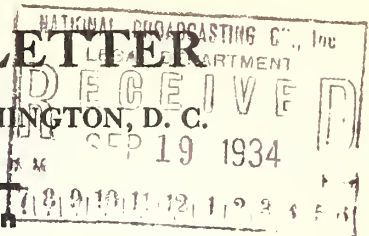


HEINL RADIO BUSINESS LETTER

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No. 758

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September 18, 1934.

NEW B.B.C. RADIO STATION OPENS

Using five times the power of the nine-years-old veteran, "5XX", at Daventry, England, the new long-wave station of the British Broadcasting Corporation has been officially opened. It is at Wychbold, about three miles northeast of Droitwich, on the Droitwich-Birmingham road.

"Technically the 'National' transmitter is as nearly perfect as knowledge can make it, and, for the present, is the best broadcasting station in the world", Capt. Ernest H. Robinson, radio expert, observes. "It is self-contained, with its own generating plant, and a twin set of Diesel oil engines as the main prime-movers. Its two lattice-girder masts are each seven hundred feet high, nearly twice as high as the cross on the dome of St. Paul's."

When Droitwich is thoroughly established, the existing National transmitters will close down. New regional stations are to come into operation for the North Scottish, North Eastern, and Belfast areas. When the work is completed 98 per cent of the inhabitants of England, Scotland, Wales, and Northern Ireland should have a thoroughly good service from one transmitter and something between 85 and 90 per cent, an equally good service from two transmitters. The B.B.C. engineers define "good service" in a very technical way, but the generally accepted meaning of the words is the kind of reception one can get within about forty miles of a Regional transmitter.

In most districts Droitwich will be very much more powerful than "5XX". Also its quality is much better than that given by the old station.

"It will have a profound effect on listening in remote districts, and should mean a considerable increase in the number of licenses issued this winter", Captain Robinson continues. "Those who dwell within twenty or thirty miles of the present twin stations have little or no idea of the difficulties which those farther afield have in receiving the present National stations, difficulties which are complicated by the low level of signal strength of '5XX' in many places and its undoubtedly poor quality.

"On the other hand, there are a great many who are fairly close to the present National transmitters who will be sorry when they close down and Droitwich provides the only National programmes. The North of London is a district that is likely to be particularly effected. Some, living almost under the shadow of the Brookman's Park aerial, who have been getting both programmes on a few feet of wire slung up around the room, will find that they must put up an outdoor aerial to get Droitwich at the strength they are used to from London National."

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CINCINNATI HEARS ABOUT BROADCASTING UNDER THE NEW DEAL

"What we do will be with a minimum of breaking down the present allocation and assignments thereunder. What we direct will be evolutionary rather than revolutionary. What we shall ask of you is simply that you maintain the same progressive standards on the technical side that the public demands you shall maintain on the side of culture and entertainment."

That, Hampson Gary, Federal Communications Commissioner, told the National Association of Broadcasters' Convention at Cincinnati, is the spirit of broadcasting under the New Deal.

Mr. Gary said the Commission recognizes there must be a sound economic as well as technical basis for the broadcasting structure. But the technical basis must not be disturbed if it will seriously affect adequate service to the listener. The listener comes first.

There is certain advertising being done on the radio which is unfortunate to say the least, Commissioner Gary asserted.

"We've all heard people on the air who should not have been on the air", he continued. "Here is presented the opportunity for you to do some housecleaning. Is it not practicable in our free land for the radio advertisers themselves, together with the radio stations and networks, to develop their own school of ethics, guiding themselves?"

Mr. Gary again emphasized the fact that the Commission has no power of censorship and added, "And we desire none. The United States is the land of freedom of speech, freedom of the press, and radio should be maintained as a free American enterprise. The Communications Commission has no wish to dictate what manner of entertainment or discussion shall go on the air. It is not desirable or necessary. We want the broadcasters themselves to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance, the kind that good taste and common sense suggest."

Broadcasters are facing legislative problems both more serious and more acute than any they have faced in the past, Henry A. Bellows, Chairman of the Legislative Committee warned the convention.

"Don't for one moment forget that the only reason why we escaped special legislation in the last session of Congress was because such legislation was expressly reserved for the session which begins next January", Mr. Bellows said. "The President has told the Federal Communications Commission to make recommendations to Congress, and unquestionably the Commission will do so. Even if, as we hope, its recommendations call for no radical changes, we are still facing the certainty of legislative attacks in the next session of Congress."

"This, after all, is the New Deal, which means in the minds of a great many people a vast extension of government control over business. It means an era of unprecedented legislative experiment. It means that many of the rights which used to be regarded as firmly established can no longer be considered as stable. The broadcasting industry has got to justify its existence, but it has got to do a good deal more than that. It has got to prove that its operation is in the public interest, and that any material change in the method of that operation would hurt the public."

The immediate issue before the broadcasters is the showing they must make on behalf of American broadcasting in the hearing before the Radio Division of the Federal Communications Commission October 1.

"I have no hesitation in saying that this hearing is one of the most important events in the entire history of American broadcasting. It is up to us, not merely to present a case which will justify the Commission in recommending no material changes in the law as it affects broadcasting, but still more to establish so strong a record that we shall have a conclusive answer to every attack which can be made on our industry and our work", the Chairman concluded.

"After the hearing will come the session of Congress, and, as I have said, no matter what the Commission may report, attacks on the broadcasting industry are bound to be made. We shall have the Tugwell bill, possibly in a more drastic form than ever. We shall have proposals for automatic copyright. We shall have bills seeking to take away part of our facilities, and bills seeking further government regulation of our activities."

In dealing with the subject of radio advertising and the Federal Trade Commission's relation thereto, Ewin L. Davis, Vice Chairman of the Commission, said, in part, in addressing the convention:

"Radio broadcasting has become a very important factor in our social, political and economic life. It takes into the remotest homes throughout the land the voices of the great leaders of thought, and a wide variety of music and other forms of entertainment. On occasions a large portion of our population are brought into a single radio audience.

"In England and other countries, the cost of radio programs is met by charges to the owners of receiving sets. In the United States most programs are paid for by advertising sponsors. I am advised that for the twelve months ending last June the national radio advertising bill exceeded \$65,000,000. Yet the radio art and the radio industry are still in their infancy. I mention this to emphasize the importance of the subject."

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Mr. Davis emphasized the point that the Federal Trade Commission neither claims the authority, nor has any desire to censor advertising. Its sole purpose is to curb unlawful abuses of the freedom of expression guaranteed by the Constitution. To put it tersely, he said, the Commission does not dictate what an advertiser shall say, but may indicate what he shall not say. The processes of the Commission are not punitive, but injunctive.

In response to the Commission's request that all of the networks, transcription companies and individual broadcasting stations file with them copies of their advertising continuities, all of the networks (two national and eight regional) complied; of the 36 transcription companies, 9 small companies have not responded; of the 596 broadcasting stations now operating, 593 have responded.

"The Commission has received nearly 180,000 continuities", Judge Davis reported. "They have made a preliminary detailed examination of 146,117 of such continuities. Of these 125,126 were found unobjectionable and filed without further action; 20,941 were distributed among members of the Special Board for further checking and possible investigation. There remain on hand not yet examined approximately 33,000 continuities.

"On July 30th the Commission advised those stations which had complied that they might discontinue forwarding continuities until further notice, although the network and transcription companies will continue sending their continuities. Further calls will be made upon the individual stations from time to time as the Commission is able to handle the continuities.

"The Commission has been very much gratified by the splendid spirit of cooperation shown by nearly all of those engaged in the radio broadcasting industry", Mr. Davis concluded. "We have been much pleased that this new procedure on our part has been received by the industry in the same spirit in which it is undertaken. It is refreshing that such an overwhelming percentage of your industry are so deeply interested and so fully appreciative of the importance of permitting only truthful and honest advertising over the radio -- thus not only preventing the violation of the law through that medium, but also preventing advertisers from defrauding the public and thereby causing a loss of listener confidence in radio advertising."

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RMA BOARD APPROVES SEPARATE RADIO CODE PLANS

Arrangements negotiated by the RMA Code Committee with the National Industrial Advisory Board and NRA at Washington for independent Code operation for the radio manufacturing industry were approved by the Board of Directors of the Radio Manufacturers' Association at its recent meeting in New York City. The Board also tentatively made new plans for a national radio sales promotion campaign this Fall and early Winter.

Capt. William Wparks, of Jackson, Mich., Chairman of the RMA Special Code Committee, and Bond Geddes, Executive Vice-President and General Manager, detailed to the Board an agreement reached between RMA and NEMA, in recent conferences with the National Industrial Advisory Board, providing for an independent Code status and Code Authority for the Radio Industry. The details are to be worked out by the RMA Code Committee in early conferences with NEMA and the Washington authorities.

Powel Crosley, of Cincinnati, Chairman of the RMA committee in charge of the "Five Point" national radio promotion plan, developed jointly by the RMA and Radio Wholesalers' Association, presented his report to the Board whereby it is hoped to place the new plan in operation next November. Its institution by manufacturers, with their exclusive financial support and direction, is contemplated, to effect an immediate beginning of at least part of the national promotion activities embraced within the original "Five Point" plan.

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INCREASED EXPORT TRADE UNDER NEW RECIPROCAL TREATIES

Efforts to increase foreign markets are being made by the Radio Manufacturers' Association, according to Bond Geddes, in behalf of the radio industry in connection with present negotiation of new reciprocal treaties with many foreign countries. Under the new "tariff bargaining" law the first reciprocal treaty with Cuba was signed August 24 and provided for increased concessions on radio products. The margin of preference to U. S. exporters on radio sets, tubes, parts and accessories was increased from thirty to thirty-five per cent. On sets the new advalorem rate is 26 per cent as compared with 28 per cent, while the new Cuban rate on tubes, parts and accessories is 19½ per cent as against 20 per cent under the old treaty.

The RMA is advised that the State Department has arranged for negotiations of new reciprocal treaties with Brazil, Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua, and information in connection with such treaties must be presented before October 15th. The RMA is acting to present the interests of the radio industry in the new reciprocal treaties.

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SAN FRANCISCO TALKS TO HAWAII OVER TELEVISION TUBE

Radio history was written on the Pacific Coast last week, writes Earle Ennis in the San Francisco Chronicle, when San Francisco talked to Hawaii and ships at sea over a Farnsworth "cold-cathode" television tube, operated for the first time as an oscillator.

The conversation, effected in Continental code from a local station, officially inaugurated a new system of wireless communication.

The demonstration was conducted at the South San Francisco laboratories of Heintz & Kaufman, Ltd., television licensees, on Tanforan Avenue. The new tube, originally designed as a televisor, is now applicable to commercial communication work.

The demonstration was conducted in the presence of scientists, radio engineers, newspaper men, wire service representatives and university experts.

"A score of Dollar Line ships in all parts of the world kept an all-night watch for the new signals from the South San Francisco station", Mr. Ennis writes. "Immediately after the tests began Hawaii reported reception there with loud speaker volume, and on the heels of this came reports from the ships of the listening brigade that the signals were being received by them all over the world. The demonstration was regarded by radio engineers as an amazing and outstanding success.

"The tube used was a special type television tube invented by Philo T. Farnsworth, San Francisco inventor of Television Laboratories, Inc., which is without filament or grid and operates 'cold' or without heat. Before the astonished gaze of onlookers, electrons were started in motion in the tube, which resembles a fruit jar. The moving electrons, coasting freely in the tube, were bounced and rebounded back and forth, each time multiplying or breaking up into additional streams of electrons.

"This multiplying action of the tube furnished the 'oscillations', which piped onto the antenna through conventional circuits set up the well-known radio pulsations that carry the words of the voice, or the broken chatter of the radio key, into the far places of the world. The received impulses are high-pitched, flute-like in quality and resemble a crystal-controlled transmitter both in quality and frequency stability.

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"The tube used/demonstration had an output rated at 500 watts when piped through the conventional amplifier circuits. The circuit used was simplicity itself - the tube, the amplifier, the necessary tuning inductances, and capacities providing the

well-known LC elements - and the power supply. The tubes may be constructed to enormous size capable of handling power rated in kilowatts, according to radio engineers.

"The amazing part of the whole affair was that Farnsworth had no idea when he developed the tube several years ago that it would be of value in the commercial radio communication field. He was seeking a device that would replace the coarse and inefficient scanning disks of early television systems. In his hunt for a cold cathode televisior he brought forth a device that not only brings world happenings to a ground glass observation screen as clearly as a movie, but one that multiplies its own impulses to an astonishing degree, and can be substituted in radio transmitters for the handling of high power as well.

"The potentialities of the new tube in the communication field have not been tapped. But sufficient work has been done by the Heintz & Kaufman interests to assure engineers of the practical application of the Farnsworth tube to telegraph work in the communication field.

"The Heintz & Kaufman concern are affiliates of the Dollar Steamship group and manufacture all of the apparatus now used by Globe Wireless, Inc., whose San Francisco station is at Muscle Rock. They have been licensed by Television Laboratories, Inc., to manufacture transmitting equipment using the new Farnsworth tube."

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NETWORK PROGRAM ADVERTISING BEGINS

There appeared in the New York Times and 34 other leading metropolitan Sunday papers last Sunday for the first time, "Network Headliners", a syndicated advertisement giving briefly the time, feature, station and sponsor of the Sunday radio programs. It was a neat box arrangement about half a column in length and two columns wide - a sort of time-table for the day's radio highlights.

The networks themselves have nothing to do with the advertising which is solicited direct from the sponsors by the advertising agency. The idea is to centralize attention on the shows advertising instead of leaving them with no identification marks in the radio programs as listed by the dailies.

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DILL SPEECH MAY LEAD TO RADIO NEWS ASSOCIATION FORMATION

So great a sensation did the speech of Senator C. C. Dill, of Washington, cause at the Cincinnati Convention of the National Association of Broadcasters, that it may result in the formation of an independent association such as was advocated by Senator Dill to collect their own news.

At the conclusion of Senator Dill's speech, which was greeted by great applause and the delegates rising in their seats as a further tribute, A. J. "Hollywood" McCosker, President of the National Association of Broadcasters, declared that if the broadcasting of additional news as urged by Senator Dill had nothing further to recommend it than that it was in the "public interest to do so", he would be for it.

"To show how, resorting to the vernacular, 'up my alley', Senator Dill's suggestion is", Mr. McCosker declared, "I have, since its suggestion, refused to sign a renewal of the Radio-Press Bureau agreement."

Senator Dill declared that the Press-Radio Bureau is a failure. Of the 141 users of the service he had heard from, Mr. Dill said 100 had replied that it was unsatisfactory.

"It satisfies nobody because it flies in the face of progress. The listeners are disgusted with it. Most stations refuse to use it", the Senator said. "Many newspapers say it is unsatisfactory. Radio stations and newspapers all over the country are trying all sorts of schemes to furnish news by radio in violation of the spirit of the agreement. Even most of the stations now using the Press-Radio bulletins pronounce them highly unsatisfactory.

"Either the press associations must change the terms of the agreement so radio stations can give their listeners up-to-the-minute news and for longer periods of time, or radio stations will find or create means and methods for securing news entirely independent of the press associations."

Senator Dill said it was unbelievable that the newspapers generally don't use radio to their advantage (he remarked that 68 "wide-awake" newspaper-owned stations do) or that they should try to throttle and handicap it to the point where they force radio stations to set up a competitive short-wave facsimile service, which a few years hence may easily become so powerful that it will prove a Frankenstein to them by printing radio newspapers simultaneously all over the world.

The Senator said that radio stations are handicapped because they are not organized to secure news by radio.

"Let me now outline what an associated radio news organization of 100 or more stations could do", Senator Dill went on.

"First, it could either induce press associations and newspapers to sell news flashes and brief news reports for use by radio stations, or failing in that, it could finance the beginning of a great radio news service.

"Second, an associated radio news organization of 100 or more stations could secure recognition for its correspondents on an equal basis with press associations.

"Third, such an organization could send its news to member stations by short waves to be received on automatic short wave silent printers in station officers. This short wave printer is not a dream of the future. It is a reality now. I have seen it in operation.

"Fourth, such an organization could secure licenses for its members to use the necessary short waves to pick up sport events or celebrations where wire service is not available. The Associated Press and United Press often secure short waves for such purposes, but individual stations in small communities find it almost impossible.

"Fifth, if the newspapers should start a fight on radio because of news by radio and refuse to print station programs, as they have repeatedly threatened to do, such an organization could easily print their own national weekly publication such as the Radio Times of the British Broadcasting Corporation. It could then copyright radio programs and no newspaper would dare print them except by permission and then in the form the organization might direct. When it is possible to transmit newspapers by facsimile, it will be able to compel newspapers to treat fairly or face a new kind of competition in their own field.

"Sixth, such an organization could keep in direct touch with the impending developments in short wave facsimile transmission, that will certainly revolutionize the art of communication. Radio broadcasters should have such an associated radio news organization to take advantage of these developments as fast as they are made, in order to fulfill the true destiny of radio in presenting news first to all the world."

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ONE CENT RUNS RADIO 1½ HOURS

Calculations made by the New York Edison Company are that 1 cent's worth of electricity will provide 3 half-hour radio programs. Also 1 cent's worth of electricity will run a fan for 3 hours and 20 minutes and a clock for 2-1/3 days.

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SENATOR DILL'S PROPOSAL CRITICIZED BY HARRIS

E. H. Harris, Chairman of the Publishers' National Radio Committee, criticized last night (Sept. 17) the proposal of Senator Clarence Dill that broadcasters organize a news-gathering agency to compete with newspapers and press services.

Harris said such a proposal "is a bid for public support of a potential semiofficial Government news agency, similar to the ones existing in certain European countries."

"Since the newspapers of the United States", Harris said, "are now giving to the broadcasters the cream of the news, taken from each of the three of their National and international gathering organizations, the maintenance of which costs the newspapers more than \$25,000,000 annually, Senator Dill's proposal can only be interpreted as an attempt to build a news-gathering organization that will be under the direction of agencies licensed by the Government.

"When the Chairman of the Senate Committee, that wrote the Communications Bill and recommended its passage to Congress, advocates the organization of a National news-gathering organization, under Government license, he in effect is proposing a potential censorship of radio news and the building of a news machine for propaganda purposes.

"The people of the United States have not forgotten that radio broadcasting is under strict Government license and supervision, and that the newspapers' National news-gathering agencies are still free from Government supervision, license and restriction."

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FCC STARTS FREE TELEGRAM PROBE

The Federal Communications Commission last week issued an order directing all telegraph companies to report the names and addresses of all persons for whom telegraph messages were handled between January 1st and September 1st of this year free of charge, or a charge less than the published rate. The reasons must be given.

The carriers were asked, too, how much revenue would have accrued at regular charges between January 1st and September 1st, and separately for June, 1934.

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 :::::INDUSTRY NOTES:::::
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There was no meeting of the Broadcast Division of the Federal Communications Commission today, Chairman Gary being in Cincinnati where he spoke before the NAB convention.

The annual Electrical and Radio Exposition will open tomorrow, September 19th, at Madison Square Garden. For eleven days, more than 135 manufacturers of radio and electrical appliances will display their latest wares at this New York Show.

Three RMA engineering committees will hold meetings this week in New York. Further work on radio interference problems will be considered by the Joint Coordination Committee on Radio Reception of RMA, NEMA and EEI next Thursday, Sept. 20.

The RMA Facsimile Committee, working on the engineering problems and development of facsimile reception will meet in New York on Friday, Sept. 21, and the Tube Engineering Committee on Saturday, Sept. 22.

A message from President Franklin D. Roosevelt, to be read by James A. Moffett, administrator of the Federal Housing Administration, at the opening of the National Electrical and Radio Exposition in New York, will be heard during the Byrd Expedition broadcast on the WABC-Columbia network tomorrow night, Wednesday, Sept. 19, from 9:00 to 9:30 P.M. E.S.T.

Keeping line noises out of present-day all-wave reception is the function of the new TACO H-F All-Wave Line Filter just announced by Technical Appliance Corp., 27 Jackson Ave., Long Island City, N. Y.

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FORMER COMMISSIONER STARBUCK DIVORCES WIFE

William D. L. Starbuck, of New York, patent attorney and mechanical engineer and until last February a member of the Federal Radio Commission, having served there for five years, obtained a divorce at Reno yesterday (Sept. 17) from Frances Sayre Starbuck of Egremont, Mass. Mr. Starbuck charged five years' separation. The decree was won on default when Mrs. Starbuck made no appearance. The case was filed July 18th.

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