses, in exact conformity with existing licenses; KFT, Pacific Communication Co., Everett, Wash., renewal of Public Coastal Telg. station license, public coastal serv.; WPC, Bethlehem Shipbuilding Corp., Ltd., Quincy, Mass., renewal of coastal telg. station license for private coastal service in exact conformity with existing license.

#### Ratifications

Action taken Jan. 17: KJET, Mackay Radio & Telg. Co., San Francisco, Cal., granted 60 day authority to operate 500 watt transmitter aboard vessel "Capt. A. F. Lucas", frequency range 375 to 500 kc.; Action taken Jan. 18: WMCE, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate ET-3674R which replaces ET-3674, aboard "Malolo"; Action taken January 19: WDFM, Mackay Radio & Telg. Co., New York, granted 60 day authority to operate 50 watt transmitter aboard vessel "Vamarie", pending receipt and action on formal application, frequency range 375 to 500 kc; KDQF, Same Co., granted 60 day authority to operate 1 KW spark transmitter and 2 KW transmitter aboard vessel "Jeff Davis", pending receipt and action on formal application; Action taken Jan. 20: WHET, Troy Broadcasting Co., Troy, Ala., granted special temporary authority to operate from 7 to 9 CST, Jan. 29, 1934.

January 23, 1934 - KICK, Red Oak Radio Corp., Carter Lake, Ia., the Commission reconsidered and granted application for construction permit to move station from Carter Lake to Davenport, make changes in equipment, change frequency from 1420 to 1370 kc., and change call letters to WOC; also granted voluntary assignment of license to The Palmer School of Chiropractic.

#### Oral Argument Before Commission En Banc

The Commission will hear oral argument on Feb. 7 on Ex. Rep. No. 524, the application of Wyoming Broadcasting Co., Cheyenne, for C.P. for a new station to operate on 780 kc., 500 w. night, 1 KW LS, unlimited time.

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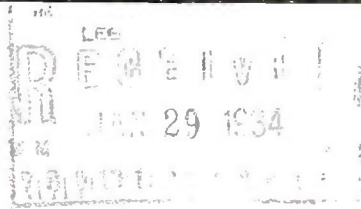


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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No. 692

*Handwritten notes and signatures in red ink at the bottom left of the page.*

## RELIGIOUS DISCRIMINATION COMPLAINTS SWAMP CONGRESS

Members of Congress have been deluged with complaints from members of the church of Judge Rutherford protesting against alleged refusal of the major networks to sell time for a religious program. A petition from the District of Columbia addressed to Representative Mary T. Norton, of New Jersey, Chairman of the District Committee, carried the signatures of 20,000 Washington residents. Representative Wesley Lloyd, of Tacoma, Wash., received the same kind of a petition from 30,000 citizens of Tacoma.

A formal protest was made in the House by Representative J. Howard Swick, of Beaver Falls, Pa., who said:

"I have today filed the following petition, bearing the names of 10,264 residents of my district, divided as follows: Beaver County, 4,769; Lawrence County, 3,242, and Butler County, 2,253. The petition was accompanied by a letter of transmittal from the Honorable George T. Weingartner, of New Castle, Pa.

"To the Congress of the United States of America, greetings:

"We, undersigned people of the United States of America, capable of determining for ourselves what we wish to hear broadcast by radio without censorship by the clergy or anyone else, hereby protest to the Congress against certain wrongful interference with our rights.

"The Radio Act provides, as we understand, for the broadcasting of that which is in the public interest.

"The message of the true God, Jehovah, as expressed by Him in the prophecies of His Word (the Bible), and as now being given to the people of this Nation by Judge Rutherford and others of Jehovah's Witnesses is of interest to us. When broadcast, it is convenient for us to hear it in our homes and is necessary for our welfare. We are entitled to hear and desire to hear that message. We disapprove of every attempt to prevent our hearing it broadcast.

"The National Broadcasting Co., the Columbia Broadcasting System, the Roman Catholic hierarchy, and others have wrongfully, by threats, coercion, and other improper influence, prevented many stations from broadcasting this message of truth, thus depriving stations of legitimate income and depriving millions of American citizens of the privilege of hearing what they wish to hear, and against this wrongful action we vigorously protest.

"Exercising the right guaranteed to us by the Constitution of the United States, we therefore respectfully petition the Congress to act at once to safeguard the inherent rights of the American people relative to the radio."

To which the Chairman of the House replied:

"I understand that similar petitions have been received by several Members of this House, all of them bearing the signatures of thousands of American citizens. We have heard similar charges of censorship made against the radio companies on the floor by members of this House. It is certainly evident that something is wrong; we cannot ignore such charges. Each of these petitions have been referred to the House Committee on Merchant Marine, Radio, and Fisheries. I hope the chairman of that committee will recognize the rights of these petitioners and conduct an investigation of the charges, and if these conditions prevail, that legislation is forthcoming that will correct them.

"I would be derelict indeed if I failed to present a matter of sufficient importance to have received the signatures of more than 10,000 residents of my district to this Congress. It is of importance to all concerned that this matter be thoroughly investigated at a very early date."

Representative Beedy, of Portland, Me., presented a similar petition from Jennie Grant and 4000 other citizens; Representative Alfred F. Beiter, of Williamsville, N. Y., a petition signed by some 7,000 citizens of Erie County, N. Y.; Representative Culkin, of Oswego, N. Y., a petition for 4,339 citizens; Representative Lamneck, of Columbus, O., 14,490 citizens of Columbus; and Representative Charles D. Millard, of Tarrytown, N. Y., a petition from 6,000 persons. Representative Doutrich, of Pennsylvania, likewise received several petitions.

All protests were referred to the House Committee on Merchant Marine, Radio and Fisheries, of which Representative Bland of Virginia, is Chairman.

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#### BELLOWS-PILLSBURY ENGAGEMENT ANNOUNCED

Mr. and Mrs. Henry Adams Bellows have announced the engagement of their daughter, Eleanor, to Philip Winston Pillsbury, son of Mr. and Mrs. Charles Stinson Pillsbury, of Minneapolis.

Mr. Bellows, who developed Station WCCO, in Minneapolis, is Vice-President of the Columbia Broadcasting System in Washington. Charles Stinson Pillsbury is Vice-President of the nationally known Pillsbury Flour Mills Co.

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## FRANCE HONORS ALFRED H. MORTON WITH LEGION CROSS

In recognition of his services in assisting France in the development of its radio system when he was European representative of the RCA, the French Government awarded Alfred H. Morton, now of the NBC, the Cross of the Legion of Honor. The presentation took place at the French Embassy in Washington and was bestowed by Andre de Laboulaye, who thanked Mr. Morton for his counsel to France when they were formulating their radio policies.

Things were in a chaotic state, insofar as radio was concerned, when Mr. Morton went to Paris about four years ago. Not only was his advice sought with regard to point-to-point communication and broadcasting, but also as to the manufacture of receiving sets.

Because of the fact that Mr. Morton had formerly lived in the Capital, in fact as Superintendent of the RCA in Washington in 1923 had built Station WRC, Frank W. Russell, Vice-President of the NBC gave a luncheon for him at the Hotel Willard prior to the presentation of the Legion of Honor decoration.

Those present were Vincent F. Callahan, Assistant to Mr. Russell; F. P. Guthrie, District Manager of the R.C.A., who succeeded Mr. Morton in Washington; Major Joseph T. Clement of the RCA Victor Company; C. E. Pfautz, Manager RCA Central Frequency Bureau; Richard A. Ford, RCA counsel; James E. Chinn, Radio Editor, Washington Star; Dick Tennelly, Radio Editor, Washington News, and Martin Codel, publisher of Broadcasting Magazine.

During the luncheon, Major Clement, who also has the distinction of being a French Legionnaire, caused quite a laugh by telling about the American newly arrived in Paris who said, "I notice a good many people here wearing little ribbons in their buttonholes." Not knowing that the ribbon was the Legion of Honor insignia, but evidently all ready to put a ribbon into his buttonhole too, the visitor concluded by asking Clement, "Is that the thing to do?"

Mr. Morton, who was recently appointed Business Manager of the Program Department of the NBC in New York, left Washington in 1923 when he became Assistant Commercial Manager of the RCA in New York, assistant to the late Col. Samuel Reber. Mr. Morton succeeded as European Manager of RCA, Col. Henry L. Roosevelt, who is now Assistant Secretary of the Navy.

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## TO APPLY RADIO TO AERONAUTICAL TELETYPEWRITER OPERATION

Organization of a committee of radio experts to study the practicability of utilizing radio for the operation of the nation-wide network of Department of Commerce aeronautical teletypewriter circuits, was announced by Rex Martin, Assistant Director of Aeronautics of the Department in charge of air navigation.

The committee is as follows: Mr. Martin, Chairman; Paul Goldsboro, President Aeronautical Radio, Inc., Washington; W. H. G. Finch, Secretary and Chief Engineer, American Radio News, New York; Eugene Sibley, Chief Communications Section, and W. E. Jackson, Chief Radio Section, Aeronautics Branch, Department of Commerce.

The 13,000 miles of leased land-wires that comprise the Department of Commerce aeronautical teletypewriter system throughout the United States are for the dissemination of hourly weather reports along the airways and for the transmission of weather maps every four hours. The hourly weather reports are broadcast to airmen in flight through Commerce Department airway radio stations.

If the committee headed by Mr. Martin finds it can apply radio to the operation of the teletypewriter machines on the airways, this will result in a substantial saving to the Government through the elimination of the leased land-wires. The Department's airway radio stations and corps of trained radio operators would take over the radio phases of teletypewriter operation.

The Committee plans a trial installation of radio-operated teletypewriters between Newark, N. J., and Washington, D. C., which will parallel the land-wire circuit already in operation. Both the hourly weather reports and the weather maps will be transmitted over the experimental circuit and an excellent opportunity of comparison between the two methods will be available. In connection with plans for this installation, Joseph Hromada, a Department of Commerce radio expert now on duty in Chicago, has been ordered to Washington.

Mr. Sibley will be in charge of the traffic phase of the experiment and Mr. Jackson will deal with the technical radio aspects. Mr. Finch will contribute experience already obtained by the American Radio News in transmitting press dispatches by radio-teletypewriter between New York and Chicago, and Mr. Goldsboro, who coordinates the radio activities of the scheduled airlines, will advise with the committee in this regard.

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## TWO NEW CONGRESSIONAL RADIO COMMITTEE MEMBERS

Representatives A. H. Carmichael, of Alabama, and David D. Terry, of Arkansas, have been added to the Merchant Marine, Radio and Fisheries Committee. The other members of the Committee now are:

Messrs. Schuyler Otis Bland, Chairman, of Virginia; George W. Lindsay, of New York; Oscar L. Auf der Heide, of New Jersey; William I. Sirovich, of New York; Robert Ramspeck, of Georgia; Ambrose J. Kennedy, of Maryland; Charles N. Crosby, of Pennsylvania; Albert C. Willford, of Iowa; Monrad C. Wallgren, of Washington; John Y. Brown, of Kentucky; Edward C. Moran, Jr., of Maine; William B. Umstead, of North Carolina; Francis E. Walter, of Pennsylvania; Joe H. Eagle, of Texas; Frederick R. Lehlbach, of New Jersey; Frank R. Reid, of Illinois; Charles L. Gifford, of Massachusetts; Richard J. Welch, of California; Francis D. Culkin, of New York; George W. Edmonds, of Pennsylvania; Lincoln L. McCandless, of Hawaii, and Anthony J. Dimond, of Alaska.

The Interstate Commerce Committee, which has charge of radio control legislation in the Senate is as follows:

Messrs. Clarence C. Dill, of Washington, Chairman; Ellison D. Smith, of South Carolina; Burton K. Wheeler, of Montana; Robert F. Wagner, of New York; Alben W. Barkley, of Kentucky; Matthew M. Neely, of West Virginia; William H. Dieterich, of Illinois; Lonergan, Augustine, of Connecticut; Huey P. Long, of Louisiana; Fred H. Brown, of New Hampshire; William H. Thompson, of Nebraska; James Couzens, of Michigan; Simeon D. Fess, of Ohio; Jesse H. Metcalf, of Rhode Island; Hamilton F. Kean, of New Jersey; Daniel O. Hastings, of Delaware; Henry D. Hatfield, of West Virginia; Wallace H. White, Jr., of Maine, and Carl Hatch, Mexico.

There is one vacancy on the Committee yet to be filled.

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## FREE ADMISSION TO RADIO BROADCASTS IS PROTESTED

The Legitimate Theater Code Authority, meeting in the offices of the League of New York Theaters in New York recently, made a formal protest to Sol A. Rosenblatt, Division Administrator of the N.R.A. for the amusement industry, against the practice of radio companies of admitting audiences free of charge to radio broadcasts, terming it unfair competition against the legitimate theater. The Code Authority took the view that free admission to radio broadcasts, with stars familiar to both motion picture and legitimate theater followers, was not consistent with the spirit of the N.R.A. in that in one industry there was no charge for seeing the efforts of entertainers and in the other a charge was necessary to meet overhead expenses.

The protest is believed to have been occasioned by the recent announcement of the Columbia Broadcasting Company that it would open the Hudson Theater in New York as the Radio Playhouse with admission to broadcasts there either by invitation or ticket, but in both cases without charge. The Columbia Broadcasting Company said that it had no comment to make upon the protest of the Code Authority.

As a means of working out some sort of an agreement, the Code Authority appointed a committee to confer with the Motion Picture Code Authority and the Radio Code Authority. The committee is composed of Marcus Hyman, of the National Association of Legitimate Theater Managers; Frank Gillmore, President of the Actors' Equity, and William C. Elliot, Chairman of the National Alliance of Theatrical Stage Hand Employees and Motion Picture Machine Operators. William P. Farnsworth, assistant to Mr. Rosenblatt, attended the meeting and was appointed an ex-officio member of the committee. Dr. Henry Moskowitz, director of the League, presided.

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#### PATTERSON GETS CLEAN BILL IN WELFARE ISLAND EXPOSE

One man came out of the shocking expose of conditions at Welfare Island in New York City with flying colors, and that was Richard C. Patterson, Jr., former New York City Commissioner of Correction and now ranking Vice-President of the National Broadcasting Company. Gangster domination began after Mr. Patterson resigned as Commissioner of Correction, according to a statement issued by E. R. Cass, of the Prison Association of New York.

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#### ADVISES LA GUARDIA TO PRACTICE UP ON RADIO

The following suggestion is made to the Mayor of New York by Alva Johnston, in the Saturday Evening Post:

"If La Guardia is to gain a national hearing, he will probably have to polish up his radio delivery. He can express himself forcibly and clearly, but he has a raspy voice which changes into a falsetto when he grows fierce or sarcastic. On the air he loses the effect of his tremendous grimaces, his rustled hair, Napoleonic head and windmilling arms, for he is an orator of the color-and-action school."

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## DILL SAYS COMMUNICATIONS COMMISSION COMES BEFORE MERGER

Commenting upon reports from New York that a merger of the Western Union, Radio Corporation of America and the International Telephone and Telegraph Company is simply awaiting sanction of the United States Government, Senator Dill, Chairman of the Senate Interstate Commerce Committee, intimated it might have to wait sometime.

"All those New York fellows seem to think about is the merger. It is a case of stocks and bonds, you know!", Senator Dill said. "They don't care anything about a Communications Commission or the control of radio, telephone or telegraph - all they want is governmental sanction to merge.

"However, the creation of a Communications Commission is the important thing and that comes first. The Interstate Commerce Commission was in existence years before any merger was considered. Our initial task is the Communications Commission and the bill we are now at work on will have no proviso in it for a merger. We have not discussed any merger and have no agreement upon one.

"It is possible the merger proposition may be brought up at the hearings on the Communications Bill but in the meantime, it will have to ride along awhile. The only way to control rates is through competition. Owen D. Young's merger several years ago which wasn't as big as this one fell down because there is no way to control rates at the other end of the line."

Senator Dill said he believed the Communications Bill would be ready to introduce in about two or three weeks. Drafting clerks are now going through the Interstate Commerce Act and pasting up such sections as apply to the radio, cable and telegraph. For this reason the bill in its original draft may run over 100 pages but this will be considerably boiled down with later revision.

President Roosevelt has referred the report of the Interdepartmental Communications Committee, of which Secretary Roper is Chairman, to Senator Dill for his guidance in writing the Communications Bill, also to Representative Sam Rayburn, Chairman of the House Interstate and Foreign Commerce Committee. The President said that it should be clearly understood that the Communications report was not an Administration proposal or policy.

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## LIQUOR ADVERTISING HAS COMMISSION GUESSING

How to rule in the case of advertising hard liquor over the radio has had the Federal Radio Commission stumped for some time. It is invariably intimated that something may be done about it "at the next meeting", but the "next meeting" comes and goes and the hard liquor advertising policy is as much of a mystery as ever. It is definitely known that the Commission has discussed the question at several meetings but it is just as definitely known that they haven't come anywhere near to reaching an agreement.

One theory is that they never will and that rather than attempt to lay down a definite policy, they will let the consciences of the radio stations be their own guides, and then if complaints come in, the Commission will act upon them. "Wait for complaints" - maybe that will be the Commission's hard liquor advertising policy.

"I think if a radio station chooses to advertise liquor the danger of a comeback will not be so much from the Radio Commission as from the audience of the station", said an official attached to the Commission. "You noticed when William S. Paley, President of Columbia, turned thumbs down on liquor advertising. That meant he thought his radio audience wouldn't stand for it and I think his deduction was 100 per cent correct.

"I heard a man say the other day, 'I drink, I enjoy drinking, but I'll be blessed if I want any liquor ads to be coming in over the radio where my daughter will hear them. When they begin broadcasting liquor advertising, I am going to throw my radio set out.'"

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## KILLEEN MENTIONED AS FAVORITE IN COMMISSIONERSHIP

It was learned on good authority that John F. Killeen, of New York City, has the inside track as successor to Commissioner W. D. L. Starbuck, of the Eastern Zone, whose term expires February 23rd. Mr. Killeen, a Democrat, was an assistant to National Chairman Farley in the Roosevelt campaign. He is the publisher of the "Jeffersonian", a New York State political magazine, and supported Joseph V. McKee in the New York mayoralty campaign.

Mr. Killeen is about 50 years old. What his radio qualifications are, deponent sayeth not.

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## SCHUETTE SUCCESSFUL IN ALUMINUM TRUST EFFORTS

The Aluminum Company of America, described by Attorney General Cummings as a "100 per cent monopoly" in the production of aluminum, is being re-investigated by the Department of Justice at the request of Oswald F. Schuette, whose work in the radio industry is well known.

Coincidentally with this, the Attorney General announced that the inquiry into the income tax affairs of Andrew Mellon, former Secretary of the Treasury, was nearly complete.

Mr. Schuette has been on the trail of the so-called "Aluminum Trust" for several years.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted  
(Jan. 26, 1934)

WAVE, WAVE, Inc., Louisville, Ky., license covering move of station from Hopkinsville to Louisville, Ky., 940 kc., 1 KW, unlimited time; KGBX, KGBX, Inc., Springfield, Mo., C.P. to install new equipment; WAAT, Bremer Broadcasting Corp., Jersey City, N.J. modification of C.P. to move transmitter locally in Jersey City, extend commencement and completion dates from Oct. 30, 1933, to Feb. 1, 1934, and from Feb. 1, 1934 to May 1, 1934, respectively; WJEM, Britt A. Rogers, Jr., Tupelo, Miss., modification of C.P. to extend commencement date to Feb. 1, 1934, and completion date to May 1, 1934; WOAI, Southern Industries, Inc., San Antonio, Tex., modification of license to change name to Southland Industries, Inc.; WJZ, National Broadcasting Co., Inc., New York City, extension of special experimental authorization to operate with 50 KW for next 6 months; KQV, KQV Broadcasting Co., Pittsburgh, Pa., authority to operate simultaneously with Station WSMK, Jan. 30, from 10 P.M. to 1 A.M. EST, in order to broadcast President's birthday program; Feb. 1, 5, 13, 17, 21, 1934, from 10 to 11 P.M. EST in order to continue broadcast of LaCrosse game, Feb. 2 and 22, 1934, from 10 P.M. to 12 midnight EST, in order to broadcast boxing matches.

Also, KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate night of Jan. 30 in order to broadcast President's birthday program; WTRC, The Truth Publishing Co., Inc., Elkhart, Ind., authority to operate from 7:30 P.M. to 1 A.M. Jan. 30 in order to broadcast President's birthday program; WTIC, Travelers Broadcasting Service Corp., Hartford, Conn., authority to change frequency from 1060 kc. to 1040 kc., and operate simultaneously with KRLD, for purpose of securing evidence for hearing on Feb. 14th on applications of WBAL, KTHS, WTIC and KRLD, to make certain changes in the frequency and operate simultaneously; WSBC,

WSBC, Inc., Chicago, Ill., C.P. to make changes in equipment; WMBH, M. M. Robertson, Joplin, Mo., special temporary authority to operate specified hours Feb. 3, 10, 17 and 24, and Feb. 4, 11, 18 and 25; also on Jan. 30; WFDV, Rome Broadcasting Corp., Rome, Ga., special temporary authority to operate from 9 P.M. to 12 midnight, CST, Jan. 30 in order to broadcast President's birthday program; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., special temporary authority to operate specified hours Feb. 1, 2, 3, 5, 8, 9, 11, 15, 16, 20, 22, 23 and 27, 1934; and Feb. 1, 2, and 3; KFDY, So. Dak. State College, Brookings, S. Dak., special temporary authority to operate specified hours Jan. 29 and Feb. 5, also Feb. 2, 1934 and Feb. 8, also Feb. 3, 10, 17 and 24; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate specified hours Feb. 3, 10, 17 and 24, 1934, provided KFDY remains silent; KGKB, E. Texas Broadcasting Co., Tyler, Tex., special temporary authority to operate from 10 to 11 P.M. CST, Feb. 1, 1934, and from 9 to 11 P.M. CST, Feb. 5, 8, 12, 15, 19, 22 and 26, 1934; WSVS, Seneca Vocational High School Buffalo, N. Y., special temporary authority to operate from 8:15 to 9 P.M. EST, Feb. 5, 19 and 26, 1934.

Also, RCA Communications, Inc.: WEM, New York City modification of license of Station WEM at Rocky Point, N. Y., KET, Bolinas, Cal, and KQR, Kahuku, Hawaii, to add Little America as a new point of communication to keep in touch with the Byrd expedition; WEM, Rocky Point, N. Y., special authority to use fixed public service Station WEM at Rocky Point, for the purpose of communicating with ship telephone station KNRA aboard Schooner "SETH PARKER" for a period of 90 days, in order to facilitate reception of program material from the "Seth Parker" for delivery to the studios of NBC; Victor Henry Tonjes, Portable, general experimental C.P. 30100 and 33100 kc., 10 watts, portable - Berkeley, Cal.; Elmer L. Brown: New, at Oakland, Cal., general experimental C.P., frequencies 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000 kc., 401000 kc. and above, 15 watts; New, Portable & Mobile, same except power 2 watts (two applications); Also, New, same except 15 watts power;

National Broadcasting Co., Inc., Portable & Mobile, 2 C.P.s, general experimental service, frequencies 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000, 401000 kc. and above, 15 watts; also granted licenses covering same; W3XI, Carnegie Institution of Washington, Dept. of Research in Terrestrial Magnetism, Kensington, Md., General experimental license, frequencies 1594, 2398, 3492, 4797, 6425, 8655, 12862, 17310, 23100, 27100 and 41000 kc., 500 watts; W1XH, New England Tel. & Tel. Co., Boston, Mass., modification of license to add the frequency 2322 kc.; WIEF, Miami Broadcasting Co., Inc., portable & Mobile, modification of temporary broadcast pickup license to change frequency from 2342 to 1622, and 2150 kc.; W2XEO, Township of Teaneck, Teaneck, N. J., modification of C.P. to change type of equipment, change power from 15 to 50 watts, and change frequencies from 41000 to 30100, 33100, 37100, 40100 kc., also license covering same; KLN, Mutual Tel. Co., Hilo, Hawaii, renewal of license in accordance with existing license except as to description of transmitter.

Also, American Telephone and Telegraph Co.: WOO, Long Lines Dept., Ocean Gate, N. J., modification of license to change emission from A3 only to: Primarily A3; secondarily A1 or A2 for test purposes or the exchange of service messages; also renewal of license in exact accordance with existing license; Also same as latter grant to WOY, Lawrenceville, N. J.; W2XR, Radio Pictures, Inc., New York City, extension of special temporary authority to May 1, 1934, covering use of frequency band 1600-1700 kc. for visual broadcasting transmission; Henry B. Harris, on an Aircraft, extension of special operating privilege to operate his amateur station aboard aircraft, for period up to June 1, 1934.

#### Action On Examiner's Report

KECA, Earle C. Anthony, Inc., Los Angeles, Cal., denied modification of license to change frequency from 1430 to 780 kc., the facilities of KTM and KELW, sustaining Examiner Ralph L. Walker; KFBK, Jas. McClatchy Co., Sacramento, Cal., denied C.P. to change frequency from 1310 to 1430 kc. and to increase power from 100 to 500 watts, sustaining Examiner Walker; New, Don Lee Broadcasting System, Redlands, Cal., denied C.P. for a new station to operate on 780 kc., 500 watts, unlimited time, facilities of KTM and KELW, reversing Examiner Walker; KTM, Pickwick Broadcasting Corp., Los Angeles, Cal., renewal of license granted on 780 kc., 500 watts day, 1 KW, LS, sharing with KELW, reversing Examiner Walker; also granted authority to voluntarily assign the license to The Evening Herald Publishing Company; KELW, Magnolia Park Ltd., Burbank, Cal., granted renewal of license to operate on 780 kc., 500 watts, sharing time with KTM; also granted authority to voluntarily assign license to The Evening Herald Publishing Company; reversing Examiner Walker.

#### Ratifications

Action taken Jan. 20: WBDB, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate 200 watt transmitter aboard vessel "American Farmer", frequency range 2000 to 17100 kc.; KFKP, Mackay Radio & Telg. Co., Inc., New York, granted 60 day authority to operate aboard vessel "Cities Service Boston", pending action on formal application, frequencies 375 to 600 kc.; Action taken Jan. 22: WADT, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate 50 watt emergency transmitter aboard vessel "Santa Cecilia", pending receipt and action on formal application; Action taken Jan. 23: KJJT, Mackay Radio & Telegraph Co., New York, granted 60 day authority to operate 2 KW spark transmitter aboard vessel "EXMINISTER" pending receipt and action on formal application; KIFS, KFJI Broadcasters, Inc., Klamath Falls, Ore., granted authority to use station KIFS Jan. 30, in connection with President's birthday program; WPTF, WPTF Radio Co., Raleigh, N. C., granted special temporary authority to operate a 50-watt composite transmitter for purpose of making field intensity measurements in vicinity of Raleigh, N.C. for period of 2 weeks from 1 to 6 A. M. EST.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



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No. 693

*[Handwritten signatures and initials at the bottom of the page]*

January 30, 1934.

## COMMUNICATIONS COMMITTEE URGES PRIVATE OWNERSHIP

The Interdepartmental Committee whose recommendations to President Roosevelt have just been forwarded to Senator Dill, Chairman of the Interstate Commerce Committee, and to Representative Rayburn, of the House Interstate and Foreign Commerce Committee for their guidance in drafting the new Communications Commission bills, believes that communication companies should be privately owned and operated, at least for the present. The report confines itself to point-to-point communication and makes no mention of broadcasting. Representative Rayburn said he was preparing to introduce his bill despite the prediction of Speaker Rainey that no Communications measure would pass this session. President Roosevelt in transmitting the recommendations said he would be glad to discuss them with House and Senate Committee members at the proper time.

A new executive agency or commission would be created, under the recommendations, for the regulation of telegraph, telephone and radio. The Interstate Commerce Commission, it was pointed out, is now partially vested with such powers, but is too burdened with regulation of transportation supervision to undertake such a vast control.

"When the Radio Act was passed, Congress was alive to foreign domination", the Interdepartmental Committee reported, "and went to great length to prevent foreign influence from entering our communication system. They were unsuccessful, to some extent, as a loophole in the law permits a foreign-dominated holding company to own United States communication companies. This flaw in the law has already been utilized for that very purpose, and one member of the Committee strongly advises that now is the time to remedy the defect. He is of the opinion that all the communication companies of the United States and its possessions and their holding companies should be privately owned by American stockholders, operated and controlled by American directors, officials, and personnel."

One member believes that the Radio Corporation of America or any other independent radio company would hesitate to enter the domestic field against the Western Union and Postal Telegraph Cable Co. under present conditions. However, if Western Union and Postal Telegraph should merge, he feels that it would be necessary to permit a radiotelegraph company to enter the domestic field in order to preserve for the public the benefits of the cheaper rates and better service which competition engenders, in addition to furnishing more direct international communication.

In nations of great area such as Brazil, Russia and China, which could not afford landline structures like the more compact nations, radio is already being applied to connect large

cities because of low costs of installation and operation, greatly to the public advantage.

The Committee realizes that the country's technical communication facilities are as good as those of any other country but it is of the opinion that they are not of the greatest possible use to the people under the present conditions, particularly as regards organization, extent, and rates.

There is no existing communication policy for the development of improvement of our national communication facilities nor one single office in Washington to which all communication problems can be referred. The Committee believes that the communication service so far as Congressional action is involved should be regulated by a single body.

From the legal, engineering, and public service standpoints, it appears that the Government's regulation of private communications should be administered either by a Communications Commission of a quasi-judicial character, or placed directly under the jurisdiction of a Cabinet officer. In the event of the latter, there should be established a Board of Communication Appeals whose function would be limited to issues involving equity. In either event, all interested parties should have recourse to a Federal court in the District of Columbia for the purpose of appealing adverse decisions.

The Committee recommends a National Communications Advisory Council consisting of representatives of the Army, Navy and other Governmental agencies.

The majority of the Committee believe permission to merge, the same as telephone companies do with the approval of the Interstate Commerce Commission, should be extended to all communication companies, while one member believes that "the same provisions should be extended to wire and cable telegraph companies and to radio telegraph companies in such manner that radio may have the opportunity to compete with wire and cable in both international and domestic telegraph fields."

Particular reference was made to the Radio Corporation, which was declared "seriously handicapped" because it is forced to depend on wire telegraph system offices for the picking up of messages.

One compelling reason, according to the report, which dictates a monopoly of communications in France and Germany, for instance, is the necessity for rapid and immediate mobilization in case of war. Those countries are so situated adjacent to each other and their relations are such that they must be instantly prepared for a major war. A few hours' delay in a mobilization order may have terrific consequences. The Navy is the first line of defense for this country. Mobilization of land forces can proceed at a slower pace without disaster. France and Germany must rely for immediate action at the outbreak of war on their domestic

wire systems. The United States must rely on her radio communication with the fleet and merchant marine.

"The British merger of her cable and radio companies has not been a financial success", the Committee reports. "More serious than this, the radio companies which joined the merger appear to have suffered disproportionately due to the fact that the cable interests have been protected to the disadvantage of radio. The technical development of radio in the United States, where it is not merged with cable and wire interests, stands ahead of that of Great Britain and to sacrifice this position would be a serious mistake."

The subject of rates is one properly for consideration and control by the proposed Communications Commission, the Committee believes.

There stand out in the Interdepartmental Committee's study the following:

- (1) Continuation of private ownership and operation of communications;
- (2) Government regulation of such ownership and operation by one agency, whether an independent commission or a bureau in an executive department;
- (3) Some further extension of permission to merge existing companies under the supervision of a regulatory body; and
- (4) A disagreement as to the extent of the elimination of competition.

A supplementary statement which David Sarnoff made to President Roosevelt with regard to the communications situation was appended to the Interdepartmental report when the President transmitted it to Senator Dill, Chairman of the Interstate Commerce Committee. However, Mr. Sarnoff's statement was not included when the report was printed by the Senate Interstate Commerce Committee.

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"FALSE", SAYS MULLEN OF LOBBYIST CHARGE

There was a quick denial on the part of Arthur F. Mullen, Democratic National Committeeman from Nebraska, of an allegation made by Dwight Griswold, of the same State, that Mullen, a conspicuous Roosevelt campaign supporter, was employed as a Radio Corporation lawyer and lobbyist after he had secured the appointment of his law partner, James H. Hanley, of Omaha, as a member of the Federal Radio Commission. Griswold, a Republican, sought the nomination as Governor of Nebraska.



Mullen denied that he was employed by the Radio Corporation and furthermore that Hanley had ever been his law partner. Mullen at one time was mentioned for Radio Commissioner, later was talked of for Attorney General and finally was said to have been offered a Federal judgeship. He has been represented in the news columns of late as being one of those who was reluctant to obey the Administration's order that members of the Democratic National Committee shall not practice law in the Government departments.

One of Griswold's allegations was that Commissioner Hanley had no special radio qualifications and that his appointment was purely political. This, if true, would not make Hanley conspicuous on the Commission as it probably could be proved that the appointment of each and every member of the Commission, including its secretary, has been purely political. Knowledge of radio has admittedly played a small part in the appointments.

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#### RECOMMENDS RENEWING KWEA LICENSE

The Ark-La-Tex Radio Corporation applied to the Federal Radio Commission for authority to construct a new broadcasting station at Shreveport, La., to use 1210 kilocycles; KWEA; Shreveport, asked for license renewal and the same station asked for consent to voluntarily assign its license to the International Broadcasting Corporation.

George H. Hill, Examiner, in his report last week recommended that the application of the Ark-La-Tex Radio Corporation be denied as in cases of default, that the Commission affirm its grant to the station to assign its license to the International Broadcasting Corporation and that its license be renewed.

The Examiner states that Ark-La-Tex Radio Corporation failed to offer any testimony in support of its application for a construction permit and that this "removes any interest that the application might have in the subject matter."

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#### SAYS NBC WAS FORCED TO CHARGE RADIO CITY ADMISSION

It was contended by a radio official in Washington recently that the National Broadcasting Company was virtually forced to charge admission to the New York studios.

"If they hadn't, they would have been swamped by the number of visitors", he said.

This seems to be borne out by the fact that the week-end before last nearly 5,000 persons went through the NBC headquarters in New York City. On Saturday, 2,138 made the tour, and the following Sunday 2,438, making a two-day total of 4,576. At the 40 cent admission charge, this would have been \$1,830.40.

"Of course all these didn't pay", the Washington observer remarked. "Advertising clients and their friends and others were admitted free. Nevertheless, the paid admission requirement is proving to be a check on the crowds and one which I believe is quite necessary."

It has been estimated from another source that the aggregate attendance at the radio broadcasts in New York City are now something like 20,000 to 25,000 a week.

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#### ALLEGES ROOSEVELT SHUT OFF IN CAMPAIGN

Writing in the February issue of the Forum magazine under the caption, "Radio Needs A Revolution", Eddie Dowling, recently appointed Government representative on the Broadcasters' Code Authority makes several charges against broadcasters.

"I was not able to forget that those behind the scenes in radio had been distinctly unfriendly to Mr. Roosevelt throughout the campaign", Dowling writes. "Twice he was shut off the air in the midst of an address. Democratic campaign songs and the efforts of stage and screen sources on behalf of the Democratic Party were treated with marked contempt. Political commentators allied with the networks were strong in support of another candidate; peculiarly enough the radio monopoly had been erected and barricaded through three Republican administrations."

"Late in the campaign, in fact, but a few days before election, the networks decided the country was to have a new president... A new policy came into existence... I (Dowling) was offered a vice presidency with a prominent radio chain, profitable contracts on sponsored programs."

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#### PRESIDENT PRESENTS 2ND DIVISION MEDALS

Gen. James G. Harbord, Gen. Omar Bundy, and Gen. John A. Lejeune were presented 2nd Division medals by the President. Mr. Roosevelt told the Generals he regarded the 2nd Division as his own. He reviewed this division in France when Assistant Secretary of the Navy.

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## SAYS RADIO-CABLE COMPETITION SAVED PEOPLE \$10,000,000

Reductions in cable rates caused by radio competition saved the public at least \$10,000,000 in the past ten years, Senator C. C. Dill, Chairman of the Interstate Commerce Committee, told the American section of the International Committee on Radio.

Senator Dill, apparently opposing the proposed RCA-I.T. & T.-Western Union merger at the present time, said he believed it was the first business of Congress to set up a Communications Commission and that the matter of mergers could be attended to later. The Senator said he wouldn't want to be understood as being opposed to all mergers but in his opinion the easiest way to control rates was by competition between cable and radio. The speaker believed it might be possible to control rates by a Communications Commission within this country but did not think a Commission could control rates at the other end of an international circuit. He thought competition took care of that automatically but that a Commission would have trouble in regulating it. Senator Dill paid tribute to the Radio Corporation of America for what he said was their effective work in competition with cables.

Representative Bland, of Virginia, Chairman of the House Committee on Merchant Marine and Radio praised the work of Judge E. O. Sykes, Chairman of the American delegation at Mexico City. He spoke of the satisfactory manner in which the Judge conducted things at the Conference. Dr. C. B. Jolliffe, Chief Engineer at the Radio Commission, also gave some first hand impressions of the Mexican Conference.

A slate of officers proposed by Lynne M. Lamm, Chairman of the Nominating Committee of the American Section of the International Committee was elected as follows: Senator Wallace White, of Maine, re-elected President; John W. Guider, Vice-President; Howard S. LeRoy, Treasurer, and Paul M. Segal, Secretary. Also the following Executive Committee: William R. Vallance, State Department; A. L. Ashby, National Broadcasting Company; Col. Thad H. Brown, Federal Radio Commissioner; Dr. J. H. Dellinger, of the Bureau of Standards; F. P. Guthrie, Radio Corporation of America, and Henry Adams Bellows, of the Columbia Broadcasting System.

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## DON LEE APPEALS DECISION FAVORING HEARST

Don Lee, of the Don Lee Broadcasting System of Redlands, Cal., filed an appeal in the District Court against the decision of the Federal Radio Commission denying his application for a new station to operate on 780 kilocycle frequency with 500 watts power to take over the facilities of Station KTM, Los Angeles, and KELW, at Burbank, Cal. The Commission granted a renewal of license to these stations and also authority to voluntarily assign the station licenses to the Evening Herald Publishing Co., of Los Angeles, a Hearst paper. In sanctioning the transfer of the stations to the Herald, the Commission reversed the recommendation of a Commission Examiner who had heard the case.

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## EQUITY OFFERS RADIO CODE PROPOSALS

The Actors' Equity Association has presented the following proposals as the basic conditions of employment of radio talent:

Minimum wages for Artists engaged for and participating in the performance of radio programs shall be at the following rates:

(a) Live Programs:

FOR CLASS "A" Programs: Sustaining, Minimum Wage, \$20 per performance; Commercial, \$40 per performance. Class "A" Programs are those broadcast after 6 o'clock in the evening over a chain of not less than five stations for a single performance. Class "A" Programs are also those single broadcasts given after 6 P.M. from a single station whose charges are based upon an advertising card rate of \$400 or over, per evening hour. Morning and afternoon programs, minimum rate, sustaining, \$12.50 per performance; commercial, \$35 per performance.

FOR CLASS "B" PROGRAMS: Sustaining, \$12.50 per performance; Commercial, \$25 per performance. Class "B" programs are those taking place in the morning or afternoon over a chain of not less than five stations for a single broadcast. Class "B" Programs are also those given after six o'clock in the evening over a single station whose charges are based upon an advertising card rate of \$280 and under \$400 per evening hour. Morning and afternoon programs: Sustaining, \$10 per performance; Commercial, \$15 per performance.

FOR CLASS "C" PROGRAMS: Sustaining, \$10 per performance; Commercial, \$15 per performance. Class "C" Programs are those broadcast after 6 o'clock in the evening from a single station whose charges are based on an advertising card rate of over \$100 and under \$250 per evening hour. Morning and afternoon programs: Sustaining, \$7.50 per performance; Commercial \$12.50 per performance

It is recognized that there are many smaller stations but as these rarely employ professional talent, i.e. artists who make their living out of radio performances, no regulations are made regarding them.

Including rehearsal, a performance shall constitute 3½ hours. Overtime shall be at the rate of half-pay for each 3 hours or part thereof.

One-half of the wage scale shall be paid for "repeat" performances on the air following within 12 hours of the original performance. An artist "doubling" roles containing more than 50 words is to be paid at least one-half the minimum wage for each role "doubled"

It shall be unfair practice for any employment agent artists' Bureau or others to charge the artist more than 10% net for securing employment for the artist. Artists called to the studio at the schedule time of the broadcasting, or to the dress rehearsal immediately prior thereto, and who report ready for performance are to be paid, whether or not they go on the air.

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: BUSINESS LETTER NOTES :  
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Members of Congress have been hearing from home as a result of Will Rogers, allegedly, using the word "nigger" in his broadcast last week. Likewise, it is said that many radio stations received protests on this.

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"Radio circles hear that the most extensive radio set-up yet devised is being planned for Central India. The idea is to build small stations to serve 600,000 Indian villages", James McMullin writes in the McClure Newspaper Syndicate. "Each village will have a community receiving set and the inhabitants will be called on for contributions to make it self-supporting. Scientific agriculture will be taught in 200 dialects.

"The real purpose of this development is believed to be political. Russia is upset about it because her useful Middle Asia broadcasting station at Tashkent will probably be drowned out."

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"A new modernistic radio console, just produced by Atwater Kent, has taken its place in contemporary straight line severity with square end pianos, vertical drapes, and steel-structure houses", according to Thomas R. Shipp, A-K publicist.

"The Atwater Kent radio cabinet stylists, brushing aside previously orthodox model trends, ventured into a new field to produce the straight grain walnut set, with short silver metal stripes and silver-tipped dial knobs. An autumn brown tapestry spread of modern weave encloses the lower panel. The ensemble created is a very creditable addition to, and complete harmonizing unit with, the most fastidiously furnished 1933-34 type of smart American home, studio, or apartment."

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Those who are protesting against the raise in radio and cable rates to foreign countries may be in for a jolt, according to the comments of a radio official.

"The radio companies had nothing to do with the raise in rates", he said. "The rates were fixed by the Madrid Conference and the Radio Corporation of America fought it. However, far from the rates being reduced at this time, it wouldn't surprise me to see them increased because of the 60 cent dollar. The rates fixed at the International Conference were based upon gold and it wouldn't be improbable that the drop taken by the American dollar would cause another raise all along the line.

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Gene Buck, President of the American Society of Composers, and Mrs. Buck were among the guests at the dinner given by Vice-President and Mrs. Garner to President and Mrs. Roosevelt.

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"Radio has the power to develop an enormous new public for music, always provided it recognizes this need and does not warp it by pampering to the lower musical instincts", Walter Damrosch said on his 72nd birthday. Mr. Damrosch added that at present the musical population of a great city like New York might be rated at 1% of the population.

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A financial report of the Crosley Radio Corporation for nine months ending December 31, shows the following:

Net profit after depreciation, Federal taxes, royalties and other charges, \$344,452, equal to 63 cents a share on 545,800 no-par capital shares, contrasted with net loss of \$255,231 in corresponding period of previous year. Quarter ended Dec. 31: Net profit after same charges, \$175,647, equal to 32 cents a share compared with \$64,894, or 12 cents a share in preceding quarter, and \$45,469, or 8 cents a share, in fourth quarter of 1932.

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The National Broadcasting Company, through its Sales Promotion Department, reports a total of 76,641 hours and 17 minutes of commercial station hours over its 87 network stations for the year 1933. This is at the rate of 2 hours, 39 minutes commercial network time per outlet per day - "considerably more than twice the average of any competing network."

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EQUITY OFFERS RADIO CODE PROPOSALS (Continued from Page 8)

All "Live" auditions given for a prospective program buyer are to be paid for by the prospective buyer, the basis for such compensation being one-half the minimum wage for commercial performance for artists participating in said program.

Recordings may be made of such "Live" Auditions by or at the expense of the program producer, the future use of such recordings being restricted as follows: Every prospective advertising sponsor shall be required to pay to listen to any recorded radio program and the fee therefor shall be the basis of compensation at one-half the minimum wage for commercial performances for artists anticipating in said program when broadcast.

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## AGREEMENT NEAR ON RADIO-PRESS PLAN DISCUSSION

Adoption of the 10-point plan of the broadcasters and publishers to regulate the broadcasting of news seems at this writing to be assured. The plan has been under discussion at several meetings in New York of the broadcasters and publishers. Apparently few changes have been made in the original draft.

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## ENGLISH CHANNEL MICRO-RAY SERVICE

Micro-ray service, revolutionary radio development of the International Telephone and Telegraph System which makes use of one-inch aerials and radiates less power than is required to light a pocket flashlight, was commercially inaugurated for the first time last Friday, connecting the airdromes at Lympne, England, and St. Inglevert, France.

The two airdromes are about 35 miles apart, and the micro-ray radio service was established between them, through cooperation of the British and French air ministries, to be used for notifying the arrival and departure of aircraft crossing the English Channel.

Operating on a wavelength of approximately seven inches where there is no congestion, the commercial adaptation of micro-ray is considered as heralding a new era in which practical advantages of the system, first tested in 1931, will be fully exploited. Practical advantages are listed as privacy, efficiency and reliability. Direct, uninterrupted communication is said to be provided free from the possibility of interference and atmospherics.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

January 30 - WEHC, Americus Broadcast Corp., Americus, Ga., authority to remain silent for 30 days pending construction; KUSD, University of South Dakota, Vermillion, South Dakota, authority to operate from 10:30 A.M. to 12 noon Feb. 6th, in order to broadcast intercollegiate debate (Involves simultaneous operation with WILL 10:30 to 11 A.M.); WBBM, WBBM Broadcasting Corp., Chicago, Ill., special experimental authority to extend authority to operate synchronously with KFAB 3/7 nighttime specified hours; also to operate auxiliary transmitter in the same manner; KFAB, KFAB Broadcasting Corp., Lincoln, Neb., same with WBBM, except not for auxiliary; WHBU, Anderson Broadcasting Corp., Anderson, Ind., authority to remain silent during adjustment and reconstruction of

station destroyed by fire, pending filing and action on formal application for C.P.; WHP, WHP, Inc., Harrisburg, Pa., extension of special experimental authority expiring Feb. 1, 1934, to operate unlimited time night, specified hours day, with WCAH, WFEA, WOKO and WHEC on 1430 kc., pending action on formal application for period ending May 1, 1934; WCAH, Commercial Radio Service Co., Columbus, Ohio, same as above except operate with stations WHP, WOKO, WHEC and WFEA; WOKO, WOKO, Inc., Albany, N. Y., same as above, except operation with stations WHP, WCAH, WFEA and WHEC; WHEC, WHEC, Inc., Rochester, N. Y., same as above except operation with stations WOKO, WHP, WCAP and WFEA.

Also, WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, special temporary authority to operate specified hours Jan. 30; WMBH; W. M. Robertson, Joplin, Mo., special temp. authority to operate specified hours Jan. 30; WJBK, James F. Hopkins, Inc., Detroit, Mich., special temporary authority to operate specified hours Feb. 1, 4, 6, 8, 11, 15, 18, 22, 25 and 27, 1934 in order to broadcast hockey games provided WIBM remains silent; KGFK, Red River Broadcasting Co., Inc., Moorhead, Minn., C.P. to move transmitter and studio from Moorhead to Duluth, Minn.; WHBL, Press Publishing Co., Sheboygan, Wis., C.P. to make changes in equipment from high to low level modulation; KDKA, Westinghouse Electric and Manufacturing Co., Pittsburgh, Pa., license covering changes in equipment, 980 kc., 50 KW, unlimited time; WHAS, The Courier-Journal Co., and the Louisville Times Co., Louisville, Ky., license covering changes in equipment and increase in power. 820 kc., 50 KW, unlimited time; KGKB, East Texas Broadcasting Co., Tyler, Tex., license covering local move of station and changes in equipment 1500 kc., 100 watts, specified hours; WMBR, F. J. Reynolds, Inc., Jacksonville, Fla., license covering move of station from Tampa to Jacksonville, Fla., 1370 kc., 100 watts, unlimited time.

Also, WCAE, WCAE, Inc., Pittsburgh, Pa., modification of C.P. extending completion date from 2/1/34 to 3/1/34; WPEN, WRAX, Wm. Penn Broadcasting Co., WRAX Broadcasting Co., Philadelphia, Pa., modification of C.P. to change transmitter and studio locations locally in Philadelphia, extend commencement date to 30 days from this date, and completion date to June 1, 1934; WHN, Marcus Loew Booking Agency, New York City, and WGY, General Electric Co., Schenectady, N. Y., authority to determine operating power by direct measurement of antenna power; WBAL, Consolidated Gas Electric Light & Power Co., of Baltimore, Md., extension of special experimental authority to synchronize with WJZ on 760 kc., 2½ KW, when WTIC operates on 1030 until 8/1/34; KXA, American Radio Telephone Co., Seattle, Wash., extension of special experimental authority to operate simultaneously with WJZ, from local sunset to 10 P.M. PST, using 250 watt experimentally, for period Feb. 1, 1934 to Aug. 1, 1934.

Also, Aeronautical Radio, Inc., Vero Beach, Fla., C.P. frequencies 2922, 2946, 2986, 4122.5, 5652.5 kc., 15 watts; KGZR, City of Salem, Dept. of Police, Salem, Ore., C.P. to rebuild modulator unit and increase power from 25 to 50 watts; City of Muncie, Ind. C.P. 2442 kc., 100 watts, police service.

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