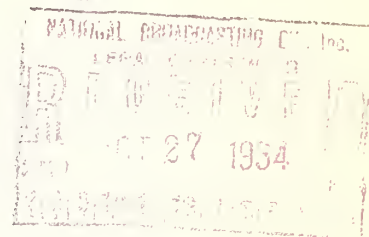


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DROITWICH BRITISH BROADCASTING GIANT GETS INTO ITS STRIDE

Marking a new and important chapter in British broadcasting, the voice of Daventry, famous old English station, was silenced last week. Droitwich, the new British Broadcasting Company giant of the ether, after an intensive period of experimenting, has finally taken over Daventry and from now on will broadcast the full National program service.

Droitwich supersedes not only Daventry but also ultimately probably the National transmitter at Moorside Edge and the west and London National stations, which are relay transmitters assisting the Daventry to distribute the national program throughout the country on medium wavelengths. With the regular operation there is also a big program shakeup. The most important change of all, perhaps, is that which now gives listeners an alternative program from the opening of the broadcast transmitters practically until they close for the night. Hitherto, at various intervals during the day, only a single program has been broadcast.

Because of the high power of Droitwich, 150,000 watts, as against 30,000 watts of Daventry, it appears inevitable that it will interfere with certain long-wave Continental stations on most receiving sets. Already there have been complaints that the station is too loud in some parts of England. Suggestions are being made how to shield sets from what is called over there "excessive" power.

"Britain's giant radio station in the middle west of England has arrived with a vengeance", says "Popular Wireless" (London). "Its powerful voice penetrates the whole of the country, from Land's End to John o'Groats. Not with the same intensity, of course, but with certain exceptions, where conditions are unusually bad. Droitwich gives yeoman service to everyone with a radio receiver worthy of the name.

"In fact, so well does the new arrival do its job that many receive a superabundance of energy from the towering masts at Wychbold, where the transmitter is situated.

"Birmingham, the Potteries, the Black Country, the Welsh Border, Gloucester, Cheltenham and scores of other places and areas would say thank you to the B.B.C. for a reduction in power. They are getting too much for some of the sets in use."

"The B.B.C.'s biggest broadcaster has come on the air", "Radio Pictorial" (London) writes.

"Already scares have started. People are saying that sets will have to be scrapped, that the new giant will bring interference and chaos, and that the present National stations will have to close down.

"The trust is that the amazing Droitwich is going to mean real programme service.

"It is hoped that Droitwich will give a satisfactory service, under average atmospheric conditions, to nearly the whole of the British Isles.

"Droitwich - a pleasant, rather sleepy old town. Still puzzled at the honour which has been conferred upon it, still wondering why it should have been singled out to provide a name for that queer new place out there on the Birmingham road.

"The townspeople like to take a walk in the evenings and survey their new acquisition with pride and satisfaction. They look with faint awe at the grim, stern building. They peer up at the immensely tall masts, whose tops are sometimes lost in the clouds, hoping, perhaps, that they will provide a sensational anti-climax by falling down.

"The good people of Droitwich have watched the procession of lorries and labourers, of machinery and men, to what was once a peaceful stretch of meadows fronted by a row of ancient cottages. They have seen a modern wonder rising before their very eyes.

"It is impossible to be in the Droitwich station for long without being facetious. I hope you understand. To let ordinary people into the place is like admitting manicurists into the ranks of surgeons. They're out of their depth, and it's a question of joking or being removed in a straight-jacket.

"Only when you have been away from the place for days do you begin to appreciate something of what you have seen. Gradually, then, you begin to realize that you have seen a modern miracle."

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NEW FRENCH STATION TOPS DROITWICH BY 50,000 WATTS

Not to be outdone by the British, France is to erect a new broadcasting station, the power of which will be 200,000 watts, 50,000 watts more than Droitwich. It will belong to the state and the site chosen is near Thourie (Ille-et-Vilaine) at a place called "Le Moulin de Saint-Liffert." Approximately 30 acres have been reserved for the installation, the work on which has just been started. The foundations are being constructed and they are destined to support a unique type of pylon, the height

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of which will be 200 meters. The power of the new station will be about 200 kilowatts, and the buildings will include the pylon, broadcasting station, rooms for the personnel, and stores. The total expense authorized is 2,642,000 francs.

As soon as the Radio-Thourie starts functioning, the Rennes station will be closed. The broadcasting in the Chamber of Commerce studio will be relayed by a subterranean telephonic cable to the Thourie station, which will amplify, modulate, and then broadcast.

At the present time they are studying the installation projects for the cable, which will be installed at the beginning of 1935, Assistant U. S. Trade Commissioner Lestrade Brown at Paris, reports.

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RMA LAUNCHES NATIONAL SALES PROMOTION CAMPAIGN

A national sales promotion campaign for the radio industry, in the interest of distributors, dealers and also broadcasters as well as manufacturers, will be launched by the Radio Manufacturers' Association in November, Bond Geddes, Executive Vice-President has announced.

The industry advertising program, to be conducted by the Association with an outstanding advertising agency, was approved and ordered by the Board of Directors at a special meeting last Thursday in New York City. The Board unanimously adopted the national institutional project for radio sales promotion. It will be in charge of a special committee of which Powell Crosley, of Cincinnati, is Chairman, and of which President Leslie F. Muter, of the RMA, and W. S. Symington, of New York, are members.

The radio manufacturers' national program is an outgrowth of the previous "Five Point" plan considered by the RMA and the Radio Wholesalers' Association. The Board of the former association decided on the immediate national program, financed and conducted by the manufacturers, to start in November and continue vigorously through the Winter season with future plans for its enlargement and continuance through 1935.

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EDUCATIONAL-RELIGIOUS HEARINGS POSTPONED

At the conclusion of the session last Saturday morning (October 20), Hampson Gary, Chairman of the Broadcast Division of the Broadcast Division of the Federal Communications Commission, ordered a two weeks' postponement of the educational-religious program hearings. Inasmuch as the Commission will not be required to make its recommendations as to whether additional facilities shall be allotted to this type of program until February 1st, delays at this stage of the procedure are more or less inconsequential. A resumption of the hearings is tentatively set for Monday, November 4.

The witnesses yet to be heard are mainly those of the government and Dr. Levering Tyson of the National Advisory Council on Radio in Education. Those in the government who have asked to appear are W. B. Dolph of the National Recovery Administration; Dr. Ella Oppenheimer, of the Children's Bureau, Department of Labor; Owen A. Keen, of the Post Office Department, and Morse Salisbury of the Agriculture Department. On the assumption that the broadcasters would advocate widening the broadcast band as a means of providing more room for stations, Army and Navy officials were expected to be heard from. However, that issue has not been raised and they probably will not appear.

Dr. Tracy F. Tyler, of the National Committee on Education by Radio, in charge of the educational presentation, has the opportunity of presenting any witnesses he may desire in rebuttal.

More time has been made available for educational broadcasting than the educators themselves have been able or willing to use to good advantage, Alfred J. McCosker, President of WOR, New York, and past president of the National Association of Broadcasters, testified as the broadcasters concluded their case.

"We get this reaction when presenting educational programs in series", Mr. McCosker observed, "that while high points of interest are frequently attained, experience shows that there is considerable variation and the programs are frequently below par. WOR has observed no definite demand for additional evening hours for educational programs on the part of educators and certainly none from the listening audience."

Lambdin Kay, of Station WSB, Atlanta, Vice-President of the National Association of Broadcasters, told how he had persuaded A. Atwater Kent in 1926 to donate receiving sets to every public school, white and colored, in Atlanta. Every day classes would gather about the loud-speakers in all the schools to listen to the broadcasts from WSB.

"This city-wide installation of public school radio represented the first of the kind in America", Mr. Kay asserted.

It would be denounced as outrageously unjust if newspapers and periodicals were compelled to publish a stipulated amount of matter relating only to specific classes, the Atlanta speaker ventured.

Local educational institutions have made no effort to avail themselves of the facilities of WSFA, at Montgomery, Ala., S. Gordon Persons, its manager, informed the Commission.

"For the past two years we have deliberately talked to local school and State educational authorities and they have evidenced no desire whatever to use our station in their work", was his parting shot.

College professors are not radio-minded, P. O. Davis, Secretary of the Alabama Polytechnic of Auburn, Ala., representing WAPI, observed to the Commission.

"Unfortunately, and this is no criticism of college professors, they are not interested in broadcasting", the Polytechnic executive continued. "They are busy men and women and they do not have much time to think about preparing broadcasts. In other words, they are employed on full time jobs without that and they are not expected to do good broadcasting."

Also Mr. Davis said that the educational people were not able to furnish the money or sufficient programs to operate WAPI successfully though they were joined by the University of Alabama and Alabama College. Finally they leased the station after spending \$110,000 to install it in Birmingham, in the hope that it might be made to pay where the population was greater.

"We now have all the time we really want for institutional broadcasting and get a rent of \$775 each month", Mr. Davis commented. "My conclusion is that educational institutions usually make mistakes when they go into a business venture of any kind."

WGN, owned by the Chicago Tribune, does not sell time for political speeches or for religious services, Quin Ryan, Broadcast Manager of the station informed the Commission. All programs of this nature are broadcast without charge as part of the station's public service.

"We make an earnest effort to have the various divergent views on all subjects of sectional or national (as distinguished from purely local) importance presented over WGN", Mr. Ryan continued, "and we invite national figures, political civic and educational, to use our facilities free of charge; if these speakers present a controversial subject, we invite their opponents to use our facilities in reply."

In broadcasting programs this Fall for the University of Chicago and for Northwestern University, WGN will maintain telephone lines from its studio to both campuses, at an expense of approximately \$500 a month, Miss Myrtle E. Stahl, Mr. Ryan's

assistant informed the Federal Commissioners.

"At no time has WGN been apathetic on the subject of education by radio", Miss Stahl declared. "On the contrary we have been annoyingly aggressive and persistent in our efforts to persuade the various educational institutions of Chicago and Illinois to use our facilities in the presentation of educational programs."

Previous attempts to secure the allocation of a fixed percentage of radio facilities for the use of educational institutions have caused considerable concern to the University of Chicago and the reopening of the entire question in the present hearings has again aroused fear for the security of the radio opportunities now enjoyed by the University, Allen Miller, Chicago University radio director, informed the Commission. He estimated that last year the value of the time donated by Stations WGN, WMAQ and WJJD, totalled \$186,000, figured at the commercial rates for time.

Mr. Miller observed that there are only a limited few in any college faculty who have personalities that can be projected successfully to an unseeing audience. He expressed the opinion that the primary function of education by radio is the stimulation of dormant interests of the listeners for information.

"We do not attempt to give our listeners a college education by radio", the Chicago University speaker submitted. Even though a special channel were set aside for educational programs, Northwestern University could not materially increase its educational work in radio owing to the lack of available time on the part of the faculty, Edward Stromberg, Publicity Director of Northwestern, said.

How broadcasting the opera in Los Angeles hurt the box office to the extent of his giving a check of \$1,200 to reimburse them but later doing such a good job of advertising that the box office showed a material increase, was related by Arthur F. Kales, General Manager of Stations KFI and KEGA, Los Angeles. He said a middle class heretofore untouched by opera found the sample given over the radio sufficiently interesting to take a chance on attending in person.

People still have to be educated to like educational programs, Carl Haverlin, Sales Manager of KFI and KEGA, Los Angeles, testified.

"The general public is most at fault in being apathetic", Mr. Haverlin said. "We have found that the educational groups have seldom proved able to present their programs in such a manner as to attain a high degree of listener interest. Their command of the subject is nearly always adequate but they lack showmanship."

Five thousand letters were sent out by Stations KOMO and KJR, of Seattle, to principals of schools, presidents of

civic organizations and ministers, telling them that Congress was to conduct an inquiry into the educational-religious program situation and asking them to express their opinion on the proposition. About 500 letters were received in reply.

"It is surprising to see that there was almost no expression of approval for this legislation", Donald F. Graham, of KOMO and KJR, reported. "Bear in mind we asked them, the people who are supposed to be identified with the proposal to set aside a fixed percentage of radio facilities, that is, those who are interested in education and religion, and I don't believe there is a letter which unqualifiedly advocates it, and 99.99 percent of them condemn it."

The granting by the old Radio Commission of a 50,000 watt construction permit to a religious group in Southern California, was recalled by Guy Rarlör, Jr., of Station KNX, Los Angeles.

"The permit was kept alive for a year or more and no actual construction work was done", Mr. Rarlör went on. "I believe that, if nothing else, shows that in California the educational and religious side of broadcasting is well being taken care of by existing broadcasters and there is no crying demand on the part of any of those institutions for particular frequencies all their own."

An audience well over 100,000 school children listening in an organized way over Stations WLW and WSAI, Cincinnati, with at least another 100,000 children who listen occasionally over other school room equipment, Ben Darrow, of the Ohio State Department of Education, estimated. In the Buffalo area the present stations supply ample facilities and time for all cultural organizations which can present worthwhile programs and the colleges and universities would not welcome additional time if it were available for them, Stephen C. Clement, State Teachers College at Buffalo, advised the Commission. There is no need felt by listeners for additional programs of this character.

That he started broadcasting, not because he wanted to, but because he was urged to by the officials of the radio station, was the experience of Rabbi Joseph L. Fink, of Buffalo.

"When we learned of the proposal to devote 25 percent of the broadcasting time to education and religion, we became fearful", Rabbi Fink said. "We believe it ill-advised to force a private agency to allow time for broadcast purposes, because we fear what may be broadcast may not be religion in its broadest terms but in its narrowest and most sectarian, and will serve harmful rather than helpful purposes in the community."

Whether we all agree with everything done by radio or not, in a very definite way radio as a whole is living up to its obligation to serve the public interest, as represented by the wishes and needs of the majority, Alfred H. Kirchofer, Managing Editor of the Buffalo Evening News and Vice-President of Station WBEN, Buffalo, commented.

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"Radio has been built by commercial interests and advertisers", Mr. Kirchofer continued. "It may not be everything that the uplifters want; it may not yet be everything that those of us engaged in broadcasting wish it to be; but it has made a substantial and magnificent contribution to cultural advancement, music appreciation, common understanding, diffusion of knowledge and distribution of entertainment which, on the whole, has been wholesome and beneficial to the morale of the nation.

"I do not say that education should not have facilities which it may properly be entitled to have; but until education by radio is taken out of the experimental and guess-work stage, its proponents should not come here to demand wholesale destruction of an industry which is meeting its obligations to the Government and the public."

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CLEAR CHANNELS AT STAKE IN REGIONAL PLEA

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The system whereby only/station may broadcast on a clear channel was seen to be in further danger of being broken down as a result of the application of numerous stations to broadcast on the frequency of 640 kilocycles now being used by KFI, a 50,000 watt station of Los Angeles. Hearings are now being held on the subject by the Broadcast Division of the Federal Communications Commission of which Hampson Gary is Chairman.

In 1928, 40 clear channels were established but since then 9 of these have been more or less broken down by permitting other stations to broadcast on the same frequency. As an outcome of the present hearings, it is believed that a definite policy may be adopted as to clear channels. Senator Dill advocated having instead of only one high power station on a frequency that there be two, but as widely separated as possible, one on the Atlantic and the other on the Pacific Coast.

Stations which are desirous of broadcasting on the 640 WFI clear channel are WJAY, Cleveland, seeking to increase its power to 1000 watts, the Portland, Me., Broadcasting Company, a new station, seeking 500 watts, the Eastland, Me., Company, 100 watts, the Kunsky-Trendle Broadcasting Corporation, Detroit, a new station, 10,000 watts, WAAB, Bay State Broadcasting Company, Boston, 5,000 watts, WFLA-WSUN, Clearwater, Fla., 5000 watts; WORC, Worcester, Mass., 500 watts; KFUD, St. Louis, 1000 watts, and Irving Sisson, a new station at Pittsfield, Mass., 1000 watts.

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TELEVISION HERE, O.H. DECLARES, AND NEW DEAL AID TOO

Television is here, and ready for the public, so far as receiver technique is concerned", O. H. Caldwell, writes in Electronics for October. "There can be no doubt of that in the mind of anyone who has made the rounds of the laboratories where serious work is being done. Television pictures today are clear, well-illuminated, and compare in quality and detail with home movies.

"But the transmission problem in television introduces tremendous difficulties, chiefly financial. To provide television programs throughout the country would require an initial investment estimated at fifty to two hundred million dollars or more.

"This sum seems staggering to private capital. But to a national government that is liberally handing out billions in causes that seem less constructive, even \$200,000,000 is not unthinkable.

"Television transmitters have a sounder claim to government financing, in the present employment situation, than do many other enterprises that have had generous federal aid. For each television transmitter built will be the means of initiating the manufacture of thousands of television receivers, involving starting up factories, restoring employment, and injecting vast new impetus into the lagging machine of national business. Indeed television may be the long-sought "new industry" to pull us out of the depression.

"From a social and governmental standpoint alone, the implications of nation-wide television are tremendous. What would it mean, for example, to further national unity of thought and purpose, if at the time of the President's delightful fireside chats, he could be seen as well as heard.

"But how many homes will purchase television receivers at \$200 to \$300 apiece, under present conditions, one naturally asks. Already a paternally-minded government has provided for financing these television receivers, under the terms of its Tennessee Valley Authority, which is empowered to make long-term loans for the purchase of home electrical appliances, and at the discretion of its directors, to make such loans available to citizens in all parts of the country. So that Uncle Sam and his New Dealers are ahead of us, in the solution of that problem of aiding the customer to buy.

"To many conservative radio and electrical men, this picture of widespread government aid to our new infant prodigy of television, will seem repugnant. But other less worthy causes have sought federal aid and have prospered. If nation-wide television can come only with government aid, perhaps scruples of old-time rugged individualism must be forgotten, and this 1935 miracle be ushered in by new-deal financial methods. At all events, a new industry, large in its employment possibilities, is now waiting at the gates of a sorely-tried world."

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FCC SETS HEARINGS ON WIRE CONSOLIDATION

A possibility of the consideration of a merger between the Western Union and the Postal Telegraph was seen in the setting of a hearing for Monday, December 3rd, to discuss the question of "merging competing communication companies".

"While the Communications Act did not specifically direct the Commission to investigate the question of merging competing communication companies, the matter was one of the most important brought forward in the "Study of Communications by an Interdepartmental Committee", authorized by President Roosevelt and submitted by him to the Chairmen of the Senate and House Committees on Interstate Commerce, on January 23, 1934, the Telegraph Division of the Federal Communications Commission explained in calling the hearing. "The Committee report was not unanimous on the question of merging communication companies.

"Inasmuch as telephone companies have, since 1921, possessed the right to consolidate, subject to approval, previously by the Interstate Commerce Commission, and now by the Communications Commission, it is expected that the proposed hearings will be confined almost entirely to the desirability of permitting consolidations involving telegraph companies and to the determination of conditions and proper safeguards in case the Commission decides to recommend to the Congress the enactment of legislation authorizing mergers.

"In the preliminary report on communication companies submitted to the House Committee on Interstate and Foreign Commerce by Dr. W. M. W. Splawn as Special Counsel of the Committee, the matter of mergers was again discussed. Among other things, Dr. Splawn said, 'Telegraph by wireless or radio would likely be consolidated with the wire companies if Congress should permit. Before such permission is granted, Congress should carefully consider the effects upon the further development of telegraphy and of the substitution of a monopoly for the existing competition.*** The bill now considered holds in abeyance the answers to some of these questions until such time as a further study and observation may make clear what Congress might reasonably expect from a given policy.'"

It is anticipated that the proposed hearings will provide the Commission with ample material upon which to base a considered recommendation to the Congress on this important question.

The International Telephone and Telegraph Company has for sometime sought a consolidation of its Postal Telegraph system with the Western Union, but the Western Union has opposed it. At one time the I. T. & T. system had an option on the communications business of the Radio Corporation, but the deal failed and the Western Union and Radio Corporation executed a traffic agreement in opposition to the Postal's wire and radio system.

TELEGRAPH EXCHANGE SERVICES CONTRACTS HEARING NOV. 7

The hearing on contracts for exchange of services, before the Telegraph Division of the Commission, scheduled to begin Monday, November 5, will be recessed to 10:30 o'clock Wednesday morning, November 7th. No evidence will be heard until this time and it will be unnecessary for any interested party to appear until that time and date.

The recessing of the hearing does not alter the requirement that those desiring to be heard shall file written statements of desire to be heard on or before October 29th, as provided in Order No. 10.

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 :::INDUSTRY NOTES:::
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In a quarter page ad in Variety, Ralph L. Atlass announces the affiliation of his stations WJJD, Chicago, and WIND, Gary, with the American Broadcasting System, adding:

"The advertising value of each of these two stations is best indicated by the fact that spot national business for the month of October, 1934, is running more than 200 percent ahead of the same month last year."

WOR is reported to have signed up for Moore's Trans-Radio News Service in preference to the Press-Radio Bureau, the first New York station to do this.

The latest rumor with regard to Senator Dill's future plans comes from Milwaukee where he was said to be conferring with Ota Gygi, manager of the ill-fated Ed Wynn network. Gygi is now forming a regional network in Wisconsin, Illinois and Indiana.

The ceremonies opening "America's Little House" to the public will be broadcast over the WABC-Columbia network from 4:00 to 4:15 P.M. EST, Monday, November 5. William S. Paley, President of the Columbia Broadcasting System, will deliver the official opening address. The New York Committee of Better Homes In America, Inc., with the cooperation of the Columbia network has erected the Little House at Park Avenue and 39th St., New York City, as a demonstration home for people of medium incomes.

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