

HEINL RADIO BUSINESS LETTER

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No. 767

NETWORK HEADS HAMMER CONGRESS EDUCATION PROGRAM IDEA

Two of the most effective witnesses for those opposed to the proposition that Congress set aside a fixed proportion of radio facilities for educational and religious programs were William S. Paley, President of the Columbia Broadcasting System, and M. H. Aylesworth, head of the National Broadcasting Company.

Establishment of non-profit educational radio stations through facilities wrested from commercial broadcasters would constitute a "needless duplication of facilities, at a needless cost to the taxpayers", Mr. Payey told the Federal Communications Commission. He analyzed the program service of his network, pointing out that for the first nine months of this year more than two-thirds of those programs were sustaining or non-commercial features.

Mr. Aylesworth stated that the National and other broadcasting companies and radio stations in their desire to cooperate with educators had been guilty of offering too much time on the air for education.

"The educators have not yet been able to grasp the showmanship in radio broadcasting", Mr. Aylesworth said. He suggested joint planning under direction of the educators with the aid of those who know the showmanship of broadcasting. "People do not want to be educated", he continued. "They want entertainment. Education on the radio can be made entertaining, and if it isn't the radio audience will turn to other radio programs. It would be too bad to destroy the great force of radio education because of monotony and poor showmanship."

"I am personally loath to believe", said Mr. Paley, who was the first of the two network chiefs to testify, "that any legislative mandate could assist in the attainment of goals that we are already working toward so wholeheartedly; nor would it seem that legislative direction would make any easier the creative work in an industry where the creative spark is so vital to the performance of almost every moment's task. * * * To destroy what has been built, or seriously to limit its usefulness - to weaken radio's economic structure - to attempt to widen the service the public is receiving by subtracting from that service, or to lessen radio facilities so as to make unavailable to any portion of our people the broadcasts they now receive - would seem to us a cause of real regret."

Mr. Paley said that in no other country has broadcasting reached the development it has achieved here. More and more time, he declared, is being devoted to educational and cultural programs,

with 26 per cent of Columbia's sustaining hours during the first nine months of this year given over to that type of rendition.

A half dozen other witnesses for Columbia appeared during the day's hearings. Frederick A. Willis, Executive Office, Columbia Broadcasting System, described various sustaining features such as the American School of the Air and the Church of the Air, which are regularly broadcast without charge. Time devoted to educational, religious and cultural programs for the first six months of the year amounted to 521-1/2 hours or 18 per cent of all broadcasting time of the network, he brought out.

John J. Karol, Director of Research of Columbia, enumerated the character and nature of educational and cultural programs broadcast over the seven stations owned or operated by Columbia. These he identified as WBT, Charlotte; KMOX, St. Louis; WKRC, Cincinnati; WBBM, Chicago; WPG, Atlantic City; WCCO, Minneapolis, and WJSV, Washington, D. C. Some 24 per cent of the total operating time of these stations, he said, is devoted to programs definitely falling in the educational and informative sphere. Listeners, as a general rule, he declared, do not want more lectures, talks and similar programs, particularly during the evening hours, when they desire to relax.

High tribute to the character of religious broadcasts over the networks was paid by Dr. Morris Sheehy, assistant to Rector James H. Ryan, of Catholic University.

Watson Davis, Director of Science Service, of Washington, discussed the cooperative scientific broadcasts over Columbia arranged through his organization, which he classified as educational.

Cesar Saerchinger, Columbia representative in Europe, who was instrumental in bringing many of Europe's crowned heads and outstanding personalities to the international microphone for broadcasts to this country, emphasized the importance of radio in promoting international good-will.

There is great misunderstanding as to what constitutes an educational program, Mr. Aylesworth declared when he took the stand. He said that in his opinion "Amos 'n' Andy" constitute a great educational force, in that they consistently inform the people to brush their teeth twice a day and go to the dentist twice a year. "That is very important education even if it is a sponsored program", he asserted, declaring that many of the nation's outstanding public health authorities harbor the same view.

Mr. Aylesworth read into the record a letter from Walter Damrosch who wrote that the real work of teaching young people how to sing or how to play an instrument or how to compose, cannot be done over the radio, but must be carried on by the local teacher in the classroom who is in constant personal relation with his pupils, who can correct their faults and examine them as to their progress.

A letter to Mr. Aylesworth from Dr. Nicholas Murray Butler, of Columbia University, warned against any attempt of direct control, management or official broadcasting by the Government. Surely, there are enough examples before us of what happens when government attempts to control the life and the thought of a people without putting our American neck in that noose", Dr. Butler wrote.

"I think the time has arrived when commercial radio companies should not compete in education", Mr. Aylesworth said. "The time has come for concentrated planning of programs which should be developed jointly. Today there is a deplorable condition, with many of the educational programs so monotonous that listeners say they do not want any education over the air. Our guilt lies in having been too big-hearted in our desire to help educators."

Mr. Aylesworth declared that television as a medium of general public entertainment is still four or five years away. Unlike the introduction of sound broadcasting, with the crude cat's whisker sets, he said visual radio must be a perfect, finished product when introduced. Moreover, he declared, it will involve a new kind of programming, with expensive sets and transmitting stations, and probably several hundred million dollars of investment.

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TRADE COMMISSION GRATIFIED BY RADIO INDUSTRY COOPERATION

Continuing its campaign for the elimination of false and misleading advertising from radio broadcasts, the Federal Trade Commission is making its second call upon broadcasting stations to file copies of their advertising continuities with the Commission. The call is for the submission of continuities to be presented by radio between November 15 and November 30.

Because of the immense amount of work involved in reading and checking the advertising programs, the Commission has for the present, at least, adopted the policy of making the call by zones, of which the country has been divided into five. Today's call is for continuities to be submitted by the stations in Maine, New Hampshire, Vermont, Rhode Island, Connecticut, Massachusetts, New York, New Jersey, Delaware, Maryland, District of Columbia and Puerto Rico. Calls upon the other four zones will be made later.

In the Commission's letter making the call for the submission of the advertising continuities, the fact is noted that on the first call, made to cover broadcasts during the month of July, the stations replied one hundred per cent. The Commission's letter says that this is "a confirmation of our belief that the radio industry would cooperate wholeheartedly with the Commission

in its work of eliminating untruthful advertising from the air". "The Commission feels that a promising start has been made and that real progress has been achieved", the Commission statement continues.

"With respect to the procedure as to electrical transcription of advertising matter, the Commission has made a modification to the extent that hereafter the Commission desires copies to be furnished of all commercial announcements appended to or given in connection with a transcription, electrical or otherwise, where such commercial programs are delivered or read by an announcer in the local stations.

"In response to its first call, covering advertising programs for the month of July, the Commission received 130,877 continuities. Of these, 161,466 were found to be subject to no criticism and were filed without further action. The remaining 22,411 were referred for further examination. Of the ten network systems and 598 broadcasting stations in the country, all filed their continuities in compliance with the Commission's request, while the continuities submitted by transcription companies represent 95 per cent of the total volume of such advertising.

"The Commission is very much gratified at the cooperation furnished by the network systems, the stations and the advertisers and is much encouraged over the progress made in ridding radio advertising of false and misleading matter.

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LARGE ATTENDANCE AT McCLELLAND FUNERAL

About 500 friends and associates paid tribute to the late George F. McClelland, former Vice-President of the National Broadcasting Company, by attending his funeral held last Monday morning at St. Agnes Church in New York City.

Among those present were M. H. Aylesworth, President of the National Broadcasting Company, Graham McNamee, G. W. Johnstone, J. de Jara Almonte; in fact, all the old guard of NBC. Also, W. E. Harkness of the American Telephone & Telegraph Company, who started Station WEAf with "Mac".

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WHICH IS AMERICA'S OLDEST BROADCASTING STATION?

by Robert D. Heinl

As another anniversary of broadcasting approaches, the question arises as to which was really the pioneer broadcasting station in the United States. It is generally accepted to be Station KDKA, which became the talk of the nation by its feat of broadcasting the news of President Harding's election fourteen years ago.

"After a period of testing and experimental operation, the Westinghouse Company on November 2, 1920, put into operation the first broadcasting station in the world, now known as KDKA, and transmitted as its first program the returns of the Harding presidential election", the late H. P. Davis, Vice-President of Westinghouse, who was in charge of the broadcast, said describing the historic event to students at Harvard University a short time before his death.

"Following this, a daily program from 8:30 to 9:30 P.M. was immediately instituted. The daily schedule of the station has been continued without interruption up to the present time."

Dr. Frank Conrad, an engineer, who is still living, and who later was to put on the celebrated KDKA Harding election broadcast, had been operating a radio telephone transmitter experimentally from a garage at his home in Pittsburgh. Amateur radio operators accustomed to dots and dashes began picking up his program of phonograph records. They liked them and began asking where the music was coming from.

"The thought came which led to the initiation of a regular broadcast service", Mr. Davis said in that same talk at Harvard. "An advertisement in a local department store in a Pittsburgh newspaper, calling attention to a stock of radio receivers which could be used to receive the programs sent out by Dr. Conrad, caused the idea to come to me that the efforts that were then being made to develop radio telephony as a confidential means of communication were wrong, and that instead its field was really one of wide publicity; in fact, the only means of instantaneous collective communication ever devised."

A claim, however, has always been made by Station WWJ, of Detroit, operated by the Detroit News, that it has been on the air since August 20, 1920, and was the first radio station in America to broadcast regular daily programs. The government records show a license was not issued to WWJ until October 13, 1921. As a matter of fact, KDKA, which had been operating on its old commercial license, did not apply for a broadcasting license until more than a year after the Harding broadcast and was the eighth station to be granted one. Nevertheless, as explained by W. D. Terrell, Chief of the Field Division of the Federal Communications Commission, who was one of the two original radio inspectors in the United States, KDKA was really

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the first broadcasting station but was designated as a "limited commercial service" station because broadcasting was not known at that time as such.

The following is the official list furnished by the Communications Commission of the first stations licensed in the United States for broadcasting, WBZ, at Springfield, Mass., heading the list:

<u>Call Letters</u>	<u>Licensee</u>	<u>Location</u>	<u>Date License Issued</u>
WBZ	Westinghouse Elec. Co.	Springfield, Mass.	9/15/21
WDY	Radio Corp. of America	Roselle Park, N. J.	9/19/21
WCJ	A. C. Gilbert Co.	New Haven, Conn.	9/29/21
WJZ	Westinghouse Elec. Co.	Newark, N. J.	9/30/21
WJX	DeForest Radio Telegraph & Telephone Co.	New York, N. Y.	10/13/21
WWJ	The Detroit News	Detroit, Mich.	10/13/21
KQL	Arno A. Kluge	Los Angeles, Calif.	10/13/21
*KDKA	Westinghouse Elec. Co.	East Pittsburgh, Pa.	11/ 7/21
KYW	Westinghouse Elec. Co.	Chicago, Ill.	11/15/21
KWG	Wireless Telephone Co.	Stockton, Calif.	12/ 7/21
KGC	Electric Lighting Co.	Hollywood, Calif.	12/8/21
KGB	Edwin L. Lorden	San Francisco, Calif.	12/8/21
KDN	Leo J. Meyberg Co.	San Francisco, Calif.	12/8/21
KFC	Northern Radio Co.	Seattle, Wash.	12/8/21

(* A license issued to this station Oct. 27, 1920 for 1 year authorized the use of radio telephone apparatus; however, the license of Nov. 7, 1921, was the first one issued expressly for b/c service.)

An interesting thing about these first stations was that they were all assigned to the same wavelength. In view of the power of such a station as WLW at Cincinnati today with a half a million watts, it is hard for the present day listener to realize that KDKA, which is now a 50,000 watt station, only used 100 watts for the Harding broadcast. When the stations applied for licenses they began to ask for higher power, more probably than they were able or expected to use. WBZ was authorized to broadcast with 1500 watts; WJZ, 1500 watts; WWJ, 2000 watts; KDKA, 2000 watts; KYW, 500 watts; and KDN, now out of existence and long forgotten, was granted 125 watts.

The first KDKA studio was on the roof of one of the Westinghouse Building at East Pittsburgh. A phonograph was operated in the room in which the transmitter was located, and the announcer and others who had taken part in the program up to this time also had been using this room. With larger aggregations of talent, however, it was necessary to seek bigger quarters, so one of the auditoriums at East Pittsburgh was put into use. Dr. Conrad and the engineers immediately had difficulty in obtaining fidelity in the broadcast, due, apparently, to

room resonance. To correct this they thought of placing the band in the open air and to transmit from out-of-doors. When this was done the result was a marked improvement. As a result of this, they saw at once that if they wished to accomplish good sound reproduction, specially designed rooms would be required to broadcast from - but how, was not clearly apparent and in addition the expense incident to it was a serious problem.

As the warmer weather was approaching, Dr. Conrad decided to broadcast the artists from the open air studio which, as before stated, was on the roof of one of the taller buildings at the plant. For protection they erected a tent. This proved good and everything went along satisfactorily during the Summer and early Fall, until one night a high wind blew the tent away - and so the first studio passed out and into history.

"Necessity has always been the mother of invention, and having managed to keep our service going for nearly a year, we could not think of discontinuing it because we had no studio - but we saw that we would have to go indoors. We, therefore, decided to try the tent inside. Part of the top floor of this high building was cleared and the tent 'pitched' on this floor. We were pleased to find that it worked as effectively as it had out-of-doors. Thus was the first indoor broadcasting studio developed," Mr. Davis later related.

"The subject of a specially constructed studio, however, was again revived and designs prepared for it. Taking the lesson of the tent to heart, we draped the whole interior of the new studio with the cheapest material we had available - burlap. We had now all the elements of the present studio."

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GERMANS INSTALL ANTI-FADING AERIALS

The site for the new German 150-kw. long-wave station which is to take the place of the present Deutschlandsender at Zeesen, has now been chosen. It is situated about 30 miles to the southwest of Berlin. The new transmitter will be one of the first long-wave stations to be fitted with an anti-near-fading aerial, according to the Commerce Department.

The transmitter of the Stettin relay station has now been completed, and will begin to operate this week. It has been fitted with an anti-near-fading aerial, and it will work on the north German common wave with a power of 1.5 kw. in aerial. The old Stettin relay station will close down. Work on the Langenberg station has also progressed favorably, and operation on the new anti-fading aerial with 100-kw. power will probably start by the end of the month.

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A.B.S. ADOPTS PRINTED PROGRAMS

Graduating from the multigraphed sheets, the American Broadcasting Company now prints its programs in very much the same form as the Columbia Broadcasting System. The A.B.S. sheets are somewhat wider but, like CBS, are dated at the bottom so that a radio editor may quickly turn to a certain day's program.

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NEW ZEALAND FAVORS BRITISH MANUFACTURERS

A notable concession to British manufacturers of wireless receiving sets has been made by the New Zealand Parliament, which has just amended the customs tariff in order to place such goods on the free list, if of British origin. Competing goods from foreign countries will carry a duty of 35 percent.

The United States has hitherto enjoyed the bulk of the business, though its proportion has dropped of recent years. In 1931 the value of radio receiving sets imported from the U.S.A. was £119,895, but last year the values had dropped to £44,897.

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ONE ANTENNA FOR HOUSEFUL OF SETS

A single aerial swung high above the roof for maximum signal pickup may be used by several radio sets without interference or loss of efficiency in multiple radio outlet system now made available. This community antenna system has for its objective the two- or four-family dwelling, and the like.

The present multiple radio outlet antenna system is licensed under Patent No. 1,976,909 issued to A.A.K., Inc., and now offered in kit form by the Technical Appliance Corporation, 27-26 Jackson Avenue, Long Island City, N. Y.

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TO ARBITRATE RCA-MACKAY CHINA DISPUTE

An international arbitration tribunal, composed of three prominent European jurists, is studying the briefs and reply briefs of the Radio Corporation of America and the National Government of the republic of China in an effort to determine whether China, by operating jointly with the Mackay Radio and Telegraph Company, a direct radio service between China and the United States, violates the traffic agreement between China and the Radio Corporation, dated Nov. 10, 1928, the New York Times sets forth.

This action was begun last Summer when Mackay Radio completed a contract with the Chinese National Government and inaugurated a communications service between China and the United States. The R.C.A. treaty with China provides for the arbitration of all disputes arising from interpretations of the contract, and each party selected one jurist, while they in turn chose an umpire to sit with them.

The members of the tribunal are Dr. van Hamel, of Amsterdam, A. Hubert, of Brussels, and Dr. Fuhrer, of Switzerland. It has not been determined where they will render their decision, which is expected early next year. Meanwhile both China and the Radio Corporation have provided the arbitrators with many exhibits and documents in addition to the briefs, and it is believed the tribunal is provided with all the elements it will need to decide the case.

Radio communication alone is involved in this dispute, which has no bearing on the various cable services operating between China and foreign points. The radio Corporation for many years has made contracts with numerous foreign governments or telegraph systems to provide radio connections between the foreign countries and the United States.

As most of the wire and radio services of foreign countries are monopolies, the United States and Canada being the only important exceptions, the Mackay Radio and Telegraph Company, a newcomer in the international communications field, has found it difficult to provide competitive services.

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WHY RADIO CITY DOORS HARD TO OPEN

Have you wondered in going through the NBC studios in Radio City why the doors were so hard to open. The fact is that every one of the 112 mahogany finished doors in the studios is lined with lead. Three inches thick, the doors, to perfect the sound proofing, are laminated with 3-inch white pine and two layers of 4-pound or 1-1/6 inch thick sheet lead. At the sides and top, they close against double rubber gaskets, which prevent the sound from passing through the cracks, and at the bottom, double automatic felt closers, plunger-operated, are provided. It has been found that these doors reduce sound by about 39.85 decibels.

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DR. PUPIN DISPUTED BY DeFOREST

In a letter to the New York Times, Dr. Lee de Forest writes from Los Angeles as follows:

"The expected jeremiad from Professor Pupin, promptly following the final refusal of the United States Supreme Court to once more review their second affirming of the de Forest-Armstrong decision, prompts one to recall that not all the laments, explanations and apologies of voluminous essayists since 1815 have yet succeeded in altering the historic fact that Napoleon was finally and decisively whipped at Waterloo.

"I shall content myself therefore merely with challenging Professor Pupin's statement that 'the scientific world is a unit in holding Armstrong to be the inventor.' As nearly as I have been able to observe, this so-called scientific 'unit' is largely limited to Professor Pupin and his pupils, Hazeltine, Hogan, Attorney Davis and, of course, Major Armstrong. In fact, that word 'unit' would seem to have been excellently well chosen.

"While fully realizing that here in America plebiscites are not ordinarily called to review, criticize or approve verdicts of the Supreme Court, I am quite willing to venture the prediction that a straw vote taken among members of the Institute of Radio Engineers and radio telegraph and broadcasting men generally who have followed this litigation or the testimony would show the Pupin 'factor of unanimity' to be a very considerably overestimated reciprocal of the actual opinions.

"Under the circumstances, there would appear to remain one of two recourses open to Dr. Pupin and His 'unit' group: either to reform the United States Supreme Court in accordance with those ideals which he lauds of France and Germany, or - to impeach it altogether."

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MISCELLANEOUS DECISIONS OF COMMUNICATIONS COMMISSION

APPLICATIONS GRANTED, TELEPHONE DIVISION - W6XR,

Santa Cruz Oil Company, San Francisco, Cal., renewal of license, 41000 kc., 20 watts, and to change location from 311 California St., to portable; K6XQ, Santa Cruz Oil Co., SS "Lake Miraflores", renewal of license, 51400 kc., 20 watts, location aboard SS "Lake Miraflores".

ACTION ON EXAMINERS' REPORTS, BROADCAST DIVISION -

NEW, Voice of Longview, Longview, Texas, C.P. for new station to operate on 1370 kc., 100 watts, daytime, reversing Examiner R.L. Walker, granted; NEW, Chas. Henry Gunthrope, Jr., Nacogdoches, Texas, denied application for new daytime station to operate on 1420 kc., 100 watts, sustaining Examiner R. L. Walker.

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MISCELLANEOUS, BROADCAST DIVISION

WGLC, Adirondack Broadcasting Co., Inc., Hudson Falls, N. Y., petition for C.P. to remove station to Albany, and approved transfer of 90% of the outstanding stock; WBAA, Purdue University, W. Lafayette, Ind., hearing postponed on application to modify license by changing frequency from 1400 kc. to 890 kc. and increasing daytime power from 500 watts to 1 KW at the request of WILL and WBAA, because the two stations have reached an agreement which they say will result in the withdrawal of the protest which brought about the hearing; WEHC, Community Broadcasting Corp., Charlottesville, Va., granted application to change frequency from 1350 to 1420 kc., and power from 500 watts, daytime only, to 100 watts night, 250 watts day, unlimited daytime, sharing with WEED at night; NEW, Plattsburgh Broadcasting Corp., Plattsburgh, N. Y., reconsidered and granted application for C.P. for new station to operate on 1310 kc., 100 watts, daytime only, site of transmitter to be determined; WALR, WALR Broadcasting Corp., Zanesville, Ohio, suspended grant of authority to move station from Zanesville to Toledo, because of protest of Station WJIM, Lansing, Mich., WALR operates on 1210 kc., with 100 watts power, application for removal set for hearing.

APPLICATIONS GRANTED
Telegraph Division

NEW; Aeronautical Radio, Inc., Wenatchee, Wash., C.P. frequencies 3005, 2854, 5377.5* kc., power 50 watts (*day only); Geoelectric Survey Co., Portable, C.P. (Geophysical) 1602, 1628, 1652, 1676, 1700 kc., 10 watts; New, Radiophone Corp. of America, Portable-Mobile (Los Angeles, Calif.); C.P. 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 31600, 34600, 35600, 37100, 40600, 41000, 86000-400000 kc., 100 watts, A3; City of Harrisburg, Pa., Harrisburg, Pa., C.P. 30100, 33100, 37100, 40100 kc., 25 watts, A3; Same applicant, portable-mobile within city limits (5 applications, same), C.P. same as above except 9 watts power; Victor Henry Tonjes, Portable-Mobile (Berkeley, Calif.) C/P. 31600, 35600, 38600, 41000 kc., 50 watts, special; City of Suffolk, Police Dept., Suffolk, Va., C.P. 30100, 33100, 37100, 40100 kc., 25 watts, A3; City of Zanesville, Zanesville, Ohio, C.P. 2430 kc., 50 watts, Emission: A3; City of Everett, Wash., C.P. 2414 kc., 50 watts, A3; City of Jackson, Jackson, Mich., C.P. 2466 kc., 50 watts, A3; Jack T. Jefford, NC-901-W, license 3105 kc., 20 watts, A1 emission.

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