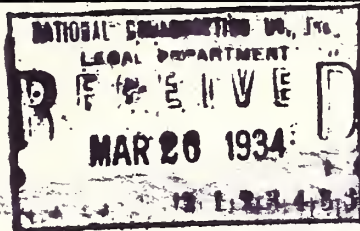


HEINL RADIO BUSINESS LETTER

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COMPULSORY RELIGIOUS PROGRAM ACCEPTANCE APPEARS UNLIKELY

There seems to be little likelihood of a favorable report by Representative Bland, of Virginia, Chairman of the House Merchant Marine and Radio Committee on the Bill introduced by Representative McFadden, of Pennsylvania which attempts to compel the radio station, or stations, or broadcasting companies to accept all programs offered by "any religious, charitable, or educational company, corporation, association, or society or any other like association or society chartered or licensed under the laws of the United States", where there is controversy or difference of opinion.

The only proponents of the Bill were Mr. McFadden and representatives of the Peoples Pulpit Association which is headed by Judge Rutherford. Those who opposed it were M. H. Aylesworth, President of the National Broadcasting Company, Henry A. Bellows, Chairman of the Legislative Committee of the National Broadcasters' Association, Phil Loucks, of the NAB, Henry Caravati, of the National Council of Catholic Men, Dr. Frank C. Goodman, Secretary of Federation of Churches of Christ in America, and Judge E. O. Sykes, Chairman of the Federal Radio Commission.

Mr. Bellows dwelt upon the significance of the fact that outside of the "Witnesses of Jehovah" (Judge Rutherford's followers), the representatives of no other religious sect had appeared during the four days over which the hearing extended, to endorse the bill. Neither Mr. Bellows pointed out, was there endorsement from any charitable or educational association. Mr. Bellows said the Bill was totally unnecessary.

Representative McFadden asserted that the networks exercised a degree of censorship not only over advertising but in subjects discussed. He also said that big business owns and controls the radio. Likewise that a secret pact of international bankers exerted an influence over what was heard on the radio.

When Mr. Aylesworth testified, one of the Congressmen asked him if Mr. McFadden would be allowed to speak over the NBC.

"Tonight, if he wants to", Mr. Aylesworth replied.

Mr. Aylesworth was then asked if it were true that on one occasion Mr. McFadden had not been permitted to speak over the NBC.

"When was that?" Mr. Aylesworth inquired.

"In the Farm and Home Hour", McFadden replied.

"What was your subject?"

"Taxation".

"Maybe it was because it was felt that the subject did not fit into an Agricultural program - I can think of no other reason", Mr. Aylesworth answered.

Mr. Bellows in response to an inquiry as to the ownership of Columbia said that the Paley family owned practically all of the stock.

"Then no international bankers control this network?" Representative Sirovich, of New York, inquired.

"I have never seen any evidence of international bankers controlling Columbia's policy", Bellows replied.

"Accordingly you don't think the two big broadcasting systems are dominated by a secret international bankers' alliance?"

"I believe that is a myth", was the reply.

Mr. Aylesworth when asked if political speeches are charged for said, "Never, excepting during a campaign", and then evoked a laugh from the Congressmen by adding in an undertone, "Of course we never expect to get paid."

"Has any Nudist Colony ever applied for time over your network?" Representative Wilford, of Iowa asked.

"No", Mr. Aylesworth replied and then brought forth another laugh by saying, "It was probably because they couldn't be seen."

Mr. Bellows said there was a lot of difference between selection and censorship. He told the Committee that during the past season there had been heard over Columbia - 6 Episcopalian clergymen; 6 Baptists; 5 Methodists; 6 Presbyterians; 5 Lutherans; 3 Unitarians; 13 Jews; 5 Christian Scientists; 1 Mormon, and 20 Catholics.

The objection to the (Jehovah's Witnesses) Rutherford sect voiced by both Mr. Aylesworth and Mr. Bellows was that they attacked other religions. Mr. Bellows said as far as he knew there had never been any attack of a religion over Columbia.

"If such an attack were ever made", he said, "it would simply mean that the clergyman making it would not find it easy to have our facilities again.

"There never has been a Catholic program, for instance, that could not have been listened to by any faith. They have exercised the same tolerance and courtesy towards other faiths as the Jews and the Protestants have to them."

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"We make only one request", Mr. Aylesworth testified. "It is that religious bodies do not attack each other."

"Is the statement made by the American Society of Composers true that the network programs are 95% musical and 5% educational?" Dr. Sirovich asked.

"About as true as anything they say", Mr. Aylesworth retorted.

After checking with Frank Russell, Vice-President of NBC, and Kenneth Berkeley, Washington manager, Mr. Aylesworth said that he believed 60-40 about the correct proportion.

The Congressmen were interested in finding out how much money the networks "were making". Mr. Aylesworth replied that NBC had cleared about \$1,300,000 in 1932 but that the profit had dropped to about \$400,000 in 1933. He added, however, that the receipts of 1934 were coming up again.

Mr. Bellows said the profits of Columbia for 1933 were approximately \$700,000 and for 1932 about the same.

Asked if there was room for a third chain, Mr. Aylesworth replied, amid laughter: "Ed Wynn thought so."

Mr. Bellows said the difference of views on religion was as nothing compared to the difference of views on education.

"In religion we have well defined groups", he continued. "In education there are as many ideas as individuals. Yet this Bill says if we put on a person with one educational point of view, we have to put them all on, and it simply can't be done."

Mr. Bellows said Columbia had one rule which NBC didn't have - that all political talks should be confined to 15 minutes.

"I think that is in the public interest", a Congressman interjected.

When the system of selecting the religious speakers was explained, Representative Edmonds of Pennsylvania asked:

"What would you do today if Robert Ingersoll wanted to get on the air?"

Mr. Aylesworth and Mr. Bellows both expressed approval of the President's call for a consolidation of communications activities.

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DO NOT TAKE BRINKLEY'S YACHT BROADCAST IDEA SERIOUSLY

Federal radio officials seemed to feel that if Dr. J. K. Brinkley, goat gland specialist, whose station was closed by the Mexican government, attempted to broadcast from a 150 foot yacht, he is supposed to have purchased in Miami, that it will be comparatively easy to handle the situation.

To begin with, they felt that Brinkley would encounter mechanical difficulties. His aerial, Government engineers, figured, couldn't be more than 50 or 75 feet long and not very high up. Besides the bulk of the broadcasting apparatus, it would be difficult for him to generate sufficient power. It was said that large ocean liners' transmitters are only 2000 to 5000 watts power. Even if Brinkley could get up to a thousand or so watts power, it would be feeble compared to the 80,000 he was using in Mexico and would penetrate very far inland.

Brinkley's greatest difficulty in the opinion of Washington authorities, would be his ability to secure a broadcasting license. In the United States he would have to apply to the Federal Radio Commission and, of course, wouldn't have a chance there.

If he succeeded in registering his yacht under a foreign flag, and thus secured a broadcasting permit, it was believed the State Department would have no difficulty in having that country rescind the license. There is only one such case on record.

An American chartered a boat on the West Coast which was used as a Night Club and broadcast advertisements of the night club and other advertising from it from beyond the three mile limit. The boat was registered under Panama but when the State Department complained to the Panamanian Government, not only the broadcasting license was cancelled but also the ship's charger.

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RADIO CASES KEEP APPEALS COURT BUSY

The District of Columbia Court of Appeals acted in several radio cases during the week. Station WOQ, Kansas City, whose time was given to KFH, Wichita, was denied a rehearing.

Station WLBW, Erie, secured a stay order against the erection of a new station there. A stay order was denied to Stockton, Cal., station against the construction of a station at Modesto, Cal. Also a stay was refused the Portland, Me. Publishing Company in its effort to stop the erection of a new station in Portland.

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PRIEST WOULD ALLOCATE NON-PROFIT ORGANIZATIONS 25% FACILITIES

A proposal has been made to the Senate Interstate Commerce Committee by Rev. John B. Harney, of New York, Superior of the Paulist Fathers, that "to eliminate monopoly", all radio licenses be cancelled and that a reallocation be made giving 25% of the present broadcasting frequencies to educational, religious, agricultural, labor, co-operative, and similar non-profit making associations.

"Have you been having difficulty?" Senator Hatfield, of West Virginia asked.

"Difficulties?" Father Harney replied. "From the beginning."

This referred to the fight the Paulist Father station, WLWL, in New York, has made to secure full time over the 1100 kilocycle frequency which it shares with WPG at Atlantic City.

The following dialogue ensued:

Senator Hatfield. - "You say your average is 2 hours?"

Father Harney. - "We have 15½ hours a week, and the commercial station WPG which shares that frequency with us has the balance of the time."

Senator Huey Long of Louisiana - "How much is that?"

Father Harney - "It is something like 110½ hours, I believe."

Senator Long. - "I think you got a good break. They put our station out altogether down in Louisiana."

Father Harney - "Well, we extend you our commiseration, but we do not want to be put in your position, and that is what we are confronted with."

Senator Long - "You will be in our position soon. You are growing to it."

Father Harney said his proposal to give 25% of the broadcasting facilities to religious and education institutions was designed "to forestall the possibility of a monopolistic control of radio communication facilities, and to secure permanently for responsible religious, education, cultural, social service, and other human welfare agencies of a non-profit-making type such an assignment of radio facilities as is in keeping with their high character and unselfish aims; such also as will give them all a chance to be decently self-supporting and free from the overlordship of mere commercialists whose dominant purpose is to accumulate wealth even at the cost of human decay."

Father Harney, submitting a statement by the National Committee on Education by Radio, disclosed that there are in the United States 30 stations classified as educational. These stations have assigned to them a total of 817 hours' broadcasting time each week.

"That may seem to some a goodly allowance for educational institutions", Father Harney said; "in reality it is beggarly and outrageous. The total quota units of all assignments in the United States are 44.37. Of these educational institutions have but 9.61, less than $2\frac{1}{2}$ percent. Think of that in a country whose proudest boast is its devotion to the cause of education."

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DILL HOPES TO REPORT COMMUNICATIONS BILL IN TWO WEEKS

Following an executive session of the Senate Interstate Commerce Committee, Senator Dill, of Washington, last Thursday said that the Committee hoped to report the Communications Commission Bill out in about two weeks. Senator Dill said that a sub-committee, the personnel of which as yet he had not decided, would be named to consider the Bill further.

Representative Rayburn is understood to be considering Monday, April 2, as the date to begin hearings on the House Communications Bill. The Rayburn (House) Bill will have the approval of the Broadcasters but is expected to meet about the same opposition from the communications people as the Dill Bill did at the Senate hearings.

Both the broadcasting and communications industries have expressed approval of the amendment offered by Senator White, of Maine, in the nature of a substitute for the Dill Bill. Senator White said that it was designed to carry out the specific recommendations of the President with respect to a single commission with unified control and stopped there without adding new legislation which might jeopardize the fate of the Bill this session.

The White amendment contents itself with transferring the Radio Commission and those matters of the Interstate Commerce Commission having to do with telephone, telegraph and cable, to the new Communications Commission. The set-up of the White Communications Commission, insofar as personnel is concerned, is the same as the others excepting that although composed of seven members, it doesn't provide for three divisions - radio, telephone, or telegraph - but would leave this detail for the new Commission to work out. The White Amendment carries practically no new legislation.

There was some comment when the Senate hearings were printed that a letter which David Sarnoff, President of the

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Radio Corporation of America, wrote to Secretary of Commerce Roper, urging a single unified Commission had been left out, also the failure to print an address "Communications Control in War", which Mr. Sarnoff had offered in his testimony. It was noticed that the printed hearing, nevertheless, included a letter written to Secretary Roper, presenting a different point of view from that of Mr. Sarnoff, by Col. Sosthenes Behn, President of the International Telephone and Telegraph Corporation.

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SOUTH AFRICA'S BROADCASTING FACILITIES EXTENDED

The most powerful broadcasting station in the Union of South Africa was recently opened near Capetown, according to a report from Consul E. M. Groth. The new station, operated by the African Broadcasting Company, replaces the original station which was opened in 1924.

Broadcasting from the original station, the report states, was done with a one-kilowatt unit, which although fairly satisfactory insofar as local broadcasting was concerned, was not sufficiently powerful to overcome the adverse atmospheric conditions which prevail throughout most of the Union during the greater part of the year. The new plant which has a 10-kilowatt transmitter was erected at the cost of 37,000 pounds. It is expected that this powerful equipment will enable listeners throughout the Cape Colony and other provinces of the Union to enjoy the programs which will henceforth be broadcast from Capetown.

At a later date, it is intended to erect another broadcasting station at Durban, a duplicate of the one just opened in Capetown. When this is done the five principal South African urban centers, including Johannesburg, will all have modern broadcasting plants and no part of the Union will be deprived of regular programs. These five units will be self-contained, but will be connected with each other by land lines.

No definite solution has as yet been found to overcome the problems arising in certain sections of the Union in connection with transmission difficulties, the report states. A relay station is at present operating at Bloemfontein and other relay plants will probably be erected later at selected points.

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RADIO COMMISSION TO MOVE QUARTERS FOR FIFTH TIME

While waiting for the Communications Commission axe to descend, the Federal Radio Commission will again be forced to move its quarters - the fifth move in seven years. The Commission is now slated for removal to the new Post Office Department at Pennsylvania Avenue and 12th Street, next to the old Post Office Building.

The Commission was originally housed in the old Commerce Building at 19th and H Streets, N.W. Then it was moved to the Interior Department at 18th and G Streets, then to the National Press Building at 14th and F Streets, then back to the Interior Department, and finally to the Architects Building where the Commission is now located at 18th and E Streets.

The Commission moving into the Post Office Building brings the old suggestion to mind that someday maybe the Communications Commission may be taken under the wing of the Post Office Department since in most foreign countries, mail, wire and wireless communications control are merged into the same department.

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I.R.E.-I.S.R.U. WILL DELVE INTO TECHNICAL REALMS

A preliminary program has just been arranged for a joint meeting of the Institute of Radio Engineers and the American Section of the International Scientific Radio Union in Washington on Friday, April 27. All sessions will be held at the National Academy of Science.

The following papers are scheduled: The Development and Characteristics of 9 cm Radiation - C. R. Kilgore (Westinghouse Co. Vacuum tubes for Generating Frequencies above 100 Megacycles, C.E. Fay and A. L. Samuel (Bell Telephone Laboratories); Facsimile Radio Observations During the 1932 Eclipse, E.F.W. Alexanderson (General Electric Co.); Notes on Propagation at a Wave Length of 73 Centimeters, B. Trevor and R. W. George (Radio Corporation of America); Some Recent Work on the Ionosphere in Canada, J. T. Henderson (Canadian National Research Council); Studies of the Ionosphere by Multi-frequency Automatic Recording, T. R. Gilliland (Bureau of Standards); Ionosphere Measurements at Low Altitudes, L. V. Berkner, and H. W. Wells (Carnegie Institution of Washington);

Also, High Frequency Ammeter, H. M. Turner (Yale University); The Thermal Method of Measuring the Losses in a Vacuum Tube, F. P. Cowan (Harvard University); Frequency Standard and Monitor Stations of Canadian Radio Commissions, Col. W. A. Steel (Canadian National Research Council); A Method of Measuring Noise Levels on Short Wave Telegraph Circuits, H. O. Peterson (Radio Corporation of America), and other interesting subjects.

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C O R R E C T I O N

In the comment captioned "Stormy Time Ahead for A.T. & T." in the Business Letter of March 18, the first sentence read:

"Apparently the Administration has it on the books to heckle the American Telephone and Telegraph Company one way or another."

This was indicated, the article explained by Senator Dill announcing that he would introduce a resolution to investigate the company.

"Almost at the same time a notice was issued setting April 2 as the date of a public hearing for the revision of the wire industry communication code", a following paragraph stated. "There were those who saw in this a threat that if the A. T. & T. didn't meet Gen. Hugh Johnson's code wishes, that the Administration might crack down by strongly supporting the Dill resolution to investigate the telephone company."

"The April 2 hearing is on the telegraph code and has nothing to do with the A. T. & T.", we are now informed, "so there is apparently no relation between Dill's activity and the NRA; nor does it seem at all necessary that Dill's resolution has anything to do with the Administration. It rather appears to be a private enterprise of his own.

"What he apparently wants to do is to investigate the American Telephone and Telegraph Company and Western Electric Company contracts. It is not certain that he knows there is a very complete and voluminous record of those contracts going into every possible detail taken before the three-judge court in the Illinois Bell rate case.

"That case is before the Supreme Court now. Consequently there is no news in the facts about the contract and the Supreme Court will probably render its decision on these matters before any investigation could get very far."

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18,000,000 HOMES NOW ESTIMATED EQUIPPED WITH RADIO SETS

Columbia Broadcasting System and the McGraw-Hill publication Radio Retailing, have just released the figures on their annual count and analysis of the distribution of new radio sets.

Last year these two organizations cooperated in the first determination of the distribution, by States, of new radio homes since the 1930 Census. The tabulated data - based on confidential reports from leading manufacturers of radio sets, and 783 distributors and dealers in 48 States - was published by CBS in a

brochure titled "The Flood Hits the Valleys." This year the figures are based on an even greater number of reports, for more than 1100 distributors and dealers submitted their confidential data, John Karol, Director of Market Research for the Columbia Broadcasting System, reports.

The total number of radio-equipped homes in the U. S. as of January 1934 is 17,950,000. This figure is based on Radio Retailing's tabulation of the sales of new sets, less the number which (according to dealers' and distributors' figures) were sold as replacements of old sets or as "extra" sets to homes which already had radios.

Sales of radio sets in 1933 were greater than 1932 sales in both number and dollar volume. According to Radio Retailing, a total of 3,806,000 sets, at an estimated retail value of \$130,800,000 were sold last year. This represents an increase of 1,186,000 sets, or 45.3% more than in 1932.

The cooperative Columbia-Radio Retailing investigation shows that the percentage of total sales which went into homes already equipped with radios was higher in 1933 than ever before - 65%. A total of 55,600,000 radio tubes were bought by U. S. radio listeners in 1933, at an estimated retail value of \$56,600,000.

The type of set which had the largest increase in 1933, according to the Radio Retailing figures, was the automobile radio. A total of 724,000 automobile sets were sold last year - compared with 143,000 in 1932.

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CHICAGO CIVIC BROADCAST BUREAU ORGANIZES

Attack against the traditional setup of commercial radio has been inaugurated in Chicago by the charter secured last week for the Chicago Civic Broadcast Bureau, which is organized under the auspices of the City Club of Chicago. The purpose of the Bureau as stated in its charter is "to act as a specialized representative for public-interest organizations or agencies, in Chicago and vicinity, which may desire to carry on radio broadcasting under direct federal license, with the purpose of serving the public convenience, interest and necessity."

The General Manager of this Bureau is Harris K. Randall who for years now has been attempting to rearrange radio through his Radio Audience League. "The League of vague membership kicked up a fuss about the duplication of programs, the amount of commercial copy and the type of commercial programs", says Variety.

"Proposed angle of the organization is to help non-profit organizations to invade the channels now held by regular broadcasters in the Chicago area and the Bureau intends to manage the applications and business affairs of these new organizations

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in their appeal to the Federal Radio Commission for channel and time allotments on the ether.

"Following the acquisition of time by these organizations (if time is acquired) the Bureau will supervise the management of the stations; under the plan, the stations of these groups will obtain their revenue in a manner much similar to the present commercial setup, selling time on the air for advertising but reserving a considerable portion of the time for public service programs, whatever that means.

besides Manager Randall

"The Directors of the Bureau/are Arnold R. Baar, Herbert Bebb, Mitchell Dawson, Frank N. Freeman and T. V. Smith. The first three are Chicago attorneys and the latter two are professors at the University of Chicago.

"In their program of policies the Bureau boldly claims that the aim is to improve the city's broadcast service by getting the station channels into hands better qualified to manage them wholly in the interest of the listeners. Not possessing any station plants of their own, many organizations which are peculiarly competent as sources and judges of good program material have left to the station owners all the control of licenses and hence of program bookings."

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COLUMBIA ISSUES BROADCASTING BIBLIOGRAPHY

A bibliography of broadcasting has been prepared by John Karol, Director of Market Research, of the Columbia Broadcasting System. It first gives a list of books on radio divided into the following classifications - general, radio technique, education, foreign broadcasting and those books containing articles or chapters devoted to radio.

There is a list of radio magazines and periodicals containing radio sections. Also a list of British publications. There is a complete list of the publications of both Columbia and NBC and finally a list of miscellaneous publications including pamphlets and brochures.

All deadwood has apparently been cleared out by Mr. Karol. His listings are up-to-date, and complete, and show evidence of painstaking work on the part of the author.

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