

FCC PREPARES TO CLEAN OWN HOUSE AS PROBE IS SIDETRACKED

With the Connery resolution calling for a broad investigation of the radio broadcasting industry apparently sidetracked, if not definitely blocked for the session, the Federal Communications Commission is setting about to clean house itself and thereby remove some of the cause of Congressional complaint.

The appointment of Thomas J. Slowie, a former Congressional secretary, as Secretary of the Federal Communications Commission has encouraged the hope in some Commission quarters that relations between the FCC and Congress will be improved.

Nevertheless, Examiners' reports, which have abruptly taken a stern attitude toward license transfers, indicate that the Commission is preparing to crack down on broadcasters who appear to be in the business for speculative profits.

The first test of this policy will come when the Broadcast Division acts upon an Examiner's recommendation that the Columbia Broadcasting System be refused permission to take over the license of KSFO, of San Francisco. If CBS makes a fight, the Commission will be forced to take a stand that may well establish a precedent in license trafficking.

Somewhat perturbed by the legal consequences of prohibiting a sale of licenses, the Commission has obtained a confidential opinion from its General Counsel, Hampson Gary.

The objective of the FCC seems to be to find a formula for measuring the value of a station in a manner that will take into account the possession of a operating license while at the same time keep it out of the speculative field.

So as to have all pertinent information in case Congress should begin calling for data on station investments, ownership, affiliations, and the like the FCC has sent letters to all stations demanding that copies of all contracts negotiated since July 15, 1934, be filed at once. The contracts specified are those "which may in anywise affect the control of your station."

Although the order requiring the filing of this information was promulgated in August, 1934, it is understood that up to this time it has not been strictly enforced.

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While FCC critics on Capitol Hill have been for the most part too occupied with more important matters to assail the Commission or the industry in recent weeks, Representative Amlie (Farmer-Labor), of Wisconsin, has been trying to keep the homefolks informed on his views.

A charge that the "radio scandal" is as bad as the Teapot Dome affair, Congressman Amlie, in his weekly "Congressional News Letter", said:

"Teapot Dome was a noisier scandal than the administration of the Federal Communications Commission, but it doesn't smell any worse."

He also reiterated charges that the FCC was overlooking trafficking of licenses, that only three favored law firms can "get any results before the Commission", opposed the Anderson bill for 5-year licenses, and declared a "radio monopoly" dominates the broadcasting industry.

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DELETION OF BROOKLYN STATION URGED FOR IRREGULARITY

Denial of the application of WMBQ, Brooklyn, N. Y., for renewal of license was recommended to the Federal Communications Commission this week by Examiner Ralph L. Walker on the ground of an irregularity in the station's control.

Pointing out that WMBQ's license was issued in 1927 to Paul J. Gollhofer, who had previously used the equipment as an amateur station, the Examiner said he had found that "the station was actually owned and operated by a co-partnership consisting of Mr. Gollhofer and Lillian E. Kiefer from its inception until May 7, 1935."

This arrangement, Mr. Walker said, was in violation of Section 308 of the Communications Act.

Station WMBQ has been operated by a receiver since September 24, 1936.

Examiner Walker recommended that the applications of Gollhofer and Miss Kiefer for construction permits to use WMBQ's facilities also be denied. He proposed that the time be given to WWRL, of Woodside, L. I. Both stations have catered to foreign-language listeners.

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MARCH RADIO ADVERTISING 14% ABOVE FEBRUARY

Total broadcast advertising in March amounted to \$11,628,154, an increase of 14.2% over the February level and a gain of 24.6% over the level of last March, according to the National Association of Broadcasters.

"Gross time sales for the month were the greatest in history, being slightly greater than the total recorded for last October", the report stated. "Advertising in all portions of the medium increased in volume as compared to last month, with national non-network business registering the greatest gain. Total broadcast advertising for the first three months of 1937 amounted to \$32,180,035, a gain of 26.1% as compared to the corresponding period of 1936. Radio broadcast advertising seems to be headed for another record-breaking year.

"Although advertising in national magazines and newspapers increased to a greater extent than radio as compared to last month, radio broadcasting continued to show the greatest increase in advertising volume as compared to corresponding periods of last year. Whereas radio showed a gain of 24.6% in volume over last March, national magazine volume increased 15.6%, national farm paper volume 7.1%, and newspaper volume 4.1%.

"Continuing the season trend, non-network advertising increased 18.5% over February and 35.6% over last March. Although all sizes of stations registered substantial gains, the greatest increase occurred in the regional station group. Advertising in this group rose 23.5% over February. The New England-Middle Atlantic Area led all geographical districts in increased volume, both as compared to last month and as to March, 1936."

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WGY TO HAVE ONE OF HIGHEST ANTENNAS IN COUNTRY

The General Electric Company has announced that it will erect an ultra-modern 625-foot vertical antenna for its station WGY in Schenectady, and by doing so will increase the effective signal strength of this 50,000-watt transmitter at least three times. The plans to give this pioneer broadcasting station one of the tallest antenna systems in the country have been approved by the Federal Communications Commission and work will start at once.

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According to W. J. Purcell, chief engineer of WGY, the signal to be radiated from the new antenna will be the equivalent of that of 150,000 watts or three times as great as the present system.

The lighting system will be controlled by an "electric eye" which, pointed north, will automatically turn the lights on when the daylight diminishes to 20 foot-candles, and will turn them off when the intensity reaches 40 foot-candles.

The new steel tower, which will weigh 250,000 pounds, will rest its entire weight on a single porcelain insulator, mounted on a 10-foot-square concrete base. Two sets of insulated guys will support the structure.

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APRIL BILLINGS ON NETWORKS SOAR TO NEW PEAKS

Continuing its upward trend, radio advertising on the networks soared to new heights during April. While reports from independent stations have not been correlated, indications are that they also are prospering.

Time sales on the Columbia Network for April totalled \$2,596,238, an increase of 33.1% over April, 1936. (\$1,951,397). The previous seasonal decrease in billings from March to April was reversed this year, since the March total was \$2,559,716. Topping all other networks for April, this is the forty-third consecutive month in which CBS has made a gain over the corresponding month of the previous year, according to a CBS statement.

Advertisers' gross investments in NBC network time increased 19.5 percent over the same month a year ago. Total revenue for the month was \$3,277,321, against \$2,741,928 in April, 1936. The Red Network total was \$2,303,519; the Blue, \$973,802.

The April figures bring NBC's 1937 four-month total to \$13,729,385, a gain of 22.8 percent over the first four months of 1936.

A 19.8 percent increase in time billings was reported for the Mutual Broadcasting System. Total billings for April, 1937, were \$167,590. For the same month in 1936, they were \$139,934.34.

Cumulative billings for the first four months of 1937 total \$769,901.17, a 16.6 percent increase over the same period in 1936. For the same period in 1936 they were \$660,040.98.

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BILL WOULD DESIGNATE ORIGIN OF SPONSOR'S PRODUCT

Announcers would be required to specify the origin of any product advertised over the air under provisions of a bill introduced this week by Representative Martin (R.), of Massachusetts.

The bill seeks to regulate advertising of imported articles generally. One section dealing with radio reads as follows:

"In radio broadcasting where commercial broadcasting is used in the promotion of and to advertise for sale in the United States any imported article or material, a broadcasting announcer shall, at the beginning and end of each broadcast period, clearly state the name of the country of origin of the article or material advertised."

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NEW POWERFUL TELEVISION STATION FOR EIFFEL TOWER

A new and powerful television transmitter has recently been ordered for the Eiffel Tower, Paris. This new transmitter has been commissioned by the French Ministry of Posts, Telegraphs, and Telephones. It will have a peak power of 30 KW fully modulated at the aerial, and will be capable of broadcasting on the basis of 405 lines, with a band width of 2.5 mc/s.

It is proposed to install the new transmitter at the base of the Eiffel Tower, with the aerial projecting from the top of the flagpole, which is 984 feet above ground level, according to World-Radio. The transmission cable from transmitter to aerial will be approximately 1,300 ft. long, over 5 ins. in diameter, and will weigh about 12 tons. Of the semi-flexible coaxial cable required for the highest quality transmission, it will run up the framework of the tower to the centre of the topmost cupola, from which the present flagpole protrudes.

The construction of the transmission cable raises several novel and difficult problems. Since the cable is to pass upward from the point mentioned, it will be necessary to substitute a new hollow metal pole for the one now in place. This with the transmission conductor inside must be pushed up through the opening in the collar that crowns the steel structure to a height of 40 ft. The aerial will continue for another vertical distance of 10 ft. above the flag.

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Another problem concerns the installation of the transmission cable between studios and transmitter. This will be accomplished by a specially adapted cable with special terminal equipment necessitated by the alternative systems of positive or negative control which require different characteristics in the transmission lines leading from the studios.

The equipment will include a "monitoring set", corresponding to a control station on a broadcasting or long-distance telephone circuit. This will enable a technical operator to have full control, and to know at all times just what quality of television broadcast is going out "on the air." The audible portion of the programs will go out from a regular P.T.T. broadcasting station. Programs will be produced from two studios, situated in the Radio Building of the Exhibition and the Post Office Building.

Although the P.T.T. has been broadcasting an hour's television program daily from the Eiffel Tower since December, 1935, with encouraging results, it was felt by technical experts of the Ministry that progress had been such as to warrant the substitution of a more modern and powerful installation. Thus the Eiffel Tower, whose career began with the Exhibition of 1889, is to play a leading part in one of the most modern features of the 1937 Exhibition.

The contract just signed with Le Materiel Telephonique, in whose laboratories the equipment has been developed after two years' research, specifies that the new station shall be ready for service, with reduced power, by July 1 next, operating with full power by the Autumn.

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CBS TO DEDICATE NEW SHORT WAVE STATION MAY 12

Regular daily program service, especially designed for listeners of Europe and the British Isles, will be initiated by the Columbia Broadcasting System on Coronation Day, Wednesday, May 12, when network officials dedicate Station W2XE, Columbia's new high-power international short wave broadcast transmitter.

The new station, which has a peak power of 40 kilowatts, will be official opened at 4 A.M., EST (9:00 A.M., Greenwich Mean Time) with short dedicatory address by E. K. Cohan, CBS Director of Engineering, and William Lewis, Vice-President in Charge of Programs. The first program of the regular series will be transmitted toward Europe and England by means of directional antennas and will go on the air at 5:15 A.M., EDST, when W2XE will carry the Coronation ceremonies as they are broadcast from London by CBS in collaboration with the British Broadcasting Corporation.

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Programs of interest, primarily to foreign audiences, will be selected for W2XE's trans-Atlantic transmissions by a new program department headed by Elizabeth-Ann Tucker, who, as a former member of the CBS General Engineering Department, has, for the past several years, been closely associated with Columbia shortwave activities. Salute programs commemorating historic dates in European history and other special broadcasts will be presented in the language of the country to which they are dedicated.

The operating schedule of the new station will enable English and European audiences to hear the programs during their afternoon and evening hours of listening. Licensed to employ five frequencies, W2XE will be heard as follows:

7:30 A.M.-10:00 A.M., EDST: (11:30-14:00 G.M.T.) - 21,520 kilocy.
1:00 P.M.- 2:00 P.M., EDST: (17:00-18:00 G.M.T.) - 17,760 kc.
3:00 P.M.- 6:00 P.M., EDST:(19:00-22:00 G.M.T.) - 15,270 kc.

The fourth frequency, 11,830 kilocycles will be held in reserve until further tests indicate its period of maximum usefulness. The remaining frequency, 6,120 kilocycles, is for transmission to Central and South America.

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SOVIETS PLAN RADIO HOUSE, BUY TELEVISION EQUIPMENT

While plans for a "Radio-House" in Mius Square, Moscow, were disclosed by Radio Centre, Moscow, a report was published in New York that the RCA Manufacturing Company is preparing to ship the Soviet government its latest television equipment.

That the Soviets expect to follow the precedent of American broadcasters in permitting an audience to witness studio performances is apparent from the following press statement with regard to the new Radio-House.

"One of the studios will have an area of 500 square meters. Its height will be 10 meters. It will be the largest studio in the Soviet Union. A symphony orchestra with up to 225 musicians will be able to play in this studio, and 350 people will be able to listen to the broadcast in this studio."

Regarding the television equipment, the current Variety reported:

"A television transmitter of the most advanced design was completed this week at the PCA Mfg. Co. plant in Camden and is now awaiting shipment to Moscow.

"Although tight-lipped as to the actual hour of shipment, officials of the company said the apparatus was merely part of a large order of radio material contracted for by Russia about two years ago. The order was understood to involve an expenditure of more than \$1,000,000 by the Soviet Government. The television transmitter is reputed to have a power capacity of 7,500 watts and to be similar in operation to one recently built by RCA engineers for a major radio network in this country.

"Television receivers will accompany the picture broadcaster in the consignment for Moscow where construction of a special 'television center' is planned. Russian engineers were permitted to study technical processes employed in the manufacture of the apparatus in the Camden plant as part of its agreement in the contract."

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::: TRADE NOTES :::

J. C. McNary, consulting radio engineer, is representing the National Association of Broadcasters at the fourth meeting of the International Radio Consulting Committee, which will convene May 21st at Bucharest, Rumania.

Station WRC, Washington, will shortly begin construction of a new transmitter just outside of the National Capital. A permit was issued this week by the Federal Communications Commission for the work. The cost will be about \$75,000.

Alleging use of unfair methods of competition in the sale of a preparation known as "Radio Active Hair Restorer", the Federal Trade Commission has issued a complaint against Mary Mauthe, trading as Mauthe & Son Remedy Co., 923-927 Twenty-third St., Denver, Colo. The respondent is a radio advertiser.

The first public exhibition devoted solely to the development and modern attainments of television is to be opened at the Science Museum at South Kensington early in June. It is expected that the exhibition will remain open for three months.

A contract has been given by the Estonian Government to the British Marconi Company to supply all radio broadcasting equipment to be installed in the new State broadcasting station now being constructed at Turi, a small town in the center of Estonia. It is understood that the value of the material to be purchased approximates \$189,000.

Copyright fees paid for the broadcasting of literary and musical works by the French State stations amount to about three million francs, and the private stations probably pay about two million francs (the three Paris private stations together paid nearly one million francs in 1936), according to World-Radio. M. Leon Blum has received a delegation from the French Society of Authors, and as a result has decided to increase the basis for the State stations, which will thus have to pay for the year 1937 more than double the old rate.

Radio Corporation of America reported net income in the first quarter of \$2,243,056, equal, after preferred dividend requirements, to 10 cents a share on the common stock. This compared with \$1,286,691, or 3 cents a share in the same quarter last year.

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JAMES LIKENS TELEVISION TO MOVIES, FACSIMILE

Television, one of the most complicated of modern sciences, can be easily understood by laymen if it is regarded as combining the principles of movies and radiofacsimile pictures, according to E.P.H. James Sales Promotion Manager of the National Broadcasting Company.

Referring to NBC's experimental television broadcasts in a talk before the Mendelssohn Club in New York on May 3, Mr. James said, in part:

"I have been trying to think of a way to describe how television works which would not only be clear and reasonably interesting, but also would be straightforward enough for you to be able to pass along. I think I can describe it best as a combination of two principles - the principle of the motion picture and the principle of the radiofacsimile picture.

"Of course, I don't have to explain to you the principle on which the motion picture works, but I should say that the modern equipment projects 24 separate pictures, or frames, per second. In other words, 24 separate 'still' pictures per second come at you rapidly enough to fool you into thinking that the objects in the pictures are themselves moving.

"Radiofacsimile, however, may need a little explanation. There are several different systems of sending facsimile pictures by radio and by wire. At the transmitting end the picture is placed on a roller and a pencil of light crosses and recrosses the picture, thus dividing it up into a series of lines. This process is known as 'scanning'. At the receiving end, a piece of paper is brought into contact with a printing device which reproduces those same lines with comparable degrees of shading. A single 8-by-10 inch picture can be reproduced by facsimile in about 20 minutes, from the first line to the last. Speaking generally, and distinctly not technically, television combines the principles of radiofacsimile and motion pictures by the simple process of speeding up everything so that the televisior sends 30 complete pictures every second."

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TWO CROSLEYS CONTROL CROSLEY CORP., REPORT SHOWS

Further amendments to registration statements and annual reports filed with the Securities and Exchange Commission were made public this week by the New York Stock Exchange. Among them was a schedule showing that Powel Crosley, Jr., and Dwendolyn A. Crosley between them controlled the Crosley Radio Corporation, the former owning 152,699 shares, or 28 percent, on January 31, 1936, and the latter, 130,910 shares, or 24 percent.

The January flood caused Crosley to suffer a loss of \$31,559 for the first three months of 1937, its quarterly earnings statement disclosed.

Although net profit from operations amounted to \$218,440, the company set aside \$250,000 for flood loss, resulting in the \$31,559 deficit, as compared with net profit of \$687,877 for the first 1936 quarter.

The flood, which caused the Crosley plant to shut down temporarily and indirectly caused a \$500,000 fire in a warehouse, resulted in a sharp drop in sales, the total for the 1937 quarter being \$3,973,336, as compared to \$6,847,523 in the first 1936 quarter.

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CALLAHAN LEAVES WASHINGTON NBC OFFICE

Resignation of Vincent F. Callahan, Commercial Manager of the National Broadcasting Company's two Washington radio stations, was announced this week by Kenneth H. Berkeley, General Manager. Mr. Callahan leaves Washington May 17th to become General Manager of Radio Station WWL, at New Orleans, at a salary said to be \$10,000 a year. Mr. Berkeley also announced the appointment of John H. Dodge for the last three years a member of the sales staff of WRC and WMAL, to succeed Mr. Callahan.

Mr. Callahan is a native of Washington and has been associated with publishing and radio concerns in the city for 15 years.

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24,500,000 RADIO FAMILIES, CBS SURVEY SHOWS

More than 24,500,000 American families now have radio sets.

Receivers are being bought in this country currently at the rate of 28 sets per minute, 140 every five minutes, and in the first three months of this year 1,300,000 sets were purchased for homes and automobiles.

Total U. S. sets in use is placed at 33,000,000 which exceeds the number of automobiles and is more than double the number of telephones in operation.

Those figures are contained in a new survey which the Columbia Broadcasting System has released under the title, "Radio in 1937."

The brochure, which brings up to date Columbia's continuous 4-year measurement of the national radio audience under the direction of Dr. Daniel Starch, noted research expert, reveals that 1,631,000 families joined the radio audience during 1936. At the beginning of 1937, 24,500,000 families owned radios. Among these, 20,212,500 listened an average of over 5 hours each day. In 1932, the average daily period for each family listening was 4.1 hours.

In addition to radio-equipped homes, the number of automobile radios in use at the beginning of 1937 is shown in the study at 4,500,000. Taking into account the 4,000,000 families owning more than one radio, the total number of radio sets now in operation is placed at more than 33,000,000.

Personal interviews with some 160,000 set-owners in all parts of the country form the basis for the figures contained in the latest CBS survey. Interviews by Dr. Starch's staff of trained statisticians last from 20 to 30 minutes and, during the four quarter periods of 1936, covered every income group in 160 communities of 2,500 population and over. In this category it was found that nine out of every ten families were radio owners.

Intensity of ownership according to size of family income varied as follows: 98.6% of homes with incomes over \$5,000; 96.3% of homes with incomes of \$2,000 to \$5,000; 85.1% of homes with incomes of \$2,000 or less.

The percentages of homes having radios in communities of various sizes are as follows: 92.4% in cities of over 250,000; 90.8% in cities of 25,000 to 250,000; 91.8% in cities of 10,000 to 25,000; 88.8% in cities of 2,500 to 10,000.

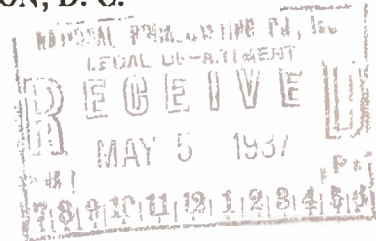
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U. S. DELEGATES LEAVE FOR BUCHAREST CONFERENCE

Technical problems on radio allocations, particularly short-waves, will be tackled when the International Radio Consulting Committee meets in Bucharest May 21 to June 10.

A delegation of six, headed by Dr. J. H. Dellinger, Chief of the Radio Section of the Bureau of Standards, was due to sail today (Tuesday) for Bucharest. Other members of the party are:

Lieut. E. K. Jett, Assistant Chief Engineer, Federal Communications Commission; Gerald C. Gross, Chief of the FCC International Section; Capt. S. C. Hooper, Chief of Naval Communications; Lieut. Col. D. M. Crawford, of the Army Signal Corps; and Francis deWolf, of the Treaty Division, Department of State.

The Bucharest meeting is but preliminary to the International Telecommunications Conference to be held in Cairo, Egypt, next February. Whatever is done at the Bucharest parley must be approved at the Cairo meeting of all countries concerned with radio broadcasting or communications.

But, like the preliminary meeting in Havana a few weeks ago of representatives of the United States, Canada, Mexico, and Cuba, the work done by the engineers will pave the way for accord between the nations concerned at the later general conference.

As short-wave reception in this country has grown vastly in importance since the last meeting of the C.C.I.F. in Lisbon in 1934, considerable attention will be given to the problem of improving the transmissions.

The U. S. delegation is prepared to offer recommendations for better technical standards which they believe will improve the short-wave broadcasts. Other countries, especially England and Germany, will fight for the outlawing of short-wave stations, most of which are in Latin American countries, which broadcast on unauthorized frequencies and thus interfere with reception of English and German transmissions to the United States.

The C.C.I.R. was established by the International Radio Conference of Washington in 1927 and reestablished by the International Telecommunications Conference at Madrid in 1932.

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Its function, according to Dr. Dellinger, is to advise radio administrations of the world on technical radio questions which are submitted to it. The general objective of its work is the reduction of radio interference. Its membership is composed of representatives of both the governments and the radio operating companies.

Other meetings of the C.C.I.² have been held at The Hague in 1929, at Copenhagen in 1931, and at Lisbon in 1934.

An appropriation of \$49,000 for the expense of the American delegation to the Cairo Conference next February has been voted by Congress. The delegation to the Conference, held every five years for the revision of treaties governing international communications has not yet been named.

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FCC SECRETARY DENIES POLITICAL TRADE GOT HIM JOB

Thomas J. Slowie, who on Saturday was sworn into office as Secretary of the Federal Communications Commission, has denied reports that his appointment was due to a political trade between the Iowa congressional delegation and the President.

At the time of his appointment it was reliably reported that President Roosevelt had instructed the FCC to name Slowie just as it was about ready to appoint Robert Berger, of New York. The report was that the Iowa delegation had agreed to support the President's Court reform program in exchange for the patronage.

Mr. Slowie was quoted in the Washington Times, however, with regard to the report as follows:

"It's a damn lie. There is not a word of truth in it. I did not get the backing of the Iowa State legislation for the job. As a matter of fact about three-fourths of the delegation did not know anything about it. If anybody says that the question of backing the President's Court plan enters into it, it's libel."

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FIGHT BETWEEN WIRE SERVICES SHOWS RADIO NEWS PAYS

The pending litigation between Transradio Press Service, Inc., and the three major press associations indicates that the merchandising of news via radio has reached a stage where it pays substantial profits.

A few years ago several organizations made abortive efforts to form services which would provide news to radio stations and networks. Only Transradio survived when the press associations decided to enter the field, and the publishers organized the Press-Radio Bureau.

Frank A. Arnold, writing in the current Editor & Publisher, takes note of the success in this field, saying:

"Today radio news is an accepted fact. It has passed the experimental stage and now occupies regular scheduled periods on most of the outstanding radio stations of the country. The extent to which news of the world is becoming a part of the regular program activities of radio stations is shown by the following figures taken from the latest compilations at my command.

"There are now four major sources of news distribution available to radio stations - Trans-Radio, serving 174 stations; United Press, 143; International News Service, 66; and Radio News Association, 17. This makes a total of 400 outlets or, roughly, 60 per cent of the regular licensed broadcasting stations. Although this entry of news into the radio field created some discussion as well as criticism at the start, yet it has now become such an accepted feature as to be regularly scheduled without criticism or unfavorable comment."

The \$1,700,000 suit of the Transradio Press Service, Inc., against 17 defendants including the three major press associations, two broadcast chains and the American Newspaper Publishers' Association, charging conspiracy in restraint of trade by their participation in the Press-Radio agreement of March, 1934 is scheduled to come up in the U. S. District Court in New York City on May 10.

The suit which was filed in May, 1935, charged violation of the Sherman Act, Clayton Act and the Federal Communications Act.

Transradio Press Service, Inc., has also filed a libel suit in the Supreme Court of New York County against the United Press for \$50,000 damages and interest from April 16, and costs. Transradio charges that on or about Feb. 15, 1937, the UP "published several documents" stating that in six months UP had gained 21 stations and lost none, INS had gained one and lost three "(all to United Press" and "Transradio gained none and lost seven. This is false, Transradio claims, and damaged its business.

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HOUSE PASSES SAFETY-AT-SEA BILL AFFECTING RADIO

Amendments to the Communications Act of 1934 which will necessitate the more widespread use of radio facilities on ships at sea was passed by the House on Monday and sent to the White House for the President's signature. It previously had been adopted by the Senate.

The measure goes beyond the original Act in requiring vessels, carrying either freight or passengers, unless very small, to carry radio equipment which will enable them to keep watches for SOS calls either through a qualified operator or by means of automatic alarms.

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CORONATION COVERAGE TO BE ONE OF RADIO'S BEST JOBS

Radio coverage of the coronation of King George VI and Queen Elizabeth on May 12 will be on probably the largest scale of any international event up to this time.

The British Broadcasting Corporation has completed a plan of broadcasting by long and short waves so that everyone who can get to a radio receiving set will be able to follow the ceremony in detail.

Besides broadcasting a description of the procession to Westminster Abbey, the actual coronation and the address of King George VI at the time they occur, BBC will transcribe the original broadcasts so that they can be repeated at times which will be convenient to listeners all over the world.

Thus American short-wave listeners, who do not wish to arise for the actual program, which will be carried over United States networks, may tune in on a transcription broadcast the evening of May 12th. At that time the coronation will be on the air at 6:30 P.M., EST, and the King's address at 10:30 P.M., EST.

In addition to the commentaries by the seven BBC observers, commentaries in thirteen different languages will be sent to foreign countries by their own observers. The following languages will be used: Czech, Danish, Dutch, Finnish, Flemish, French, German, Hungarian, Japanese, Norwegian, Spanish (for the Argentine), Swedish, and Yugoslav.

During the day a total of fifty-eight microphones will be used, thirty-two of which will be used for the broadcast of the actual ceremony and for reproducing a sound picture of the arrival and departure of the procession. Eleven will be devoted to picking up effects outside the Abbey and

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the Palace and along the route. English and foreign observers will use fifteen.

Twelve tons of equipment have been installed, of which seven tons are batteries. The total length of wire used will be approximately 472 miles.

Sixty BBC engineers will be engaged on this one outside broadcast - technically, the most complicated yet undertaken by the BBC.

The BBC also is preparing to televise the Coronation procession at Apsley Gate, Hyde Park Corner, London, on the return journey from Westminster Abbey. A running commentary will accompany the broadcast, which will open with crowd scenes and last approximately an hour.

Three cameras will be used. One of these, installed on the plinth of Apsley Gate, will give overhead views of the advancing procession, and a second camera, operated from the pavement immediately to the north of the Gate, will provide close-ups as the procession passes through the arch. Another camera, facing southwards from Apsley Gate, will show the end of the procession crossing Piccadilly towards the Green Park and Constitution Hill.

It will be the first television broadcast from a point some miles distant from the London Television Station at Alexandra Palace. Owing to technical reasons, the length of the special multiple cable that has been used for televising events inside the grounds of Alexandra Palace is limited to 1,000 feet. Consequently, control-room apparatus must be provided at Apsley Gate, and to meet this need, the BBC has purchased from the Marconi-E.M.I. Television Company a mobile control-room installed in a motor vehicle about the size of a standard single-deck saloon 'bus.

Two rows of racks along each side of the interior of this vehicle accommodate the apparatus, leaving a centre aisle for the use of the engineers. In all, twelve racks - each 7 ft. 6 ins. high and 19½ ins. wide - have been installed. The total weight of apparatus and vehicle is about 8½ tons. A reproducer fitted into the compartment over the driver's head enables the controlling engineers to see the televised picture. The vehicle is also equipped to deal with sound, fade-units and amplifiers for use with four microphones having been installed.

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5/8/37

CHURCH'S LEASE OF RADIO STATION HIT BY EXAMINER

The lease of Station KFXR, Oklahoma City, by the Exchange Avenue Baptist Church to B. C. Thompson, present manager, was criticized by Examiner Robert L. Irwin in a report to the Federal Communications Commission this week recommending that the station license be transferred to the Plaza Court Broadcasting Company.

The church has been the licensee of the station since 1927, but in 1932 its pastor entered into an agreement with Thompson, then commercial manager, under which he leased the station upon payment of \$600 cash, assumption of a \$400 debt, and weekly payments of \$75.

"The operation of Station KFXR under the original and supplemental management contracts presents a close question of violation of Section 310(b) of the Act", the Examiner said.

He pointed out, however, that the transfer would invalidate the former lease.

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EXAMINER URGES WMBQ TIME BE GIVEN WWRL

A recommendation that time assigned to Station WMBQ, Brooklyn, be given to the Long Island Broadcasting Company, operating Station WWRL, was made to the Federal Communications Commission last Saturday by Examiner Ralph L. Walker.

He recommended also that applications of Lillian E. Keifer and Paul J. Gollhofer for authority to take over WMBQ's time and construct new stations be denied, and opposed the application of the Metropolitan Broadcasting Corporation to continue operation of WMBQ.

He held that the Metropolitan Broadcasting Company sold time to "brokers" for foreign-language programs and "in substance assigned a right or privilege."

"The control of the station over these programs presented primarily in foreign languages is practically non-existent, in that entire dependence is placed on translations presented by the brokers", he added.

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: : : :
 : : : : TRADE NOTES : : : :
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Trav-Ler Radio & Television Corporation, 1028 West Van Buren St., Chicago has entered into stipulation with the Federal Trade Commission that it will cease using as a trade name or brand for its radio sets the word "Majestic", alone or in connection with the words "Radio Corp.", or with other words so as to imply that its sets are made by Grigsby-Grunow Company, Chicago, originally the manufacturer of Majestic sets, or by its successor, Majestic Radio & Television Corporation, Chicago, when such is not a fact.

Station WJTN, Jamestown, N. Y., will make its first network affiliation by joining the National Broadcasting Company May 15 as an optional outlet available with the Basic Blue Network. It will be NBC's 126th station. WJTN is the only station in Jamestown. It operates on 1210 kilocycles, with 250 watts power in daytime and 100 watts at night.

Purchase of the old Franklin Institute Building in Philadelphia by A. Atwater Kent, well known former radio manufacturer, and its presentation to the city for use as a historical museum was announced last week by Mayor Wilson.

L. J. Fitzgerald, NBC Artists Service, has been placed in charge of sales of NBC concert artists for commercial radio, effective May 15. He has been handling general talent bookings.

Misrepresentation of the curative value of a preparation known as "A & O", offered as an effective treatment for colds, is alleged by the Federal Trade Commission in a complaint issued against Joe Anderson, trading as The A & O Company, New Bern, N. C. The respondent is a radio advertiser.

King George VI has given permission for broadcasting organizations to record his speech on May 12 for the purpose of subsequent broadcasting. "The Earl Marshal raises no objection to oversea broadcasting organizations recording for subsequent broadcasting the Coronation Service in Westminster Abbey on May 12", the BBC stated. "The BBC is notifying oversea broadcasting organizations, however, that they must undertake the responsibility for covering any copyright existing in the music performed at the Coronation Service."

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PROGRESS REPORTED IN PHILCO STRIKE PARLEYS

Negotiations between representatives of 8,500 strikers and employers at the Philadelphia plants of the Philadelphia Storage Battery Co. and the Philco Radio & Television Corp. were under way early this week. Early reports were that progress was being made.

Three locals of the United Electrical and Radio Workers Union called the strike last Friday after charging the concerns with violating seniority rights of certain employees.

George E. Deming, Executive Vice-President of the Philadelphia Storage Battery Co., suggested a conference Monday in a letter to Reese Llewellyn, local union president.

Mr. Llewellyn had written the concern after the strike was called that he was willing to meet its representatives at any time. He said "we have gotten no place" on efforts to agree on a new contract.

The Union asked for an increase of ten cents an hour for production workers and an additional increase of five cents an hour for night work, he said.

Mr. Deming wrote to James B. Carey of New York, National President of the Union, that the strike was the result of "failure on the part of the Union to follow the procedure as outlined in the agreement which you and I signed a year ago."

"The management takes the position that the agreement, by its terms, was still in effect, but that the strike action cancels all agreements to date", he said.

"We are willing to negotiate a new agreement but must have one that is workable and comparable on an industry basis that will enable us to maintain a competitive position."

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SWISS IN MARKET FOR S-W POLICE RECEIVERS

The first police short-wave radio station, which will serve as a central station for all Switzerland, has been installed by the Zurich Cantonal Police. Most of the transmitting apparatus and equipment are of American origin, according to U. S. Consul General A. C. Frost of Zurich. At present only five police receiving sets are in operation in Switzerland.

"It is understood, however, that several hundred sets will be required in order to complete this system", the report states. "The transmitting station was installed jointly by several Zurich firms, principally the firm Seyffer & Co., Kenzleistrasse 126, Zurich. American exporters of police radios should make their offers through a local radio dealer and not to the police authorities directly. However, advertising material may be sent to the Zurich Cantonal Police, Kasernenstrasse, Zurich."

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RADIO-TELEGRAPH RATES CUT BY RCA, MACKAY

Rate slashes and service alterations in overnight domestic communication, to become effective June 1, were announced this week by both telegraph and radio-telegraph companies.

The new tariffs, agreed upon in conferences with the Federal Communications Commission, were disclosed simultaneously by Western Union and Postal Telegraph companies and by Radio Corporation of America and Mackay Radio & Telegraph Co.

Telegraph tariffs provide for discontinuance of the 10-word night message and the 50-word night letter. They contemplate a 25-word minimum night letter as a rate base. The proposed night letter may be sent between the United States' two most separate points for 50 cents.

Words in excess of the minimum will be charged for in groups of five and according to the distance the original 25 words are sent. Charges for the excess wordage will decrease progressively as their number increases, and over the shorter distances, it will be possible to add to the minimum for a fifth of a cent a word.

In Radiotelegraphy, Radio Corporation of America and Mackay Radio & Telegraph Co. announced similar changes. Both will discontinue the 15-word night message and 60-word night letter and establish a new rate on a 30-word minimum.

The 30-word night letter, like the 25-word telegraph night letter, may be sent anywhere in the United States for 50 cents. Additional words over the minimum of 30 will be charged for in groups of six. Distance and volume will pro-rate the excess charge.

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RADIO WRITERS DENY CENSORSHIP IMPLICATIONS

Taking exception to the censorship implications contained in an article entitled "News of the Air", by Richard Sheridan Ames in a January issue of the Saturday Evening Post, members of the Executive Committee of the Association of Radio News Editors and Writers at a meeting in Chicago recently, adopted a resolution calling upon the Post to bring "the true facts pertaining to radio news writing" to the attention of its readers.

The resolution also stated: "That the Executive Committee of ARNEW be placed on record as saying to the American public that never, to our collective knowledge of the recognized profession, has any censorship of radio news by radio sponsors been tolerated or even suggested. That ARNEW be placed on record as pledging itself and its members collectively and individually to the continued truthful and honest presentation of news items at all times."

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HOOVER, FARLEY ATTEND DINNER FOR GENE BUCK

Former President Herbert Hoover and James A. Farley, Chairman of the Democratic National Committee, were among the distinguished guests at a dinner given in honor of Gene Buck, President of the American Society of Authors, Composers, and Publishers, Monday night in New York. The host was the Catholic Actors' Guild.

The former President paid a warm tribute to the composer guest of honor, of whom he said: "If I were in fact trying to find the American who represented the great quality of kindness, I would name Gene Buck."

Telegraphed tributes to Mr. Buck from President Roosevelt, Vice-President John N. Garner and others were read by Joseph P. Tumulty, the toastmaster. Edward P. Mulrooney, State Commissioner of Correction, was Chairman of the dinner.

In an address in which he thanked his friends for their praise, Mr. Buck expressed regret that certain theatres in New York City had offered a type of entertainment that had necessitated the intervention of the police. He declared that there was no place on the stage for "smut with a smirk" and added that such stars as Ed Wynn, who attended the dinner, and George M. Cohan, who sent a message of greeting, had made great careers without the use of risque lines and situations.

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AUTHOR ATTACKS PRESENT CONTROL OF BROADCASTING

A vigorous attack on the present set-up and control of radio broadcasting is made in a book just published, "Not to be Broadcast", by Ruth Brindze (The Vanguard Press; \$2.50).

The New York Times in a review of the book said, in part:

"Miss Brindze writes a vigorous attack upon every aspect of radio broadcasting. She thinks that the control of the industry which has had such an amazing development is in wrong (even sinister) hands; that the public policy with respect to government supervision of radio licensing is in need of a thorough overhauling; that free speech is denied particularly by the radio chains, and that the public should assert itself before broadcasting gets out of hand completely. Many who agree with the thesis that the granting of the use of wave lengths to private individuals without fee or tax is giving away too freely valuable natural rights and that we are in need of a sounder national policy in this field will wish that Miss Brindze had presented a better case. Much of the evidence she adduces is not convincing, and her statements are too sweeping."

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NBC CASHES IN ON BIG NEWS EVENTS

The NBC Promotion Department has been very neatly tying in important news events in its advertising material. One of the series was entitled "Go to the Coronation as the Guest of NBC" and carried a beautiful photograph of the State Coach passing the reviewing stand in the Coronation procession along with a preliminary announcement of the NBC Coronation broadcasts. A second announcement a week later, entitled "Follow the Golden Coach" was illustrated by a map showing the parade route and where NBC commentators would be stationed and gave a time-table of the broadcasts.

A week after these two announcements came, a third news flash, but this dealt with the Kentucky Derby and was labelled, "They're Off! You Can't Lose!" This was illustrated by a news photograph of the thrilling finish and gave the time of the broadcast.

An example of how the news-events are tied into advertising salesmanship was in the conclusion of "They're Off - You Can't Lose" which read:

"No one can pick a Kentucky Derby winner . . . in advance. We all may have a fairly shrewd idea . . . which we are willing to back to the limit. The wise ones save enough for carfare home. But, everyone wins who uses NBC. The element of chance has been minimized through years of showmanship and experience.

"Would you like to talk to this eager responsive market? You can . . . easily. May we tell you how?"

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McCOSKER FORMS FOUNDATION FOR NEEDY CARDIACS

A foundation for the care, convalescence and aid of needy cardiacs is being formed as a philanthropic venture by Alfred J. McCosker, President of Station WOP, and Harry Hershfield, cartoonist. Leading heart specialists have offered to aid the project, which calls for the opening of a home within a year.

Considerable money already has been realized for the project. Additional funds are to be raised through benefits and subscriptions. Mr. McCosker and Mr. Hershfield began the movement with the aid of 100 friends.

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The Zenith Radio Corporation has completed moving operations and all departments should hereafter be addressed to the new factory at 6001 Dickens Avenue, Chicago, Illinois. Telephone: Berkshire 7500.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

RECEIVED
MAY 13 1937

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WLWL SALE SEEN AS SILENCING RADIO PROBE CRY

The sale of Station WLWL, New York, by the Paulist Fathers to Arde Bulova, watch manufacturer and broadcaster, for \$275,000 may have the indirect effect of silencing demands for a radio inquiry on Capitol Hill, according to rumors in broadcasting circles.

*operates about
15 hrs a
week!*

The transfer, approved last week by the Federal Communications Commission, has brought to an end a long drawn-out controversy between the Paulist Fathers, the Columbia Broadcasting System, and Bulova.

It is understood that this three-way scrap was responsible for the demands for a broadcasting investigation by Representatives Connery (D.), and Wigglesworth (R.), of Massachusetts.

While anticipating scattered outbursts against the FCC and the so-called "radio monopolies", broadcasters this week are more confident than at any time since Congress convened that a Congressional probe has been forestalled.

The several attempts of the Paulist Fathers to obtain a full-time station or dispose of WLWL have caused the Commission more concern than any problem in recent years. Two years ago the Paulist Fathers were reported to be behind a Congressional move for the setting aside of specific frequencies for education and religious broadcasting stations.

Formation of an Eastern seaboard network, covering a half-dozen stations between Philadelphia and New England, is contemplated by Bulova as a result of his purchase of WLWL.

Whether the former Paulist station will be eliminated or will be operated on a full-time basis has not been disclosed by the new owner.

One plan is understood to call for the transfer of WOV, New York, from 1130 to 1100 kc. and its operation full time with 10,000 watts. This would eliminate WLWL, which now uses that channel two hours daily.

Another plan provides for the expansion of WLWL to a full-time station to become the key of the network.

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I. T. & T. TO DEMONSTRATE RADIO LANDING SYSTEM

The International Telephone and Telegraph Corporation has brought to this country, for the purpose of testing and demonstrating, complete equipment of the Lorenz Instrument Landing System. This radio employing device has been developed by C. Lorenz-A. G., Berlin, Germany, a subsidiary of the I. T. & T. The American demonstration, according to Frank Page, will be made in Indianapolis Friday and Saturday, May 14 and 15, at the Municipal Airport.

Commercial air fields in the following cities are equipped with the Lorenz System: England - Croydon; Heston; Gatwick; Italy - Milan; Rome and Venice (under construction); Germany - Berlin; Hamburg; Hannover; Cologne; Leipzig; Frankfurt a/M; Stuttgart; Stettin; Munich; Dresden; Nurnberg; Konigsberg; Free City of Danzig; Switzerland - Zurich; Hungary - Budapest (under construction); Austria - Vienna; Sweden - Stockholm; Czechoslovakia - Prague (under construction); Poland - Warsaw; Posen; Japan - Tokyo; South Africa - Capetown; Russia - Moscow (equipment just delivered).

The following air transport companies are using aircraft equipped with the Lorenz System Equipment:

Deutsche Lufthansa; A.-B. Aerotransport; Air France; British Airways; Oelag Wien; Imperial Airways; Koninklijke Luchtvaart-Maatschappij (KLM); Swissair; South African Airways.

International Telephone and Telegraph Corporation through the cooperation of the Department of Commerce and the officials of the Municipal Airport at Indianapolis have installed for the demonstration the Lorenz Instrument Landing System at the Indianapolis Airport and the receivers for this system in test airplanes of the Department of Commerce and of the commercial airlines.

In the operation of the Lorenz system, the pilot approaches the field by means of the usual directional, or homing beacon, to within about twenty miles of the airport, at which point the Lorenz System signals are capable of being received on both the aural and visible receiving instruments. One of the boundary signals will be the first received. The audible signal will be the code - a dot for the starboard and a dash for the port side. The signal also will be indicated on a dial on the instrument panel. The pilot, by maneuvering his plane, reaches the guide path which is indicated by the blending of the port and starboard audible signals into a continuous tone and by the centering of the visible indicator on his dial. He will also be advised of his progress toward the field by the increasing intensity of the audible signals and by the volume indicator on his dial.

At the moment when the continuous note is reached, the direction indicator comes to rest and tells the pilot that he should maintain his course for safe landing at his destination.

During the approach, the pilot gradually decreases the height of the airplane. At about two miles from the boundary of the landing field when the plane crosses the outer mark, the lamp on the left side of the visual indicator lights up and, at the same time a deep note is heard in the headphones. The pilot then throttles down and descending at an approximately constant rate reaches the proper height at the inner marker beacon. The beacon signal from the inner marker is received at a distance of about 350 yards from the boundary of the landing field - a few seconds before the machine reaches this boundary -- and is conveyed to the pilot by a rhythmic short-keyed high note as well as by the lighting of a lamp on the right-hand side of the visual indicator. The pilot now knows that there are no obstacles to his flight in the final section of the landing path and can, consequently, further reduce the height of flight in order that he may bring his machine down safely even when ground visibility is very poor."

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NBC TO USE SPECIAL NEW FIELD TRANSMITTERS

Complete replacement of all short-wave facilities used in special events programs by the National Broadcasting Company at six of its key points was announced this week by O. B. Hanson, NBC Chief Engineer. Four new types of high frequency transmitters, with receivers and other field pieces, will be delivered in July to NBC offices at New York, Washington, Cleveland, Chicago, Denver and San Francisco at a cost of about \$75,000.

Purchase of the new short-wave apparatus, all designed in the NBC laboratories under the direction of R. M. Morris, Development Engineer, will greatly expand NBC's capacities for covering such events as the Hindenburg disaster, conventions, parades, outdoor sports meets and others demanding numerous and rapidly changing points of pickup.

The latest addition will give the National Broadcasting Company a nearly complete new line of apparatus used in its remote control broadcasts. Each piece is considerably in advance of equipment available in the market and it is anticipated that all will be abreast of engineering developments for several years.

Distribution of seventy new field amplifiers and more than 200 new microphones for field broadcasts was recently announced by Mr. Hanson. Including these, the new apparatus, to be made from NBC models by the RCA Manufacturing Company, will cost more than \$125,000.

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LAWYERS GIVE FCC HILARIOUS ROASTING

The Gridiron Dinner had nothing on the frizzling the "first informal engineering conference" of the Federal Communications Bar Association gave the Commissioners and other FCC untouchables in Washington last night (Monday). The dinner of the less than a year old organization, which now numbers close to 200 members, was on the Gridiron high plane of cleverness throughout. Nevertheless, it was interesting to watch the expression on the faces of some of the high officials when they were hit, and who didn't know what they were getting in to. There was at least one red face when the lawyers brought up the now famous incident at the Willard Hotel, where eavesdroppers alleged to have heard that a Communications Commissioner had received a large bribe.

"One Commissioner is absent through illness", Louis Caldwell, President of the Association, said, "and another because of a speaking engagement. One, however, left town as soon as this meeting was announced."

The prediction is ventured here, judging from the merciless lampooning at the first lawyers' dinner, that no Commissioner will dare stay away from the next one and furthermore there will be a scramble for invitations. Radio people will be coming here from all over the country for it.

Those at the speakers' table beside Mr. Caldwell, who presided, were Anning S. Prall, Chairman of the Communications Commission, Commissioners E. O. Sykes and Irvin Stewart, Hampson Gary, General Counsel, John M. Littlepage, Duke M. Patrick, John W. Guider, Paul D. P. Spearman, Ralph Kimball, of the Western Union, Horace L. Lohnes, George O. Sutton, Phil J. Hennessey, Jr., and Ben S. Fisher, Chairman of the Arrangements Committee.

Presumably the affair was a business meeting of the Association with various Chairmen reading the usual dry and lengthy reports. Throughout there were interruptions by a radio announcer, in reality Phil Loucks, whose voice was heard through loud speakers in the hall. In fact, it was this radio announcer who first brought up the painful Willard incident when a year or so ago those listening from an adjoining room told the world a Commissioner had sold out for \$25,000.

"This program is brought to you through the courtesy of the New New Willard Hotel", the radio announcer droned. "When in Washington spend a night or two with us; the hotel has been thoroughly renovated, with sound-proof walls acoustically treated. 'Whisper or shout, the noise can't get out.'"

Another reference was made to the incident when John Littlepage credited Phil J. Hennessey with being the founder of the Federal Communications Bar Association.

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"With a fine sense of the proprieties", Mr. Littlepage declared, "P. J. timed and placed the birth of the I D E A at a ROOM IN THE WILLARD HOTEL on April 27, 1936, during Cherry Blossom Time. Where could he have found a more fitting setting for this event than this shell-ridden scene of the BATTLE OF THE THIN PARTITIONS, the echoes of which still reverberate through the halls on Capitol Hill and in the pages of the Nation? To quote P. J.'s own original words:

"The world will little note nor long remember what we say here but it never will forget what THEY did here."

Unwittingly, at this point, P. J. slipped into a slight anachronism; it has not yet been made known what, if anything, did happen."

Commissioner George Henry Payne, conspicuous by his absence, came in for a few hot ones. Former Representative Frank D. Scott, of Michigan, addressing Duke Patrick inquired:

"Mr. Patrick, you mentioned Commissioner Payne. Where is Commissioner Payne's other office?"

"His other office?" Mr. Patrick replied, "What do you mean, Mr. Scott?"

"I mean the office he spends all his time in", was the answer. "You know what I mean, the office where he operates his public address system.

"Oh, you mean that office", Patrick said. "I don't know. But I've heard where his office will be next year.

"Where will Commissioner Payne's office be next year?"

"Over on the eighth floor of the National Press Building", Patrick concluded. "He's going to take over Broadcasting from Marty and Sol when he gets through with that libel case."

This referred to the \$50,000 libel suit filed by Commissioner Payne against Broadcasting Magazine.

At this time the radio announcer broke in with:

"Stand by, stand by for news flash. The Transparent Radio-Press has just advised us that the Telegraph Division has rendered another decision, Senator Wheeler dissenting."

In a minute, the announcer burst forth again:

"Stand by, Stand by, for a correction in the last announcement. That was not a decision in a new case. Just another change of heart in the Oslo case. We've forgotten which way it went this time."

Mr. Littlepage admonished President Caldwell for violating a rule that no speeches were to be made at the banquet.

"Where did you get that idea?" Caldwell retorted.

"Right here on this card Ben Fisher sent out", Littlepage came back. "It says: 'No speeches will be tolerated.' That's clear enough, even for an officer of this Association. It seems to me, Mr. President, if I may say so, that the President of an Association that has just adopted canons of ethics ought not to break the rules at the first opportunity he gets. He ought to exercise at least as much restraint as the Commission does and wait for a month or two before getting around any new rule it adopts."

Mr. Caldwell declared that the "No speeches will be tolerated" edict was not a rule but "just a vague hope on the part of Ben Fisher, just like the mileage frequency separation tables. That's where the statutory standard of 'convenience' comes in. It's something convenient to use so you can decide a case either way."

"I realize the mileage-frequency separation tables aren't rules; they're just a dream of Andy Ring's", Mr. Littlepage replied. "But we have a positive rule against speeches. If you're going to insist on a speech, you at least should label it 'Experimental Special Authorization' and employ a directional antenna that will suppress the noise in our direction. That would bring it within the rules that allow stations to operate with 5 kw. on channels where the maximum power is 1 kw. or with 500 kw. on channels where the maximum power is 50 kw. Those are real experiments. They're experimenting to see how long they can get away with it."

Here the radio announcer came in with: "This program is brought to you through the courtesy of Broadcasting and Variety. All lawyers should be supplied with our advance sheets on Commission decisions. This is special bargain day. For sale cheap, two large columns of linotype on the appointment of Berger as Secretary of the FCC."

Duke Patrick enlightening Louis Caldwell on the changes which had taken place at the FCC since the latter had been employed there explained:

"When you were there, the Engineering Department used to do the Law Department's work, with a small side-line of engineering, and vice versa. You always knew where you were at because things were exactly opposite to what they were supposed to be. Not that's all changed. The Engineering Department spends all its time on something it calls social and economic factors - you wouldn't understand it any more than they do. They're getting up a new set of social and economic slide-rules so that Andy Ring, Assistant Chief Engineer, can go back on the witness stand and devil the lawyers again. It's been years since Andy has been a witness; he's been afraid to testify without one of the new slide-rules. That isn't all. They're gradually doing away with hearings such as you old fellows are accustomed to. They call them 'informal engineering conferences' now."

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Commissioner Irvin Stewart came in for one from the lawyers when Frank Scott inquired: "You mentioned Commissioner Stewart. Aren't there two Commissioner Stewarts? Which one do you mean?"

"You are right", Patrick replied. "There is Commissioner Stewart Concurring and Commissioner Stewart Dissenting. But you must remember that this is Reappointment Year. That's the year in which they make speeches at universities on what's wrong with broadcasting. Next year it'll be just plain Commissioner Stewart, working on a decision in the Order No. 12 cases."

"The Law Department is doing everything except law," Patrick complained. "The right wing is busy trying to find reasons for the decisions the Commission has already made, and the left wing is busy in a pitched battle with the examiners. I should add, however, that General Counsel Gary has already equalled the record set by Commissioner Thad Brown when he was general counsel in the number of court cases he has actually argued."

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BUREAU OF STANDARDS ANNOUNCES NEW RADIO TRANSMISSIONS

Dr. J. H. Dellinger, Chief of the Radio Section, U. S. Bureau of Standards, has disclosed that the Bureau would shortly inaugurate a more extensive standard frequency service from its station WWV.

The Bureau for many years has been broadcasting standard frequencies. These have included standard carrier frequencies and a standard 1000 cycle modulation, all accurate to better than one part in 5,000,000.

According to Dr. Dellinger, the new service will involve extensions both of frequency and of time. The Bureau also expects to send pulses at intervals of precisely one second, and a standard of musical pitch of 440 cycles per second. Announcements of ionosphere conditions, based on the Bureau's current measurements will be added to the standard frequency broadcasts on one day each week, it was stated.

These announcements will furnish a guide to radio station operators and others for the selection of frequencies to be used in long distance radio transmission, according to Dr. Dellinger.

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END OF INTERNATIONAL STATIC SEEN BY ENGINEERS

Glimpses into the future of radio, when reception from foreign countries and world-wide telephony may be clear as crystal and quite free from the bugaboo of static and noise as it now affects international communication, were presented yesterday (Monday) at the first technical session of the Institute of Radio Engineers' silver anniversary convention at the Hotel Pennsylvania, New York City.

A novel radio receiving system that is aimed electrically into the sky to catch the same program arriving simultaneously over a different ethereal pathway from a foreign-sending station was discussed by H. T. Friis and C. B. Feldman of the Bell Telephone Laboratories, according to the New York Times.

Sound records of programs from England, over existing transoceanic telephony circuits and the new system, when compared before the audience of more than 500 radio experts from all parts of the country left no room for doubt as to the clarity and freedom from noise on the "steerable antenna", as it is called.

To steer the fixed wires by electrical means, an operator turns a single knob on a control panel like a large radio set. Outside, stretched for several hundred feet over the countryside, the wires "point themselves electrically" toward the most powerful parts of the arriving program. Static and noise existing near or outside the actual wave is thus avoided.

Development and use of short-wave transmitters in liberating broadcasting at its source from the necessity of microphone lines was described by W. A. P. Brown, Assistant Development Engineer, and George O. Milne, Eastern Division Engineer, of the National Broadcasting Company.

An ingenious "commutator", the heart of a diminutive radio-sending unit sent miles into the upper air attached to sounding balloons to study humidity, temperature and atmospheric pressure at great altitudes, was described by H. Diamond, W. S. Hinman, Jr., and F. W. Dunmore of the National Bureau of Standards, Washington.

The commutator is a novel arrangement of resistances and contacts that vary with the changes in the upper air which the experimenters desire to explore; a veritable temperature, pressure or humidity "microphone" causing a miniature radio station in the balloon to vary its wave, which, when recorded on the earth, reveals the temperature, pressure and humidity in terms of frequency changes.

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STONE TO GIVE I. T. & T. FULL TIME

Ellery Stone, who was in charge of all International Telephone and Telegraph radio communication activities as well as Operating Vice-President of Mackay Radio, will hereafter devote all of his time to the radio communication activities of the I. T. & T.

Admiral Luke McNamee, President of Mackay Radio Company, will take over active operating charge of the Mackay Radio Companies.

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GUATEMALA BUYS STATION APPARATUS FROM RCA

President Jorge Ubico, of Guatemala, has approved the contract for the purchase of a long and short wave broadcasting station apparatus from the Radio Corporation of America, according to a New York Times news dispatch.

The contract provides for training three Guatemalan students at the Camden factory and study at the National Broadcasting Company.

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BASEBALL "MONOPOLY" UNFAIR TO RADIO, SAYS CANNON

Representative Raymond J. Cannon (D.), of Wisconsin, last week proposed a House investigation of what he termed a "monopoly" governed by professional baseball club owners which is working to the detriment of certain radio stations.

Cannon, in his resolution, said that a closed monopoly existed among all owners of baseball clubs and that labor conditions existed in baseball which would not be tolerated in any industry in the United States.

"The large baseball clubs through restricting agreements with the large telegraph companies", he said, "prevent such telegraph companies from giving to the public the results of baseball games through general service to all radio stations and cause such telegraph companies to violate their duty as interstate public utilities and cause discrimination against certain radio stations and thus prevent large numbers of the public from getting baseball results through their local stations."

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CBS ELECTS THREE NEW MEMBERS TO BOARD OF DIRECTORS

The Columbia Broadcasting System, Inc., this week announced that Edward Klauber, Executive Vice-President, and Paul W. Kesten, and Mefford R. Runyon, Vice-Presidents, were recently elected Directors of the corporation. —

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SPECIAL AMPLIFIERS DEVELOPED FOR CORONATION

For the first time in the history of Great Britain, the 8,000 distinguished visitors at the Coronation of King George VI and Queen Elizabeth at Westminster Abbey on May 12th, will be able to hear every word of a Coronation ceremony. This will be made possible by the installation of a specially designed public address system which has been developed and will be installed by the Standard Telephones and Cables, Ltd., an associated company of the International Telephone and Telegraph Corporation.

The interior of a Cathedral presents great difficulties in the installation of amplifying equipment because of the reverberation in the building, but a novel system, designed for this occasion, overcomes these technical difficulties. In place of a limited number of horn loudspeakers transmitting at a high energy level, no less than 120 moving coil loudspeakers will be used, but at a low intensity. This method of distribution, coupled with the damping due to drapes and the huge congregation will reduce the reverberation effect to a point where it is not troublesome, and thus permit each member of this gigantic congregation to hear distinctly.

The public address system will consist of five powerful amplifiers, each of 30 W. capacity, which will be used to amplify the music and speech picked up by microphones located at strategic points. These amplifiers will transmit the sounds to the 120 loud-speakers which will be fastened to pillars or placed behind the fabric coverings on the walls or the stands so as to be invisible to the congregation. The loud-speakers are of special design giving a wide range of reproduction. About a mile of wiring is used to connect them to their amplifiers. They will be mounted in teak boxes. Teak is used to limit the fire hazard.

Each amplifier will feed an entirely separate group of loudspeakers so that there will be actually five separate sound systems in operation. Spare amplifiers will be ready for use on any of the five sections in the extremely remote event of a breakdown.

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ROOSEVELT ORDERED FCC APPOINTMENT, SAYS MALLON

"What papa said, went", wrote Paul Mallon, columnist, with regard to the FCC secretaryship last week. "The Farley candidate for the secretary-ship of the Federal Communications Commission still is with the Democratic National Committee, hoping for a job in the Commerce Department. The successful candidate for the post was Thomas J. Slowie, secretary to Representative William S. Jacobsen, of Iowa. His selection was dictated by the President's son and secretary, James Roosevelt. He was papa's candidate."

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MARKET FOR RADIO SETS IN VENEZUELA HAS EXPANDED

Every inhabited section of Venezuela is now within the range of one or more of the country's broadcasting stations and the more powerful of these are heard regularly in foreign countries, according to a report to the Department of Commerce from its office at Caracas.

The United States supplied approximately 95 per cent of radio receiving apparatus imported into Venezuela during the years 1934 and 1935, the report states, and from 1931 to 1934, it supplied between 80 and 90 per cent of the total imports of all radio apparatus. The Netherlands is the United States' greatest competitor in this market for receiving sets.

As to transmitting sets, tubes and parts, all imports during 1935 came from the United States, the report points out. Owing to exchange rates particularly the revaluation of the bolivar during recent weeks, there should be a drop in retail prices for imported goods from which American exporters of radio apparatus should profit.

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A complete, detailed, and up-to-date compilation of primary listening area market data on six of its owned and operated stations has just been made available by the Columbia Broadcasting System to advertisers interested in local and national spot campaigns. The report was prepared for CBS by Buckley-Dement & Company and the material is expected to be of particular value to manufacturers introducing new products. In addition to a breakdown of the buying population, thirty-six classifications of retail outlets are listed, by counties. Daytime and nighttime data are both included.

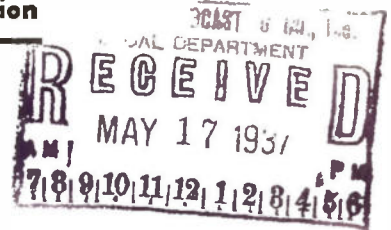
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RADIO RECEIVERS SEEN BY HARBORD AS TARGETS IN WAR

The 33,000,000 radio receiving sets in this country would constitute so many targets for enemy broadcasting stations in case of a war involving the United States, according to Maj. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, and former Chief of Service of Supply of the A.E.F.

A detailed account of how the radio industry could be mobilized in case of war was given in a paper prepared by General Harbord in Washington this week. General Harbord, who was absent due to his wife's illness, was awarded the Medal of Merit of the Army Ordnance Association.

Maj. Gen. Robert C. Davis, former Adjutant General of the Army, read General Harbord's paper. The medal was put in the custody of Col. Frederick H. Payne, former Assistant Secretary of War, and will be presented to General Harbord later.

"During the World War, the only use for radio was for point-to-point communications", General Harbord's paper said. "There was no broadcasting as we know it today. Broadcasting was a 'war-baby' - and the baby has now come of age. Many of the nations of Europe today are demonstrating that propaganda broadcast by radio - both for home and foreign consumption - has become an important instrument of modern warfare.

"In case of war all broadcast receiving sets in America will become targets for enemy transmitters, whereas our broadcasting stations will be carrying our own story to the rest of the world. The series of broadcasts from Spain, available to American short-wave listeners, is an indication of what may be expected. Our geographical isolation would be a help, for our home receivers are distant from potential enemies. Fortunately, the improbability of effective air raids makes unnecessary the underground studios the British Broadcasting Company is planning for London.

"Radio personnel is really a phase of its industrial mobilization. Quite aside from the supply of excellent apparatus and services the growth of American radio has created, is the great body of expert technicians. The Naval Communication Reserve and the Signal Corps Reserve are proud of the proportion of men they have who are employed in the radio industry or are outstanding licensed amateurs. Approximately 600 men in the Radio Corporation of America services have joined communication reserves, entirely on their own initiative. Other radio companies could doubtless report a similar situation. Those men

know radio technique, or the feel of a radiotelegraph key as well as the Minute Men knew the touch of a flint-lock's trigger; better, perhaps than Paul Revere - silversmith - knew the feel of reins and spurs.

"The war emergency value of the nation-wide group our radio era has made skillful and enthusiastic, is not to be measured solely by the number now in the Reserves. Here is a potential source of the best possible radio communication recruits. The latest FCC report shows 46,850 licensed radio amateurs in the United States - amateurs whose ability and response to civic duty has become traditional in storm, fire, and high water.

"The average age of the American radio amateur is around 32 years. He frequently is in some branch of commercial radio or engineering. To obtain his license and get his name on the FCC roll in Washington, he has passed a stiff examination on the International Morse Code, radio technique, and theory.

"The Navy, working closely with civilian operators, estimates that in a national disaster it could mobilize a network of 2,500 amateur stations within two hours. The Army enlarges its contact through the Army Amateur Radio System, which includes 1,394 operators selected for proficiency. Supervision is exercised by the Chief Signal Officer. Membership is by invitation, without physical examination, pay, or gift of equipment, but with no agreement to serve in war. Members are actuated by eagerness to be ready for disaster relief work, and by their ambition to improve by weekly training in Army methods of radio operation.

"I am sure the spirit of radio men is typical of those in all American industry. Matching the devotion of the little band of pioneer technicians who served the youthful radio of the World War, there are many in the large group, that have proudly helped it through adolescence, who would meet another emergency with the developed radio of the present.

"Radio is today - and probably will always be - the sole means of rapid and reliable two-way communication between elements in the air and on the water, with one another and with points on land. It requires no stringing of wires, sometimes under shell fire. In our Army's motorization and mechanization, radio is indispensable to command coordination. Even in slow-moving situations it is the main reliance when wire lines go out.

"Measuring what our radio industry can do to provide indispensable equipment for military needs is one task of the Army and Navy in their industrial mobilization planning. They are performing the task creditably. Each is cooperating with the other, and with the radio industry. They are learning where they can get radio equipment quickly, with a minimum of overlapping; what kind they can get; how much; and how fast."

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TELEVISION BROADCAST OF CORONATION SUCCESSFUL

The television broadcast of scenes of the coronation procession - pioneering in outdoor "pick-ups" - proved highly successful today, considering the experimental phase of this art, according to a London correspondent of the New York Times.

"It was estimated that 50,000 tele-viewers in an area of 7,500 square miles saw and heard simultaneously marching scenes, images of Queen Mary and Princesses Elizabeth and Margaret Rose in their coach and close-ups of the King and Queen", he wrote.

"A reviewer in The Times of London commented that 'the supreme trial has brought a notable triumph', despite the fact that the image bands sometimes appeared 'thinned' and reflections of light from the glass panels spoiled some of the attempts to make close-ups of occupants of the carriages other than those recorded.

"Today's experiment was sponsored by the British Broadcasting Corporation. Television experiments here believe its success proves the practicability of such broadcasts except for the extraordinary expense involved, as the areas covered are very small and the installation of cables to carry the 'pick-ups' and relay the broadcasts between stations costs about £1,000 a mile. A cable was laid for the coronation broadcast from Alexandra Palace, the studio site, to Hyde Park Corner. A trunk line connecting London and Birmingham is now being constructed. A television receiving set of good quality costs £80.

"Three television cameras were employed. They utilized no films; the views were picked up directly from the procession as it passed over the route to and from Buckingham Palace and Westminster Abbey. The electrical optical devices made possible an instantaneous transmission of the views, as the microphone does of sound.

"In selecting the sites for the television cameras, care had to be exercised so that the electrical 'eyes' would be pointing away from the sun as the shots were made, lest fogging of the views result. It was deemed necessary to keep the cameras within 100 yards of the mobile control vans and stand-by transmitters to guard against emergencies. In addition the positions of the cameras had to be placed so they would be safe from the crowd."

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LAWYERS JOSH HAVANA RADIO CONFERENCE

Official circles are still laughing over the "touching up" the newly formed Federal Communications Bar Association gave to radio affairs at their recent dinner. One of the things which came in for a humorous toasting was the Havana radio conference. This was when Louis Caldwell, President of the Association asked John W. Guider what had been accomplished at Havana.

"First, they decided they liked rum and soda better than they liked Daiquiri cocktails", Mr. Guider replied with a very straight face. "Second, they decided they liked Sans Souci and the Casino and Sloppy Joe's and every form of rhumba, and third -

"I mean, what did they decide at the Conference, Mr. Guider?"

"Oh, you don't understand", Mr. Guider continued seriously. "That wasn't a Conference. They didn't have time to decide anything. That was just a preliminary special meeting to discuss tentatively what subjects should be studied provisionally by the various countries as a possible basis for what might be discussed at another meeting next November. You see, they did agree they all wanted to come back to Havana again and they got the revolutionists to agree to hold off until after they could have another meeting."

"So that was it."

"Yes. You see, it was like this. Canada starts in by saying, 'We want 15 clear exclusive channels;' then Mexico says 'I'll take 23' and Cuba says, 'I only want 5,' which makes more clear channels than there is. Now Tam was still able to add and he's a great diplomat. So he says to Canada and Mex and Cuba, he says, 'I don't care if you take all our clear channels except two because they're a headache anyhow - everybody wanting to duplicate on them - but you've got to let me have two, one on the Mexican border and one on the Canadian border so as to advertise for tourists to come and see the ruins in this country when the present Administration gets through with it. But no, the other countries said you can't have two if you're going to be friends with us and Craven (Chief Engineer of the FCC) says, well, you can have all the clear channels because I'm not sure there'll even be any ruins left but you can't have the regionals and locals too because I've got to take back something for the Commission to regulate. So they just had another drink and that's where the matter stands."

The lawyers then turned their attention to the flock of \$7,500 a year "directors", generally understood to be heavily sugar-coated political jobs at the FCC. Horace L. Lohnes said a perplexing question was what the duties of these directors were. "There's a Broadcast Director, and a Telegraph Director, and a Telephone Director. We can't find out what they are there for or what we should see them about." Mr. Lohnes also wanted to know about the Connery resolution "to investigate the radio industry and whitewash the Commission."

John M. Littlepage proposed the admission of Harry C. Butcher and Frank M. Russell, Washington Vice-Presidents of Columbia and National Broadcasting Company respectively as members of the Communications Bar Association.

"Are they lawyers, Mr. Littlepage?" Mr. Caldwell asked.

"No, but they get by with much more than any lawyer does", Mr. Littlepage replied. "I also move the admission of former Commissioner Harold A. Lafount and Emil Hurja for their legal services in getting so much for Arte Bulova."

"There's no need for voting on them", Mr. Caldwell said. "Their right to become members is clear. Any more?"

"Yes, Mr. President, I have a long list of engineers here: Jansky, Gillett, Chambers, McNary, Bailey, Barron, Page, Codley, Wilson and all the rest of them. There is also Bond Geddes and Premier Jack Baldwin. We might as well recognize these fellows and take them in. You can't stop them from practicing law."

Whereupon the radio announcer broke in with "This program comes to you through the courtesy of 'Jimmie Roosevelt's Busy Corner.' Odd jobs traded for Guaranteed Votes on the Court Inflation Plan. For a testimonial as to our effective work, we refer you to the Postmaster General." This referred to President Roosevelt, through his son, James, supplanting the Farley candidate for Secretary of the FCC in favor of the Roosevelt candidate, Thomas J. Slowie, of Iowa, who is reported to have been put in through a Supreme Court trade made by the Administration with the Iowa delegation.

When Mr. Littlepage arose to make a point of order, he was admonished by Mr. Caldwell to "state the point to the recording machine and not to the Commission or any Examiner." Mr. Littlepage and Phil Hennessey, of NBC, got into a wrangle as to which of them should be allowed to make a speech and the former moved that he should be the one.

"Before passing on your motion", Mr. Caldwell said, "I must find out if you are eligible to make a speech before this learned gathering. You must answer two questions. First, are you owned, controlled, leased, managed or operated by a newspaper or other periodical? Second, are you connected, or do you plan to be connected, by wire or wireless with the key station of any network?"

Getting around to "unfinished business", a dig at the Communications Commission for being so far behind in its work was gotten in as George Sutton reported:

"First, I think, is the Brooklyn cases. They are only four years old. You will remember they were continued once because of an indispensable witness who hurt his knee six months before the hearing date and who hasn't been seen down here since then. Sever of the witnesses and lawyers that were originally in these cases are either dead or dying and it would be some

measure of satisfaction to them to know that their work was not in vain. Then there's the Order No. 12 cases. It is just two years ago tonight that those hearings finished and the Telegraph Division kept about forty lawyers busy writing briefs which had to be submitted by July 9, 1935, in order to avoid any delay. There are some incidental matters. For example, the Globe Wireless case. I am told that the Telegraph Division has a trunk load of motions and petitions from Duke Patrick begging them to decide the case so he can get his fee. Then there's the June 15th hearing and the October 5th hearing.

"On the other hand, a great deal of progress has been made. The Broadcast Division decided the Kalamazoo case on its fourth birthday, while, in a burst of speed, the Telegraph Division decided the Aeronautical Radio case in just a few months more than a year after it was heard. This is really remarkable, Mr. President, in view of the way in which the two members of the Telegraph Division have been helping out the Broadcast Division during the past year. Of course, nobody expects the Telephone Division will ever finish the investigation of A. T. & T. They got good life jobs."

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C O R R E C T I O N

It is regretted that a mistake was made in crediting the lines to former Representative Frank D. Scott referring to Commissioners George Henry Payne and Irvin Stewart in the account of the Federal Communications Bar meeting in the last issue. As a matter of fact, it was Paul D. P. Spearman who carried through this part of the skit.

The lines were originally written for Representative Scott but because of an important law case he was trying that day, he was unable to take the time necessary to prepare for the role and his part was assigned to Mr. Spearman. Although Mr. Scott was present at the banquet, he took no part in the Gridiron-like stunts.

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21-YEAR-AGE LIMIT PROPOSED FOR STATION OPERATORS

A bill which would limit the issuance of radio station operator licenses to United States citizens 21 years of age or older was introduced in the Senate this week by Senator Sheppard (D.), of Texas. The measure, which amends Section 303(e) of the Communications Act, authorizes the Federal Communications Commission to waive the age limit provision whenever amateur operators are concerned.

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WLS HINDENBURG RECORDING RADIO'S BIGGEST SCOOP

As time goes on, the feat of Station WLS, of Chicago, recording the heart-rending shrieks and terrifying sounds at the burning of the "Hindenburg" assumes historic proportions and seems to become more and more remarkable.

WLS sent Engineer Charles Nielsen and Announcer Herb Morrison to Lakehurst to make electric transcription of landing of "Hindenburg" to record voice of ship's officers and passengers merely as a matter of news interest, never realizing that such a tragedy would occur. The accident happened as the recording was being made and announced. Although badly shocked and broken up, the engineer continued the recording. It was the biggest scoop in radio broadcasting history. This recording was broadcast by WLS several times last Friday and Saturday, and no doubt will be repeated because of the great public demand to hear it.

"In my opinion, this was the most dramatic broadcast of all time", Commander E. F. McDonald, Jr., of Chicago, declared. "It even overshadows King Edward's abdication speech."

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MACKAY APPEALS FROM FCC RULING IN OSLO CASE

Appealing from a recent decision of the Federal Communications Commission denying it a direct radio-telegraph circuit between the United States and Oslo, Norway, Mackay Radio & Telegraph Co., Inc., yesterday (Thursday) petitioned the United States Court of Appeals in Washington to reverse the ruling and order the FCC to grant the license.

In its complaint, Mackay Radio said denial of its application for a license left the field wholly under the control of R.C.A. Communications, Inc., which was described as having a monopoly.

The Appellate Court was told the FCC opinion denying the license was arbitrary and capricious in many respects and as such was subject to review by the higher courts. It was announced the case would be taken to the United States Supreme Court in the event the Appeals Court does not direct the Commission to grant the permit.

Listing more than a score of reasons wherein the Commission had erred, Mackay Radio, through Donald Richberg and associated counsel, asserted the company had exhausted all its remedies before the Commission and had to seek "relief" in the courts. The final ruling from the Commission was entered April 24 and it is from that the appeal is being sought.

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FREEDOM OF RADIO TO BE GUARDED, SAYS BROWN

"Constitutional guarantees of freedom of speech by radio are to be guarded as carefully as the precious freedom of the press and our present Federal regulation of communications has been conceived with this ideal in mind", Commissioner Thad H. Brown, member of the Federal Communications Commission, told students of the College of Law at Western Reserve University, Cleveland, Ohio, this week in an address on "The Federal Communications Law".

"Federal regulation of communications in the United States may be said to have had its beginning with the passage by Congress in 1866 of the Post Roads Act", he said. "The Wireless Ship Act of 1910, the regulatory Act of 1912, the Radio Act of 1927 and the Communications Act of 1934 constitute the legislation progressively enacted by Congress for the broad regulation of all interstate and foreign electrical communication."

Characterizing radio as a modern Stentor whose voice is heard the length and breadth of the land, Commissioner Brown hailed radio as a great new scientific wonder and said that our greatest error would be not to fully appreciate and make use of the all-encompassing powers which the radio has made possible.

"Legal problems of communication are not really new, nor do they demand an abrupt break with the past", he added. "Careful consideration of the law of communications is of the utmost importance and there is no more pressing question in the whole fabric of our civilization than the determination of wise and judicious control of this socializing instrument."

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EDUCATORS HELD TO BLAME FOR LOSS OF STATIONS

Educators themselves were held to blame for the loss of 100 educational broadcasting stations by S. E. Frost, Jr., of the National Advisory Council on Radio Education, in an address last week at the annual educational radio gathering at Columbus, Ohio.

Mr. Frost pointed out that of the 203 licenses granted educational organizations since 1921, 81 percent were allowed to lapse or were transferred.

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Approval of the request of WJAR, Providence, R. I., for a permit to increase its daytime power from 1 KW to 5 KW was recommended to the Federal Communications Commission this week by Examiner Ralph L. Walker.

The Metropolitan Radio Co., Inc., 940 F St., N.W., Washington, D. C., has agreed to cease representing in advertising or in any other manner that its radio sets have a designated "regular price" or "former price", when, in fact, such designated price is fictitious and much in excess of the price at which the sets are regularly sold in the usual course of trade, according to the Federal Trade Commission. The company also will stop using the words "half-price sale" to imply that the radio sets to which the words refer are offered for sale at a price but one-half that at which the sets are usually sold, when such is not a fact.

Exclusive rights to broadcast eight of the country's outstanding athletic events - the four biggest tennis matches, golf's three greatest tournaments and the Kentucky Derby - were signed by the Columbia Broadcasting System. Ted Husing, Columbia's ace sports announcer, will broadcast these events over CBS during May, June, August, September and October of this year, and in May, 1938.

A favorable report was filed with the Federal Communications Commission this week on an application by Juan Piza, of San Juan, Puerto Rico, for a construction permit to erect and operate a new broadcasting station, using 1500 kc. with 100 watts nighttime and 250 watts daytime, unlimited hours.

The second annual River Vale Radio Golf Tournament will be held Friday, May 21st, at the River Vale Country Club, New Jersey. Artists from the major networks including the Columbia Broadcasting System, the National Broadcasting Company, Mutual and Inter-City will be on hand to compete for the silver trophy on which Columbia, winner of last year's tournament, now holds one leg. Three wins are necessary for permanent possession.

The United States Circuit Court of Appeals in New York this week set aside an award of \$115,968 granted in the Federal District Court in Brooklyn last year to Tess Gardella on her complaint that the National Broadcasting Company had allowed an imposter to broadcast as "Aunt Jemima", when as a matter of fact she had been using that name for years on stage and air, and was the only one who had a right to use it.

Negotiations between spokesmen for strikers and officials at the Philadelphia plants of the Philco Radio & Television Corporation and the Philadelphia Storage Battery Co. were still under way on Friday of this week. No developments had occurred, it was reported.

 Examiner P. W. Seward this week recommended to the Federal Communications Commission that KDON, Del Monte, Calif., be granted authority to transfer from 1210 to 1400 kc. and increase its power from 100 watts to 250 watts nighttime and 1 KW daytime. At the same time he advised denial of the application of the Salinas Newspapers, Inc., Salinas, Calif., for a permit to build and operate a station on 1390 kc. with 250 watts daytime.

 The American radio, free of government control or domination, is a tremendous weapon against the fear and ignorance which destroy democratic forms of government, Lenox R. Lohr, President of the National Broadcasting Company, declared yesterday (Thursday) in an address before the annual convention of the American Red Cross.

"It is in this field of freedom of expression", said Mr. Lohr, "that our American system finds its greatest advantage over those of most foreign countries. That you cannot have such freedom of expression by a government controlled or dominated radio is amply demonstrated by the fact that such freedom does not exist in any nation where such domination prevails."

 Perhaps in the same boat with many another, Station WMAL in Washington advertised that they would rebroadcast a recording of the Coronation ceremonies last Wednesday night. The station duly received, as promised, the recordings from the New York office. The transcription ran exactly seven hours! Even though they were rushed to Washington by airplane, it was impossible for the WMAL staff to sort out the pertinent portions in time for the 10 o'clock period. Rather than present the full seven hours, with awkward interpolations and explanations, the whole broadcast was called off.

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AIRLINE TERMINALS TO USE 5,000 WATTS RADIO POWER

Use of 5,000 watts at communication division terminals of airlines was authorized this week by the Federal Communications Commission in anticipation of the use of larger planes, making longer flights in the near future. Ground stations are now limited to 1,000 watts. The new rule specifies that such power may be used "on condition that the operating frequency is maintained within 0.02 percent of the assigned frequency and that suitable filters are embodied in the equipment to limit the frequency band of emission to five kilocycles."

The new maximum power will double the ground stations' signal strength, according to Major B. L. White of the Commercial Broadcasting Division of the Commission.

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PANNILL AWARDED MEDAL BY BELGIAN KING

Charles J. Pannill, President of the Radiomarine Corporation of America, a Fellow in the Institute of Radio Engineers and a member of the Society of Naval Architects and Marine Engineers, was awarded the medal of Chevalier de l'Ordre de Leopold by H. M. the King of the Belgians in an informal ceremony in the RCA Building, New York City, Thursday. The decoration was presented by Henry Mali, the Belgian Consul.

The award was made by decree of King Leopold in recognition of Mr. Pannill's long continued activities in the promotion of efficient radio communication at sea. Mr. Pannill for several years has been an active member of the Comite International Radio-Maritime with its Scientific Centre at Brussels, which has been instrumental in securing many improvements in the radio service and equipment on foreign and American ships. Two years ago he was elected Executive Vice-President of the Comite International Radio-Maritime.

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TELEVISION VIEWS ENLARGED IN SHOW FOR ENGINEERS

Foreshadowing the day when television may be used on a large scale for public entertainment, a "projector gun", which enlarges images from a few inches to eight or ten feet, or 2,600 times their original size, was demonstrated this week in New York City at the closing session of the Institute of Radio Engineers.

The demonstration was regarded by the radio engineers as indicative of what the future may hold for television when the electron projector gun and other devices are applied to enlarge moving objects. When projected on a screen three by four feet, the brightness of the view was said by those who demonstrated the equipment to approximate closely the brilliance of the average home movie. When enlarged to the eight-by-ten-foot size, the view, which was the head of a girl, was clear to persons nearly 100 feet away from the screen. The picture was of greenish hue, but the contrasts were such as to evoke loud praise from the radio men.

Dr. R. R. Law, who discussed and demonstrated the device, which he called a "high current electron gun for projection kinescopes", emphasized that the "gun" was in the early stages of its development and far from the form in which it may later appear as an integral part of a television receiver for home or theatre. He said that it was "yet too early to say if this is the 'gun' which will be used in the final television projection machine." and further emphasized that the demonstration was not a radio or television display but merely a laboratory test designed to show the projection properties of the equipment. The picture enlarged was 1.8 by 2.4 inches. No flicker was visible on the screen.

"Projection is only a small part of the complete television problem or system", Dr. Law concluded. "What we have shown here is only the 'gun' and what it will do with a still picture."

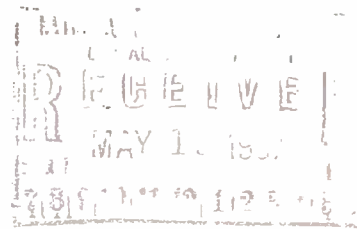
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No. 1029

Handwritten: [Illegible signatures]

May 18, 1937.

TELEVISION TODAY FOR SUCKERS ONLY, SAYS McDONALD

Talking before one thousand distributors assembled in Chicago for the Annual Distributors' Convention of the Zenith Radio Corporation, Commander E. F. McDonald, Jr., President of the Company, voiced a strong criticism of what he said was "the recent misleading wave of publicity, pretending to indicate that television continues to be 'just around the corner.'"

"Television is still just around the corner for stock salesmen only", declared Commander McDonald. "It is 'just around the corner' for the suckers who believe these salesmen when they say that television is about to become an immediate home practicality. Hundreds of thousands of dollars have already been taken away from optimistic investors in television stock schemes, and it is high time the public is told the truth."

Commander McDonald further stated that television is still a considerable distance away, called attention to the numerous difficulties still standing in the way of placing a television receiver in the average home and pointed out that even with the finest of laboratory equipment, the experts have been unable to project television more than a few miles through the ether. In addition, he went on, any motor car operating in the vicinity of a television receiver interferes at present, with reception of the picture. Therapeutic machines used in hospitals and doctors' offices have the same effect. All these troubles must be cured, he averred, before television becomes practical in the transmission end, and as for the receiving end, engineering is still a long way from its object.

"We began making our own television experiments a considerable time ago", continued Commander McDonald. "In the Zenith Laboratories we have a corps of expert television engineers, supported by the latest up-to-the-minute equipment. I can tell you from first hand experience that the present machinery of television will have to be fundamentally altered and greatly improved to give reasonable satisfaction. It is true that laboratory equipment is sending 'pictures' or eye views for short distances, and they are being received with reasonable clarity, but the difference between working with expensive and complicated equipment in the laboratory and of manufacturing in quantity an inexpensive home receiver, is tremendous. And even were we able to surmount that difficulty, the unsolved problems of transmission are still staring us in the face."

Commander McDonald pointed out further that these television experiments of his company reminded him of his early experiments with short wave, and called attention to the first long distance short wave voice broadcast which he made from Donald B. MacMillan's Arctic Schooner, the "Bowdoin", anchored off the coast of Greenland in the harbor of Etah, Greenland, within 11 degrees of the North Pole, to Lieut. Commander Fred Schnell, who had been dispatched on the U.S.S. "Seattle" to Tasmania, in the Southern Hemisphere, half way around the world, to pick up the voices speeding through the ether. Singing Eskimos were put on the microphone at that time, and according to official navy reports made by Commander Schnell, came through beautifully over such a long distance for the first time in history.

"Our short wave broadcasts at that time", concluded Commander McDonald, "were much more practical than any television transmissions in their present stages. That was fourteen years ago and it took short wave reception ten years to reach the home radio stage. Television may look for an equal or comparable period of experimental development."

"The question of who is to pay for television entertainment, is another problem to be solved. No practical way of linking advertising with the 'movies' has as yet been put into practice, and it is problematical whether the advertiser of the future can successfully link televised programs to his commercial announcements. I don't say television is not coming. I do say that in its present state of the art it is far from a state of development where it can be placed into the homes of the country."

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COAXIAL CABLE TESTS SUCCESSFUL, ENGINEER REPORTS

Little has been heard recently about the coaxial cable that was laid between New York and Philadelphia last year and which was looked upon as a possible key to television transmission. E. I. Green, of Bell Telephone Laboratories, writing in the May issue of the "Bell Laboratories Record", reports that satisfactory progress is being made, nevertheless.

"Preliminary test conversations have been held over the system, both between New York and Philadelphia and also over a circuit looped back and forth at the terminals to give a total length of 3800 miles. In general, the results thus far obtained have been in accordance with expectations, and no insurmountable barriers have appeared which would prevent the successful application of such systems in the future. Much work remains to be done, however, before coaxial systems suitable for general commercial service can be produced."

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RADIO CARRIERS MEET CUT IN TELEGRAPH RATES

Simultaneous with an announcement by the Telegraph Division of the Federal Communications Commission on Monday that the principal telegraph companies had cut rates \$3,000,000, R.C.A. Communications, Inc., and the Mackay Radio & Telegraph Co. filed reductions under the wire carriers.

The radio rates are based on the same principle as those of the telegraph companies, a FCC statement said, "except that the charge is based on a minimum of 30 words, which charge is the same as the charge for 25 words over the wire carriers, and the additional groups are in units of six words instead of five words each."

W. A. Winterbottom, Vice-President and General Manager of R.C.A. Communications, Inc. explained that the new night letter classification, which is to be effective June 1st, is revolutionary in that it permits the transmission by radio telegraph of medium length letters, orders and other communications now being forwarded by mail, at no greater cost than the former night letter. The present night message classification is to be discontinued.

The extent of these rate reductions is reflected in the following examples: the cost of a 30 word night letter between New York and Chicago is lowered from 60¢ to 42¢, 100 words from \$1.00 to 81¢ and 120 words from \$1.20 to 90¢. From New York to the principal Pacific Coast cities night letters of 30 words are reduced from 96¢ to 50¢, 100 words from \$2.00 to \$1.48, and 120 words from \$2.40 to \$1.70. The night letter rates between other cities served by the RCA system are proportionately reduced.

The new telegraph tariffs become effective June 1st and will result in reductions to the American public of \$3,000,000 a year, according to estimates of the carriers. These reductions came about as a result of the conference method of regulation and provide for the lowest overnight rates in the history of American telegraphy.

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The total number of registered German owners of radio receiving sets on February 1, 1937, amounted to 8,348,130, or 101,991 listeners more than at the beginning of the preceding month, which represents an increase of 1.2 percent. Of the total number of listeners, 621,589 were freed from the payment of the monthly radio fee.

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FIVE NEW STATIONS RECOMMENDED BY EXAMINERS

Issuance of construction permits for five new broadcasting stations in scattered points of the country were recommended to the Federal Communications Commission this week by Examiners.

Examiner George H. Hill submitted a favorable report on the application of the Asheville Daily News for a permit to operate on 1370 kc. with 100 watts power, unlimited time. A previous report, making the same recommendation, was filed last Fall, but affidavits charging mis-statement of facts caused the FCC to make a supplementary inquiry.

The Central Broadcasting Corporation, of Centralia, Wash., was given a favorable recommendation by Examiner John P. Bramhall. It asked for 1440 kc. with 500 watts power, unlimited hours.

The third application was from the Okmulgee Broadcasting Corporation, of Okmulgee, Okla. It is for 1210 kc. with 100 watts power, daytime operation.

Examiner Melvin H. Dalberg advised that the application of Allen T. Simmons, of Mansfield, O., for a permit to operate on 780 kc. with 1 KW, daytime, be granted and that the request of the Sharon Herald Broadcasting Co., of Sharon, Pa., for the same facilities be denied.

A new station for San Diego, Calif., for operation on 1200 kc. with 100 watts power, daytime, was recommended by Examiner P. W. Seward. The applicant is the Pacific Acceptance Corp.

Examiner Seward recommended that the application of KADA, Ada, Okla., for authority to increase its operating time from daytime to unlimited be granted.

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INDIAN POTENTATE BUYS COSTLIEST RADIO SETS

Two radio sets, believed to be the costliest ever constructed, are on their way to India, destined for the palace of the Maharaja of Patiala, according to the U. S. Trade Commissioner at Calcutta. They were built in England, with luxurious cabinets inlaid with rare woods, designed according to the Maharaja's own specifications. The control knobs and the dial holder are made of carved ivory. The cabinet's front and back are inlaid with equal beauty and give a luxurious appearance viewed in any position. Each set rests on a chromium tray with leather handles by which the apparatus can be easily moved in the halls of the palace. The reception of the sets is guaranteed to be the best available under Indian conditions.

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5/18/37

SENATE ORDERS RECORD IN RCA-MACKAY OSLO CASE

Upon motion of Senator Borah (R.), of Idaho, the Senate on Monday adopted a resolution ordering the Federal Communications Commission to submit a complete record of the proceedings in the application of the Mackay Radio & Telegraph Company for authority to establish a communications office at Oslo, Norway.

Senator Borah, in asking for immediate action on the resolution after introducing it, explained that he believed the FCC's action contrary to communications law, but he added:

"I may reach a different conclusion after I know all the facts and after the Commission shall have made its report."

Mackay last week filed an appeal from the Commission's decision, reached after a prolonged hearing and consideration. The Mackay application was rejected on the ground that R.C.A. Communications, Inc., already serves the territory adequately.

Mackay has raised a cry of "monopoly" against RCA, while RCA has insisted that it would be in the interest of the United States to have a single radio communication circuit to important world centers in case of war or other emergency.

Had Mackay won a favorable decision on its Oslo application, it planned to apply for permission to establish points of communication at other strategic cities where RCA now has offices.

The Senate resolution reads as follows:

"Resolved, That the Federal Communications Commission be, and the same is hereby, requested to send to the Senate as soon as practicable the record, or copies of the record, and all data and facts relative to the application of the Mackay Radio & Telegraph Co., Inc., for modification of licenses to add Oslo, Norway, as a point of communication; and also any decisions or written opinions touching the allowance, or disallowance, of said application.

"Secondly, that the Commission be, and the same is hereby, requested to state the law and the facts upon which its decisions or opinions were rendered relative to said application."

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REAPPOINTMENT OF COMMISSIONER STEWART EXPECTED

Dr. Irvin Stewart, Chairman of the Telegraph Division of the Federal Communications Commission, is expected to be reappointed shortly before his term expires on June 30th. No opposition to the reappointment is foreseen.

Majority Leader Rayburn, of the House of Representatives, who is Dr. Stewart's Congressional sponsor, stated this week that he is sure that Dr. Stewart will be retained.

The youngest member of the FCC and one of its liberals, Dr. Stewart has frequently been critical of broadcasting policies of the Commission. He was a merit appointee three years ago, when he joined the FCC. His new appointment will be for the customary seven years.

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PUBLISHER ORGANS DIFFER ON RADIO ROLE AT "HINDENBURG"

Radio was both praised and criticized in publisher organs this week for its handling of news of the "Hindenburg" disaster.

Editor & Publisher, in discussing newspaper coverage of the event paused to point out that broadcasting stations were not on hand when the blast occurred.

"Radio stations missed the scoop of the century by not having made preparations to give a spot news broadcast of the ship's arrival", it observed. "However, an announcer from WLS, Chicago, was on the scene making a routine recording of the airship's arrival. The description was so good that NBC broke a 10-year rigid rule and allowed a recording to be broadcast over a nation-wide hookup on Friday."

Newsdom looked at the matter in a different light.

"Radio stations generally came through gloriously on their treatment of the 'Hindenburg' disaster. Many newspaper executives have frequently expressed the opinion that in times of sudden crisis, radio's ability to get the news across to the air audience and give a full, on-the-spot running story, would be tested sorely. The 'Hindenburg' explosion proved beyond doubt that modern radio has so systematized itself that it now can not only get the story, but can get it with amazing swiftness, thoroughness and accuracy.

"All the major networks sent transmitting outfits to the scene of the disaster and broadcast vivid eye-witness reports, explanations of probable causes by airport officials, and, strange as it would have seemed not so long ago, stories by newspapermen and press photographers!"

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5/18/37

TRADE NOTES

Station KOB, Albuquerque, N. M., whose affiliation with the National Broadcasting Company was announced last February, will become an optional outlet available to either the Pacific Coast NBC-Blue or NBC-Red Network on June 15th. //

The Federal Trade Commission has issued an order to cease and desist against Standard Distributors, Inc., and its President, Louis H. Gellar, both of 114 East Thirty-Second Street, New York City, prohibiting certain unfair methods of competition in violation of Section 5 of the Federal Trade Commission Act. In the sale of radios, food beaters, food mixers, or other articles, the respondents are directed to stop furnishing or selling any device or paraphernalia which is to be used, or which may be used, in the distribution of such articles by means of a lottery scheme, lottery sales plan, game of chance, or gift enterprise.

A Bolivian executive order has removed the import prohibitions against an extensive list of products including, among others, radios valued at less than \$50. The decree further provides that the prohibitions against imports of certain other goods and articles, including radios valued at more than \$50 shall remain in force.

A new radio broadcasting station began operations in Panama City on April 1st. The station is located in the Herrera Building on Central Avenue and the equipment described as home-made is said to consist mostly of Thoradason parts. Broadcasting is at present from 12 M to 1 P.M. and from 8 P.M. to 10 daily. Call letters are HP5H, frequency kilocycles 6122, wave length meters 49, power watts 300, operator and address - "Voice of the People", leased to the Panama American (daily newspaper).

Ceremonies inaugurating radio-telephone service between the United States and China will be held tomorrow (Wednesday) in the office of Secretary of State in Washington and in the Palace Hotel in Shanghai.

A Central Children's radio station is being built in Kharkov, Soviet Republic. Children themselves are taking part in the installation of the equipment.

U. S. Assistant Trade Commissioner Lestrade Brown, Paris, advises that negotiations are taking place between the Minister of postal Service, Telegraphs and Telephones and the Minister of Colonial Affairs, concerning the setting up of a radio broadcasting station in French Indo-China.

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IOWA LAW PROTECTS STATIONS FROM LIBEL SUITS

Iowa radio stations are protected against libel suits arising from "ad libbed" remarks of a defamatory nature uttered by political speakers and others under terms of a bill signed by Governor Nelson G. Kraschel. The new law specifies that stations are protected against such suits for damages if they first "exercise due care to prevent the publication or utterance of such statements in such broadcast."

The bill was introduced by Representative Dewey Goode of Davis County and was passed and signed with little public notice. A section of the law refers to non-applicability to any present suits.

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CHINA PLANS DEVELOPMENT OF RADIO AND TELEPHONE COMMUNICATIONS

A three-year plan for the further development of industry and communications within the Kwantung Province, China, has been drawn up and is now being considered by the Provincial government, according to a report from Vice Consul W. L. Parker, Canton, made public by the Transportation Division, Department of Commerce.

Among other things, the plan provides for an extensive development of long distance radio and wire telephone systems. It is expected that about \$1,500,000 (Chinese Currency) will be expended during the first year of the plan in establishing commercial telephone communication between Canton and other localities in China.

Approximately \$1,900,000 (Chinese Currency) will be expended during the second year of the plan for the development of long distance telephone systems in all districts along the West River. The plans are as yet incomplete for the second year and no plans have been worked out for the third year, according to the report.

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5/18/37

WALKER HEAD OF FCC HEARING SECTION

Ralph L. Walker, transferred two weeks ago from the Examiners' staff of the Federal Communications Commission to the Law Department, has been made chief of the Hearing Section of the Broadcast Division of the latter department, according to an announcement by Hampson Gary, General Counsel. He will report to George B. Porter, Assistant General Counsel. //

Mr. Walker heads a group of lawyers appearing at broadcast hearings for the FCC. The Hearing Section also embraces investigation and prosecution of criminal proceedings for the FCC. The post is a newly-created one.

Mr. Walker has been with the Communications Commission since its creation and was one of the first attorneys on the old Radio Commission, having joined it in 1928, a year after it began operation. Coincident with his transfer to the Legal Department last month, Tyler Berry, attorney in the Law Department, was transferred to the Examiners' staff. //

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I. T. & T. INCOME FOR 1936 \$1,500,000 ABOVE 1935

The International Telephone & Telegraph Company's net income for 1936 amounted to \$4,009,103 as compared with \$2,553,013 for 1935, according to a report made this week to I. T. & T. stockholders. This figure does not include income from Spanish subsidiaries.

"Sales by manufacturing subsidiaries approached record amounts during 1936, topped only by the peak sales of 1930", the report states. "Revenues of telephone, cable and radio operating subsidiaries also showed substantial increases over revenues for the year 1935. Reports received to date indicate a continuation of the improved trend in 1937.

"This steady and encouraging improvement in earnings was general except in the case of the subsidiaries located in Spain. The effect on the Corporation's Spanish investments of the civil war in that country, cannot be determined at this time."

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ZENITH INTRODUCES NEW LINE

The three-day Zenith convention in Chicago last week was climaxed by a dinner and entertainment and followed by a mass trip through the new Zenith factory.

Zenith, for the coming year, has gone distinctly "armchair" having placed twelve of the chairside models in the new line, ranging in list price from \$29.95 for a full sized floor design, to \$185.00, and containing from 5 to 15 tubes. The complete line runs from \$19.95 to \$750.00, and embraces sixty-five models of all descriptions running from five to twenty-five tubes.

Within this comprehensive line are included four phonograph combinations, two radio bars and 8 farm or battery models; also three period or traditional furniture models; the last mentioned in the higher priced brackets.

Zenith's three most important innovations are an entirely new Robot or power dial set-up which simplifies all tuning immensely; "Electric Automatic Tuning", in which a motor takes over the job of tuning, and a farm radio line with a "Hi-Line" switch that can be thrown instantaneously for either 6 volt battery or 110 volt power line operation.

The new Robot dial is a highly ingenious affair, is big and black in accordance with the vogue set by Zenith three seasons ago, and is framed by an escutcheon in the form of an "ovalized triangle". The standard broadcast, foreign and domestic commercial short wave, -- and the police, amateur and aviation bands have been placed on three separate dials, which are brought into view, one at a time, by the manipulation of a three-position "Robot Wave Band Selector". Each dial is thus greatly simplified, and the crowding of the entire complement of bands on a single dial heretofore found on radio sets, is eliminated entirely.

To tune on these dials, the operator has merely to press the "Robot Self Starter" to either the left or the right, This sets a synchronous motor in operation, and the needle travels around the dial automatically. As a part of the system, Zenith has provided the purchaser with a set of "Local Station Indicators" or "Dial-Logs" which can be slipped on the dial without the aid of service man, and which serve to identify the tuning positions of favorite stations selected by the user. In addition station call letters are printed on the standard broadcast dial. Another innovation separates the volume switch from the on-and-off control, permitting the set to be turned off without disturbing the volume setting in the process.

The Convention was addressed by E. F. McDonald, Jr., President of Zenith; Hugh Robertson, Vice-President and Treasurer, E. A. Tracey, Vice-President in Charge of Sales and other members of the organization.

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5/18/37

NEBRASKA ACT OUTLAWS THE ASCAP

Attorney General Richard C. Hunter said Monday night he was unable to determine what steps would be taken to enforce the act outlawing the American Society of Composers, Authors and Publishers in Nebraska "until I read it."

The law, signed by Gov. R. L. Cochran yesterday (Monday) despite protestations of opponents that the measure was unconstitutional, became effective at once.

Senator Frank J. Brady, who introduced the measure, accused the A.S.C.A.P. of conducting a "reign of terror" to collect fees from radio stations, theaters, hotels, restaurants and clubs.

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"NEWS PIRACY" CHARGED IN REPLY TO TRANSRADIO SUIT

Charging that the Transradio Press Service, Inc., and Radio News Associated, Inc., are "news rustlers" and "pirates", attorneys for the 17 defendants in the Transradio suit for \$1,700,000 alleging conspiracy in restraint of trade filed an affidavit and notice of motion at the first hearing of the case in U. S. District Court in New York last week for leave to take depositions of witnesses who live at a greater distance than 100 miles from New York and for an extension of time for this undertaking.

The motion was based upon an affidavit of Sidney D. L. Jackson, Jr., of Baker, Hostetler, Sidlo & Patterson, Cleveland, general counsel for the United Press Associations; Hugh Baillie, Roy Howard, and G. B. Parker, and filed by DeWitt, VanAken & Moynihan, New York counsel. It stated that on investigation of the plaintiffs' organization "we are now in possession of information with respect to that matter which will have a material bearing upon the issues of the case and will tend to negative the allegations in plaintiffs' bill that the news disseminated by plaintiffs resulted from the efforts of their own correspondents and not from pirated news gathered by the defendant press associations or newspapers."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

RECEIVED
MAY 2 1937
F. B. I.
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SEGAL AND SMITH FACE SUSPENSION IN DRASTIC FCC ORDER

Culminating an investigation of alleged irregularities in legal practice before the Federal Communications Commission, the FCC on Thursday adopted a drastic order calling upon Paul M. Segal and George S. Smith, prominent Washington radio attorneys, to show cause why they should not be suspended and disbarred from practice before the Commission.

The lawyers are charged with having set up a dummy applicant in order to defeat other applicants for facilities before the Commission. They are allowed 31 days to file answers under oath to the charges.

While the special committee headed by Commissioner George Henry Payne initiated its inquiry primarily because of charges made against Smith, it also investigated other complaints and implicated Segal as well as Smith in its findings.

Segal denied that his conduct in connection with the matter in question had not been entirely proper and consistent with a sound administration of law and further stated that he had had no opportunity to relate the facts to the investigation committee prior to the recent and present publicity.

Smith had previously been reprimanded for inserting affidavits in FCC files in violation of Commission rules. A docket clerk who assisted him was transferred to another division of the FCC.

The committee which made the inquiry included Commissioners Thad H. Brown and Paul A. Walker, as well as Commissioner Payne. The text of the FCC order is as follows:

"Whereas, The Commission having conducted an investigation into the facts and circumstances concerning the alleged unauthorized and unlawful interpolation of documents into the records of the Commission in the case of Richard M. Casto, Docket 4212, and having inquired into the demeanor, good faith and conduct of Paul M. Segal and George S. Smith, attorneys for the said Richard M. Casto, in the making and prosecution of the application in the said case: and

"Whereas, the Commission having further inquired into the demeanor, good faith and conduct of said Paul M. Segal and George S. Smith in connection with the organization of and filing of applications with the Commission by or for the Palmer Broadcasting Syndicate, Inc., and

"It appearing that the demeanor, good faith, and conduct of the said Paul M. Segal and George S. Smith may constitute unbecoming, unethical and unprofessional conduct and demeanor as practitioners before this Commission; may constitute concealment in obtaining admission to practice before the Commission of material facts with reference to their legal qualifications, professional standing, character or integrity; or may constitute a violation of their oaths taken upon admission to practice before the Federal Communications Commission, that they would demean themselves as practitioners before the Commission uprightly and according to law, and that they would support the Constitution of the United States and would conform to the Rules and Regulations of the Commission, and

"It appearing that charges should be preferred against the said Paul M. Segal and George S. Smith, affording them an opportunity to be heard as to why they and each of them should not be suspended, disbarred, or their right to practice before the Commission revoked, or their further appearance as attorneys before this Commission should not be prohibited;

"It is ordered, that charges be and they hereby are preferred by the Commission against the said Paul M. Segal and George S. Smith for alleged unbecoming, unethical and unprofessional conduct and demeanor; for the alleged concealment in obtaining admission to practice before this Commission of material facts with reference to their legal qualifications, professional standing, character or integrity; or for the alleged violation of their oaths taken upon admission to practice before the Federal Communications Commission, that they would demean themselves as practitioners before the Commission uprightly and according to law, that they would support the Constitution of the United States and would conform to the Rules and Regulations of the Commission, in the following particulars, to wit:

- "1. That the said Paul M. Segal and George S. Smith did, on or about the 9th day of December, 1936, knowingly and with intention to deceive, interpolate, or aid and abet in the interpolation of, certain signed and notarized depositions into the files of the Commission in the case of Richard M. Casto, Docket 4212, contrary to the Rules and Regulations of the Commission.
- "2. That the said Paul M. Segal and George S. Smith did represent said Richard M. Casto in the preparation and filing of his application for a radio station construction permit and in hearings before this Commission on such application, all of which was done with the knowledge that the said Richard M. Casto was not the true applicant, that he did not own the funds as represented, and that he was a subterfuge or

- "2. (Cont'd) dummy applicant for another person, or persons, all of which was done to deceive and mislead the Commission in its consideration of the said application and other applications; and to hinder and delay other applicants from obtaining or operating under authorizations of this Commission.
- "3. That the said Paul M. Segal and George S. Smith did conceive, organize and cause to be chartered the Palmer Broadcasting Syndicate, Inc., for the purpose of using said Palmer Broadcasting Syndicate, Inc., as a dummy applicant for authorizations from the Commission, and for the purpose of deceiving and misleading this Commission in its consideration of applications to be filed by the Palmer Broadcasting Syndicate and applications of other applicants, and to hinder and delay other applicants in obtaining or operating under authorizations of this Commission.
- "4. That the said Paul M. Segal and George S. Smith did knowingly and with the intention to deceive have the said Palmer Broadcasting Syndicate, Inc., file applications before the Commission for stations or construction permits at Portland, Maine, Lewiston, Maine, and Cheyenne, Wyoming, for the purpose of deceiving and misleading the Commission in its consideration of said applications and applications of other applicants, and to hinder and delay other applicants in obtaining or operating under authorizations of this Commission.

"It is further ordered, That the said Paul M. Segal and George S. Smith shall file with the Commission within thirty-one days from the date hereof, their several answers under oath to the foregoing charges, which shall include a statement as to whether they wish to appear and be heard thereon.

"It is further ordered, That the Commission enter upon a hearing, at a time and place hereafter to be fixed, to determine the truth or falsity of the said charges, and to determine whether the said Paul M. Segal and George S. Smith and each of them should be suspended, disbarred, their right to practice before the Commission revoked, or their further appearance as attorneys before this Commission prohibited."

A statement issued by Paul M. Segal regarding the disbarment proceedings reads as follows:

"Telegraph Commissioner George H. Payne after a preliminary investigation of which he had charge has requested that the Federal Communications Commission hear evidence on charges of improprieties on the part of my associate George S. Smith and myself.

"Of course, the Commission in the face of such charges owes it to itself to hear the testimony and find out the facts. The proceeding by way of citation for disbarment is the only formal proceeding available for this purpose under the Commission's regulations.

"Both Mr. Smith and I are confident that our conduct as practitioners and lawyers will bear any scrutiny by the Commission or by any of the courts before which we have practiced for many years. We also feel certain that Commissioner Payne's colleagues on the Federal Communications Commission will give us a prompt and fair hearing and the vindication to which we are entitled. We intend to give every cooperation.

"In the instance of Mr. Smith, matters of which he is accused have been thoroughly investigated in a previous informal proceeding by the full Commission, after which a letter was written him which, although it reprimanded him, said in part:

"...we do not find that you should be cited to show cause why you should not be disbarred or suspended from practice before this Commission."

"As for the accusation against me, my conduct in connection with the matter has been entirely proper and consistent with a sound administration of law. The most simple explanation on my part will show this. I can only express regret - and I feel that Commissioner Payne's colleagues have not been told - that I have had no opportunity to relate the facts to the investigating committee headed by Commissioner Payne prior to the recent and present publicity. Had I been extended an opportunity to clear up the facts for the committee I am sure the disbarment proceedings would not have been brought.

"On May 3, 1937, a Commission attorney told me over the telephone that I would be given an opportunity to appear before Commissioner Payne's committee; he agreed to telephone back to make definite arrangements for my appearance; I have not heard from him."

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One aftermath of the "Hindenburg" disaster was recounted at the Navy Department this week, recalling that an amateur radio fan frequently reported the destruction of the "Hindenburg" during its trips last year.

The man, a radio experimenter in Chicago, called the Navy on at least three occasions last Summer, reporting that he had just picked up an SOS from the "Hindenburg" while it was over the ocean. Officers could not recall his name, as no record of his reports was available, and added he had not sent in a message during the only crossing this year.

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"MONOPOLY" FEARED IN TRANSFER OF STATION TO NEWSPAPER

Expressing apprehension that the transfer of WREN, Lawrence, Kans. to the Kansas City Star "would be a step in the direction of monopoly", Examiner George H. Hill this week submitted an adverse report to the Federal Communications Commission.

The Kansas City Star had arranged to buy the station for \$295,000 and had put up an option of \$30,000. Station WREN is 22 miles from Kansas City, operates with power of 1,000 watts at nighttime and 5,000 watts in daytime, and delivers a satisfactory signal to Kansas City, Mo.

Although the newspaper is admittedly a pioneer in broadcasting, the Examiner pointed out that the transfer "would place in the hands of the largest newspaper in Kansas City, two of the largest stations now serving this area, and would remove from the Kansas City area a formidable competitor."

The Kansas City Star first became actively interested in broadcasting as early as January, 1922, the report states, and began operating its station a few months after KDKA, in Pittsburgh, went on the air. It now operates Station WDAF on 610 kc. with 1 KW nighttime power, and 5 KW daytime power.

"Up until September 21, 1925, no commercial programs had been broadcast by Station WDAF, and it was not until several years later that the station was put on a paying basis", the report states. "It was shown that approximately \$200,000 was expended by the Kansas City Star Company in the operation of Station WDAF without any direct return on the investment. The company has kept abreast of technical developments in the radio art and has operated the station efficiently.

"The present construction program of Station WDAF involves an expenditure of from \$125,000 to \$135,000."

Discussing the proposed purchase price, Examiner Hill said:

"It is apparent that approximately 77% of the proposed purchase price would represent what the transferee contends is 'good will' or 'going concern' value, while approximately 23% of the purchase price would represent what the appraiser for the applicant designates as sound value of the property sold to a going concern. Since the record discloses that Station WREN has been operated at a loss in excess of \$37,000 during the period it has operated, it is difficult to understand how the station can be operated so as to earn a reasonable return (which is fixed by the transferee at 10% or more of the purchase price) on an investment of \$295,000, and in addition furnish radio service in the public interest. Therefore, should the applica-

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tion be granted, the existing rates for time on Station WREN must be increased or additional time must be sold in order to bring a fair return on the proposed investment of the Kansas City Star Company, and either an increase in existing rates or the sale of additional time may adversely affect public interest."

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ZENITH CONVENTION ORDERS JUMP TO \$12,000,000

With the signing up of more than \$12,000,000 worth of business at the annual Zenith Radio Corporation distributors' meeting, unprecedented in its history this company, just getting into its stride at the new Chicago plant, expects to turn out a maximum of 10,500 radio receivers in eight hours.

"The enthusiasm with which the new 1938 Receivers were accepted is evidenced by initial orders placed by Zenith distributors for immediate delivery totaling \$12,234,920 at factory prices, believed to be the largest volume ever booked by any radio manufacturer at a distributor convention", Commander E. F. McDonald, Jr., said. "These initial orders are principally for dealers' stocks and display purposes, and indicate what the demand for the Zenith line may be during the coming season.

"The above figures of orders taken at the distributors' convention just closed are approximately three times the \$4,187,384 of initial orders placed at the corresponding Zenith Convention a year ago. Further evidence of growth is shown by the fact that two years ago, Zenith Retail Dealers numbered 3,500. A year ago this had increased to 13,000 and at present Zenith has over 20,000 dealers handling its products in the United States. It is also sold in 97 foreign countries.

"Because of the steadily increasing public acceptance of the company's products, the above large orders were to some extent anticipated and production scheduled accordingly. Shipments against these initial orders have already begun and should be completed by August 1.

"During the past year the Company did not at any time have any distress merchandise and there were no cut-rate sales or price reductions. To that same end Zenith will continue to rigidly control production this year."

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TWO ADDITIONAL CHANNELS RECOMMENDED FOR RCA

Allocation of two additional point-to-point radio channels to R.C.A. Communications, Inc., was recommended to the Federal Communications Commission this week by Examiner R. H. Hyde. The channels specified are 2776 and 2780 kc.

The Examiner found that the additional frequencies are necessary for RCA to maintain service between New York and Washington, New York and Boston, and San Francisco and Los Angeles. He stated that frequencies now used by RCA are adaptable to night service for these areas and that the company has been forced to use leased wires for some of its business.

"The frequency of 2770 kc is employed by the Labor Department Immigration and Naturalization Bureau", the Examiner pointed out, for service along the Canadian border. No interference would be caused to this service under present conditions, but the fact that the border service may be extended to the Mexican boundary suggests the remote possibility that some conflict might develop later between the two services in the vicinity of Los Angeles. This same frequency of 2770 kc is also employed by the Interior Department, National Park Service, but existing geographical and frequency separations appear to be adequate to prevent interference to that service. It also appears that the separations with respect to Naval Reserve Stations operating on 2772 kc at Key West and Seattle are adequate to prevent objectionable interference.

"From examination of all the evidence relative to the question, it appears improbable that the proposed use of the frequencies of 2776 and 2780 kc. would cause interference to any existing service.

"The applicant proposed to employ the frequency of 2776 kc for communication from San Francisco (Bolinas) to Los Angeles and by duplication of the use of the frequency for communication from Washington, D. C. to New York City, and to employ the frequency of 2780 kc for communication from Boston to New York City. These frequencies, which are lower in the spectrum than the frequencies available for use at the applicant's San Francisco, Washington, D. C. and Boston stations under present licenses, excepting the temporary assignment of 2776 kc to the Washington station, are requested by the applicant for the purpose of improving existing service from San Francisco to Los Angeles and from Washington and Boston to New York. The lowest frequency available to the applicant under present licenses for service from San Francisco to Los Angeles is 4550 kc.; the lowest available at Washington under a regular license is 5105 kc; and the lowest available at Boston for service to New York is 5180 kc. The frequency of 3275 kc is licensed to the Boston Station WQEL, but cannot be used for service to New York because of its use in service from New York to Washington."

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FTC ORDER HITS DEALERS IN RADIO SETS

A group of manufacturers of and dealers in radio sets and radio parts, located principally in Washington, Philadelphia and in New York and vicinity, has been ordered by the Federal Trade Commission to cease and desist from unfair methods of competition in the interstate sale of their products. 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 R.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 M. Hermann, an officer of the company, and Crowe Name Plate and Manufacturing Co., 1479 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 of and dealers in radio products 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 such 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., or Majestic Radio and Television Corporation, and General Electric Co.

The respondent manufacturers of radio products and dealers who are ordered to cease and desist from unfair methods of competition, together with their officers or agents, are: Knight Electric Co., Inc., Temple Electric Corporation, Acme Radio Corporation, Pirate Radio Corporation, and Gillet Radio Corporation, all of 16 Hudson St., New York City, and their officers, Eric Houser, David I. Morrison, A. M. Frank, Arthur and Charles Dreher, and Ruth Wasserman; Harvard Radio Tube

Testing Stations of Pennsylvania, Inc., 208 North Broad St., Philadelphia, and Julius M. Schoenberg; Ross Distributing Co., 2020 Chancellor St., Philadelphia, and Larry B. Ross; Sun Radio and Service & Supply Corporation, 938 F St., Washington and Emanuel Rosenweig; Schiller Bros., Inc., 922 F St., Washington, and Louis S. Schiller; Petter 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 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, Long Island City, New York; and Albert Nierenberg and Walter H. Miller; Electro Chemical Engraving Co., New York City, and F. E. Switzer, N. L. Jacobus, Robert Schlesinger, Julius Erdoes and L. S. Southwick; Premier Metal Etching Co., Long Island City, New York, and Herbert Pape, Karl D. Johnson, Ernest A. Rottach and Hugo Lehrfeld; and Leon C. Sacks, Charles Johannes, Morris A. Weiner and J. R. Rosenberg.

The case was closed without prejudice as to Radio Products Corporation, Franklin Sales and Distributing Co., Inc., and S. Buchman.

According to findings in the case, all the respondents except those concerning whom the complaint was dismissed or the case closed without prejudice, cooperated among themselves and with one another to deceive the public and to compete unfairly with other manufacturers and dealers in radio products.

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NEW STATION AUTHORIZED; ANOTHER IS RECOMMENDED

The Federal Communications Commission this week issued a construction permit for the building of a new broadcasting station at Greenville, Texas, by the Hunt Broadcasting Association. The facilities to be used are 1200 kc. with 100 watts power, daytime.

Simultaneously, Examiner Robert L. Irwin recommended that the application of the Northwest Publishing Co., of Danville, Ill., be granted a construction permit to build and operate a station on 1500 kc. with 250 watts daytime subject to approval of a transmitter site by the FCC.

The Northwestern Publishing Co. is a subsidiary of the Gannett chain of newspapers. It publishes the Danville Commercial News.

Stations already owned or controlled by the Gannett Company are: WHEC, at Rochester, New York, and WTHT, at Hartford, Connecticut. The company also owns 40% of the stock of the Olean Times-Herald, which owns WHDL, at Olean, New York. It also owns all the stock of the Press Company, and the latter company in turn owns 25% each of the stock of Stations WOKO and WABY. The Elmira Star-Gazette is solely owned by the Gannett Company, and the paper handles all the programs of Station WEST under a contract with Cornell University.

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SOME RADIO LAWYERS RUINING PROFESSION, PAYNE SAYS

An attack on some of Washington's radio lawyers by Commissioner George Henry Payne in an address before the National Lawyers' Guild in New York recently was disclosed this week when the text of the address was published in the Congressional Record.

As no advance copies of the address were distributed to the press and little publicity was given to the speech when it was delivered, the Record scored a "scoop" when it carried Commissioner Payne's address under an extension of remarks of Senator Alben W. Barkley (D.), of Kentucky.

While the speech was made prior to the dinner of the Federal Communications Commission Bar Association, at which Commissioner Payne was lampooned, its publication this week served as an answer by the New York Progressive Republican.

Highlights of Commissioner Payne's address follow:

"It was Sidney Smith who said that there is nothing of which nature has been more bountiful than poets. They swarm, he said, like the spawn of codfish, with a vicious fecundity. Had the reverend doctor lived in Washington in our day, when a new and lucrative industry is forging ahead with cyclonic fury, he would have concluded, I fear, that poets are, as to lawyers, a mild and not unpleasant itch in the face of a devastating plague.

"It was remarked one day by a fellow Communications Commissioner that it was impossible to go out into the hall of the Federal Communications Commission's offices in Washington without stepping on a few radio lawyers. I would not say a word in disparagement of the many fine men who have a profession and legal interest in the regulations of the industries coming under the Federal Communications Commission, but just as you have found it is necessary to organize for law reform in the broader and larger field, so reforms among those guilty of champertous practices will be necessary in Washington.

"In no field is there a greater need for broad and humane consideration of the problems that confront us than in that section of the law that devotes itself to radio. The enormous future, the prospects of wonderful discoveries and developments, make this new art, industry, and science the most attractive of activities. With 27,000,000 receiving sets in existence, practically covering the homes of the country, the responsibility of the men solving its law problems is unique.

"How much or how little time there is given among the radio lawyers to weighing this responsibility I would not venture to guess, but I do know that able men of high character, and leaders of what is known as the Federal Communications Commission Bar Association, have come to me to say that certain men are ruining the profession. Then they add, rather pitifully, that they can't do anything about it because no one has the courage to come forward.

"The other day an attorney was found to have changed documents in the docket room concerning a case before the Commission through the weakness of a young employee. It was Joseph Choate who said that there are two kinds of lawyers - those who know the law and those who know the judge. Now, they say in Washington that the two kinds are those who know the law and those who know the docket clerk.

"It is all rather pitiful; but there is hope. Hope, indeed, when out of the welter of selfishness there is courage and idealism enough to organize such a movement as yours - a truly historic event."

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RADIO-PHONE BETWEEN U. S. AND CHINA OPENED

Mrs. Franklin D. Roosevelt participated in a ceremony on Wednesday opening a Bell System radio telephone circuit between the United States and China. The exchange was between Washington and Shanghai.

Formal greetings were exchanged by Secretary Hull and Dr. Wang Chung-hui, Minister of Foreign Affairs of China and acting president of Executive Yuan.

The reception over nearly 10,000 miles of wire and radio circuits over the Bell System was exceptionally clear. All the conversation was in English. The ceremony was held in the Office of Secretary Hull and in China at the Palace Hotel in Shanghai.

Among others who conversed between the two countries were A. S. Prall, Chairman of the Federal Communications Commission and General Yu Fei-peng, Chinese Minister of Communications; Secretary Hull and Nelson T. Johnson, Ambassador to China; Dr. Sao-ke Alfred Sze, Ambassador to the United States, and Dr. Want; and T. G. Miller, Vice-President of the American Telephone & Telegraph Co. and Peng Shueh-pei, Vice Minister of Communications of China.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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U. S. SHORT-WAVE STATION ON WEST COAST IS ADVISED

While an Examiner of the Federal Communications Commission was deliberating the application of General Electric Company for authority to construct a short-wave transmitting station on the Pacific Coast, the need of such a transmitter was called to the attention of the U. S. Commerce Department by the American Trade Commissioner at Shanghai.

A hearing was held last week on General Electric's request for a permit to build a station to operate on the same frequencies as its Schenectady stations, W2XAD and W2XAF, with a transmitter located near Belmont, California.

Because of the difference in time between California and New York, the applicant pointed out, the western station would not reduce the operating time of the eastern transmitters.

Reception in China of short wave radio programs originating in the United States varies from fair to extremely bad and it is believed that a suitable short-wave transmitting station must be erected on the Pacific Coast with a specially directed beam to that part of the world if the reception is to be improved. U. S. Trade Commissioner A. Viola Smith, Shanghai, advised the Department of Commerce.

English language radio programs for the Far East have for several years been regularly broadcast from France, Germany and Great Britain and world news services in English are heard daily in Shanghai from Australia, England, Germany, Russia, Japan and Italy while a weekly news service broadcast weekly by the League of Nations at Geneva is heard locally, the Trade Commissioner reported.

The use of different wave lengths at different times of the day and different seasons of the year suitable to reception in the Far East has been very successfully utilized by Great Britain in broadcasting from Daventry, the report states.

Most of the foreign stations received in China vary their transmitting times according to daylight-darkness distribution and the season of the year in order to obtain the most favorable broadcasting conditions, it was stated.

While China's 400,000,000 population is eighty per cent illiterate, the literate population of that country approximates 80,000,000 persons most of whom are within the

higher purchasing power group and many of this group, including quite a few American-educated Chinese, would be ready listeners were American programs made available to them, the report states.

It is lamentable, the Trade Commissioner reported, that American radio programs are not heard in China and the Far East since the reception thereof would result in mutual benefits to the countries involved.

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U. S. ANNOUNCERS CHUCKLE OVER BBC'S DISCOMFITURE

American radio announcers and even broadcasting executives were getting some good chuckles last week out of the discomfiture of officials of the British Broadcasting Corporation.

As BBC announcers ordinarily are much more dignified and proper in their language than U. S. announcers, the slip-up at a fleet review in Spithead created international interest. Whereas the most celebrated boners of American announcers are subject to word-of-mouth stories, the BBC incident was carried by the press associations.

Lieut. Commdr. Tom Woodrooffee, retired, was the commentator who created a sensation by blubbering "the fleet is all lit up" as he tried to describe a naval review. The BBC finally broke into the broadcast with an announcement that listeners were being taken back to the Carleton Hotel for dance music.

Woodrooffee explained that he was emotionally overcome.

One of the follow-up stories from London stated that BBC announcers hereafter may travel in pairs so that if one is similarly overcome, the other may carry on.

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The Cleveland Public Schools are planning the installation of an ultra-shortwave transmitter to be used in reaching all of the schools in their system. Considerable study has been given to this proposal both as regards its effectiveness and the costs of installation. It is probable that a single receiving set will be installed in each school building so that programs can be distributed within the building over the existing public address system. All broadcasting by the Cleveland Public Schools is designed for classroom reception.

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RECORD ATTENDANCE SEEN AT RMA CONVENTION

The largest radio gathering in five years is assured at Chicago for a week beginning June 8th, for the thirteenth annual Convention of the Radio Manufacturers' Association and the National Radio Manufacturers Parts Trade Show at the Stevens Hotel, according to Bond Geddes, Executive Vice-President. The fifth annual convention of the Institute of Radio Service Men also will be held the same week. Scheduled are many interesting programs, social and entertainment events, committee and group meetings for discussion of industry problems. A radio golf tournament also is an added attraction.

The RMA convention will be held Tuesday and Wednesday, June 8-9, closing with the annual radio industry banquet, another "RMA Cabaret", Wednesday evening, June 9th. The National Parts Trade Show will open Thursday, June 10th, and exhibit space has been enlarged to 136 booths, the largest radio exhibition since the industry trade show of RMA was held in 1932. The parts show, June 10-13, is sponsored jointly by the RMA and the Sales Managers Club. The Radio Industries Golf Tournament will be held Thursday, June 10th.

The RMA Entertainment Committee in charge of the "RMA Cabaret", etc. consists of A. S. Wells, Chairman; Paul V. Galvin, Peter L. Jensen and James S. Knowlson.

President Leslie F. Muter will preside at the RMA convention. An innovation this year will be an RMA membership luncheon at 12:30 Tuesday, June 8th, and immediately following the annual business meeting of the Association will be held. Annual addresses and reports will be made by President Muter, Treasurer Fred D. Williams, and Chairmen of all RMA Divisions. There will be an address by Judge John W. Van Allen, of Buffalo, General Counsel of RMA. Many RMA Divisions, Committee and group meetings will be held, and there will be two meetings of the RMA Board of Directors, including annual elections of officers and Directors of the Association.

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NEW STATION FOR TROY, N. Y., RECOMMENDED TO FCC

The granting of a permit to the Troy Broadcasting Co., of Troy, N. Y., for building and operating a broadcasting station on 950 kc. with 1 KW power, daytime, was recommended to the Federal Communications Commission this week by Examiner George H. Hill.

Examiner P. W. Seward recommended that WHBB, of Selma, Ala., be authorized to increase its operating time from daytime to unlimited and assign its license to the Selma Broadcasting Co.

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AMATEURS MAKE TESTS IN 5-METER WAVE BAND

Always pioneers, radio amateurs in the Northeast this week were engaged in an elaborate series of tests in the new and little-developed five-meter band. The experiments were centered on two high peaks in the Bristol Hills, just south of Canandaigua, N. Y.

At many points in the Eastern United States and Canada, other amateurs, tuned their receivers in an effort to compile helpful technical data on ultra-short waves and particularly the recently developed portable transmitters and receivers.

The instruments are similar to those designed for use by newspaper reporters in regions where wires are not immediately accessible or are cut off by storm or flood.

Stations W8EBS, operated by William F. Bellor, of Rochester; W8AGU, Erwin J. Schaffer of Penfield, and W8NCM, Francis L. Sherwood of East Rochester, were set up on Warden Hill, west of Canandaigua Lake in Ontario County, whose summit is 2,140 feet above sea level.

E. Willis Stratton of Rochester, operator of Station W8MU, placed his portable station atop Bare Hill, on the east side of the lake.

Ernest R. Roy, operator of W8XH, The Buffalo Evening News short-wave experimental station, was ready to establish communication with the portable broadcasters from his own station W8RV.

Listening posts were set up by amateur operators in many cities and towns. There was one atop Hotel Statler, Buffalo, and others were at Clearfield, Pa.; Toronto, Syracuse, Elmira, Niagara Falls and New York City.

Operators took their receivers to high elevations in an effort to pick up the signals.

Information received from listeners will be compiled and forwarded to the American Radio Relay League at Hartford.

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In New Jersey a proposal for a State-owned and operated non-commercial radio station to be devoted in part to educational programs has been approved by the State Advisory Committee on Public Recreation.

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D. C. MAN GETS FAVORABLE REPORT FOR MARYLAND PERMIT

The application of a resident of Washington, D. C., for a permit to build and operate a broadcasting station in Salisbury, Md., was given a favorable report this week by Chief Examiner Davis G. Arnold in a recommendation to the Federal Communications Commission.

The applicant, Frank M. Stearns, a dealer in gas and oil and insurance, asked for assignment on 1200 kc. with 250 watts power, daytime. Although Mr. Stearns has never lived in Salisbury, the report points out, he intends to establish his residence there if the application is granted. He has had no previous experience in the radio field.

Salisbury is a town of about 11,000 and is located near the geographical center of the Delaware-Maryland-Virginia peninsula.

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CHINA EXPANDING USE OF RADIO IN EDUCATION

Estimates of the total number of tube and crystal radio receiving sets in China proper vary greatly with the more conservative estimates placing the number at 300,000 of which approximately 50,000 are in the Shanghai area, A. Viola Smith, American Trade Commissioner, Shanghai, has just reported to the Bureau of Foreign and Domestic Commerce.

The expansion in the use of radio throughout China proper during the past two years has been very marked. This expansion is particularly evidenced by the network of bamboo poles and antennae wires to be seen on the humblest of buildings in small villages throughout the country.

Official reports indicate that 2,000 radio receiving sets were installed in primary and middle schools and in mass education enters in 24 provinces during 1936 in keeping with the program of the Ministry of Education to reduce illiteracy, the Trade Commissioner reported.

Approximately 200 students which have been recommended by various provinces and municipalities were enrolled in a special class which was recently opened by the Ministry of Education to train radio and motion picture operators. Plans are now being formulated for a course in advance radio broadcast work. A limited number of students of university standing will be enrolled in the class. After a period of training these persons will be detailed to various provinces and municipalities to supervise the administrative and technical work relative to the educational broadcast program, according to the report.

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SHORT-WAVE TRAP FOR SPEEDERS PROVES EFFECTIVE

Kansas City has taken to measuring excess automobile speed with the radio short-wave and apparently is finding it good, according to the St. Louis (Mo.) Globe Democrat. In its early application, the measurement is acceptable as sound evidence in traffic court and there is very little, if any, bickering on the part of automobilists who are caught in the short-wave net. Ordinary evidence, in which opinion and the speedometer of a police motor usually takes high part, is thus bolstered by science. A car passes a given point in the attention of police officers and if it passes another given point in less than so many seconds that car is speeding and there is very little left to argue about.

Indeed, it seems that the arresting officers in Kansas City are liberal in their timing and in their measurements, making it quite certain that the speed law of the city has been violated when the short-wave evidence says it has. So when an automobile driver is haled into court, accused of having speeded from point to point at a rate of say 41 miles an hour where only 35 miles is permitted under ordinance provisions, it is certain that his rate of travel is in excess of rather than under the evidence submitted.

As the plan functions, the Police Department determines on a trial course without emphasizing its presence. The short-wave radio sets - under license authority of the Federal Communications Bureau - are set up 770 feet apart. If a car passes one station at what appears to be a speeding pace, the other station is notified and stop watches determine whether the car in question arrives opposite the second radio post short of the 14 seconds permitted. If it does, a conveniently placed motor-cycle policeman catches the speeder and makes the arrest and produces the soul-less radio-measured evidence in court.

The fairness of the evidence thus provided is shown by the fact that an automobile would average 55 feet per second in traversing a measured distance of 770 feet in 14 seconds, while to break the law in fact and exceed the speed of 35 miles permitted by law in Kansas City the vehicle would have to travel only a little better than 51 feet a second, or make the measured course in approximately 15 seconds. So the 4 excess feet per second and the one second in violation of the law is in favor of the speeding motorist and not on the side of the evidence, as it might be.

The liberality on the side of certainty seems to have struck a responsive chord in the hearts of first offenders. Most of them appeared in court in good humor and paid their fines on the spot.

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RADIO EXPORTS WELL ABOVE LAST YEAR

Radio exports last March increased 17 percent, according to the U. S. Bureau of Foreign and Domestic Commerce, despite a decrease in receiving set exports, but with large increases in tubes and parts. Total exports last March were \$2,608,360, compared with \$2,229,717 in March, 1936. The radio export increase for the first quarter of 1937 was 24.1 percent.

For the first quarter of 1937, total radio exports were \$7,568,319, against \$6,098,083 in the first three months of 1936. This included 164,914 sets valued at \$4,211,765 in the 1937 first quarter, against 150,929 sets valued at \$3,719,044 in the first quarter of 1936.

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RECEPTION OF U. S. LONG WAVE STATIONS POOR IN ENGLAND

The average reception of North American medium-wave stations in Great Britain was not very good during the past Winter, although occasionally, conditions were favorable, a correspondent writes in World-Radio. South American reception, on the other hand, was frequently good for long periods, he adds.

"In September, numbers of strong American signals were received every time an attempt was made to span the Atlantic", the writer continues. "Mixed bags of North and South Americans were the rule, with WCAU, WOR, and LRI the most readily available stations. Early in October, the North American group faded right away, and for several weeks LRI, LR3, and their fellow South American broadcasters were the sole audible representatives of the New World.

"The United States and Canadian stations were again heard at good signal strength early in November, but only for a very few days. On occasions their fade-out was not complete: there remained tantalizingly weak carriers that promised to become intelligible signals but never did. On about November 23 unusually large spots appeared on the sun. Possibly it was a coincidence, but from that date reception was better, and WCAU, WOR, etc. were received at good volume before midnight. Once again the period of good reception was short, and after the 28th the strength of North American signals again became mediocre. However, the South Americans, with LRI still the loudest, continued to make themselves heard with regularity.

"The next period of first-class reception conditions began about December 16th, when Lowell Thomas, Amos 'n' Andy, and the rest stepped up from the short waves to send their voices powerfully across the ocean via WBZ, WTIC, etc. There

were also audible a medly of programs not rebroadcast, on wavelengths between 10 and 200 meters. These included a short symphony concert from WLWL; negro spirituals from WPG; boxing commentaries from WAAB; descriptions of ice-hockey matches from CJSB; and the offerings of WHN, WNEW, etc. Even with reception conditions so favorable, WLW, the 500 KW Cincinnati giant, was never a good signal. Indeed, WHAS, operating with 50 KW in Louisville, a hundred miles beyond Cincinnati, was easier to receive. After the 23rd, conditions began to deteriorate.

Only twice during February and March - on February 20 and March 18 - were the United States stations received reasonably well. South American reception was also rather moderate during these two months. At the time of writing - early April - the season is making a dying kick, distant KNX, Hollywood, as well as WCAU, WOR, etc., having been heard recently.

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 ::: TRADE NOTES :::
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President Roosevelt's signature made law last week of legislation "modernizing" requirements for radio equipment on ships. In adopting the requirements of the 1929 International Convention on Safety of Life at Sea, the new law sets radio standards for more than 600 ships not covered by previously existing statutes.

The motion made by attorneys for the 17 defendants in the \$1,700,000 restraint of trade suit by Transradio Press, Inc., and Radio News Association, Inc., for leave to take depositions of witnesses who live at a greater distance than 100 miles from New York and for an extension of time for this undertaking was denied last week by United States District Judge John W. Clancy, in New York.

Internal Revenue Bureau collections of the Federal five percent excise tax on radio and phonograph apparatus in April, 1937, were \$331,618.50, an increase of three percent over the collections of \$321,006.84 in April, 1936.

The "March of Time" is being transcribed in French in three half-hour recordings for broadcast to radio listeners in France. The project is under the supervision of Jean Masson, Program Editor of Radio Luxembourg, in cooperation with Time, Inc.

Marked curtailment during February in radio industry production was due "primarily to seasonal slackening of activities" according to the February report of the U. S. Bureau of Labor Statistics just released. There was a decrease of 8.8 percent in February radio employment following a decrease of 7.8 percent during the previous month of January. However, the February employment was 5.3 percent above that of February, 1936, and the February employment index figure was 170.6 percent compared with 186.8 percent during the previous month of January.

An increase in the operating hours of WSAU, Wasau, Wis., from daytime to unlimited on 1370 kc. with 100 watts power was recommended to the Federal Communications Commission last week by Examiner P. W. Seward.

"Way is gradually being paved for the stock of the Columbia network to go on the big board", Variety reported last week. "It is figured that it will have that listing by the end of July. Application for the web's latest financial move has not as yet been filed with the Securities Exchange Commission. Nor have the newly engraved certificates been received from the printer."

A new and revised continuity schedule for the National Broadcasting Company's Thesaurus service of transcribed programs will go into effect June 21st. The revision will bring the output of transcribed programs up to 15 different shows weekly. The entire schedule fills more than eighteen and one-quarter hours of broadcasting per week.

Walter Stiles, Jr., amateur radio operator of Coudersport, Pa., has been selected by a Board of five distinguished judges for the William S. Paley Amateur Radio Award and Mr. Paley presented the award to Mr. Stiles at a luncheon at the Waldorf-Astoria Hotel, New York City, Monday, May 24th. Anning S. Prall, Chairman of the Federal Communications Commission, joined Mr. Paley in paying glowing tribute to Stiles and to the 47,000 amateur operators in this country and Canada for the public service they perform in times of national emergency.

Kenneth B. Warner, Executive Secretary of the American Radio Relay League, spoke on behalf of his organization in accepting permanent custodianship of the trophy symbolizing the award to Stiles. The speakers were heard over a nation-wide network of the Columbia Broadcasting System.

The Chattanooga Times has filed with the Federal Communications Commission an application to construct and operate a radio broadcast station on a frequency of 1,120 kc., 500 watts night and 1,000 watts day, on unlimited time. The Times requests the station be known as WASO, for the late Adolph S. Ochs.

RCA TO ADVERTISE IN 200 METROPOLITAN DAILIES

Resumption of national newspaper advertising in nearly 200 metropolitan dailies, starting in June, as part of a greatly increased advertising program on RCA Victor radio and phonograph sets, was announced in Chicago last week at the annual convention of RCA executives and wholesalers.

The company will also continue its cooperative dealer and distributor newspaper campaign, according to Thomas F. Joyce, Advertising Manager. The campaign on phonographs will stress technical and artistic advances in disc records during recent years while the public has been busy listening to radio. Magazines and farm papers will also be used. Lord and Thomas handles the account.

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MARKET FOR RADIO IN CUBA IMPROVING

Cuba imported more than a million dollars worth of radio sets, tubes, parts and accessories from the United States in 1936 and prospects are exceedingly bright for the present year, according to Assistant American Commercial Attache Charles H. Ducote, Havana, in a report published by the Electrical Division, Department of Commerce.

The trade in radio sets, tubes and parts makes up the most important section of the electrical goods market in the island, the report states, and during 1936 accounted for about 38 percent of the total imports.

American manufacturers dominate the market, although some receiving sets of Dutch origin are being sold. Imports of radio apparatus from the United States show seasonal characteristics, the highest imports being in the month of December. Practically all the important manufacturers of radio apparatus in the United States are represented in the Cuban market and, consequently, the competition is active and keen, according to the report.

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GILMAN OPENS HOLLYWOOD OFFICE FOR NBC

The rise of Hollywood as a source of national network programs and NBC's contemplated building project there have made it necessary that Don E. Gilman, Vice-President of NBC's Western division, be located at the film capital, it was announced in New York this week by Lenox R. Lohr, President of the National Broadcasting Company.

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"This does not mean that Mr. Gilman will abandon his San Francisco offices", stated Mr. Lorch. "The National Broadcasting Company has no intention of curtailing its San Francisco activities, and Mr. Gilman will continue to spend a considerable portion of his time in that city. San Francisco is one of the four cities in the United States in which the National Broadcasting Company operates two broadcasting stations, and the major part of our sales and accounting activities for West Coast operation is centered there.

"The great increase in radio program production in Hollywood, however, has made it advisable that Mr. Gilman establish his residence there. This will enable him to devote a greater amount of personal attention to the interests of the millions of listeners NBC now serves from Hollywood, and to our plans for providing the finest broadcasting facilities to keep pace with the program production in that city."

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PRESS ADVERTISING CANCELLED FOR RADIO CAMPAIGN

Approximately 85 newspapers throughout the East and Middle West have been notified of cancellation of an all-Summer schedule of color comic-section advertising for Huskies, new dry cereal of General Foods Corporation, according to Editor & Publisher.

"The notice of cancellation, sent out by Benton & Bowles advertising agency, New York, said this action was taken because General Foods had just signed up Robert (Believe It or Not) Ripley for a radio program, which 'forces revision of the budget', the article stated.

"The notice, which costs the newspapers from a few hundred to several thousand dollars each, brought bitter comments from some newspaper men.

"One pointed out that 'newspapers made Ripley' only to find that on the radio he is now their competitor for advertising appropriations. This was cited as only one instance of complications that grow from adaptation of newspaper features to radio.

"General Foods introduced Huskies a year ago in black-and-white advertising in the East and Middle West. The color comic program this year has already begun in some newspapers. It included eight to eighteen insertions of half or tabloid pages."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 1032

NOTE: THERE WILL BE NO ISSUE OF THE LETTER ON TUESDAY, JUNE 1ST SINCE THE GOVERNMENT DEPARTMENTS ARE TO BE CLOSED UNTIL THAT DATE.

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LIBERAL BLOC ON FCC REDUCED AS STEWART RESIGNS

The minority liberal bloc on the Federal Communications Commission was reduced this week with the unexpected announcement of Dr. Irvin Stewart, Vice Chairman and head of the Telegraph Division, that he would not be a candidate for reappointment.

Along with Commissioner George Henry Payne, Dr. Stewart has been one of the severest critics of the broadcasting policies of the Commission. His reappointment for a seven year term was assured, and no opposition was expected to his confirmation.

He will, after June 30th, when his term as Commissioner expires, assume the post of Director in immediate charge of activities of the Committee on Scientific Aids to Learning, which was set up by the National Research Council.

Dr. Stewart said the primary object of the new committee would be to "find methods by which advances of science can be applied to learning." The committee will have its headquarters in New York City.

Dr. Stewart has served on the Federal Communications Commission for about three years and his reappointment at the expiration of his term on June 30th had been expected. He has notified President Roosevelt that he will not be a candidate.

Serving on the new committee will be Dr. James B. Conant, President of Harvard University, Chairman; Vannevar Bush, Dean of the School of Engineering, Massachusetts Institute of Technology; L. D. Coffman, President of the University of Minnesota; Frank B. Jewett, President of the Bell Telephone Laboratories; Ben D. Wood, Associate Professor of Collegiate Educational Research, Columbia University; Bethuel M. Webster of New York, Secretary, and Ludvig Hektoen, Chairman of the National Research Council, member ex-officio.

The National Advisory Council on Radio in Education, which has been in existence for six years, will make a report soon to serve as a basis for some of the studies of the new committee.

"The purpose of the committee", said the Council's announcement, "is to canvass, and to report to the Council, the extent to which and means by which certain methods, data, materials and products of science are and may be applied to learning."

Experts will be retained to make special studies in the fields of radio, sound recording and reproduction, motion pictures, and others. A number of persons will be invited to serve as consultants.

Dr. Stewart was appointed by President Roosevelt in 1934 for a three-year term. A Texan, he had been in the State Department previous to selection for a post on the newly created Communications Commission. During his service with the Commission, Dr. Stewart has been particularly active in studying regulatory procedure with regard to telephone and telegraph services.

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NO OUTSTANDING CANDIDATE FOR STEWART'S JOB RUMORED

Although many names are being discussed as possible candidates for the \$10,000 a year job being relinquished by Dr. Irvin Stewart, Vice Chairman of the Federal Communications Commission, rumors so far have been indefinite and scattered.

Indications are that even President Roosevelt was taken unawares by Dr. Stewart's decision not to be a candidate for reappointment and that consequently he has had not had an opportunity to survey the field of prospective successors.

The general belief in informed circles, however, is that the President will select a man of good reputation and recognized ability, probably with liberal tendencies, in view of the criticism that has been directed at the Commission in recent months.

Among the possibilities who are being discussed in broadcasting circles is Hampson Gary now General Counsel of the FCC, who stepped off the Commission at the time Anning S. Prall was named. At the time of Mr. Prall's appointment, President Roosevelt is reported to have thanked Mr. Gary and to have said he hoped to see him back on the Commission some time later.

Two former Representatives, Swagar Sherley and D. J. Driscoll have been mentioned, but it is doubtful whether either would take the job. Mr. Sherley, formerly of Louisville, was one of the group that made a survey of radio regulation prior to the creation of the FCC and is close to the President. He declined an offer to be Director of the Budget, however.

Mr. Driscoll made a reputation last year by his part in the exposure of fake telegrams during the inquiries that proceeded the passage of the Utility Holding Company Act. He now is Chairman of the Pennsylvania Public Service Commission, and it is believed he has no desire to return to Washington politics.

Representative Fritz Lanham, of Texas, has been suggested also. As Dr. Stewart was from Texas, Representative Lanham would keep the South representation on the FCC. In addition, he probably would swing a large congressional backing. He is, moreover, a friend of Gene Buck, President of the American Society of Composers, Authors and Publishers.

Two other FCC officials who have been mentioned, are T.A.M. Craven, Chief Engineer, and Carl Arnold, Assistant General Counsel in charge of telegraph matters.

As Dr. Stewart's present term expires on June 30th, the President's choice probably will be made within the next fortnight.

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FCC BAR RULE HITS LAWYERS WHO PROMISE "INFLUENCE"

The Federal Communications Bar Association this week adopted an amendment to its canon of ethics denouncing the practice of some radio attorneys who promise clients that they will be able to exercise unusual influence on the Commissioners or FCC employees.

The action comes on the heels of sharp criticism of certain radio attorneys by George Henry Payne, who charged during a recent New York address that a few radio lawyers were ruining the profession in Washington.

The text of the Federal Communications Bar Association's rule, adopted upon recommendation of the Committee on Professional Ethics and Grievances, of which Ralph A. Van Orsdel is Chairman, follows:

"It is improper for a lawyer to represent, or cause to be represented, or knowingly to permit any other person to make such representation in his behalf, that he is able, or, if employed, intends, to secure favorable action from the Commission or any division, member or employee thereof, on a basis other than on the merits of the case to be presented and in accordance with the rules, regulations and practices governing presentation to or action on such cases, whether because of such attorney's prior employment by or other connection with the Commission or because, for any other reason whatsoever, he is in a position to exert, or to cause to be exerted, influence calculated or intended to bring about such action."

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TELEVISION WILL NEVER SERVE ENTIRE U. S., SAYS NBC OFFICIAL

Large portions of the United States will have to rely solely on radio for their entertainment out of the ether as television, even when fully developed, will be unable to serve the total area of the country, according to C. W. Farrier, television co-ordinator of the National Broadcasting Company.

Speaking today (Friday) before New York Advertising Club, Mr. Farrier analyzed "The Present Status of Television." His address follows, in part:

"At the present time, several experimental transmitters are being tested under operating conditions in this country. Abroad, where the public is less exacting, transmitters sending pictures of less definition than some of the experimental transmitters in our country are sending out regular programs and receiving sets are being sold to the public.

"Certain standards of transmission, which may be expected to meet the exacting demands of the American public, have been tentatively proposed by the Radio Manufacturers' Association. One of the transmitters built according to these standards is now being tested by experimental operation in the New York area. This transmitter was built by the Radio Corporation of America's Manufacturing Company and is installed in the tower of the Empire State Building. It is being operated by the National Broadcasting Company. The experimental programs are fed to the transmitter from special studios in the RCA Building in Rockefeller Center.

"Approximately seventy-five receiving sets have been built and distributed over the metropolitan area in the homes of the executives and engineers of the RCA group of companies. The operation of these sets, together with the program reception conditions at each point, are being carefully watched and studied. As operating defects in the system develop, they are being corrected.

"Data now available seems to point out that reliable reception of the television signals is limited to points which can be seen by a person who is standing so that his eye level is that of the sending antennae. This is not wholly true, as it has been found that reliable reception extends a few miles further than the horizon line as seen from the antennae. It has been found also that under certain conditions, reception is good behind hills which obscure the point from visual observation at the antennae. Under these limitations, reliable reception of television from the present transmitter could be expected at most points in the New York area which are within fifty miles of the Empire State Building.

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"Beyond these points, the waves under most atmospheric conditions seem to pass off into space and be lost.

"If present indications hold up under further test, the television system for reaching the whole of the United States becomes a very extensive one. For example, suppose that the principal market areas of the country are covered by television service. Each one, with very few exceptions, would require a separate transmitter, as they are rarely close enough together to permit the covering of two or more areas by one transmitter. In covering these principal market areas, but one and one half percent of the total area of the country has been covered. Such a system would, however, reach forty-five percent of the people. A system for these principal market areas would require approximately one hundred transmitters for single coverage.

"In the British Isles, television coverage is a comparatively simple problem. This compact area with its dense population can be adequately covered by a small number of television transmitters. It has been reported that ten transmitters have been planned as the complete system of the British Broadcasting Corporation.

"The total area of the United States will probably never be covered completely by television service. Large portions of the country will, of necessity, obtain their radio entertainment only from the present sound broadcasting system. Television will be one leg of a dual system and will offer at the best a limited coverage in this country.

"It is obvious that production and operating expenses for television are going to be considerably higher than for the present sound broadcasting system. Television with its accompanying sound necessitates really two complete control and transmission systems. Productions must be staged so that they can be seen as well as heard. Thus expenses multiply.

"So as to alleviate the gloom cast by the above statement, let me state that pictures transmitted by the present system are quite good. This quality is about the same as that of the better grades of 16 mm. home movie projector. The sound channel provides for the transmission of practically all audio frequencies heard by the average human ear.

"The ultra short waves used in transmission are much less subject to 'static' than the longer waves used in sound broadcasting. The exception to this last statement is that television is very susceptible to interference from diathermy machines and from unprotected ignition systems on automobiles. These sources of interference can be eliminated by the cooperation of the manufacturers.

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"The television system as it is now developed projects visual images and sound into the home in a most satisfactory manner. As an instrument of public entertainment and education, it has a field all its own. It has limitations and possibilities which it alone possesses. It is unlike the motion picture house or the theater in that each television audience is a small group and is in the home atmosphere."

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"AMOS 'N' ANDY" SEEKING ANOTHER RADIO SPONSOR

Announcement was made this week that "Amos 'n' Andy" are looking for another broadcasting sponsor. Their present contract with Pepsodent Company expires next January 1st, it was stated by Albert D. Lasker, President of Lord & Thomas, and the famed radio comedians feel that it is time they were changing the product they advertise.

The following statement was issued by Mr. Lasker upon behalf of Freeman F. Gosden and Charles J. Gorrell ("Amos 'n' Andy"):

"On January 1, 1938, the contract of the Pepsodent Company with Amos 'n' expires. The Amos 'n' Andy contract is the longest ever entered into in the history of radio. Even more significant is the fact that after this record run Amos 'n' Andy are today, as through the years, America's favorite radio institution.

"Messrs. Amos 'n' Andy have reappointed Lord & Thomas as their exclusive advertising agency. They have expressed themselves as feeling, however, that their association with one product over so many years should be brought to a happy end, and that sponsorship should be transferred to another worthy major product."

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The first major radio production of William Shakespeare's plays featuring world renowned stars of the theater and screen will be presented by the Columbia Broadcasting System during July and August. Twenty-five ranking artists of the stage and motion pictures, supported by more than 100 players of note, will be cast in one of the most ambitious series in the history of radio drama. The plays will be offered weekly in a cycle of eight one-hour productions on a nighttime schedule to be announced.

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U. S. AGENCY COMPLETES THOROUGH RADIO AUDIENCE SURVEY

One of the most thorough analyses of a radio audience ever attempted has just been completed by the Educational Radio Project, which analyzed ten thousand questionnaires returned by persons who are regular listeners to the educational radio series, "The World is Yours", according to an announcement by the United States Department of the Interior, Office of Education.

Questionnaires, asking the listener's age, occupation, place of residence, number of persons listening to the programs with him, whether the subjects of the broadcasts were later discussed and comments and criticisms regarding subject matter and presentation, were mailed by the Office of Education Project to 34,000 known listeners. Of those returned, 10,000, representing a cross-section of the "The World Is Yours" audience, were chosen for the analysis.

Every State in the Union was represented by persons whose questionnaires were examined and tabulated. New York, with 1,770 questionnaires topped the list. Ohio was second with 1,127 and Pennsylvania was third with 937.

Analysis showed, also, that while the listening audience was composed of persons of all ages and from all walks of life, the series was most popular with students and professional workers. Of the 10,000 questionnaires analyzed, 2,273 were from grade school, high school and college students. The professional group was represented by 1,651 questionnaires, while the third largest group was skilled and unskilled workers, of whom there were 1,156. Clerical workers were fourth, with 989 replies tabulated. Farmers, social workers, invalids and retired business and professional persons completed the list of 10,000.

An unusual discovery revealed by the analysis was that more questionnaires were sent in by men than women. There were 5,416 men and only 3,804 women in the tabulated list.

According to the analysis, from one to 100 or more persons listened to the programs over one radio. The average number, however, was found to be four. The larger listening groups, it was disclosed, were composed of persons in hospitals or other institutions, and groups that met especially to hear and discuss the broadcasts. A great majority of the listeners heard the programs in their homes with their families.

The questionnaires showed that wherever more than one person listened on the same radio, there virtually always was a discussion of the programs' content following the broadcasts. In many instances, teachers declared that they set aside a period each week for classroom discussion of the presentations.

"The World Is Yours", a half-hour program presented Sundays from 4:30 to 5:00 P.M., EDT, over the National Broadcasting Company's Red Network, is produced by the Office of Education in cooperation with the Smithsonian Institution, Washington, D. C. Each program dramatizes the history of some important exhibit on display at the Smithsonian Institution. To supplement the programs, a free monthly magazine, giving a more detailed history of the different subjects, is offered to interested listeners. The analysis shows that this magazine is used extensively in the home, school and office. Most listeners say they preserve their copies for future reference.

"The analysis, in the belief of many educators, is a long step toward the production of more instructive and entertaining educational radio programs. It will enable the producer better to estimate the groups most interested in radio education and the localities where such broadcasts are best received. It also will permit the producer to write his scripts with a more specific audience in mind.

It is estimated that "The World Is Yours" has several million regular listeners. Using the analyzed questionnaires as a yardstick, the Office of Education will be able to estimate the number of listeners living in each section of the country and the average age of the listeners.

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FCC ISSUES NEW RULES FOR SAFETY OF LIFE AT SEA

New rules and regulations designed to promote the safety of life at sea in conformance with amendments recently adopted to the Communications Act by Congress were approved this week by the Federal Communications Commission.

The Act has for one of its purposes, "to make more effective the International Convention for the Safety of Life at Sea, 1929." Pursuant to that Convention, the Commission has heretofore issued its Ship Radiotelegraph Safety Instructions of October 1, 1936, as amended March 10, 1937. This week's order (No. 29) supersedes these Instructions and, pursuant to the provisions of Section 303(r) of the Communications Act of 1934 as amended, adopts Ship Radiotelegraph Safety Rules which include the provisions of the Instructions heretofore issued pursuant to the Convention with such changes and additions as are immediately made necessary by the new law.

Section 15 of the Act repeals the Ship Act of 1910 as amended so far as it relates to the ocean and steamers navigating thereon but the Ship Act is continued in force with regard to vessels navigating the Great Lakes of the United States. As to the last-named vessels the new law makes a specific exception relieving them from meeting the new requirements with regard to qualified radio operators and equipment; therefore, all

previous rules and instructions of the Commission under the Ship Act remain in effect as to such vessels.

The Act extends to cargo ships of 1600 gross tons or over the requirements of the International Convention for Promoting Safety of Life at Sea of a continuous radio watch by means of at least two qualified radio operators. The Act provides, however, that such cargo vessels, if fitted with an auto-alarm approved by the Commission, shall not be required to maintain such continuous watch by means of human operators provided that such ships maintain a radio watch by means of a licensed operator of the proper grade of at least eight hours per day in the aggregate.

"The Commission is engaged in the revision and compilation of its Rules and Regulations relating to ship radio operation with a view to consolidating all ship radio provisions in a single document", a FCC statement explained. "The Commission is aware of the necessity for certain changes in present requirements in order fully to carry out the purposes of Congress as disclosed in the new law. These changes are being made the subject of study and an opportunity will be given to interested parties (if possible prior to August 6, 1937) to express their views with regard to the proposed new rules and regulations prior to final adoption."

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N. Y. OFFICIALS SCRAP OVER SALE OF RADIO RIGHTS

New York's Park Commissioner Robert Moses was sharply criticized this week by Frederick J. H. Kracke, Commissioner of Plant and Structures for having sold broadcasting privileges for a Randalls Island track meet, to the exclusion of WNYC, the city's station.

Mr. Kracke sent a letter to the Park Commissioner, reminding him that a written agreement had been signed on May 13, 1936, which provided that WNYC should participate in the broadcasting of events under the jurisdiction of the Park Department. He also pointed out that Mr. Moses had sold the broadcasting privileges for the track meet without open and competitive bidding. Mr. Kracke closed his letter with the observation that fair-minded and ethical men recognized moral obligations.

Commissioner Moses subsequently denied the charges. He made public a reply he sent to Mr. Kracke in which he characterized the latter's letter as "a bedtime story, that has all the charm of fiction without a trace of fact."

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Mr. Moses, who signed his letter to Mr. Kracke "Yours for better bedtime stories", pointed out that the Department of Parks had succeeded in getting the intercollegiate games here after an absence of thirty-four years. The radio contract, he said, was arranged between the Intercollegiate Association and the National Broadcasting Company, the Department of Parks not being a party to it in any way.

"Just to show you what good sports we are, we are asking the National Broadcasting Company to let the WNYC be one of their network stations", Mr. Moses informed Mr. Kracke.

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FISHING TRAWLERS INSTALL TWO-WAY RADIOS

Five Argentine fishing trawlers have been equipped with radio telephone sets, having an effective two-way communication range up to 200 miles. The use of these sets is still in an experimental stage, with the Post & Telegraph Department at Buenos Aires utilized as the central station at present. The trawlers can also communicate with each other, or with other radio-equipped ships in case of emergency.

This is the first Argentine fishing fleet to install wireless, such a move being prompted by the mysterious disappearance during bad weather of one of the company's trawlers two years ago.

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NBC Transcription Service will put into effect June 1st a substantially reduced price schedule for "reference recordings." A graduating scale of discounts ranging up to 15 percent applies to the new rates for quantity orders.

According to a report from the U. S. Commercial Attache at Shanghai, the Ministry of Education of China has just ordered the distribution of an additional 5,000 radio receivers to schools, to supplement the 2,000 radio sets now installed in the schools. 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.

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CBS SIGNS AGREEMENT WITH GUILD

The Columbia Broadcasting System, Inc., announced yesterday (Thursday) that it had concluded negotiations with the representatives of the American Guild of Radio Announcers and Producers and had signed an agreement covering hours, wages and working conditions for announcers and assistant directors employed in its New York studios.

The agreement, which runs for a period of five years, is based upon a five day week of forty hours. The Guild is recognized as exclusive bargaining agency for these employees. The principle of a Guild Shop is recognized, with the Guild agreeing to either accept into membership any employee engaged by the Company or to waive this requirement of membership.

A scale of wages extending over a period of years is provided and immediate salary increases were granted thereunder. Announcers are to receive fees for commercial broadcasts. Pay for vacations and during periods of illness are to be continued in accordance with the Company's existing policy. Arbitration under the rules of the American Arbitration Society is provided for.

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U. S. BROADCASTING COMPANY JOINS MUTUAL

It was announced last week that the United Broadcasting Company of Ohio will become a participating member of the Mutual Broadcasting System, effective not later than December 1, 1937. The United Broadcasting Company owns and operates WJAY, in Cleveland, 500-watt station, operating on 610 kilocycles; WHK in the same city, 2500-watt station (1000-watts at night) operating on 1390 kilocycles, and WHKC in Columbus, Ohio, 500-watt station operating on 640 kilocycles.

On the date this arrangement becomes effective, WJAY will become a full time Cleveland outlet and originating station for Mutual carrying a majority of the programs, while WHK will carry certain other additional Mutual programs.

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