

# The Madrid Radio Conference

ONCE EACH FOUR YEARS, representatives of the various nations of the world hold a conference to make agreements concerning international telegraph, telephone, and radio services. These agreements, like the international regulations concerning postal service and copyright, are ratified by treaty and become the law of the world insofar as these matters are concerned. The most recent of these conferences was held in Madrid, Spain, September 3 to December 9, 1932.

In addition to the government delegations, representatives of private companies, recognized by their respective governments, and invited by the Spanish government, were in attendance.

The only representative of education at the conference was Armstrong Perry, director of the service bureau of the National Committee on Education by Radio. Mr. Perry went on the invitation of the Spanish government, because certain American companies concerned had attempted to gain control of education by radio and, presumably, would try to shape the treaty to fit their own purposes. Primarily, these conferences are governmental in character, for most national governments protect the rights of their citizens in electrical communications as well as in communications by mail. It is natural that the powerful commercial lobbies, which have been hammering at the doors of the American Congress, to forestall radio reform, were on the ground in full force at Madrid. These private companies, having secured admission, were trying to secure full voting power for their representatives. Radio officials of the United States government seemed to be fully in accord with this plan.

The American official delegation did not go as far as had been suggested by the commercial group. No open demand

was made to place commercial companies on an equal footing with governments in the conference of plenipotentiaries. But, to quote the Madrid convention:

The provisions of the regulations annexed to the present convention are revisable by administrative conferences of delegates from the contracting governments which have approved the regulations submitted for revision, each conference fixing itself the place and the time of the following meeting.



ROBERT C. HIGGY, director of radio station WEAO, The Ohio State University, Columbus, Ohio, and former member of the National Committee on Education by Radio. Trained in radio engineering, Mr. Higgy is an expert in the technical field as well as in the details of administration and programming.

The private companies apparently conceded the right of the governments to make regulations but went after the right to vote on changing the regulations.

The American official delegation proposed that the following section be added to the article in the convention on "Conference of Plenipotentiaries and Administrative Conferences":

Each administrative conference may permit the participation of private enterprises of a country in which the government does not operate the service to which the regulations in question are applicable.

After much discussion the section was finally adopted as follows:

Each administrative conference may permit the participation, in advisory capacity, of private operating agencies recognized by the respective contracting governments.

The term "private operating agency" is defined in the annex to the convention as follows:

Any individual, company, or corporation, other than a governmental institution or agency, recognized by the government concerned and operating telecommunication installations for the purpose of exchanging public correspondence.

The American communication companies, which operate international radio, telegraph, and telephone services, are thus included in the Madrid convention, and it will become international law, binding upon the United States, if it is ratified by the Senate. The way is thus opened for the broadcasting stations affiliated with the RCA, thru its subsidiary, NBC, to

## AMERICAN DELEGATION

—The outstanding result of the [Madrid] conference was the adoption of a single convention [treaty], the first ever adopted by the nations of the world, which covers communication in general—not only radio but telegraphy and telephony.—E. O. Sykes, chairman, American delegation at Madrid.

AMATEURS—Two principles impressed me at the recent Madrid conference: [1] The general development of the radio art has forced international regulation back to fundamental considerations of technic and economics; diplomacy and political considerations alone cannot bring about any accord inconsistent with technical and economic necessities; [2] From these standpoints and from other considerations it has come about that radio cannot dam up its own fountain sources—the amateur identity must be preserved for the good of all branches of the activity.—Paul M. Segal, general counsel, American Radio Relay League.

GOVERNMENT—It is understood from an official source that the work of the American delegates at the Madrid conference is considered very satisfactory and that the radiotelegraph convention and annexed radio regulations adopted at that conference are deemed the best available under the circumstances, adequately protecting American interests.



be directly represented where regulations governing the allocation of radio channels and other important matters are changed. The convention recognizes no right of the other 550 American broadcasting stations, the 50 special experimental stations in colleges, the 30,374 amateur stations and the 91 municipal and state police stations, to be represented either where the regulations are made or where they are changed.

The point of view of these groups was presented repeatedly to the official delegates of the United States government. The records show that requests to ensure the rights of state-owned and other educational broadcasting stations and college experimental stations were followed by definite efforts to leave them unprotected.

In the beginning it was officially stated on behalf of the American official delegates, that they were free to make decisions. Following the conference it was stated officially that the delegation was acting under instructions.

The way may be open for the Department of State to submit names to the governments of countries entertaining future conferences, as it did to the Spanish government. These governments may invite representatives of educational stations and other stations or groups of stations thus suggested, but a representative of the Department of State at Madrid declined to give any assurance that such invitations would be suggested.

Every radio station, according to the definitions annexed to the Madrid convention, operates a service which is international from the point of view of interference. Any station may be forced to suspend operation by regulations made by a conference of plenipotentiaries and changed by an administrative conference.

The chairman of the American delegation said, with respect to administrative conferences dealing with the telegraph and telephone:

Government representation would be impossible because the government must consider not only the companies but the users of the communication service. It would be impossible from a practical or political standpoint to give government credentials to those who furnish the service and leave the users unrepresented.

He stated, in the first meeting of the combined convention committee of the Madrid conference:

At the outset of our discussions, the United States delegation believes that the work might be expedited by briefly indicating the fundamental principle, on which rests the participation of the United States at this conference. This principle arises from the fact that the electrical means of communication in the United States are the property of the private companies that operate them.

A careful search of the official documents has failed to reveal any reference to the fact that the United States government and a large number of the states own and operate broadcasting stations for governmental purposes.

## Radio Poaching

**D**URING RECENT MONTHS there has been an increasing tendency on the part of commercial radio broadcasters to assign time to various associations and civic bodies. Several reasons have been given for this new burst of "generosity."

*First*, a desire on the part of the commercial radio monopolies to make a better showing in view of the almost certain investigation of radio broadcasting by Congress.

*Second*, the increasing breakdown of radio advertising as listeners grow disgusted, and refuse to listen. As advertising clients withdraw, leaving vacant hours, it is cheaper to give these hours to others than for the company to employ talent and fill them.

*Third*, the efforts of the National Committee on Education by Radio—its insistent demand that the rights of the listener be given more consideration.

*Fourth*, the attempts on the part of the broadcasting "trust" to interpenetrate various civic bodies and associations in an effort to destroy and head off the growing demand for radio reform. This form of "political" lobbying thru organizations will in the end prove a boomerang because it helps to convince Congress of the futility of commercialized domination of radio broadcasting.

*Fifth*, the discovery by the radio companies that organizations with a large public following can be used to build up the value of an hour and to establish a listening clientele, with the knowledge that this hour can later be used to commercial advantage by replacing the civic program with an advertising program. This policy might well be described as "Radio Poaching." However profitable such a practise may be for a time, it is one of the forces that will help eventually to destroy the present American practise of financing radio from advertising contrary to the best experience of the rest of the civilized world.

*Sixth*, and by no means to be ignored, is the sincere desire of the better elements in the commercial broadcasting companies to perform really needed and useful public services. It is because radio programs supported by advertising are inherently wrong in principle, that this element in the broadcasting organization is always playing against a stacked deck.

**W**ITH ADVERTISING TALK estimated to consume one-fifth of the day's broadcasting time in the United States, it becomes plain that all that annoys a radio listener is not static.—Editorial, *Christian Science Monitor*, December 2, 1932.

**A** COMBINED RADIO STATION AND NEWSPAPER constitute such a control over the agencies of free speech in a community as to destroy democracy at its very source.

**T**HE NEW JERSEY CONGRESS OF PARENTS AND TEACHERS believes that radio broadcasting is an extension of the home; that it is a form of education; that the broadcasting channels should forever remain in the hands of the public; that the facilities should be fairly divided between national, state, and county government; that they should be owned and operated at public expense and freed from commercial advertising. In furtherance of these ideals the Congress instructs its corresponding secretary to send a copy of this resolution to the United States Senators and Representatives from New Jersey and to members of the New Jersey Senate and Assembly.—Resolution passed by the New Jersey Congress of Parents and Teachers in convention assembled, November 3, 1932.

# Vocational Guidance By Radio

EDWIN A. LEE

*Director, Division of Vocational Education, University of California*

THE UNIVERSITY OF CALIFORNIA Radio Service is carrying on during the current year a most interesting and significant experiment in vocational guidance. Under the general supervision of the writer there began, on September 28, a series of discussions dealing with the topic "Vocations for which the University of California offers training." The response to the series is already such that it appears certain that the program may become a permanent part of the radio service.

The series is definitely pointed toward high-school and junior-college students. All over the state at 9:45 o'clock each Wednesday morning, in some places in small classes, at others in general assemblies or groups of classes, young men and women are listening to authoritative discussions concerning the vocations for which one may secure training at the university. Authority is guaranteed when such leaders as Professor W. C. Perry, director of the school of architecture, discusses architecture; Dean G. S. Millberry, dentistry; Dean H. F. Grady of the college of commerce, foreign trade; and Professor B. M. Woods, chairman of the department of mechanical engineering, aeronautical engineering; to mention but a few of those who have already spoken.

The problem of selecting the vocations to be discussed was not simple. It is not generally recognized that there are approximately one hundred vocations for which one may be trained at the University of California, ranging from architecture to zoology. So far as feasible the desires of listeners are controlling our decisions. It has also seemed wise, despite the fact that the series deals with vocations on the level of university training, to include a certain number of discussions concerning vocations for which training may be secured in the high schools and junior colleges of the state. In these addresses, which will be given from time to time during the year, we will have the cooperation of the commission for vocational education of the state department of education.

The reader may be interested in knowing the basis on which vocations are chosen for the weekly discussions. There are eight different questions which are applied to each vocation. Not all of the hundred for which the university trains rate highly in the list. Those for which the answer is uniformly yes are the vocations which are included in the group from which is selected the specific vocations to be broadcast each Wednesday.

These are the questions:

[1] *Is there a wideness of appeal?*

Aeronautical engineering rates an unqualified yes to this question.

[2] *Is there possibility of future development?*

Dentistry, for example, satisfies this question.

[3] *Is the vocation largely unknown but rich in opportunity?*

Criminology represents a group that this question uncovers.

[4] *Are the conditions of employment favorable?*

The overcrowded vocations generally, though not always, draw a negative answer to the question.

[5] *Is there a need for welltrained workers in the field?*

Law, for example, despite its overcrowding, is a vocation in which there is great need for welltrained practitioners.

[6] *Is the training offered at the university adequate?*

There are some of the hundred for which training is not adequate. Such will not be discussed in the series.

[7] *What is the social importance of the vocation?*

Practically all vocations for which the university offers training are socially important to a degree. Those which rate highest, other things being equal, are chosen for broadcasting.

[8] *Is there accurate information available concerning the vocation in terms of the above questions?*

This question is really of secondary importance, but in border-line cases may be the deciding factor.

The division of vocational education is eager to help any high school or junior college which wishes to supplement the radio broadcasts with a curricula program. There is no problem which calls for clearer vision on the part of principals and presidents than the problem of adequate vocational guidance. It is the hope that the University of California radio programs will stimulate a live and continuous interest thruout the state in this most fundamental aspect of secondary education.

## Building Radio-Advertising Programs

MANY HAVE BEEN THE COMPLAINTS of listeners about the atrociousness of commercial radio programs. The blame has been laid at the door of the individual stations, the networks, the Federal Radio Commission, and Congress. Perhaps, after all, the fault lies in part with the practise of certain of the advertising agencies. Lloyd Jacquet, writing in the December 26, 1932, issue of *Broadcast Reporter*, page 24, describes this practise when he says in part:

These people—I mean the advertising agencies—put on really good shows. There are dinners, cigars, even an occasional drink, while captains of industries, with a few corporals from the press thrown in, listen to an audition which has cost the agency nothing to assemble, write, and produce. . . . They engage nice private dining rooms, have the telephone company pipe the program from the studio into the smoking lounge, send invitations with railroad tickets enclosed, shower attention, boutonnieres, and Burgundy where they will do the most good. . . .

Is this method the best way to secure programs that will raise the educational and cultural standards of the people of the United States? Does this not illustrate the fundamental weakness of the "American Plan of Broadcasting?"

THERE WERE more than 340 radio programs [sponsored series] during 1932. Most of them were hardly fit for human consumption.—*Forum*, January 1933, p64.



## Radio and Home Economics

A NEW ENEMY of home-economics education has appeared which will have to be subdued in the next few years. The radio is the most powerful and the most pervading carrier of misinformation of consumption which human ingenuity has yet invented. It has revived the medicine show on a grand scale. Judge Ira Robinson, of the Federal Radio Commission, describes the advent of radio in these inelegant but none the less graphic words: "Radio was born a crippled child, birth-marked by advertising and commercialism, and it behooves every one of us to get it out of that deformity." The quack and the fly-by-night man are not the only offenders. The stuffed shirts and silk hats of commerce are making hay while the sun shines. This Bacchanalia of Ballyhoo cannot go on indefinitely. While the law still allows it, the makers of cigarets, tooth pastes, antiseptics, patent medicines, yeasts, gasolines, and soaps are running riot.

The masses of people are swallowing the daily ethereal buncombe—hook, line, and sinker. Advertising patter becomes a part of their daily speech; theme songs a part of their vocal repertory. They are accumulating a new body of fears and superstitions. The selling power of radio is enormous. At the end of five weeks of broadcasting over WTMJ, the George Ziegler Company of Milwaukee reported that it sold twenty-seven tons of Betty Jane, a new brand of box candy in the Middle West. Carson, Pirie, Scott and Company, Chicago manufacturers, bought three broadcasts on WMAQ announcing new Bobolink full-fashioned hosiery and sold 200,000 pairs in three weeks. Against this tremendous force the school, thus far, has proved helpless.

If I were a teacher of home economics, I should make a list of the popular broadcasts which sell common commodities. I should then deliberately proceed to build learning units as an antidote to what is being let loose on the air. I should use brand names if permissible but nevertheless I should fashion the learning experience so that there would be no doubt that the pupil was discovering the truth about the quality and serviceability of radio-advertised products. F. J. Schlink of *Consumer's Research* in the May 1932 number of *Progressive Education*, suggests several ingenious ways of analyzing or testing commodities as learning enterprises. Teachers, especially, will welcome his suggestions.—Henry Harap, associate professor of education, school of education, Western Reserve University, Cleveland, Ohio.

## The Spanish Telephone Contract

DURING THE DICTATORSHIP of Primo de Rivera in Spain, the International Telegraph and Telephone Company—the international branch of the AT&T—made a contract with the Spanish government by means of which it hoped to make a profit out of providing Spain with telephone service. Since that time Spain has had a socialist revolution. The Spanish people did not like de Rivera or the monarchy, and threw them both out; and they did not like the system of running public service for private profit and decided to put an end to it. Consequently the Cortes is now planning to abrogate the contract negotiated between de Rivera and the American telephone magnates. Our Department of State has objected strongly to this procedure and, it is reported, threatens even to sever diplomatic relations if the act of confiscation is carried thru. It is, in other words, defending American capitalists against Spanish national socialism. This is not our idea of a just, a wise, or a diplomatic attitude to take. Can the United States government guarantee to American profit-seekers that the system under which they endeavor to make their gains will endure against popular wrath in all countries? Is not the risk of confiscation by a possible socialist government one of the proper and inevitable risks that American investors in foreign countries must bear? Will the American people back up American capitalists in an effort to enforce capitalism on an unwilling world? Our idea is that business contracts are not the most sacred things in life; that they have not, for instance, a validity superior to popular revolutions. We believe that the friendship of the Spanish people is more valuable to the United States than the vanished profits of the AT&T.—*The New Republic*, December 14, 1932, p110.

BENEATH ALL THE PROBLEMS that trouble us today, both industrial and economic, there is one great and fundamental problem we must never lose sight of. It is the problem of keeping up a high quality both of body and mind in the mass of the people. If the human quality goes down, those other problems are bound to go from bad to worse. If the human quality goes up, those other problems will tend to solve themselves. In all the great cities of America I see forces at work which are causing damage to both the bodies and the minds of the people who live in them, especially to the young.—L. P. Jacks, *Education Through Recreation*, p155, Harper and Brothers.

EDUCATION BY RADIO is published by the National Committee on Education by Radio at 1201 Sixteenth Street, Northwest, Washington, D. C. The members of this Committee and the national groups with which they are associated are as follows:  
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 Jos. F. Wright, director, radio station WILL, Univ. of Illinois, Urbana, Ill., Association of College and Univ. Broadcasting Stations.  
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# Shall Radio Be Used for Liquor Propaganda?

**T**HE COLUMBIA BROADCASTING SYSTEM presented a chain broadcast of an interview with Prince Jean Caraman de Chimay, prominent French sportsman and proprietor of the most famous vineyards in Champagne at 1:15pm [EST] on Sunday, November 13, 1932. "Why Drink, and What?" was the title of the program. The advance press releases and newspaper comments that followed the broadcast left no question but that the chain officials were making an attempt to bid for liquor advertising when and if intoxicating beverages are legalized in the United States. The complete text follows:

**Prince Jean Caraman de Chimay:** I enjoyed thoroly my recent trip to America. Everywhere I went I was so heartily welcomed and was given such a good time that the few weeks I spent over there passed like a dream. I can't imagine anything more charming than American hospitality. As a matter of fact, my American friends were so kind in every way that I felt as if I were at home. I am sure that such a kindly nation must be a very happy nation, and I am looking to see it again when it will be still happier. I say "happier," because I had a sort of feeling that the only drawback to most people's happiness over there was the false situation created by "The Noble Experiment."

*Question: Do you think that the French people, generally, are looking hopefully to the end of prohibition?*

**Prince Chimay:** Of course the French people are too respectful to set aside the law of any nation, but they can't help thinking, certainly, in the back of their mind that some day the Americans should have with them one more mutual taste, the pleasure and benefits of good wine. It really makes the French people a bit sad, you know, to see their wines which for centuries have held such a high place in the history, in the tradition, and the life of a country, despised and refused as something evil; while, on the contrary, they think it Heaven's bounty to mankind.

*Question: Is that opinion general in France?*

**Prince Chimay:** There is no doubt about it. Champagne, for instance, has become to be considered so important by doctors that there is a large consumption of it in all the French hospitals. Even the American hospitals use it. I understand the prohibition enforcement regulation has had to admit its medical properties and so permit a certain quantity of champagne to be imported each year. I have been told many a time that during the war champagne saved more lives than is commonly known. Champagne given at a critical moment often carries the patient thru to complete recovery.

This reminds me of a case in our vineyard. We had a very old peasant. As a matter of fact, he was well over 70, and he was lying dangerously ill. The doctors agreed the end had come and his friends gathered to take watch, as is the custom in old peasant France. One of them said, "It looks sad to see the old man lying there after all the jolly parties we have had together. How he would hate to see us sitting here with nothing to drink."

His companions reflected a moment and agreed. "I think wherever he is, he would like better to see us with a bottle of good champagne," he said. So they went down to the cellar and got one. They popped the cork, but they did not enjoy drinking without their old pal. So they had the brainy idea of pouring a glass for him, too, and one of them poured a few drops between his closed lips. To their amazement, the old fellow opened his eyes, asked for more, and you must believe me, he lived ten years longer. During this new lease of life, he took a new wife who later on presented him with a son.

*Question: With such a crowning argument about why to drink, you might tell us something about what to drink, and when to drink.*

**Prince Chimay:** Well, to tell you the truth, my personal opinion is that, apart from drinking, I never can make up my mind when I like it best. Try it before lunch as a cocktail, and see if your lunch party won't be brighter! Take a drop

**T**HE COLUMBIA BROADCASTING SYSTEM, New York, N. Y.—I want to protest against the liquor advertising that went out over your network on Sunday, November 13. Things have come to a pretty pass when a network such as yours will invade the home, even on Sunday, with such a piece of advertising. When a network such as yours has sunk as low as this it is time you heard from the public and heard in no uncertain terms.—Howard J. Chidley, First Congregational Church, Winchester, Mass.



on a fishing expedition and see the size of the fish you catch! And when you come to the 19th hole, see if a bottle of good champagne won't make you start another round. Some people, I am told, are said to wash golf balls in champagne, always hoping to get the longest drive. And when the weather is very hot, drink it, at least, with ice water. You will find it very much more refreshing than any ginger ale.

I might say every time seems good to me, apart from breakfast; and even then, I must say, that there are times when we go out on shooting parties, and we have very early lunch, almost breakfast, and when I see the way my friends gulp it down, it looks to me as if that time suits them as well as any other.

*Question: Do you think that champagne is the only good drink?*

**Prince Chimay:** My goodness, no! The Bordeaux wines are grand. All the French wines are good—so are the Burgundy's; they can't be beaten. For a men's club dinner [and this is no secret] champagne will always be the prize favorite, because it is the only wine that makes the girls laugh. As for a bottle of Bordeaux or Burgundy, which has been sunk in your cellar for thirty or forty years, or more, the custom was that only the master of the house could handle it and pop the cork. He would go and spend hours with his oldest son among the old bottles, transmitting to him the secret of the cellar.

Champagne is more like a "Jack-of-all-trades." You can drink it, even the oldest vintages, without notice. In moving it about, to picnics, and such, there is only one important thing to remember, it must be thoroly chilled.

*Question: Is the question of age very important with champagne?*

**Prince Chimay:** That depends on personal opinion. It is very difficult to say, but I think myself that champagne is at its best when it is about six years of age, and it remains at its best for 20 years. Of course, bear in mind, it takes four or five years to get a bottle of champagne ready for the market.

*Question: Perhaps you would be good enough to give us some more reasons for drinking?*

**Prince Chimay:** Does it really need any excuse? There are few, if any, reasons why we should not drink wine; certainly, there are very few champagne drunkards or Bordeaux drunkards in the world. I have never seen one. When they talk in America of "light wines" they mean champagne, Bordeaux, and other French wines; they do not mean heavy wines like port and sherry and the sweet wines. Champagne and claret are both in the light wine category. This means that they can be used with impunity as well as with pleasure. The fact that good clear wine promotes good cheer seems to me

good enough reason to have a bottle of wine at the table every day. Most everyone in France, and I hope the French have the good reputation for being sober, industrious, and intelligent people, thinks that food without wine is like meat without bread. In the country, they even put wine in their soup. They call it wine soup. Many of our dishes are flavored with wine. Prunes are cooked in claret, and they are best cooked in good red wine.

The children have wine with their meals almost from the time they leave off mother's milk. They serve it to scholars from age 7 and up with the meals in the public schools. Of course, children take their wine well diluted with water, and so do some grown-ups. But no one is called a drunkard who uses wine. We call drunkards people who over-drink, and especially those who abuse spirits. Spirits have their value, too, but we won't go into that now.

*Question: What is the result of all this, what we Americans call drinking?*

**Prince Chimay:** The inhabitants of the wine-growing regions, like our vineyards in Champagne, are invariably pleasant people. They are of kindly inclination, good nature, thoro, and very witty, and their wines cost them little or nothing, indeed so little that they can have all they want. But it is rare to find anyone among the vineyard people who over-drinks. I don't think I have seen a drunkard in my place for the past ten years.

*Question: Their attitude is different from ours at home, no doubt.*

**Prince Chimay:** Yes, perhaps, but even they look upon champagne as the wine to cheer, make life more happy. Whenever we feel the need for it, we can be sure there will not be any unpleasantness afterwards. All around the world champagne is chosen to cheer. It is essential at every formal dinner, and at very informal parties, too, for its promotion of joy. At every wedding, there must be champagne. When the baby is born, there must be champagne at the christening. At Christmas Eve, after the midnight mass, champagne is best with pancakes and Bock sausages. At New Year's Eve, champagne again, bottles and bottles and bottles of it, until the popping of corks resembles machine gun fire. It is easy enough to find excellent excuses to celebrate everything with champagne. When you stick to champagne and take nothing else with it, the after effects of even a good bit too much are not awful.

*Question: That sounds very American.*

**Prince Chimay:** You mean the joy of good wine? There are a good many ways of indulging one's self. Do you know the pleasant feeling your palate has when it is flavored with sparkling nectar? It is light and so easily digested. Why, even to look at it, it is good for the eyes—clear, sparkling, pure.

**I** WISH I HAD LANGUAGE emphatic enough to express just how much I do not want my home invaded by liquor advertising over the radio. I have four children, three of whom are boys, ranging in age from sixteen to five years. I will junk my radio before I will allow them to listen to the seductive lies the liquor interests have always used to entice young people. ¶ My husband is not at home at the present time, but I know he would heartily second my note of "no" on this subject. ¶ In the name of the young people of America, do all you can to keep John Barleycorn off of the air. My father joins me in this.—Mrs. Henrietta C. Mumford, Glendale, California.



*Question: Gosh, Prince, you make me thirsty. The listeners in America must be thirsty, too.*

**Prince Chimay:** Ha! Ha! The only thing I can do about it now is to drink their health. [Drinking a toast.] America, your health!

The National Committee on Education by Radio, as an organized agency working for the raising of the standards of radio programs, has been deluged with letters protesting against this invasion of the home. Leading publications of religious groups have carried articles vigorously denouncing broadcasts containing liquor propaganda and calling particular attention to Prince Jean's talk. Space will not permit quoting all of them, but the following are representative:

I am utterly opposed to advertising the liquor business and the drink habit over the radio.—Wallace E. Brown, Resident Bishop, Methodist Episcopal Church, Chattanooga.

I do not think the radio should be used to advertise anything that is destructive of the home, school, and church.—J. D. Leslie, Stated Clerk and Treasurer, The Presbyterian Church in the United States.

I am very much opposed to any liquor advertising in any manner and especially over the radio—it is another menace to good morals or citizenship.—William H. Groat, Executive Secretary, Oakland [California] Council of Churches.

I do not think that liquor advertising over the radio is in the interest of any home—quite the contrary. I am deeply interested in everything that will prevent the consumption and sale of liquor.—Avis A. Hawkins, Chairman, Christian Citizenship Committee, Federation of Women's Church Societies of Rhode Island.

God save America from liquor advertising on the air! The radio broadcasting is pagan enough without this added blight. Anyone who has seen the bill-board and tram-car liquor advertisements in Great Britain will shrink from anything of the kind in America.—Ralph S. Cushman, Resident Bishop, Methodist Episcopal Church, Denver.

The government would not permit anyone to promote the sale of narcotics over the radio. Liquor is a narcotic drug and should be handled in the same way. Children should be protected against urging of this kind—and many older persons are actually in need of similar protection. Don't let the air reek with urgings as to liquor.—Emerson Findley, Central Western Manager, *The Iron Age*, Cleveland.

In view of the fact that alcohol is considered a narcotic by modern science; that its use is socially unwise and harmful; that the manufacture and sale of intoxicating liquors is forbidden by the laws of the United States; and that the Presbyterian Church has for many years been strongly opposed to the manufacture, sale, and use of intoxicants, the Board of Christian Education states its opposition to the use of such important channels for influencing the public opinion, as the radio, in encouraging the use of intoxicants and in urging citizens of this country to a violation of our laws.

The Board of Christian Education is convinced that liquor advertising over the radio is detrimental to the interests of the fundamental American institutions such as the home, the church, and the school, and is opposed to the use of the radio as a medium for such advertising.—Resolution adopted December 7, 1932, by the Executive Committee of the Board of Christian Education of the Presbyterian Church.

The Elm Park Methodist Church of Oneonta, New York, comprising 330 members has officially passed a resolution opposing liquor advertising on the air.—Horace E. Weavers, Minister.

It is to my mind an intrusion upon the sacred rights and privileges of the home to permit such messages as were broadcast from France to America on the subject, "Why Drink, and What?"—Adna Wright Leonard, Resident Bishop, Pittsburgh Area, Methodist Episcopal Church.

Our Federation endorses the idea of keeping liquor advertising off the air and passed a motion requesting me as secretary to inform you of their action. You have our hearty approval of any plan that will accomplish this purpose and we will cooperate in every way necessary.—W. P. Watkins, Secretary, La Crosse [Wisconsin] Church Federation.

I most emphatically believe that liquor advertising over the radio is not in the interest of the American home, school, or church. I can say that this is not only my personal attitude, but is also the attitude of the Executive Board of the Duluth Council of Churches which met yesterday.—W. L. Smithies, Executive Secretary, Duluth Council of Churches.

I certainly am opposed to this propaganda in favor of liquor in any shape or form, and I consider the broadcast made from France to American homes over the Columbia Network, Sunday, November 13, as an outrage on American civilization, to say nothing of the pollution of the American home. It should not be allowed if it is possible to break it up.—W. R. Funk, The Otterbein Press, Dayton, Ohio.

The Columbia chain's international broadcast from France on "Why Drink, and What?" on November 13 was a shock to Nebraska which is dry and will remain dry whatever else happens.

It was a fundamental violation of every wet promise that dry territory and sentiment was to be respected.

Nebraska law prevents newspapers here from carrying liquor ads, etc., but the radio can get away with murder. I object to liquor ads on the air from any station but ordinary decent respect by the wets alone for their given word should prevent radio stations in dry territory from taking off a chain a wet program. We at least should have local option applied to the air and in some degree stop this moral debauch of American youth and the American home.—Ben F. Wyland, Minister, First Plymouth Congregational Church, Lincoln.

We understand that a proposal has been made that radio broadcasts be used for advertising beer. I am writing for the purpose of urging that all possible steps be taken to prevent the use of radio broadcasts for this purpose. I realize, of course, that the pressure of the brewery interests which are back of the beer measure is very strong and that the commercial and profit-making element is the strongest factor in the case so far as the agitation for return of beer is concerned. At the same time it would seem to me harmful for radio broadcasting companies to lend themselves to an enterprise of this kind; and that the real need right now is for constructive and intelligent education as to the dangers of the use of alcohol. People should be discouraged from the use of it rather than encouraged to increase the consumption of alcohol.

Radio broadcasts would tend to have the general effect of popularizing the drinking of beer which would entail a serious diversion of funds from the purchasing of food at a time when we are going thru our worst period of economic depression.

The radio is a wonderful institution but it is only in its infancy. The further commercializing of it for causes such as the one in question would seem to me to be detrimental to the future of the broadcasting business.

Millions of people in this country feel strongly on the subject of beer and will not be pleased with repeated broadcasts on this subject.—Claude E. Clarke, Attorney, Cleveland.

**I** NOT ONLY WISH to express my very strong disapproval of advertising liquor over the radio, but have been authorized to voice the disapproval of the Executive Board members of the Cambridge Federation of Women's Church Societies who will do what they can to fight it. We feel that our young people see and hear enough of such advertising without getting it served up in every program they tune in on.—Mrs. Susannah G. Oleson, Cambridge, Mass.



# Radio and the Home

JOY ELMER MORGAN

*Chairman of the National Committee on Education by Radio and Editor of the Journal of the National Education Association*

RADIO BROADCASTING has made some very valuable positive contributions to homelife. It has helped to hold people in their homes, to acquaint them with beautiful music, to arouse interest in affairs, and to broaden human outlook to a worldwide horizon. Rightly used, radio may easily become a most powerful ally of happy homelife. But there is a negative aspect of the relation of radio to the home.

There has probably been no time in human history when the gulf between youth and adults was so wide as now. This has come about mainly as a result of motion pictures, children's features in the newspapers, the removal of industry from the home, automobiles, and radio broadcasting.

Radio broadcasting is the most farreaching of these new forces which play upon the child's mind. It goes into millions of homes that have no standards of discrimination; it reaches out-of-the-way places at all hours of the day and night; it exposes the child to programs which originate among the tenderloin elements in our large American cities.

In April 1932 I was called to appear before a committee of the Canadian Parliament at Ottawa which was then considering the problems of radio broadcasting. There came before that committee one of Canada's leading citizens. This man, who had traveled around the world to study the radio broadcasting systems of the different countries, was Sir John Aird, president of the Canadian Bank of Commerce. Sir John has a group of grandchildren living in his home and he has watched carefully the effects of radio in forming their attitudes and ideals. On the basis of such observation he told the Parliamentary committee that radio broadcasting is today exerting a greater influence on the character of young people than home, school, and church combined.

Music is more powerful than words in creating the subtle moods which fix attitudes, shape ideals, and fashion character. Plato once said: "The new style, [in music] gradually gaining a lodgment, quietly insinuates itself into manners and customs; and from these it issues a greater force, displaying the utmost

impudence, until it ends by overturning everything, both in public and in private." You can verify this in your own experience by recalling the relation between patriotism and the stirring national anthems of the various countries; between religion and the songs of praise and worship; between college spirit and the melodies of the schools; between the syncopations originating in the underworld circles in the cities and the growing divorce rate.

Up until this century we have assumed that the formation of the child's mind was the responsibility of his parents or of teachers and ministers selected by his parents or his community and especially licensed to perform the task of instruction. By opening the homes to radio advertising we have exposed childhood to all the wiles and tricks of the salesman. The dominating motive in this process is not the desire to improve life which animates every worthy parent or teacher, but the desire to make sales and to form habits which will lead to repeated and continuing sales.

Recently a new prospect has appeared, that of liquor advertising over the radio. On Sunday, November 13, there was brought from France over the Columbia network a preliminary liquor program. The National Broadcasting Company not to be outdone in this preliminary campaign to attract foreign liquor advertising, brought in from Berlin on New Year's Eve a midnight celebration in the Hotel Vaterland which was in fact a liquor propaganda program featuring the leading wine merchant of Germany.

The time has come for home, church, and school to take hold of this problem, to give it serious study, to understand its profound relation to child life and character. The time has come when the Congress of the United States should make a thorough investigation of the whole subject of radio broadcasting, not primarily as a phase of industry but as one of the major factors in American culture and character. Let every citizen who is a friend of childhood join in demanding that Congress shall make such an investigation and that on the basis of its findings it shall construct a system of broadcasting for America which will protect the finer and nobler elements of our civilization.

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