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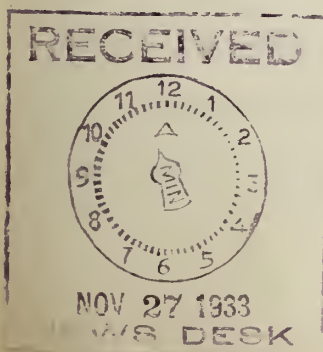
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INDEX TO ISSUE OF NOVEMBER 10, 1933

Schuette Withdraws To Head Broader Copyright Fight.....	1
Dill Complaining Of Wire Tolls Suggests Short Waves.....	2
September Broadcast Advertising Shows Pick-up.....	4
Almost Half of World's Stations In U.S.....	5
Conference Suggested in Columbia Press Gallery Ruling.....	6
Myers Is New West Coast Director.....	7
Communications Committee About Ready To Report.....	7
Temporary Power Boost For Worcester and West Va. Stations.....	8
Columbia Turns Down Hard Liquor Advertising.....	8
Business Letter Notes.....	9
Decisions Of The Federal Radio Commission.....	10

No. 672



B-U-L-L-E-T-I-N

SCHUETTE WITHDRAWS TO HEAD BROADER COPYRIGHT FIGHT

The copyright situation, in which the National Association of Broadcasters has been the storm center, has moved into a broader field with the withdrawal of Oswald F. Schuette as NAB Copyright Director. Mr. Schuette, it is reported, will coordinate on a larger front, the varied interests which have been attacked by the efforts of the American Society of Composers, Authors and Publishers to extend their copyright licenses.

The reorganization of the NAB forces, it is understood, will not make any changes in the situation and the battle will be pushed aggressively, with Isaac D. Levy, of Philadelphia, NAB Treasurer, as Chairman of the Committee which is raising the funds to carry on the campaign.

The NAB Board of Directors on November 9 voted to retain Mr. Schuette as copyright director and although he has not accepted the retainer, he remains as president of the Radio Program Foundation.

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DILL COMPLAINING OF WIRE TOLLS SUGGESTS SHORT WAVES

Deploring what he described as excessive wire line tolls which the telephone companies charged networks and broadcasting stations, Senator C. C. Dill, of Washington, Chairman of the Senate Interstate Commerce Committee, said that in view of the improvement in shortwave transmission, he was giving some thought to the feasibility of a portion of the program distribution being taken over by wireless. At least he declared the situation was one which we should begin to think about.

"The networks and stations each year spend millions for telephone line charges. This runs up the cost of broadcasting and puts a terrific burden on the stations", Senator Dill, who has just returned from his home State to the Capital for the convening of Congress said. "The various States are unable to secure hook-ups without large fees being exacted by the telephone companies and this is one of the greatest factors in the high cost of broadcasting. With the new and improved receivers people all over the country are picking up Europe and other distant points. That being true I don't see why short waves eventually should not replace some of the wire service and thus bring down the cost of the wire tolls."

It was said by an official of one of the chains that the National Broadcasting Company last year paid between two and three million dollars for wire charges and that Columbia probably spent as much as a million dollars for the same service. Senator Dill said that his particular interest in a reduction in the cost of broadcasting was with regard to the educational programs.

"I believe that with the aid of a few powerful short-wave broadcasting stations we could reach all the schools in the United States", Senator Dill declared. This was pretty much along the line of a proposition advanced not long ago by Federal Radio Commissioner Lafount of Utah. Mr. Lafount said that instead of different universities throughout the country going to the expense of putting on separate programs, it would be far more economical to originate a single program at a certain university and distribute it to the others by means of a Government short-wave transmitter to long-wave stations to be re-broadcast to the universities within the service range of the high frequency stations.

Mr. Lafount believed that ultimately 3 or 4 high powered government short wave stations could make educational programs available to all parts of the country. It was further suggested by another broadcasting authority that these Government

short-wave stations could distribute programs of the Federal agencies such as those which are now being broadcast by the Agriculture Department, relieve the commercial networks of this task and save them the cost of wire tolls which they now have to pay to do this.

Discussing the educational situation further, Senator Dill said that if a license fee were exacted from the broadcasting stations at the forthcoming session of Congress, he favored using a portion of the revenue thus derived for the preparation of educational programs. Senator Dill's suggestion met with the approval of Dr. Tracy F. Tyler, of the National Committee on Education by Radio, who said such a fund could be administered by the State Departments of education.

"Under the American system of education", Dr. Tyler explained, "the responsible educational authorities in the various States, namely the State Departments of Education, would be the proper persons in whom to rest the responsibility." Dr. Tyler said that it had been found that parents, in many cases, were just as much interested in educational programs as the students, therefore he favored the offerings be rebroadcast by local stations on long-waves rather than attempt to reach the schools direct by short-waves which would necessitate both schools and parents going to the expense of buying short-wave sets.

Senator Dill said that he did not favor allocating a definite proportion of radio facilities for educational purposes, such as 15%, as has been proposed. He believed that the amount of time assigned to educational programs should be flexible but always adequate to supply the actual requirements.

Asked what radio legislation he expected might be enacted during the forthcoming session of Congress, Senator Dill, who is co-author of the present Radio Act, replied that much depended upon what recommendations might be made by the Cabinet Committee headed by Secretary of Commerce Roper, which is expected to propose a Communications Commission to replace the Federal Radio Commission, which would have jurisdiction over telephones, telegraph and cables as well as radio. Senator Dill said the expense of the present Radio Commission was, in his opinion, not justified.

"The work is simply not there for it to do", the Senator added. He said that he had not, as yet, had a chance to familiarize himself with the work of the Cabinet Communications Commission Committee, of which he was a member in an advisory capacity, but it seemed to be his opinion that a Communications Commission, with a Board of Appeals, lodged in one of the Government departments under an Assistant Secretary, such as had previously been proposed, would be preferable to the present independent Radio Commission.

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SEPTEMBER BROADCAST ADVERTISING SHOWS PICK-UP

A total of \$3,949,341.00 was spent by American business organizations for radio broadcast advertising during September of the current year, according to the new statistical bureau of the National Association of Broadcasters. This represents a 6.9% increase in advertising volume over the previous month. Broadcast advertising volume for September was approximately 1% higher than for July of this year.

National network advertising in September showed a gain of 12.4% over the previous month, while individual station revenues experienced a 5% gain over August. Individual station business is still lower than in July which can probably be explained on the basis of a somewhat slower seasonal upswing than is experienced by national network advertising volume. Regional networks have tended to follow the individual station experience. The seemingly marked decline in regional network revenue in September, as against August is due primarily to a misunderstanding as to classification of regional network accounts in August. Corrections will be made for this discrepancy in the October report.

September national network revenues are still 16% behind those of the same month of 1932, while network revenues for the first nine months of the year are 30% behind the previous season. A marked gain has been experienced by networks in recent months since the foregoing figure compares very favorably with a lag of 38.5% which was experienced during the first quarter of the current year.

A comparison of September expenditures for radio broadcast advertising as against those for other leading advertising media is found as follows:

1933 Gross Receipts

<u>Advertising Medium</u>	<u>August</u>	<u>September</u>
Radio broadcasting	\$3,693,247.00	\$3,949,341.00
National magazines	6,644,831.00	7,942,886.00
Newspapers	37,790,096.00	38,371,622.00
National farm papers	236,505.00	373,134.00
	<u>\$48,364,679.00</u>	<u>\$50,636,983.00</u>

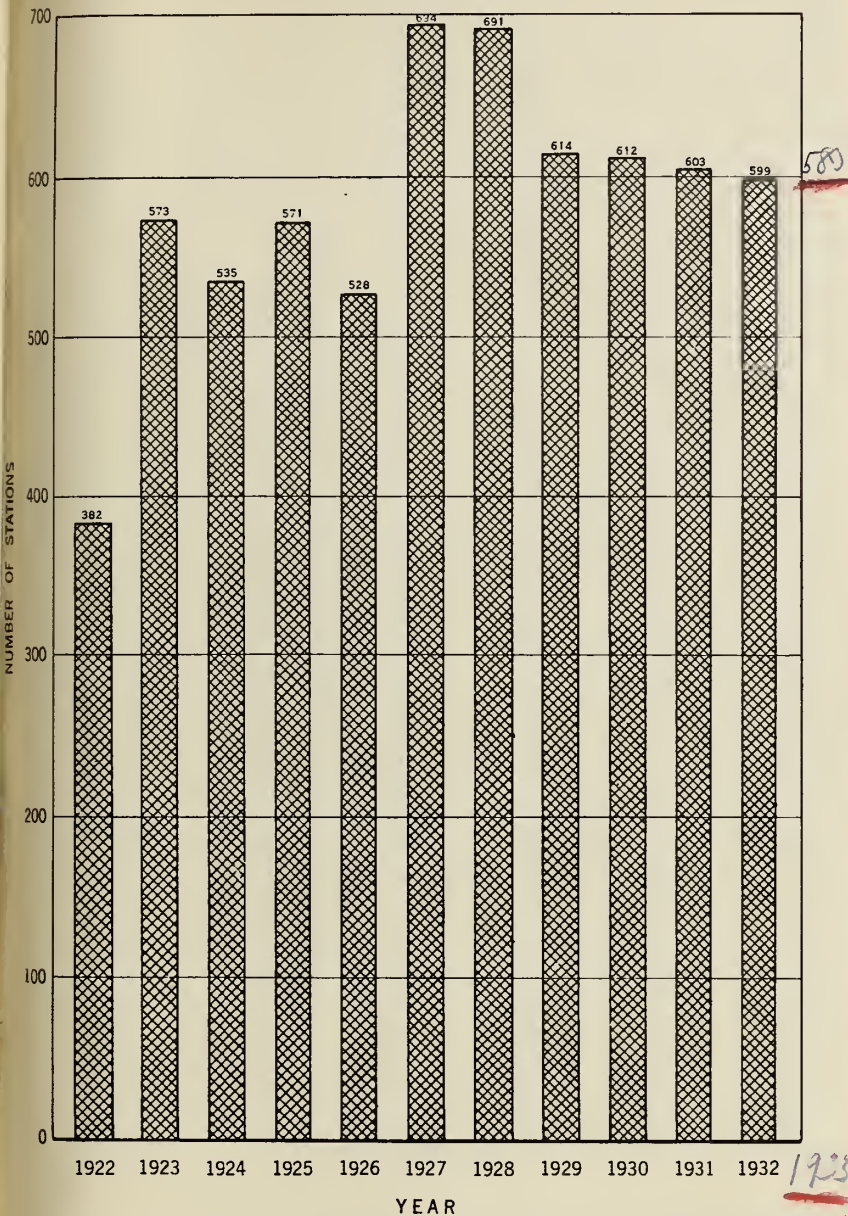
The general business situation is relatively unchanged since the publication of the last report. There have been further business recessions from the peak of last July. Since September 30 the New York Times Index of Business Activity declined from 78.4 to 76.6 as of October 28th. The Index was 79.8 on September 9th. The Combined Price Index of the Department of Labor dropped from 71.1 on September 30th to 70.4 as of the end of October.

NUMBER OF BROADCASTING STATIONS IN THE UNITED STATES

AS OF JULY 1, 1922 TO 1932

(SOURCE OF DATA: RADIO DIVISION, U. S. DEPT. OF COMMERCE, 1922 - 1930;
FEDERAL RADIO COMMISSION, 1931 - 1932)

NO. OF
RADIO
STATIONS IN U.S.



STAT. - DRAFT

Prepared by Sales Promotion Department
NATIONAL BROADCASTING COMPANY, INC.

During the same period, the Food Price Index declined from 64.9 to 63.4, while farm products dropped from 58.0 to 54.2. Car loadings moved contrary to the usual seasonal upswing, declining from 69.0 to 67.8 as of October 21st.

In spite of the recessions noted above, all of the business indices tend to be appreciably above those of the same period of 1932.

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ALMOST HALF OF WORLD'S STATIONS IN U. S.

There are 1,426 radio broadcasting stations of record operating throughout the world of which 585 are located in the United States.

Russia ranks second to the United States in the number of radio stations with a total of 73, according to a revised list of foreign radio stations made public by the Electrical Equipment Division, Department of Commerce.

Canada is shown by the list to have 63 stations; Australia, 60; Cuba, 57, Mexico, 53; Argentina, 35; Uruguay, 33; New Zealand, 32; and Sweden, 31.

Twenty foreign countries shown in the list are credited with only one station each.

Several unusually high-powered stations are being operated in foreign countries, the list shows. A station located at Villa Acuna, Coahuila, Mexico, is shown to be authorized to use 500,000 watt power. Leipzig, Germany, has a station operating on 150,000 watts. A station in Prague, Czechoslovakia, is recorded as using 120,000 watts. Two stations of 100,000-watt power are listed as located in Moscow, Russia, with one each of corresponding power in Leningrad, Russia; Nanking, China; and Luxemburg.

Details concerning 118 foreign short wave stations and nine television stations are included in the compilation.

The list has been issued by the Electrical Equipment Division, Department of Commerce, as a part of the informational service furnished American manufacturers and exporters of electrical equipment.

Copies of the list of stations may be had from the Department of Commerce at 25 cents each.

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CONFERENCE SUGGESTED IN COLUMBIA PRESS GALLERY RULING

Following the rejection of the application by the Standing Committee of Correspondents of the Congressional Press Galleries of Columbia's application for admission to the Galleries of three representatives of the broadcasting system's news service, Henry Adams Bellows, Columbia Vice-President has written to Samuel W. Bell, of the New York Herald-Tribune, Chairman of the Committee, suggesting a conference. Mr. Bellows, whose letter was entirely friendly, proposed that this meeting be attended by Senator Copeland, of New York, Chairman of the Senate Rules Committee, Speaker of the House Rainey, Mr. Bell and Messrs. Bellows and Ted Church, Washington manager of Columbia's news service.

Mr. Bellows pointed out to Mr. Bell that the rules governing admission to the Press Galleries, which were drafted long before radio came into the picture, seemed to be inconsistent. He wrote that in Rule 1, "news associations requiring telegraphic service" were set forth as eligible, whereas in Rule 2, the qualification was "newspaper associations". Mr. Bellows wrote that Columbia furnishing telegraphic news to stations in 90 cities unquestionably came within the qualification. He suggested, therefore, that the situation could be solved by amending Rule 2 to read, "newspaper or news services."

Mr. Bellows said he had no quarrel with the Press Galleries and that there was nothing of that attitude in his approach. "I am seeking to enlist the cooperation of the Standing Committee on the assumption that they want to solve the problem as much as we do", he said.

Nevertheless, one gained the impression that the Columbia executive had no intention of backing down. He said he was not seeking the privilege of actually broadcasting from Congress but simply desired that the Columbia News Service be afforded the telegraphic facilities as other news associations in the press galleries.

"With three news broadcasts a day, our position is the same as a newspaper getting out three editions a day", Mr. Bellows concluded, "and we think we are entitled to the proper telegraphic facilities to do this."

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MYERS IS NEW WEST COAST DIRECTOR

Charles Myers, of Station KOIN, of Portland, Oregon, has been elected a Director of the National Association of Broadcasters to succeed Leo Tyson, of KHJ, Los Angeles, Cal. Mr. Tyson having left KHJ to go into a radio program service, resigned from the NAB directorate inasmuch as he no longer has station affiliations.

The election of Mr. Myers to the Board from the West Coast was in line with the Association's policy of maintaining an equal geographical representation of its membership.

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COMMUNICATIONS COMMITTEE ABOUT READY TO REPORT

Although the greatest secrecy has been maintained, it is said that the Committee headed by Secretary of Commerce Roper, which has been engaged in framing recommendations for a new Communications Commission bill, has about finished its work. Apparently there is no intention to give representatives of the radio industry an opportunity to be heard at this time.

It is, however, causing no apprehension since public hearings will undoubtedly be held in both the House and Senate if a new bill is introduced. Nothing is known as to the nature of the forthcoming recommendations. Generally they are supposed to be along the lines of the previous plan that the Communications Commission be incorporated into the Commerce Department under the direct supervision of an Assistant Secretary. The old plan called for a Director and a Board of Appeals composed of five members.

It was previously reported that Senator Wallace White, of Maine, was an advisory member of Secretary Roper's Committee, but this has been found to be incorrect. Those representing Congress on the Committee are Senator C. C. Dill, Chairman of the Senate Interstate Commerce Committee, and Representative Sam Reyburn, Chairman of the House Interstate Commerce Committee.

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TEMPORARY POWER BOOST FOR WORCESTER AND WEST VA. STATIONS

The Federal Radio Commission has granted special temporary authority to Stations WTAS, owned by the Worcester Telegram in Worcester, Mass., and WOBV, in Charleston, West Va., to operate on 500 watts power at night as well as during the daytime. These stations operate on the same frequency, 580 kilocycles, but are not as widely separated as Radio Commission engineers require for simultaneous operation.

The stations are now each using 500 watts power in the daytime and 250 watts at night. Lately they have been experimenting with 500 watts each at night, with apparently no serious interference. As a result of this the Commission decided to allow them to continue while further observations are being made.

The Commission denied an application for modification of the Matheson Radio Company of Boston, so as to permit unlimited operation on its present frequency of 830 kilocycles, a clear channel allocated to the Fifth (Western) Zone.

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COLUMBIA TURNS DOWN HARD LIQUOR ADVERTISING

Whisky, gin or other hard liquor advertising will be taboo on Columbia networks, according to a New York dispatch. Only wine ads will be accepted "with extremely careful scrutiny of the nature of both the entertainment and the advertising content."

"It is with extreme reluctance that we are deciding that a class of merchandise about to be legalized by a popular vote probably of 3 to 1 shall not be allowed to use our facilities, because we are exceedingly sensitive about impeding any legitimate business enterprise", a statement issued by President William S. Paley said.

"We feel, however, that the best interests of the vast radio audience are paramount and that a medium which enters the homes of so many millions of persons and which carries its message to groups of listeners of every conceivable assortment is not the proper vehicle for the promotion of the sale of those beverages colloquially known as 'hard liquors.'

"Our decision, on the other hand, to permit the advertising of wines is based on the common knowledge that wine-drinking countries are temperate countries and our belief that the time may have come to America, particularly under present condition, when millions of our people will welcome the opportunity to be informed about milder beverages.

"We hope that Columbia's decision will be recognized as fitting the peculiar conditions of radio broadcasting and that it will not be construed as intended in any way to reflect on policies which may be adopted by other media which reach their people in different ways."

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Radio City, where the festivities begin Saturday, will have a first night every night for a week. Owing to commercial time being engaged at night, there will be many celebrities such as Rudy Vallee and Paul Whiteman heard in the afternoon programs. Monday night, Nov. 13, famous composers will be heard and Gene Buck, President of the American Society of Composers will speak. An hour earlier Tuesday night, Frank Black will direct a large orchestra in "Waltzes of the World"; at 11 o'clock, Roxy will be on with old time celebrities, including George M. Cohen, who isn't so ancient.

Wednesday afternoon, Russia and other foreign countries will be heard from and other outstanding performances will be heard every night throughout the entire week.

Alfred H. Morton, formerly European manager of the Radio Corporation of America, will be Business Manager of the Program Department of NBC under John F. Royal, Vice-President.

Mr. Morton joined the RCA in 1921 and served as its Washington representative. On the formation of RCA Communications, Mr. Morton was appointed manager of the commercial department.

James S. Wallington of the NBC was awarded the 1933 gold medal for good diction on the radio by the American Academy of Arts and Letters yesterday (Nov. 9). This is the fifth award, previous winners being Milton J. Cross, Alwyn Bach and John Holbrook, all of NBC, and David Ross, of Columbia.

Wallington has been on the NBC staff for the past five years and came into prominence when he broadcast the programs which were heard by Commander Byrd in the Antarctic during the previous expedition. He is 26 years old and from Rochester, N.Y.

The Academy's gold medal for good diction on the stage was presented to Lawrence Tibbett, of the Metropolitan Opera.

Giving no figures for LaGuardia, the winner, Variety says that around \$60,000 was spent by the candidates in New York's mayoralty election with McKee topping the list.

"Station most used was WOR, with 58 broadcasts netting it over \$30,000. WMCA collected about \$13,000 with little of this money coming from Tammany", the theatrical weekly goes on. "WABC gathered \$3,500 from the McKee cohorts and \$2,200 each from the Democrats and Fusionists.

"McKeeites topped the \$7,000 odd that NBC got with an expenditure of \$5,350. Next to the heavy spenders were the Socialists with a billing of \$1,113, while a broadcast of 15 minutes accounted for \$186 contributed to NBC by the Tammany forces."

The programs of KLZ, Columbia station in Denver, after being omitted for four days, are again being presented by the Rocky Mountain News, Scripps Howard newspaper. The Denver Post quit printing KLZ programs as a protest against Columbia starting its own news service. The Rocky Mountain News likewise ceased printing the Columbia station programs. The Post is still holding out though reported to be receiving many complaints.

Two-thirds of the membership of the National Association of Broadcasters have placed orders for "A Decade of Radio Advertising" by Dr. Herman S. Hettinger, member of the Merchandising Faculty of the Wharton School of the University of Pennsylvania. The new book is published by the University of Chicago Press and the price is \$3.00.

The equipment to provide the new 500,000-watt transmitter for WLW at Cincinnati with such power is the result of five years of research and experimentation on the part of Crosley Radio Corporation and RCA-Victor engineers. The new transmitter, to be the most powerful ever built, will be completed within the next few weeks. The project involves a total cost of more than \$400,000.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (Nov. 10, 1933)

KGIZ, Grant City Park Corp., Springfield, Mo., modification of C.P. for extension of completion date from 10/31/33 to 1/31/34; WHBC, Edward P. Graham, Canton, Ohio, authority to operate simultaneously with WNBO, November 11 and November 25 from 3:00 P.M. to 6:00 P.M., to broadcast football games, WNBO's consent received; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., authority to use auxiliary transmitter from Nov. 8 to 28 while erecting a new radiator.

Also, City of Spokane, Wash., Police Dept., Spokane, Wash., C.P. 2458 kc., 100 watts, A3 emission; WLXAK, Westinghouse Electric & Mfg. Co., Chicopee Falls, Mass., renewal of special

experimental license in accordance with existing license; WLXS, Trustees of Tufts College, Portable in Mass., renewal of special experimental license in accordance with existing license.

Miscellaneous

WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., C.P. retired to the closed files (granted March 3, 1933). to construct auxiliary transmitter to be used while moving main transmitter.

Application Denied

KTAR, KTAR Broadcasting Co., Phoenix, Arizona.

Ratifications

Action taken Nov. 4, 1933: WIEO, National Broadcasting Co., Inc., Washington, D. C., granted authority use broadcast pickup station connection program tests in and around New York City; KIFS, KJFI Broadcasters, Inc., Klamath Falls, Oreg., granted authority to use broadcast pickup station Nov. 7, 1933, Malin, Oreg., Nov. 14, 1933, Chiloquin, Oreg; Action taken Nov. 6: WRCB, Radiomarine Corp. of America, Washington, D. C., granted temporary authority not exceeding 60 days pending receipt and action formal application to operate aboard vessel "City of Lowell"; Action taken Nov. 7: WCFV, Radiomarine Corp. of America, Washington, D. C., granted temporary authorization not exceeding 60 days pending receipt and action formal application to operate 200 watts NS-1-C aboard vessel "William H. Warner"; The Buckeye State Sheriff's Association, Findley, Ohio, granted C.P. 1682 kc., 500 w., A3 emission.

Also, Action taken Nov. 8: WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, granted special temporary authority to operate simultaneously with Station KQV, Nov. 8 and 20, 1933, from 7:30 to 9:30 P.M. to broadcast Community Chest campaign (Action taken 11/8/33); WKY, Radiophone Co., Earl C. Hull, Chief Engineer, Oklahoma City, Okla., granted special temporary authority to operate general experimental station for communication in broadcast-pickup service, accordance provisions Rule 320, on Nov. 9, 10 and 11, 1933, connection with an August festival.

Action on Examiner's Reports

WIP, Pennsylvania Broadcasting Co., Philadelphia, Pa., denied application for modification of license to increase power from 500 watts to 1 kw., for fear of objectionable interference, sustaining Examiner George H. Hill; WFI, WFI Broadcasting Co., Philadelphia, Pa., denied application for modification of license to increase power from 500 w. to 1 kw "as objectional interference would likely result", sustaining Examiner George H. Hill; WLIT, Lit Brothers Broadcasting System, Philadelphia, Pa., denied application for modification of license to increase power from 500 w. to 1 kw as no such need for increased power has been shown, sustaining Examiner George H. Hill.

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