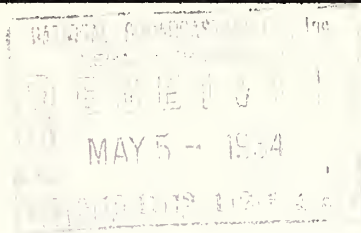


HEINL RADIO BUSINESS LETTER

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May 1, 1934.

CATHOLICS BEHIND RENEWED EDUCATIONAL FACILITIES FIGHT

Senators Robert F. Wagner (Democrat), of New York, and Henry D. Hatfield (Republican) of West Virginia, jointly submitting an amendment intended to be proposed by them to the Communications Commission Bill to have one-fourth of the radio facilities allocated to educational, religious, agricultural, labor and similar non-profit-making associations, is further evidence that the testimony of Rev. J. B. Harney, of New York, Superior General of the Paulist Fathers, before the Senate Committee has started the battle anew.

A Bill along similar lines, backed by the National Education Association and labor organizations, was introduced in the last Congress by Senator Fess (Republican), of Ohio, but it asked that 15% instead of 25% of all facilities be allocated to this special purpose.

In the meantime Father Harney, who operates the Paulist Fathers' station, WLWL in New York City, sharing time with WPG at Atlantic City, had been unsuccessful in securing more time for his station. Whereupon he asked to be heard by the Senate Interstate Commerce Committee considering the Communications Commission Bill.

He told this Committee that while WPG, at Atlantic City, was allowed 110½ hours of broadcasting time a week, WLWL's quota was but 15½ hours a week, or, as Senator Wagner later put it, "only about two hours a day on the air."

Whereupon Father Harney offered to the Committee an amendment, which was similar to an amendment later offered in the House by Representative William F. Brunner, of New York, and Senators Wagner and Hatfield, which would give 25% of all radio facilities to the organizations in question.

The Wagner-Hatfield amendment reads, in part, as follows:

"The Commission shall reserve and allocate only to educational, religious, agricultural, labor, cooperative and similar non-profit making associations one-fourth of all the radio broadcasting facilities within its jurisdiction. The facilities reserved for, or allocated to, educational, religious, agricultural, labor, cooperative and similar non-profit making associations shall be equally desirable as those assigned to profit making persons, firms or corporations.

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"In the distribution of radio facilities to the associations referred to in this section, the Commission shall reserve for and allocate to such associations such radio broadcasting facilities as will reasonably make possible the operation of such stations on a self-sustaining basis, and to that end the licensee may sell such part of the allotted time as will make the station self-supporting."

In the meantime, petitions are pouring into Congress from Catholic organizations all over the United States asking the passage of such an amendment. In addition to this, the Senate has just received a copy of a resolution recently passed at Albany by the New York State Senate which reads, in part:

"Whereas Station WLWL was assigned $15\frac{1}{2}$ broadcasting hours per week and WPG was assigned $110\frac{1}{2}$ broadcasting hours per week; and

"Whereas the license of WPG was renewed despite the fact that, in violation of the rulings of the Commission, it had leased not only all its broadcasting hours, but had surrendered control over the programs and operations of its station to the Columbia Broadcasting System; and

"Whereas there are 30 radio stations in the United States classified as educational, enjoying a total of 817 hours and 40 minutes of broadcasting time each week, or an average of 4 hours per day for each station;

"Whereas the broadcasting time assigned to educational radio stations amounts to but $2\frac{1}{2}$ percent of all broadcasting time; and

"Whereas it is the proud boast of the United States that its people are devoted to the cause of education and to freedom in the exercise of religious beliefs; Now, therefore, be it

"RESOLVED, That the Congress of the United States be, and it is hereby memorialized, to enact with all convenient speed, such measures as may be necessary to increase the broadcasting time of educational and religious associations to one-quarter of all the radio broadcasting facilities; and be it further

"RESOLVED, That Radio Station WLWL owned and operated by the Missionary Society of St. Paul the Apostle, in the city of New York, State of New York, be granted a reasonable extension of its broadcasting time."

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ATTRIBUTES LARGE POLITICAL VOTE TO RADIO

Col. Thad Brown, of Ohio, speaking at the dedication of the 500,000 watt transmitter of Station WLW, May 2nd, said that radio had revolutionized political campaigns.

"Thousands may now be reached, compared with the hundreds of former days, and it is not presumptuous, in my opinion, to say that the tremendous increase in votes manifest in the last national election was due in large measure to an aroused public opinion by radio", Commissioner Brown declared.

Once more, through WLW, said to be the most powerful transmitter anywhere, the United States assumes world leadership in radio broadcasting.

"To my mind, one of the greatest blessings of radio is the opportunity it gives us to learn 'how the other half lives'", the radio official continued. "No longer are we isolated from other members of civilized society, simply because we do not have the wherewithal to travel, even though there be many intervening miles. Radio bridges time and space. Through it we learn that our economic and social problems are world problems; we get first-hand information on the politics of other nations, and they on ours, which makes for sympathetic understanding. I believe radio will be a potent factor in creating international good-will and peace.

"In the United States, radio is no longer a luxury; it is a necessity to the comfort, happiness and welfare of our people. That is why we hail any and every advancement in the art which will result in better service to the listening public. No longer is the radio considered an instrument of entertainment solely; it has become a dependable means for obtaining information in many fields. The President of the United States uses this media in keeping our citizens informed upon the state of the Union. To the farmer, it is an absolute blessing, bringing him market reports and crop information vital to his vocation; to the housewife, helpful hints to lighten the burden of the day's work and make leisure for other things; to the business man, a means of keeping informed on current events; to the bedridden, a new life."

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FCC-JUDGE AND PROSECUTOR TOO

"The most serious complaint against the Federal Communications Commission plan continues unchanged. A Commission like the FCC is a combination of administrative and judicial functions", says O. H. Caldwell, former Federal Radio Commissioner. "First, it issues its orders. Then, if it thinks it detects a violation, it hales the supposed offender into its own court, and sits in judgment on the case which it itself prosecutes!"

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SENATE COMMUNICATIONS BILL MAY COME UP ANYTIME

While it is uncertain as to whether or not the legislation will be finally enacted during the remaining month or so before the adjournment of Congress, it is expected that the Communications Commission Bill at least will be considered by the Senate. It is on the calendar and may be called at any time.

It was thought that most of the controversial features had been eliminated from the Senate Bill but the eleventh hour introduction of the Wagner-Hatfield amendment, which would allocate one-fourth of all radio facilities to religious, educational, farm, labor and other non-profit making stations will be bitterly opposed by the commercial broadcasters.

The National Association of Broadcasters, through Henry Bellows, Chairman of the Legislative Committee, and Phil Loucks, Executive Manager, have sounded a general alarm. It seems to be the opinion of broadcasting executives that if the Wagner-Hatfield amendment should be adopted that it would wreck the American system of broadcasting, economically at least.

This would be brought about by the greater opportunity afforded to educational stations to sell time in opposition to established commercial stations.

"In the last analysis, I think such an amendment would be declared unconstitutional", said one broadcaster, "because it would be taking the time-selling privilege from station 'A' in order to give it to station 'B'. At any rate, I am sure such an amendment might be tied up in the courts for years."

It is believed Senators Dill and White, radio leaders in the Senate, will oppose the Wagner-Hatfield amendment and will favor the Interstate Commerce Committee recommendation that the new Commission study the proposal and report back its recommendations for Congress to take action at a later date.

The hearings on the Communications Bill in the House have been tentatively set for Tuesday, May 8, but may have to again be postponed to make way for more urgent legislation.

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BELIEVE NEW ALLOCATIONS WILL LESSEN INTERFERENCE

The Federal Radio Commission has allocated 4 additional frequencies to the Emergency Service for use by State Police stations, on condition that no interference will be caused to the Maritime Mobile Service. The additional frequencies are 1610 kc., 1626 kc., 1634 kc. and 1642 kc.

At the same time the Commission allocated 6 additional frequencies for shared-use between broadcast pickup stations and experimental visual broadcasting stations. They are 2020 kc., 2060 kc., 2090 kc., 2760 kc., 2790 kc. and 2830 kc.

An allocation of frequencies to state and municipal police radio stations was approved by the Commission on February 13, and was effective May 1. Under this plan only 8 frequencies in the band 1655 kc. to 1715 kc. were made available for State Police stations.

In providing an allocation of frequencies for use by State Police Departments, the Commission found it necessary to anticipate in advance the filing of applications by all of the 48 States, and to allocate the frequencies in such a manner as to permit existing licensees, as well as future applicants, to receive approximately the same benefits. To formulate such a plan on an 8-frequency*duplicate frequency assignments with insufficient mileage separation to permit simultaneous operation at night without interference. (*Kindly insert - "basis was found impracticable and inadvisable, since it would be necessary to").

The plan for operation of broadcast-pickup stations is so designed that when it is accomplished both of the major broadcast chains, and at least two unaffiliated stations may transmit broadcast-pickup programs in the same area without creating interference.

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SUPPLEMENTARY STANDARD FREQUENCY TRANSMISSIONS

The Bureau of Standards announces a series of supplementary experimental radio transmissions to be made on 10,000 kilocycles per second from its standard frequency station WWV, Beltsville, Md., each Thursday during May, from noon to 2 P.M., E.S.T. These transmissions are additional to the regular 5000-kc/s transmissions and will be conducted in a similar manner.

The Bureau desires to receive reports on these supplementary 10,000-kc/s transmissions, particularly from points more than 500 miles from Washington. This should provide standard-frequency service to the western half of the United States, and

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hence reports are particularly desired from persons in that section of the country as to how successfully this frequency is received and used for checking frequency standards.

The data desired are approximate field intensity, fading characteristics, and the suitability of the transmissions for frequency measurements. It is suggested that in reporting on intensities, the following designations be used where field intensity measurement apparatus is not used: (1) hardly perceptible, unreadable; (2) weak, readable now and then; (3) fairly good, readable with difficulty; (4) good, readable; (5) very good, perfectly readable. A statement as to whether fading is present or not is desired, and if so, its characteristics, such as time between peaks of signal intensity. Statements as to type of receiving set and type of antenna used are also desired. The Bureau would also appreciate reports on the use of the transmissions for purposes of frequency measurement or control.

All reports and letters regarding the transmissions should be addressed Bureau of Standards, Washington, D.C.

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HONKING FOWLS USED AS WIRELESS CROSSING SIGNALS

Here is a companion story to the one told by the San Francisco Commuter who caught his electric train each morning by listening for a bit of static in his set caused by the train at a crossing several miles from his home.

Jesse Baker, of Byron, Calif., trained eleven geese to honk at the approach of the morning passenger train, thereby warning other traffic to stop, look and wait.

Every morning exactly eleven minutes before train time, the geese form in single file, march from the Baker home to the right of way, and wait. When the train whistles for the crossing a mile away, the geese start honking. They keep up the din, audible for blocks, until the train has passed, when they reform in single file and march back to the Baker home.

The Jesse Baker Self-Honking Wireless Crossing Signal System, after a week's trial, has worked perfectly, according to the San Francisco Chronicle. There hasn't been a traffic accident in a week. The geese operate without batteries or wires and their upkeep, according to Baker, is considerably less than any known system of wigwag or automatic signal. Baker is preparing a report to submit to railroads offering to raise self-honking geese for signal purposes.

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The General Electric Co. and the Westinghouse Electric and Manufacturing Co. now own only 7½ per cent of the outstanding common stock of the Radio Corporation of America, compared with 61 per cent owned when the consent decree that dissolved the relationship between the electrical companies and R.C.A. was entered on Nov. 21, 1932. They have nineteen months in which to dispose of the remainder of their holdings.

The Houston (Tex.) Chronicle has purchased Station KTRH at Houston. The daily purchased all stock of the radio operating company and assumed control of the station. No changes were made in the station's staff. KTRH is affiliated with Columbia.

WOR, Newark, which heretofore has availed itself of mimeograph facilities, last week began printing its programs. They are in book form similar to those of Columbia and the type is somewhat the same as used by NBC.

Station KRLD, Dallas, Tex., outlet of the Columbia Broadcasting System, started operating on a full-time schedule with a power of 10,000 watts Sunday, April 29. Heretofore CBS features have been released over this station only at certain hours because of a divided time schedule.

Sale of assets of the bankrupt Grigsby-Grunow Co. in Chicago before Edmund D. Adcock, Federal referee, scheduled for Monday was postponed until Thursday morning. A petition for authorization to operate the company for ninety days to build up a stock of refrigerator parts and completed radios was presented by Frank M. McKey, trustee in bankruptcy. Creditors are to have an opportunity to examine and consider the proposal.

A stay order has been granted Station KSEI, of Pocatello Idaho, by the District of Columbia Court of Appeals. Station KFPY, Spokane, Wash., through intervening, had been assigned by the Radio Commission to 890 kilocycles, the frequency previously assigned KSEI, and the latter station appealed from this decision.

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ZENITH MAKES BIG FINANCIAL GAIN

The Zenith Radio Corporation reports a net operating profit for the nine months ended January 31, 1934, of \$91,276.79, compared with a net loss of \$392,562.23 for the same period in the preceding year, after all charge-offs including liberal depreciation, but before Federal Profit Taxes, as per the following comparative statement:

	<u>Nine Months ended January 31st</u>	
	<u>1933</u>	<u>1934</u>
Manufacturing Profit		
After Excise Taxes, Royalties, Manufactur- ing Expenses and Maintenance of Plants and Equipment	Deficit \$10,557.23	Profit \$365,738.69
Selling and Administra- tive Expenses	308,196.23	220,970.61
Depreciation	<u>73,808.77</u>	<u>53,491.29</u>
Net Operating Result	Deficit \$392,562.23	Profit \$ 91,276.79

"The company reports that sales of household receivers were somewhat lower during the holiday season than was anticipated due to the uncertain general conditions which developed about that time", according to Hugh Robertson, Treasurer. "The factories have been kept busy, however, since the start of the new year producing sets, under contract, for Hudson, Terraplane and Ford motor cars as well as for its regular trade.

"The company continues to maintain its usual strong liquid position. There are no outstanding loans of any kind and no past due indebtedness. All current obligations are being discounted and substantial cash balances are kept on deposit in banks."

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MACKAY QUICKLY ANSWERS RCA'S INTERCITY CHALLENGE

There was an immediate response from the Mackay Radio & Telegraph Company when the RCA tied Boston and Washington into its New York to San Francisco wireless link.

"The Mackay Radio and Telegraph Company added Washington, D. C., and Boston, Mass. to its inter-city radio telegraph system. The addition of these two points increases the number of cities

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served by this company to an even dozen, the others being New York, Chicago, New Orleans, San Francisco, Los Angeles, Seattle, Portland, Ore., Tacoma and Oakland and San Diego, Cal.", the Mackay reply set forth.

"This new service is available at any Postal Telegraph office in any of the above cities and Postal Telegraph will also collect and deliver messages at these points for Mackay Radio.

"Rates between all of the points are on the basis already established by Mackay Radio which was not only the pioneer in inter-city radio service on this continent but also was the first company to establish the fast and direct service which permits the telegraphing public to send 15-word messages for the regular wire line rate for 10 words and also increased the initial number of words which may be sent in a night letter from 50 words to 60 words.

"It was further announced at the offices of Mackay Radio that permission has already been secured from the Federal Radio Commission to erect radio stations at Atlanta and Kansas City and service will be extended to these points later in the year. Still other points, it was said, will be joined to the inter-city radio telegraph system as business and traffic conditions warrant.

"The Mackay Radio and Telegraph Company, which pioneered point-to-point radio service between American cities more than twenty years ago on the Pacific Coast and established service between New York and San Francisco in 1929, brought Chicago and New Orleans into radio contact with its Atlantic and Pacific Coast points last December."

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SEES NO CAUSE FOR FEAR IN FEDERAL TRADE RADIO STUDY

Commenting upon the sudden interest of the Federal Trade Commission in radio advertising, Broadcasting Magazine has this to say:

"While one naturally looks askance at any sort of investigation, the broadcasting industry really has nothing to fear from the Federal Trade Commission's survey of radio advertising. It is not in the nature of a hostile attack upon radio, but simply a procedure under which the Commission's Special Board of Investigation can examine commercial credits just as it examines printed advertisements in newspapers and magazines.

"In the past the Commission has not devoted any considerable amount of time to radio advertising, despite the fact that there is unquestionably some program material on the air which borders on the fraudulent and misleading. It has been handicapped because it has been unable to get the precise language used in commercial credits and also because of lack of appropriations.

"With networks, transcription companies and stations supplying to the Commission their commercial announcements in programs advertising commodities sold in interstate commerce, the Commission feels it will be able to check radio advertising in the same way that it reviews publication advertising. It is obvious that in scanning these scripts it will find a few things of a questionable character. The parties will be notified and the advertiser asked to correct the condition. Only when the advertiser or station or both refuse to abide by the Commission's rulings will punitive action be taken through the courts.

"Based on past experiences of the Commission in the few radio cases handled, and on its experience with publication advertisers, we feel that there is little reason for alarm. Few advertisers have been forced to discontinue their advertising altogether, and only a small percentage of the cases handled ever get beyond the stipulation stage, in which the parties agree to cease the objectionable practices."

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MARCONI MAKING IMPORTANT TESTS

A revolution in the field of wireless communication is seen as a result of experiments with very short waves now being carried out by Senator Guglielmo Marconi, the London Morning Post reports.

Senator Marconi, who has just celebrated his 60th birthday, is conducting the first regular communication tests over hundreds of miles between stations near Genoa and Leghorn, Italy, employing the new micro-wave lengths. He said the experimenters were obtaining "very fair reception, although not so good as we want."

There was no apparent difference between day and night reception on the new wave lengths, the Italian inventor declared, but there were other variations, the cause of which they had not yet discovered.

He added the new waves greatly extended the range of radio broadcasting and probably would be applicable to television. The Post's interview said, pointing out the advantage of operating the new "band", at which "there will be no interference of any kind."

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NEW AND RENEWED CBS CONTRACTS

The following are some new and renewal accounts of the Columbia Broadcasting System:

RENEWAL - Union Central Life Insurance Co., Cincinnati, Ohio, started April 15, 1934; Sunday 5 to 5:30 P.M., April 15 to April 22, 1934, EST, Sunday 6 to 6:30 P.M. April 29 to June 3, 1934 EDST, suspends for Summer, Returns Sundays 5 to 5:30 P.M., Sept. 9, 1934 EST; Network - 16 stations; Program - Roses and Drums; Agency - J. Walter Thompson Co., Inc., Chicago.

CONTRACT EXTENDED - Hudnut Sales Company, New York, Contract extended four weeks beyond May 4 to June 1; Friday - 9:30 to 10 P.M. EDST; Network - 23 stations; Program - Marvelous Melodies, Jack Whiting, Jennie Lang, Jack Denny; Agency - Barton, Batten, Durstine & Osborn, Inc., New York.

ADDITIONAL BROADCAST - S. C. Johnson & Son, Racine, Wis., May 6, 1934, Sunday 5:15 to 5:30 P.M. EDST; Network - 22 stations; Program - Tony Wons, Keenan and Phillips; Agency - Needham, Louis and Brorby, Chicago; Product - Johnson's Auto Polish.

NEW - Elizabeth Arden, New York; Product - Cosmetics; Started April 24, 1934; Tuesday 9 to 9:15 P.M. EST; Program - Maury H. B. Paul (Cholly Knickerbocker); Don Bestor's orchestra; Network - 23 stations; Agency - Blaker Advertising Agency, Inc., New York.

NEW - MacFadden Publications, Inc., New York; Started May 4, 1934; Friday - 8:30 to 9:15 P.M. EDST, rebroadcast 11:50 P.M. to 12:15 A.M. EDST; Network - 35 stations coast-to-coast; Program - The True Story Court of Human Relations; Agency - Erwin, Wasey & Co., Inc., New York.

NEW - Individual Drinking Cup Co., Easton, Pa.; Product - Dixie Cups; Monday - 6:45 to 7:15 P.M. EDST; Network - New York, Boston, Albany, Chicago, Washington, Baltimore, Detroit, Philadelphia, Minneapolis, Charlotte; Program - Script act listed as Dixie Circus; Agency - Young & Rubicam, Inc., New York.

REVISED CONTRACT - Continental Baking Corp., New York; Starts May 18, 1934, 9:15 to 9:30 P.M., EDST; Network - 21 stations; Program - Little Jack Little; Agency - Batten, Barton, Durstine & Osborn, Inc., New York.

RENEWAL - Household Finance Corp. of America, Chicago, Ill., Starts May 3, 1934; Tues. and Thurs. - 6:45 to 7 P.M. EDST, WABC only; Program - Anthony Candeloro's Salon Orchestra; Theodore Ernwood and Eazo Aito; Agency; Charles Daniel Frey Co., Chicago, Ill.

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