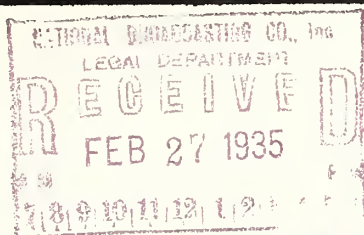


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[Handwritten signatures and initials at the bottom of the page, including "E", "G.H.", "James", and "L.H."]

February 26, 1935

RAYBURN BELIEVED HOUSE FCC COMMITTEE CONTROL WINNER

All signs point to Representative Sam Rayburn, Democrat, of Texas, as being the winner over Representative Schuyler Otis Bland, Democrat, of Virginia, in securing control of all legislation pertaining to communications and the Federal Communications Commission in the House. A resolution, understood to have been agreed to by Mr. Rayburn and Judge Bland, would give the House Committee on Interstate and Foreign Commerce, of which Rayburn is Chairman, complete jurisdiction over communications, which would cover wire and wireless telegraph and telephone and radio broadcasting.

From the inception of radio, when it began with ship wireless, it has been under the House Merchant Marine and Fisheries Committee, the name of which was later changed to the Merchant Marine, Radio and Fisheries Committee. Judge Bland is the Chairman of this Committee. When the bill creating the Communications Commission was drafted, the Judge made quite a fight to have it referred to his committee. Later there was a report that a compromise had been reached whereby the Rayburn committee would handle everything but radio which would go to Judge Bland, but if the pending resolution, which first will have to be approved by the Rules Committee and then passed by the House, prevails, the Interstate Commerce Committee will take complete jurisdiction over all communications matters.

In the Senate the Interstate Commerce Committee has always handled communications and radio matters and continues to do so.

The Democratic members of the House Interstate Commerce Committee are:

Representative Sam Rayburn (Chairman), Texas; George Huddleston, Alabama; Clarence F. Lea, California; Robert Crosser, Ohio; Parker Corning, New York; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Paul H. Maloney, Louisiana; William P. Cole, Jr., Maryland; Samuel B. Pettengill, Indiana; Edward A. Kelly, Illinois; Edward A. Kenney, New Jersey; George C. Sadowski, Michigan; Joseph P. Monaghan, Montana; John A. Martin, Colorado; Edward C. Eicher, Iowa; Theodore A. Peyser, New York; Thomas J. O'Brien, Illinois; David D. Terry, Arkansas.

Republican members of the Interstate and Foreign Commerce Committee are: John G. Cooper, Ohio; Carl E. Mapes, Michigan; Charles A. Wolverton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Holmes, Massachusetts; Schuyler Merritt, Connecticut; B. Carroll Reece, Tennessee; and James W. Wadsworth, Jr., New York.

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LABOR CONGRESSMAN FLAYS BROADCASTING INDUSTRY

An attack was made upon the broadcasting industry by Representative William P. Connery, Jr., Democrat, of Massachusetts, Chairman of the House Labor Committee in a speech over Station WEVD, dedicated to the late Eugene V. Debs and owned by labor interests, in New York.

"Despite the fact that we have eleven millions of workers unemployed and that most American Industries are restricted to a forty-hour work week, the Radio Broadcasting Industry, child of the Power Trust, is able to force its workers to work 48 hours each week", Representative Connery declared. "Apparently, there is no force in the N R A , or, in the Federal Communications Commission strong enough or interested enough in the workers employed in the Radio Broadcasting Industry to shorten these long hours. In addition, each of the two networks have created Company Unions, with the full knowledge and apparent acquiescence of the officials of the N R A.

"It was the intent of Congress, expressly written into the law, that there was to be no monopoly in Radio Broadcasting. Senator Dill, recognized as an authority on radio legislation, stated on March 19, 1932, only two years ago, I quote: 'Chain organizations are especially guilty of this (referring to attempted monopoly) The National Broadcasting Company owns and controls 12 stations and most of them on cleared channels with high power. The Columbia owns five and controls three additional, most of them which are on cleared channels with high power. The American people' continued Senator Dill, 'will never permit the enlargement of this ownership to any great extent as a permanent policy.'

"And, yet, within two years of the time of the making of that statement, and while Senator Dill was still a member of the Senate, the National Broadcasting Company, the child of the Power Trust, had added 8 additional stations to their chains. Of course, you know or you should know that the National Broadcasting Company is owned and controlled by the Power Trust with one M. H. Aylesworth, former Managing Director of the National Electric Light Association, in supreme command. (20)

"To refresh the memories of some of my listeners, I might add that this same Mr. Aylesworth is the same gentleman the Federal Trade Commission, in its recent report on the Power Trust

and Public Utilities, found expended or authorized the expenditure of large sums of money to influence college professors and teachers in our colleges and schools to write and to lecture on subjects helpful to the enlarged and continued profits of the Power Trust through the continued exploitation of the consumers of gas and electric lights."

Representative Connery declared that the NBC had agreed that no additional stations be assigned to the clear channel of WCFL, Chicago, owned by the Chicago Federation of Labor, without the consent of the American Federation of Labor. Mr. Connery said he was "amazed to learn that this wavelength is no longer the property of the American Federation of Labor" but that commercial stations in Albany, Fort Worth, Miami and possibly other cities are to be placed on the same wave. He said the addition of Station WEVD was an example of how the captains of industry exploit not only the workers but the properties of the country.

"I suggested to the Federal Communications Commission if they were going to destroy this property of labor (WCFL's wavelength) they ought to give WEVD the legitimate labor station an opportunity of being placed on the same wave.

"Former Congressman Anning Prall, of New York, now Chairman of the Broadcast Division, answered my letter. He suggested that there are other stations in New York which might be interfered with if my suggestion was carried out. My answer to Chairman Prall and to the other members of the Communications Commission is that where there is a will there is a way. If there is an honest desire on the part of the Commission to give Labor in New York a real opportunity, they will easily make the necessary transfers of radio facilities.

"However, I was surprised to learn only yesterday of the contempt which the profiteers in radio broadcasting have for the Federal Communications Commission, a governmental agency.

"It is understood that some weeks ago a number of gentlemen, interested in radio, met in a hotel room or in a lawyer's office and proceeded, under the direction of a representative of the Power Trust, to divide up this radio wavelength which we, in Congress, definitely understood was the property of the American Federation of Labor.

"Not only did they actually divide up this property but they entered into a written agreement, signed and sealed, setting forth the rights of each of the parties, and then they handed this agreement into the Federal Communications Commission with a request that this governmental agency, supposedly an agency of the Congress of the United States, approve of their action.

"To further indicate the monopoly which exists in radio broadcasting, let me illustrate by comparing the radio properties in New York City of the two networks with all other radio properties in the same locality.

"There are 13 radio stations in New York City. One is owned by the City but is not allowed to operate at night. One station, owned and operated by the Paulist Fathers, an organization which has done wonderful work all over this country, a non-profit making body, is licensed to operate only fifteen hours per week. Seven other radio stations either share time or are not allowed to operate at night. Two other stations, with low power, are permitted to broadcast unlimited hours. The three radio stations, owned and operated by the two networks, are allowed to broadcast on 50,000 watts with unlimited hours on the most desirable wave lengths.

"Incidentally, one of these New York high powered stations, operating unlimited hours, is licensed to a radio manufacturing company and leased to the network owned by the Power Trust. While the licensee holds the license, it has nothing to do with the operation of the station other than to receive a fat rental which means added profits to the stockholders at the expense of the people of the United States.

"Figures recently released indicate that the two great networks last year received more than 80 percent of all the revenue received from radio broadcasting.

"Is there a Radio Monopoly? Surely, I have given you the answer."

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GOLD DECISION ERROR CAUSES PRESS-RADIO MORE TROUBLE

The Associated Press sending an incomplete flash on the Supreme Court gold decision caused additional embarrassment to the Press-Radio Bureau. Luckily it was corrected 8 minutes later before NBC and Columbia broadcast it but some stations were said not to have been so fortunate.

The incident served to encourage those who have been gunning for the Press-Radio Bureau and their cries have been loud and long. One of the first heard from was the Yankee Network in New England which said "because of recent glaring errors in Press-Radio releases, which are furnished by the Associated Press, the United Press and the International News", they would not be accepted until verified.

"The erroneous flash of last week on the dirigible 'Macon', stating that the ship was down in California with eight persons dead, originated from the Press-Radio Bureau", the Yankee network declaration continued. "The erroneous flash on the Hauptmann verdict, which was issued by The Associated Press, was flashed over the Yankee Network stations by Press-Radio, and another erroneous flash on the decision of the United States Supreme Court on the Gold Clause was issued by Press-Radio."

The Editor & Publisher said that the Associated Press' gold decision report caused great confusion in newspaper offices, likewise and a partial check-up of afternoon papers revealed that the World-Telegram and Post in New York, and the Star in Washington, issued extras with the incomplete information. The World-Telegram sold about 6,000 extras with its erroneous information, carrying the hed, "Government Must Pay Its Bonds in Gold Value." The New York Sun replated three times before going on the street with the correct interpretation.

An aftermath of the Hauptmann AP false report was a rebuke administered to Arthur Godfrey, popular commentator and announcer, by Harry C. Butcher, Manager of Station WJSV, Columbia outlet in Washington. Godfrey in a broadcast took a "shot" at the Washington Herald, a Hearst paper, because of the Hauptmann miscue. The Herald, however, was not one of the papers which carried the incorrect story.

"Mr. Godfrey thought he was giving the Herald a good natured razzing but came very near to libelling the paper", Mr. Butcher said. "Such an action as this is contrary to the policy of the station. Godfrey realized the seriousness of his offense and has promised that such a thing will not happen again."

Mr. Butcher permitted the City Editor of the Herald to draft the form of retraction it desired and this was read to Mr. Godfrey's audience.

Addressing the Inland Daily Press Association at Chicago, E. H. Harris, Chairman of the American Newspaper Publishers' Association's Radio Committee, reiterated the belief that news should not be sold to be resold for broadcasting purposes.

"Just recently there has been a disturbing development", Mr. Harris said. "Large department stores have purchased a news service from an anti-newspaper news agency, and they have broadcast this news service direct from the advertising departments of their stores. The radio station has no control over this news. The editing of the news, therefore, is in the hands of the advertiser.

"If radio stations of the United States are permitted to sell time for the purpose of broadcasting advertising sponsored news programs, this policy will destroy the control over the news and place the editing and censoring of the news in the hands of the advertisers. An identical situation would be found in the newspaper field, if the newspapers sold the news to the advertiser for editing and censorship and then gave away their circulation to their subscribers. Such a policy would soon destroy the value of all news, because the public would be confused as to the authenticity of any news, whether broadcast or printed. It would devalue all news."

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In the meantime, WOR, in Newark, announces that its Trans-Radio news bulletins hereafter will be sponsored by the Fischer Baking Company, of Newark. The Ward Baking Company, in Columbus, Ohio, will sponsor the programs of Bob French, news commentator over Station WAIU in that City.

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FOOD & DRUG HEARINGS BEGIN NEXT SATURDAY

Senator Clark, of Missouri, has set next Saturday, March 2nd, to begin the public hearings on the proposed revision of the Federal Food and Drugs Act. They will begin at 10 o'clock in the morning and will be held in the Caucus Room of the Senate.

The Broadcasters will be represented at the hearings by Henry A. Bellows, Chairman of the Legislative Committee of the National Association of Broadcasters.

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APPEALS COURT APPROVES KWWG TRANSFER

A decision of the Federal Communications Commission that enabled the transfer of radio Station KWWG, located at Brownsville, Texas, to the Port Arthur College, at Port Arthur, Texas, was sanctioned by the United States Court of Appeals over the protest of Magnolia Petroleum Co., and the Sabine Broadcasting Co., lessor and lessee, respectively, of Radio Station KFDM, at Beaumont, Texas.

Station KWWG was wrecked by a hurrican last year, and while it was out of commission, it asked that it be permitted to transfer its station to the college, where the studio would be taken over by the college authorities and operated on the same waves.

Station KFDM objected and opposed the transfer, only to have the Communications Commission approve the move.

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SURVEY CLAIMS ONLY 7.3% SETS HEAR AVERAGE BROADCAST

The average evening radio program is heard over only 7.3 per cent of the radio sets in its area, according to results of the first five weeks of a survey being made for 25 clients by Clark-Hooper, Inc., New York research firm, Editor and Publisher sets forth, which describes it as follows:

"About 115,000 coincidental telephone interviews have already been tabulated. The largest average percentage of sets found listening to any one program was 29.4 per cent, and the smallest less than 1 per cent. Of the 'sets in operation', the best program reached 66 per cent, and the average 20 per cent, while some reached less than 1 per cent.

"The public, it was reported, is dividing its time among 94 commercially sponsored network programs between 7 and 10 p.m., Eastern time.

"Computing talent costs at approximately 31 per cent of the total cost of broadcast advertising, the results of the survey thus far indicate that the 'cost per thousand sets identifying sponsor' varies from \$1.36 to \$62.67, with an average of \$16.22.

"The telephone calls were made in 21 cities. From 13 to 28 per cent of telephone subscribers were found not at home. On completed calls these questions were asked:

- "1. Were you listening to the radio just now?
- "2. To what program were you listening?
- "3. What advertiser puts on that program?
- "4. What product is advertised?"

"The period with the largest percentage of sets in operation showed 45 per cent, the lowest 18.5 per cent (when averaged for time zones and weighted for percentage of total sets in each time zone). The average of all was 36.5 percent, it is stated.

"Showing the effect of changes in programs, the investigators reported one instance in which Chain (a), with a popular comedian, drew 68 per cent of the listeners during the first two weeks of the survey, while Chain (b) drew 7 per cent and Chain (c) 5 per cent. The first then eliminated the comedian while (b) added a guest star, and the percentages became: Chain (a) 33 per cent; Chain (b) 22 per cent; Chain (c) 9 per cent. The cost per thousand set identifying sponsor rose from \$5.58 to \$12.34 for Chain (a), while they dropped from \$28.86 to \$13.43 for Chain (b) and from \$34.36 to \$24.01 for Chain (c)."

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GIANT RADIO SET PICTURES AIR WAVES FOR VISITORS

A giant radio receiving set, so large that thousands of persons walk in and out of it daily, is in operation in the National Broadcasting Company studios in Radio City.

It is a giant model constructed by NBC and RCA Victor engineers as the latest unit in a series of displays which show visitors the mechanics of broadcasting. These visitors who take the NBC guide tours, first see the studios with programs in the making. Then they see a model of a transmitter. That is followed by a layout showing the course of a sound from the microphone to the transmitter and through the air. Now they can follow the sound through the receiving set to the loudspeaker.

The model has been built on a scale of twenty-to-one, with tubes five feet high. In the center stands, by way of contrast, a standard size superheterodyne radio set with the cabinet removed and the interior exposed. Identification ribbons extend from various parts of the small set to corresponding parts of the model.

The giant model was installed under the supervision of O. B. Hanson, Chief Engineer, as an educational exhibit for the public. It occupies one leaf of the NBC cloverleaf studio which was constructed with a view to its ultimate use in television.

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WOMEN TO AWARD RADIO PROGRAM PRIZES

The Women's National Radio Committee, organized several months ago to work for higher standards of radio entertainment, will make four radio awards this year, it was announced in New York by Mme. Yoland Mero-Irion, of that city, advisory chairman of the committee.

Two of the awards will be for the best sustaining programs on the air and the other two for the best commercial programs. One award in each classification will be given for a musical program and one for a non-musical program. The presentations will be made at a luncheon on April 10th.

The placing and the character of advertising in commercial programs will receive special consideration in the awards, Mme. Mero-Irion explained.

Twenty-one women's organizations with a combined membership of about 10,000,000 are said to be affiliated with the Women's National Radio Committee.

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Mrs. Harold Vincent Milligan is Chairman of the Committee and the recently elected executive group includes Mrs. P. T. Grimley, of Ridgewood, N. J., representing the General Federation of Women's Clubs; Mrs. Ella A. Boole, of Brooklyn, representing the World's Women's Christian Temperance Union; Mrs. Lemuel Bolles, of Great Neck, L. I., of the American Legion Auxiliary, and Mrs. Howard Vernon, of Brooklyn, of the American Association of University Women.

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ROOSEVELT TO PRESS NEW WOR 50 KW TRANSMITTER KEY

Pressing a telegraphic key in the White House, President Franklin D. Roosevelt will send the signal which will officially inaugurate WOR's new 50,000-watt transmitter at 3:30 P.M., Monday March 4th, after this presidential recognition of WOR's elevation to the ranks of the super-stations of the United States, WOR will present an inaugural program from the L. Bamberger & Co. store in Newark where the station started in 1922 and has maintained studios ever since.

Gov. Harold G. Hoffman, of New Jersey, and Mayor Meyer C. Ellenstein of Newark will give their official welcomes to the station during the dedicatory program from 3:30 to 4:30. Senators A. Harry Moore and W. Warren Barbour, of New Jersey also will speak from Newark, provided they are able to leave Washington that day. Other leaders of government, education and business also will give brief addresses.

Invitations have been issued for a special broadcast to take place the same night at 8 o'clock from Carnegie Hall in New York City.

Jack R. Poppele, WOR's Chief Engineer, has apparently thought of every possible device to make the transmitter at Carteret, N.J., the last word in mechanical safety. Every wire, conduit and power line has been buried in the ground eliminating all possibilities of visitors or employees coming in contact with any death dealing "live" wires.

A lock system on the doors leading to the rooms containing the transmitting machinery absolutely precludes the possibility of a fatality. This lock system as developed and installed works on a master key basis. The transmitter interior cannot be entered unless all keys to every door leading to the room are in place in the lock. The master key, when placed in the lock and turned, throws a giant switch which turns off every iota of power.

Two other ingenious contrivances are the telegraph system which keeps the New York studios, the Newark studios and the transmitter in immediate touch with each other, eliminating all possible errors. Another method of contact is a direct telephone between the three points and the antenna towers. Thus the most remote points of WOR's far-flung system can be contacted at a second's notice.

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PROPOSE F.D.R. AS BROADCASTING HEAD

Establishment of a nationally-owned broadcasting system, with Franklin D. Roosevelt as General Manager, was advocated in Washington at the Public Ownership League conference this week.

Mr. Roosevelt, when he leaves the White House, would be the ideal "boss" for a radio system run by and for the public, the delegates were told by Bruce Bliven, an editor of the New Republic magazine.

"Through a series of historical accidents for which no one in particular is to blame, the radio has degenerated from a device whose main purpose is to aid the public into a device whose only purpose is to make money", Bliven said.

He would bar advertising from the proposed network and programs would be designed "solely for the amusement or edification of the whole mass of the people."

"I do not suggest", said Bliven, "that we do away with the private broadcasting that now goes on. It would not be hard to clear sufficient channels for the Government broadcasting without displacing more than a very few at most of the 600 private stations in the United States, 90 per cent of which never under any circumstances broadcast anything worth hearing."

Governmental ownership and operation of the Nation's telephone system was recommended in a resolution adopted by the Public Ownership League.

Presented by J. E. Bennett, of Portland, Oreg., Chairman of the Telephone Committee, the resolution charges that rates are excessive and the industry is in the hands of a monopoly.

Ernest E. Anders, Commissioner of Public Utilities, of Jacksonville, Fla., told how that city is one of the few in the country which owns a broadcasting station and makes it pay.

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