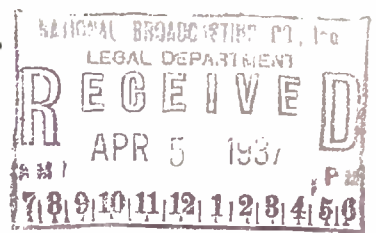


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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CONGRESSIONAL INQUIRY UNCERTAIN; FCC PROBE MAY BROADEN

The Connery resolution calling for a broad Congressional investigation of broadcasting was up in the air this week-end after reports were circulated that the Administration had taken steps to halt the probe.

While the Committee was officially silent, it was understood that it was split over whether or not to report out the resolution and that several members are wavering. Although the inquiry had appeared certain a week ago, the change in sentiment was attributed to "strong influences".

On the other hand, however, a Government official well informed on the situation asserted positively that the President has not made any move to block the investigation.

It is also understood that members who have been promoting the resolution have warned that if it is not reported out by the Rules Committee, the fight will be carried to the House floor. There was even a rumor of impeachment proceedings involving two members of the Federal Communications Commission.

Meanwhile, Commissioner George Henry Payne, Chairman of a special committee investigating the George S. Smith case, was assured the cooperation of the FCC Bar Association, headed by Louis G. Caldwell.

H. A. Van Orsdel, counsel for the Chesapeake & Potomac Telephone Company, and Chairman of the Association's Committee on Ethics, wrote Commissioner Payne that his group is investigating the incident in which Smith, a Washington lawyer, is charged with inserting material in the FCC files in violation of Commission regulations.

There were reports current, also, that the FCC inquiry may be broadened to include complaints by members of the bar that they are unable to get business because of the well-established tradition that only a small clique of Washington lawyers are able to obtain concessions from the Broadcast Division of the Commission.

It is not unlikely that the matter will be brought to the attention of the full Commission at a meeting in the near future.

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One proposal being considered by the House Rules Committee was that an investigation, if made, should be done by the House Interstate and Foreign Commerce Committee instead of a special committee of seven. The proposal came from Representative Cox (D.), of Georgia.

Members friendly to the FCC hinted that such a probe might not be as severe as one conducted by Representative Connery, himself, who presumably would head the special committee.

The Interstate and Foreign Commerce Committee Chairman is Representative Lea, of California.

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NBC TO PRESENT NINTH GOVERNMENT PROGRAM

A new weekly series, beginning April 25, entitled "A Trip to Our National Parks", to be heard over the NBC-Red Network, from 3 to 3:30 P.M., EST, will bring the number of weekly broadcasts presented by the National Broadcasting Company in cooperation with the United States Government to a total of nine. The following nine programs will occupy ten hours of time each week on NBC coast-to-coast networks:

Daily Except Sunday. "National Farm and Home Hour", 12:30 to 1:30 P.M., EST, NBC-Blue Network.

Monday. "Hour of Memories", 2 to 3 P.M., EST, U.S. Navy Band; "U.S. Army Band", 6 to 6:30 P.M., EST, both over the NBC-Blue Network.

Tuesday. "Shut-In Hour", request numbers by the Marine Band, 3 to 3:45 P.M., EST; "Have You Heard", under the auspices of the U.S. Office of Education, 3:45 to 4 P.M., EST, both programs over the NBC-Blue Network

Friday. "Education in the News", under the auspices of the U.S. Office of Education, 6 to 6:15 P.M., EST, over the NBC-Red Network.

Sunday. "The World is Yours" presented under joint auspices of the U.S. Office of Education Radio Project, 11:30 to 12 Noon, EST; "A Trip to Our National Parks", under auspices of Department of Interior, 3 to 3:30 P.M., EST. Both of these programs over the NBC-Red Network.

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NAB MOVES TO RIVAL ASCAP IN COPYRIGHT MUSIC FIELD

Moving to free broadcasting stations from dependence upon the American Society of Authors, Composers, and Publishers in obtaining copyrighted music, the National Association of Broadcasters' Directors have approved a plan to incorporate independently its Bureau of Copyrights.

The creation of a separate corporate unit to handle copyrighted works for radio was proposed by James W. Baldwin, Managing Director of NAB. He suggested that the new organization may well take the form of the defunct Radio Program Foundation.

The NAB Bureau of Copyrights was established last July as a subsidiary of the NAB headquarters under the direction of Edward J. Fitzgerald.

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NEW RURAL COVERAGE SURVEY STARTED BY THE FCC

Smarting under Congressional criticism, the Broadcast Division of the Federal Communications Commission has launched another post-card survey of rural broadcasting coverage.

Some 31,000 post-card questionnaires have been mailed to all fourth class postmasters and the Broadcast Division expects to correlate the answers with information obtained in a broader survey conducted in 1935.

Many of the Congressional critics, and even Irvin Stewart, Vice Chairman of the FCC, have pointed out in recent weeks what they charge to be the failure of the Commission to provide for adequate broadcasting service to rural areas.

The questions asked of the postmasters are as follows:

(1) Give the call letters of the radio stations which you can hear most satisfactorily in your community in order of best reception in the Daytime: (1) _____ (2) _____

(3) _____ (4) _____; at Night: (1) _____
(2) _____ (3) _____ (4) _____.

(2) Is reception clear and free from interference throughout the year in the Daytime _____ at Night _____? (Check)
If not, please explain wherein it is unsatisfactory in the Daytime _____ - at Night _____.

(3) Do you own a radio receiver? _____ How old is it?

(4) Are your answers from your own observations? or a reflection of the opinions of your patrons? _____ (Check)

(4) Any further remarks on radio reception _____

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CBS PLANS HUGE TELEVISION STATION ATOP CHRYSLER BUILDING

The Columbia Broadcasting System has applied to the Federal Communications Commission for permission to construct one of the world's most powerful combined television and sound transmitters at the top of the Chrysler Building in New York City.

When fully modulated the proposed station will operate at a peak power of 30 kilowatts, which is equal to that of a transmitter soon to be constructed on the Eiffel Tower in Paris and which previously had been described as the most powerful television station on earth.

The transmitter, which is to be located on the 74th floor of the skyscraper, will incorporate the latest developments in high power wide band design. Because it will operate on a frequency somewhere between 42 and 56 megacycles - that is a wave band which can be picked up only as far as the distance from the antenna to the horizon - it is expected that the station will provide coverage within a radius of approximately 40 miles over a total area of about 4,800 square miles.

The antenna is to be built around that portion of the building immediately below the stainless steel needle surmounting it. This will mean that a distance of less than 100 feet separates the transmitter from the antenna and that thereby an almost distortionless transfer of power should be assured.

The Chrysler tower was chosen as the best location for the transmitter after an exhaustive study of the whole New York skyline within a radius of one mile from that point, according to Dr. P. C. Goldmark, who is at the head of Columbia's television research department.

Columbia is not a newcomer in the television field, Goldmark points out, but is merely continuing experiments which it started many years ago. After the transmission of low definition pictures over W2XAX five years ago elaborate research was pushed by CBS both in this country and abroad. The comparison of such experimental work with that done by the British Broadcasting Corporation, as well as other radio organizations here and abroad, led to findings which make possible the construction of the new station.

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SIX BEST RADIO PROGRAMS PICKED BY WOMEN'S COMMITTEE

Awards for the six best radio programs of the year, as selected by the vote of more than 10,000,000 women affiliated with the Women's National Radio Committee, were presented at the organization's third annual luncheon at the Hotel St. Regis in New York on Wednesday last.

Raising the number of awards from the four presented last year to six, the citations for 1936-37 were extended to include programs in the musical, variety, educational, news, children's and dramatic groups, which in the nation-wide poll conducted by the organization, were judged to be outstanding.

The symphony concerts broadcast over WABC's network on Sunday nights at nine o'clock, under the sponsorship of the Ford Motor Company, was voted the best musical program. Rudy Vallee's Varieties, presented Thursdays at 8 P.M., by Standard Brands over WEA's network was chosen as the best variety program for the second consecutive year.

The Chicago University Pound Table, offered as a sustaining program by the National Broadcasting Company on Sundays at 12:30 P.M., over WEA's network, won first place among the educational programs. The five-a-week broadcasts by Boake Carter, commentator, heard over WABC's facilities at 7:45 P.M., was cited as the best news broadcast. This program is presented by the Philco Radio and Television Corporation.

Among the children's broadcasts first place went to Dorothy Gordon's "Children's Corner", a sustaining program of the Columbia Broadcasting System, heard Mondays, Wednesdays and Fridays at 5:15 P.M., over WABC's hook-up. In the dramatic classification, the Monday night Radio Theatre, of which Lever Brothers Company is sponsor, at 9 P.M. on WABC, led in the balloting.

In the absence of Anning S. Prall, Chairman of the Federal Communications Commission, who was detained in Washington on official business, the parchment scrolls were presented by Mrs. William H. Corwith, Chairman of the Awards Committee of the Women's National Radio Committee.

In addition to these citations, two other special scrolls were presented. One went to WOR, key station of the Mutual Broadcasting System, for "its outstanding contribution to serious music, through its consistent presentation of the Lewisohn Stadium concerts and operas during the Summer season, when there is a limited amount of fine music on the air."

The eighth and final citation, characterized by Mme. Yolanda Mero Irion, Chairman of the Women's Committee, as a "super-award", was made to Dr. Walter Damrosch, dean of American musicians and conductors in behalf of his fore-

sightedness nine years ago in grasping the possibilities of radio for the dissemination of musical culture." Dr. Damrosch's musical appreciation courses for the school children of America are broadcast non-commercially over a nationwide WEAJ-WJZ hook-up Fridays at 2 P.M.

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EARLY APPOINTMENT OF FCC SECRETARY IS PREDICTED

While a half-dozen candidates are waiting anxiously, Administration officials are understood to be about ready to select one of them for the long-vacant post of Secretary of the Federal Communications Commission.

The job has been vacant 11 months, or since the resignation of Herbert L. Pettey. It was rumored last Fall that it would be awarded for political services during the presidential campaign.

The leading candidates are: E. Willard Jensen, Secretary of the Business Advisory Council, Department of Commerce; Thomas A. Brooks, Jr., Radio Editor of the New York Journal; Robert Berger, New York Radio Director of the Democratic National Committee during the campaign; John Carson, former secretary to the late Senator Couzens, of Michigan; and Joseph E. Keller, secretary to Commissioner Thad Brown.

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SHEPPARD INTRODUCES COPYRIGHT MEASURE

Senator Sheppard (D.), of Texas, introduced a bill in the Senate this week to amend the Copyright Act approved March 4, 1909, having direct effect on the broadcasters of the country. Provisions of the bill relating to broadcasters, read as follows:

"Sec. 2. (a) Section 25 of such Act is amended by adding after subsection (b) the following new subsection:

"(c) To pay to the copyright proprietor, in the case of an infringement by radio broadcasting, such damages as to the court shall appear to be just: Provided, That the responsibility and liability for the use of copyrighted material in broadcasting on two or more stations simultaneously shall rest solely with the station originating the performance; And provided further, That the responsibility and liability for the use of copyrighted material in electrical transcriptions and other forms of recording made exclusively for broadcasting purposes shall rest solely with the maker of such electrical transcriptions and other forms of recordings and his agents for distribution thereof to broadcasters."

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CROSLEY EXPLAINS PURPOSE OF N. Y. TIE-UP

Powel Crosley, Jr., President of the Crosley Radio Corporation, told the annual stockholders' meeting this week in Cincinnati, that the Company had arranged to operate a New York studio with wire connections to Cincinnati. The studio is that of WHN.

"We are not starting this with the idea of its being another network competitive with other national systems such as National and Mutual", he said. "It will enable us to render better service to advertisers and advertising agencies in New York."

He reported "steadily increasing volume" in the company's broadcasting activities.

Mr. Crosley estimated the Company's loss from the fire that destroyed its building January 24th at approximately \$500,000, fully insured. The flood and fire, he said, caused the Company to fall "considerably behind" in its last year's production in refrigerators.

All Directors and Officers were reelected.

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CHARLES WEAVER, VETERAN IN RADIO, DIES AT 66

An "old timer" in radio died this week. He was Charles J. Weaver, Superintendent of R.C.A. Communications central radio office until his retirement last January. Death came Tuesday afternoon in St. Petersburg, Fla., following an operation.

Mr. Weaver for many years was associated with the development of world-wide radio communication, having joined the old Marconi Wireless Telegraph Company of America in December, 1903, which later became the Radio Corporation of America.

Born in London, Mr. Weaver received his education in Scotland, then came to this country.

He was one of the "old-timers" in the days when radio was known as wireless. After a short term as radio operator with the Marconi Company, he was appointed manager of several coastal stations, including that of Siasconset, Nantucket.

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The story is told that while he was manager at the latter station, one of the most important on the Atlantic Coast in those days, about twenty-eight years ago, a young operator named David Sarnoff joined the staff as a junior radio man. Mr. Sarnoff is now President of the Radio Corporation of America.

Upon the re-organization of the central radio office of the RCA in New York, Mr. Weaver was stationed there and later became its Superintendent. He held that post until his retirement, at the age of 65 years.

More than 300 associates and friends were present at a testimonial dinner on January 6, at the Downtown Athletic Club, to signalize the end of his active duty in radio. Mr. Sarnoff was a speaker. Mr. Weaver was presented with a bronze plaque and a "nest egg" of savings bonds representing a value of \$1,400.

Surviving are his widow, Amanda Weaver, and a half-sister who lives in London.

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NETS SEEN TAKING OVER PROGRAMMING IN "MAGIC KEY" MOVE

What is interpreted by agency men as the opening shot in a fight by both NBC and Columbia to regain control over the programming end of their commercials is the sudden move by RCA turning over the complete direction of the "Magic Key" program to NBC, according to Variety. The shift from the Lord & Thomas agency becomes effective following the program's April 4th broadcast and will involve a loss of business to the agency of between \$1,000,000 and \$1,250,000 a year.

"Understanding in the agency field is that, with NBC taking the initiative", Variety continues, "the two major networks have come to the decision that drastic steps must be taken to stave off critical pressure from Washington, and that this end can best be served by bringing the production and booking phases of commercial shows back into the network studios.

"Agency execs are skeptical of NBC or Columbia getting anywhere in this direction. Point out that it's been the competitive flavor which has played an important part in furthering the quality of air entertainment since 1932. It was in this latter year that the networks started to lose their hold on commercial program production, and it is this hold that they purpose to make a sturdy try at re-winning lost prestige.

"Webs feel that only by getting together on some common ground of procedure can they have any effect on disciplining the agencies and the accounts which have objected to strictures as to entertainment content and commercial copy which the networks have tried to impose. In the past when an agency or account has been put on the carpet the invariable reply has been, 'If you don't like it, we'll pull out and go over to another network.'

"Impression in the agency craft is that David Sarnoff and William S. Paley have got together on the problem and mapped out a far-reaching mode of operation, which it is hoped will eventually find the advertisers subject to stronger network influence."

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RADIO TO BE DISCUSSED AT A.N.A. CONVENTION

The Association of National Advertisers will devote a full half-day to radio discussion at its annual convention in Hot Springs, Va., April 26-28. There will be four talks followed by general discussion.

John Karol, of Columbia Broadcasting System, will discuss "Testing a New Program", Louis D. H. Weld, of McCann-Erickson agency, will discuss statistical aspects of radio. D. P. Smeiser, of Proctor & Gamble, and Al Lehman, of the A.N.A. and the Cooperative Analysis of Broadcasting, will contrast city and rural listening habits and program tastes. Robert J. Landry, of Variety, will speak on the showmanship aspects of radio.

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BBC CONSULTS LISTENERS ON THEIR TASTES IN PROGRAMS

The British Broadcasting Corporation, following Mohamet's example of going to the mountain, recently called a conference of representative listeners to obtain advice and criticism on BBC programs.

Five main questions formed the basis of the discussion: (1) What subjects interest you? (2) Who are your favorite speakers? (3) What form of talk do you prefer? (4) At what time do you listen? (5) What would you do if you were in charge of BBC talks programs?

"It is the objective of the BBC to produce, whenever possible, programs which satisfy the claims of responsible opinion", BBC explained. "Similar conferences recently held in London and Edinburgh, at which the interests of the young and women listeners were discussed, proved of considerable value to the BBC program-builders."

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: : : TRADE NOTES : : :
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Jesse Butcher and Philip I. Merryman have joined NBC's Station Relations Department at Radio City headquarters. Mr. Butcher has been managing talent and producing commercial radio programs in New York for the last five years. Formerly, he was a newspaper and publicity man. Mr. Merryman, a radio engineer, has been associated with NBC's Washington studios for ten years and has been Operations Supervisor of the Capital's NBC studios which include both WRC and WMAL since 1931

The Board of Directors of the National Association of Broadcasters will meet April 7th in Washington to "appraise current problems" and to schedule a date and place for the Summer NAB convention. The Washington Hotel will be headquarters.

Fire driven by high winds across a 125-acre tract threatened this week to destroy \$40,000 worth of radio equipment at a Bureau of Standards experimental station near Forestville, Md. about 5 miles from Washington, D. C.

The British Broadcasting Corporation, in an attempt to improve its television programs, has invited owners of television sets to cooperate by sending in answers to the following questions:

"What items in recent programs did you and your friends like or dislike?"

"What difficulties (if any) are you meeting over reception (a) for sound; (b) for vision?"

Suggestions for future programs are also invited.

Mrs. Bert Siebert McNary has resigned as secretary to James W. Baldwin, Managing Director of the National Association of Broadcasters. She had been with the organization for six years. Leonard D. Callahan, recently named Assistant to the Managing Director, will assume most of Mrs. McNary's duties.

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RADIO TO GIVE MORE ATTENTION TO FINE MUSIC, PALEY PREDICTS

Asserting that broadcasters and advertisers of the country are sensitive to the "surprisingly high" standard of musical appreciation throughout the country, William S. Paley, President of the Columbia Broadcasting System, told the Women's National Radio Committee last Wednesday that he believed the industry would respond by giving "an increasing amount of thought and time to this category of entertainment."

"One of the greatest merits of our competitive system", Mr. Paley said, "is that the real and sincere desires of the audience are recognized and fulfilled." He cited as examples of this, the recent engagement of Arturo Toscanini by the National Broadcasting Company, to conduct a series of radio concerts, and the commissioning, by the Columbia Broadcasting System, of six distinguished American composers to write music especially for radio.

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MAJOR BOWES' INCOME RATED AT \$1,500,000 A YEAR

Major Bowes' income is now at the rate of nearly \$1,500,000 a year, according to Variety. This easily makes him the top money maker of show business of all time, it adds.

"About a year and a half ago the Bowes earnings were figured as approximately \$19,000 a week from all sources or about \$1,000,000 annually", the article continues. "Although that figure was considered a new peak for steady income on a week-in-and-week-cut basis, his take at present tops it by almost 50%. This despite the lesser number of road units on tour. His radio salary increase offset shrinkage elsewhere. He is thought to get around 20Gs from Chrysler, a secret between himself and the motor-maker.

"Two of Bowes' former big coin sources are now all or in part washed up. Film shorts, using amateur talent, that brought him about \$50,000 for 26 pictures a year and a half ago are now entirely dead. Amateur stage units, which were bringing the Major around \$2,500 at that time are now down to estimated \$2,000 or so a week. Instead of from half-a-dozen to a dozen units, the Bowes touring outfits now number only five, playing strictly percentage dates on a part-time basis.

"His managing director berth at the Capitol, N. Y., still pays Bowes \$500 a week."

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U. S. RADIO OFFICIAL ASSAILS "EDUCATIONAL PROGRAM MYTH"

Assailing what he termed "a myth of modern broadcasting", William Dow Boutwell, Chief of the Editorial Division, U. S. Office of Education and Director of the Educational Radio Project, cited the success of the programs sponsored by the Office of Education to refute it.

Writing in the bulletin of the National Committee on Education by Radio, Mr. Boutwell said:

"In the next five hundred words I will describe the puncturing of a myth of modern broadcasting. This myth, a frustrating fantasy, is worth killing because its execution may encourage the assassination of some of the more hideous monstrosities that crawl out of our loudspeakers.

"What is this myth? You will find it wearing various guises. You will find both broadcasters and educators accepting it. You will find it cropping out in many of the speeches delivered at the recent National Conference on Educational Broadcasting. You will find it in the report of '4 Years of Network Broadcasting'.

"Briefly, the myth asks you to believe that, 'The majority of the American people want entertainment from their radios - they do not want education.' Sometimes you find it couched differently. Prominent educators will say, 'Of course we realize that educational programs can never be as popular as "Amos and Andy" or Rudy Vallee, but they appeal to the minority and that minority should be served.'

"That myth, that conviction, that assumption is now dead. It has been slain in the last nine months; murdered by the combined strength of 300,000 American radio listeners.

"Little did these 300,000 listeners realize that they were killing a modern myth when they wrote to the U. S. Office of Education. They thought they were writing in response to broadcasts presented by the Educational Radio Project, but their letters, flowing into Washington in an ever-increasing flood - ten thousand, fifteen thousand, twenty thousand per week - have introduced a new fact in American broadcasting, namely, that the public for education on the air is probably as large as it is for entertainment!

"By what right can this claim be made? Three hundred thousand is small beside 4,200,000 letters recently received on a soap series. It is small beside the other records established by many commercial concerns. Yet 300,000 letters is probably more listener mail than any sustaining educational program not created by network broadcasters has yet rolled in. Considering the fact that prizes were not offered, it is very heavy. Few, if any, sustaining programs on NBC, CBS, or MBS can show listener response anywhere near that of the five network programs now being presented by the Office of Education.

"What does this prove? It proves that millions of Americans want educational programs prepared to meet public tastes and interests. To those who have examined this flood of letters, there is clear evidence that educational programs, adequately financed and skillfully produced, can compete with any entertainment programs on the air. This evidence challenges the moss-covered assumption that the public demand is solely for entertainment and issues a clarion call for a new definition of 'public interest, convenience, and necessity.'"

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BBC NOTES PROGRESS AT BERLIN BROADCASTING CONFERENCE

The British Broadcasting Corporation has just issued a resume of actions taken at the recent International Broadcasting Union Conference in Berlin. The resume follows, in part:

"The International Broadcasting Union, the members of which are responsible for the broadcasting programs that are followed by nearly 230 million listeners, has just terminated its Winter meeting, which was held at the Adlon Hotel, Berlin. Those who participated, as delegates or observers, numbered ninety-four, and they represented the broadcasting organizations or post, telegraph, and telephone authorities of twenty-three European countries, as well as of the United States of America, the Dutch East Indies, and Porto Rico.

"In the course of the meeting, four new member organizations were admitted: the Bulgarian State Broadcasting Service ("All-India Radio"), and the National Association of Broadcasters of the U.S.A.

"The Union, under the presidency of M. Maurice Fambert (who, until recently, was the Administrateur Delegeue of the Swiss broadcasting organization), was the guest of the Reichs-Rundfunk-Gesellschaft (R.R.G.), the representative of which, Dr. Kurt von Boeckmann (Intendant of the short-wave service, and Director of Foreign Relations), is one of the Vice-Presidents of the Union.

"The Technical Commission, under M. Raymond Brail-
lard (Director of the Brussels Control Centre) examined the
European wavelength situation in detail. It noted a partial
improvement therein, and proposed a fresh effort to clear
certain interferences which still exist. The Technical Com-
mission further drew the Council's attention to the fact,
demonstrated by the measurements of the Brussels Control
Centre, that the situation in the field of broadcasting short
waves is becoming more and more alarming. This condition, it
is impossible to remedy effectually without working out a plan
for the systematic allocation of these waves on a world scale.
The Council decided to recommend to the postal and telegraphic
administrations that such a plan should be elaborated at the
Telecommunications Conference of Cairo in 1938. Another pro-
posal of the Technical Commission approved by the Council
was to collaborate with the International Acoustics Commission
with a view to systematic coordination of technical studies in
this domain. The proposals of the Cairo Committee of the
Union were likewise approved.

"In another field, new recommendations concerning
the characteristics of music lines were worked out jointly
with some of the representatives of telephone authorities.
These were based on the detailed work of Dr. Braunmuhl of the
R.R.G., and constitute a considerable advance on previous
recommendations as to music lines. Lastly, the Council named
its delegates for the Conference of the C.C.I.R. (the Inter-
national Radio Consultative Committee) which is shortly to
take place at Bucarest, and expressed the hope that advantage
should be taken of the presence of technicians from all parts
of the world to make an unofficial study of the short-wave
situation.

"The numerous problems brought up by the use of
television were set forth in the reports of the R.R.G. on its
relations to copyright and to the sound-film. As is well
known, television may be carried out in various ways and in
particular by direct transmission of images and by the use of
an intermediate film, and the juridical problems that present
themselves, are both numerous and delicate. The Legal Com-
mission's conclusion was that transmission of images to the
public by means of television was simply the complement of the
transmission of sound. In other words, television is only a
form of 'radio-diffusion', or broadcasting, and as such falls
directly within the sphere of activity of the broadcasting
organizations. The reports submitted are to be re-examined at
the next meeting.

"Copyright in general was also discussed. The Con-
ference which was to have been held at Brussels for the revi-
sion of the Convention of Berne has been postponed, in order
to allow of the completion of studies now in progress for
the elaboration of a world-wide convention. The Legal Com-
mission has been concerned with the copyright question for
many years, and in 1935 drew up a memorandum of propositions

embodying the Union's viewpoint as to modification in the Convention; on the present occasion it was decided to study this new development. The broad ground taken is that the rights and duties of broadcasting organizations vis-a-vis authors, publishers, and executives should be reviewed as a whole. It has to be understood that radio-diffusion, in view of the important cultural part that it plays every day, should be regarded as a public service the activities of which ought not to be handicapped. All these problems were considered so important that special committees were formed for each.

"Finally, the recent and important development of short-wave broadcasting has brought up problems that in this domain, as in the technical, call for speedy solution; one of these is the legal protection of the broadcast program, which will be considered afresh at the next meeting.

"Certain matters were dealt with jointly by the Legal and the Program Commissions, the President of the latter, M. Dubois of Holland, presiding over both. One recommendation approved by the Council was to publish before the next meeting an account of all that had been accomplished by members, either individually or collectively, to acquaint their listeners with the institutions and cultural activities of other countries. The Council decided to press on with the Union's studies of ways in which broadcasting could be utilized for the 'rapprochement' of the peoples."

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HEARST APPLIES FOR TWO "BOOSTER" STATIONS

Applications for two synchronized "booster" stations in Washington to be used contingent upon granting of its application for a new local station in Washington were filed recently with the Federal Communications Commission by Hearst Radio, Inc.

The applications grew out of experiments conducted by McNary and Chambers, Washington consulting radio engineers for Hearst Radio, through synchronized operation of an experimental station in College Park, Md., with WBAL, Baltimore, on the 1060 kc. clear channel.

Because these experiments during the past month have shown promise of success, it was stated decision was reached to file the applications. They request construction permits for two boosters to be operated on the 1310 kc. local channel with 250 watts power daytime only which would be operated synchronously with the main transmitter of the proposed broadcast station in Washington.

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CAPITOL SETS UP OWN BROADCASTING STUDIO

The U. S. Capitol now has a "Temple of Radio", where members of Congress can "go on the air" without leaving Capitol Hill.

Senator Henry Cabot Lodge (R.), Massachusetts, and Representative Maverick (D.), Texas, formally dedicated the improvised studio last week.

The Temple of Radio is a room (No. 414 to be exact) set apart in the old House Office Building.

Messrs. Lodge and Maverick were to have made dedicatory speeches, but a couple of engineers were still tinkering with some wires and telephoning their control rooms to "run me up to minus six" when the scheduled hour arrived. So the news photographers recorded the event without sound.

"Act as if you were talking into the microphone", they requested Representative Maverick.

"What shall I say?" Mr. Maverick asked. "I guess I'll talk about the issues of the day. To hell with the Republicans!" he winked at Senator Lodge, who said nothing, but smiled.

Meanwhile, the Senate Interstate Commerce Committee has taken no action on the Pittman resolution to broadcast special Congressional proceedings.

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RADIO EDUCATION INSTITUTE TO MEET MAY 3-5

The Eighth Annual Institute for Education by Radio will be held in Columbus, Ohio, May 3-5. Features of the Institute this year will be a broadcast by Dr. Joseph E. Maddy, University of Michigan, on his weekly band lesson, an address on "Radio's Responsibility for National Culture" by Gladstone Murray, General Manager of the Canadian Broadcasting Corporation, the first American exhibition of recordings of educational radio programs, and an address by Dr. John W. Studebaker, U. S. Commissioner of Education, on "The Governments' Responsibility for Educational Broadcasting."

I Keith Tyler of the Bureau of Educational Research, Ohio State University, Columbus, is in charge of arrangements for the Institute, which will bring together scores of leaders in radio, representing educational institutions and their radio stations, the chains, and commercial stations, as well as governmental agencies concerned with radio.

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STATIC FORECASTS YEARS AHEAD SEEN BY BELL ENGINEER

From records of solar activity gathered by astronomers in the last 200 years, a rule has been devised that may make it possible to forecast world-wide radio receiving conditions five or six years in advance, according to an interview with A. L. Durkee, engineer of the Bell Telephone Laboratories, in the New York Times.

Mr. Durkee explained that each of the 11-year sun-spot cycles, the latest of which will reach its peak some time in 1938 or 1939, has an aftermath called the "magnetic cycle" that profoundly affects short-wave radio transmission.

In studying the record of eighteen 11-year sun-spot cycles, Mr. Durkee has found that the period of minimum spotting is an indication of the number of spots that will appear during the succeeding peak, a half cycle later. The less activity at a minimum, the less will be the activity at the maximum, he found. With a lag of one to two years, the maximum is followed by a period of magnetic disturbance to radio that corresponds in severity to the degree of sun-spotting.

"No one knows what would happen to radio", said Mr. Durkee, "if we should experience another sun-spot maximum such as occurred in 1778, when 154 spots were counted by astronomers, or in 1837, with its average of about 138 spots, or in 1870 with 139 spots. Since then, and during the relatively brief history of short-wave radio, the average in any one cycle has never progressed beyond about 104 spots, which was in 1917.

"Therefore, we are unable to predict what would happen if the 1778 conditions should recur, as radio has never had such an experience. In 1938, the last peak, only about seventy-nine spots appeared, with the three-year average through the maximum part of the cycle only registering seventy spots. The short-waves were then so undeveloped that very few observations were made as to the effect on world-wide channels when spots are most numerous. This new method of forecasting indicates about ninety spots will constitute the average maximum in 1938, 1939 or 1940.

"There is a likelihood that the 154-spot maximum of 1778 may recur some time in the future, or the number may go even higher. It is impossible to predict what actually would happen in such a case. It is certain, however, that it would be a very severe test of short-wave communication."

Mr. Durkee explained that evidence of periodicity of the large-number-of-spot years is meager; that is, they do not seem to recur at constant intervals, hence it is considered impossible to forecast just when they may arrive. It has been found that radio suffers directly from the magnetic fluctuations in about the same proportion to the number of solar

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blemishes visible. The magnetic wave generally lags a year or two behind the spots, but sometimes occurs at the same time, he said.

"It may be found in 1938 and 1939 that the very short radio waves are relatively free of solar spot influences", he continued. "As the spots increase in number the increased ionization in the upper air creates a more perfect conductor for waves between five and twenty meters, so they gradually become more useful over world-wide distances as the spots grow in number. In this may be found a future hope that the present high efficiency of overseas communication can be maintained."

The coming peak in the present cycle may furnish a clue on which engineers can lay the foundations for further pioneering in the field of short-waves, he said.

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NEW TWO-WAY POLICE RADIO TRIED IN SCHENECTADY

An experiment in centralized police control was started in Schenectady under the direction of Police Chief William H. Funston. City precincts were abolished and newly designed and tested two-way radio auto patrols were put into operation.

The system was formally dedicated this week with a program broadcast from Station WGY. The broadcast marked the first and last time that citizens will be able to tune in on police messages, since the radio-patrol apparatus operates on such low frequency that even powerful short-wave sets are not equipped to intercept the signals.

The system is also static-proof, experts say. Broadcasts emanating from the 213-foot tower erected adjoining police headquarters will cut through electrical barriers such as high-tension wires and steel bridges, thus eliminating a disadvantage common to most police two-way patrol systems. The range of signal reception is five to nine miles.

Chief Funston's car, in addition to providing radio contact with patrols, is equipped for rebroadcast through the telephone system. In times of emergency he will be in constant touch both with his patrolmen and with city officials while actually participating in assignments outside his office.

The equipment was designed and built by the General Electric Company.

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::: TRADE NOTES :::

Station WCBC, Zion, Ill., was destroyed last Friday in a fire of mysterious origin that also razed the Shiloh Tabernacle, historic house of worship in Zion. WCBS's loss, exclusive of equipment, was placed at \$600,000. It included a \$30,000 organ.

Charles S. Sykes, son of Eugene O. Sykes, Chairman of the Federal Communications Commission's Broadcast Division, and Miss Kate Farnsworth, daughter of Mr. and Mrs. Palmer Farnsworth, Memphis, Tenn., were married last Saturday in Memphis. Judge Sykes was best man.

The Climax Radio & Television Corporation, Chicago, manufacturer of radio sets, has agreed to discontinue employing the words "Edison", "Elgin", "Hamilton", or "Waltham" as brands or labels for products so as to imply that they are manufactured by or sold under a license or authorization from Thomas A. Edison, Inc., Elgin National Watch Co., Hamilton Watch Co., or Waltham Watch Co., respectively, when this is not a fact, according to the Federal Trade Commission.

A total of 2,140 international broadcasts, in which the finest features obtainable in the cultural, political, entertainment, and news fields were presented, were carried by the National Broadcasting Company and its two original stations, WJZ and WEAJ, from 1924 through 1936, a survey of the twelve-year period, made by Max Jordan, NBC European representative, shows.

Earl Sowers, Promotion Director of the Richmond News Leader, and Managing Director of WPHR, Petersburg, was elected President of the Virginia Broadcasting System at the recent annual meeting. He also becomes General Manager, a newly-created position. He succeeds Hugh M. Curtler, of WCHV, Charlottesville. Station WPHR moves to Richmond in the late Summer and becomes WRNL, and as such will be the key station of VBS. Edward Bishop, of WGH, was reelected Vice-President, as was the Secretary-Treasurer, S. C. Ondarcho, of WBTM.

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NAVY BARES DEVELOPMENT OF "RADIO SPY"

Development of a "radio spy" by which enemy warships can be located or tracked long distances at sea has been disclosed by the Navy Department.

Rear Admiral Harold G. Bowen, Chief Engineer of the Navy, first reported development of the device by the Department's radio direction-finder experts to Congressional Appropriations Committees which handle Navy funds.

Admiral Bowen declined to make public details of the "radio spy", filing such information with the Committees under a "confidential supplement." Navy officers, while saying the development was "secret" and could not be discussed, added that it was possible it would be given its first comprehensive test in naval maneuvers to be held in the Alaska-Hawaii sector in the Pacific this year.

Under the same "confidential supplement", Admiral Bowen also requested funds for the development of a system of cryptography by which warships can transmit signals to another vessel in the fleet which cannot be deciphered by an enemy vessel.

Admiral Bowen said the Navy was bringing Navy vessels up to the minute in radio equipment by replacing old sets with the newest modern apparatus.

"There are about 2,000 radio receivers in the Navy, and about half of them are obsolete insensitive and can be interfered with easily", he said. "We have requested funds to replace them with modern equipment."

Two types of portable radio equipment now are being installed on warship. One type, which requires six men to handle, will be used to maintain communication between ships and advanced bases by landing forces. The other set, designed to be carried on a man's back is to be used by landing forces in action and for inshore operations.

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NAZI USE OF RADIO FOR WORLD PROPAGANDA BARED

The investigation of the desperate and now successful efforts of the Reich radio to drown out the so-called secret station of the German Communist party revealed that the effect of its broadcasts on Pan-German propaganda is resented as much as its possible influence on public opinion within the Reich, according to a Berlin correspondent of the New York Times. He continues:

"The Communist sender, wherever he may have located his short-wave, could be heard clearly throughout Central Europe and, theoretically, overseas.

"The radio, however, more especially short-wave radio, is the Third Reich's most powerful instrument for inculcating Germanic racial mysticism and National Socialist ideas into citizens of other countries who are German in origin.

"The purpose of the elaborate and powerful German short-wave station at Seesen is described frankly in the official book entitled *The Reich Radio*, issued by the Reich Radio Company and the radio section of the Propaganda Ministry. Introducing the chapter devoted to short-wave broadcasting, the book states:

"An instrument is to be created which shall bind all German racial comrades firmly to their homeland and the new national community which has been brought into being here. This process began with the Germans of North America.'

"The latter statement is a reference to the fact that the first move of the new National Socialist short-wave broadcasters was to introduce in April, 1933, two months after Chancellor Adolf Hitler came into power, a radio beam for the United States and Canada. There are now six beams, covering the whole surface of the globe.

"Writing in August, 1936, one of the directors of the short-wave service stated:

"The conquest of the nation by radio was a colossal event, but of the 100,000,000 Germans in the world, some 15,000,000 German racial comrades overseas were at first left out of this development. This was tragic, for these very Germans who, winning new prestige for their motherland abroad, often have a profound longing for the home country. It appeared almost hopeless to bring this other Germany nearer to Adolf Hitler's Reich.

"The radio has succeeded, however. This task which never before has been undertaken has fallen to the German short-wave sender.

"Wherever he may be, in the skyscraper cities of the New World or in a village school in the Brazilian jungle, the radio hearer can switch in and become a member of the German world community.'

"The article states that in 1935, 30,000 letters were received and that all were answered.

"The great majority of those who thus were invited 'to switch in and become members of the German world community' are citizens of other countries. It is estimated by the Foreign Office here (Berlin) that there are some 3,000,000 German citizens living abroad. The German short-wave directors claim, however, to have a potential audience of 15,000,000 German 'racial comrades' overseas. They refer to 100,000,000 Germans in all the world, whereas the Reich has a population of only 68,000,000."

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PAYNE MENTIONED AS G.O.P. CANDIDATE FOR N.Y.C. MAYOR

Commissioner George Henry Payne, of the Federal Communications Commission, was mentioned this week as a possible candidate for the Republican nomination for Mayor of New York City, in a syndicated and copyrighted article by Lemuel F. Parton. The article said, in part:

"In the early sessions of the fusion group, which finally nominated and elected Fiorello H. LaGuardia, Mayor of New York City, the three leading LaGuardia pioneers were Samuel Seabury, W. Kingsland Macy, and George Henry Payne. Now, in the Republican shifting and shuffling which prefaces the selection of a candidate to run against Mayor LaGuardia, Mr. Payne's name is the first out of the box. It is offered by Mr. Macy, former State Chairman, in his publication, the Suffolk Everyweek. This writer hears more and more talk about Mr. Payne as a possible candidate - a Warwick tilting at the throne."

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ROY HOWARD'S SON HEADS CONTINENTAL RADIO CO.

Jack R. Howard, 27-year-old son of Roy W. Howard, has been elected President of Continental Radio Co., succeeding Karl Bickel, who was named Chairman of the Board of the radio subsidiary of Scripps-Howard Newspapers.

Members of the Continental Radio Co. directorate elected this week included Mr. Bickel, Mr. Hawkins, Jack Howard, M. H. Aylesworth, former President of the National Broadcasting Co., now connected with the Scripps-Howard general management, and Paul Patterson, Comptroller and General Counsel for Scripps-Howard Newspapers and the radio subsidiary.

For the past six months, Jack Howard has been Assistant Secretary of the radio company and its Washington representative. His duties in Washington have been taken over by Paul M. Segal, Scripps-Howard radio attorney.

It was announced that James C. Hanrahan will continue as Vice-President of the company, an Ohio corporation formed in August, 1935. It owns and operates WNOX, Knoxville (Tenn.) News-Sentinel station, and WCPO, Cincinnati Post station. Applications have been filed for new stations in Toledo, Columbus, Washington and Denver.

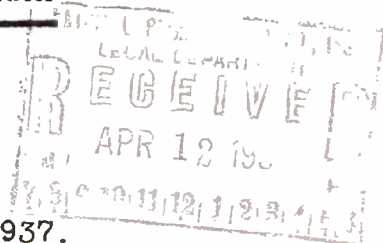
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication



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CELLER PRESSES FOR HEARINGS ON SHORT-WAVE STATION

Representative Celler (D.), of New York, this week predicted that the House Naval Affairs Committee shortly will schedule hearings on his bill to establish a government-owned short-wave broadcasting station in Washington. There were indications that the hearings may start within the next fortnight.

The Pan American radio station proposal has been pending for several years, but its sponsors now insist that it has the backing of the Administration and has an excellent chance of becoming a law.

Congressman Celler's bill authorizes an appropriation of \$700,000 for construction of the station and \$100,000 annually for its maintenance. Commercial advertising would be barred, but commercial stations would be permitted to use the facilities under conditions proscribed by the U. S. Office of Education.

Commissioner George Henry Payne, who is one of the promoters of the station, has charged that commercial broadcasting interests have been responsible for the delay in construction of the station, which was authorized at the Montevideo Conference four years ago.

The station, if built, will operate on the short-wave frequencies allocated to the Navy Department but in some instances lent to commercial broadcasters.

Other radio legislation appeared to be at a standstill this week as the Senate continued to concentrate on the President's Supreme Court reform proposal and the House concerned itself with other matters.

Indefinite delay was foreseen on the Wheeler proposal to curb the acquisition of broadcasting stations by newspapers. The Pittman resolution to provide for the broadcasting of special sessions of Congress was still lying idle in the Senate Committee on Interstate Commerce.

On the House side the Rules Committee was still holding up the Connery resolution for a broad radio investigation with the chances about even as to whether it will be reported to the House, with or without amendments.

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RADIO PROGRESS REVIEWED IN SARNOFF ANNUAL REPORT

The Radio Corporation of America "has moved forward on every front covered by its operations - manufacturing, broadcasting, communications, research, patents, and television", David Sarnoff, President, declared in a statement made to FCA stockholders in New York City this week.

A summary of his review follows:

"MANUFACTURING: At the spring meeting of its distributors, our manufacturing division will introduce a new line of RCA Victor receiving sets, phonograph combinations, and other products. The market trend is definitely toward improved quality of performance and appearance.

"BROADCASTING: In our broadcasting operations, the substantial advance made during 1936 in the commercial position of the National Broadcasting Company has continued.

"COMMUNICATIONS: General increased business activity has caused a larger volume of foreign correspondence, increased foreign travel, and greater traffic in the exchange of international broadcasting programs. All these have resulted in a larger volume of business for our communication services. Both R.C.A. Communications and Radiomarine Corporation are benefiting from this increased business activity in the foreign field.

"RESEARCH: Our leadership in research, covering every development of the radio art, continues to produce improvements in broadcasting and receiving equipment, and in all other electronic applications. We are maintaining unabated our research efforts in the promising field of ultrashort waves. In the conquest of this part of the spectrum, lies the hope of perfected television and facsimile, as well as the establishment of other new radio services.

"TELEVISION: Technically, the art of television needs still further improvement in transmission as well as reception. As these improvements are made, the cost should decrease and thereby reduce the magnitude of the financial problems of establishing a nation-wide television service.

"The Columbia Broadcasting System has just announced its plans to enter the field of experimental high-definition television. That company has placed with us, this week, an order for the manufacture of a modern RCA television transmitter to be installed on the Chrysler Building in New York City.

"FINANCIAL: Net profit, after all deductions, will be approximately \$2,200,000 for the first quarter of 1937, compared with \$1,287,000 for the first quarter of 1936. This is an increase in net profit of more than \$900,000 for the first three months of this year, compared with the same period of last year. After allowing for the quarter's preferred dividend charges, amounting to \$808,000, there remain \$1,391,000, equivalent to ten cents per share of common stock, against a deficit of approximately one cent per share in the corresponding quarter of last year."

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INDIA AWARDS CONTRACTS FOR NINE STATIONS

Awards have just been made for nine broadcasting sets, bids for which were recently opened by the Government of India at New Delhi. The successful bidder for 4 medium wave 5 kw. sets and one short-wave 5 kw. set was the Marconi Company, while 4 short-wave 10 kw. sets were awarded to the Philips Electrical Company,

Philips' bid on the four 10 kw. sets was Rs.131,000 each, f.o.b. Indian port, or Rs.133,000, f.o.b. Delhi.

Awards were made on the basis of a 4,000 working hour guarantee on valves and also a guarantee against price increase for valve renewals during the next five years. Deliveries were 32 weeks for the first set, 40 weeks for the second, 48 weeks for the third and 56 weeks for the fourth. Erection is going to be done under Government of India supervision although Philips is supplying the erection engineer who will be on Government payroll from the arrival of the first set to the complete installation of the last set.

British bids on the 10 kw. sets were very slightly over the Philips' bid; their valve guarantee was only for 2,000 hours. Marconi bid Rs.75,125 each f.o.b. on the medium wave sets and Rs.80,252 f.o.b. port with the addition of approximately Rs.38,000 for aerial, installation and mast lights on the short wave set. These awards were also based on valve guarantees and guarantees against price increases.

The value of the rupee in India is 36.9 cents in U. S. currency.

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ASCAP FORMS ADMINISTRATIVE COMMITTEE; MILLS CHAIRMAN

The American Society of Composers, Authors, and Publishers this week reorganized its administrative set-up by forming an Administrative Committee with E. C. Mills, former General Manager, as Chairman.

John G. Paine, Chairman of the Board of the Music Publishers' Protective Association, was selected to become General Manager, succeeding Mr. Mills, who will now be relieved of most of his administrative duties.

The other members of the Committee are Gene Buck, President of ASCAP, Irving Caesar, Louis Bernstein, and Walter Fischer.

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DEMAND IN PANAMA FOR RADIO RECEIVING SETS INCREASING

The demand for radio receiving sets in Panama has been steadily increasing since the inauguration in 1935 of regular radio broadcasting within the Republic, according to Assistant Trade Commissioner A. R. Randolph, Panama, in a report to the Electrical Division, Bureau of Foreign and Domestic Commerce, Department of Commerce.

Imports of radio receiving sets into Panama which totalled 1,618 units in 1934, advanced to 2,558 units in 1935, and registered a further increase in 1936 when imports were recorded at 3,120 units, practically all of which originated in the United States, the report states.

The average price paid by the consumer for receiving sets of the combination short wave and broadcast bands is approximately \$60. It is believed that lower priced units would stimulate sales in the Republic, according to the Commerce Department.

Seven broadcasting stations are in operation in the Republic at the present time and three additional stations which have now been licensed and assigned wave length and frequency have not yet commenced broadcasting, it was stated.

Woodwork in radio receiving sets intended for use in Panama should be constructed with strict regard for the warm humid climate. All metal parts must be protected against corrosion since moisture gets into any exposed and susceptible part. According to John H. Payne, Chief of the Electrical Division, sets structurely correct for American use often deteriorate rapidly in the presence of the excessive humidity in many tropical countries.

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BROOKLYN CASE HEARING ENDS AFTER THREE WEEKS

The now celebrated "Brooklyn case", which has been pending before the Federal Communications Commission and its predecessor, the Federal Radio Commission, for several years on Friday completed another stage in its progress. Hearings, which have been conducted daily for the last three weeks, were concluded.

It is expected that the FCC will take several weeks to study the voluminous testimony before reaching a decision.

As the case was held before the full Commission, practically all other matters before the regulatory body have been delayed.

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FRENCH TELEVISION RESTRICTED TO GOVERNMENT

M. Jardillier, Minister of P.T.T., has announced that, in order to avoid the difficulties which had been experienced in the development of broadcasting, the Government has decided that television experiments should be made by the State in collaboration with specialists only, according to World-Radio. He has, therefore, refused to allow Radio-Toulouse to make television transmissions. This is evidently the reason why Poste Parisien has not succeeded in obtaining permission to transmit television, in spite of having installed the Barthelemy system. Since the beginning of the year, transmissions of white lines, squares, rectangles, and other geometrical figures have been made from the rue de Grenelle from 10 a.m. to 10:30 a.m. and from 4:30 p.m. to 5 p.m. in order to assist manufacturers in testing their apparatus.

The Minister of P.T.T. has decided upon the construction of a new ultra-short-wave transmitter for the television station of the Eiffel Tower. The Broadcasting Service will take steps to increase the power and range of the station to permit the transmission of television under the best conditions possible at the present moment. Further details of these improvements will be given later.

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NBC'S MARCH REVENUE 19% UP OVER YEAR AGO

NBC network revenue for March, 1937, climbed 19% over the corresponding month last year - the total of \$3,614,283 making the gain for the first quarter of 1937 24% ahead of the same period in 1936.

Individual NBC network figures for March, 1937, give the NBC-Blue Network \$1,082,961, and the NBC-Red Network \$2,531,322.

The first-quarter total for 1937 - \$10,452,064 - compares with \$8,433,988 in 1936.

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SOUTH AFRICAN RADIO REFERENDUM PROVES FLOP

The radio referendum recently conducted by the South African Broadcasting Corporation was far from being successful, according to the U. S. Department of Commerce. Less than 50,000 replies were received to the 157,000 inquiries sent out, and for this reason: it is said that the Board will not publish the results of the referendum. Meager though the results were, the Board is proceeding on the theory that the votes represent opinion throughout the Union, and doubtless its actions in the immediate future will be guided by the response it has received.

It is believed that there will be a reduction in the ratio of Afrikaans in Johannesburg broadcasts and other districts where votes showed an overwhelming demand for unilingual programs. In order to bring this into effect, a new transmitting station at Springfontein will be erected at a cost of £40,000, and will be connected with Port Elizabeth by land line, for broadcasts of completely Afrikaans services.

It has been decided to send the General Manager of the Corporation on a brief trip to England, to investigate latest advances made in broadcasting and in television.

According to estimates based on the result of the referendum, 700,000 people in the Union listen in on the 160,000 licensed sets. Of these, 75,000 (slightly less than one half) are on the Rand. These figures indicate that there is still a tremendous market here for sales of new sets. It is thought that practically 100 percent of the sets in the Union are licensed, and that there is little, if any, pirating.

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5000 RADIO RECEIVERS TO BE DISTRIBUTED TO CHINESE SCHOOLS

To supplement the two thousand radio sets now installed in the schools of China, the Ministry of Education has just ordered the distribution of an additional five thousand radio receivers to schools, according to a report to the Commerce Department from the American Commercial Attache, Shanghai.

The Chinese Government electric works at Shanghai which furnishes government supplies is manufacturing the majority of the radio sets. The Central Broadcasting Station at Nanking has been instructed to furnish daily broadcasts on educational and scientific subjects, the report states.

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MUTUAL REVENUE FOR MARCH GAINS 11%

The Mutual Broadcasting System's gross revenue for the month of March totaled \$212,861.07, an increase of 11 percent over March, 1936.

The cumulative total for the first quarter gives MBS \$602,311.16.

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FOREIGN RADIO ADVERTISEMENTS BANNED BY DUTCH

A Netherlands ministerial letter has been sent to radio distribution stations prohibiting the transmission of foreign radio advertisements or of programs consisting chiefly of advertisements (such as the Luxemburg station).

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A favorable report was filed by Examiner Melvin H. Dalberg this week with the Federal Communications Commission on the application of WATR, Waterbury, Conn., for authority to shift its frequency from 1190 to 1290 kc. and increase its power from 100 to 250 watts and its operating hours from part time to unlimited.

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CBS MARCH BILLINGS SET NEW RECORD

Time sales on the Columbia network for March, 1937, totalled \$2,559,716, an increase of 17.8% over March, 1936, which grossed \$2,172,382. This, a record-breaking March, is the second highest month in CBS history, following October, 1936, when billings reached \$2,764,808. Cumulative total for the first quarter of 1937 is \$7,202,653, an increase of 20.4% over the same period last year.

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JAPANESE TIGHTEN UP ON SHORT-WAVE SETS

A newspaper clipping, submitted by U. S. Assistant Trade Commissioner Carl H. Boehringer, Tokyo, cites the case of port police tightening up on short-wave radios through the seizure of such a radio from a person not a subject of Japan. The owner of the radio was charged with having possessed a short-wave radio without a proper license. This incident took place in Yokohama.

Gendarmerie officials advised a representative of the "Japan Advertiser" staff that they believe short-wave sets have been imported generally, although their use is virtually prohibited by law, and they intend to handle the above case vigorously as a warning to others. Persons violating the wireless telegraphic regulations governing radio sets are liable to a maximum fine of 1,000 yen or imprisonment up to one year and confiscation of the set, according to the officers. The outcome of the owner is not as yet known.

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Stromberg Carlson Telephone Manufacturing Company and subsidiary makes the following financial report for 1936: Net profit after surtax, \$235,531, equal, after annual dividend requirements on 9,768 shares of 6½ percent cumulative preferred stock, to 63 cents each on 273,280, no-par shares of common stock. This compares with \$46,654, or \$4.66 each on 10,000 shares of 6½ percent preferred stock, earned in the preceding year.

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AERIAL MEDICAL SERVICE UNIQUE RADIO UNIT

A unique radio organization of the Antipodes is the "Aerial Medical Service" in Australia.

As explained by U. S. Consul John W. Dye, of Melbourne, it was founded sometime in May, 1928, under the auspices of the Australian Inland Mission. Baby "pedal sets" form the equipment sold to inland settlers. There are now about 50 "pedal sets" in isolated outposts throughout Australia. Cloncurry, in the State of Queensland, is the headquarters or the location of the mother radio station. The source of power for the transmissions is a small high tension generator which, instead of being engine driven, is operated by bicycle pedals. This provides a simple, constant power supply, which requires little or no attention to keep it in working order.

The messages are set from the "pedal sets" in Morse code, but it is not necessary for the station people to know the code. Supplied with each machine is an automatic keyboard. This machine has a keyboard exactly like that of a typewriter. To send a message, all that one has to do is to press down the appropriate keys, just as though one were typing a letter, and the machine automatically sends the corresponding Morse code signals.

On these sets messages for advice and medical help are sent, and usually picked up by the Cloncurry station. At Cloncurry there is an aeroplane always awaiting, with a doctor standing by. The plane has a cabin sufficiently large to carry a patient on a stretcher.

The Victorian branch of the Association is responsible for the newly established base at Wyndham, in West Australia. Another base is at Port Headland, West Australia, which is under the West Australian administration.

The wireless sets have been designed and built by an Alfred Traeger, now chief wireless engineer of the Aerial Medical Service. It is understood that the cost of installing wireless sets in the individual outposts or homesteads is about £80 (approximately \$320).

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✓ SARNOFF HECKLED AT STOCKHOLDERS' MEETING

The annual meeting of the Stockholders of the Radio Corporation of America, held Tuesday afternoon in New York City, was almost turned into complete disorder as "boos" and cat-calls were hurled at David Sarnoff, President, who presided over the meeting, according to the New York Times. When a stockholder rose to defend Mr. Sarnoff, he was greeted with cries of "Stooge!"

"There were about 250 persons at the meeting", the Times reported. "The disturbance began when Mr. Sarnoff announced the names of four Directors to be voted upon for re-election to the Board for three years. Particular objection was voiced by Lewis Gilbert, who said he 'represented 800 shares', against the appearance on the ballot of the names of Edward J. Nally and Frederick Strauss.

"Mr. Nally and Mr. Strauss were attacked by Mr. Gilbert on the ground that they 'held no stock whatsoever in the company, and therefore, should not represent the stockholders.' He added that it was his intention to 'instigate a protest vote against the present directorate.'

"This, apparently, was all that a handful of stockholders needed to hear, for almost immediately a dozen or more stockholders jumped from their chairs to uphold Mr. Gilbert's contentions. Mr. Sarnoff, who by now was constantly calling for order, requested the dissenting group to 'at least observe the elementary rules of parliamentary procedure', and was greeted with 'boos.'

"However, his request proved futile, for a woman stockholder, who identified herself as Miss Anna E. Robinson, challenged Mr. Sarnoff's ability as President of the Company and demanded that the present Board of Directors, which she termed 'nothing but a group of bankers and stock brokers' be replaced by men who 'knew a little more about the technical side of the radio business.' She added that she was opposed to 'banker management that is totally ignorant of the affairs of the Company it directs.' She also demanded to know 'why the investors do not get more consideration.'

"Mr. Sarnoff, who was talking into a loud-speaker system, indicated that if order were restored, he would gladly answer her question. In a few minutes the situation quieted down somewhat and Mr. Sarnoff said:

"If this lady knew personally, as I do, those Directors which she now attacks, I am sure that she would not hold them incompetent. They have devoted years of untiring and unselfish devotion to the affairs of our Company and deserve a vote of thanks.'

The Directors were re-elected.

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NBC STARTS NEW TELEVISION TESTS

Field tests of RCA experimental television with the new 441-line definition, were resumed this week by the National Broadcasting Company. The tests will continue throughout the Spring and Summer months.

Test programs will be televised daily from the NBC transmitter in the Empire State Tower. Quality of reception will be checked by NBC engineers on more than 75 receivers placed at selected points throughout the metropolitan area.

O. B. Hanson, NBC Chief Engineer, said the object of the new tests, which represent the latest development in seven years of television experiment by NBC, is to determine the home program potentialities of high definition television. RCA television of 441-line definition has been in operation in the laboratory since last December, but this will be the first test under practical field conditions.

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CHAIN STORE CLASHES WITH WCAU IN "CENSORSHIP"

The Great Atlantic & Pacific Tea Co., which has been waging a campaign against a proposed Pennsylvania chain store tax, clashed with Station WCAU and the Columbia Broadcasting Co. over its "Bandwagon" radio program in Philadelphia last week.

The Company had planned to present on its program Thursday two speakers who were to talk against the chain store tax bill now being considered by the Pennsylvania State Legislature. O. C. Adams, President of the A. & P. Southern Division, charged that the speakers were not permitted to deliver their addresses. As a result, the Company inserted full-page advertisements in Philadelphia newspapers Friday headed: "This Is the Story the Radio Kept From You." Below this caption, the addresses of Eleanor Davis, economist, and G. A. Boger, President of the Lehigh Valley Cooperative Farmers' Association in Pennsylvania were printed.

In explaining the radio station's stand, Dr. Leon Levy, President of WCAU, said: "Columbia Broadcasting System and WCAU sell time to advertisers solely for the advertising of their goods and services. We refuse to sell time for the discussion of controversial public issues or dissemination of propaganda to influence legislation."

Dr. Levy then offered free time for discussion of the issue if speakers of both sides were on the program. The offer was accepted, and the debate was held on the following Saturday night.

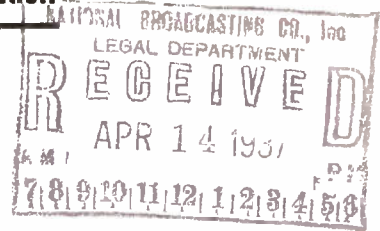
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DUNLAP CONTRIBUTES NOTABLE MARCONI BIOGRAPHY

Just off the press is the first great biography of Marconi.

It is written by Orrin E. Dunlap, Jr., Radio Editor of the New York Times, whose own career began as a wireless operator. It reveals much heretofore unknown about Marconi's early life, is the result of years of painstaking research and carries a preface by Marconi, who himself read the final proofs so that the book would be accurate in facts about wireless and historically correct in personal detail. *no - 1* *no my* *no - 1*

In addition to the story of the part played by the Italian wizard in the development of radio, told as never before, the book touches on many historical events - the heroic and dramatic role of Marconi wireless in the "Republic" disaster and the "Titanic" mid-ocean tragedy. The biography is profusely illustrated.

Here indeed is a book - "Marconi - The Man and His Wireless" - published by The Macmillan Company, New York (price \$3.50) which is so attractively written and so important historically that it will probably prove not only a best-seller but an authoritative library reference book of all time.

In the preface, Marconi wrote that it was pleasing to him that Mr. Dunlap, an editor possessing a wide background of practical experience in radio, had written the story and the great inventor concluded:

"In revealing to the world the significance of wireless and its influence on the lives of the people, I hope that this book in English will further cement the friendship of Italy and the Anglo-speaking nations, and that this story of wireless will be an inspiration to youth in science. The achievements of wireless illustrate the truth that where there is a will there is a way. There are no limits in science; each advance widens the sphere of exploration. It was that way in 1895; it is that way now.

"Radio is a symbol of progress."

Face to face, Marconi is radically different from the world's general picture of him as a scientist, Mr. Dunlap writes. "He is more English than Italian; shy and mysterious, punctual but not easy to meet. Simplicity is the secret of his wizardry and simplicity of thought enabled him to accomplish

what skilled mathematicians and theorists had failed to do because they became entangled in deep technical approaches. Marconi crowned by wireless, is always news, generally front page.

"Today broadcasting bespeaks his genius; television illustrates it."

One of Marconi's early associates was quoted as saying that the success of Italy's genius may be summed up in patience and infinite persistence plus a great deal of natural ability. This man said that he had seen Marconi work thirty hours at a stretch; that he hated routine business, and while he has a business sense, he lacks administrative and organizing ability. He is no mixer; out of 700 on the Marconi staff probably not more than a half-dozen knew him well enough to speak to.

Among the anecdotes in the book, of which there are many, Mr. Dunlap relates the following about President Roosevelt and Marconi:

"'Marconi Day' at the exposition was designated in tribute to the distinguished visitor, and on that occasion the Western Society of Engineers invited Marconi for luncheon. Just as the engineers were seated a note came from President Roosevelt, who was also a guest of the Exposition on that day, inviting Marconi to pay him a brief call. The Senatore excused himself, and some twenty minutes later returned. His face wore a puzzled expression; as he sat down at the luncheon table he turned to Dr. Arthur H. Compton, and exclaimed:

"'Where did I meet that man? Mr. Roosevelt described the exact details of a meeting in 1917, but for the life of me I cannot remember the occasion.'

"It was apparent that on the earlier occasion of their meeting, when Marconi was visiting the United States on behalf of the Italian Government, there was no reason for him to remember an Under-Secretary of the Navy, who was one of the many guests at a reception in his honor, whereas, to the Under-Secretary Franklin D. Roosevelt, the inventor of wireless was the man of the hour."

A highlight of the book is a description of the thrilling moment in Newfoundland when the great wizard breathlessly tried out his receiving outfit by which he hoped to pick up an electric signal from across the Atlantic in Poldhu, England, thirty-six years ago. Marconi listened and listened, but not a sound was heard for half an hour.

"Suddenly, at about 12:30 o'clock, unmistakably three scant little clicks in the telephone receiver, corresponding to three dots in the Morse code, sounded several times in my ear as I listened intently", said Marconi, in recounting the day. "But I would not be satisfied without corroboration.

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"'Can you hear anything, Kemp?' I said, handing the receiver to my assistant.

"Kemp heard the same thing I did, and I knew then that I had been absolutely right in my anticipation", recalled Marconi. "Electric waves which were being sent out from Poldhu had traversed the Atlantic serenely ignoring the curvature of the earth, which so many doubters considered would be a fatal obstacle. I knew then that the day on which I should be able to send full messages without wires or cables across the Atlantic was not very far away. Distance had been overcome, and further development of the sending and receiving instruments was all that was required."

It is told how Marconi was conducted on a tour of Radio City, through the elaborate broadcasting studios and back-stage of the magnificent Music Hall.

"To the showman who pointed out the features, Marconi did not appear to be impressed. His mind seemed to be looking ahead - to something even greater? Or was he puzzled at the vast outlay of money in this field of radio which might change overnight and render much of it obsolete?

"To the chief engineer who described the nerve centre of the broadcasting system Marconi gave the impression of being perplexed; when a novel device was explained, the only word he found to express surprise was, 'indeed', with an exclamation point, It all seemed as if modern radio had run ahead of Marconi, But had it?"

Referring to the yacht "Elettra", on board of which the inventor's notable experiments have been carried on, Mr. Dunlap pays a final tribute.

"Throughout the ages it seems the 'Elettra' will sail on and on into the infinite with her white and golden bow gently dipping with the swells of Time as it moves across the ethereal sea toward the westerly sun. On the bridge Marconi can be seen waving his Italian naval cap in farewell to earthly waters. Surely there must be more of wireless out there in the infinite, far off in unfathomed space across which all wireless waves endlessly surge against unseen shores from which no traveler has yet returned.

"The spark of his genius will leap forever across the skies."

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PAYNE PROPOSES BROADCAST STATION TAX

Commissioner George Henry Payne, of the Federal Communications Commission, advocates a special tax on broadcast stations. A letter was sent Tuesday (April 13) by Commissioner Payne to Congressman John J. Boylan, of New York, outlining the former's station tax proposal. Also a bill which Mr. Payne drafted embodying his suggestions. Mr. Payne's letter follows:

"In accordance with our conversation of the other day, I am sending you my ideas of a bill that would meet the serious situation that exists with regard to the taxing of the broadcast stations. As neither Dr. Miller nor myself is a bill drafter by birth or profession, I suppose you will have the bill run over by your Legislative Counsel of the House. There has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax, as they now enjoy the use of a great national resource and it is the government that bears the burden of the regulation without which they could not exist.

"Various members of both branches of Congress have at times suggested that this situation should be remedied, but all the suggestions were in the form of taxation of the gross revenue or net income. This form of taxation with the varying sums and the large amount of labor involved is obviously not as workable or practical as the one outlined in the bill enclosed.

"The levy on power in the form of a special tax is simple, calculable at once and is eminently fair. To give you some idea of the profits, it is a fact that there are not more than \$40,000,000 invested in the broadcasting business and the gross revenue last year exceeded \$107,000,000, with the possibility of its reaching \$125,000,000 to \$130,000,000 in the current year. Not long ago, one station, which represented an investment of \$177,192.15, was sold for \$1,250,000; another, which represented an investment of \$146,006.02, was sold for \$452,500.00; and still another, which represented an investment of \$90,321.09, was sold for \$300,000.00, - and so on.

"Computed on the broadcast licenses now in effect, the total amount of revenue that this special tax will yield will be \$6,946,395.00, including the tax on an experimental broadcast license now in effect, representing a temporary increase of 450,000 watts.

"Many years ago the government gave to the telegraph companies concessions in land and timber and the government has since that time continued to receive compensation in the form of substantially lower rates. The government, as you know, pays only forty per cent of the normal rates on all messages sent by telegraph. In the case of the broadcast industry the

government has made a far more valuable gift from the public resources without any compensation whatever.

"The proposed special tax will be no burden on the broadcast industry as it represents less than six percent of the revenue of the industry. At best it is but a small return for the great privilege the industry enjoys in using the people's airwaves. I may mention, in this connection, that the bill represents purely a revenue measure and that no special tax heretofore levied by the government, including the special taxes of the Harrison Act and the Firearms Act, which are largely regulatory, has ever been upset by the courts."

The section of Mr. Payne's bill having to do with special tax rates and registration reads:

"On or before July 1, 1937, or upon first engaging in the operation of a broadcast station in the United States, and thereafter on or before the first day of July of each year, every person operating a broadcast station in the United States shall register with the collector for the district in which such station is located, his name or style, principal place of business, and places of business in such district, and pay a special tax, computed on the power authorized by the Commission for use by the station, at the following rates:

"For every station authorized to use not in excess of 1000 watts, \$1.00 a watt for each watt authorized. For every station authorized to use in excess of 100 watts and not in excess of 10,000 watts, \$2.00 a watt for each watt authorized. For every station authorized to use in excess of 10,000 watts, \$3.00 a watt for each watt authorized.

"If the tax is payable on the 1st day of July in any year it shall be computed for one year; if the tax is payable on any other day it shall be computed proportionately from the 1st day of the month in which the liability to the special tax commenced to and including the 30th day of June following: Provided that, in the case of failure on the part of the Commission to renew a license for any station in respect to which special tax has been paid the unexpired portion of the period for which the special tax stamp has been issued may be redeemed.

"In the case of a part time station, the tax shall be that proportion of the tax imposed by subsection (a) which the number of daily hours authorized by the Commission bears to 24 hours.

"In the case of a station using varying amounts of power, the tax shall be at the rate imposed by subsection (a) using as the basis the weighted average amount of power authorized by the Commission.

"Time borrowed from or loaned to another station shall not affect the basis of the tax.

"The provisions of section 2 shall not apply to a station certified by the Commission to the Commissioner as (1) operated by the United States Government, any State, Territory, or possession of the United States, or any political subdivision thereof, or the District of Columbia; or (2) operated exclusively for non-profit purposes and broadcasting only unsponsored programs."

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U.S. REPORT ON HAVANA PARLEY SUBMITTED TO STATE DEPARTMENT

Coincident with the adoption of a resolution by the Cuban Cabinet to invite all countries on the North and South American continents to a radio conference next November in Havana, the report of the U. S. delegation to the recent Havana engineering parley was submitted to Secretary of State Hull this week. The report paves the way to the November Conference.

The recent engineering conference was participated in only by Canada, Cuba, Mexico, and the United States. A tentative accord was reached, but all decisions are subject to approval by the general meeting in November.

The major problem worked out by the initial parley, according to the U. S. report, was the proposals of Canada, Cuba, and Mexico that exclusive channels be assigned to each nation and that these channels be divided on the basis of some formula acceptable to all four nations represented.

Three members of the U. S. delegation, Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission; Harvey B. Otterman, of the State Department; and Ellis O. Briggs, Second Secretary of the U. S. Embassy in Cuba, were on this important committee.

"After an intensive study of the views of each of the countries represented and a real attempt to decide the extremely complex problems on the basis of sound engineering principles rather than on the basis of national or political considerations, the Committee was happily able to arrive at a meeting of the minds", the U. S. delegation reported, "and the following principles were agreed to unanimously:

"With respect to clear channels, the former doctrine of international coverage has been change to 'freedom from interference within the borders of a country.'

"The adoption of the United States standard practices for regional stations is applied to the North American region as a whole resulting in the use of regional channels by all nations when no interference will exist to any regional station under the engineering standards recognized in the engineering report of January 11 of the Commission's Engineering Department. This was accomplished after full consideration by all delegations of the doctrine long recognized by our Government with respect to sovereign rights of nations relative to the use of radio. Therefore, no new international principle or change of policy on the part of the United States is involved.

"With reference to clear channels, the rights of nations to use frequencies is modified when they cause interference to the reception of stations in other countries, and hence it is recognized that regional arrangements are necessary to permit the orderly joint use by all nations of the narrow broadcasting band mutually agreed upon by nations of the world for allocation to broadcast service. No new international principles have been evolved here with regard to clear channels and the practice and policies of the United States have been sustained.

"Channels formerly assigned exclusively to a country can be used by other nations in daytime when no more than five micro-volts interference is caused, at the border by stations of another nation using the same channel. This will result in easing the present difficulties in the United States relative to our daytime stations by adding six channels which are in the band 550 to 1500 kc., which are not now available to us. While the same concession was made to Canada and to other nations, no harm can come to the United States stations if the terms of this agreement are set forth at the November Conference and agreed upon there and thereafter maintained in force by all nations.

"Three classes of clear channels, one class of regional channels and one class of local channels were recommended much along our own present or proposed practice except that the use of directional antennae is encouraged between nations when convenient. This is in accord with what has been recognized as engineering necessity in our own country.

"Six classes of stations defined very much along the lines of the Federal Communications Commission's Engineering Department's January report were adopted. These do not materially change our existing practice and are in accord with our present necessities.

"For the purpose of promoting coordination between nations with respect to questions of interference in the broadcast band 540-1600 kc., each nation a party to this agreement, should notify the others with respect to the call signs, frequency, power, antenna characteristics, and location of the

stations they have authorized; and for purposes of obtaining cooperation with respect to international interference they shall state in which class they deem the stations they have authorized should be listed.

"For the first time in international radio history, 'objectionable interference' has been defined in specific terms for use between nations on the North American continent. The United States practices are followed in this instance and it is believed that, in view of the general misunderstanding throughout the Americas of what is meant by interference of an objectionable character, this action will go far toward attaining an orderly use of the broadcast band in this region.

"The frequency 540 kc., is permitted to be used for broadcasting as provided for in the present agreement between Canada and the United States except that distance from the coast line is prescribed. The broadcast band was extended to 1600 kc. in accordance with the United States proposals at Mexico City and present United States policy.

"The use of 520 kc. and 530 kc. and all other long waves was rejected for broadcasting. This is in accord with the existing United States policy. The frequency separation of 10 kc. and the assignment of frequencies in multiples of ten kc. was maintained in accordance with the present United States policy.

"The division of the 107 channels between 540 and 1600 kc. is as follows:

- "58 as clear channels of all classes
- "33 as regional channels
- "16 as local channels, ten of which are for urban stations (our low power regionals) and six for city stations (our local)

"An important recommendation ratified by the Conference recognizes the essential difference between broadcasting frequencies in the normal broadcast band 540-1600 kc. and broadcasting on short waves. While the former are recognized as being essentially for national service, it is pointed out that for successful short wave broadcasting and especially the cultural exchange of programs among the Americas, stations in the short wave broadcasting bands should be required to use sufficient power to permit the rendition of good international service.

"Your Delegation feels that this Regional Conference of the four nations while preliminary in character was eminently successful in establishing the fundamental needs for broadcasting service of the participating countries and through the achievement of unanimous agreement on the broadcasting engineering bases involved, the way is paved for a more comprehensive agreement among the participating nations in the November Conference."

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NAB CONVENTION TO BE HELD JUNE 20-23 AT CHICAGO

Directors of the National Association of Broadcasters have selected Chicago again for their annual membership meeting and June 20-23 as the dates, according to James W. Baldwin, Managing Director, after consultation with the Executive Committee.

Meeting in Washington last week, the Directors discussed the recent Havana broadcasting conference, which Mr. Baldwin attended as an unofficial observer, and endorsed the Duffy and Sheppard Copyright Bills now pending in Congress.

Edward J. Fitzgerald, Director of the Bureau of Copyrights, gave an audition for the Directors to demonstrate the progress of the Bureau in building an electrical transcription library.

The Directors also decided to offer legal aid in defense of the Montana and Washington State Copyright laws, now under fire of the American Society of Authors, Composers, and Publishers.

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RMA ON PROGRAM OF C.I.O., U.E.R.O. OFFICIAL SAYS

If the United Electrical and Radio Workers Union obtains contracts from Westinghouse and General Electrical, now in negotiation, it will next turn its guns on the National Electrical Manufacturers' Association and the Radio Manufacturers' Association, according to the President of the Union.

The C.I.O. group, confident of success in its conversations with the electrical manufacturing companies, expects to reach all other electrical and radio manufacturers through their respective trade associations.

Some 425,000 workers are involved in the companies represented by the two trade organizations, it was estimated.

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Lenox R. Lohr, President of the National Broadcasting Company, will return to his boyhood home town, Washington, D. C., on April 19th to address a gathering of newspaper men who will be guests of the Washington Board of Trade.

A tax of 9 pesos has been levied on each radio in the city of Santiago, according to a report of February 24, 1937, from Assistant Commercial Attache Harold M. Randall, Santiago. The funds derived from the tax are to be devoted to various public improvements in the city.

A favorable report on the application of WCOP, Boston, for authority to transfer from 1120 to 1130 kc., was filed with the Federal Communications Commission this week by Examiner George P. Hill, conditional upon compliance with Rule 131.

WJR, Detroit, makes the following report for the March quarter: Net income, \$151,231, equal to \$1.16 each on 130,000 shares, compared with net income before taxes of \$128,824 in first three months of 1936.

A report that the Columbia Broadcasting System would drop its Cleveland affiliated station WHK, at the expiration of its present contract on October 31st, has been confirmed by Herbert V. Akerberg, CBS Vice-President in Charge of Station Relations, and in its place, CBS has signed WGAR as the Cleveland outlet, effective November 1st.

False and misleading representations as to the therapeutic value of a medicinal preparation designated as "Willard Tablets" is alleged by the Federal Trade Commission in a complaint issued against Willard Tablet Co., Inc., 215 West Randolph St., Chicago. The respondent is a radio advertiser.

Three radio stations, KSOO, Sioux Falls, S.D.; WDEL, Wilmington, Del., and WORK, York, Penna., will be welcomed to the networks of the National Broadcasting Company in NBC program salutes during the afternoon and evening of Thursday, April 15. The recent signing of the stations brought the number of NBC affiliated stations to 124.

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RADIO SPARSELY REPRESENTED AT GRIDIRON

Only a few lucky ones from the radio industry were included in the invitation list of the Spring Dinner of the Gridiron Club in Washington last Saturday night, attended by President Roosevelt, Chief Justice Hughes, General Pershing and other high officials.

Besides the President, there was, as usual, only one other distinguished speaker, this year Myron C. Taylor, Chairman of the Board of the U. S. Steel Corporation.

Radio notables present were Judge A. L. Ashby, Vice-President and General Attorney for the National Broadcasting Company, New York City; Gene Buck, President of the American Society of Composers, New York City; Harry C. Butcher, Vice-President, Columbia Broadcasting System, Washington, D. C.; John W. Guider, radio Counsel, Washington, D. C.; and Senator Burton K. Wheeler, Chairman of the Senate Interstate Commerce Commission.

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U. S. PROVIDES 11% OF IRISH RADIO IMPORTS

While there are more than 100,000 receiving sets in the Irish Free State, or one to every 30 inhabitants, American Vice Consul Edwin J. King at Dublin, in a report made public by the Electrical Division of the Department of Commerce, states that sets of only one American manufacturer have been assembled in the Irish Free State during the past three years.

At the recent radio exhibition in Dublin, the all-wave set was predominant. Car radio sets were also well represented.

Imports of radio equipment and parts from the United States during 1936 were valued at approximately £27,000 (approximately \$135,000) or about 11 percent of the total imports of such materials, it was stated.

During the year, the report states, Irish Free State radio broadcasting programs were much improved. It has been announced that a regular broadcast service to schools is being inaugurated, according to the report.

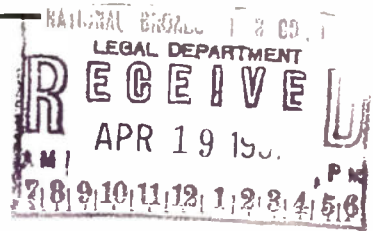
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REALLOCATION DELAY SEEN; ECONOMICS REPORT HELD UP

The reallocation and reclassification of United States broadcasting stations, recommended in January by the Engineering Department of the Federal Communications Commission, probably will be postponed until next Fall, it was learned this week, for a two-fold reason.

First, the possibility of evolving a North American plan of allocating broadcasting facilities that would supersede the U. S. set-up.

Second, the fact that the FCC supplementary report on the economic phase of broadcasting is proving too hot to handle at present.

With the threat of a Congressional investigation still hanging over their heads, members of the FCC Broadcast Division are in no hurry to add fuel to the smoldering fire of resentment on Capitol Hill. And the Engineering Department is not eager to become the scapegoat should adverse repercussions develop.

The accord reached by engineers from Canada, Mexico, Cuba and the United States provides a convenient excuse for the Commission to delay further action on the domestic shakeup until after the general Pan American broadcasting conference in November. By that time, it is expected, Congress will have adjourned and the investigation either will have been forestalled or completed.

Meanwhile, the FCC will not formulate any definite policies on super-power station development because of the relation between this problem with reallocation of frequencies.

Commr. T.A.M. Craven, Chief Engineer of the FCC, in his report to the Commission last January, while leaning toward high power, suggested that no policy be adopted until the supplementary report on the economic phases of broadcasting is prepared.

He also suggested that no final decisions be reached on the engineering proposals until the secondary report was submitted because of "the paramount importance of economic and social factors in the determination of the distribution of facilities to licensees in any section of the country."

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Prof. Herman S. Hettinger, of the Wharton School of Finance, was hired to make the investigations, tabulations, and deductions upon which Commander Craven was to prepare the economics report.

This week Commander Craven said that Hettinger's report was on his desk but that he had not had time to examine it since his return from the Cuban conference. He intimated there may be some further delay before it reaches the Broadcast Division.

Professor Hettinger's findings are reputedly pro-industry and so are expected to be jumped on by members of Congress from the rural areas and small towns where broadcasting service is not adequate.

Many of these members are already disgruntled at the tacit approval of power increases by the FCC Engineering Department and the threat of super-power stations arising over the country.

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ALMONTE WELCOMED BACK AFTER LONG ILLNESS

The red carpet was run out at the National Broadcasting Company welcoming John de Jara Almonte, popular evening general manager, back to the fold after a long illness. Curiously enough, during the entire ten years Mr. Almonte had been with the NBC, he had practically never been laid up or had to stay at home. He didn't even seem to get the usual colds that other people did in Winter, but this time was hit by a germ that was so rare that it was almost an honor - like getting a decoration.

In the meantime, Mr. Almonte, who, because of his tactful handling of difficult situations which arise at night, is known as the "diplomat of the kilocycles", and has been greatly missed. As a result of his return, there is a festive air about the office of the genial executive and everyone who knows him is particularly pleased because every assurance is held out to him for another unbroken stretch of good health.

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RULE HITTING ENGINEERS MIGHT FORCE OUT CRAVEN

Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission, this week declined to comment on a published report that an effort is being made to force him to resign by having the Commission adopt a rule which would prohibit engineers from appearing before it in private cases within two years after they quit the FCC.

The Commission has been pondering for some time a problem of drafting a rule placing engineers and technicians on an equality with lawyers with relation to their previous governmental connections.

The demand that engineers be similarly restricted came from Senator Wheeler (D.), of Montana.

While friends of Commander Craven are inclined to discredit the report that an effort is being made in Congress to force him off the FCC staff by a round-about method, it is not unlikely that a harsh regulation might force him to resign.

Much would depend, it is understood, on how the regulation may be worded. Most engineers now appear before the Commission in the role of expert witnesses rather than as counsel pressing a case. Likewise, they as a rule avoid lobbying.

Broadcasting engineers hold that it would be unfair for the Commission to evoke a rule that would bar engineers formerly associated with the FCC from testifying for two years.

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LONDON'S "TELEVISION BELT" TO BE LET OUT

London's television belt, as "made to measure" by the engineers, which had formerly a 25-mile radius from Alexandra Palace, has had to be let out very considerably in the past few weeks, for reports of good reception are coming from places as far apart as Brighton and Cambridge, according to World-Radio, BBC journal.

According to one firm of set manufacturers, a viewer in Ipswich gets consistently good results with a small aerial, his only trouble being an occasional loss of "wync" (synchronization) due to car interference. The outer London television belt, where reception can always be relied upon, could now be drawn from Chesham, Amersham, Windsor, Farnham, Dorking, Seven-oaks, Gravesend, Chelmsford, Cambridge, and Bedford.

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The 300-ft. television mast at Alexandra Palace will shortly be capped by another carrying a receiving aerial for picking up signals from a mobile transmitter. Since the mobile transmitter will work from street level, it is essential that the receiving aerial should be as high as possible. Actually, it will be the highest ultra-short-wave aerial in the country, being more than 600 ft. above sea level.

The new aerial will occupy the only point in the vicinity of Alexandra Palace which is not within the "wipe-out" area of the existing vision and sound aerials.

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STATIC TRAVELS WITH SPEED OF LIGHT

Observations at the Carnegie Institution's Mount Wilson Observatory in Pasadena, Cal., indicate that the energy which causes fade-outs in high-frequency radio broadcasts comes from the sun with the speed of light, according to R. S. Richardson, staff scientist, writing in the organ of the Astronomical Society of the Pacific.

When there is an unusually bright gas eruption near a sun spot, energy is transmitted to the earth in eight minutes, causing high-frequency broadcasts to fade. These fade-outs last from fifteen minutes to half an hour. The longest come about every fifty-four days.

Somewhat similarly, telephone and telegraph service may be disrupted and the Aurora Borealis made visible in States as far south as California. The latter are due to storms in the earth's magnetic field and sometimes may follow as late as twenty-six hours the appearance of a large sun spot group.

These disturbances probably will continue for several years. Mr. Richardson said the maximum of the present ten or eleven year sun spot cycle, probably is two years away.

One of the largest spot groups of all time appeared on the sun the latter part of January. An average of twelve spot groups a day was observed in February, the largest in the observatory's history. The average dropped to nine and six-tenths a day in March, but now has increased to eleven or twelve again.

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CUNNINGHAM RESIGNS AS RCA MFG. CO. PRESIDENT

E. T. Cunningham this week resigned as President of the RCA Manufacturing Company, Inc. He will continue as a member of the RCA Manufacturing Company Board of Directors, however, and has been retained as counsel on production, sales and trade relations.

The operations of RCA Manufacturing Company, Inc., will be under the direction of G. K. Throckmorton, the Executive Vice President of the Company. Mr. Throckmorton has acted in that capacity for the past six years and will now assume the duties formerly exercised by Mr. Cunningham.

In December, 1930, Mr. Cunningham sold his radio tube company, E. T. Cunningham Company, to Radio Corporation of America. That year RCA had also begun its own manufacture of the radio apparatus which it had formerly purchased from others. At that time RCA acquired factories in Camden and Harrison, New Jersey; Boston, Indianapolis, and Hollywood, California.

In 1931, David Sarnoff, President of the RCA, appointed Mr. Cunningham to coordinate and to integrate the varied sales and manufacturing activities of RCA in the fields of radio tubes and receivers, Victor phonograph records, Photophone equipment, radio transmitters and miscellaneous radio products.

Today these activities of the RCA are consolidated in the RCA Manufacturing Company, Inc., with factories in Camden and Harrison, New Jersey; Indianapolis, Hollywood, California; and in eight foreign countries.

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HEARING SET ON A. T. & T. APPLICATION

The Telephone Division of the Federal Communications Commission having under consideration the application of the American Telephone and Telegraph Company for a special experimental license for a point to point radiotelephone station utilizing 21 frequencies now licensed to its Lawrenceville, New Jersey, station to communicate "for experimental service only to any fixed point beyond the continental limits of the United States" set the application for hearing before the Telephone Division at 10:00 A. M., on Thursday, June 17, 1937.

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BOYLAN INTRODUCES RADIO STATION TAX MEASURE

A bill carrying substantially the same provisions proposed by Commissioner George Henry Payne for taxing broadcasting stations was introduced in the House Thursday by Representative Boylan (D.), of New York.

The measure was referred to the Ways and Means Committee. Its fate probably will depend upon whether or not the Administration approves it. Congressman Boylan himself said that the Treasury Department will be consulted.

If a hearing is held on the bill, a number of members of the House will appear in support of it. Some of these members already have suggested taxation of broadcasting stations during hearings on the FCC requests for appropriations.

Commissioner Payne has estimated that the tax would yield \$6,946,395, which is almost four times the annual appropriation for maintaining the Federal Communications Commission. The appropriation for the next fiscal year is \$1,629,000.

Other members of the FCC have gone on record as favoring a license tax on broadcasting stations to pay for the cost of regulation, among them being Judge Eugene O. Sykes, Chairman of the Broadcast Division.

Although the Broadcast Division promised more than a year ago to investigate the possibility of imposing a scale of license fees, during hearings on the appropriations bill, no plan had been submitted to Congress before Commissioner Payne sent his suggested bill to Representative Boylan.

The scale of taxes proposed in the Boylan bill is as follows:

\$1 a watt for stations of 1,000 watts or under;
\$2 for stations between 1,000 and 10,000 watts; \$3 for stations using in excess of 10,000 watts.

Thus stations now operating with 50,000 watts would have to pay annual tax of \$150,000, while the Nation's most powerful station, WLW, using 500,000 watts, would be taxed \$1,500,000 under the scale proposed.

Broadcasters generally are alarmed at the steepness of the proposed taxes, and it is believed that if the bill is acted on favorably that the taxes will be scaled downward.

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DILL ARGUES FOR PERMIT FOR WASHINGTON STATION

Former Senator Clarence C. Dill, who now resides in the District of Columbia, arguing in support of an Examiner's recommendation that he be allowed to construct a new broadcasting station in Washington, told the Federal Communications Commission Thursday there is more need of a local station in the District than in any other community in the country.

Chain programs, Senator Dill declared, occupy from one-half to two-thirds of the time of the four existing stations, making it "impossible" to give "real local service."

The former Senator said he planned to present educational programs designed expressly for Washington high and grade schools. Religious programs, including those of the Adventist Church, would be presented during hours now taken by chain programs on other stations, he said.

The development of local talent, a field in which Mr. Dill said practically nothing has been done, would be a policy of the station.

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U. S. ADVERTISERS PROMISE PROGRAMS FOR ALASKA OUTLET

Commercial sponsors from the United States will enable an operator of a proposed Alaska station to make the venture a business success, according to an Examiner's report recommending that the application be granted.

Approving the request of Edwin A. Kraft, of Petersburg, Alaska, for a construction permit on 1420 kc. with 100 watts, unlimited time, Examiner R. H. Hyde noted:

"The applicant does not expect to obtain sufficient revenue from advertising business available locally in Petersburg to make the proposed station a successful business enterprise, but does expect, in fact claims assurance of sufficient business from advertisers within the United States, to make the project a commercial success. Through his ownership of the Northwest Radio Broadcast Company, Inc., the applicant is in a position to place certain national advertising on the new station. Three substantial accounts, by name the Gardner Nursery Company of Osage, Iowa, the Geppert Studios of Des Moines, Iowa, and the Compagnie Parisienne of San Antonio, Texas, are said to be immediately available. In addition the applicant claims that a number of local supply houses distributing such merchandise as groceries, mining machinery and canning equipment, who do not at present have any effective method of advertising their products in the Petersburg area, are definitely interested in employing radio advertising."

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TRADE NOTES

It may or may not be a coincidence, but the date of the annual convention of the National Association of Broadcasters in Chicago, June 20-23, includes the date, June 22, of the Louis-Braddock fight for the world's heavyweight championship.

The Japanese Broadcasting Company announced this week that it will construct 16 short-wave transmitters at a cost of approximately \$5,000,000 for use of American and other foreign radio companies who wish to send announcers to describe the 1940 Olympic games in Japan.

William R. P. Neel, of the National Broadcasting Company Press Division, has been appointed Trade News Editor, effective immediately. He will have charge of the distribution of all news concerning the company's activities to the radio, advertising and industrial trade press. Mr. Neel has been a member of the NBC Press staff for two years.

An increase in power from 500 watts nighttime and 1,000 watts daytime to 1,000 and 5,000 watts, respectively, was recommended for WMBD, Peoria, Ill., this week by Examiner George H. Hill.

A strike of wireless operators on all ships operated by the International Mercantile Marine and its subsidiaries now in United States ports was called Thursday by the American Radio Telegraphers' Association, which has just affiliated with the C.I.O.

Effective April 15th, Station KSOO, Sioux Falls, S.D., becomes affiliated with the National Broadcasting Company as a supplementary outlet available to advertisers using either the Basic Red or the Basic Blue Network. KSOO is the only radio station in Sioux Falls and the only clear-channel station in South Dakota. It operates until Local Sunset - with 2500 watts power and on a frequency of 1110 kilocycles.

An adverse report was filed with the Federal Communications Commission this week by Examiner P. W. Seward on an application of the Peninsula Newspapers, Inc., Palo Alto, Calif., for a permit to construct a new broadcasting station for operation on 1160 kc. with 250 watts daytime.

American George A. Gordon, Port-au-Prince, advises that the Haitian Government has granted a concession to a company to establish radio stations throughout the country; it permits the company to manufacture and sell telephonic, telegraphic, or radio instruments and accessories; and to construct and exploit central telephone, telegraphic and radio systems. The company is also given the privilege of linking its stations with the local telephone system operated by the Haitian Government.

Thirty-nine German, Swiss and Norwegian advertising experts, on a 17-day visit to the United States to study American advertising methods, visited the National Broadcasting Company Tuesday to hear E. P. H. James, Sales Promotion Manager of NBC, explain commercial broadcasting. The trip is sponsored by Die Deutsche Werbung, German press and advertising association.

The U. S. Foreign Tariffs Division advises that under class 505b of the Bulgarian Tariff, radio sets, radio tubes of all kinds, and other radio apparatus, are assessed 4 gold leva per kilo, plus an octroi tax of 20 percent of the duty and a stamp tax of 3 percent of the duty. Duties are payable in paper leva at the ratio of 27 to 1. Radio sets may be imported into Bulgaria only when compensated by exports of certain Bulgarian products. The above duty and taxes amount to approximately 80 cents a pound.

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STOCKHOLDER WHO HECKLED SARNOFF TURNS ON SCHWAB

Following closely on the heels of his attack on David Sarnoff, President of the Radio Corporation of America, at a recent stockholders meeting in New York City, Lewis Gilbert, labelled by the press as "No. 1 Minority Stockholder", this week turned his guns on Charles M. Schwab at a meeting of stockholders of the Bethlehem Steel Corporation in Wilmington, Del.

Gilbert, teamed with one L. B. Coshland, of New York, tried vainly to oust Schwab from his \$200,000 a year post as President of the Company.

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\$5,000,000 YEAR FORECAST FOR ASCAP

Distribution made its members by the American Society of Composers, Authors and Publishers this week indicates that the organization is in for a \$5,000,000 year, an all-time high, according to Variety. Previous top was \$4,000,000 in 1935.

"Collection for this year's first quarter was considerably over the \$1,250,000 mark, with the writers getting about 15% more than they did for the like three months in 1936", the article states. "Double A writers this time received \$4,600 and over, rated as record sums by a wide margin.

"Society's income for 1936 was \$4,400,000, with the splitup on the year figuring \$3,600,000. Divvy for the initial quarter of last year came to \$935,000, with the expenses of collection and general overhead already deducted."

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STERLING FISHER NAMED CBS DIRECTOR OF TALKS AND EDUCATION

The Columbia Broadcasting System announced this week the appointment of Sterling Fisher, newspaper man, author and lecturer, as Director of Talks and Education. He succeeds Edward R. Murrow, whose appointment as European Director for CBS was announced recently. Mr. Murrow will sail for London April 21st to take over his new duties.

Mr. Fisher will supervise Columbia's educational and religious programs and will edit the magazine, "Talks", a digest of discussions heard over the network.

He has had wide experience as a newspaper man and teacher of English both in America and the Far East. As a writer and lecturer, he also has been a student of public affairs of this country and Europe. He comes to CBS from the editorial staff of the New York Times. Previous to joining the New York Times in 1930, he was a member of the staffs of the Springfield (Mass.) Republican and the Associated Press.

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MACKAY MAKING AUTO ALARMS FOR 600 SHIPS

Automatic SOS equipment, designed to eliminate static, a deterrent in ascertaining the locations of distressed ships, is being manufactured in Newark, N. J., by the Federal Telegraph Company for 600 cargo vessels of United States registry, according to the New York Times. The concern is a research and manufacturing subsidiary of the Mackay Radio and Telegraph Company.

The manufacture of the equipment followed a recent order of the Federal Communications Commission that by August 10th all cargo ships of United States registry having more than 550 gross tonnage must maintain a twenty-four hour watch in the radio-control rooms, with three operators on eight-hour shifts, or install the automatic signal equipment and maintain one wireless operator.

The FCC also approved the auto alarm designed by the Radio Corporation of America.

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MARKET FOR RADIOS GOOD IN NEWFOUNDLAND

The market for radio receiving sets in Newfoundland is relatively good, according to U. S. Consul General Harold B. Quarton, St. John's.

Owing to the geographical situation of Newfoundland, owners of radio receiving sets are able to receive programs broadcasted by American, Canadian and European stations. As a rule, however, reception in St. John's is poor, due to electrical disturbances.

Due to the limited purchasing power of the majority of the people in Newfoundland, low priced merchandise of all descriptions enjoy the largest sale. The less expensive receiving sets, such as table models, are the most popular. The local representative of a prominent American radio manufacturer states that four-fifths of his sales are of this type. One firm retails these sets at prices ranging from \$75 to \$110, Canadian currency, while another dealer sells a five-tube table model for \$65, and 8 to 12-tube sets for \$100 to \$125. The larger console models retail at from \$125 to \$250, depending, of course, upon the number of tubes and the type of cabinet. Sales of combined phonographs and radios are limited. Such combination sets retail at from \$250 to \$350. The demand for combined long and short wave radio receiving sets has greatly increased until at the present time practically all sales are of the all-wave models.

There are approximately 18 American manufacturers of radio receiving sets represented in Newfoundland. Competition is almost entirely among these sets, the only foreign competitor being the Canadian Marconi Company, which also has a representative in St. John's. American sets retail in Newfoundland at prices practically double their wholesale prices at New York.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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BBC NOTES INCREASING USE OF SHORTER SHORT-WAVES

"The most noteworthy trend in short-wave propagation conditions during 1936 has been the increasing use made of the shorter waves, namely those of the order of 14 and 17 metres", the British Broadcasting Corporation notes in its 1937 annual just released.

The annual, which reviews progress in the technical and program fields, also carries descriptions of the BBC television stations and the service now in operation.

Explaining the trend toward shorter short-waves, the BBC says:

"Short waves are propagated round the earth by reflection or refraction in the ionosphere and the amount of bending that takes place depends on the wavelength and on the intensity of ionization in that sphere. The more intense the ionization, the shorter is the wavelength that is reflected. Although the exact mechanism of the action of the sun in producing ionization in the ionosphere is not yet fully understood, it has been observed that there is a fairly close correlation between the degree of ionization and the activity of the sun as evidenced by sunspots. Here the wireless engineer and the astronomer meet on common ground. The one observes the trend of short-wave propagation conditions; the other observes the sun with his telescope or spectrohelioscope and records the varying degrees of solar activity. A convenient figure to express solar activity is the mean daily area of sunspots in a given year expressed as millionths of the sun's visible hemisphere. Observations at the Royal Observatory, Greenwich, give the following figures for this: 1932, 163; 1933, 88; 1934, 119; 1935, 624; and 1936, up to June 30th, 1200; from which the sunspot minimum year is shown clearly as 1933. The great increase in activity in 1936 is also well illustrated, coinciding with the wireless engineer's observation that much shorter waves were needed. For instance, in earlier years, a wavelength of 17 metres had been short enough to give a midday service to South Africa during the Autumn. But to provide an equivalent service during the past year, it became necessary to use 14 metres, as it was found that the 17 metre wave was severely attenuated on some days. There is evidence that an even shorter wave - say of 11 or 12 metres - might have been the optimum, for on some days the ultra-short wave transmissions from the London Television Station at Alexandra Palace on 6.67 and on 7.2 metres were received in Cape Town and Johannesburg. Another instance of

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this trend was the relatively large number of days on which American amateur stations and police stations on 9 and 10 metres, working on very low power, were audible in this country.

"The use of the shorter waves is advantageous because atmospheric interference decreases rapidly with decrease in wavelength and relatively weak signals can give noise-free reception if receivers are available to cover these wavelengths efficiently. The need for such receivers has been well demonstrated in the past year in Africa, in India, and in Malaya, and those designed for the reception of Empire broadcasting should cover efficiently at least the lowest waves at present in use at Daventry, i.e., GSH and GSJ, 21.47 and 21.53 mc/s respectively (approx. 13.9 metres).

"The range of wavelengths necessary to cover the Empire in the different conditions of day and night, winter and summer, remains about the same. In 1933, when 17 metres was the lowest wavelength used, it was necessary to use a wavelength of the order of 70 metres to serve Canada at night in mid-winter. A wave of this length was outside the bands allocated to broadcasting by the Madrid Convention of 1932; consequently, Canada could not be served for a number of nights in mid-winter. With the physical trend towards the shorter waves, 70 metres becomes unnecessary and, in fact, the use of 50 metres has been called for on only a few nights at the end of 1936 and the beginning of 1937. This is fortunate, as interference in the 50 metre broadcasting band is very severe, owing to the use of this band by a large number of low-power local broadcasting stations in Central and South America. While the local service range of these stations is very small, they are capable of producing widespread interference and, indeed, the whole of Canada and the West Indies have had serious interference from this source.

"The trouble is spreading, as these small stations have followed the trend towards the use of shorter waves and are now using waves in the 31 metre band. Six Central American stations are now causing interference to Daventry on four of its wavelengths, namely, GAS, GSL, GSB and GSC on 6.05 mc $\frac{3}{4}$ s, 6.11 Mc/s, 9.51 Mc/s, and 9.58 Mc/s respectively. Strong representations have been made to the authorities by the British Post Office, but so far, unfortunately, with little effect. Daventry is not the only station to suffer, and the value of short-wave broadcasting is being seriously compromised by this problem of interference. Proposals to deal with it at the next World Communications Conference to be held in Cairo in 1938 are receiving consideration."

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AUSTRALIAN PRAISES AMERICAN BROADCASTERS

J. S. Larkin, Sales Manager of Nilsen's Broadcasting Service, Melbourne, Australia, was in Washington last week. He said that he had made a trip to the United States especially to study our broadcasting system, and the program construction and material used here.

Mr. Larkin said, in view of the fact that Australia is approximately seven-eighths the size of the United States that this was the only country whose radio problems more nearly approximate those of Australia.

Mr. Larkin was especially pleased with the reception he had received here, he told Thomas P. Littlepage, Sr., radio counsellor, on whom he called in Washington, and said that all the broadcasters had been most courteous to him, and he had learned many things of interest. He was very much gratified at the assistance that had been rendered him, and was impressed with the progress that broadcasting had made in the United States.

"The Australian problem does present a very difficult situation in view of the great area but with a population for the whole continent of six million people, which is less than that of New York City", Mr. Larkin said, "I found the American broadcasters to be gentlemen and indeed they were very helpful to me."

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MONOCACY LOSES APPEAL FROM FCC DENIAL

Suit by the Monocacy Broadcasting Co. to restrain the Federal Communications Commission from holding a public hearing on the granting of a permit for erection of a broadcasting station near Rockville, Md., was lost in the United States Court of Appeals Monday. It was ruled that the company should have appealed directly to the Appellate Court instead of seeking an injunction in the District Court.

The company contended its application had been approved tentatively when a belated objection was filed by a local station. It was to bar the hearing of the latter protest that the company sought an injunction. The court did not pass upon the merits of the question.

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LOHR SEES GREATER DEVELOPMENTS JUST AHEAD

Radio receivers that will print newspapers in the home, bring actual pictures of events and reproduce sounds with absolute fidelity were predicted by Lenox Lohr, President of the National Broadcasting Company, in an address in Washington this week.

Speaking before the Washington Board of Trade at the Hotel Mayflower, Major Lohr declared that all three developments - facsimile broadcasting, television and ultra-high frequency sound broadcasting - are workable and are definitely out of the laboratory stage.

He forecast, however, that it would be "at least a year" before any of them could come into general use.

Before out of town newspaper correspondents and local newspaper officials gathered to attend the Trade Board's annual "press night", Mr. Lohr was careful to point out that the newly developed "facsimile broadcasting", while capable of producing a complete illustrated newspaper in the home, would in no way compete with the newspaper industry.

At present, he said, the facsimile broadcasting doesn't do such a good printing job as do newspaper presses and is, also, tremendously expensive. He added that even if these two handicaps should be overcome, the newspaper would still have to gather and assemble the news.

Major Lohr declared that ultra-high frequency sound broadcasting isn't in general use today because there are few receivers capable of picking up such broadcasts. He praised the development, saying that ultra-high frequency receivers had perfect fidelity and were entirely free from natural static.

The speaker said that his company is now conducting nightly television broadcasts, but that all receiving sets were in the hands of company engineers. He emphasized the danger of "freezing the art" by allowing thousands of sets to be sold to the public and thus blocking scientists from making further improvements.

Other obstacles in the path of television, Mr. Lohr said, are the great expense - which presumably will have to be borne by advertisers - and the difficulty of "networking" programs. Television waves, unlike radio sound waves, cannot be relayed over telephone wires but require either special cables or short wave transmission relays. Experiments are being made with both possibilities, the NBC president said.

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RADIO SET PRICES GOING UP, SAYS EDITOR

Survey of radio industry shows that current rises in raw materials, parts, and labor costs will soon be felt in radio-receiver prices, according to O. H. Caldwell, editor of Radio Today. "A boost of 10 to 15 per cent is looked for when the new lines are announced in May or June with perhaps more increases later", he said in the current issue.

"Facing labor difficulties, some set-makers have been cautious in fixing new prices too early. Factories which have not yet been forced into union contracts are holding back announcements until they learn what upance may be needed to meet new costs.

"If coming price increases do not exceed 10 to 12 per-cent, distributors and dealers feel that boost will not seriously affect consumer buying, since radio purchases are made at long intervals by any one family or buyer, and price memory does not linger.

"Unless sit-downs and lock-outs further hold up automobile production, 1937 is going to be auto-radio's biggest year, by far.

"Plans of the car-makers contemplate a 30 percent increase in number of car-radios installed this season as compared with last year, when auto-radio sales were 2,000,000 sets, according to observers in a position to review all makes.

"At least one million auto-radio sets will be sold through local retail dealers during 1937, according to this same authority."

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EDITORS OPPOSE CURB ON PRESS-OWNED RADIO STATIONS

Opposition to the proposal of Senator Wheeler (D.), of Montana, to impose a curb on the ownership of broadcasting stations by newspapers was voiced last week at the closing session of the American Society of Newspaper Editors in Washington.

A resolution objecting to "efforts in Congress to prevent newspapers owning and operating radio stations" was adopted.

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ARTA RUMORED REFUSED A. F. OF L. CHARTER

The press reports carry the announcement of the granting of a charter by John Lewis' C.I.O. to the American Telegraphers' Association.

The rumor in labor circles here in Washington is that this organization, known as the ARTA, several months ago applied for affiliation with the Commercial Telegrapher's Union, a branch of the A. F. of L. It is said that a charter for this affiliation was denied on the ground that the ARTA refused to comply with the rules and requirements of the A. F. of L. and further that the A. F. of L. had information that the ARTA was really backed by Communists.

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HARBORD TO BE AWARDED MEDAL OF MERIT

Maj. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, who was Chief of the Services of Supply of the American Expeditionary Forces during the World War, will be awarded the Medal of Merit of the Army Ordnance Association.

The award will be in recognition of General Harbord's service to the national defense and to the industrial development and social betterment of the United States "as a soldier, humanitarian and public-spirited citizen."

The medal will be presented at the annual dinner-meeting of the Army Ordnance Association at the Mayflower Hotel the evening of May 12, Hilaire Belloc, British author, historian and military analyst, will address the Association on the subject, "Yesterday's Wars Are Not Tomorrow's." General Harbord will speak on "Radio and Industrial Preparedness."

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Among new fields explored by the Rockefeller Foundation in the humanities division during 1936 were the movies and the radio, it was disclosed last week. The World Wide Broadcasting Foundation, which furnishes electrical transcriptions for broadcasting, received \$40,000 "for trial work in the development of radio programs of cultural and educational value", it was stated.

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::: _____ :::
 ::: TRADE NOTES :::
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The Telegraph Division of the Federal Communications Commission has amended Rules 411 and 442 to read as follows:

"Rule 411. No applicant who fails to qualify for an operator's license will be reexamined within 3 months from the date of the previous examination.

"Rule 442. An applicant who fails examination for operator license of professional class may not be reexamined within 3 months, but this does not apply to examination of radio-telephone type following one of radiotelegraph type, nor vice versa, nor one for lower class following one for higher class of the same type, nor to successive examinations at a point named in Rule 30 a."

Station WMAL, Washington, has asked for modification of license to increase night power from 250 to 500 watts, 630 kc. and the application has been set for hearing.

Two more stations were added to NBC networks on April 15th. WDEL, Wilmington, Del., joins NBC as a regular Basic Red Network station. WDEL operates full time on a regional channel frequency of 1120 kilocycles with daytime power of 500 watts and nighttime power of 250 watts. Station WORK, York, Pa., joins NBC as a supplementary station available for use with the Basic Blue or the Basic Red Network. WORK operates full time on a regional channel frequency of 1320 kc. with a power of 1,000 watts. The addition of WDEL and WORK increases the total of NBC affiliated stations to 124.

W. G. H. Finch, formerly an FCC engineer, last week announced the first successful transmission of natural color photographs over ordinary long distance telephone lines. Utilizing standard public toll lines from Chicago to New York, modified equipment that is used for black and white news photo transmissions was employed.

The American Radio Telegraphists' Association is prepared to call a strike on the ships of those lines which refuse to accept it as the bargaining agency of their men under the provisions of the Wagner Act, according to Mervyn Rathborne, President.

Lenox Lohr, President of the National Broadcasting Company, will address the American Red Cross convention in Washington, May 1st. The address will be carried on the NBC network.

First radio transmission of pictures by radio across the Pacific was accomplished recently when a photograph of the arrival of Prince Chichibu at Vancouver was transmitted from San Francisco to Japan, R.C.A. Communications officials at San Francisco state. The transmissions are purely experimental, H. H. Christiansen of RCA said. Development of the circuit across the Pacific is largely being undertaken in anticipation of the Olympic Games in 1940.

Radio baseball announcers have the dual responsibility of "selling" the American public baseball as well as the program sponsor's product, it was stated by speakers at the first national conference of 70 sportscasters held in Chicago last week. The conference, representing advertisers sponsoring the majority of baseball broadcasts, was staged under co-sponsorship of Knox Reeves advertising agency, Minneapolis, and J. Stirling Getchell, Inc., New York. Donald Davis, President of General Mills, said his firm and Socony-Vacuum will spend \$1,500,000 for baseball broadcasts over a period of five months.

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NAVY PIONEER IN COMMUNICATIONS FIELD, SAYS RODMAN

The United States Navy was a pioneer in the field of communications, Admiral Hugh Rodman said in an article in the Indiana History Bulletin.

"Our Navy was the pioneer in the field of systematically collecting and distributing information of every kind to all seagoing ships, no matter what their nationality, that would facilitate their passage at sea and keep them out of danger", he said. "Today it is the greatest source of this kind on earth. Our Communications Service keeps in close touch with all information of use to seagoing vessels and regularly broadcasts this as well as weather forecasts, storm warnings, hydrographic information, time signals, and news items of importance. It receives SOS calls, and helps to provide assistance. It furnishes radio-compass bearings to vessels at sea, as means of finding their positions, often warning them of danger. It has been the means of saving many lives and millions of dollars worth of property.

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"During the Japanese attack on Shanghai the news was sent by Navy radio to Washington, thence to Japan, where it had not yet been received. From Japan there came inquiries back to Washington seeking confirmation. It was confirmed and the whole time occupied, from its inception to completion, was twenty-five minutes. Our installations are sufficiently powerful to send a single impulse three times around the world, and what is to me more wonderful still, it is automatically recorded each time it passes its initial point of transmission.

"Not only does our Naval Observatory serve the whole country with the most accurate time service in the world, but by its broadcasting it serves ships all over the face of the earth that depend upon this for accurate and safe navigation."

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RADIO PATENT BAN WEAKENING IN CZECHOSLOVAKIA

An improvement in the radio market of Czechoslovakia is forecast by U. S. Consul General Raymon E. Cox, Prague.

"The sale of American radio apparatus in Czechoslovakia at present is negligible mainly because of the patent pool which has existed between the local 'Radiotechna' Company, representing the large German Telefunken concern, and the Dutch Philips Company", he reports. "This patent pool has, since January, 1932, up to the present time, been able to prevent successfully the sale of American radio sets on this market through declining to grant permits for the sale of such apparatuses on the ground that they infringe upon its patent rights. During this long period of exclusion, American radio sets were extremely competitive in price and quality.

"Important changes are occurring which, it is believed, will seriously weaken the patent position of the controlling companies. Several of the patents for which they claim to have the sole rights have been successfully contested in the local courts, and it is understood that a number of basic patents have expired. Consequently, the patent pool has organized a cartel of Czechoslovak radio producers and dealers in the hope that it will be able to continue its control of the market through the regulation of production and prices of radio sets, and through compelling dealers to sell only the products of the cartel under threat of non-fulfillment of their orders."

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DON LEE TELEVISION SUCCESSFULLY SPANS 10½ MILES

The Television Division of the Don Lee Broadcasting System, the Mutual Broadcasting System's California affiliate, piloted by Harry R. Lubcke, staged a demonstration last week at the California Institute of Technology's annual exhibit.

Witnessed by laymen and celebrated scientists, among them Nobel Prize Winner, Dr. Robert A. Millikan, television programs, both "sight and Sound", were successfully transmitted over a distance of 10½ miles. It was done not merely once, but many times, during the day at 15-minute intervals.

These repeated demonstrations were performed via the Don Lee owned and operated experimental television station W6XAO which carried the images, and an auxiliary ultra-short wave channel which conveyed the sound.

They marked the first time that high-definition television (300 lines to the image, repeated at the rate of 24 images per second) had been broadcast so great a distance, according to a WOR press statement. Transmitters were located in the Don Lee Building in Los Angeles, while the television receiver was located in the Physics Exhibit at the California Institute of Technology in Pasadena, a distance of slightly more than 10½ miles.

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EL SALVADOR BUYS ALL-WAVE EQUIPMENT FROM U. S. FIRM

The Government of El Salvador has agreed to purchase from an American concern all-wave radio equipment, according to a U. S. Consular report. This equipment will be used for radio-telephonic communications with other Central American countries and Panama during the daytime, and for radio broadcasting at nighttime. Information regarding wave length, power, etc., will become available only after installation.

The total cost of the apparatus is stated to be \$14,525.15. According to the last report of Government finances, as of December 31, 1936, the sum of \$22,772, or approximately \$9,110 at present exchange rates, has been set aside for this purchase.

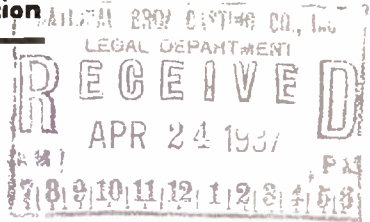
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THE ARMY AMATEUR RADIO SYSTEM AS SEEN BY ARMY MAN

The Army amateur radio system pops up irregularly in the news along with national disasters, but it is seldom that the set-up is calmly surveyed as in the current issue of the Signal Corps Bulletin.

The following article was written by Lieut. Charles W. Roth, of the U. S. Signal Reserve:

"Briefly, the purposes of the Army amateur radio system are to furnish emergency communication, to offer additional facilities for the American Red Cross, and, most important from a military view, to train potential Army radio operators.

"Administration of the system is handled from the Office of the Chief Signal Officer, through corps area signal officers. Aides in this work are liaison officers, who are Regular Army personnel; and radio aides, who are either civilians, National Guard, or Reserve officers. These radio aides are normally radio amateurs capable of coordinating procedure in the Army and civilian attitudes and methods.

"The members of the A.A.R.S. are of all ages and occupations: Some are high-school students of tender age; others, successful business executives or professional men. They have, however, a common interest in a systematic organization such as this. While other radio amateurs may be interested in 'dx' (long-distance radio contacts), rag-chewing, experimenting, or traffic-handling, the men - and a few women, too - who make good members of the A.A.R.S. are those who want systematic activity. There is a thrill in being part of the machine-like function of our nets, or in contributing to this worth-while endeavor.

"While emergency operation is infrequent in this corps area, there have been several occasions which demonstrated the value of past training. Last Winter, sleet storms in Illinois and Michigan interrupted normal communication channels, and Army amateurs remained the only means of communication, carrying the traffic load for such periods as were necessary.

"The conditions under which Army amateurs operate, compared with those of a Regular Army net, will demonstrate some of our training difficulties.

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"An Army net (brigade, for instance) operates on a cleared frequency. Stations in the net are brigade and its regiments. Aside from possible enemy 'jamming', no interference from other radio stations is anticipated. Where an HQ is required to operate in two nets (brigade and regiment), there are two sets of equipment and operators.

"The Army amateur net, on the other hand, usually operates on its assigned frequency, but this frequency is within an amateur band, and any one or more of some forty thousand other amateurs are free to operate on that same frequency. Usually, two to four such outsiders can be heard, slowing down net drill. Further, instead of being only short distances apart, net stations may be separated by as much as 250 miles. Due to vagaries attendant upon high frequency signals, it is frequently observed that net control stations may be lost, or blanketed by east-coast stations.

"Our Army amateurs ordinarily operate alone, having no relief operators for the period of drill, and so have to handle all records as well as transmission and reception. Finally, a station operating in two nets (State and district, for example), must operate on two separate frequencies. As only one transmitter at a station is the general rule, this necessitates shifting frequency to meet schedules, and thus a continuous chain of communication is delayed. For our work, the time loss is not enough to warrant two-transmitter stations.

"Army operators are trained in tactical net operation and use of procedure signals before they enter an actual radio net, while Army amateur operators receive all their training via radio communication. The latter, of course, involves the difficulties of lost signals, interference, and resultant corrections, rendering the process necessarily slow.

"Considering the methods of instruction, it is obvious that a good portion of our success is dependent upon the qualifications of the NCS. Too frequently, an inexperienced man must be made NCS (local net control station) for reasons of expediency rather than because of his ability. Then, too, we must not overlook the fact that the frequent turn-over in NCS's, with resultant shortage of time for proper organization and instruction accounts, in great measure, for failure to realize maximum proficiency in tactical net operation.

"What can be done to counteract this turn-over? At frequent intervals, there are general special activities such as ZAG contests, unknown station finding, unknown keyword cipher messages, goniometric problems, etc., planned and executed by the Chief Signal Officer. It is increasingly evident that this is not enough. It is too general. There must be more corps area activity, which has a more personal appeal.

"An attempt has been made during the past year or so, in response to growing demand, to have planned and organized activity which is confined to the limits of our corps area. As an experiment, special assignments were made, by radio, for selected members to monitor other nets, supply requested information, originate specific traffic, assume NCS position, etc. This preliminary work showed that the master traffic schedule for the corps area was not suited to the new plans, and that nets were not coordinating as they should.

"Accordingly, the opening of the 1935-36 season found a suitable master schedule in effect, and plans ahead for activity. The schedule was such that normal drill could be called off, substituting for it a general problem. Such problems are simulated hurricanes, in which special nets must be set up by the (corps area net control station), requiring all stations to stand by to determine their assignments. Necessary emergency traffic is then handled, being concerned with relief measures, new items, etc. Possible variations are cyclones, floods, wars, sleet storms, and riots.

"Another general activity measure is in finding a station whose frequency is unknown, and following further orders contained in a general broadcast from such unknown station. This type of activity can include cipher messages in unknown key words, or division of the broadcast among several stations. A considerable number of variations is available so that there need be no fear of monotony.

"These planned activities, plus a general program emphasizing procedure rather than a high total of messages handled, have resulted so far in a marked improvement in technique. Without such planned and coordinated activity, the members do not realize that they are part of an extensive system of which they may be important links; without it they feel isolated, and distinct entities complete in themselves. It is most important that they have the broader conception, for then they work with more interest and concentration, resulting in quicker assimilation of the instruction offered. This benefit continues, for an interested member remains with the A.A.R.S. as long as he can, and if forced to leave, there is a trained man to replace him. Strict adherence to procedure and schedules must be maintained from corps area net down, if success is desired.

"This tendency toward directed activity within a corps area is not confined to the sixth, but is widely accepted. Not only the members, but the administrative staff as well, are gaining a working knowledge of the possibilities inherent in the A.A.R.S., and training is being called for and given, so that the system can operate at its best.

"Other suggested aids, outside of the purely operating work, are concerned with the maintenance of morale within the system. Ratings as sergeant, corporal, private first class, private, or specialist, first class (second, third, etc.), are employed in some corps areas, and consideration should be given to this. It is also possible that full courses of study might be offered by correspondence, leading to Reserve commissions. Membership in the Enlisted Reserve is another consideration. The feeling of A.A.R.S. members of this corps area is that they want to be associated with the Army, and anything done to enhance this feeling will help increase interest.

"This corps area needs a standardized routine of handling recruits. The application form, reading 'I do not want to take a physical examination', is undesirable. Consider the following procedure:

"A recruit, no matter what the course of his application, is assigned to a net and his DNCS (district net control station) notified. If recruited in the district net, no action is required of headquarters. The activity of the recruit is reported weekly by the DNCS, and only after an uninterrupted two months' constant drill attendance is he eligible for membership. The DNCS forwards the recruit's name and address to the SNCS at the close of the recruit's first drill. The SNCS, at the end of the probationary period, fills out an application blank to be sent to the recruit, who completes his portion of the application and forwards it to the DNCS. The DNCS adds his recommendation for membership, and appropriate remarks, forwarding the application to the liaison officer who immediately issues a membership certificate and any necessary supplies."

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EXAMINER URGES DENIAL OF EUGENE MEYER APPLICATION

The application of Eugene Meyer, wealthy publisher of the Washington Post and Republican leader, to build a radio station in Washington encountered its first obstacle this week when Examiner Ralph L. Walker recommended that it be denied.

In the name of the Mid-Atlantic Corporation, Mr. Meyer applied for a construction permit to use 1570 kc. with 1,000 watts and unlimited time.

Similar applications were filed by the Journal Company, of Milwaukee, and the Trenton Times, Trenton, N. J. Examiner Walker recommended that the frequency be allocated to the Trenton applicant, which asked only 250 watts power.

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PAYNE-BOYLAN TAX MAY BE DELAYED BY PRESIDENT'S PLEDGE

The assertion of President Roosevelt in transmitting the relief budget that there would be no new taxes proposed so long as Congress does not increase the national expenses has given broadcasters reason to hope that the Payne-Boylan tax at least will be delayed until next session.

Chairman Doughton, of the House Ways and Means Committee, where all tax legislation originates, stated that he had not examined the tax bill, which would raise more than \$6,000,000 from broadcasters, but he intimated that disposition will depend upon word from the White House.

Broadcasters and their attorneys in Washington, while refraining from public statements, privately denounce the tax scale as "exorbitant". Even members of Congress who favor license fees for broadcasting believe that the matter should be studied thoroughly before legislation is adopted.

Although the matter may go over until next session, however, it is believed that Commissioner Payne has opened the way for an inquiry that will lead ultimately to a license fee system or some form of taxation on broadcasting stations.

It is certain that when Congress begins looking around for new sources of revenue to balance the budget that it will examine the broadcasting field.

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RECORD SUMMER RADIO AUDIENCE FORECAST IN CBS SURVEY

Bringing up to date statistics prepared by Dr. Daniel Starch, the Columbia Broadcasting System this week issued a booklet forecasting that the approaching Summer will produce the largest regular radio audience this country has known.

Highlights of the report are that:

There will be 2,000,000 more radio families in the United States this Summer than last.

Radio receivers will total 34,000,000.

Radio-equipped homes will number 25,000,000.

Each Summer day will produce 77,000,000 family hours of listening.

There will be 4,000,000 "extra" radio receivers in the 25,000,000 homes.

Five million automobiles will be equipped with radio sets.

Asking the question of "how often and how much" will the 34,000,000 radio receivers in the country be in use in the Summer of 1937, CBS says:

"To Dr. Daniel Starch these are recurrent questions about the radio audience; question to which he and a nation-wide staff have devoted at least four months each year for the last three years.

"The recent compilation of personal interview No. 182,404 with the American public on its radio habits (by far the largest study of this type ever undertaken) gives Dr. Starch and his staff a three-year record of the listening habits of the American people, and the listening habits for three Summer seasons.

"Specifically, Dr. Starch found that on the average week-day in July, 1936, 70% of all home radios were in use sometime daily.

"16,100,000 families listen daily an average of 4 hours and 24 minutes, or 70,840,000 family-hours of home-listening each Summer day in '36. This does not include families listening in automobiles.

"This Summer the astronomical but actual sum of 77,000,000 family-hours of home-listening each day looms as a new 1937 summer radio record."

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MIAMI BEACH GETS NEW STATION; OTHERS RECOMMENDED

The Federal Communications Commission this week granted a construction permit to A. Frank Katzentine to erect and operate a new broadcasting station in Miami Beach, Fla., on 1500 kc. with 100 watts power, unlimited time.

Examiners' reports recommended other new stations for Portland, Me., Barnstable, Mass., Cheyenne, Wyo., and Johnson City, Tenn.

Favorable reports also were submitted on application of WMEX, Boston, to transfer from 1500 to 1470 kc., and to increase its power to 5,000 watts; and KARK, Little Rock, Ark., to increase its power to 1,000 watts.

Among the applicants whose requests were disapproved by Examiners was Richard M. Casto, of Johnson City, Tenn., whose counsel, George H. Smith, of Washington, was rebuked by the FCC for allegedly inserting documents in the file in violation of Commission regulations. The Examiner, George H. Hill, described the incident in detail although he made no mention of the FCC's subsequent action and the pending inquiry being conducted by a Special Committee headed by Commissioner George Henry Payne.

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NBC EXPANDS FACILITIES IN SIX KEY CITIES

An extensive building program involving expansion and improvement of six National Broadcasting Company plants in key cities of the Red and Blue Networks, was announced this week by Lenox R. Lohr, President of NBC.

The project includes immediate construction of new studios at Philadelphia and Schenectady, the completion of a building already under way in Washington, and the subsequent provision of new facilities at Hollywood, San Francisco and Cleveland.

Radio's rapid development, the increase in NBC business and the growth of the company's public service activities make such expansion immediately necessary, Mr. Lohr stated, in order that available facilities keep pace with current needs.

Changes and new developments in the six cities will be made with a view to placing all NBC broadcasting plants on the same technical basis as the Radio City and Chicago studios. Plans also include complete air-conditioning, sound-proofing and acoustical treatment, and lighting devices designed to reduce heat radiation to a minimum. They also provide space for future development of television activities.

Ground will be broken at Philadelphia within a week for the construction of a six-story building at 1619 Walnut Street which will house NBC studios and offices and Station KYW, the Westinghouse Electric and Manufacturing Company's outlet of the NBC-Red Network. The studios equipped will cost about \$600,000 and will be ready for occupancy November 1st.

NBC's new Washington studios, now nearly completed, will be in operation July 1st, and will double the capacity of the present Washington studios. The NBC quarters will occupy the greater portion of the newly constructed building of the Trans-Lux Washington Corporation.

Because of the great number of talks on national affairs originating in Washington, the new studios will include two of the speaker type. Three others will be used for entertainment broadcasts. The NBC quarters, housing stations WFC and WMAL, will have an almost continuous frontage of windows on three sides. The cost of the plant, including the new transmitter contemplated in Prince George's County, Maryland, for Station WFC, will be about \$350,000.

Negotiations have been completed, Mr. Lohr said, for construction of a new NBC building at Schenectady to house Station WGY of the General Electric Company. Work will begin shortly on the studios, which will occupy a space of 20,000 square feet, and it is expected that the plant will be ready for use September 1st. Cost of building and equipment is estimated at \$300,000.

Plans for improved facilities at Hollywood, Cleveland and San Francisco are still in a formative stage. It is planned, however, to double the capacity of the present Hollywood studios and to expand those at San Francisco and Cleveland.

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CORONATION PROCESSION TO BE TELEVISED BY BBC

The still new television broadcasting facilities of the British Broadcasting Corporation will be put to a severe test on May 12th during the coronation of George VI and Queen Elizabeth. The famed coronation procession is to be televised.

Anticipating the significance of the achievement, World-Radio comments:

"Outside broadcasts by television begin with a literal flourish of trumpets, for the inaugural event will be the televising of the Coronation procession from a specially chosen site at Apsley Gate, Hyde Park Corner. As Coronation processions occur once or twice in a lifetime, no television enthusiast could have hoped for a more auspicious start. Indeed, the difficulty may be to avoid anti-climax in the weeks that follow.

"Although only one camera position is permitted, a splendid view of the procession should be obtained as it approaches down the East Carriage-road, passing within a few feet of the camera, crossing Hyde Park Corner on its way to Constitution Hill, and there should be wide scope for panoramic effects. Telephoto lenses, which have given excellent results in Alexandra Park, should also yield good close-ups, though much will depend on the weather conditions.

"Owners of television sets as well as visitors to the hundreds of viewingrooms all over London will undoubtedly see the procession under more comfortable conditions than many people who have paid for sets on the route; and they will also have the benefit of a running commentary.

"Among the features of Coronation Week in television will be a specially adapted version of 'Hamlet' and a Coronation edition of 'Picture Page' - to be televised on Tuesday instead of the usual Wednesday - in which interesting people associated with the preparations for the national festivities will be interviewed in the studio. Replicas of the Crown Jewels will also be shown.

"Another outstanding item will be a 'tour' of the London Television Station. The cameras will be taken through the transmitter halls, into the make-up and dressing rooms, and through the main corridor to the studio itself, where a typical production will be seen 'on the set.' Viewers will see how the cameras and microphones are handled and will have glimpses of the control-room and of the producer and his assistants at the control desk overlooking the studio."

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PUBLISHER-BROADCASTERS HOLD INFORMAL MEETING

An informal meeting of newspaper publishers who own radio stations was held Tuesday afternoon at the Hotel Waldorf-Astoria, N. Y. About 75 attended.

"While lethargic in note, the sense of the meeting, according to Variety, seemed to be:

"(a) Newspaper-owned stations should not ask either the A.N.P.A. nor the N.A.B. to consider the peculiar position of the press-controlled broadcasters as they would be a minority without the sympathy of their contemporaries in both cases.

"(b) Newspaper stations should not set up a Washington lobby, but should work through their regular counsel and keep in touch with one another.

"Ex-Senator Dill was a speaker, as were Louis G. Caldwell and Gardner Cowles. Latter stressed the idea of not lobbying or otherwise inciting artillery fire. Dill mentioned the six months' license as a perennial source of weakness in radio.

"Discussion from the floor was without benefit of introduction or any record. A suggestion that combination rates be dropped and that a broad-minded attitude be taken on listing competitor radio logs did not arouse much enthusiasm.

"Shotgun divorce of press-radio has pubs' worried somewhat, but there is no united sentiment apparently on what measures to take to combat the move. Several speakers pessimistically referred to the different political color of themselves and the administration in Washington."

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RADIO BOON TO RURAL AREA, SAYS LOHR

"Radio has become one of the most powerful means of communication in breaking down the physical and cultural isolation to which rural people in remote areas were subjected only a comparatively few years ago", said Lenox P. Lohr, President of the National Broadcasting Company, in an address on the General Electric Farm Forum from WGY in Schenectady, on April 16.

"During the economic emergencies of the past few years, agriculture has had a period of readjustment. Information on conservation, drought, crop control and insect pest control has been broadcast daily to keep the farmer informed on all of the late developments in connection with his government. Today, instead of waiting for a local county or state leader to explain what is going on in these fields, the farmer is able to get his information direct from some of the chief policy-making officers by radio.

"It is my opinion that no class of people has received the benefits from radio as much as has the farmer", said Mr. Lohr. "The radio has brought him entertainment, music, news of general interest and also market and business news, which has been of direct financial value. The lives of rural people have been broadened because radio has brought into the farm home these national and world-wide affairs and events", said Mr. Lohr.

"Weather, the governing element in raising crops, is relayed to the farmer several times daily by radio. It has been said that the radio is the farmer's substitute for the ticker, the telegraph, the printing press and the luncheon club. I believe that there is a lot of truth in that statement, because radio has done a great deal to place the farmer on a par with his city brother. The most isolated farmer, who never had been able to leave his county or state, can now attend by radio the finest opera presentations in New York, the inauguration in Washington, the coronation in London and the most stimulating musical programs from all parts of the globe. This has brought the farmer and his family into a direct relationship with the city and impressed on him the city way of thinking", said Mr. Lohr.

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GIULIO MARCONI JOINS NBC TO STUDY

Giulio Marconi, only son of Marchese Guglielmo Marconi, will join the National Broadcasting Company next Monday to complete an already extensive apprenticeship in the science with which his family name is so intimately associated.

The long strides made by radio in the United States so deeply impressed the father of wireless communication that, on his suggestion, his son - an alert, handsome young man of 26 - has come to this country for several years of study and training in the most advanced radio techniques of the National Broadcasting Company and the Radio Corporation of America. Young Marconi, who arrived in New York from Naples last Sunday, has already had three years of similar study in England and in his native Italy.

It was while Mr. Marconi was pursuing his radio studies with the Italian Marconi Company in Rome that the plan to come to America was formulated. The friendship between his father and David Sarnoff, President of RCA, made it possible, Mr. Marconi explained.

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W. Wright Gedge, of Detroit, a Director of the National Association of Broadcasters and associated with WMBC, Detroit, died this week. He had been elected a NAB Director for a three year term in 1935.

Glenn I. Tucker, formerly with the Radio Corporation of America, is Vice-President of a new advertising agency in New York, Thornley and Jones, Inc., formed by the association of George H. Thornley and John Price Jones.

Ground-breaking ceremonies for the construction of the new CBS studios and offices in Hollywood will be held Tuesday, April 27, in a special broadcast over the entire WABC-Columbia network, from 4:45 to 5:15 P.M., EDST.

The new CBS radio center in Hollywood will include auditoriums, studios and offices of Columbia's newly acquired 50,000-watt radio station KNX, as well as other facilities for servicing the network. The structure will front on Sunset Boulevard, occupying the block between Gower and El Centro Streets, and the entire project will cost approximately \$1,000,000.

NBC's station total, already at an all-time high, will rise to 125 on May 1 when WSAN, the only station in Allentown, Pa., becomes an optional outlet available on either the Basic Blue or Basic Red NBC networks. WSAN operates on 1440 kilocycles with power of 500 watts. The network rate will be \$120 per evening hour.

William S. Paley, President of the Columbia Broadcasting System, has commissioned Alexander Calder, internationally known sculptor, to design the Annual Amateur Radio Award, which will be presented to the individual who through amateur radio has contributed most usefully to the American people either in research, technical development or operating achievement.

George Henry Payne, Federal Communications Commissioner; Governor Elmer A. Benson, of Minnesota, and John P. Devaney, president-elect of the National Lawyers' Guild were to speak over WOR tonight (Friday) while at a dinner of the Guild being tendered to Mr. Devaney, who was former Chief Justice of the Minnesota Court of Appeals. The National Lawyers' Guild has been an active force in endorsing President Roosevelt's Supreme Court proposal and the guest speakers at the dinner were to express their approval of the Guild's stand.

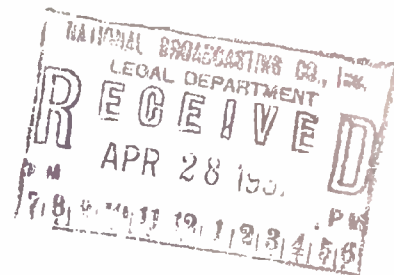
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No. 1023

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April 27, 1937.

RADIO FADE-OUTS NOT DUE TO INCREASE IN SUN'S HEAT

An intensive study of radio fade-outs and their relation to solar eruptions has convinced Dr. F. S. Richardson, of the Mount Wilson Observatory, that the communication disturbance is not due to any sudden increases in temperature from the sun, according to a statement released by the Carnegie Institution of Washington.

The scientist suggests that the radio fade-outs may be caused by the condition of the ionosphere, in addition to radiant energy from the sun.

After reviewing the experiments of Dr. J. H. Dellinger, Director of Radio of the U. S. Bureau of Standards, in this field and his own observations made at the Mount Wilson Observatory, Dr. Richardson said:

"The radiation producing the fade-outs seems undoubtedly to come from the outbursts that show so conspicuously on hydrogen and calcium spectroheliograms. A natural assumption would be that a small area on the sun, at exceptionally high temperature, emits a great amount of black-body radiation of high frequency; but direct observational evidence shows that this assumption is untenable.

"In the course of the routine solar observing we have by chance photographed many bright eruptions. If these eruptions were associated with black-body radiation of high temperature, they should also have shown conspicuously on the monochromatic images taken at the same time. An inspection of many plates recording violent hydrogen and calcium eruptions fails to show any trace of a corresponding image on the photographs made with the continuous spectrum.

"These observations indicate that fade-outs are not caused by any increase in radiation of the kind associated with a great increase in temperature.

"The question naturally arises why certain eruptions produce radio fade-outs while others do not. It is suggested that possibly the condition of the ionosphere, in addition to radiant energy from the sun, may be a factor in determining whether or not a fade-out of high frequency radio transmission occurs."

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NEWS THEFTS? FOREIGN PROPAGANDA BY RADIO ARE FEARED

Viewing with alarm the increasing broadcasting of news both by American long-wave stations and foreign short-wave outlets which may be heard in this country, the Radio Committee of the American Newspaper Publishers' Association proposes that the matter be on the agenda of the North American radio parley at Havana in November.

An appeal was made by E. H. Harris, Chairman of the Committee, to the publishers last week at their New York convention, to guard against the theft of news at home and the inroad of foreign propaganda via short-waves.

The Committee observed that radio is "gradually changing both the mechanical operation of a newspaper and the relation of the newspapers and the press associations to the general public."

Regarding the "foreign news propaganda", the Committee had the following to say:

"Many foreign countries, recognizing the possibilities offered by short wave, have built powerful broadcasting stations with directional antennas pointed toward North and South America so that they may be able to pour their political propaganda programs into the Americas. These stations are now so powerful and so well equipped that it is possible to receive these short wave broadcasts in the Americas in the English and Spanish languages with almost the same clarity as the broadcasts of many stations of our own in the regular broadcast band. Some European countries have blotted out foreign propaganda by setting up an interference on the same wave length on their own borders. Another method used by some European countries is to make it a penal offense for any citizen to own a set capable of receiving a foreign broadcast. Neither of these methods would be practicable and possible in the United States.

"The Committee believes that if a time could be set aside for the broadcasting of regular Press-Radio Bureau reports generally in the United States this practice would offset to some extent the possible influence of foreign propaganda. By this method we would meet propaganda with accurate press association news and the world would then be in a position to judge between the merits of the two services. It must be remembered that our press associations are the only news-gathering agencies in the world which are not subject to control, either direct or indirect, or recipients of support, financial or otherwise from government.

"Unless some action is taken by the press of the United States to offset this governmentally engineered propaganda in the form of foreign news broadcasts, it eventually will become a serious problem not only for the press but also for our own Government.

Publishers were urged to protect their news against unauthorized broadcasts, but at the same time they were warned that they "have no monopoly on the business of gathering news".

"From time to time your Radio Committee has advocated that publishers and press associations take precautions to protect their property rights in the news which they have gathered", the Committee stated. "The Supreme Court on various occasions has handed down decisions which leave no doubt that newspapers and press associations have a property right in the news which they have gathered.

"We should not tolerate a situation in which there is a general pilfering of our news. The proprietary rights in our own news are our stock-in-trade. We again appeal to publishers to give serious thought to this subject, because the entrance of radio into the field of general communications has opened a medium which encourages the pilfering of news.

"While a very large part of our news to and from foreign countries, and some of it from point to point in this country, is handled by means of short wave radio, experiments are being carried on now to develop sending and receiving machines which eventually may provide secrecy in the transmission of our own news.

"On the point of the broadcasting of news on the regular broadcast band, publishers and press associations have followed up these violations through court action until broadcasters are now more generally recognizing property rights.

"Publishers should investigate their news departments to see if their news is being used for sale to advertisers for broadcast purposes in unfair competition with newspapers.

"Again we want to state that newspapers and press associations have no monopoly on the business of gathering news. They have no control over any news which they have not gathered.

"Neither Mexico nor Canada has laws protecting property rights in the news which the newspapers and the press associations have gathered, and most of the foreign nations have made no provision to protect the property rights in news. The publishers associations in Great Britain have started a movement to have laws passed by the various governments which will grant to newspapers and press associations the same property rights that now exist in the United States.

"Our press relations with Mexico need some attention because our press associations lose their property rights when they cross the border. Under the present arrangement, Mexican radio stations are taking the news out of Mexican newspapers and broadcasting it back to the United States to the detriment of our newspapers. This should be remedied. This question could probably be considered at the forthcoming regional radio conference which will convene in Havana next November, and where both the United States and Mexico are expected to be represented."

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ZENITH TELEVISION APPLICATION SET FOR HEARING

The application of the Zenith Radio Corporation, Chicago, for a permit to erect and operate a television broadcasting station has been set for hearing by the Federal Communications Commission. The time has not been fixed.

Zenith proposes to use 42000-56000 and 60000-86000 kc. with 1,000 watts visual power and 1,000 watts aural power, unlimited time.

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AUTOMOTIVE AND DRUG INDUSTRIES LEAD NET STRIDE

The automotive and drug industries, increasing their expenditures \$431,419 and \$588,102 respectively, accounted for almost half of the rise in NBC's gross network revenue for the first quarter of 1937 over 1936.

Automotive expenditures rose from \$627,739 in 1936, to \$1,059,158 or 68.7 percent, while drug expenditures increased from \$2,841,116 to \$3,429,213, or 20.7 percent.

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U. S. RADIO EXPORTS SHOOT UP IN FEBRUARY

Exports of radio equipment by United States manufacturers in February amounted to \$2,376,000 as compared with \$1,829,000 in the corresponding month last year, according to the Division of Foreign Trade Statistics, Department of Commerce.

The comparative figures for January and February are: 1937 - \$4,960,000; 1936 - \$3,868,000.

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EDITOR & PUBLISHER RAPS PAYNE BROADCASTING TAX

Joining the more anonymous howls of broadcasters, the American publishers, who are rapidly becoming broadcasters as well, have joined in the protest against the proposed scale of taxes on broadcasting stations as suggested by Commissioner George Henry Payne.

Editor & Publisher in its current issue attacked the tax as embodied in a bill introduced by Representative Boylan (D.), of New York, as "confiscatory in nature" and "hostile in intent to the present ownership of radio".

Frank A. Arnold, former radio executive, in his column "Radio and the Newspapers" in the same issue, criticized the tax scale as excessive.

Both, however, admitted that the broadcasting industry might well be taxed, but in a different fashion.

Said the editorial: "The politicians are moving in on the broadcasting industry from all sides, and this tax proposal has all the earmarks of an effort to limit the power and the range of commercial stations. The bill would exempt stations which do not broadcast commercially, and also stations operated by the U. S. government, any state or territory, or the District of Columbia. One doesn't tax the instrumentalities of government!

"With a reasonable range and an equitable basis of special taxation on broadcasting no one will quarrel. For the privileges it enjoys on facilities that belong to the public, the industry should be willing to pay, and pay well - but a privilege tax of \$150,000 on a 50,000-watt station is unconscionable. It is not comparable with the special taxes levied under the Narcotics Act or the Firearms Act, cited by Mr. Payne as largely regulatory in purpose and approved by the courts.

"It is confiscatory in nature, hostile in intent to the present ownership of radio and designed to accomplish by pressure the conversion of radio to a pure public utility. Desirable as that may be to politicians who like the one-way radio channel as distinguished from other, and uncontrollable, methods of communication, it is a long way from representing a wide public sentiment."

Mr. Arnold's conclusion, after a discussion of the tax, was:

"Broadcasting is a one-sided business. All its product is given away without compensation from the audience and its only source of income is the sale of a portion of its

time for commercial programs. A relatively few large stations have made money during the last five years. The networks have been prosperous as shown by their advertised figures. But how about the hundreds of individual stations that are barely making a living?

"If the industry must be taxed, let the burden be placed where it belongs - on the stations and networks that are making the 'enormous profits', and figured on either gross income or net profits. By this method, even though it involves some clerical labor, a result can be arrived at fair alike to the little fellow who makes perhaps \$5,000 a year net and the big operator whose figures run into the millions."

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THAD BROWN LAUDS COMMUNICATIONS ACT AT PHONE MEETING

After reviewing the history of Federal regulation of communications, Thad H. Brown, Vice Chairman of the Telephone Division of the Federal Communications Commission, praised the Communications Act of 1934 in an address last week at the Annual State Convention of the Ohio Independent Telephone Association in Columbus, Ohio.

Commissioner Brown referred to the pending investigation of the American Telephone & Telegraph Company without commenting on the Commission's findings. He praised highly the contributions of the Independent telephone companies to the industry.

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FCC AFFIRMS DENIAL OF MACKAY OSLO APPLICATION

Concluding consideration of a case that has occupied more than a year's time, the Federal Communications Commission last week, sitting en banc, affirmed the decision of the Telegraph Division on June 3, 1936, in denying the applications of the Mackay Radio & Telegraph Company, Inc., to add Oslo, Norway, as a point of communication.

The application was contested chiefly by R.C.A. Communications, Inc., on the ground that adequate service was being provided by RCA.

The Oslo application was but the opening gun of a Mackay campaign to challenge RCA's domination of the world radio communication traffic.

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The application of WRVA, Richmond, Va., to move its transmitter site 15 miles southeast of Richmond and install new equipment and a directional antenna system and increase power from 5 KW to 50 KW has been set for hearing by the Federal Communications Commission.

Station WTAM, Cleveland outlet of the NBC-Red Network, is expected to occupy new quarters in the first four floors of the Guarantee Title & Trust Building, 9th and Superior Sts., Cleveland, shortly before January 1st, according to virtually completed plans announced this week.

Seven studios, the largest of which will seat 400 persons, are planned at the new site, Provisions for television facilities will be made both in the studios and on the roof. The entire project will cost between \$250,000 and \$300,000..

An adverse report was filed with the Federal Communications Commission this week by Examiner on the application of the Rapids Broadcasting Co., Cedar Rapids, Ia., for a construction permit to operate a new broadcasting station on 1310 kc. with 100 watts power, unlimited time.

The Columbia Medal for Distinguished Service to Radio will be presented on May 2nd by William S. Paley, President of the Columbia Broadcasting System, to Barry Bingham, co-publisher of The Louisville Courier-Journal, which operates Station WHAS, Louisville, Ky. The award, which will be made during a broadcast, is in recognition of the station's efforts in combating the floods in the Mississippi and Ohio River Valleys last January.

Rear Admiral Walter S. Crosley, retired, a cousin of Powel Crosley, Jr., radio manufacturer, has been selected as a resident director of the International Hydrographic Bureau at Monaco. In this position, Admiral Crosley succeeds Rear Admiral Andrew T. Long, retired.

NBC audience mail in March set a new high of 1,140,580, up 12 percent over the previous high, 1,015,372, set in March, 1936, and up 245 percent over February, 1937, when 330,427 pieces were received. Total mail for the first quarter was 2,206,675, or one percent more than in the first quarter of 1936, when 2,186,043 responses were received.

Robert W. Cottingham has been transferred from NBC's news division in New York City to NBC in Washington, where he will be Assistant News Editor. He has been doing general assignments.

E. P. H. James, Promotion Manager at NBC, will speak on "Television" at the annual meeting of the Mendelssohn Glee Club Monday, May 2rd, at the Manhattan Club in New York. Dr. O. H. Caldwell, former Federal Radio Commissioner, and editor of "Radio Today", will discuss "Radio Tomorrow."

Belmont Radio Corporation, Chicago, has registered the following with the Securities and Exchange Commission: 315,000 shares of no-par value common stock, of which 300,000 shares are outstanding and 15,000 shares are unissued and reserved for exercise of an option granted to the underwriter Stemmler & Co., of New York.

Lewis Allen Weiss, General Manager of the Don Lee Broadcasting System, WOR-Mutual's West Coast affiliate, announced this week the appointment of Charles E. Saylor to the post of Director of Public Relations, effective immediately. Mr. Saylor comes to the Don Lee organization after more than a decade of service with the firm of J. F. Helms and Brother of Chicago, large scale manufacturers and distributors.

Two additional University Fellowships for advanced study in radio broadcasting at the National Broadcasting Company have been granted by the Rockefeller Foundation - one to Harley A. Smith of Louisiana State University, and the other to George E. Jennings of Station WILL of the University of Illinois. Two similar fellowships were granted last year.

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FAYNE SEES "ROUGH ROAD" FOR BROADCASTERS

"Unless broadcasting companies begin to pay attention to public criticism, they face a rough road ahead", declared George Henry Payne, Federal Communications Commissioner, in a talk at Garden City, L. I., last Saturday, before the annual conference of District 2 of the American College Publicity Association at Adelphi College.

"In every other country of the world they do not permit advertising and they send cultural education over the air", said Commissioner Payne. "In this country we allow the broadest liberty. Some broadcasts are pumping into private homes material about nostrums, foods that have not been demonstrated as beneficial and certain medicines that the people should never be urged to buy."

Mr. Payne said that there were forty millions of dollars invested in the broadcasting business and that the gross revenue last year was \$107,000,000. He said that the profit this year probably would be 350 percent. He expressed the belief that there was a great opportunity for college men and women to go into the broadcasting business.

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INCREASED SALES CALL FOR ENLARGED ARGENTINA PHILCO PLANT

In Argentina, South America, the land of the pampas; vaqueros, caballeros, and a great nation of devotees of the opera and music, there flourishes a lusty young industry, Philco Argentina, SA, with offices and factories in Buenos Aires, employing hundreds of members of the Philco Family, according to the Philco World.

Philco Argentina, SA, is an Argentina corporation having full benefits of all research and development at the great Philco Radio and Television laboratories in Philadelphia.

Philco Argentina engineers visit Philadelphia from time to time to keep abreast of the latest and best practices, and this year an executive will attend the United States sales convention.

In a recent issue of Revista Telegrafica, a radio magazine published in Buenos Aires, there appeared a well-written article on Philco Argentina, SA, profusely illustrated with pictures. The article was written by Sr. Gmo. Dougall, General Manager of the plant, and Sr. Atilio Alzona, chief factory engineer.

The article was translated by Victor S. Gittens, of the Philadelphia Philco Reclamation Department, and personal friend of Sr. Dougall and Sr. Alzona. The following is an excerpt from the article:

"When Philco Argentina, SA, was established, headquarters were located in Shacabuco Street, but soon afterwards, in view of the huge increase in sales and the absolute necessity of enlarging its assembly shops and to start the manufacture of cabinets, moved its offices to 541 Caseros Street, and its assembly plant to 1445-47 Engineer Huergo Avenue, keeping them separated from the furniture plant.

"Having made this change, it also adopted the new name of Philco Argentina, SA, the company being formed with Argentina capital and incorporated during the administration of President Uriburu in May, 1931.

"This company has followed an inviolable policy from the start to market radio receivers of the highest quality. Following the policy of the mother company in the United States, it did not surrender to the temptation of meeting the competition of cheap and poorly made receivers that so many 'faker' concerns have placed on our market during the last few years.

"Philco Argentina, SA, claims that the quality of both the local and foreign broadcasting is far better than the reproduction provided by other sets manufactured in Argentina, and that the public ought to be offered quality receivers in order to enjoy, at its true fidelity, the musical quality of the broadcasts."

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EDITOR FEARS SURFEIT OF ADS WHEN TELEVISION COMES

Quoting from an article by Gilbert Seldes in the Atlantic Monthly, the New York Times on April 26th, in an editorial discusses the danger of a surfeit of advertising when television reaches the public demonstration stage. The editorial says, in part:

"If the advertiser is to pay the bill of television - a bill many times larger than that now presented by the sound-broadcasting studios - he will do well to study the responses of motion-picture audiences. Only the cheapest houses ever dared to throw on the screen the local hardware store's announcement of its vast stock of tools and cutlery. Thirty years of futile effort have narrowed this field to exhibitions of fashions and of ingenious gadgets with commercial possibilities - this because both are news. Propaganda and publicity we will tolerate on the screen, but not advertising. We will listen to a brief lecture on vitamins in general, but not on the vitamins that impart miraculous properties to a particular brand of cough-drops. Will the advertising sponsors of television programs boldly hold up their fountain pens, pajamas and lawn mowers to our gaze and 'sell' them to us as repetitively and insistently as they now do with talk alone? If so, Mr. Seldes predicts rebellion and therefore failure.

"Thousands read the newspaper while broadcast jazz rattles the windows. No such indifference is possible with television. Either we look and listen or we don't. Advertisers had complete command of attention on the motion-picture screen only to find that they were tiresome. They will have something like it again with television, but with the knowledge that there is refuge in walking away or blotting out the image and the sound by the turn of a switch. Restraint will be demanded. Mr. Seldes doubts if the advertiser will be able to impose it upon himself.

"For the costs are bound to be high when this new art is born. The elaborate productions of the movies have spoiled us. To present nightly a new sketch, even though it be only ten minutes long, means an army of directors and actors, warehouses stuffed with properties and costumes, and vast studios where stage settings are prepared. Where are they to be found in sufficient numbers for the scores of regional transmitting stations that will be demanded? The public will not look at the same televised sketch twice in succession. Multiply 365 by a hundred advertisers and the enormity of the artistic problem, not to mention the cost, becomes apparent. There is not money enough to bore us to the extent that advertising on this scale demands. Perhaps our salvation lies here. Or perhaps an entirely new and more palatable method of selling goods by television will be developed."

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4/27/37

RADIO PRACTITIONERS MOVE TO LARGER QUARTERS

Littlepage and Littlepage, attorneys and counsellors in Washington, have removed from the Union Trust Building where they have been for many years, to a larger and more modern suite in the Bowen Building, 815 - 15th Street, N. W., between H and I Streets, about a half a block north of their old offices.

Thomas P. Littlepage, Sr., was a pioneer in radio practice having represented Ralph Atlass, of Chicago, then of WBBM, in the Zenith controversy, the first radio case ever to be tried in this country.

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THE BLUE ADDS WSPD

WSPD, Toledo's only radio station, has joined the Blue Network of the National Broadcasting Company.

"WSPD is the most popular station heard by Toledo listeners", an announcement of the NBC in taking over the Toledo trading area says. "It is first choice in a survey of Toledo residents conducted by the Associated Radio Service men during the week of January 11-16, 1937. WSPD scores 60% - the second choice station, 24%.

"WSPD was established in 1921. Operates full time, 5000 watts day, 1000 watts night; 1,340 kilocycles. Recently installed new, modern equipment, including a vertical radiator.

"Toledo, the nation's 32nd largest market, has a population of 290,718; its \$112,550,000 retail sales rank third in Ohio. Spendable money per capita is \$620 - 21% greater than the U. S. average.

"The great market which WSPD covers embraces: Population, 1,285,184; families, 338,570; radio homes, 268,200; bank deposits, \$266,300,000 and spendable income, \$589,263,000."

During four weeks of October, 1936, WSPD made three spot announcements daily, offering a lucky pocket piece. 10,382 requests were received in addition to the ordinary run of fan mail.

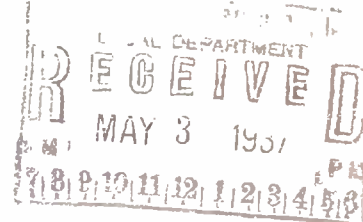
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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IOWAN NAMED FCC SECRETARY IN SUPREME COURT TRADE

The appointment of Thomas J. Slowie, of Iowa, a congressional secretary, as Secretary of the Federal Communications Commission late this week took the broadcasting industry and government officials by surprise as his name had not been mentioned previously.

It was learned on reliable authority that the appointment was made at the personal direction of President Roosevelt, over the recommendation of another man by James A. Farley, in a trade with the Iowa Congressional delegation for support of the Supreme Court reform proposal.

Robert L. Berger, Radio Director of the Democratic National Committee, had been slated for the job up until the last minute as a reward for his work during the presidential campaign. The Commission was preparing to announce his appointment, when James Roosevelt, son of the President, advised that it be held up.

Anning S. Prall, Chairman of the FCC, is understood to have called at the White House upon receiving the telephone call from James Roosevelt. He complained that the Berger candidacy had gone too far to withdraw it, and he reminded young Roosevelt that Farley had picked Berger.

The Chairman of the Democratic National Committee was out of the city at the time campaigning for the Supreme Court change, but the White House got in touch with him and apparently convinced him that Slowie must have the job.

Mr. Slowie is about 41 years old and has been in Washington for the last seven years as secretary first to the late Representative Jacobsen (D.), of Iowa, and this year to Mr. Jacobsen's son, who succeeded his father in office.

A former city auditor and city clerk at Clinton, Ia., his home, Mr. Slowie has had no previous experience in either the administration or business side of broadcasting. He said that his only previous connections with radio have been in making political addresses over the air.

He is a World War veteran and was one time assistant to the president of the Guaranty Life Insurance Co., of Iowa. He has a wife and two children.

The office of FCC Secretary, which pays \$7,500 a year, is a political plum that has been dangled before aspiring young Democrats for the last year. It has been vacant since the resignation of Herbert Pettey, now an official of WHN, New York, but the duties have been performed by John B. Reynolds, an Assistant Secretary, who is a Republican.

Mr. Slowie was expecting to take office tomorrow (Saturday, May 1st).

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IF RUMORS TRUE, FCC MOST CORRUPT BODY, WRITER CHARGES

Charging that the rumors about the Federal Communications Commission which swirl about Washington these days are so numerous and so libelous that he will not deal with them "beyond noting that if even half of them are true, the Commission is one of the most corrupt Federal agencies in history", Paul W. Ward takes the FCC for a rough ride in the April 24th issue of the Nation.

"The Roosevelt Administration is out to head off the Congressional investigation of broadcasting because it will be impossible to investigate the radio industry without investigating the Federal Communications Commission, which is supposed to regulate it, and the Administration does not want the smells emanating from that New Deal agency traced to their source", he goes on to say.

Congress owes both itself and the public an investigation such as Congressman Connery proposes, Mr. Ward, who is a member of the Baltimore Sun staff in Washington, continues, "because of the FCC's complete and insolent disregard of its instructions from Congress as written into the law governing its operations with respect to broadcasting. It owes it to the public because such an investigation will show that the FCC has steadily and lawlessly been frittering away the public's 'last great source', as that remarkable person, Commissioner George Henry Payne, has dubbed the air. It owes it to the public especially because, as another Commissioner, Irvin Stewart, recently said, 'the person who has the largest stake in American broadcasting is the listener.'

"Far from obeying its orders, the Commission has set itself up as the guardian angel and aid of those who are exploiting the last great resource in much the same fashion that our water, timber, land, oil, and mineral resources have been exploited and despoiled. It has functioned chiefly to smooth out competition in the industry. Without the FCC policing of the air waves to keep the various stations from

raiding each other's territories and frequencies, the industry would be in chaos, but for this policing, which costs the taxpayers \$1,500,000 a year, the industry pays nothing. Nor does it pay for broadcasting licenses, of which there are 696 outstanding covering the ninety channels or frequencies available to broadcasters.

"The radio industry represents an investment of only \$40,000,000 at the outside, its 1936 gross was \$107,550,000 and is expected to reach \$135,000,000 this year. The significance of these startling profit indicators will be brought home with devastating force when, as must happen, Congress declares the radio industry a public utility and subjects its rates to regulation.

"Licensed stations are being bought and sold for ten and twenty times the value of their physical assets, which would be only so much junk without a frequency on which to employ them. Columbia last year, for example, paid \$1,250,000 for a California station, and by any system of reckoning at least \$1,000,000 out of that price was for the frequency on which the station had a license. Similarly, under a new practice, stations are being leased for periods ranging from one to fifteen years at annual rentals nearly equal to the cost of the station itself.

"Worse still, stock-jobbing is going on; station securities are being sold to the public at prices which recover for the promoters their full investment in the station and still leave them in control of it, and the asset which the investors get for their money is an interest in a license which is good for only six months and, so Congress has ruled, can never be construed as representing ownership of anything. All these transfers, leases, and assignments have to be and are approved by the FCC, which doesn't believe Congress meant what it said any more than do the radio barons."

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FTC ISSUES ORDER AGAINST RADIO MANUFACTURERS

An order to cease and desist from using unfair methods of competition, in violation of Section 5 of the Federal Trade Commission Act, has been entered by that Commission against a group of manufacturers of and dealers in radio sets and radio parts. The order also is directed against two companies manufacturing and selling escutcheons and name plates for use on radio products.

The order prohibits the respondents from using as marks or brands on their products certain well-known and long established names of other manufacturers and dealers in the radio and like industries without consent of the lawful owners of such names.

According to findings in the case, among the names, brands and symbols adopted and used by the respondents, without authority from the owners, are Marconi, Edison, Bell, Victor, Majestic and Brunswick, and the letters P.C.A. and G.E., standing alone or with other words, or colorable imitations or simulations thereof.

Metal Etching Corporation, 1001 Essex St., Brooklyn, and its President, M. Hermann, and Crowe Nameplate and Manufacturing Co., 1749 Grace St., Chicago, and its officers, E. C. Coolidge and I. Robinson Smith, are ordered to discontinue selling or distributing escutcheons and name plates, bearing the trade-marks and names in question, to manufacturers, assemblers or dealers in radio products, except to the owners of such trade names or marks, or to the licensees of the owners.

The order further directs that the respondent manufacturers and dealers cease representing, directly or indirectly, through use of trade names or marks of which they are not the owners, and without the permission of the lawful owners, that their radio products are those manufactured, sold, endorsed or licensed by the late Thomas A. Edison, Thomas A. Edison, Inc., American Telephone & Telegraph Co., Western Electric Co., Marconi Wireless Telegraph Company of America, Radio Corporation of America, Victor Talking Machine Co., Brunswick-Balke-Collender Co., Warner Brothers Pictures, Inc., and its subsidiary, Brunswick Radio Corporation, Grigsby-Grunow Co., Majestic Radio and Television Corporation, and General Electric Co.

The respondent manufacturers and dealers who are ordered to cease and desist from unfair methods of competition, together with their officers or agents, are: King Trading Corporation, 51 Vesey St., New York, and Royal Radio Co., Inc., 168 Washington St., New York, and A. M. Frank, David Morrison and Murray Auerbach; Harvard Radio Tube Testing Stations of Pennsylvania, Inc., 208 North Broad St., Philadelphia, and Jules M. Schoenberg; Ross Distributing Co., 2020 Chancellor St., Philadelphia, and Larry B. Foss; Sun Radio & Service Supply Corporation, 938 F St., Washington, and Emanuel Rosenweig; Schiller Bros., Inc., 922 F St., Washington, and Louis S. Schiller; Peter Robbins, trading as Robbins Radio Co., and as Ambassador Radio Co., 940 F St., Washington, and F. C. Scruggs, trading as Call Radio Co., 636 H St., N.E., Washington.

The complaint in this case was dismissed as to the following respondent companies and their officers for the reason that there was no evidence to establish the allegations made against them: Etched Products Corporation, 3901 Queens Boulevard, Long Island City, N. Y., and Albert Nierenberg and Walter H. Miller; Electro Chemical & Engraving Co., 1100 Brook Ave., New York, and F. E. Switzer, N. L. Jacobus, Robert Schlesinger, Julius Erodes and L. S. Southwick; Premier Metal Etching Co., 2103- 44th Ave., Long Island City, N. Y., and

Herbert Pape, Karl D. Johnson, Ernest A. Rottach, and Hugo Lehrfeld; American Emblem Co., 22 East 40th St., New York, and Paul B. Williams, Clarence S. C. Williams, James Eels, Fred B. King and Edgar Denton, Jr.

The case was closed without prejudice as to the following respondents: Metro Manufacturing Co., Inc., Metro Radio Corporation, Metro Sales Co., Inc., Pyramid Distributors, Inc., and Regina Gadol, George Levine and Max Scafford.

Findings are that all of the respondents, except those against whom the complaint was dismissed or the case closed without prejudice, have cooperated among themselves and with one another and are engaged in a scheme to deceive the public and to compete unfairly with other manufacturers and dealers in radio products.

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EXAMINER DISAPPROVES STATION TRANSFER TO CBS

Congressional complaints against "trafficking" in station licenses and "radio monopolies" this week had a repercussion in a report made to the Federal Communications Commission by one of its Examiners, R. H. Hyde.

Examiner Hyde recommended that the application of KSFO, San Francisco, for authority to assign its license to the Columbia Broadcasting System be denied. He based his recommendation on conclusions that the proposed \$25,000 a year rent was based on the value of the license rather than station equipment.

It was Columbia that paid the record price of \$1,250,000 for Station KNX, Los Angeles, about a year ago.

KFSO operates on 560 kc. with 1 KW power, unlimited time. CBS sought it as one of its West Coast outlets to supplant stations formerly operated by the Don Lee System in cooperation with the national network.

The terms of the contract, which the Examiner said should be disapproved, provide for the least of KSFO by CBS until January 1, 1942, with options for two extensions of five years each. Rent would be paid at the rate of \$25,000 a year, plus an amount equal to one-seventh of the gross income of the station in excess of \$175,000.

"General provisions of the agreement provide", the report states, "that the lessor may install new equipment, changing the location of the transmitter to any point within the San Francisco area, such new equipment to become the property of the lessor; that the parties shall promptly cooperate,

at the expense of the lessee, in filing and prosecuting before the Commission an application to install a 5 KW transmitter, to be constructed by the lessee, the lessee agreeing to pay certain additional rent (an amount equal to one-seventh of the gross annual income in excess of \$150,000) in the event the project to install such new equipment is not completed; that one-half hour of station time daily shall be reserved by the lessor, free of charge, but subject to cancellation upon thirty days' notice and payment of an additional \$5,000 rent per year; that Station KSFO shall be maintained as a regular transcontinental network outlet of the Columbia System; and that the lessor shall not sell or lease the KSFO property, or contract to sell or lease the property to any other party without first granting the lessee an option to renew the lease upon the same conditions and terms offered by any third party, or to purchase the same upon the same terms available upon any bona fide offer of any third party, or for whichever is found to be the greater amount - \$225,000 or the amount that may be determined by means of a formula employing station earnings over certain stated periods as a basis for calculation."

Regarding the station's value, the Examiner said:

"Inventories of all equipment, including antenna system, transmitting apparatus, and studio equipment, show original cost as \$35,224.26, and the present cost of equivalent equipment as \$38,865.09. Depreciated value according to the strange method of computation employed, is \$30,131.96, determined by subtraction of depreciation in the amount of \$8,733.13 from (\$38,865.09) the estimated present cost of equivalent equipment.

"Net profit for the period January 1, to June 30, 1936, shown in the profit and loss statement filed herein, is \$867.65, but during the period of this report more than \$22,000 was paid out in salaries and commissions which should probably be considered in any attempt to make a study of station earnings. The owner of the capital stock of the licensee corporation drew \$1,000 a month from the station during the period of the statement submitted."

CBS officials predicted, however, that they could step up the earnings of KFSO.

"The Columbia interests expect that when and if the station broadcasts Columbia programs, it will attract a good audience and be in demand by advertisers", Mr. Hyde said. "Then with an increase in basic rates from \$150.00 an hour to \$325.00 the station is expected to have a gross revenue of \$280,000.00. Expenses, including rent and depreciation on a new transmitter, are estimated at \$250,000.00, leaving an estimated net income of \$30,000.00 per year. While these figures are merely estimates, they are said to be based upon the experience of the Columbia System in operating stations under similar conditions."

In justifying his recommendation that the FCC not approve the station-network deal, Examiner Hyde said:

"Examination of the contract, consideration of the evidence regarding the properties proposed to be leased and then immediately replaced for the most part by the lessee, and examination of the business of the station, likewise proposed to be leased and then replaced for the most part, indicates that the chief consideration for the 'rental' agreed upon is the use or opportunity to use the operating assignment of Station KSFO, subject to the approval of the Commission. The sums proposed to be paid for this privilege and the other conditions of the so-called lease are matters determined by agreement between the applicants, with notice of, and of course subject to, any laws applicable thereto. Nothing in the contract, in the absence of some affirmative action by the Commission, could possibly change the terms of the station license, which, it may be noted, runs for only a fraction of the time period covered in the contract; no rights to the operating assignment in question or any of the privileges for which a license is required by the Communications Act of 1934 could be established against the regulatory power of the Commission by any agreement between these parties or by any payments which one may make to the other as consideration to stand aside or vacate an operating assignment in favor of the second party. But the terms, including payments proposed to be made in a transaction of this character, are nevertheless considered material to the question as to whether or not approval of a transfer of license would be in the public interest.

"The payments proposed to be made in this case by the assignee do not appear to be out of line with the usefulness and value the KSFO operating assignment would have to the assignee. On the other hand, it is obvious that the assignor is requiring payments in amounts which can be explained only by the fact that it has a license from the government giving it exclusive privileges as to the use of the operating assignment desired by the assignee. This use of the privileges granted in the station license does not appear consistent with the condition imposed by law and included in each license; that the licensee use the privileges conferred to the full extent thereof to serve the public interest.

"It appears that the acquisition of control of Station KSFO by the assignee would result in improvements to the service of the station in the technical quality of its broadcasts and with respect to the quality of the programs provided for the interest of the public. Also, it is apparent that the acquisition of control of Station KSFO by the assignee would contribute to the further development and maintenance of the national network broadcast system represented by the assignee, and be advantageous to the promotion of the interests of that system. But it does not appear from anything in the evidence regarding this particular system, or regarding the requirements of network broadcasting, that there is any necessity for the acquisition of control of this station by the same interests now controlling a number of other stations.

"The applicants have not shown that the granting of the application would serve the public interest, convenience or necessity."

SPREAD OF 5-DAY WEEK SEEN AS NBC CAPITULATES

General adoption of the 5-day week in the broadcasting industry was forecast this week when the National Broadcasting Company announced that all its announcers, production, and sound effect men will be placed on a 5-day week as soon as satisfactory schedules can be worked out and additional personnel trained.

"Because of irregular hours which production men, announcers, and sound effects men are frequently called upon to put in in the course of their duties", Lenox Lohr, President of NBC said, "we feel that the benefit to be derived from two full days of relaxation a week will immeasurably increase the efficiency of these men, and through them the efficiency of the National Broadcasting Company in its service to the public and its clients."

Meanwhile, negotiations were under way for wage and hour concessions between the "American Guild of Announcers and Producers" and a bargaining committee from the Columbia Broadcasting System. An early agreement was forecast.

Station WNEW, Newark, announced that on August 1st all of its technical staff will go on a 5-day week, and New York stations were reported to be considering similar moves.

Directors of WOR late this week announced through Alfred J. McCosker, its President, the adoption of a 40-hour week for its entire personnel. The new hours of operation will become effective just as soon as the necessary schedules can be arranged and additional personnel trained, Mr. McCosker said.

In making the announcement, Mr. McCosker also made it known that the station has an agreement with the Association of Technical Employees of WOR, representing its engineering staff, which runs until March, 1938. The decision of the Board of Directors to adopt a 40-hour week voluntarily reduces the 48-hour clause in this agreement to 40 hours.

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The U. S. Department of the Interior, Office of Education, this week announced that the time of the educational radio series, "The World Is Yours", will be shifted from Sundays at 11:30 a.m., EST, to Sundays from 4:30 to 5:00 p.m. EDST, beginning May 2nd. The time change was made, according to the announcement, so other stations could be added to those on the Red Network of the National Broadcasting Company which now carry the series. It is estimated that several million persons listen to the program each week, but the time change is expected to increase the listening audience appreciably. During the past several months nearly 150,000 persons have written the Office of Education about the series.

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I.T.T. FILLS ORDER FOR NEW ROME S-W STATION

The International Telephone and Telegraph Corporation disclosed this week that an order for the world's largest short-wave broadcaster to be erected at Rome has been placed by the Italian Broadcasting Company with the Electrical Apparatus Company of Milan, Italy, an affiliate and licensee company. This new broadcasting station will radiate power of 100 KW, and is the highest powered short-wave broadcaster yet projected for commercial operation. By means of special directive antennae, it will give reliable short-wave broadcasting service to all parts of the world.

The station will be installed in Rome and will go into service in 1938. It will be one of the most efficient and, therefore, most economical stations in the world to work because, in addition to using final stage class "B" modulation, new and special circuits for the power amplifiers give it a much higher efficiency than ever before obtained by a short wave transmitter.

In order to meet changing atmospheric conditions the wavelengths need to be changed from time to time, and facilities are provided for these changes to be made in a few minutes. This can be accomplished because the circuits for the high power stages are built on a rotating turntable.

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RMA MAPS PROGRAM FOR CHICAGO MEETING JUNE 8-9

The program of the Annual Convention of the Radio Manufacturers' Association was released this week in Washington by Bond Geddes, Executive Vice-President. The meeting will be in Chicago June 8-9 and will be followed immediately by the National Parts Trade Show June 10-13. Both will be at the Stevens Hotel.

The annual radio industry banquet, another "FMA cabaret" dinner for Association membership and guests, will be the big social event, on Wednesday evening, June 9. The two days of the RMA annual convention will be packed with important business meetings. The program is being arranged by President Leslie F. Muter of the RMA and the Convention Committee headed by A. S. Wells, of Chicago, Chairman, and Paul V. Galvin, Peter L. Jensen and James S. Knowlson.

Sales promotion, national and in export trade, together with important discussions of merchandising, employment, and other important problems, will feature the RMA convention. There will be many RMA committee meetings and also annual sessions of all four RMA Divisions. Elections of a President, Directors and other officers of the Association will be held during the convention.

A large luncheon meeting Tuesday, June 8, combining the annual business meeting of PMA members, is a new and interesting feature of the RMA convention program. Official RMA delegates, alternates and guests will be tendered a complimentary luncheon by President Muter and Directors of the Association. At the conclusion of the luncheon the annual business meeting of the RMA membership will be held and reports received from President Muter, Treasurer Fred D. Williams, and others. Annual meetings of RMA group Divisions also will follow the luncheon.

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RADIO HAD ORIGIN IN PROFESSOR'S BRAIN, SAYS SARNOFF

Radio had its origin in the purely theoretical reasoning of a college professor, James Clark Maxwell, who in 1865 advanced arguments for the existence of electromagnetic waves, according to David Sarnoff, President of the Radio Corporation of America.

Mr. Sarnoff spoke on Friday before the American Physical Society on "Science and Society" in Washington. Paying tribute to the work of the great scientists of the 19th century, whose theories and research in the realm of pure science hastened the industrial age, Mr. Sarnoff warned:

"It is too optimistic to assume that the mere translation of a scientific discovery into a usable commodity or instrument always advances civilization; that just because humanity can travel faster, communicate more freely, cook, wash, iron, and gather ice cubes with less effort than ever before, it has reached the all-time peak of civilization. Giving a man a hoe or a microscope does not make him a farmer or a scientist, and giving him a radio or an automobile does not make him civilized."

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NEW STATION GRANTED BY FCC; ANOTHER RECOMMENDED

The Federal Communications Commission this week granted a construction permit for a new broadcasting station at Wilson, N. C., while one of its Examiners recommended the granting of a station for Rice Lake, Wis.

The Wilson applicants are H. W. Wilson and Ben Farmer. The station will operate on 1310 kc. with 100 watts, daytime, after June 1st.

Examiner John P. Bramhall recommended that Walter H. McGenty, of Rice Lake, be granted a permit to build and operate a station on 1210 kc. with 250 watts power, daytime.

The same Examiner filed a favorable report on the application of KLM, of Minot, N. D., for permission to shift its frequency from 1240 to 1360 kc. and increase its power from 250 watts to 500 watts nighttime and 1 KW daytime and increase its operating time from sharing to unlimited.

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::: TRADE NOTES :::

Six papers on television will be presented by members of RCA Manufacturing Co. at the convention of the Institute of Radio Engineers, May 10-12, in the Hotel Pennsylvania. Among those who will present discussions, jointly or singly, are V. K. Zworykin, W. H. Painter, R. F. Law, C. E. Burnett, H. Iams, F. B. Janes W. H. Hickok, A. Rose, G. A. Morton and L. E. Flory.

Effective May 15, Timothy S. Goodman will relinquish his duties as manager of WKRC, Columbia owned and operated station in Cincinnati. He will be succeeded by John McCormick, who has heretofore been assistant manager. Mr. McCormick, who joined the staff of WKRC in September, 1934, was formerly Program Manager of WINS, New York.

WHK, oldest broadcasting station in Cleveland, Ohio, will join the National Broadcasting Company as a member of the NBC Basic Blue Network early this Fall. The station will replace WGAR. Owned by the Radio Air Service Corporation, an affiliate of the Cleveland Plain Dealer and the Cleveland News, WHK operates full time on a regional channel frequency of 1390 kc. with daytime power of 2500 watts and nighttime power of 1000 watts.

Germania Tea Co., Minneapolis, and Consolidated Drug Trade Products, Inc., 544 South Wells St., Chicago, are named respondents in a complaint issued by the Federal Trade Commission alleging unfair competition in the sale of Germania Herb Tea and Germania Orange Pekoe Tea. In advertising matter, on labels and over the radio, the respondent companies allegedly represent that the two products, when used in connection with a designated reducing diet, have a substantial therapeutic value in the treatment of obesity.

WJTN, Jamestown, N. Y., will join NBC as an optional outlet available to the Basic Blue Network on May 15. The addition will boost the number of NBC affiliated stations to 126.

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