

# HEINL RADIO BUSINESS LETTER

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## WILL PRESS BILL FOR GOVERNMENT-OWNED RADIO NEXT SESSION

Before leaving Washington, Representative Joseph P. Monaghan, Democrat, of Montana, said that he would actively insist upon the consideration of the Monaghan Bill which he introduced several months ago to create a Government broadcasting network to replace the present commercial system, when Congress convenes in January.

Representative Monaghan, who is from the same State as Senator Burton K. Wheeler, Czar of radio in the Senate, declared that the legislation which he hopes to have enacted will, "first, place the American people in control of the facilities which they alone own, namely, the air. It will deny to the Radio Trust the power of influencing and molding public opinion. It will protect the employment opportunities of many thousands now employed and will, in addition thereto, soon provide employment for the forty or fifty thousand printing-trades workers deprived of employment by the diversion of advertising from newspapers and magazines to radio. It will enable the independent newspapers of our country to derive that revenue which is essential to the continued maintenance of a free and independent press. It will permit of real education being carried into the homes of all of our people."

Representative Monaghan extended his remarks in the Congressional Record, in the preparation of which he was said to have had the assistance of Mike Flynn, American Federation of Labor legislative agent, and attacked the present setup of the broadcasting system saying, in part:

"As an illustration of the financial racketeering in radio on the part of big business, the General Electric Co. holds 2 of the 40 clear-channel licenses issued in this country to operate three high-powered stations. The Westinghouse Electric Manufacturing Co. also possess 3 of these 40 clear-channel licenses to operate four high-powered stations. Thus we have 5 of the 40 clear-channel licenses used for the operation of 7 high-powered radio stations owned by two of the most powerful members of the power Trust, namely, the General Electric Co. and the Westinghouse Electric Manufacturing Co. None of these seven high-powered stations are operated directly by either the General Electric Co. or the Westinghouse Electric Manufacturing Co. These stations are leased to the National Broadcasting Co. and a very fat rental for this governmental property is paid yearly by the National Broadcasting Co. to the General Electric and Westinghouse Electric Manufacturing Cos. In one particular instance, the National Broadcasting Co. has leased and released the facilities of one of these high-powered stations at a profit over and above the amount which it paid to Westinghouse Electric Manufacturing Co.

"The National Broadcasting Co. and the Columbia Broadcasting Co., the two networks which dominate the radio broadcasting field, show through their statistical figures that the average advertiser during the year 1934 spent on their networks more than \$150,000. This figure indicates that only those interests dominated by or affiliated with Wall Street could sponsor such an advertising campaign. This means that the local merchant, the man who has helped to build the community, is placed under a great handicap. Either he must accept the dictation of big business and handle only the products which big business wishes him to handle, and at the price which they insist he must handle them, or he finds himself in difficulty.

"Big business was not interested originally in radio as a source of profit alone. Testimony given by the President of the National Broadcasting Co. proves that radio broadcasting was originally conceived as a means of promoting the sale of those radio sets manufactured by the Radio Corporation of America, the General Electric Co. and the Westinghouse Electric Manufacturing Co., and secondly, to promote the use of the long-distance telephone lines held by the Bell Telephone Co. monopoly. The statement of Mr. Aylesworth is as follows:

"Among the broadcast experimenters - and that is precisely what they were in September 1926 - the American Telephone & Telegraph Co. operated Station WEAJ in New York City as an experimental station. Its prime interest was to learn how the radio telephone could be utilized in the furtherance of the Bell Telephone system's service to the Nation. Toll broadcasting resulted. Under the leadership of Mr. Owen D. Young, the organizations most concerned, namely, the Radio Corporation of America, General Electric Co. and the Westinghouse Electric, decided upon the formation of a Nation-wide broadcasting service to meet the immediate, as well as the future, requirements for programs of the highest standards. Thus came into being the National Broadcasting Co. organized in November 1926, primarily devoted to indirect sales promotion for the radio manufacturing industry. Its basic principle of operation was obvious - service to the radio manufacturing industry."

"The Chairman of the Board of Directors of the National Broadcasting Co. truly reflected his sincere and innermost feelings in connection with these stations when he stated:

"But the profit motive of industry - apparently there's the rub. As an industrial executive I admit a natural prejudice in favor of profitable enterprises and a disposition to defend the profit motive as against social or intellectual snobbery."

"The profit motive stands first and foremost. Apparently the thought of public interest, the opportunity for unselfish service to one's fellow man by helping him to develop and enrich his mind and heart finds no place in that scheme of life."

"The greatest problem before the people of America today is the question of employment at decent wages, and under decent working conditions. The Printing Trades Union of America, affiliated with the American Federation of Labor estimate that the diversion of advertising from newspapers and magazines to radio has already resulted in the loss of employment opportunities of some 40,000 to 50,000 union printing trades workers in this country."



"Much is heard of the right of free speech and of our opposition to censorship. The right of free speech is so inherent amongst our people that the Congress in enacting radio legislation has prohibited its own agency, the Federal Communications Commission, from censoring any licensee. Yet, while the Government itself is proscribed by congressional action from censoring that which goes on the air, big business, through its control of the Radio Trust, invokes and maintains a censorship of its own. No person, with the possible exception of the President of the United States and some few Members of the Congress, is privileged to use the facilities of radio broadcasting without first submitting to the station over which he is going to speak at least 24 hours in advance, a copy of that which he is to say, and, unless agreeable to the representatives of the Radio Trust, he is not privileged to deliver his remarks on the air. For example, Mr. Aylesworth testified before a governmental investigation commission that:

"The National Broadcasting Co. reserves the right to accept, or reject, any programs, and to broadcast only for those we choose to serve."

"If this is not tyranny, if this is not dictatorship on the part of the Radio Trust, may I inquire what it is?"

"A report made to the Congress last winter by the Federal Trade Commission contained reference to a broadcast which very unfavorably commented on the operation of public utilities. The talk was carried over the National Broadcasting Co.'s network, and J. B. Sheridan, director of the Missouri Utilities Committee, immediately wrote to Mr. Aylesworth about the broadcast because of the possible reactions it might cause in the minds of the listeners. Mr. Aylesworth's amazing reply was, to say the least, indicative of the tyrannical and arrogant display of power of members of the Radio Trust. According to the report, he stated:

"The speaker was permitted to make the speech in order to avoid the accusation that the National Broadcasting Co. was a monopoly."

"Moreover, he also stated that -

"This is just one of those things which is not very apt to occur again in the very near future."

"During the past few years there has developed a system of trafficking in governmental property, namely, 'trafficking in radio frequencies.' This system is well known to members of the Broadcast Division of the Federal Communications Commission, and, despite their knowledge and despite the fact that Members of Congress have protested against such a practice, it still continues. A notable illustration of this trafficking in radio frequencies is that of the license issued to the Westinghouse Electric Manufacturing Co. Station KYW, which was leased by Westinghouse to the National Broadcasting Co. This frequency was assigned originally to the State of Pennsylvania, which is in the Second Zone. However, the Radio Trust needed another station in Chicago, which is in the Fourth Zone, and it prevailed upon the old Federal Radio Commission to transfer this frequency to the Fourth Zone, and Station KYW was located in the city of Chicago.



"The Radio Trust having acquired subsequently, through purchase, another frequency having a Chicago station located on it, the Radio Trust was not seriously concerned, nor did it strongly interpose objection last year when the Commission decided to return this frequency to the State of Pennsylvania and the Second Zone where it is now located in the city of Philadelphia, probably because the Westinghouse interests already have a high-powered station at Pittsburgh.

"To further illustrate the viciousness of this system, after acquiring a third high-powered station in Chicago, the National Broadcasting Co., which, as I have previously stated, had leased Station KYW from the Westinghouse Electric Manufacturing Co., the licensee turned around and subleased it to Mr. William Randolph Hearst's exclusively owned radio company, known as 'Hearst Radio, Inc.' To avoid a suit, because the lease which Hearst Radio, Inc. had with the National Broadcasting Co. at the time when the Commission ordered the frequency transferred back to the second zone, it is now necessary for the National Broadcasting Co. to sell, lease, or help Mr. Hearst's radio company locate another station in Chicago or elsewhere; otherwise a damage action may be instituted. This situation may also explain the cooperation and willingness on the part of the National Broadcasting Co. to further the interests of Hearst Radio, Inc. It may also explain Mr. Hearst's ability to purchase last year, the high-powered radio station located at Baltimore, known as WBAL, and licensed to the Baltimore Electric Light & Power Co. It may also explain Mr. Hearst's defense of the utility holding companies, a matter which is familiar to every Member of Congress.

"Now, after Station KYW was located in Philadelphia, and the Commission approved the continuance of the licensee in the name of the Westinghouse Electric Manufacturing Co., and gave cognizance to the re-lease by the licensee to the National Broadcasting Co., it further approved one of the most outrageous examples of the arrogance displayed by the Power and Radio Trust interests by permitting a sublease of the facilities of Station KYW by the National Broadcasting Co. to the owners and operators of the Columbia Broadcasting System's station in Philadelphia, namely, Isaac and Leon Levy, who are officers, directors, and big stockholders in the Columbia Broadcasting Co. and brothers-in-law of Mr. William S. Paley, president of the Columbia Broadcasting System. Here is another of many similar instances that not only illustrates what is meant by 'trafficking in radio licenses', but also illustrates the close interlocking connection which exists between, and identifies, these two networks.

"The studios of Station KYW, the National Broadcasting Co.'s network station in Philadelphia, and the studios of WCAU, the Columbia Broadcasting Co.'s Philadelphia outlet, are all housed in the same building, under the one roof, as it were, owned by the Levy Bros., whose connections with the Columbia Broadcasting System I have already mentioned. Naturally an attorney reserves the right to serve whatever clients he sees fit to identify himself with, but it is rather strange, almost bordering on suspicion, to point out to the Members of Congress the fact that one of the Levy brothers, Isaac D. Levy, has represented the RCA-Victor interests in the courts."

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## TO ORGANIZE RADIO ADVERTISING RESEARCH BUREAU

The first meeting of the projected Radio Advertising Research Bureau will be held in New York Thursday, September 19th. As outlined by James W. Baldwin, Managing Director of the National Association of Broadcasters, the new Bureau will be built up through the joint cooperation of the Broadcasters, the National Association of Advertising Agencies and the Association of National Advertisers. A committee of five will represent each of the above named organizations.

The Broadcasters' committee will be composed of Arthur Church, Station KMBC, Kansas City, Chairman; J. O. Maland, WHO, Des Moines; Alfred J. McCosker, WOR, Newark; Edgar Kobak, National Broadcasting Co., and H. K. Boice, Columbia Broadcasting System.

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EXTRA COPY DROPPED AT N.Y. IN S.F.-LONDON NEWS PHOTO FLASH

Public interest both here and abroad in the most recent speed tests of Major Campbell's "Blue Bird" created an urgency of demand for photographs that has resulted in a new achievement in photoradio transmission. Radio has carried a news picture straight through from San Francisco to London, dropping off a copy in New York, in one operation.

With photograph agencies in London and New York demanding all possible speed, the operating room in New York City decided to try "splitting" the radio signals from San Francisco carrying news photographs. This was accomplished by routing the signals to two separate amplifiers, one operating a recorder here, and the other actuating a radio transmitter at Rocky Point, Long Island, in service with London. The results were entirely satisfactory, London receiving the photograph at the same instant that it was also produced in New York City by the same set of signals.

Engineers pointed out that, aside from the saving of time resulting from this achievement, London benefitted also by a picture as clear as the one received at New York, because of the elimination of "double screening" which would occur if New York had been obliged to transmit the received picture instead of automatically relaying impulses obtained from the original photograph.

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## NEW 100 WATT DAYTIME STATION RECOMMENDED FOR HARTFORD

If the recommendation of Melvin H. Dalberg, Examiner for the Federal Communications Commission, is accepted, the Hartford Times at Hartford, Conn., will be permitted to construct a new 100 watt station operating on 1200 kc. during daytime hours. The Hartford Broadcasting Co. and the Worcester Broadcasting Co., both represented by John M. Littlepage and William A. Porter, each sought the same frequency. The Hartford Times was represented by Robert P. Butler and Frank D. Scott.

The conclusions of Examiner Dalberg were as follows:

"While all of the applicants involved appear to be qualified financially and technically to install and operate the stations proposed, it appears that the granting of the applications of the Hartford Broadcasting Company, Inc., or the Worcester Broadcasting Co., Inc., would be contrary to the policy and practices of the Engineering Department of the Federal Communications Commission with regard to the installation of directional antenna systems to avoid interference to and from existing stations in connection with the assignment and operation of local stations on so-called local frequencies.

"It is not believed to be feasible or practicable to utilize directional antennae on channels allocated for low-power 100-watt stations and this is particularly true with the frequency of 1200 kilocycles, which is involved herein. These channels are allocated for the use of stations with not more than 100 watts power and when directional antennae are used it appears that more than 100 watts are radiated in certain directions, thus preventing the allocation of other low-power stations over a larger and wider area than the present plan of allocation contemplates.

"Under the present plan of allocation, 100-watt stations may operate on the same signal at separations of 185 miles, whereas if the applications of the Hartford Broadcasting Co., Inc., and the Worcester Broadcasting Co., Inc., were granted, the nuisance radius of these stations would appear to extend to a much greater distance and possibly prevent the allocation of any other 100-watt station on this channel east of Detroit, Mich., without unduly restricting its service area.

"The applicant, The Hartford Times, Inc., appears to be well qualified from a financial, technical and legal standpoint to install and operate the proposed station, for which it seeks a construction permit. This applicant shows the possibility of a wide scope of public service and usefulness to its local community in the operation of its proposed station. There is no question involved as to quota and the granting of the application would seem to be in accordance with the public interest, convenience and necessity.

"It further appears that the application of The Hartford Times, Inc., may be granted for daytime operation without causing any interference or restricting the service area of existing stations. This situation would not be true were this application granted for nighttime service."

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#### CLAIMED BROADCAST ADVERTISING HAS MADE GREATEST GAIN

Radio advertising has made the greatest gains of any medium since the depression, according to James W. Baldwin, Managing Director of the National Association of Broadcasters. This, Mr. Baldwin declares, is indicated by the fact that broadcast advertising during July, the latest month reported, totaled \$5,848,004.

"Our current report makes available for radio as a whole, for the first time, information extending over a two-year period", Mr. Baldwin said. "This comparison for July shows radio far to have outstripped other media in recovery. This is all the more significant when one remembers that, except for a brief setback in 1932 and 1933, radio continued to grow rapidly throughout the depression.

"Of particular interest will be the growth of regional network and national non-network advertising during the period. Station managers also will note with gratification that the decline in national non-network volume in July was considerably less than what seems to be the usual seasonal decrease.

"The strength shown in local transcription business and the continued strong showing of studio programs in the national non-network field both present sales opportunities to the station sales department. The volume of broadcast advertising by national advertisers using station talent presentations in July of this year was 176.1% above that of the corresponding month of 1933.

"Those interested in local business will be interested to note that radio advertising by department stores showed a gain of 27.6% over July of last year, while department store newspaper lineage increased by only .4%.

"The automotive and housefurnishing fields have been joined in their recent rapid growth of volume by the food advertisers, while national non-network and regional network tobacco advertising continues its recent remarkable development. Since this latter seems concentrated at the moment, it would seem that additional stations can utilize this as a sales opportunity."

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## W. D. TERRELL UNDERGOES APPENDICITIS OPERATION

W. D. Terrell, of the Federal Communications Commission, who is one of the two first Radio Inspectors appointed in the United States, underwent an operation for appendicitis recently. It was reported as highly successful and Mr. Terrell is now said to be well on the road to recovery.

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## SOME TIME BEFORE TELEVISION WILL CROWD RADIO, SAY BRITISH

For numerous other reasons, as well as on account of the costliness of high definition receivers, the day when television in Great Britain will occupy a corresponding place to sound broadcasting is still some way ahead, the British Trade Journal & Export World warns. "People who may have been deferring the purchase of a new sound radio receiver with the idea that they will shortly be able to buy a combined sound and vision set at a price comparable with that which they would pay for a sound receiver are deluding themselves. Anxiety was expressed some time ago by prominent members of the British Radio Manufacturers' Association as to the effect on the public demand for radio receivers, and it was pointed out that for medium and long wave broadcasting, which will continue to constitute the bulk of the B.B.C. transmissions, the present type of receiver will still be required even when a high definition television service is in full operation.

"Although it is now known that the Alexandra Palace, London, has been definitely chosen as the site of the high definition television station for the London area, and that two different systems are to be given an opportunity of demonstrating their capabilities, it is important that the facts in regard to television should be clearly presented. Otherwise there is likely to be a good deal of disappointment; there is also danger that an imperfect realization of the true position may have an adverse effect on the manufacture and sale of sound-broadcasting receivers in the immediate future.

"The two systems to be tried at the Alexandra Palace will be the Baird, using 240 lines, 25 picture traversals and 25 complete frames per second, and the Marconi-E.M.I., with 405 lines, 25 pictures interlaced to give 50 frames each of  $202\frac{1}{2}$  lines per second. Schemes for ultra-short wave high definition television servides have been based on the belief that radiation on wavelengths below 8 m. have optical characteristics - that is to say, they are obstructed by dense matter and are not reflected from ionized layers in the upper atmosphere. There is, however, reason to doubt whether this assumption is fully justified. Experiments made by the Marchese Marconi in the Mediterranean first suggested that the range of ultra-short waves was a good deal greater than the limit of optical visibility. Now it seems that British Post Office engineers are picking up and resolving the

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Berlin television transmission, and that these have even been received in Buenos Aires.

"The theory of propagation of radio waves would appear to be still in need of revision - whether another ionized layer above the Appleton is at work, or whether there is some other cause for the distant reception of ultra-short waves has yet to be ascertained. Whatever the reason may be, it is evidently necessary to discover its nature and the manner in which it may be expected to affect reception on ultra-short wavelengths before it will be safe to proceed with the erection of a number of transmitters using the same wavelength - a scheme which seemed quite practicable so long as something like optical visibility was regarded as representing the limiting range of each transmitter. For in television, and with ultra short wavelengths, very little interference is needed to ruin reception."

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#### HAMILTON FISH WITHDRAWS RADIO CENSOR CHARGES

A verbal brush between Representative Hamilton Fish, Jr., New York Republican, and a Denver radio station (KOA-NBC) ended peaceably last Tuesday with both sides terming the flareup "a misunderstanding."

Fish publicly retracted his accusation that the station was "denying freedom of speech" and had sought to "censor his anti-New Deal Labor day speech. A. W. Cratzey, Sales Manager of the station, said the matter was a closed incident.

Earlier Fish threatened to launch a congressional investigation into the radio industry when he said he was refused time by the station. Later Fish said he delivered his speech over the air as he prepared it and that it was identical with his later address to a Republican rally, except for interpolations on local politics.

Previously, officials of the station said they had offered to sell Representative Fish a place on their program, but other engagements interfered.

"I do not in any way wish to impugn the motive of the officials of the NBC in Denver, who offered me the opportunity to speak over their radio station at 7:30 o'clock this (last Tuesday) evening prior to a Labor Day outing at Elitch Gardens, but withdrew the offer on the ground that my prepared speech against the New Deal was controversial and would require an answer", Representative Fish said at that time.

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## AD RENEWALS TELL STORY, SAY NETWORKS AT NEWSPAPER CHARGES

Networks answering charges made by the Bureau of Advertising of the American Newspaper Publishers' Association, in a survey entitled "Yardsticks on the Air", point out that there is an unusually high rate of "mortality" among broadcast advertisers with relation to the high renewal of radio advertising contacts.

Columbia claims that 80 percent of its present clientele is on a renewal basis; NBC is said to be about the same, if not higher.

Some of the highlights of the ANPA Bureau of Advertising survey follow:

"Of the 635 advertisers who bought time on the air for some period between 1929 and 1933, inclusive, 448 - or 70.6 per cent - had dropped the use of radio in 1934.

"The study is based on a 22-344k analysis of 79 leading programs, made by an independent research organization from October, 1934, to May of this year. The findings are projected against figures for radio set ownership in the United States, accurately fixed at 19,001,592, in January, 1935.

"The average number of radio homes in the areas to which the 79 programs were broadcast was found to be 12,489,886, and of this number from 13 per cent to 28 per cent were found to be vacant during the favorable evening hours of 7 P.M. to 10 P.M. The average number of sets turned on at any given time during these hours was found to be 4,546,318.

"The average number of listeners to any one station or chain was found to be 1,102,606 - representing 9.1 per cent, of the radio sets in the listening area, and 5.1 per cent of all the homes in the average listening area.\*\*\*\*\*Of the 79 programs analyzed, 54 - or more two-thirds - reached less than the average number of listeners per program; only 25 reached more than average. The largest number of listeners reached by any program was 3,760,400 - the lowest, 179,300.

"The average cost per broadcast among the 79 programs considered was \$8,052, of which 35.6 per cent, represented cost of talent. Compared with the number of listeners reached this would mean an average cost per million listeners of \$7,302.69.

"Analysis shows, however, that 47 of the 79 advertisers are paying an amount greater than this figure, while only 32 are supporting a cost smaller than average. For the first group of 47, the average cost per million listeners was \$19,860 with individual cost figures varying from \$10,990 to \$44,530."

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## DECISIONS OF THE FCC BROADCAST DIVISION

### Applications Granted

WRGA, Rome Broadcasting Corp., Rome, Ga., license to cover C.P. frequency 1500 kc., 100 w. night, 250 w. day, unlt. time; WDGY, Dr. Geo. W. Young, Minneapolis, Minn., license to cover CP, 1180 kc., 1 KW night, 5 KW day, ltd. time; KVSO, The Ardmoreite Publishing Co., Inc., Ardmore, Okla., license to cover CP, 1210 kc., 100 watts, daytime; WLEW, National Broadcasting Co., Portable-Mobile (New York City), CP to replace transmitter and increase power from 7.5 watts to 20 watts; W6XHF, KTAR Broadcasting Co., Inc., Portable-Mobile (Phoenix, Ariz.), license to cover CP (Exp. Gen. Exp.), frequencies 31100, 34600, 37600 and 40600 kc., 10 watts; W2XE, Atlantic Broadcasting Corp., near Wayne, N. J., modification of license to add frequencies 17760 and 21520 kcs.; WLXAL, World Wide Broadcasting Corp., Boston, Mass., Mod. of license (Exp. Exp. Relay Brdcastg.) to increase power from 5 KW to 10 KW.

### Action On Cases Heard By Commissioner Brown

KGFJ, Ben S. McGlashan, Los Angeles, Cal., renewal of license granted, 1200 kc., 100 watts, unlimited time; KFWB, Warner Bros. Broadcasting Corp., Hollywood, Cal., granted renewal of license, 950 kc., 1 KW night,  $2\frac{1}{2}$  KW day, unlimited time; Same Station, same Co., Los Angeles, Cal., Granted CP to install new equipment and increase day power from  $2\frac{1}{2}$  to 5 KW, 950 kc., 1 KW night, unlimited time; KMPC, Beverly Hills Broadcasting Corp., Beverly Hills, Cal., granted renewal of license, 710 kc., 500 watts, Ltd. time; KRKD, Radio Broadcasters, Inc., Los Angeles, Cal., granted renewal of license, 1120 kc., 500 watts night, 1 KW day, share time with KFSG; also granted Mod. of CP to extend completion date, 1120 kc., 500 w. night,  $2\frac{1}{2}$  KW day, share time with KFSG; KRKD 2/3 time, KFSG, 1/3 time; KIEV, Cannon System, Ltd., Glendale, Cal., granted renewal of license, 850 kc., 100 watts, daytime; also granted Mod. of CP as modified, 850 kc., 250 watts, daytime. Commissioner Brown's recommendations were sustained in all of the above cases, Order effective Oct. 1, 1935.

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TALK BY O. H. CALDWELL

Orestes H. Caldwell, editor of Radio Today, and former Federal Radio Commissioner, in the second of two feature talks on conditioning radio receiving equipment for the forthcoming season's outstanding broadcast events, will be heard Monday, Sept. 9, over an NBC-WJZ network at 9:45 P.M. EST. Caldwell's talk will be titled "Tuning Up Your Radio Set for the Big Programs Ahead."

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