

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

---

**C O N F I D E N T I A L—Not for Publication**

---

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y

## INDEX TO ISSUE OF NOVEMBER 3, 1933.

Federal Survey Shows Increase In College Radio Courses.....	2
Broadcasters' Code Just Around The Corner.....	4
Commission Turns To Former Governor Smith In WMCA Case.....	5
President Roosevelt Invited To Radio City Opening.....	6
Liquor Programs May Go On Radio.....	6
Cheerio Provides Novel Tuesday Evening Curtain Raiser.....	7
Would Have Commission Reaffirm Missouri Decision.....	7
Two-Way Television Patent Issued To Ives.....	8
Rosenblatt Rejects Music Publishers' Code.....	8
Business Letter Notes.....	10
Decisions Of The Federal Radio Commission.....	12

No. 670

## FEDERAL SURVEY SHOWS INCREASE IN COLLEGE RADIO COURSES

A comprehensive survey just completed by the Government discloses that a total of 407 courses in radio are being offered by colleges and universities in the United States. Three hundred sixty-four are radio engineering and technical courses. Thirty are courses in broadcasting; seven in radio law; three in television; two in the educational uses of radio; and one in radio advertising.

Among the institutions which offer engineering courses are:

University of Illinois, University of Chicago, Purdue University, Harvard University, Massachusetts Institute of Technology, Worcester Polytechnic Institute, Kansas City Horner Conservatory, Washington University, Stevens Institute of Technology, Cornell University, Columbia University, New York University, The College of the City of New York, Rensselaer Polytechnic Institute, University of Akron, Ohio University, The University of Cincinnati, Case School of Applied Science, Cleveland Y-Tech, Western Reserve University, Ohio State University and Lehigh University.

Included among the schools which have broadcasting courses are:

University of Southern California, Chicago Musical College, State University of Iowa, Kansas State College of Agriculture and Applied Science, Kansas City Horner Conservatory, Municipal University of Omaha, New York University, Syracuse University, Cincinnati College of Music, University of Akron, Western Reserve University, and Westminster College.

Those colleges which have television courses are:

University of Southern California, State University of Iowa and Massachusetts State Department of Education.

A considerable number of radio engineering courses take up television but only the three universities mentioned above report that they give television courses. The courses treat such subjects as the theory of television and several accepted methods; photo-electric cells, amplifiers, neon tubes, scanning, and synchronization methods. Laboratory exercises in sending and receiving picture impulses, and special research problems in television are usually included in the courses.

Summer school courses are offered in the educational uses of radio at Columbia University and Ohio State University.



Schools of the air; the selection, utilization, and evaluation of radio programs in classroom instruction; supplementary materials; the responsibility of supervision; and the use of public address equipment in school are among the topics treated.

The universities which offer courses in radio law are: National University Law School, Catholic University of America, and the Columbus University School of Law, located in Washington, D. C. Northwestern University is the only institution of higher learning in the United States that gives two courses in radio law. Marquette University and the University of Southern California are the other institutions offering radio law courses. Units in radio law are taken up sometimes in other law courses.

Approximately one college out of every twenty reports that it gives some instruction in the preparation, presentation, use, or evaluation of radio programs in other college courses or to voluntary groups of students. Courses in music, public speaking, dramatics, English, journalism, research, and advertising are most commonly mentioned as including units dealing with radio broadcasting.

Oglethorpe University has established a School of Radio Broadcasting and grants a degree to students who complete the course. The University of Denver gives six evening courses in radio writing and production. Western Reserve University offers three courses in radio writing and production. Western Reserve University offers three courses in radio singing, speaking and play production. Kansas State College of Agriculture and Applied Science, the University of Southern California at Los Angeles, and the Municipal University of Omaha, each has two courses in radio speaking and program building.

The topics considered in the courses on broadcasting include: voice training, diction, microphone technique, radio continuity writing; writing and adapting radio scripts; announcing, speaking, singing, acting, directing, program building, and analyses of listener reactions. The laboratory work includes practice in radio writing, voice tests, program building, coaching and broadcasting by qualified students. House to house interviews to determine what the listener expects is reported in one course. The following description of the course in Radio Speaking at the University of Akron will serve to illustrate the nature of the work usually done in radio broadcasting courses:

"This course is taught four times during the year. It is a general course in the field of radio. Included in it is a study of (and then microphone practice of) announcing, advertising, public speaking, acting, program building, continuity writing; voice training and interpretation, education, and the writing, or cutting and adapting of radio drama. The class broadcasts a 30-minute play each week over WADC, local station."

It is pointed out that many of the best basic courses for a radio engineering career are not labeled as radio courses. Courses in physics, mathematics, mechanical drawing, as well as those dealing with electricity and communication, are important basic courses.

The following catalog description of an evening course in the "Principles of Radio Communication" as offered by Carnegie Institute of Technology at Pittsburgh, Pa., is typical of the content of the better general radio engineering courses:

"Elements of radio circuits, effects of resistance, inductance and capacity, resonance; elementary electricity covering magnetism, resistance, inductance and capacity; methods of transmitting energy; properties of wave motion; theory of production and reception of electro-magnetic waves; antennae, wave length and measurements; transmission and reception of damped and undamped waves; vacuum tubes, operating characteristics, uses as detectors, amplifiers and oscillators; radio telephony, method of transmission and reception. Prerequisites: ability to use elementary algebra, and some knowledge of electricity and experience with it."

The College of the City of New York is the only institution reporting a course in radio advertising. The fourth dimension of advertising, obtaining the audience, commercial credits, fitting the advertising program to the product, resale of broadcast advertising through other media, and the value of broadcast advertising are some of the topics considered.

The survey is a result of an inquiry sent by Dr. Cline M Koon, Specialist in Education by Radio to 1404 universities and colleges in the United States to ascertain what college courses are being offered on the subject of radio. Replies were received from 1008 (71.8%) of the institutions, and further data were secured by an examination of the catalogs of practically all the universities and colleges included in the original inquiry.

A detailed report of the survey is contained in Circular No. 53, "University and College Courses in Radio" which may be had upon application to the Office of Education, Washington, D. C.

X X X X X X X X

#### BROADCASTERS' CODE JUST AROUND THE CORNER

There is still an impression that the Broadcasters' Code may be finally agreed upon within the next week. The main provisions stand practically as they were presented to the National Association of Broadcasters by John W. Guider, Washington attorney. The only point of contention now is with regard to the number of hours which the operators shall work.

X X X X X X X X



## COMMISSION TURNS TO FORMER GOVERNOR SMITH IN WMCA CASE

Although refusing to divulge the contents, it is known that the Federal Radio Commission has addressed a letter to former Governor Alfred E. Smith, Chairman of the Board of the Federal Broadcasting Company in New York, questioning the legality of their leasing the full time of Station WMCA, owned by the Knickerbocker Broadcasting Company, of which Donald Flamm is President. The letter is understood to say, in effect, that as the Commission construes the law, the licensee of a station must be in full control of the time of the station, must control its programs, and must control the hiring and discharging of all station employees and that none of these functions must be limited by contract.

The Commission is said to have told Governor Smith that after reading the WMCA contract, they were not clear as to these points and asked him to give them this information. If the law, as the Radio Commission construes it, is not being carried out, the letter is said to conclude, the Commission will not be able to approve the Federal Broadcasting-WMCA contract.

According to reports reaching Washington, although Mr. Flamm and the Knickerbocker Company nominally control the employees, a number of Flamm's people are said to have been discharged by the Federal Broadcasting Company, Governor Smith's organization. It is apparently made plain by the Commission that it will not approve Mr. Flamm's leasing of the station's time to the Federal Company under the present arrangement. It seems to be their attitude that either Mr. Flamm, the licensee of Station WMCA, will have to run the station himself or turn the license over to Governor Smith's organization.

Much depends upon the final decision of the Radio Commission inasmuch as the agreement between Mr. Flamm and the Federal Broadcasting Company, which involves an annual lease of \$200,000, is contingent upon the approval of the Commission.

It was said at the Commission that as soon as a reply had been received from former Governor Smith, the contents of both letters would probably be made public or that in any event a statement would be forthcoming explaining the situation.

X X X X X X

## PRESIDENT ROOSEVELT INVITED TO RADIO CITY OPENING

Invitations to the Radio City opening have been sent to President Roosevelt and to the members of his Cabinet. Likewise to Judge E. O. Sykes, Chairman of the Federal Radio Commission, to the members of the Commission and to other notables in Washington.

It is not believed that President Roosevelt will be able to accept but it is hoped that he may extend a few words of greeting over the air.

An effort was made to have Marconi stay over for the opening but along with his wife, the inventor of wireless, is now enroute to Japan.

X X X X X X X X

## LIQUOR PROGRAMS MAY GO ON RADIO

Liquor advertising may be heard over the radio before it is permitted to be published in newspapers and magazines.

Whereas the so-called Reed amendment, barring use of the mails for liquor advertising in dry States, is expected to block such advertising in publications even after the thirty-sixth State repeals the Eighteenth Amendment, it is now learned in official sources that radio broadcasting evidently is not affected. In other words, liquor distributors may advertise over the air, provided the laws of the State in which the stations are located permit, in spite of the Reed amendment.

Attorney General Cummings has ruled that the Reed amendment will not be affected by repeal of the Eighteenth Amendment. Since magazines and newspapers circulate in dry States by use of the mails, this ruling places the issue squarely up to the Post Office Department. The opinion is held to mean that periodicals will not be able to publish liquor advertisements until Congress revises the Reed amendment.

In the case of radio, however, it was pointed out in official circles that the Reed amendment was enacted in 1917, or three years before the advent of regularly scheduled broadcasting and about five years before commercial broadcasting. The law specifies only use of the mails. The Attorney General's ruling did not touch upon the radio advertising because this particular question was not raised.

X X X X X X



## CHEERIO PROVIDES NOVEL TUESDAY EVENING CURTAIN RAISER

"Cheerio's" new Tuesday evening presentation, "Musical Mosaics" (NBC-WEAF network - 6:45 P.M. EST) is one of the season's first distinct novelties. The feature is high-class throughout and is the finest thing "Cheerio" has ever done. Jan Peirce, tenor, assisted by chorus and orchestra, conducted by Harrison Isles, the opening night collaborated admirably in Felician David's tone picture, "The Desert". "Cheerio's" narration was superb.

With this new presentation, it is believed "Cheerio" will not only continue to hold his tremendous morning audience, which has grown until the program is now heard over more than 40 stations, including two in Canada, Montreal and Toronto, but will unquestionably add an evening group equally as large. While "Musical Mosaics" embodies the ultimate in "Cheerio's" skill at entertaining, it is distinctly different than the morning program, considerably more sophisticated, and one bound to appeal to those seeking exceptional dramatic entertainment with popular classical music as a background. It is a subdued restful type of program, which seems almost made to order for the dinner hour.

X X X X X X X X

## WOULD HAVE COMMISSION REAFFIRM MISSOURI DECISION

It has been recommended by Examiner George H. Hill, of the Federal Radio Commission that the application for consent to the voluntary assignment of the license of Station KGIK from the Grant City Park Corporation in Grant City, Mo., to Station KGBX, at Springfield, Mo. be granted. Also that the Commission affirm its grant to the voluntary assignment of KGIK from the Grant City Park Corporation to KGBX.

The Commission had previously granted these applications and approved a change of frequency from 1500 kc to 560 kc.; a change of power from 100 watts to 500 watts, a change of hour from unlimited time to daytime only and removal of the station from Grant City to Springfield.

Thereafter a protest was filed to the granting of the assignment of the license, two of the litigants claiming a prior right to purchase of KGIK under certain contracts. Upon the filing of the protest, Commission action was suspended and the case set for a hearing.

X X X X X X

## TWO-WAY TELEVISION PATENT ISSUED TO IVES

A patent for a "simultaneous two-way television system for use in conjunction with existing telephones" has been issued to Dr. Herbert E. Ives, physicist of the Bell Telephone Laboratories in New York.

This television equipment, according to the description in the application, "is adapted for use with an ordinary telephone instrument which can be used by the observer without interference with the television equipment. The user at each station is enabled to see and talk with the other at any other station in the system.

"Images not only of the user but of various other objects, such as signatures, checks, letters, legal papers, pages of books, pictures, and also three-dimensional objects both stationary and moving may be transmitted and received.

"This system, in association with a telephone system, can be used for the reproduction of talking moving pictures transmitted simultaneously from a distance to one or a plurality of stations."

The device is described further as "a practical television system having three or more interconnectable stations provided with duplicate television apparatus, which will enable a party at any station to see a party at any other station while he himself is being seen."

X X X X X X X X

## ROSENBLATT REJECTS MUSIC PUBLISHERS' CODE

The hearing on the Code of Fair Competition of the Music Publishing Industry, before Deputy Administrator S. A. Rosenblatt, came to an abrupt and unexpected close last Thursday afternoon, <sup>when</sup> with the unanimous concurrence of his advisers, Mr. Rosenblatt ruled that the Code was unsatisfactory.

This announcement was made after Judge George Link, counsel for the Music Publishers' Association of the United States, objected to the elimination of provisions as urged by the last speaker at the forenoon session, Ralph A. Ostburg, Jr., of Philadelphia, Vice-President of the Theodore Presser Co. Mr. Ostburg proposed, among other things, to eliminate minimum list prices and maximum discounts from the Code.

As soon as the afternoon session convened, Judge Link, addressing the Deputy Administrator declared that if the discount provisions and other provisions objected to by Mr. Ostburg should be eliminated, the Code thus amended would consist of "mere



platitudes." Rather than submit to such proposals he said the Music Publishers' Association of the United States, which he represented would prefer to withdraw its Code and proceed in its business under the Federal Trade Commission.

He remarked that with one or two exceptions the principal standard publishers of the country "have been holding the umbrella over the industry" and making profitable such businesses as that conducted by Mr. Ostburg's company. He declared that the discount provision to which Ostburg had made objection, was the very cornerstone of the industry. He said that with that provision eliminated, there was nothing left to the Code.

In announcing his ruling, Deputy Rosenblatt said he had consulted his advisers and they and he were agreed that under no circumstances would the code as presented be acceptable in view of its incorporation of the schedule of maximum discounts and minimum list prices and in view further of the fact that the system of distribution proposed might be oppressive to certain dealers. Instead, therefore, of permitting the hearing to proceed further, he ruled that the code was unsatisfactory and referred its provisions to other authorities for hearing.

He referred the retail provisions to Division Administrator A. D. Whiteside for incorporation as a supplement or proposed supplement to the retail trade code. The wholesale features, he said, will be heard further when the general wholesale code is considered. Further, he said, the publishers may submit another separate code in proper form or they can apply to come in under the Publishing code under Deputy Administrator Lindsay Rogers.

More than a score of witnesses were waiting to be heard when Deputy Rosenblatt ruled that the code was unsatisfactory and adjourned the hearing for the day.

Among those present were Oswald F. Schuette, who, in behalf of the National Association of Broadcasters, had asked permission to intervene as "consumers" of published copyrighted music. Mr. Schuette had intended to propose as an amendment to the "Unfair Competition" clause of the Music Publishers' Code, a provision which would have made it unfair competition for music publishers to grant licenses for the public performance of their copyrighted works "under terms, conditions, or agreements, the effect of which is to deny to other copyright owners the equal opportunity to obtain the public performance of their works through the facilities of such talking machine company, radio broadcasting or television station, electrical transcription company, motion picture company, or any place of public entertainment.

The proposal of the broadcasters would also have barred from the code authority in the Music Publishers' Code any publisher who belonged to any organization engaged in such unfair competition.

X X X X X X X X

:  
: BUSINESS LETTER NOTES :  
:

Gen. James G. Harbord, Chairman of the RCA, David Sarnoff, President, and M. H. Aylesworth, President of the NBC, will be the speakers at the dedication of Radio City, Saturday evening, November 11. Twelve hundred invited guests will be present in the studios.

-----

NBC's new mobile transmitter, mounted in an automobile, will be heard for the first time during the Radio City dedication. The car, twenty-two feet long, built by General Motors, is capable of a speed of sixty-five miles an hour and is streamlined and aluminum painted.

Its short-wave transmitter built under the direction of George Milne, division engineer, will have a power of 150 watts, and a range of 100 miles. This will make it possible to originate special broadcasts at practically any point in the United States, since there are few places not within 100 miles of a wire line.

The car has a trap-door over the announcer's seat, next to the driver, so that when desirable the announcer may stand, with his head outside, above the top level of the car, to witness and describe what is going on.

-----

Mark J. Woods, Treasurer of the NBC, will hereafter likewise serve as Assistant Vice-President Richard C. Patterson, Jr., according to reports reaching Washington. Mr. Woods was formerly assistant to the late Charles B. Popenol, NBC Treasurer. Although only about 36 years' old, Mr. Woods is a veteran in the business, having been a member of the old WEAJ crowd in the days when the A.T. & T. owned the station.

R. J. Teichner has been made Assistant NBC Treasurer and Quinton Adams, Office Manager.

-----

Press Wireless, Inc., has asked the Radio Commission to increase its network of point-to-point radio telegraph service. The changes requested include these additions, Winnipeg and Washington with Station MAFJ at Chicago; Winnipeg, Washington and Mexico City with WAFE at Hicksville, N. Y.; Vancouver with KHR at Honolulu, Mukden with KMB at San Francisco; Los Angeles and Washington with WKAD at San Francisco; Los Angeles and Washington with WKAD at San Francisco, and Vancouver with KJAA at San Francisco.

-----



John T. Adams, now manager of WMCA, has finally been successful in his action against the Dutch Master Cigar Company. A verdict that Mr. Adams obtained against the company was affirmed by the Appellate Division of the New York Supreme Court. Adams, when head of his own broadcasting service, which supplied programs to clients, alleged that the tobacco people cancelled a contract which had sometime to run.

Adams contended that the cancellation resulted in his having a number of artists' contracts on his hands. The Court allowed him approximately \$5,000 judgment. The Appellate Division's ruling refrained from an opinion but assessed the costs of the appeal against the Consolidated Cigar Company.

-----

Apropos Variety, the theatrical magazine, venturing an opinion that "Amos 'n' Andy" would have an \$18,000 week when they appeared at the Stanley Theatre in Philadelphia, the comedians took a page advertisement in the magazine. It carried a facsimile of the \$18,000 prophecy and the following letter:

"Dear 'Variety': What kind of figures is dese? (\$18,000) Dis is costin' us \$400.00 for dis page - cuase you is wrong. De truth is - We grossed (not including Gov't Tax) \$28,851.00 at de Stanley, Philadelphia which 'cording to de manager is de house record fo' de past 101 weeks.

"Please guess closer dan you is been - dis is our last \$400.00 correction."

-----

A Washington newspaper has identified Ann Ronell, composer of "Big Bad Wolf", "Rain on the Roof" and other hits as Miss Ann Rosenblatt, a sister of Sol A. Rosenblatt, NRA Deputy Administrator. Miss Ronell is said to be only 24 years' old.

-----

The complete statement of facts, grounds for decision and order of the Radio Commission in the KYW case, 31 pages single space, has now been mimeographed and copies may be had upon application to the Federal Radio Commission. Commissioner Hanley did not participate in the decision.

X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (Nov. 3, 1933)

KOA, National Broadcasting Co., Inc., Denver, Colo., modification of C.P. extending completion date to May 17, 1934; WMCA, Knickerbocker Broadcasting Co., Inc., New York, modification of license to use former main transmitter of Station WPCB as auxiliary, at same location as main transmitter i.e. College Point Causeway, Flushing, N. Y.; WBRC, Frank M. King, as receiver of The Birmingham Broadcasting Co., Inc., Birmingham, Ala., consent to involuntary assignment of license from Birmingham Broadcasting Co., Inc., to Frank M. King, as receiver; WPFB, Otis Perry Eure, Hattiesburg, Miss., consent to involuntary assignment of license from Hattiesburg Broadcasting Co. to Otis Perry Eure; WBAA, Purdue University, W. Lafayette, Ind., authority to operate with 1 KW from 1:45 to 4:30 P.M. and 500 watts from 4:30 to 5 P.M. CST, Nov. 4 and 18; KSTP, National Battery Broadcasting Co., St. Paul, Minn., permission to carry on synchronization experiments with Station WJSV, Alexandria, Va.; WGNV, Peter Goelet, Chester Township, N.Y., authority to operate simultaneously with WFAS from 9 to 11 P.M., Nov. 7; WBBX, Samuel D. Reeks, New Orleans, La., extension of special authority to remain silent from Nov. 4 to Nov. 15.

Also, WCOG, Mississippi Broadcasting Co., Inc., Meridian, Miss., authority to reduce unlimited hours of operation to specified in order to repair antenna system, remodel studio equipment and overhaul transmitter; WINS, American Radio News Corp., New York, authority to operate from 7 to 10 P.M. Nov. 7, simultaneously with KOB, in order to broadcast election returns; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., special temp. authority to operate from 1:30 to 2:30 P.M. CST Nov. 11, 1933.

Also, WFK, Wabash Radio Corp., Frankfort, Mich., modification of C.P. extending commencement date to Nov. 13 and completion date to Dec. 10, 1933; W5XB, City of Ft. Worth, Tex., Police Dept., general experimental license, 34600 kc., 10 watts; W6XAU, Wm. Edward Ellis, Portable & Mobile, modification of license to add frequency 27100 kc., also granted renewal of license in accordance with existing license; W3XAE and W3XAR, Carleton D. Haigis, Portable, initial location Gloucester City, N. J., renewal of general experimental licenses in accordance with existing licenses; W9XAY, Iowa Broadcasting Co., Portable, operating within 10 miles from Des Moines, renewal of general experimental license in accordance with existing license; W3XY, Bell Telephone Laboratories, Inc., Mendham Twp., N.J., W9XU, Transcontinental & Western Air, Portable and Mobile, on any aircraft; WLOXB, Eastern Steamship Lines, Inc., SS "Boston", WLOXBQ, SS "George Washington", WLOXBR, SS "New York", WLOXBS, SS "Robert E. Lee", WLOXBJ, Merchant & Miners Transp. Co., SS "Dorchester", WLOXBN, SS "Chatham", WLOXBO, SS "Fairfax", renewal of special experimental licenses in accordance with existing licenses.

X X X X X X