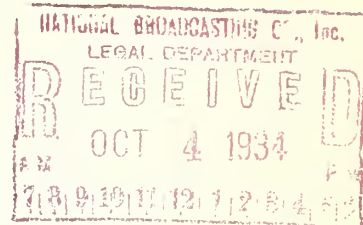


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No. 762

October 2, 1934.

EDUCATORS ARGUE FOR MORE EVENING HOURS

Although the educators who appeared at the first day's hearings of the Federal Communications Commission, which is to determine whether or not it shall recommend to Congress that more radio facilities shall be allocated to educational, religious and other non-profit programs, were severe in their criticism of commercial broadcasters, they did not advocate the scrapping of the so-called American system of broadcasting, i.e. one supported by advertising. Rather, the arguments seemed to be that the educators be given more time on the air and that more of this time be in the desirable evening hours.

It was definitely stated by Joy Elmer Morgan, Chairman of the National Committee on Education by Radio that the Committee has never contended for changing broadcasting in the United States to a completely government-owned system, "contrary to statements often made by commercial interests."

"The National Committee on Education by Radio recommended", Mr. Morgan declared, "to the Federal Communications Commission, in supporting its contentions, that existing educational public welfare stations be protected in their present privileges, that provisions be made for the improvement of the existing facilities of these educational public welfare stations and for the establishment of additional stations of like character, as need for such stations appears, by allocating for non-commercial broadcasting a reasonable and adequate percentage of desirable channels and privileges, and that in determining 'public interest, convenience, and necessity', public welfare as a primary purpose of educational stations should be given due and favorable weight."

Commissioner Hampson Gary, in charge of the Broadcasting Division, presided at the hearings and with him sat Col. Thad Brown, Vice-Chairman of the Division, and Judge E. O. Sykes, Chairman of the Commission. The presentation of the educators' case was in charge of Dr. Tracy F. Tyler, Secretary of the National Committee on Education by Radio and the first witnesses were Mr. Morgan, Dr. Henry Lee Eubank, who appeared in behalf of Dr. Glenn Frank, President of the University of Wisconsin, representing the Association of College and University Broadcasting Stations, Joseph Wright, University of Illinois, in behalf of the National Association of Educational Broadcasters; Dr. Owen C. Brown, of the International Council of Religious Education; Dr. Arthur G. Crane, President of the University of Wyoming, representing the National Association of State Universities and Dean H. J. Umberger, representing the Land-Grant Colleges and Universities. The commercial broadcasters are to have their inning later as the hearings are expected to last two weeks.

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Mr. Morgan was the most caustic critic of the commercial broadcasters.

"It is apparent that there is great and growing dissatisfaction with American broadcasting", the educator told the Communications Commission. "The type of programs now being broadcast in many instances degrades and debauches our children. I shudder for the future of the nation unless someone in authority corrects this intolerable situation. Many families are having great trouble with children over radio programs. Numerous parents feel that certain programs are offensive and objectionable and refuse to allow their children to listen to them."

Mr. Morgan read a letter from Upton Sinclair, Democratic nominee for Governor of California, who wrote:

"The character of radio programs today constitute a national scandal and disgrace. They are making our people the most depraved and vulgar in the world. I have given my set away and have refused to accept a new set offered to me."

Dr. Lee DeForest wrote to Mr. Morgan that radio programs were "mediocre and moronic and all sales talks should be prohibited."

Dr. Frank suggested that the Communications Commission instruct its technical staff to draw up a plan that would constitute a goal towards which the educational forces of the States and nation may work. This plan should be based on the principle that the public interest will best be served by a system of nations serving States, or areas of considerable size, and closely integrated with the educational program for the State. He advocated a nation-wide network of State controlled educational stations.

"We in the United States have been slow to conserve the interests of the public in what was once public property", he concluded. "We have squandered our oil, our coal, our forests . . . We have here the opportunity to conserve the public interest in what is right a public agency."

Mr. Wright said that in 1926 there were 537 broadcasting stations in this country of which 105, or 19½ percent were educational but that in 1934 of the 602 stations, only 38, or 6.3 percent were educational.

"I don't contend that the commercial system is all wrong", Mr. Wright continued. "I feel there is a place for commercial stations, but I believe that educational stations should have a place on the air. Many educational stations are in a position to increase their power if permission can be secured from the Commission."

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Mr. Wright said the most aggravating thing was the way educational programs were frequently displaced by advertising programs. He said complete freedom could never be enjoyed as long as educational programs were broadcast over commercial stations. A grievance, he felt, was that desirable night time was not given to the educators.

Dr. Crane admonished commercial broadcasters not to overlook the fact that they had a potential audience of 30,000,000 public school children. It was his opinion that schools receiving broadcasts by master teachers showed improvement over those which did not receive such broadcasts. He related that the City of Cleveland had picked out the hardest subject, the least presentable, to try out over the radio - arithmetic - and that it was such a success that they are continuing it.

The speaker said that it had even been demonstrated that some subjects could be taught over the radio without a teacher. He believed that the radio stimulated interest. Broadcasts, he said, "vivified" the lessons. Teachers too often dealt with things in the past but that radio brought instruction apace with the times. He calculated that if the efficiency of education could be increased 5% by broadcasts, it would give an added value of \$150,000,000 to the sum spent on education in American schools. He said the eye and ear impulses were greater than those of the printed page.

Dr. Crane also spoke of the possibilities of radio in adult education.

"We are not asking for exclusive rights", the Wyoming College President went on, "but a respectable group of adults like to have programs of an educational nature at a convenient time in the evening without having them larded with advertisements."

Dean Umberger declared that surveys showed that radio exceeded correspondence and posters and that broadcasts were at least one-half as effective as meetings. In one community of which he spoke, he said that 69 percent of the farmers had radios, that 90 percent used them and that 13 percent of these adopted practices as a result of what they heard over the radio.

The Kansas professor said that it was imperative, if the efficiency of educational stations was to be increased, that they would have to have evening hours.

"Unless the utmost facilities are afforded educational institutions", Dean Umberger concluded, "education will lag behind exploitation."

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HIGH FIDELITY RECEIVERS IMPOSE NEW RESPONSIBILITIES

The development of the so-called high fidelity receiver, and the responsibilities which the advent of such a receiver would impose upon the broadcaster, is explained by J. A. Chambers, of Cincinnati, Chairman of the Engineering Committee of the National Association of Broadcasters.

"The term 'high fidelity' is relative, and must not be confused with perfect fidelity", Mr. Chambers, who is Chief Engineer of Station WLW, said. "The improved receivers falling within this category are capable of reproducing a wider range of frequencies than receivers heretofore commercially obtainable. Because of this, they will much more readily show up any defects and deficiencies in the broadcast transmission system. This imposes upon the broadcaster the responsibility for, and the necessity of, maintaining engineering standards much more rigid than those which, unfortunately, a recent survey of several stations indicated are now being adhered to. The survey disclosed the fact that while a majority of the station installations were capable of picking up and transmitting a signal at least equal to the reproducing ability of the most modern receiver, as operated, they fall short of their capabilities.

"Of those stations surveyed, 52% are deficient in the transmission of low audio frequencies and 66% of them are deficient in the highs. Some of the deficiencies discovered in our survey included excessive and extraneous noises, limited and irregular frequency range, poor studio acoustics and pickup technic. Neglecting to correct these conditions will result in a gradual but steadily increasing unfavorable reaction on the part of those listeners who invest in the newer receivers."

In view of the conditions as they exist, Mr. Chambers said it was believed desirable by the Engineering Committee to issue a "Handbook of Broadcast Stations Operating Practices." The "Handbook" will be designed to assist engineering personnel of stations in attaining the maximum capabilities of their station installations. It will recommend operating standards and will standardize and give information regarding the methods of determining and improving operating conditions and characteristics.

"It is too frequently assumed that because a transmitter is purchased, possessing the latest engineering design and development, it will continuously function as originally designed", Mr. Chambers concluded. "Unfortunately, such is not the case, and the complicated and highly developed station installation of today requires constant and regular checking and measuring through the use of precision measuring equipment.

"Therefore the Engineering Committee recommends that all stations place in the hands of their operating personnel the necessary testing and measuring equipment of the latest type, to assure the maximum operating capabilities of the station equipment; that there be further study and analyses of technical practices and standards with a view toward improving the use of the facilities of member stations to attain a higher standard; and furtherance of the cooperative action by the Radio Manufacturers' Association, the Institute of Radio Engineers and the National Association of Broadcasters to improve the results of the entire radio broadcast system from microphone to loud speaker."

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OPPOSITION TO SYKES CONFIRMATION FORESEEN

Since in that State the Democratic nomination is equivalent to election, there is every indication that former Governor Bilbo, of Mississippi, will succeed Senator Stephens in the United States Senate next January. If so, Mr. Bilbo will be certain to oppose the confirmation of Judge E. O. Sykes, of Mississippi, as Chairman of the Federal Radio Commission, and to do anything he can to make it equally warm for Paul Spearman, General Counsel of the Commission, also from Mississippi.

The reason for this is that both the Judge and Mr. Spearman supported Senator Stephens and returned to their native State at primary time in the hope of defeating Governor Bilbo. The situation was particularly difficult for Judge Sykes as Bilbo, when Governor, appointed him to the Mississippi Supreme Court and Senator Stephens was responsible for his appointment to the Radio Commission and had much to do with his reappointment to the Communications Commission.

Governor Bilbo, in the meantime, came to Washington where he secured a \$6,000 job in the Agricultural Department, the principal function of which, apparently, was to clip newspapers. Tiring of this, he resigned and went back to Mississippi to make the race against Senator Stephens for the Senatorial nomination.

The vote was so close that a second run-off primary had to be held and in this Governor Bilbo won. There apparently is not any apprehension among the friends of Judge Sykes that Governor Bilbo, if elected to the Senate, will give him any real trouble. Nevertheless, as one of them remarked, "You never can tell."

In the old days, a single Senator was able to block a nomination if he declared the candidate was personally offensive to him, but of late years that hasn't held. Only recently Senator Huey Long tried it and failed. If a single Senator were to succeed in blocking a nomination, a good deal would depend upon the standing of the Senator. If he had been in the Senate for some time, was strongly entrenched as chairman of an important

committee where he had some vote trading value, or had a large political or personal following in the Senate, he might get away with it.

Such would not be the case with Governor Bilbo, Judge Sykes' friends argue, who would be new to the Senate and simply a "noisy minority." It is their contention that if objection was raised to Judge Sykes' confirmation, President Roosevelt would really be the one to decide whether or not it should prevail. If the opposition assumed serious proportions, it would then only be a question as to whether or not Mr. Roosevelt cared "to crack the whip." However, since the entire Commission must be confirmed in January and there is yet much water to go over the dam, it seems a trifle early to speculate.

If the Commission's report on the educational-religious program situation should prove objectionable to one side or the other, or if their telephone or telegraph activities should get them into deep water, the chances of confirmation for one or all the Commissioners might be jeopardized. Only the happenings in the next three months can tell the story.

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DILL COMMUNICATIONS COMMISSION APPOINTMENT DISCOUNTED

The charge by Senator Schall, of Minnesota, that President Roosevelt intends to make Senator C. C. Dill Chairman of the Federal Communications Commission seems to be taken lightly in Washington. Senator Dill has time and again said that he would not take a place on the Communications Commission if it were offered to him.

"All poppycock", the Senator said to this writer before leaving Washington. "If I wanted to remain in public life, do you think I would give up a Senatorship to serve in a relatively subordinate position as a Communications Commissioner or Chairman? I am leaving the Senate because I am fed up on public life.

"I don't know eventually what my plans will embrace but for the time being I propose to practice law with offices in Spokane and Washington, D. C."

Senator Schall's letter to President Roosevelt read as follows:

"It is in connection with your present plan to make Senator Clarence C. Dill Chairman of the Communications Commission upon his retirement from the Senate on January 1 next, that I address you this letter.

"In taking this liberty of making public your plans, I do so because Senator Dill is engaged at the present moment in organizing a telegraphic news agency, which will be operated under

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Government censorship and in competition with the Associated Press, the Hearst News Service and the United Press.

"Of course, you and the public are well aware of the fact that the office of Chairman of the Communications Commission has been left vacant, and I have been advised that Senator Dill is retiring from the Senate only because he is to be appointed to this post by you.

"If this is not true, and you are not backing Senator Dill in the organization of this news service, it seems to me you should make public your opposition to his plan."

Senator Dill's proposal for a radio news gathering organization has been taken under advisement by the National Association of Broadcasters and it is expected that a Committee will be named shortly to study the subject.

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ADDITIONAL COMMUNICATIONS OFFICIALS APPOINTED

Lieut. Commander E. M. Webster, of the U. S. Coast Guard, was appointed Senior Engineer of the Communications Commission to serve under Dr. C. B. Jolliffe. Commander Webster has for many years been the Communications Engineer of the Coast Guard.

George B. Porter and Frank Roberson were appointed Assistant General Counsels of the Commission. Mr. Porter was Assistant General Counsel of the old Radio Commission. Mr. Roberson hails from Mississippi but has been practicing law at Pelham, N. Y.

Arnold C. Hansen was named Chief Accountant of the Commission.

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BROADCASTING CODE MEETING OCTOBER 18

James W. Baldwin, Executive Officer, has called a meeting of the Broadcasting Industry Code Authority to be held in Washington, Thursday, October 18th.

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SHORT WAVE SETS IN AUTOS OPPOSED AT POLICE SESSION

The Nation's police officials were urged by Lieut. Donald S. Leonard, Superintendent of the Michigan State Police Department, to take all possible steps to prevent private citizens from installing short wave receiving sets in their automobiles which would enable them to keep in contact with broadcasts from police stations throughout the country.

Discussing the progress of police radio communication at the 41st annual convention of the International Association of Chiefs of Police meeting in Washington this week, Lieut. Leonard declared that reception of police messages by private citizens "could work havoc with police administration." He declared in one case he knew of a murderer who had been able to escape because he overheard plans for his capture which were broadcast over a police radio system and were picked up by a private set.

Lieut. Leonard also said ambulance-chasing lawyers are using short wave sets in order to more quickly learn of bad accidents. At present he estimated there are 5,000 radio-equipped police cars in daily operation in 128 cities.

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REPORTERS USE RADIO

The reporter with a radio transmitter strapped to his back is getting to be more and more a commonplace sight, especially when he has to get quick flashes to his editorial office from a remote place not easily reached by wire lines.

Using short wave apparatus of only a half watt power, both the Associated Press and the United Press, leading press associations, secured from the Federal Communications Commission authority to "cover" the national amateur golf championships at Brookline recently via radio. The light-weight portable apparatus is effective primarily over short distances, and the sports reporters telegraph their running stories via the short and ultra-short waves to the nearby club house whence they are sent forth to the country's newspapers via the wire telegraphs.

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TELEPHONE DEPRECIATION RATE HEARING NOVEMBER 16

The Telephone Division having under consideration the orders issued by the Interstate Commerce Commission in its Docket No. 14700, Depreciation Charges of Telephone Companies, effective January 1, 1935, and also having under consideration a communication from Andrew R. McDonald, Chairman of the Executive Committee of the National Association of Railroad and Utilities Commissioners dated September 14, 1934, requesting until May 1, 1935, for presenting to this Commission by the State Commissions recommendations as to depreciation rates, and being advised in the premises:

Ordered (Order No. 10), that parties to this proceeding and other interested persons be notified that on November 16, 1934, following the hearing and argument on the Report of the Interstate Commerce Commission in Docket No. 25705, the Commission will hear, briefly, arguments on:

- (1) The effective date of depreciation rate order in Interstate Commerce Commission Docket No. 14700, and,
- (2) the time and manner of receiving recommendations from State Commissioners in reference to depreciation rates.

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MORE THAN 175,000 ATTEND N. Y. RADIO SHOW

Although not quite up to the attendance of last year, 209,000 persons, the 1934 Radio-Electrical Show at Madison Square Garden was attended by 175,000 and was a big success. There were more exhibitors this year.

On the basis of a survey among the exhibitors, it was announced, however, that more business had been transacted this year than last season. More than \$1,500,000 business was done in 1933 as a direct result of the show. ~~There were also more~~

"Crowds were more serious in their study of the exhibits this year than last", said Joseph Bernhart, manager.

Ralph Neumuller, managing director of the Electrical Association of New York, which sponsored the show which lasted eleven days, said that "every indication of marked confidence in the possibilities of a considerably increased volume of business during the coming Fall and Winter months in electrical and radio merchandise" had been given by the exposition.

Plans for another radio-electrical show next September are already under way; several exhibitors have signed up for the same space occupied this year, while others have announced they intend to rent larger space, the Garden management said.

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A. T. & T. EXECUTIVE DIES

Charles H. Wilson, 73, for 19 years an Executive of the American Telephone & Telegraph Company, died yesterday (Monday) of heart disease at his home at Mountain Lakes, N. J.

His work with telephone companies covered 38 years, beginning in 1881, five years after Alexander Graham Bell invented the telephone. His most notable work was in connection with the development of long-distance lines and with the laying of underground telephone cables. He retired in 1919, after heading the American Telephone & Telegraph Co.'s long lines department since 1900.

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WESTERN ELECTRIC SPEAKER CAN BE HEARD FOR MILES

A new developed loudspeaker manufactured by the Western Electric Company, so powerful that it can magnify the human voice 1,000,000 times, was in operation for the first time at the International Yacht Races where it was used aboard the Coast Guard Cutter "Tampa" to warn shipping off the course and issue instructions to spectator craft. It can be made 500 times more powerful than the ordinary loudspeaker. At full power it hurls sound into the air with the force of a 50-pound hammer blow. Over flat terrain, in still air, it can project intelligible speech a distance of several miles.

Use is foreseen for the new speaker in directing throngs of people either too vast or in the presence of too much noise for the ordinary loudspeaker to be heard. Fire fighters within burning buildings, deafened by the crackle of flames, could be directed by the giant voice. A rescuing vessel at sea could bellow instructions to a distressed crew or to persons in life-boats. In place of the fog horn's simple warning the loudspeaker could give spoken directions.

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DECISIONS OF BROADCAST DIVISION, FCC

Applications Granted
October 2, 1934

WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., C.P. to move transmitter and studio from Tupper Lake to Olean, N. Y.; KHJ, Don Lee Broadcasting System, Los Angeles, Cal., modification of C.P. to make changes in authorized equipment, extend commencement date to Oct. 12, 1934 and completion date to

90 days thereafter; KGB, Don Lee Broadcasting System, San Diego, Cal., modification of C.P. to make changes in authorized equipment, extend commencement date to Oct. 12, 1934 and completion date to 90 days thereafter; KFRC, Don Lee Broadcasting System, San Francisco, Cal., modification of C.P. to make changes in authorized equipment, extend commencement date to Oct. 12, 1934 and completion date to 90 days thereafter; WATR, Harold Thomas, Waterbury, Conn., consent to voluntary assignment of license to WATR Co., Inc.; WDBJ, Times-World Corp., Roanoke, Va., license to cover C.P., 930 kc., 1 KW, unlimited time; WGAL, WGAL, Inc., Lancaster, Pa., license to cover C.P., 1500 kc., 100 w. night, 250 w. daytime, unlimited; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., license to cover C.P., 1400 kc., 500 w., night, 1 KW day, specified hours; WTOC, Savannah Broadcasting Co., Inc., Savannah, Ga., license to cover C.P., 1260 kc., 1 KW, unlimited time.

Also, WIND, Johnson-Kennedy Radio Corp., Gary, Ind., license to cover C.P., 560 kc., 1 KW night, $2\frac{1}{2}$ KW day, unlimited; WCBD, WCBD, Inc., Zion, Ill., modification of license to change studio location from Zion to Waukegan, Ill.; WOWO, Main Auto Supply Co., Fort Wayne, Ind., authority to determine operating power by direct measurement; WSGN, Broyles Furniture Co., Birmingham, Ala., modification of C.P. extending completion date to Oct. 10, 1934; KMLB, Liner's Broadcasting Station, Inc., Monroe, La., modification of C.P. extending completion date to Dec. 1, 1934; KGW, Oregonian Publishing Co., Portland, Ore., modification of C.P. to make changes in equipment and extend commencement date to Oct. 15, 1934 and completion date to 180 days thereafter; KSD, The Pulitzer Publishing Co., St. Louis, Mo., modification of C.P. extending commencement date to Oct. 30, 1934 and completion date to Dec. 29, 1934; WHA, University of Wisconsin, Madison, Wisconsin, license to cover C.P., 940 kc., $2\frac{1}{2}$ KW, daytime; KALE, Kale, Inc., Portland, Ore., authority to install automatic frequency control equipment; WTRC, Truth Radio Corp., Elkhart, Ind., C.P. to make changes in equipment.

Also, W9XAL, The First National Television Corp., Kansas City, Mo., C.P. (Exp. Visual) for additional transmitter of 150 watts, and additional frequencies 42000-56000, 60000-86000 kcs.; New, National Broadcasting Co., Inc., Portable-Mobile, C.P. (Exp. Gen. Exp.), frequencies 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000 to 400000 kc., 1 watt (this covers 5 applications for C.P. and licenses for same); Same Co., New York, C.P. (Exp. Gen. Exp.); frequencies 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000 kc., 150 watts; Robert J. Woolsey, Chicago, Ill., C.P. (Exp. Gen. Exp.), 31600, 35600, 38600 and 41000 kc., 25 watts; W10XDD, Evansville on the air, Inc., Portable-Mobile, license to cover C.P. (Exp. Gen. Exp.), 31100, 34600, 37600, 40600 kc., 2.4 watts.

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