

Young (Memo) October 16, 1930

Spent two hours and a half at 120 Broadway. Case gives me certain names, which should be arranged in a card index. Talks of broadcasting problem with which I take it he is particularly interested. As I gather, a history of broadcasting has never been written. He thinks I can get it from Mr. Aylesworth, President of the Broadcasting Company, which was founded in 1919 and of John W. Ellwood, the Vice-President, who was the second of Mr. Young's assistants. Case says that at present they are working with a group of educators in order to put onto the air regularly a better quality of material. Says that at the start the Broadcasting Association had no idea of commercializing the air. They were ^{willing to} make the program - give them free and expect to get results from sale of radios, that is, broadcasting was to be a feeder for the machine. As I understand Case, advertisers very soon saw the possibilities in it. This is one of the things that should be looked up. I do not know who the first advertisers were, nor does he. At all events, they use it freely and pay highly for it. The result has been what we now have ~~it~~, and the Broadcasting Association apparently is anxious about it and for two years has been trying to work out with concerns like the Carnegie Corporation ^{independently} some practical way of doing better for the public. Not ^{as a} prize but as a donation or if you are ^{equally} finicky you may say as an advertisement for the radio. He says this would have been done at the start if educators could have been properly mobilized. But they found them lacking in imagination and initiative, I take it.

