

HEINL RADIO BUSINESS LETTER

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January 8, 1935.

ITALY TO SHORT-WAVE NEWEST OPERA "NERO" TO U. S.

Not only does the "American Hour", specially broadcast to the United States from the new Italian short-wave station of Prato-Smeraldo, in Rome, offer this country a wealth of brand new program material, but it is a practical example of how the radio may be used to cultivate friendly relations and peace between great nations. The "American Hour" is a good-will offering of Premier Mussolini and the Italian Government. It seems fitting that Italy, the home of Marconi, should be the first country in the world to avail itself of radio to make such a gesture to the United States.

As a piece de resistance, the "American Hour" Monday, January 28, at 6 o'clock E.S.T. will broadcast portions of Mascagni's magnificent new opera, "Nero", direct from the famous Scala Theatre in Milan. The production of this opera, which the entire musical world is on tip-toe to hear, is the greatest event in Italy's lyrical season and every theatre raced for the privilege of the first performance, with the Scala winning the honor.

Also as a tribute to the United States, several of the best operas will be transmitted during the "American Hour" from the Royal Opera House at Turin, where will be heard several Metropolitan favorites, including Beniamino Gigli, and Tito Schipa. The first of the Turin broadcasts will be Wednesday, January 16th.

In view of establishing closer ties of friendship between the students of the two countries, the Fascist University students will put on a description of their cruises during the year accompanied by sounds and music giving their impression of their trips on board ship and by train of their visits to the various Mediterranean cities and towns. Also of Lieut. Fraresco Agello's seaplane being warmed up for its record flight, and the flight itself, accompanied by the comments of spectators and the commands to the ground below. These student broadcasts will take place Friday, January 18, and Wednesday, January 30.

The time for each broadcast will be from 6:00 P.M. to 7:30 P.M., E.S.T. The wavelength of the broadcast is meters 30.67, 9,781 kilocycles from 6:00 P.M. to 6:30 P.M. and meters 49.03, 6,085 kilocycles from 6:30 P.M. to 7:30 P.M. E.S.T.

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Through the courtesy of the Royal Italian Consul General at Chicago, G. Castruccio, and Commander E. F. McDonald, Jr., of Chicago, it is possible to give the following advance schedule of the "American Hour" programs to be broadcast by the station of Prato Smeraldo (IRA) at Rome:

Tuesday, January 9th

American Anthem. Giovinezza
Speech by H. E. Fermi, Member of the Italian Royal Academy, "Theory of Radio Activity, Latest Applications, and Influence Abroad."
Transmission of an opera from the Royal Opera House in Rome
"Notes on the Italian Language" by Prof. DeMasi
Regional Songs
News Bulletin of sport, commerce, literature
"Inno a Roma" by Puccini

Friday, January 11th

American Anthem. Giovinezza
Speech by the American writer, Ezra Pound, on "How the Duce Solves the Wealth Distribution Problem."
Symphonic concert of the EIAR (Italian Broadcasting Company) orchestra
Prof. De Masi: "Italian, the Sweetest Language in the World". tra
Regional Songs
News Bulletin
"Inno a Roma", Puccini

Monday, January 14th

American Anthem. Giovinezza
Speech by H. E. Renato Ricci, Under-Secretary of State of Public Education, "Italian Youth".
Transmission of an opera from the Scala Theatre in Milan
Some items on the Italian language by Prof. De Masi
Folkloristic Songs
News Bulletin
"Inno a Roma", Puccini

Wednesday, January 16th

American Anthem. Giovinezza.
Speech by Ing. Gaetano Ciocca, "Impression on City Life and Industry in America"
Symphonic concert broadcast from the Turin Theatre
The Women's Hour
Short talk on the Italian language by Prof. De Masi
Regional Songs
News Bulletin
"Inno a Roma", Puccini

Friday, January 18th

American Anthem. Giovinezza
 Speech by Prof. Lupatelli, President of the University for
 Foreigners at Perugia, "Students from all Parts of the World
 at Perugia"
 Transmission of an opera from the Royal Opera House in Rome
 Conversation on cruises by the Fascist University Students
 Prof. De Masi: "The Radio and the Italian Language".
 Regional Songs
 News Bulletin
 "Inno a Roma", Puccini

Monday, January 21st

American Anthem. Giovinezza
 Prof. Salvatore Galgano of the Italian Legislative Institute,
 "The Modern Trends of Italian and American Social Rights".
 Symphonic concert of the Ente Orchestrale Fiorentino (Florentine
 orchestra)
 Conversation on the Italian language by Prof. de Masi
 Italian folkloristic Songs
 News Bulletins
 "Inno a Roma", Puccini

Wednesday, January 23rd

American anthem. Giovinezza
 Hon. Luigi Razza, Member of Parliament, "Emigration in Italian
 Provinces"
 Transmission of an opera from the Scala Theatre in Milan
 Speech by Mr. F. P. Culbert, European Manager, London, of the
 Radio Corporation of America, on his impressions of his tour
 through Italy
 Some News on the Italian Language
 Regional Songs
 News Bulletin
 "Inno a Roma", Puccini

Friday, January 25th

American Anthem. Giovinezza
 Hon. Felica Felicioni, Member of Parliament, on "The Origin and
 the Aims of Dante Alighieri".
 The Women's Hour
 The origin of the Italian Language by Prof. De Masi
 Italian Folkloristic songs
 News Bulletin
 "Inno a Roma" by Puccini

Monday, January 28th

American Anthem. Giovinezza
 H. E. Ottorino Resoighi, Member of the Italian Royal Academy,
 "Italy's Modern Music"
 Selections from the opera "Nero" by Mascagni, from the Scala
 Theatre in Milan
 Some items on the Italian Language
 Regional Songs
 News Bulletin
 "Inno a Roma", Puccini

Wednesday, January 30th

American Anthem. Giovinezza
 Senator Count di Sanmartino, on the Academy of St. Cecilia
 Concert conducted by Maestro Rossi of the Academy of St. Cecilia
 Special Program of the Fascist University Students Group
 Conversation on the Italian Language by Prof. De Masi
 Regional Songs
 News Bulletin
 "Inno a Roma" by Puccini

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FCC ASKS FOR \$1,500,000 APPROPRIATION

Budget estimates for 1936 for the Federal Communications Commission call for an annual appropriation of \$1,525,000. This is almost double the amount allowed for the old Radio Commission which was \$826,649.

The increase includes \$67,560 to cover pay cut restoration and increased expenses amounting to \$759,089 in anticipation of extended regulatory activities of the Commission.

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P.W.A. BUYS HALF-MILLION DOLLARS OF RADIO APPARATUS

Some business for the radio industry has come from expenditures of the Public Works Administration under Secretary Ickes of the Department of the Interior, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association learns. The radio business amounts to only about one per cent of P.W.A. purchases in its construction program aggregating \$555,000,000 but is substantial. Total P.W.A. purchases of radio apparatus and supplies have aggregated \$584,892 during the fifteen-month period covered by the P.W.A. activities.

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WESTERN STATIONS HELP SELVES TO NEWSPAPER NEWS

Federal Judge John C. Bowen's recent ruling in the State of Washington, that newspaper press dispatches become public property after publication, has resulted in the wholesale broadcast of newspaper news over Washington State.

Radio Station KPQ, Wenatchee, associated with KVOs, of Bellingham, against which the restrainer was sought, had originally followed a procedure of rewriting press dispatches and relying on short wave radio flashes for all news of a world or national nature.

The station, in addition, employed one man to cover the city. Since Judge Bowen dismissed the Associated Press suit against the Bellingham station, the Wenatchee station has doubled its out-of-city coverage, although still rewriting the various items, a thing neither station considered until wax records of the broadcasts had been introduced as court evidence.

Both KVOs and KPQ announcers have openly boasted about their recent triumph, Editor & Publisher reports. The latter station has doubled its news broadcast time thrice daily.

Cole Wylie, manager of the 100-watt Wenatchee station, revealed that "during the past several months news programs have cost this station approximately \$380 a week. We expect to add materially to this expenditure and, quite naturally, would not do so unless it paid." Wylie talks matter-of-factly of spending \$19,760 annually, about six times what the average small publisher spends for a news service.

"The press must conform with modern developments or be outmoded", he said. "There no longer is a field for extra editions of newspapers, nor a field for multiple editions. Newspapers must accept the fact that radio can and does scoop them. If there is competition at all (and Judge Brown ruled that there was none), it is newspapers competing with radio, not radio with the press. This should be readily admitted when you recall the stubborn opposition given radio news by newspapers and press associations - witness the unsuccessful press-radio proposal which no decent radio station could give its listeners as newscasts."

There are at present nine radio stations in the State of Washington using news programs similar to those of KPQ and KVOs. Eight additional stations are preparing to add the news program feature.

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WHEELER IS NEW SENATE COMMUNICATIONS LEADER

Senator Burton K. Wheeler, of Montana, by accepting the Chairmanship of the Interstate Commerce Committee of the Senate, which has jurisdiction over the Federal Communications Commission, becomes high man in communication matters in the upper body of Congress. It is understood that Senator Wheeler, while interested in communications generally, is not especially concerned with regard to radio broadcasting. The latter industry is said to be greatly relieved over this prospect as Senator Wheeler is an outstanding Democratic progressive known to be farther advanced in his views than was even Senator Dill, his predecessor. Wheeler was Progressive Party candidate for Vice-President of the United States with Senator Robert M. La Follette in 1924.

The first duty of Senator Wheeler's Committee will be to consider the nominations of the members of the Federal Communications Commission, all of which have yet to be confirmed by the Senate. Apparently there will be no serious opposition to their confirmation. The consideration of any proposed legislation will very likely go over until February 1st at which time the recommendations of the Federal Communications Commission are due.

Senator Wheeler is 52 years old, is married and has six children and although representing a far Western State, was born at Hudson, Mass. He came into prominence by being appointed U. S. Attorney for the District of Montana by President Woodrow Wilson.

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CAPT. WALTON, WIRELESS PIONEER, DEAD AT 66

Capt. John Quincy Walton, U. S. C. G., retired, one of the earliest radio engineers in this country, died unexpectedly in his laboratory in Washington last week, at the age of 66. He was born in Philadelphia in 1869.

Capt. Walton, who lived at 4325 Kansas Avenue, N.W., joined the Coast Guard in 1895 as engineer officer. In 1900 he was made naval constructor, specializing in the design of marine engines. He also found time to carry on early experiments in wireless telegraphy, and supervised the first installations on Coast Guard vessels.

After the sinking of the Titanic in 1912, Capt. Walton was appointed American delegate to the International Radio-Telegraph Congress, which met to draft international rules for distress signals. He formulated many of the early radio laws in this country and was a member of a board appointed in 1913 to unify such legislation. He is survived by his widow, Mrs. Mary Elizabeth Walton.

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PRALL IN WASHINGTON; EXPECTS APPOINTMENT MOMENTARILY

Former Representative Anning S. Prall is at his apartment at the Shoreham Hotel awaiting his appointment to the Federal Communications Commission which is expected any day now.

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CODE AUTHORITY SEEKS ARTIST-PERFORMER DATA

A questionnaire has been submitted to the Broadcasting Industry by James W. Baldwin, Executive Officer of the Code Authority, seeking the following information pertaining to artists and performers:

1. (a) Are written contracts made with any of the artists or performers employed by you?
(b) If so, with how many individuals during the week ending December 15, 1934?
(c) Are contracts issued to the artists and performers (1) in advance of rehearsals, or (2) at the time of the performance?
2. (a) Do you furnish artists and performers with a booking slip or other form which sets forth clearly all the terms of the engagement?
(b) Is booking slip or other form given to the artists or performer (1) in advance of rehearsal, or (2) at time of performance?
3. (a) Do you pay artists and performers for auditions for commercial programs?
(b) If so, at what percentage of the rate paid for commercial program performance?
(c) Do you make records of these auditions?
4. Do you charge a commission to artists and performers for employment on sustaining or commercial programs? If so, what rate?
5. If you charge a commission to artists and performers, what service is rendered for that commission on sustaining and commercial programs?
6. Do you charge a commission if the artists or performer has his or her own agent or representative?
7. What proportion of the compensation paid for a performance is paid for a repeat performance on sustaining and commercial broadcasts?

8. If the agreement includes pay to the artists or performer for repeat performance, what is the rate of pay for a broadcast plus a repeat performance on sustaining and commercial broadcasts?
9. What is your policy regarding pay to artists and performers if the broadcast is cancelled for reasons not within control of the performer?
10. (a) In broadcasting a dramatic sketch or program, do employees of your studio, other than artists and performers, play minor parts?
 (b) How many minor parts were played by employees other than artists and performers engaged to act in such programs, during the week ending December 15, 1934?

The questionnaire explains that "artists and performers" excludes radio announcers, musicians, speakers to whom time is made available without charge, and individuals not employed or compensated by the broadcaster or network.

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FINAL DECISION NEAR ON RADIO MANUFACTURERS' CODE

Industry plans for the new year, including final determination of the NRA-code status of radio manufacturers, are on the docket of the Radio Manufacturers' Board of Directors for a meeting in Chicago on Thursday (Jan. 10). This precedes a meeting January 15th at Washington, on the Radio Industry Code, with NRA and the National Electric Manufacturers' Association.

The final stage of negotiations on the long pending NRA-Code status of radio manufacturers has been reached, according to Bond Geddes, Executive Vice-President. The Radio Industry Code matter has been placed at the top of the NRA calendar. Capt. William Sparks, Chairman of the Code Committee, and President Leslie F. Muter, will head the RMA conferees.

The purpose of the January 15th conference is to conclude negotiations and reach a decision for separate and independent code operations of the radio industry following the formal agreement made August 21 by NEMA and RMA with the National Industrial Advisory Board. This agreement provides for separate and independent code status and operations for radio manufacturers, with a Radio Code Authority reporting directly to NRA but with continued operation, if possible, through the Electrical Code. A pending alternative is the separate Radio Industry Code submitted last June by the RMA to the NRA.

Pending the NRA decision on the Radio Industry Code matter, it now appears certain that NRA will defer action, as requested by RMA, on two supplemental codes proposed by NEMA.

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Discussing any proposed legislation in the new Congress which might affect the radio manufacturing industry, Mr. Geddes said:

"In addition to general industry legislation such as continuation or revision of NRA, the renewed 30-hour week bill of Senator Black, of Alabama, and other general industrial matters in which the RMA is concerned, the 5 per cent Federal excise tax on radio is a matter of primary importance. Scheduled to expire by limitation next June, it appears probable that the radio excise tax must be continued because of financial necessities of the Treasury. At the opening of Congress, congressional leaders appeared to be veering toward continuation of all excise taxes, including radio taxes. Government revenue from radio is comparable in importance with that from playing cards, matches, automobile products, automotive parts and accessories, automobile tubes and the total collection of club dues, according to the last Internal Revenue returns. Gasoline, tobacco, beverage, electrical energy, theatre admissions and telegraph and telephone messages are the principal excise tax sources, but the radio taxes are a substantial part. The sentiment in Congress apparently favors repeal of all such "nuisance" taxes, but Federal revenue needs are so large that it now appears the excise taxes, including those on radio, will be continued.

"The forty-four State Legislatures now convening are expected to adopt salestaxes rather widely. General sales taxes in the States have not been opposed by the RMA, but it has vigorously and thus far successfully opposed any special "luxury" taxes on radio. Regulation of automobile receivers capable of receiving police broadcast and other radio legislation also is expected to develop from the new State Legislatures. The RMA through its Board, Legislative Committee and State Committees, is prepared to act in all radio interests as the new national and State legislative programs get under way."

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GILLIAM SEEKS BUILDING EXTENSION TIME

Marion K. Gilliam, of Staunton, Va., has asked the Federal Communications Commission to extend until April 4th, the time for completing construction of Station WSVA.

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PRESS RATE RULING ASKED

The Radio Corporation of America has asked the Federal Communications Commission to determine whether a special low rate for outgoing and incoming press matter for large associations in the international field would be legal.

The RCA filed a response preparatory to the Commission's hearing which will begin in March on telegraph and radio services and rates, and made a special request for information and petition on the press service as follows:

"We have been invited from time to time by large Press Associations to quote "Contract Press" rates lower than the regular press or deferred press rates. Such reduced press rates would be based on large volume (usually in excess of 500,000 press words per annum) during a specified period. The suggested contracts would include outgoing and incoming press matter in the international field.

"We have been informed by large users (small users must pay the normal per word press rates) that "volume press" or "contract press" rates are offered by competitors in the international field of communication.

"We have felt compelled to decline to establish such a classification of service because we believe it would be discriminatory and illegal, but those desiring the volume rate have insisted upon its legality.

"We respectfully invite the attention of the Commission to the situation, and hope that as a result of the hearing to be held the Commission will either specifically authorize or prohibit the classification "Contract Press" based on 'wholesale' or volume press rates."

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WBAL TRANSFER TO HEARST GRANTED

The Federal Communications Commission today (Jan. 8) granted the WBAL Broadcasting Co., Baltimore, Md., permission to transfer control of the corporation from the WBAL Broadcasting Co., to American Radio News Corporation (Licensed for 1060 kc., 10 kw., S-WTIC. Special authorization simultaneous day time with KTHS on 1060 kc. until 9 P.M. and synchronize with WJZ on 760 kc., 2½ k.w. after 9 P.M.) License expires February 1, 1935).

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FORTUNE MAGAZINE TO WRITE-UP PHILCO

An article in Fortune Magazine, to appear in the February issue, will be devoted to the Philco Radio and Television Company and is described as "The story of a living corporation told only as Fortune can tell it, of a boom which makes cheerful reading on a dark depression afternoon."

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APPLICATIONS GRANTED BY TELEGRAPH DIVISION, FCC

WAEF, Aeronautical Radio, Inc., Newark, N. J. C.P. to move station from Newark, N. J., to Brooklyn, N. Y.; WNEH, Washington, Va., C.P. to move station about 1000 yards (aviation Aero); KIMU Pacific Alaska Airways, Inc., Koyuk, Alaska, license to cover C.P. 5692.5, 3082.5, 8220 kc., 15 watts; KIMU, Koyuk, Alaska, license to cover C.P. 2648, 3082.5 4125, 8015 kc., unlimited, 6570 kc. day only, 15 watts; New, Mulato, Alaska, C.P. (Aviation Aero. and Aero. Pt. to Pt.) (a) 3082.5, 5692.5, 8220 kc., unlt'd; (b) 2648, 3082.5, 4125 kc., unlt'd. 6570, 8015, kc. day only, power 100 watts; New, Nome, Alaska, C.P. (a) 3082.5, 5692.5, 8220 kc., unlt'd; (b) 2648, 3082.5, 4125, 6570, 8015 kc., 100 watts; Same, Tenana Crossing, Alaska, Same, Livengood, Alaska, Bethel, Alaska, 58 30 00 N- 134 10 00 W., Same, 62 50 00 N - 141 300 00 W. Alaska C.P. same as above except 20 watts power; New, Same, Ketchikan, Alaska, same except 100 watts power; New, Same McGrath, Alaska, Juneau, Alaska, C.P.s, frequencies (a) 3082.5, 5692.5, 8220 kc., unlt'd (b) 2648, 3022.5 4125 kc., unlt'd, 6570, 8015 kc. day only, 100 watts;

Also, Aeronautical Radio, Inc.: WNEZ, Camden, N. J., license to cover C.P. 2922, 2946, 2986, 5652.5, 4122.5 kc., 15 watts; WNEH, S. Washington, Va., C.P. to move station about 1000 yds. (Aviation Aero Pt. to pt. station); WAEF, Brooklyn, N. Y., C.P. for additional transm. for a new aero pt. to pt. station (already licensed as aero. station); New, Rufus P. Turner, Boston, Mass., C.P. 4797.5 kc., 50 watts; City of Cincinnati, Portable-Mobile (Cincinnati) 2 applications, C.P. 30100, 33100, 37100, 40100 kc., 20 watts; KGPN, City of Davenport, Davenport, Ia., C.P. for new transmitter and increase in power from 50 to 100 w.; City of Dodge City, Kans., C.P. 2474 kc., 50 watts; Los Angeles County Flood Control Dist., Portable (Calif.), C.P. 2726 kc., 50 watts.

Also, W6XK, Don Lee Broadcasting System, Los Angeles, Cal., W9XAN, Elgin National Watch Co., Elgin, Ill., and W2XBJ, RCA Communications, Inc., Rocky Point, N. Y., renewal of Special Exp. station license for period Jan. 3 to April 3, 1935, in exact conformity with existing license; WDE, RCA Communications, Inc., Rocky Point, N. Y., mod. of lic. to delete transmitter #35 with #CX (1 KW) and to add Boston and Washington as primary points of communication.

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