

HEINL RADIO BUSINESS LETTER

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No. 800

FEB 21

February 19, 1935.

DISCHARGED FCC EMPLOYEE WHO WIRED F.D.R. RESTORED

The is an old saying "the squeak gets the oil", which surely held true in the case of George Llewellyn, who was discharged as Assistant Supervisor of Radio at Atlanta, and who at last telegraphed President Roosevelt. Although Llewellyn was discharged over two years ago, he was finally restored to his position by the Federal Communications Commission last week.

In the telegram to the White House, Llewellyn alleged that the main reason he had been let out was because he exposed "crookedness" despite a soft-pedal order from Judge E. O. Sykes, Chairman of the Federal Communications Commission. Llewellyn said his wire to Mr. Roosevelt was the last resort of "a crucified Government employee."

"Two years ago my superior in Atlanta District for Radio Commission was investigated by Department of Justice and suspended by Commission on charge of misconduct in office", the telegram read. "I knew all facts in case and made statement to Department Agent which involved Commission Employees here as well as at Washington and Commissioner Sykes. Among things reported was sale of Broadcasting frequency for Sixty-five Hundred Dollars. This contract of sale took place in Atlanta office with full knowledge of Commission in violation of Radio Act.

"Commission Assistant General Counsel Fisher told me Judge Sykes wanted to lay off phase of investigation involving lawyer friend. I did not lay off and was dismissed outright. It was proved that District Supervisor had accepted money from broadcasting stations for services. He admitted one case of accepting five hundred dollars to induce Georgia Broadcasting Station to buy transmitter. This man was reinstated to position resigning later. I have tried frantically to get hearing before Commission but all I hear is nothing can be done. Congressman Ramspeck and Senator Russell believe in me and have tried without avail to get a hearing."

The appeal no doubt would still be slumbering in the official files had it not been for the fact that Llewellyn's lawyer, W. F. Brandt, of Atlanta, had a slight acquaintance with Senator Bilbo, of Mississippi. Brandt having read that Bilbo was opposing the confirmation of Judge Sykes sent the Llewellyn correspondence including the Roosevelt telegram, and added:

"In 1932 I represented Llewellyn, who was at the time Assistant Radio Supervisor of the Federal Radio Commission in the Atlanta office. His superior officer was Walter Van Nostrand, who held position as Radio Supervisor of the local office. Someone preferred charges against the said Van Nostrand for malfeasance

in office, bribery, shakedowns, etc. We demanded an investigation to be made, having in our possession full knowledge of certain transactions in which Sykes, himself, was involved; we called upon the Department of Justice to make this investigation.

"Mr. Fisher, connected with the Department of Justice, came to Atlanta to make the investigation. Upon his arrival here he immediately conferred with the entire office personnel, and particularly with Mr. Llewellyn, who was familiar with all the transactions. In the conference with Mr. Llewellyn, Llewellyn told Fisher of a certain transaction involving Sykes, to which Mr. Fisher suggested that he, Fisher, did not want to go into any matter which would or could involve Sykes.

"The outcome of the entire matter was this. Van Nostrand was promptly reinstated but soon thereafter resigned (Van Nostrand was a personal friend of Sykes), and soon thereafter Mr. Llewellyn, who had given the information and protected the Government from losses, was fired."

Senator Bilbo, who is quick on the trigger in such matters, lost no time adding the Llewellyn-Brandt charges to others he made against Judge Sykes. The Senate held up the Judge's confirmation a week or so while they went into the allegations. Nevertheless they finally confirmed him, along with the rest of the Communications Commissioners.

Following this, however, the Commission, evidently to forestall another outcry from Bilbo, or perhaps in some manner to placate him, held an investigation of its own of the Llewellyn case, as a result of which, Llewellyn who had been discharged two years ago last December, was reinstated to his former position at the grade and salary which he had at the time of removal.

The grounds for the reinstatement were that "the Commission finds that the charges preferred against Llewellyn were insufficient in fact or in substance to warrant the action taken or to justify his removal from the service of the Commission."

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PITTSBURGH RESUMES INDEPENDENT NEWS BROADCASTS

Pittsburgh's three newspapers, the Press, Sun-Telegraph and Post-Gazette, have resumed radio broadcasting of news, have resumed radio broadcasting of news, which they had abandoned more than a year ago.

Although the resumption of broadcasting was obviously a step to meet competitive news broadcasting recently started under sponsorship of the Kaufmann department store, the papers insisted

that they were acting individually, would prepare and control their own programs, and would do no joint broadcasting of any kind, a telegram to the Editor and Publisher stated.

The radio situation in Pittsburgh has created national interest since Jan. 1, when the commercially-sponsored news broadcasts of the Trans-Radio report were started for two 15 minute periods daily.

Pittsburgh newspapers called upon the press-radio committee of the A.N.P.A. to prevent this form of competition which they construed as a violation of the Press-Radio agreement, and also discussed the situation with officials of the Kaufmann store and of Station WJAS, over which the Trans-Radio reports are being broadcast. Failing to get remedial action of any kind and after several weeks of delay, the three newspapers returned to the air with programs of their own.

The Press, owned by Scripps-Howard will broadcast at noon and at the dinner hour over Station KDKA, owned by the Westinghouse Company and operated by NBC, using periods immediately preceding the Kaufmann broadcasts.

The Sun-Telegraph, a Hearst newspaper, will broadcast over the Hearst-owned station WCAE, its noon and dinner-hour periods being simultaneous with the Kaufmann broadcast. Station WCAE also carries NBC chain programs.

The Post-Gazette, a Paul Block newspaper, will broadcast at the dinner hour and during the early evening over Station WWSW, which it owns.

For several years news broadcasting in Pittsburgh was very widespread. Shortly before the announcement of the Press-Radio Agreement, the three Pittsburgh papers abolished it, even though two of them had associated radio stations, believing that the amount of news previously furnished by radio had been injurious to the newspapers. Since that time the regular reports of the Press-Radio bureau have been the only news service furnished by any of the five local stations up to the time of the Kaufmann broadcasts.

All three papers have radio announcers who had built up local followings and who will take charge of the new programs. Announcement was made that the broadcasts would include local, state and national news.

In addition to two 15-minute periods, the trans-radio broadcasts have included frequent news flashed between programs.

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FOREIGN STATION NEWS

The highest powered station in the Far East, it is believed, is the new 100,000 watt transmitter now operating at Hsinking, the capital of Manchukuo. Its service range includes Harbin and Mukden and at night certain parts of Japan.

Advice has been received from the Canadian Radio Broadcasting Commission that the Commission-owned outlet in Windsor, Ontario, will operate at a frequency of 600 kilocycles with a wattage of 1 kilowatt during the day and 500 kilowatts at night. The station, which will be in operation at an unnamed future date, will transmit under the call letters CRCW.

Application has been granted for the establishment of a 10-kilowatt radio broadcasting station in Rio de Janeiro. The call letters are PRF3, and the wave-length is between 230 and 240 meters. It is expected that the station will be in operation the latter part of March 1935.

As a result of a measure prohibiting the use of equipment more powerful than 250 watts inside the city, the Commerce Department reports that three Havana stations are establishing new plants in the suburbs and will each increase their power to 5000 watts. This may result in these stations being heard in the southern portions of the United States and perhaps considerably farther inland.

The operators of the new stations and the call letters, frequency and power upon which they are operating are:

Miguel Gabriel Juri, Station CMQ, 840 kc, 500 watts
Manuel D. Autran, CMCY, 1100 kc., 1000 watts
La Voz del Aire, S.A. CMCD, 960 kc., 180 watts.

New frequencies have been assigned to 29 Havana broadcasting stations.

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ADVERSE COURT RULING CUTS WLW'S POWER TO 50 KW

As a result of the Court of Appeals for the District of Columbia dissolving the temporary restraining order which had allowed the station to continue operating with 500,000 watts, the night power of Station WLW at Cincinnati has been reduced to 50,000 watts where it will remain at least until the outcome of the station's appeal which may be a matter of three or four months.

The Court gave no reasons for its decision so that it was impossible for Louis G. Caldwell, counsel for WLW, to tell whether reasons for not continuing the stay order had to do with the merits of the case or whether it was based upon reasons against the stay order.

The appeal is a result of an order to reduce WLW's night-time power to 50 KW as a result of interference the higher power was alleged to have caused Station CFRB in Toronto broadcasting on an adjacent channel.

Broadcasters discussing the latest court move seemed not to be as critical of the Court of Appeals as they were of the Federal Communications Commission in its so quickly ordering WLW's power cut.

"I am sure a little tactful handling of the complaining Canadian station on the part of the Communications Commission through the State Department could have brought about some sort of compromise and perhaps corrected the situation without WLW's power being reduced", one of them said. "However, the minute the complaint came, perhaps because it was of an international character and was received through the State Department, the Commission seemed to fall all over itself obeying the Canadian beck and call.

"It has thus set a very bad precedent. No one knows now when, if at all, WLW will again be allowed to use its 500,000 maximum power, representing an investment of that many thousands of dollars. If the appeal is lost and the Commission is sustained, it places the Canadians in the position of limiting what our power shall be on their adjacent channels."

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BROADCASTERS STILL OBJECT TO REVISED COPELAND BILL

Despite the revision of the Copeland Food & Drug Bill (S-5), it doesn't yet meet the objections of the National Association of Broadcasters and they will continue to ask for a hearing. The broadcasters feel that it will be perfectly possible to amend the Copeland bill to meet their objections and if so, they will, of course, approve this measure but in the meantime the request for a hearing will be pressed. *why?*

Lee H. Bristol, former President of the National Association of Advertisers will discuss the Food and Drug Bill situation at a luncheon of the New York Advertising Club Thursday, February 21st, which will be broadcast by WOR at 1:15 P.M. EST.

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WOR TO DEDICATE NEW 50 KW TRANSMITTER MARCH 4

WOR will formally dedicate its new 50,000 watt Western Electric transmitter just completed at Carteret, N. J., Monday, March 4th, it was announced yesterday by Alfred J. McCosker, President of the Bamberger Broadcasting Service.

Tentative plans will include special morning, afternoon and evening programs from the transmitter, WOR's Newark studios, and Carnegie Hall, New York City.

The ceremonies emanating from the transmitter at Carteret on the morning of March 4 will be by and for the townspeople of Carteret and adjacent towns. Prominent men of political importance and members of the press are scheduled to participate.

The evening program at Carnegie Hall will last from 8:00 to 11:00 P.M. From there an elaborate visual performance will be sent out over the air as it is seen by many of the outstanding personalities in political, radio, stage and cinema worlds, who will be be present.

A program of a musical and variety nature will then follow until 2 A.M. the following morning.

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URGE COPYRIGHT REVISION BEFORE ENTERING UNION

Broadcasters are not taking a stand for or against entering the International Copyright Convention in the belief that before this question is met, our copyright laws should be revised, if possible, to meet the requirements of the Union. It is their contention if they ratify the union now that hereafter "our copyright laws are likely to be written for us in Geneva." They believe we should amend our own laws so that the interests of Americans will not be sacrificed.

It is understood the State Department has worked out a revision of the present copyright laws. The broadcasters are said to have studied this revision but are by no means satisfied with it and are proposing to the State Department certain further protection to American users of the copyright. Whether the proposals are accepted remains to be seen. While the broadcasters feel the situation can eventually be worked out, they believe that there should be no hasty action and that no chances should be taken on having our copyright laws remade overseas.

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SENATOR THINKS GOVERNMENT HAS "GONE CRAZY" ON SALARIES

There was criticism by Senator King, of Utah, Democrat, regarding governmental salaries when a bill, which was subsequently passed by the Senate, providing for a chief accountant and three assistants for the Federal Communications Commission, was introduced.

"I notice, for instances", said Senator King, "that the General Counsel is to have three assistants, and temporary counsel may be designated by the Commission. Each Commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed \$4,000. Then the General Counsel and the Chief Engineer and the Chief Accountant shall each receive a salary not exceeding \$9,000. The Secretary shall receive an annual salary of not to exceed \$7,500. The Director of each division shall receive an annual salary of not to exceed \$7,500; and no assistant - and there may be a multitude of them - shall receive an annual salary in excess of \$7,500."

"That is the present law," Senator Wheeler replied. "The only thing this particular bill does is to authorize the appointment of a Chief Accountant and not more than three assistants."

"If this were a bill dealing with salaries and fixing salaries and nothing else, I should move to amend it in many particulars", Senator King observed. "I think we have gone perfectly crazy in our legislation dealing with salaries. Lawyers, engineers and so-called 'experts' are employed and paid much larger salaries than they could get in private life. I think these salaries are entirely too large; and, as stated, if this were the original bill fixing salaries, I should move to cut them down in a very material way."

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RCA DECLARES DIVIDEND ON "A" PREFERRED

The regular quarterly dividend on the "A" preferred stock of the Radio Corporation of America for the first quarter of the year 1935 was declared February 15th by the Board of Directors.

The dividend is one and three-quarters per cent for the quarter, amounting to $87\frac{1}{2}$ cents a share. It is payable on April 1, 1935, to holders of record of the stock at the close of business on the first day of March, 1935. It applies to all outstanding shares of "A" Preferred stock, including shares of "A" Preferred represented by outstanding unexchanged certificates of original Preferred stock - ten of these unexchanged shares being equal to one share of "A" Preferred. A dividend, payable February 19, covering all the previous arrears on the "A" Preferred stock to December 31, 1934, was declared by the Board of Directors on January 18.

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POLICE PROPOSE NATION-WIDE RADIO CRIMINAL NET

A plan for Nation-wide crime chasing over a private radio network is to be submitted to the Federal Communications Commission by organized police broadcasters.

Plans were evolved by the Associated Police Communication Officers meeting here to clear police radio frequencies of "unimportant and irrelevant" intercity dispatches. The plans will be perfected at the association's second convention in Indianapolis next Fall.

The dispatchers suggested that the Federal Commission assign five radio frequencies to the police of the Nation. Across these waves would flow a steady tide of crime messages, broadcast in code to interested cities.

Police departments would need two complete radio stations, one for private intercity broadcast frequencies and the other for communications with scout cars in each city.

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 :::INDUSTRY NOTES:::
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The Federal Communications Commission has established radio inspection district No. 21, embracing the Territory of Hawaii with headquarters in Aloha Tower, Honolulu.

James M. Chapple, formerly Inspector in Charge at Los Angeles, California, has been appointed Inspector in Charge at Honolulu and placed in charge of this district. Mr. Chapple sailed from Los Angeles for Honolulu February 8 and will open the office upon arrival. All radio matters originating in or pertaining to the Territory of Hawaii will be handled by this office.

The American Broadcasting Company a continuation of the American Broadcasting System, which recently failed, has taken space at 711 Fifth Avenue, the old address of the National Broadcasting Company.

Radio station operators have asked to be included in a bill introduced into the Alabama State Legislature modeled after the New Jersey law and designed to protect the confidences of newspapermen. Governor Graves said he believed newspaper reporters should legally be placed on the same high plane and have the same protection as the legal and medical professions. He apparently is of the same opinion as to radio stations but the inclusion of radio people is objected to by the newspapermen.

Ernest S. Colling for the last two years with the National Broadcasting Company, has been transferred to the RCA Department of Information of that company, under Frank Mullen.

Mr. Colling formerly was a feature writer in the NBC Press Department and was heard on the air frequently in broadcasts of special events such as the "Morro Castle" disaster, the Fleet review, and as an interviewer. He has had technical training at Lehigh University and many years' experience in advertising, sales promotion and publicity work.

"Transradio Press, we believe, was the first to flash the Hauptmann verdict over the air", writes John G. Ryan in Newsdom.

The FCC refused to grant Norman T. Baker a request to build another station at Muscatine, Ia. His previous station at Muscatine, KTNT, was closed down by the old Radio Commission following complaints from the American Medical Society, the Iowa Medical Society and others. Evidently Baker decided to try the new Commission but when he asked for an extension of time on a hearing to have been held last week, he was turned down.

The RCA Radiotron Company and the RCA Victor Company have been consolidated into a single organization to be known as RCA Manufacturing Company, Inc. *old*

This consolidation entails no changes in any of the sales, advertising or management policies of either of the two former companies, nor any change whatever in the products or trade-marks heretofore used. The present trade-marks on the products manufactured by these companies will be continued through the establishment of two divisions, which will be known as the RCA Victor Division and RCA Radiotron Division.

Dean C. Jenkins, of New York, has been made secretary of Commissioner Anning S. Prall. Mr. Jenkins until recently was connected with the Johns-Manville Co. in development and sales work. Born in Dover, N. J. in 1895, he attended Newark Academy before entering Rutgers, and continued his studies in Columbia until in 1934 he was graduated from Harvard with distinction. He served overseas with the A.E.F. engineering corps, later becoming Assistant Chief Engineer at the Army Arsenal at Dover, N. J.

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TELEPHONE DIVISION ESTABLISHES ADDITIONAL JURISDICTION

The Telephone Division of the Communications Commission has decided that the Big Eddy Telephone Co., Narrowsburg, N. Y., and the Rogerson Telephone Co., Rogerson, Idaho, are subject to the jurisdiction of the Commission. Also that the Barneston Mutual Telephone Co., Barneston, Nebr., and the Belmont Telephone Exchange, Nashville, Ind., are so subject.

The Division recommended that the case of the Cass Co. Telephone Co., Harrisonville, Mo., the Inter-County Telephone Co., Gallatin, Mo., and the Rochester Telephone Corp., Rochester, N.Y., be referred to an Examiner for hearing, to determine whether the companies are likewise subject to the Commission's jurisdiction.

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SOME RECENT NEW AND RENEWAL ACCOUNTS OF NBC

NEW - Swift & Co. (Vigoro), Chicago, Ill.; Agency - J. Walter Thompson Co., 410 N. Michigan Ave., Chicago, Ill.; Started Feb. 10, 1935, Sundays 2:30-3:00 P.M. EST; Network - WEAJ WEEI WTIC WJAR WTAG WSSH KYS WFBR WRC WGY WBEN WCAE WTAM WMJ WSAI WMAQ KSD WBO-WOC WOW WDAF; Program - Swift Garden Program - musical with Mario Chamlee.

NEW - Coty, Inc., New York City; Agency - Biow Co., 444 Madison Ave., New York City; Starts Feb. 22, 1935, 10:00-10:30 PM EST Fridays; Network - WJZ WBZ WBAL WBZA WMAL WSYR WHAM KDKA WJR WCKY WENR KWCR KOIL WREN; Program - Ray Noble and his orchestra (Changed to start Feb. 20, 1935 and Wednesdays 10:30-

RENEWAL - Philip Morris & Co., New York City; Agency - Biow Co., New York City; Starts April 30, 1935; Tuesdays 8:00-8:30 PM, WEAJ WEEI WTIC WJAR WTAG WSSH KYW WFBR WRC WGY WBEN WCAE WTAM WWJ WMAQ KSD WHO WOW WDAF WKBR KSTP WIBA WIBC WDAY KFJR WPTF WWNC WIS WJAX WIOD WFLA WTAR WSOC WSM WMC WSB WJDX WSMB WAVE KVOO WKY WBAP KPRC WOAI KTBS; 11:30-12:00 KPO KFI KGW KOMO KHQ KFSD KTAR KOA KDYL KGIR KGH; Program - "Philip Morris Program" - Leo Reisman Orchestra.

RENEWAL - Climalene Co., Canton, Ohio; Agency, W. S. Hill Co., Inc., Pittsburgh, Pa.; Started Feb. 7, 1935, Thursdays 11:30-12:00 Noon EST; Network - WBEN WCAE WWJ WSAI WMAQ WHO WOW WDAF WKBF WTMJ KSTP WIBA (WTAM 11:30-11:58); Program - "Climalene Carnival".

RENEWAL - Harold F. Ritchie & Co., Inc. (Eno Salts), New York City; Agency - N. W. Ayer & Son, Inc., New York City; Started Feb. 5, 1935, Tuesday, Wednesday, 8:00-8:30 P.M. EST; network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WLW WLS KWK WREN KWCR KOIL KSO WMAL WSYR (WFI Tues.) (WLIT Wed.); Program - Tuesday - Eno Crime Clues; Wednesday - Penthouse Party.

NEW - Sparks Withington Co. (Refrigerators & Radio), Jackson, Mich.; Agency - United States Advertising Corp., Toledo, Ohio; Started Feb. 10, 1935, Sunday, 4:00-4:30 P.M. EST; Network - WJZ WBZ WBZA WFIL WBAL WMAL WSYR WHAM KDKA WGAR WJR WLW WCKY WKBF WENR WMT KWK KSO KOIL WREN KWCR;

NEW - Standard Brands, Inc. (Chase & Sanborn Tender Leaf Tea), New York City; Agency J. Walter Thompson Co., N.Y. City; Starts April 3, 1935, Wednesdays 8:00-8:30 PM EST; Network * WEAJ WTIC WTAG WEEI WJAR WSSH KYW WFBR WDAF WTMJ WRC WGY WBEN WCAE WTAM WWJ WSAI KSD WOW WHO WCKY CFCE WENG WMAQ WIBA WIBC WKY WDAY KFJR WPTF WMC WJDX WSMB WAVE KVOO KTBS WOAI KOA KDYL KPO KGW KOMO KHQ KTAR KFI CRCT WIS WRVA WIOD WFLA WSM WSB KPRC WJAX KSTP WFAA WKBF; Program - One Man's Family.

RENEWAL - B. T. Babbitt Co. (Bab-o's), New York City; Agency - Peck Advertising Agency, New York City; Started Feb. 17, 1935, Sunday 1:30-2:00 P.M. EST; Network - WEAJ WEEI WTIC WJAR WTAG WSSH KYW WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WOW WDAF; Program - "Little Miss Bab-o's Surprise Party"

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