

# HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF SEPTEMBER 28, 1934.

Hitler Makes Germany Radio Conscious.....	2
Code Authority Issues Bulletin Re Broadcasting World Series.....	4
Chile To Have New Powerful Radio Station.....	5
To Debate Governmental Radio Control.....	6
Oppose Dill Radio Plan, Schall Asks Roosevelt.....	7
Hearing Pursuant To Broadcast Division Order No. 1.....	8
Industry Notes.....	11
Applications Granted By Communications Commission.....	12

No. 761

## HITLER MAKES GERMANY RADIO CONSCIOUS

Disappointed that only 1,260,000 more Germans own radio receiving sets than they did two years ago, Chancellor Adolf Hitler is exercising his great power to make Germany radio conscious. Commenting upon the fact that as yet but 5,360,000 Germans out of a total population of more than 62,000,000 own radio sets, Dr. Paul Joseph Goebbels, the Propaganda Minister, declares that the influence of the radio will increase greatly. "Some day the radio will be the spiritual daily bread of the whole German nation", he said.

While on the one hand, Chancellor Hitler is suppressing and censoring the newspapers, on the other hand he is doing everything to increase radio listeners. The Government has gone so far as to cancel every postage stamp with the following slogan: "Jeder Volksgenosse Rundfunkhoehrer", which means, "Every Citizen a Radio Listener." Thus the Germans are inspired to think not only must they have a radio but that it is the patriotic thing to do. Imagine what a radio salesman could do with such a selling argument behind him as that.

Continually lessening the influence of the newspapers, Hitler turns more and more to the radio.

"The Germans proved themselves poor propagandists during the War", a student of the affairs of that country observed, "but today, abandoning the newspapers, the ablest radio propaganda in the world is being put out by Hitler."

In order to increase the number of radio listeners in Germany, they have exempted the unemployed from paying the monthly two mark radio fee. With the newspapers muzzled, when Hitler has anything important to say, he says it over the radio. His latest effort is an intensive series of broadcasts across the German frontier to the Germans of the Saar. He is staking practically all his chances on winning back the Saar on radio.

Loud-speakers are installed in public squares, parks and elsewhere in Germany. Whenever Hitler speaks, his address is heard all over the Reich by crowds of unbelievable size. When Chancellor Hitler made his campaign election speech in Hamburg, for instance, crowds gathered in other cities to hear him almost as large as in the city where he actually spoke.

Maybe one of the reasons which has caused Hitler to turn to the radio is revealed in an impression of him gained by William Wigglesworth, of Harvard University, who was one of the thirty-six American students who went abroad last year to study in private homes in Germany. This student happened to be in Coblenz the day Hitler was there, and was very close to him.

"Later we heard Hitler speak", Wigglesworth said. "He was all right but I think he sounds more impressive over the radio."

Showing that considerable discretion is used as to what goes out over the air was a recent order issued to Germany's radio stations to cut down on the number of political speeches, those in charge apparently feeling that the people have had enough politics for the time being.

One of the most ingenious things Hitler has done is the manner in which he has made use of electrical transcriptions, or broadcasting by records. This has been especially adapted for reaching countries in which there is a wide difference in the time. For instance, the evening period in Germany, the best time for broadcasting there, is morning in the United States. So on important broadcasts, Hitler has records of them made which are rebroadcast to this country by directional antenna short-wave and reach here at the right time for our evening listeners.

Such an occasion was the repetition of the entire funeral service of von Hindenburg, including the salute with cannon, rebroadcast to the United States that evening, at the end of which was a transcript of von Hindenburg's last speech. Thus Germany reaches out to other countries. Records are made of speeches broadcast in Germany and then are repeatedly rebroadcast in that country so everybody will be sure to hear them.

John S. Young, National Broadcasting Company announcer, who has just returned from a trip abroad, said that German broadcasting has changed from an aggregation of privately owned companies into a publicly owned system which takes its instructions from the Minister of Propaganda.

That Chancellor Hitler has an eye to the future is the effort he is making to have the German Post Office introduce and develop television in that country. Uniting television with telephony experiments are being made between Berlin and other cities. It seems to be the idea to have a chain of television and sound stations coordinated in the different cities.

It has been noticed that Senator Huey Long has been handicapping the press and using the radio in Louisiana very much the same as Hitler. The "Kingfish" barred newspaper representatives from the sessions of the Louisiana legislature where an investigation was being conducted to determine the character of



the city government in New Orleans. By broadcasting over Station WDSU, New Orleans, his questions and the replies of witnesses, Senator Long, as someone put it, "managed to get publicity and yet retained an effective control over what part of the proceedings was to reach the public." There are those who wonder if maybe Huey didn't get his idea for using the radio from Hitler.

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## CODE AUTHORITY ISSUES BULLETIN RE BROADCASTING WORLD SERIES

The Code Authority for the Radio Broadcasting Industry, of which James W. Baldwin is Executive Officer, has just issued the following Bulletin No. 12 to all broadcasting stations and network companies:

### World Series Baseball Games

"We are informed that the Officials of the Major Baseball Leagues have elected to commercialize the broadcasting of the 1934 World Series games; and that they have sold the exclusive rights to broadcast the 1934 World Series games to the Ford Motor Company. In consequence of this, the broadcasting of any of the 1934 World Series games including either the name of the Sponsor (Ford Motor Company) or any description of the sponsor's products must be on a commercial basis consistent with the provisions contained in Article VII, Section 1, paragraphs (a) and (b) of the Code of Fair Competition for the Radio Broadcasting Industry.

### Short Rate - Contracts Must Be in Agreement With Rate Card

"The Code Authority has received inquiries from stations concerning the inclusion of the following clause in certain of their contracts:

"The advertiser reserves the right to cancel this program without short rate if governmental regulations or legislation require such a cancellation."

"The question arises whether such a condition is consistent with the provisions contained in Article VII, Section 1, paragraph (a) of the Code.

"That Section provides in part as follows:

"Each broadcaster and network shall forthwith publish and file with the Code Authority a schedule of all its rates regularly and currently charged to advertisers for the use of broadcasting time, together with all discounts, rebates, refunds, and commissions which shall be allowed to the users of such time or to their recognized agents, such schedule to be known as the Rate Card. \* \* \*



"Regular procedure for the modification of a rate card is also provided for in Article VII, Section 1, paragraph (a) of the Code, which provides in part as follows:

"'No Rate Card or rate charged thereunder shall be modified until fifteen days after the filing with the Code Authority of the Rate Card with the proposed modifications.'

"The inclusion of any such condition in a contract, therefore, cannot be accepted as a modification of a Rate Card.

"The Code Authority, therefore, rules that the inclusion of any such condition in a contract, if it is inconsistent with the stations' or networks' rate cards, is in violation of the Code."

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#### CHILE TO HAVE NEW POWERFUL RADIO STATION

What is said to be one of the most powerful broadcasting stations in South America will be erected in the vicinity of Valparaiso, Chile, according to advices from Consul Frank A. Henry.

Present Chilean stations, it is pointed out, are of comparatively low power and can not adequately serve the extreme northern and southern parts of the country. The new station will, it is stated, be readily heard throughout the entire length of the Republic.

This station is expected to be operating in October. The power at the antenna will be 10 kilowatts with a wave length of 760 kilocycles, or 400 meters. The latest technical advances will be embodied in the installation of plant and studios. There will be four of the latter, two in Valparaiso and two in Santiago and programs will continue from eight in the morning until twelve midnight. Greatly improved programs are promised with many new features.

This new broadcasting station, Consul Henry points out, will probably result in increasing sales of radio receiving sets in Chile, especially in those remote parts of the country not now reached by existing stations.

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## TO DEBATE GOVERNMENTAL RADIO CONTROL

Whether the Government shall own, operate and control radio broadcasting in the United States will be debated at the Fourth Annual Assembly of the National Advisory Council on Radio in Education in Chicago October 8th. The general subject of the Assembly will be "The Importance of Radio Broadcasting in a Changing Social Order."

"Broadcasting in America is at a crossroads", declared Levering Tyson, Secretary and Director of the Council this week in telling plans for the meeting. "By February 1, 1933, the new Federal Communications Commission must report on the proposal that Congress by statute allocate fixed percentages of radio broadcasting to particular kinds of non-profit radio programs. Educational broadcasts fall under this classification.

"Many proposals for changes have been advanced and will be discussed at the coming assembly. In order to get revenue to operate during the depression years, the broadcasting stations have literally flogged the ears of the American public with selling talk for a variety of cathartic, cosmetic and pharmaceutical products. There has been a violent surge of criticism against types of so-called 'children's programs'. The broadcaster is belabored on one side by economic forces which no one could control; on another by an outraged public opinion against 'disgusting' advertising; on still another by advertising agency statistics to prove that certain types of programs bring 'results.' And he is continually faced with the cold, hard fact that the show must go on - that the transmitter must operate every hour for which he is licensed. The effort to keep out of the red seems to have sidetracked the fundamental concept that broadcasting is a public service."

The program for the 1934 assembly is as follows:

Monday Morning:

Greetings from London by short wave - Robert A. Millikan,  
President of the Council  
Chairman: Livingston Farrand - President, Cornell University  
Address: "Radio and Public Policy" - Robert M. Hutchins,  
President, University of Chicago  
Address: "The Changing Social Scene in 1934" - William F.  
Ogburn, Professor of Sociology, University Chicago  
Address: "Implications of the Changing Social Order in  
American Cultural Activities" - Frederick P. Keppel,  
President, The Carnegie Corporation of New York

Monday Afternoon:

Chairman: Lotus D. Coffman, President, The University of Minn.  
Address: "What Radio Broadcasting Has Accomplished as a  
Cultural Instrument" - Robert M. Sproul, President,  
The University of California

Monday Afternoon (continued)

Address - "Educational Capabilities of Technical Audio-Visual Methods" - Alfred N. Goldsmith, Consulting Engineer; Chairman, The Council's Engineering Committee

Address: (Subject to be announced) - Grace Abbott, Professor, Public Welfare Administration, University of Chicago

Monday Evening:

Public Meeting, Auditorium, Hall of Science, Century of Progress

Chairman: Rufus C. Dawes, President, A Century of Progress

Address: John H. Finley, Associate Editor, New York Times.

Address: "Radio Broadcasting and Public Affairs"

The Hon. Harold L. Ickes, Secretary of the Interior  
(To be broadcast NBC-WJZ network, 10 P.M. EST)

Tuesday Morning:

Chairman: Harry W. Chase, Chancellor, New York University

Subject: "Shall the Government Own, Operate and Control  
Radio Broadcasting in the United States?"

Speakers: For Government control - Bruce Bliven, Editor,  
The New Republic

For private control - Col. Frank Knox, Publisher,  
The Chicago Daily News

Tuesday Afternoon:

Panel Discussion

Subject: "What Should Be Done to Improve Broadcasting in  
the United States?"

Chairman: Lyman Bryson, Teachers College, Columbia University.  
Participants to be announced

Tuesday Evening:

President: Walter Dill Scott, President, Northwestern University

Subject: "Radio in the Future"

Speakers: Walter Damrosch  
John Erskine

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OPPOSE DILL RADIO PLAN, SCHALL ASKS ROOSEVELT

Senator Schall (Rep.), Minnesota, sent a telegram on Tuesday to President Roosevelt asking that the Chief Executive "immediately denounce" the proposal by Senator Dill (D.) of Washington, that the broadcasting companies set up their own news gathering agencies.

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## HEARING PURSUANT TO BROADCAST DIVISION ORDER NO. 1

The following schedule was developed by unanimous agreement of those representing organizations and groups interested in the subject matter covered by Broadcast Division Order No. 1. A few organizations or groups were not personally represented at the conference held in the offices of the Commission on Monday, Sept. 24. All of those who had filed appearances and who had requested time to testify at the hearing were given the periods of time desired by them. All organizations and groups represented in person at the conference on September 24 were likewise allotted the time that each such group or organization desired for the purpose of presenting testimony.

It was unanimously agreed at the conference that the governmental departments and agencies would be allotted time in addition to that shown on the following schedule so as to afford opportunity for these agencies to present facts and data for the benefit of the Commission.

It was also the unanimous agreement of all those attending the conference and representing all interested groups that the National Association of Broadcasters would be allowed the same amount of time for presenting the position of the broadcasting industry as has been allotted to the other groups as shown by the following schedule of hearings.

Order No. 1 above referred to was issued July 31, 1934 and is repeated here in its original form:

"Pursuant to the provisions of Section 307(c) of the Communications Act of 1934, as follows:

"The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same."

"IT IS ORDERED, that any person or licensee (of a radio broadcast station) desiring to submit information to the Commission concerning any matter referred to in said section may do so by appearing in person or by attorney at a hearing to be held at the offices of the Federal Communications Commission beginning at 10 A.M. on October 1, 1934, and continuing from day to day until completed. Written notice of intention to appear at said hearing should be furnished the Commission not later than September 20, 1934.

"IT IS FURTHER ORDERED, that the Secretary cause copies of this order to be sent all licensees of radio broadcast stations and any other parties known to be interested in said matters.

Monday, Oct. 1

10 A.M.-1 P.M. and 2 P.M. to 4 P.M. :

National Committee on Education by Radio and Kindred Organizations Including:

1. National Association of Education Broadcasters (successor to Association of College and University Broadcast Stations)
2. Jesuit Educational Association
3. National Catholic Educational Association
4. National Association of State Universities
5. National University Extension Association
6. American Council on Education
7. National Educational Association
8. National Council of State Superintendents of Public Instruction
9. Association of Land Grant Colleges and Universities
10. National Committee on Education by Radio

Note: Time allocated to the above-mentioned educational organizations will be distributed and the division thereof determined by Mr. Tracy F. Tyler.

Tuesday, Oct. 2 - 2 P.M. to 4 P.M.

National Committee on Education by Radio and Kindred Organizations Including:

1. National Association of Educational Broadcasters (successor to Association of College and University Broadcast Stations)
2. Jesuit Educational Association
3. National Catholic Educational Association
4. National Association of State Universities
5. National University Extension Association
6. American Council on Education
7. National Educational Association
8. National Council of State Superintendents of Public Instruction
9. Association of Land Grant Colleges and Universities
10. National Committee on Education by Radio

Wednesday, Oct. 3

- 10 A.M.-1 P.M. - Same as for Monday and Tuesday Oct. 1 and 2
- 2 P.M.-3 P.M. - International Council of Religious Education (c/o Hugh S. Magill)
- 3 P.M.-4 P.M. - Council of Church Boards of Education (c/o Gould Wickey)

Thursday, Oct. 4

- 10 A.M.-12:30 P.M. - Peoples Pulpit Association, c/o Anton Koerber
- 12:30 P.M.-1 P.M. - University of Chicago c/o Allen Miller
- 2 P.M.- 4:30 P.M. - Chicago Civic Broadcast Bureau, c/o Harris Randall and A. R. Baar

Friday, Oct. 5

- 10 A.M.-11:30 A.M. - Pacific Western Broadcasting Federation  
(c/o Gross Alexander)
- 11:30 A.M.-12:30 A.M. - Association of State Police Executives  
(c/o Capt. Laurence A. Lyon)
- 2 P.M. - 3 P. M. - Ohio State University (Station WOSU)  
(Represented by Attorney General Bricker)
- 3 P.M. - 4 P. M. - American Civil Liberties Union  
(c/o Harry F. Ward)

Monday, Oct. 8

- 10 A.M. - 1 P.M.) - Catholic Educational, Religious and Frater-  
2 P.M. - 3 P.M.) nal Group (c/o J. P. McArdle)
- 3 P.M.-3:15 P.M. - Ventura Free Press (c/o S. Howard Evans)
- 3:15 P.M.-3:45 P.M. - Babson Statistical Organization  
(c/o T. G. Joslin)
- 3:45 P.M.-4:30 P.M. - National Institution of Public Affairs

Wednesday, Oct. 10

- 10 A.M. - 1 P.M. ) - National Advisory Council on Radio in  
2 P.M. - 4 P.M. ) Education (c/o Dr. Levering Tyson)

- Thursday, Oct. 11 - 10 A.M. to 1 P.M. and 2 P.M. to 4 P.M. )
- Friday, Oct. 12 - " " " )
- Monday, Oct. 15 - " " " )
- Tuesday, Oct. 16 - 2 P. M. - 4 P.M. )
- Wednesday, Oct. 17 - 10 A.M.-4 P.M. and 2 P.M.-4 P.M. )
- Thursday, Oct. 18 - " " " )

National Association of Broadcasters (c/o Philip G. Loucks)

Friday, Oct. 19

- 10 A.M.-1 P.M. - National Recovery Administration - 30 minutes  
(c/o W. B. Dolph)
- Children's Bureau, Labor Department - 30 minutes  
(c/o Dr. Ella Oppenheimer)
- Post Office Department - 1 hour  
(c/o Owen A. Keen)
- Agriculture Department - 1 hour  
(c/o Morse Salisbury)
- 2 P.M.-4 P.M. - Other Government Departments and Agencies

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Theories are advanced that the excessive rainfall is due to atmospheric disturbances by radio. It may be worth an experiment to ascertain whether if the flow of speech and song will dry up the climate will do the same.

- Contributed

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::::INDUSTRY NOTES::::  
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Fifteen thousand dealers and distributors of the Philco Radio & Television Corp. will join in a nationwide "radio meeting" Tuesday, Oct. 2, to hear a broadcast designed especially for them to be broadcast over the WABC-Columbia network from 2:45-3:00 P.M. EST.

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A pamphlet entitled "Radio Communications Between Amateur Stations on Behalf of Third Parties", dealing with an important restriction upon the international exchange of messages by an amateur radio station on behalf of third party is for sale by the Superintendent of Documents, Washington, D.C. at 5¢ a copy.

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Father Phillippe Soccorsi, noted Roman professor of science, has been appointed by the Pope as director of the Vatican short wave radio station, succeeding the late Father Gianfrancheschi, who installed the station along with Marconi.

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Dean Carl W. Ackerman, of the School of Journalism, in his report to Dr. Nicholas Murray Butler, Columbia University, listed among what he regarded as the ten outstanding developments in journalism during the last year the following:

"The inauguration of press-radio news in the United States by The Associated Press, the United Press and International and Universal News services in cooperation with the National and Columbia broadcasting systems."

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Examiner Ralph L. Walker, of the Federal Communications Commission has recommended that the application of Walker & Downing Radio Corp. (Station WWSW) for C. P. be denied and that the application of A. M. Rose, Inc. (Station WMMN) for renewal of license be granted.

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A recently developed type of broadcast is the "partly-recorded" program featuring "in person" dialogue and electrically transcribed music. So satisfactory have they proved that many have been launched over WOR during the past month.

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## APPLICATIONS GRANTED BY COMMUNICATIONS COMMISSION

Broadcast Division -- WDAG, National Radio & Broadcasting Corp., Amarillo, Texas, Modification of C.P. to make changes in equipment and extend commencement date to 30 days after this date and completion date to 90 days after this date (Sept. 25); KGAR, Tucson Motor Service Co., Tucson, Ariz., license to cover C.P., 1370 kc., 100 w., 250 w. unlimited; WMAZ, Southeastern Broadcasting Co., Inc., Macon, Ga., modification of C.P. approving transmitter site at Log Cabin Ave., Macon, change in proposed equipment and extending commencement date to 30 days after this date and completion date to 6 months after this date (Sept. 25); WORC, Alfred F. Kleindienst, Worcester, Mass., license to cover special experimental authorization; station licensed on 1200 kc., 100 w., unlimited time, station has spec. exp. authority to operate on 1280 kc., 500 w., unlimited time and changed equipment; KMBC, Midland Broadcasting Co., Kansas City, Mo., license to cover C.P., 950 kc., 1 KW night, 2½ KW day, unlimited; KWKH, International Broadcasting Corp., Shreveport, La., modification of spec. temp. Exp. auth. for approval of proposed directional antenna system.

Also, WTAR, WTAR Radio Corp., Norfolk, Va., C.P. to make changes in equipment; WJMS, WJMS, Inc., (Portable) Ironwood, Mich., modification of C.P. to reduce power from 75 to 55 watts, change commencement date to Aug. 10 and completion date to Oct. 10; all other terms of existing C.P. to remain unchanged; KIKI, Liner's Broadcasting Station, Inc., Portable, near Monroe, La., license to cover C.P. 2150 kc, 75 watts; New, Onondaga Radio Broadcasting Corp., Portable-Mobile (Syracuse) (2 applications), C.P. (Exp. Gen. Exp.), 31100, 34600, 37600, 40600 kc., 5 watts.; W8XCF, Adirondack Broadcasting Co., Inc., Portable-Mobile (Hudson Falls), license to cover C.P. 31100, 34600, 37600, 40600 kc., 5 watts; W3XAD, RCA Victor Co., Inc., Camden, N. J., modification of C.P. to increase power from 500 watts and 2 KW to 30 KW, and extend completion date to March 15, 1935.

Telegraph Division: City of Chicago, Dept. of Public Works, Chicago, Ill., C.P. (Gen. Exp.), 31600 and 4100 kc., 15 watts; W4XU, City of Raleigh, N. C. Gen. Exp. license, 30100, 33100, 37100, 40100 kc., 25 watts; W2XGK, Town of Harrison, N.Y., license (Gen. Exp.) 30100, 33100, 37100, 40100, 86000-400000, 401000 kc., 50 watts; W2XGL, W2XGM, W2XGN, W2XGO, same as above except 9 watts; WAE WAF WAM WAU, WAW, Tropical Radio Telg. Co., Hialeah, Fla., modification of license to make change in transmitters and to add Belize, British Honduras to points of communication and delete San Salvador; WAV, Same Co., same as above except add points of communication: Belize, British Honduras, only; KGED, City of San Diego, Cal., Police Dept., license to cover C.P. 2490 kc., 1 transmitter 500 watts, 1 transmitter 50 watts; KNFH, City of Garden City, Kans., license to cover C.P. 2474 kc., 50 watts; WPBG, City of Medford, Mass., license to cover C.P. 1712 kc., 50 watts; W2XEM, City of Newark, N. J., license (Exp. Gen. Exp.) 30100 kc., 50 watts, for period ending June 1, 1935; New, City of Tampa, Fla. C.P. (Police) 2442 kc., 100 watts; New, Town of Sharon, Mass. and Same, Portable-Mobile, C.P., frequencies 30100, 33100, 37100, 40100 kc., 10 watts.

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