

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF DECEMBER 17, 1935.

Ickes Cites Aid Of Radio In Interior Department Report.....	2	✓
Waring-WDAS Suit Taken Under Advisement By Court.....	3	
REA To Finance Wiring Of Farm Buildings.....	3	
Schuette Organizes Short-Wave Institute.....	4	
WPA To Finance Two New Towers For New York City's WNYC.....	5	
Radio Leaders Dine With Gridironers.....	5	
Two North Dakota Stations Recommended By FCC Examiner.....	5	
Appellate Court Orders Injunction In "News Piracy" Case.....	6	
Better Children's Programs, Broader Rural Outlook Are Noted.....	7	
Vulgar-Voiced Women Best On Radio, Say Profs.....	9	
A. B. Church Elected KMBC President; Denies Sale Rumor.....	10	
Winterbottom Notes Effect Of "The Shadow" On Short-Waves.....	10	
Industry Notes.....	11	
Broadcast Advertising For 1935 Estimated At \$87,000,000.....	12	

No. 887

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December 17, 1935

ICKES CITES AID OF RADIO IN INTERIOR DEPARTMENT REPORT

The aid given by networks and broadcasting stations, particularly in publicizing the national parks, is noted by Secretary Harold L. Ickes in his annual report for the Interior Department, released on December 16. *states*

In the section dealing with the National Park Service, the report reads:

* "Probably the widest publicity given to the national parks and monuments during the past year resulted from the expanded radio programs. Through the courtesy of the National Broadcasting Company, a series of 14 Nation-wide broadcasts was given in the late Spring and early Summer, with half-hour programs. The Secretary of the Interior opened the series; Mrs. Roosevelt gave an interesting talk on practical phases of park trips, such as the safety of horseback riding and desirable costuming; and officials of cooperating Federal bureaus joined National Park Service officials in the discussion of many phases of park work. The Marine Band cooperated by playing on 6 of the programs, the Navy Band on 1, and the Army Band on 1. Vocal selections on several of the programs were given by Civilian Conservation Corps enrollees.

"Under the auspices of the State Chamber of Commerce and the Federal Business Association of California, several radio talks were given by officials of the National Park Service in the West during the months of April, May, and June.

"In addition to the Nation-wide and other special broadcasts, a series of 20 mimeographed talks on specialized park subjects was prepared in the Washington office of the National Park Service and sent to more than 200 radio stations requesting such material." *and*

Continues The U. S. Office of Education calls attention in its report to the weekly educational program carried by NBC.

"Interest was manifest in numerous requests for copies and for further information on the subjects of each broadcast", the report states. *and*

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WARING-WDAS SUIT TAKEN UNDER ADVISEMENT BY COURT

The injunction suit brought by Fred Waring, leader of Waring's Pennsylvanians, against WDAS, of Philadelphia, on the ground that the station improperly broadcast his records without paying him directly, was taken under advisement by Judge Harry S. McDevitt in Common Pleas Court after a brief hearing.

Theatrical producers, composers and publishers, song-writers, orchestra conductors, musicians and restaurant managers flocked to the witness stand to give testimony in the suit. The National Association of Broadcasters was allowed to intervene as a party interested.

It was argued on behalf of Mr. Waring that the merit and popularity of many musical productions have been destroyed by indiscriminate playing of the pieces by inferior orchestras and their broadcasting from records.

While the orchestra leader was on the witness stand, the defense attempted to show that the composers and the leader had divested themselves of any right in the records made by RCA Victor Company because he had for several years made records for the Victor Company, for which he was paid, under contracts by which he assigned all his rights therein to that company.

The defense called no witnesses, but rested on copies of the contracts referred to and submitted briefs on technical questions of law involved. It was admitted that there was no special legislation on the subject to guide the court.

Whether successful or not in this litigation, the National Association of Performing Artists, of which Mr. Waring is President, will seek an amendment to the Copyright Act, similar to that now in force in several foreign countries, where the interpreter is given protection similar to that provided the copyright owner.

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REA TO FINANCE WIRING OF FARM BUILDINGS

Of interest to radio manufacturers is the announcement that the Rural Electrification Administration will finance the wiring of houses and other farm buildings in areas where rural line construction is making electricity available. Details are obtainable at the Washington headquarters of the REA.

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12/17/35

SCHUETTE ORGANIZES SHORT-WAVE INSTITUTE

To stimulate the development of short-wave radio by fostering the public interest in international broadcasting, radio telephony, radio telegraphy and television, the Shortwave Institute of America was organized in Washington, December 16th with offices in the National Press Building. The President of the Institute is Oswald F. Schuette, well known to the radio industry.

"Five million shortwave radio sets are in use in American homes and it is estimated that 5,000,000 more will be sold in 1936", Mr. Schuette said in announcing the formation of the Institute. "About 100 shortwave stations of recognized international importance are broadcasting daily. At present, however, there are no facilities for the dissemination of their complete programs. It will be one of the purposes of the Shortwave Institute to provide a clearing house for these schedules and to arrange for their distribution to set owners.

"One of the greatest achievements of wireless telegraphy", in the opinion of Mr. Schuette, "was the fact that it made possible direct communication between the United States and each of the civilized countries of the globe.

"Radio telephony has the same opportunity for direct communication and, in addition, the enormous advantage of enabling the people of one country to speak directly, by word of mouth, to the people of another.

"This direct communication has been achieved even more dramatically by today's short-wave broadcasting. Short-wave set owners in the United States can listen, in their homes, to daily broadcasts of the voices of these distant lands. In this way, radio bids fair to create a universal language and therein lies the greatest possibility for true international understanding", he went on.

"With the achievement of television, shortwave radio communication will be the most powerful single influence in modern civilization. Its possibilities are unlimited. The scientific achievements which it has to its credit are but the beginning of an art whose influence on the future of our civilization no one dares to estimate."

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WPA TO FINANCE TWO NEW TOWERS FOR NEW YORK CITY'S WNYC

The Works Progress Administration will furnish funds for construction of two 304-foot radio towers for Station WNYC, New York City's municipal radio outlet. The towers will be located in Brooklyn at the site of the old Greenpoint ferry terminal.

Plans for the project, which will cost \$54,000, include erection of a one-story brick and stucco building, with basement, to house the radio transmitting, control, and operating equipment.

WNYC is now on the 25th floor of the Municipal Building in Manhattan, but it is being removed because tall buildings in the vicinity cause a loss in coverage and reception.

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RADIO LEADERS DINE WITH GRIDIRONERS

Those from the radio and allied industries invited to the December Gridiron Dinner in Washington were:

M. H. Aylesworth, President National Broadcasting Company; Gene Buck, President, American Society of Composers; Louis G. Caldwell, formerly General Counsel of the Federal Radio Commission; Vincent F. Callahan, National Broadcasting Co., Washington; James G. Harbord, Radio Corporation of America; Frank C. Page, International Telephone and Telegraph Company; George Henry Payne, Federal Communications Commissioner; F. M. Russell, National Broadcasting Company; Anning S. Prall, Chairman of the Federal Communications Commission; David Sarnoff, President, Radio Corporation of America; Eugene O. Sykes, Federal Communications Commission.

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TWO NORTH DAKOTA STATIONS RECOMMENDED BY FCC EXAMINER

Construction permits for the establishment of two 100-watt broadcasting stations in North Dakota, one at Jamestown and the other at Williston, were recommended this week in reports submitted by Examiners to the Federal Communications Commission.

The applications favored were filed by the Roberts-MacNab Co., of Jamestown, for permission to use the 1310 kc. wave with unlimited time, and by D. A. Gibbs, Jr., and E. H. Shemorry, of Williston, for the 1500 kc. channel with specified hours.

Favorable action also was recommended on the applications of WJAR, Providence, R. I., for authority to increase its power from 250 watts nighttime and 500 watts daytime to 1 KW on its same frequency of 890 kc. The Examiner attached a condition that a directional antenna be required so as to protect other stations.

At the same time, KARK, Little Rock, Ark., which operates on the same channel, was recommended for an increase in power from 250 watts nighttime and 500 watts daytime to 500 watts nighttime and 1 KW daytime.

Denials were recommended for the following applicants for new facilities: Chicago Broadcasting Association, seeking 1500 kc., with 100 watts, unlimited time; Washington Broadcasting Co., Washington, Pa., 1350 kc., 250 watts, daytime; D. B. Sutton, Miami, Fla., 1210 kc., 100 watts, unlimited time; Pat Whitaker, Tampa, Fla., 1370 kc., 100 watts, unlimited time; St. Petersburg Chamber of Commerce, St. Petersburg, Fla., 1310 kc., 100 watts, unlimited time.

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APPELLATE COURT ORDERS INJUNCTION IN "NEWS PIRACY" CASE

The United States District Court at Seattle was ordered December 16th by the Ninth Circuit Court of Appeals to enjoin Station KVOB, Bellingham, Wash., from "pirating" news gathered by the Associated Press, former Senator C. C. Dill, of Washington, counsel for the station was informed.

Senator Dill said that he would await instructions from the KVOB management before proceeding, but he predicted that the case will be carried to the United States Supreme Court in view of the fact that the station won the decision of the trial court, which denied the Associated Press an injunction.

Circuit Judge William Denman, in holding that the taking of wire service news and broadcasting it in sponsored programs is unfair competition, said in part:

"The first amendment of the Federal Constitution has recognized the public function of the press in the provision for its freedom.

"While no constitutional right is here involved, this constitutional recognition emphasized the exceptional character of the right which is sought to be protected in a Federal Court sitting in equity.

"When the Constitution speaks of the freedom of the press, it refers to the freedom of private and non-government persons or bodies, engaged in news gathering and dissemination, from interference by governmental agencies. That is to say,

12/17/35

that the public function in the gathering and dissemination of news is presumed by the Constitution to be in private hands.

"Under our capitalistic system, this means that news distribution as a public function will be in large part by business men acting under the inducement of the profit motive.

"The public, therefore, has an interest in protecting the business of news gathering and disseminating agencies against the impairment of their efficiency by the inevitable reduction of their business income through the misappropriating of news prior to the expiration of the time during which the Supreme Court has held there exists in it a 'quasi property' interest."

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BETTER CHILDREN'S PROGRAMS, BROADER RURAL OUTLOOK ARE NOTED

Improvement in the content and quality of radio programs for children and development by the farmer of a broader point of view through radio are noted in surveys just published by the Radio Institute of the Audible Arts, founded by the Philco Radio & Television Corporation.

The survey of children's programs was conducted by the Radio Committee of the Child Study Association of America under the direction of Mrs. Sidonie Matsner Gruenberg, Director of the Association.

While stressing the need for a "more creative approach" to the possibilities of radio as a medium of education and entertainment, the Committee reported "distinct evidence of efforts to improve the radio's offerings along the lines demanded by an increasingly informed public."

Among the recommended children's programs which the Committee felt met its suggested standards of emotional emphasis, good taste, truthfulness, attitudes and sentiment, language and quality, and advertising, were the following: Singing Lady, Billy and Betty, Bobby Benson and Sunny Jim, Buck Rogers in the Twenty-Fifth Century, Popeye the Sailor, Let's Pretend, Girl Scouts, and Junior Radio Journal.

Among the adult programs of interest to children, the following are listed: Alexander Woollcott, Hendrik Willem Van Loon, Roses and Drums, Dream Drama, Vanished Voices, Albert Payson Terhune's Dog Dramas, Little Known Facts About Well-Known People, Echoes of New York Town, and News and Sports commentators, while special interests are represented by such programs as Animal Close-ups, Chats About Dogs, and Bird Talk.

In its survey of "Radio and Rural Life", the Institute predicted that the farmer, because of his broader outlook developed by radio, will make his influence felt in the Capitol more than ever before.

As well as making him a better informed citizen, the radio has also strengthened the farmer's economic position, the Institute found in its survey of which 250 agricultural leaders throughout the country participated.

The symposium and survey indicates that market and weather reports over the radio are among the most significant aids to the farmer. Millions of dollars are saved annually by announcements of price changes and variations in climatic conditions.

Among those who contributed their views to the survey were: Representative Fred Biermann, Iowa; Senator Arthur Capper, Kansas; Representative John W. Flanagan, Jr., Virginia; Senator Lynn J. Frazier, North Dakota; Representative Fred C. Gilchrist, Iowa; Senator James P. Pope, Idaho; Miss Ruth Van Deman, Bureau of Home Economics, U. S. Department of Agriculture; and Louis J. Taber, Master, The National Grange; C. W. Warburton, Director of Extension Work, Department of Agriculture; M. C. Wilson, in Charge of Extension Studies and Teaching, U. S. Department of Agriculture.

Senator Capper stated that radio has aided in removing "hit-or-miss" methods in farming. "It is a splendid thing", he said, "for farmers to learn what the scientists in the government service are doing and what the executives in charge of the Department of Agriculture think about the agricultural situation from time to time."

"I believe that the radio has been one of the greatest blessings that the farmers of my part of the country have received during my lifetime", said Representative Biermann. "It has enabled them to keep in touch as closely with the affairs of government, business and culture as people in the cities. Speeches and lectures on political subjects have been of great value to the farmers in these days of stress and great change."

The results of the survey are published in a 68-page booklet by the Radio Institute with a preface, "Radio and the Farmer" by Edmund deS. Brunner, Professor of Education at Teachers College, Columbia University.

The symposium on "Radio and Rural Life" covers the following subjects:

Breaking Down Rural Isolation; Farmers Same As Other People; Radio's Special Value to Farmers; Makes Farmers Understand Place in World; Improved Practices Through Agricultural Programs; Sectional Variation in Agricultural Programs; Markets and Weather Reports; Entertainment Vital Need of Farmers; Keeping Young People on the Farm; Programs for Farm Women; Cultural and Educational Values; Farmers Use Radio Seriously; Farmers' Listening Habits; Radio Ownership Among Farmers; Suggestions Advanced by Contributors.

The booklet concludes with a summary of radio programs broadcast by the Agriculture Department and other agencies.

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VULGAR-VOICED WOMEN BEST ON RADIO, SAY PROFS

Women with vulgar and uncouth-sounding voices are more likely to succeed as radio speakers than women with well-cultivated and refined voices, according to a survey by Dr. Gordon Allport of Harvard and Dr. Hadley Cantril of Teachers College, Columbia University.

The authors declare that the radio is regarded as a medium of entertainment on a level with vaudeville and the music halls and that the type of woman associated with such entertainments, therefore, would be the type most welcome on the air.

At the same time, the survey declares, most persons would rather listen to a man's voice than to a woman's over the air. Woman's main forte in broadcasting is poetry or other "subtle and reflective material", the authors maintain.

The listeners' chief reason for preferring male voices was that women "seemed to them affected and unnatural when they broadcast", while men were "more natural and persuasive."

"The prejudices against women's voices may be due in part to the fact that sponsors and broadcasters are not careful enough to respect listeners' tastes in their selection of female announcers", the authors declare. "High-pressure saleswomen are particularly objectionable to the average listener and his intense dislike of them may be indiscriminately transferred to other feminine voices.

"If in the future women are chosen whose voices are above reproach in respect to naturalness and if female announcers strive to overcome all suspicion that they are dressing up their speech for the occasion, prejudice against them should in time decline."

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A. B. CHURCH ELECTED KMBC PRESIDENT; DENIES SALE RUMOR

Discrediting reports that negotiations were in progress to sell KMBC, Kansas City, the Board of Directors has elected Arthur B. Church President and General Manager of the Midland Broadcasting Co. He has been Vice-President and General Manager since the station was founded in 1921. As President, he succeeds the late Frederick B. Blair.

Mr. Church denied reports that the Kansas City Star was seeking to purchase the CBS outlet as a second station with WDAF. He immediately announced the appointment of J. Leslie Fox as Director of Sales for KMBC. The Directors elected Roland R. Blair, son of the late president, as Vice-President, and Mark H. Siegfried, Treasurer.

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WINTERBOTTOM NOTES EFFECT OF "THE SHADOW" ON SHORT-WAVES

Radio's first "mystery drama", in which radio emissions from unknown sources mysteriously invade different parts of the short-wave band at irregular intervals, was disclosed yesterday (Dec. 16) by William A. Winterbottom, Vice-President and General Manager of R.C.A. Communications, Inc.

Because of their unpredictable raids into marine, transoceanic, aircraft, military, naval, amateur, and probably also in the television sections of the radio spectrum, the strange radio signals have become known to engineers as "the shadow", he said.

These radio waves have not the character of telegraphic or telephonic signals, and are definitely unrelated to any "static" or cosmic ray phenomena within the experience of engineers. Unlike static, they are usually observed on definite frequencies.

Through the past year "the shadow" has been most active in the frequency band between 11,000 and 14,000 kilocycles, although it has been observed as low as 6,000 kilocycles and as high as 18,000. At stations of RCA and other radio companies in the eastern United States, the mysterious signals are most frequently observed between the hours of 9 A.M. and 6 P.M.

So far the radio communication and broadcasting companies have had no serious difficulty in circumventing the interference caused by the mystery signals, he said. But there is little doubt that the public who listen in on short-wave bands have already suffered considerable inconvenience, and may expect still more, for within the last six months "the shadow" has becoming increasingly active in the United States.

Engineers are confident that, from whatever source the mystery waves may come, they are not being employed in any known form of communication. It is therefore possible, if not probable, that whoever is generating the waves may be entirely unaware of the interference they are setting up.

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WMCA, New York, was the only station to have a microphone at the ringside of the Joe Louis-Paulino Uzcudun fight December 13 in Madison Square Garden. The broadcast, arranged by Donald Flamm, was fed exclusively to the stations of the Inter-City network. The broadcast was sponsored by the makers of Blackstone cigars.

The International Telephone and Telegraph Corporation in a statement to its stockholders reports that its consolidated net income for the nine months ending September 30, 1935, amounted to \$3,397,823 as compared with \$2,508,678 for the corresponding period in 1934. It is explained that the foregoing income account does not include the losses of the Postal Telegraph and Cable Corp. and its subsidiary companies of \$1,442,176.

The Federal Trade Commission has issued an order to cease misrepresentation of a hair dye as a hair tonic capable of stimulating bodily functions to produce pigmentation and impart color to the hair against Vasco Products, Inc., of Brentwood, Md., and William M. Kittie M. Lea, of Tampa, Fla., formerly trading as the Lea's Tonic Co. The ban is made applicable to broadcasting and other media of advertising.

The following quotation from Ray V. Sutcliffe, editor of Radio Retailing, was carried in the New York Times of December 15 under a copyright line of the NANA, Inc.:

"Present indications in the radio industry point to an increase in unit sales (home receivers) of 25 per cent in 1935 over 1934. Retail dollar volume will be even greater. Auto-radio sales have jumped from 780,000 last year to slightly over the million mark for 1935. Total domestic sales, therefore, will top 5,000,000 - an all-time record."

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BROADCAST ADVERTISING FOR 1935 ESTIMATED AT \$87,000,000

That broadcast advertising has made tremendous advances in 1935 is admitted by Editor & Publisher, newspaper publishers' organ, in a current issue featuring radio and its use by newspapers. Regarding radio advertising, the publication says, in part:

"Broadcast advertising, still rushing ahead on the upgrade, is setting new records all along the line this year. Total time sales for the year, as estimated by Editor & Publisher on the basis of figures furnished by the National Association of Broadcasters for the first ten months of the year, will be between \$87,000,000 and \$88,000,000.

"Of this amount, the National Broadcasting and Columbia Broadcasting networks, on which so much outside attention is focused, will account for approximately \$48,000,000, or only about 55 per cent.

"Including the cost of program talent -- although nothing like a close estimate can be made on this -- it seems certain that 1935 broadcast advertisers will have spent at least \$115,000,000 -- possibly \$125,000,000 or \$130,000,000 -- by the time the New Year's Eve programs go rolling across the country to the Pacific Coast."

James W. Baldwin, Managing Director of the National Association of Broadcasters, in a signed article has this to say, in part, about broadcast advertising:

"Broadcast advertising volume of 1935 will total approximately \$87,000,000. This will be nearly 20 per cent better than the 1934 level and about 50 per cent ahead of the estimated 1933 total.

"Outstanding characteristic of past year has been increasing use which has been made of all portions of Broadcasting structure by advertisers. Advertising volume placed over 100-watt stations has grown at more than average rate. National non-network business and regional network advertising have prospered especially. National network volume has continued to show its usual strength. It is quite probable that these trends will continue to be among important ones in 1936.

"Several important developments have occurred in the field of advertising sponsorship. The marked rise of automotive advertising, especially in national non-network field, indicates the power of radio to sell high-priced as well as convenience goods. The food industry has shown increasing volume of advertising over all portions of the broadcasting structure.

"Estimated radio advertising by retail establishments will be no less than 35 per cent ahead of 1934 level for year just closing.

"There were no important recessions in broadcast advertising volumes during 1935, and continued growth in all fields may be expected for the coming year."

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