

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**

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## FCC PASES COMMUNICATIONS POLICY BACK TO F.D.R.

Cognizant of the far-reaching consequences of its decision, the Federal Communications Commission this week asked for advice from President Roosevelt as to United States communications policy with regard to foreign service.

Unable to come to an amicable conclusion after three months, the FCC is expected to make an announcement shortly on the case involving the foreign circuits of the Mackay Radio and Telegraph Company and the RCA Communications Company, Inc., and any other commercial wireless services that may maintain foreign offices.

Anning S. Prall, Chairman of the Communications Commission, after a conference at the White House on Wednesday, said no decision had been reached. It is expected, however, that an announcement may be made by the Commission within a week or ten days at most:

Some members of the FCC are reported in favor of re-opening the case, while others are divided on whether to grant or reject the application of the Mackay Company to establish a communications office at Oslo, Norway. The application was vigorously opposed by RCA.

Whichever way the Commission decides the case, the aggrieved party will doubtless appeal to the District of Columbia Supreme Court and probably will carry the fight through to the highest tribunal.

The hearing, which started on January 13 and continued until the end of the month, started out innocently enough but soon developed into a bitter battle between Mackay and RCA with a significant question of policy raised and left unanswered.

The FCC decision is likely to have diplomatic, as well as commercial consequences in that the neutrality of the United States in case of a European war may well be at stake.

That the Commission considered the inquiry as broader than a mere matter of commercial rivalry between competing radio companies was indicated during the hearing when Irvin Stewart, the Chairman, agreed with a statement by Frank W. Wozencraft, attorney for the RCA, that the hearing was "perhaps the first, perhaps an early major step" toward establishing "an American communication policy for the first time." On this basis, Chairman Stewart admitted in evidence much testimony regarding the

history of radio communications, its development and the competitive situation now existing.

Mackay Radio's object in bringing the whole competitive situation into the picture was to prove that the RCA is virtually a monopoly. Ellery W. Stone, Operating Vice-President of the Mackay Radio and Telegraph Company of Delaware, the chief witness for Mackay, further clarified the motives of his company by stating, with reference to the RCA, that "you people have taken the business from our system and we are going to do everything we can with the help of this Commission to get it back."

RCA responded to this challenge by raising the issue of whether it is good policy for the United States to have its communications channels controlled by companies that are partly foreign owned and affiliated with alien communications systems. The Mackay Radio Company is owned by the International Telegraph and Telephone Company, much of the stock of which is owned by European interests. It has affiliations with foreign telegraph and cable companies.

The spokesmen for the RCA frankly admitted that they considered the whole matter a question of survival in the radio communications field. Their contention was that there is not now sufficient commercial radio business to make possible the profitable operation of two companies in the field. They denied they were a monopoly, but insisted there was no room in the field for a competitor.

With equal frankness the representatives of Mackay Radio stated they were willing to operate "in the red" if they could get radio communications facilities to primary points in key foreign countries. They made it clear they were desirous of establishing radio communications facilities to practically every important country. In most cases where they indicated a desire to have facilities, the RCA already has established circuits.

The question of American-controlled radio communications was brought into the hearing through the testimony of W. A. Winterbottom, Vice-President and General Manager of R.C.A. Communications, Inc.

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A bill has been introduced in the South Carolina Legislature to prohibit short-wave radio sets in automobiles without a permit from the Secretary of State. No restrictions on use of other automobile radios is provided. The South Carolina bill would require a permit for an auto-radio set receiving frequencies less than 50 meters.

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## PRALL WARNS THAT TELEVISION HAS NOT "ARRIVED"

Speaking at the semi-annual coordination meeting of the Philadelphia National Emergency Council April 30, Annith S. Prall, Chairman of the Federal Communications Commission, warned against undue optimism over the immediate future of television and outlined briefly the purposes of the FCC engineering conference on June 15th.

Asserting that "visual broadcasting has not 'arrived'" and that the FCC will insist that it be kept in an experimental stage for a while, Mr. Prall said, in part:

"The FCC does not want to excite the nation's populace into the belief that television is 'here', or even that it will soon be here. Many people might then become the prey of unscrupulous stock promoters who always attempt to ride on the crest of publicity waves created by new inventions, developments or discoveries. I am going to step outside of my province tonight by advising against investments in unknown companies which claim to have basic patents in television. They cannot conscientiously or honestly promise returns on investments in visual radio because they do not know when or how it will arrive. Nor do we. And I reiterate, there cannot be commercial, practical television until we say the word by lifting the experimental requirements. That regulation will not be altered until we, of the Federal Communications Commission, are certain beyond any shadow of doubt that visual radio is technically perfected, that the many economic hurdles have been overcome, and that it will be sufficiently good to warrant public reception. When that will happen I cannot predict, because I am not endowed with clairvoyant powers.

"To chart the course for the future we of the FCC have called a general engineering hearing in Washington, to be held beginning June 15. At that hearing we expect the leading radio scientists of the nation to come forward. They will analyze present day radio, take a glimpse into the future and make recommendations as to what radio facilities should be assigned to particular types of services.

"This information will be placed before the seven members of the Federal Communications Commission. Upon the advice of our Engineers and Lawyers we will later decide what to do about providing for future needs.

"The problem of future allocations of facilities has crystallized in recent months because of the tremendous strides made by radio scientists in harnessing the so-called ultra high frequencies. These are the channels which only a few years ago were regarded as utterly worthless for communications purposes.

"Now, however, experimental television is going on in these upper reaches of the ether - the old 'no man's land' of radio. So is facsimile transmission and even experimental

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broadcasting over short distance. All of these services want large portions of the range from 30,000 to 100,000 kc. All of them cannot be accommodated to the extent they wish.

"Moreover, many engineers believe that some existing services like the transoceanic communications, aviation, police radio, government and even broadcasting, might be better off if they were shifted about on different wave bands, the characteristics of which seem better suited to the respective types of communication.

"Thus, you will readily appreciate that there will face the Federal Communications Commission a problem of determining whether it will be advisable to reallocate the entire spectrum. To this I say, - perish the thought as it would mean throwing into obsolescence millions of dollars invested in radio transmitting and receiving equipment of all kinds. It would also affect broadcast listeners by changing their dialing habits, inasmuch as stations picked up at one point of the dial would be switched to others under such a general realignment.

"Before the FCC will approve anything of so radical a nature, however, it would have to be convinced that a great amount of good would inure to the people of the country. While I am not a technician, I feel that many improvements can be made in the existing radio structure, but I cannot see why it should be necessary to alter the entire spectrum to make these improvements. Rather, it seems to me, they cannot be accomplished by gradual adjustments after a definite policy is laid down."

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ALABAMA TRADE FIGHTS THREAT OF TAX ON RADIO SETS

Vigorous protests from radio and electrical appliance dealers and distributors of Alabama have been sent to members of the State Legislature against a proposal to impose a \$1-a-year tax on all radio receiving sets in the State not now assessed as personal property.

The proposal was included in a revenue plan drafted by a special committee of State Senators.

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## NEW NAVAL RADIO STATION PROVIDED IN MONEY BILL

Completion of a modern radio receiving station by the Navy Department in the vicinity of the National Capital is made possible by an appropriation of \$125,000 in the Naval Supply Bill reported to the House of Representatives this week.

The station is being built at Cheltenham, Md., about 15 miles from Washington. The site is removed from street cars, power lines, and the like that have disturbed reception at the present naval receiving station in the District of Columbia.

Testifying before the Sub-Committee, Rear Admiral Norman M. Smith, said:

"In order to provide positive communication with the fleet, it is necessary that there be constructed an urgently needed, modern, receiving station in the vicinity of Washington, D. C., to replace the present unsatisfactory facilities which now exist, for this most important link in the Navy's communication system. For years the Navy has struggled along with a makeshift receiving station in its most important communication center, Washington, D. C. The existing arrangement includes a monitor station at the Naval Research Laboratory, Bellevue, by means of which most of the radio signals are received and relayed by telephone wire to the Navy Department Communication Office. Modern receiving methods require diversity receiving antenna and when this requirements developed, the Naval Research Laboratory offered the only immediate solution of the problem. This arrangement, however, is highly unsatisfactory.

"The need for an adequate receiving station in Washington, D. C., area has long been recognized and the execution of this project has been deferred solely on account of lack of funds and the more urgent necessity of providing modern transmitting facilities in the Navy's two important strategic localities, Hawaii and the Canal Zone.

"The facilities to be provided consist of a master receiving station, including a modern operating building, receivers, operating tables, control panels, keys, measuring equipment, switchboards, automatic operating devices, emergency power supply, diversity receiving antennas, electric power transmission and telephone lines, control and other necessary land wires to and from the high-power transmitter station, and quarters for the operating personnel.

"The total estimated cost of the station is \$300,000, \$175,000 of which represents the projects authorized by congressional act of April 15, 1935. The work under this authorization

is being proceeded with, under funds made available from past Public Works balances. The remaining \$125,000 comprises those features which do not require authorization, but which are needed to place the station in commission."

The Committee appropriated a total of \$249,450 for improvements in radio facilities over the country.

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#### GENE BUCK AGAIN ELECTED PRESIDENT OF ASCAP

Gene Buck was re-elected President of the American Society of Authors, Composers, and Publishers last week at the annual meeting of the Directors in New York City. He has held the same position for more than a decade.

E. C. Mills, General Manager, was re-elected also, as was Nathan Burkan, General Counsel.

Others elected are: Louis Bernstein and Otto Harbach, Vice-Presidents; Joe Young, Secretary; Robert Crawford, Assistant Secretary; Gustave Schimer, Treasurer, and Sigmund Pomberg, Assistant Treasurer.

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#### RMA NAMES COMMITTEE FOR FCC HEARING

The Radio Manufacturers' Association will have a large committee of outstanding engineers present at the hearing ordered by the Federal Communications Commission in Washington beginning June 15 on future allocations for radio services.

Dr. W. R. G. Baker, of Bridgeport, Conn., Chairman of the RMA Engineering Division, is in charge of RMA preparations for the hearing and has appointed on a special RMA committee the following members: L.C.F. Horle, C. B. Jolliffe, R. H. Manson, A. F. Murray, F. E. Johnston, Sarkes Tarzian, Dorman D. Israel and H. B. Marvin. A meeting of the RMA committee will be held in New York next Wednesday, May 6th, for intensive preparation of material to present to the Commission.

A committee report on the Commission hearings, which are expected to continue about two weeks and for which all other radio interests are making elaborate preparation, will be received during the annual RMA Convention in Chicago, June 18-19.

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## SCIENTISTS DESCRIBE RADIO TRANSMISSION VIA PIPES

What may prove a revolutionary method of radio transmission among the ultra-high frequencies was described April 30 before a joint meeting of the American Physical Society and the Institute of Radio Engineers in Washington.

The new form of electrical transmission is by way of a hollow metal pipe and resembles the old fashioned speaking tube now largely discarded. The system was developed simultaneously in independent research at the Bell Telephone Laboratories and at the Massachusetts Institute of Technology. Papers describing the work were read by Dr. George C. Southworth, of Bell Laboratories, and Dr. Wilmer L. Barrow, of M.I.T.

The new electro-magnetic "pipe line", it was stated, "opens new prospects for the transmission of television, telephone and telegraph signals at high efficiency." The commercial application of the system, however, must await the development of apparatus for the generation, amplification and utilization of the extremely short radio waves, a vast and relatively unexplored field of communication.

While radio broadcasting stations use waves hundreds of meters in length in the highly congested region of transmission channels, the hollow tube method operates on waves only a few hundredths of a meter long. In this method, as described, the radio waves travel within and on the infinitesimally thin "skin" of the inside wall of the hollow metal tube, without interference from external signals or static.

Another feature of the system, Dr. Barrow's report states, is that the end of the conducting tube may be flared to form an electromagnetic horn to send directive radio waves into the atmosphere in much the same manner as an acoustic horn produces a beam of sound. The hollow tube may also be used as a filter to cut out low-frequency signals and pass high-frequency waves.

"Transmission of television signals from point to point, or between cities", the M.I.T. report stated, "offers a most promising field for this electromagnetic pipe line, provided apparatus capable of utilizing the very short waves can be developed for general commercial use. The unusual characteristics of the method are well adapted for transmitting the wide-frequency range demanded by television.

"The tube system of transmission also opens up stimulating prospects in other fields, including the possibilities of its use in direct broadcast, or as a connecting link between the sending apparatus and antenna, or perhaps as the antenna itself in the form of an electromagnetic horn.



"Indications are that the hollow tube is better suited to the transmission of one-centimeter waves than wires or cable."

The Bell Laboratories report describes the new system as "wave-guide transmission."

The "wave-guide", the report states, may take any one of several different forms. It may be a hollow copper pipe, which for the higher frequencies now available would be about three or four inches in diameter; or possibly a somewhat smaller conducting tube, filled with some insulating material, combining high dielectric constant and low loss; or it may conceivably be a rod or wire of dielectric material.

The new waves, Dr. Southworth stated, were neither radio waves nor electricity, but were something in between the two. Unlike electricity which travels on electrically conducting wires, these waves are guided on insulating material, such as rubber, which does not conduct electric current in the ordinary sense. Unlike radio waves, which travel in space in all directions, these "pipeline" waves travel along in a line.

"While the waves travel through the pipe in the manner of sound waves through a speaking tube, they travel with speeds approaching that of light, 186,000 miles per second, instead of with the speed of sound.

"The phenomena involved in this form of transmission", the Bell report states, "are exceedingly interesting and at first sight paradoxical for, in some cases, transmission is effected through a single wire of insulating material surrounded by metal, in place of a pair of metal wires surrounded by insulation."

A distinguishing feature, the Bell report adds, is that for wave-guide transmission of moderate size the frequency must be exceedingly high - two thousand million cycles per second or higher. At those frequencies the wave length is only about one-third of an inch, as contrasted with a wave length of 656 feet (200 meters) at the highest broadcast frequency.

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WARNER BROS. MAKE BID FOR MUTUAL

Warner Bros. has made a definite bid to buy into the Mutual Broadcasting System, according to Variety. "The producing company is prepared to put up \$1,000,000 for an expansion program which would have another \$1,000,000 contributed by the present or added holders of Mutual stock", the organ said. "For its investment Warner will take a 40% interest in the network and give the latter a purchase option on the WB music publishing combine.

"Under the network operating project which Warners contemplate, the members of Mutual would be charged a flat 30% commission for the sale of their time. Special studios would be built in New York to accommodate both sustaining and commercial broadcasts, although an appreciable portion of the sustaining programs could, as now happens, originate from the various stations in the group. Warner would also make available from its Hollywood studios specially framed programs containing names from WB's film roster. Where Warner would look to for its return on the \$1,000,000 investment is the residue on the 30% commission after all charges have been deducted."

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#### LANHAM SEES COPYRIGHT BILL BEFORE ADJOURNMENT

Representative Lanham (Do.), of Texas, Chairman of a special sub-committee of the House Patents Committee charged with drafting a new copyright control bill, predicted this week that a compromise measure will be reported to the House in time for passage before adjournment of Congress.

Whether the bill will be accepted by the House and whether it will be approved by the Senate, which last session adopted the controversial Duffy Bill, are questions which Mr. Lanham did not answer;

The sub-committee, he said, has not yet reached any definite conclusions on any of the three bills pending before it - the Duffy, Sirovich, and Daly measures - nor has it decided any matters of policy.

He declined to confirm a report that the sub-committee has agreed to scrap all punitive damage proposals submitted at the Committee hearings and to substitute a provision permitting courts to levy punitive damages up to \$500 against copyright violators. Such a change would constitute a partial victory for the broadcasters.

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#### LOHR TELLS AD MEN TELEVISION SHOULD BE WELCOMED

The development of television and facsimile should be welcomed rather than feared by the American Association of Advertising Agencies, Lenox H. Lohr, President of the National Broadcasting Company, told its members at the closing session in White Sulphur Springs April 30.

"Radio has always been a changing art", he said, "and the future holds in store many revolutionary developments. Super-

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power, with its increased circulation, is undoubtedly before us and the possibilities of short-wave transmission not far behind. These will affect the present status of the art only by amplifying its usefulness. Other developments of our parent company, the Radio Corporation of America, will come out of the laboratory for field tests this Spring.

"Television and 'facsimile' are to be welcomed, rather than feared, for they will make available to you further means of reaching the American public with perhaps an even more convincing sales message than is possible today by sound alone. As soon as it has demonstrated their usefulness, the National Broadcasting Co. will have these facilities available for your use.

"We will not attempt to predict the time of their expansion to a point where they become economically a commercial possibility, nor can I envisage the new problems which their advance will create, but I feel safe in saying that the present method of broadcasting will continue unaffected for several years to come and remain during this next period an unrivaled means of conveying a rapid and convincing sales message to untold millions of people."

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#### RMA ANNOUNCES PROGRAM FOR ITS CHICAGO CONVENTION

The Radio Manufacturers' Association this week announced through its Executive Vice-President, Bond Geddes, the program for the Annual RMA Convention in Chicago, June 17-19, at the Stevens Hotel.

Sales promotion, national and in export trade, together with plans for improved radio merchandising will be emphasized. The program is being arranged by President Leslie F. Muter, and the Convention Committee, of which A. S. Wells, of Chicago, is Chairman.

Another "RMA Cabaret" dinner for Association and membership guests will be held June 18. The RMA meetings will open with a preliminary golf tournament on Wednesday, June 17, under the auspices of the Radio Industries Golf Club of Chicago at the Calumet Country Club.

At the RMA Convention and Membership meetings on June 18 and 19, there will be RMA Committee meetings and four RMA Division sessions. Election of a President, Directors and other officers will be held June 19.

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FCC ASKS \$400,000 MORE FOR PHONE PROBE

The Federal Communications Commission disclosed this week that it had requested an additional \$400,000 from Congress to continue the many-sided investigation of the \$5,000,000,000 American Telephone and Telegraph Company.

The Commission received \$750,000 last year for the investigation, of which about \$500,000 has been spent. Unless additional funds are granted, the inquiry will end July 1. Should the new appropriation be voted, it would continue until February, 1937.

Commission officials said that by the latter date a broad picture of the A. T. & T. operations could be developed and a foundation laid for providing regulatory bodies with any information they might need in rate cases.

At a hearing April 29 the Commission received a report from its investigating staff, which described the A. T. & T. pension plan as being "favorable" to executives of the Bell System. J. A. Krug, a Commission accountant, introduced the report.

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INDUSTRY NOTES

An interesting booklet reviewing the history of WLW, Cincinnati, and tracing its development from a 50-watt station to the nation's most powerful outlet with 500,000 watts. The original WLW went on the air in March, 1922.

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Unfair methods of competition in the sale of furs and fur garments are alleged in a Federal Trade Commission complaint issued against Bernard Licht, trading as Licht's Fur Factory, 102 West 29th St., New York City. Licht is alleged to represent in radio broadcasts and advertising matter that he is the owner of a factory and the manufacturer of the fur garments he sells, etc., such assertions not being true.

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David Sarnoff, President of the Radio Corporation of America, states that the Board of Directors of the Corporation has fixed May 22 as the date to and including which the remaining unexchanged "B" Preferred stock of the Corporation may be exchanged under the Corporation's Plan of Recapitalization.

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P. L. Myerson

May 5, 1936

## 74 PER CENT OF U. S. FAMILIES OWN RADIO SETS

Seventy-four per cent of American families own radio sets, as of January 1, 1936, and they are installed in 22,869,000 homes, according to figures just released by the Joint Committee on Radio Research, organized by the Association of National Advertisers, the National Association of Broadcasters, and the American Association of Advertising Agencies.

While the saturation point is near, the radio manufacturing industry is finding business booming in sales of sets for replacements, two or more sets in a home, and of receivers for automobiles.

The latest tabulation shows a gain of 6.6 per cent over the number of sets in operation a year earlier. The Committee estimated that approximately 4,400,000 receivers were sold in the United States in 1935, exclusive of sales of auto sets, which totalled about 1,100,000. Of the domestic sales last year, 31.1 per cent were to families who did not own sets. This meant that the radio population gained about 1,413,000 families in 1935.

The Committee report gave meagre bare statistical facts and did not, as anticipated, breakdown the distribution of radios by States and major cities. Plans were outlined, however, to set up a permanent Radio Research Bureau for the purpose of tabulating radio population, listening habits, and the like, periodically.

In arriving at its conclusions, the joint Committee made extensive use of the nation-wide study of radio ownership conducted for the Columbia Broadcasting System by Dr. Daniel Starch last year. CBS has now brought the Starch data up to date and is publishing a detailed account of the American radio audience, its age and sex, its listening habits, distribution, and income, according to Victor M. Ratner, Director of Sales Promotion.

A "preview" table of contents includes the following subject heads:

Radio ownership by States and by sections of the Country, a count by counties, and Canadian radio ownership.

Distribution of radio homes by income levels, city-size, and time zones.

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Interlocking markets: automobile-home owning radios, radio-home owning automobiles, telephone-home owning radios, ownership of automobile-radios.

Number of radios in working order and a breakdown of radios in use in different periods of the day; hours of daily listening by various classes; age and sex of radio audience.

Increase in hours of daily listening; homes owning two or more radios, radio set sales, replacements, and repairs in 1935; radio set sales by States last year.

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#### FCC AFTER BAKER AGAIN IN BORDER STATION DRIVE

Norman Baker, long a stormy figure in American broadcasting, has again run afoul of United States broadcasting regulations, and the Federal Communications Commission has renewed an old campaign against Mexican border stations.

After sending Maj. A. V. Dalrymple, FCC attorney and trouble-shooter, to the border, the Commission obtained indictments against Baker, a deposed Muscatine, Ia., broadcaster, who now operates XENT, at Neuvo Laredo, Mexico, across the border from Laredo, Texas, and two of his associates.

While the FCC has no control over the troublesome Mexican stations, its campaign is directed against their use of studios on the American side of the border and United States addresses. Baker is alleged to have maintained a studio at Laredo, Texas.

The indictments against Baker and a Dr. E. R. Rood and a Dr. Richardson are returnable at the Fall session of the Federal District Court at Laredo.

The Mexican border stations, besides causing considerable interference for American stations by "squatting" on United States assigned wavelengths, blanket sections of the Southwest and South with programs of a highly questionable character. Lotteries, fortune-telling, and quack medical cures are advertised extensively over the stations.

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## CARNEGIE SCIENTISTS REPORT ON STATIC STUDIES

Investigations into the causes of radio static which the Carnegie Institution is conducting on the other side of the earth were described last week to the International Scientific Radio Union by Dr. H. F. Johnston, of the Institution's Department of Terrestrial Magnetism. The gathering was held in Washington.

S. L. Seaton is in charge of the research, which is under way near Watheroo, western Australia. He uses a type of loop-antenna which rotates continually and so detects both the direction and frequency of static discharges, scientifically known as atmospherics.

Most static disturbances, otherwise known as "atmospherics" originate in thunderstorm regions, Dr. Johnston stated. The observations indicate, he added, that most of the "atmospherics" originate from land areas, an explanation which conforms with the known fact that thunderstorms are more frequent over land than over the ocean.

Owing to the high sensitivity of the receiving system, the report stated, atmospheric disturbances originating as far away as Central America are detected in Australia.

Apart from the interest in "atmospherics" owing to their effect on ordinary radio reception, it was pointed out, scientists are concerned about them as possible guides in assisting meteorological forecasts.

Dr. Seaton uses a type of loop-antenna which rotates continually and so detects both the direction and the frequency of the static discharge. A special device incorporated in the system refines the direction determinations so that they are "entirely unambiguous."

Other investigations, conducted at the Carnegie Institution's magnetic observatory near Huancayo, Peru, have confirmed the theory that radio waves reflected from the upper regions of the atmosphere, or ionosphere, are polarized in the same way as light waves which have passed through certain kinds of crystals, such as Iceland Spar. This was reported before the Radio Union by Drs. L. V. Berkner and H. W. Wells, of the Institution.

Light waves are polarized when the rays travel in the direction of one plane only, instead of in all directions.

The polarization of the ionosphere reflected radio waves, Drs. Berkner and Wells reported, gives rise to two distinct reflected waves, the interaction of which causes a part of the fading experienced in broadcast reception. The polarization is caused, they added, by the effect of the earth's magnetism on the electrified particles, or ions, which produce the reflection of waves from the upper atmosphere.



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Ordinarily, it was stated, it is very difficult to receive the polarized waves separately. At the Huancayo Observatory, where the earth's magnetic force is nearly horizontal, the new theory predicts that, with a single wave transmitted upward, there would be two downcoming, plane-polarized, respectively, in an East-West and in a North-South direction.

Accordingly, an antenna aligned in either of these directions should receive only that one of the polarized components corresponding to the direction of the radio wave. That is, if the antenna is aligned in a North-South direction, it should receive only those radio waves that are polarized in a North-South plane. The opposite should hold true if the antenna is aligned in an East-West direction.

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#### RADIO ONLY U. S. LINK TO ADDIS ABABA

Well laid plans of the Navy and State Departments to maintain constant radio communication between Washington and Addis Ababa, Ethiopia, proved their worth this week as rioting broke out in the East African capital, and four American naval radio men were able to keep the administration abreast of developments.

The high-frequency short-wave set is the sole means of communication between the American Capital and Addis Ababa. A constant watch is being kept so that the latest flashes may be transmitted to Washington from the little radio station at the American Legation in the war zone.

The giant radio towers at Arlington, Va., and Annapolis, Md., were brought into play and the message transmitted directly into the Navy Department, into the office of Naval Communications.

The State Department months ago took steps to keep the channels of communication open. Four naval radio men were quietly dispatched on September 21st for Ethiopia. Even while at sea, they were trying out their radio apparatus to see whether they could reach Washington. When they set up their equipment at Addis Ababa, they were amazed to find that they could talk directly with their own National Capital at once.

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## A RADIO EDITOR LOOKS AT TELEVISION

"To see the television parade forming in two of the country's leading radio laboratories, specializing in that branch of research, is to catch a glimpse of the future", Orrin E. Dunlap, Jr., Radio Editor of the New York Times, writes. "Sitting there in the semi-darkened room in front of a radio set, the spectator may well imagine he is in his own living room several years hence watching a home-movie performance flashing through the air. There is no doubt after witnessing one of the laboratory shows, that television is destined for the home and the day will eventually arrive when images will leap the Atlantic.

"The first question every one seems to ask is, when will television be in the home? Today, some of those behind the development work estimate eighteen months, providing no snags are encountered in the outdoor tests in the meantime. Others are more skeptical. If the optimists are correct, retailers may be shown home-television instruments a year from now, and if so, the receivers may be on the Autumn market in 1937. The merchandisers are hoping for a television Christmas next year, but no definite plans can be formulated until the experiments in the field are ready to relinquish the development as a commercial product.

"The television machine is much more of a 'power house' than a standard broadcast receiver, although the cabinets bear such close resemblance that there is no doubt they are members of the same scientific clan. It is the inside mechanism that is different and more complex in television.

"There are fourteen control knobs, but, of course, after the image is once tuned-in, some of the knobs do not require attention. On the front panel there are fourteen white knobs, so they can be conveniently manipulated in a darkened room. On top of the set there are seven other gadgets for focusing, and sizing up the picture. Fortunately, there is only one control for actual tuning. The sound-sight travels on the same ultra-short wave, generally about six meters in length, and once the sound is properly tuned, the picture also bobs into sight. Then to clarify it the various knobs come into play.

"Television, with its thirty-three-tube circuit, is no machine that can be easily built at home. The image-receiver is being groomed as a factory product, and while no price has been tagged on the machine, it seems as if at first it will be somewhere from \$300 to \$800 for the home. Mass production later on, of course, will lower the price."

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## CANADIAN PRESS EXPANDS RADIO NEWS SERVICE

Plans to augment the present Canadian Press radio news bulletin service with broadcasts throughout the day were approved at the annual meeting of the Canadian Press last week in Toronto.

The meeting approved the memorandum presented by its President, W. B. Preston of the Brantford Expositor, and a delegation of Directors on April 7th last, to the Parliamentary Committee investigating radio under the chairmanship of A. L. Beaubien. The memorandum proposes to supplement with three day-time bulletins the 10-minute summary of the day's news now broadcast each evening over the network of the Canadian Radio Broadcasting Commission.

The supplementary bulletins will be prepared at the head office of the Canadian Press in Toronto free of charge and delivered through the cooperation of the telegraph companies.

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## EARLY HOUSE PASSAGE OF DAVIS ZONE LAW REPEAL SEEN

Before Congress adjourns the House is expected to pass the Wheeler Bill to repeal the Davis Equalization Amendment to the Radio Act, limiting allocations of broadcasting facilities to a 5-Zone basis in accordance with the distribution of population.

Chairman Rayburn, of the House Interstate and Foreign Commerce, said he is aware of no opposition to the measure that the Senate passed recently under unanimous consent. He said it will be reported at an early date and be called up under unanimous consent in the House.

The Committee also has before it a bill recently introduced by Representative Monaghan (De.), of Montana, seeking to amend the Communications Act of 1934 in two particulars. The first strikes out a phrase in Section 207 barring a plaintiff against a communications company from pursuing two remedies, while the second eliminated the second sentence of Section 215 by striking out: "No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

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## BEN PRATT RETURNS TO REPUBLICAN NATIONAL COMMITTEE

Ben Pratt, former night press-room manager of the National Broadcasting Company in New York, who recently lost out in the shake-up in connection with Major Lenox Lohr's taking over the organization, is now engaged in research work for the Republican National Committee. During the past two national campaigns, Mr. Pratt was in charge of radio in the Chicago headquarters of the Republican Committee.

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## FCC PONDERES SELECTION OF NEW SECRETARY

Despite the fact that Herbert L. Pettey quit his job as Secretary of the Federal Communications Commission several weeks ago, his successor has not yet been chosen. John B. Reynolds, Assistant Secretary, is Acting Secretary.

While there are four outstanding candidates for the job, attaches at the FCC have the impression that E. Willard Jenson, secretary to the Business Advisory Council of the Commerce Department and a former assistant to James A. Farley, has the inside track. He was introduced to FCC employees by Mr. Pettey.

The other candidates are: Joseph Wright, clerk of the Senate Interstate Commerce Committee; Thomas A. Brooks, Jr., Radio Editor of the New York Evening Journal; and Arthur O. Dahlberg, of Escanaba, Mich., an engineer with the Department of Commerce.

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## HOME TOWN CELEBRATES KATE SMITH'S BIRTHDAY

Kate Smith, the Washington (D.C.) girl who has made good on the air, was guest of honor May 4th at a birthday party given in her honor in Constitution Hall in the National Capital. So affected was she by the tribute that she burst into tears. It was her 27th birthday.

Harry C. Butcher, Manager of Station WJSV, was master of ceremonies. Gifts were presented to her by John Hartford, President of the Atlantic & Pacific Tea Co., which sponsors her program on CBS.

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### SANDBERG CALLS ZENITH SHOW ROOM A POEM

Carl Sandberg, the nationally known poet, was so impressed by the new show room of the Zenith Radio Corporation on Michigan Boulevard at Huron Street in Chicago that he called it "an architectural poem."

Walking down the street with Burt Masee, formerly Vice-President of the Palmolive Co., Mr. Sandberg remarked:

"Masee, tell your friend McDonald (E. F. McDonald, Jr., President of Zenith) that I said his new building was just a poem, and I can see that he told the architect to use his own judgment and let him run wild without restraint, and the result is beautiful."

The show room is "purely a sales laboratory", according to Commander McDonald. No direct sales are made, all prospects being turned over to district dealers.

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### RADIO CURBS BIGOTRY, SAYS CATHOLIC RECTOR

Prejudice and bigotry in America have been curbed with radio aid, the Right Rev. Joseph M. Corrigan, Catholic University rector, of Washington, D. C., this week told the Catholic International Broadcasting Congress in Prague, Czechoslovakia, by short-wave radio.

"In America", he said, "the radio has brought many unbelievers not often perhaps to an open profession of religious faith, but to a knowledge that has helped immeasurably in doing away with intolerance and misunderstanding."

He congratulated the Congress for spreading "truth and light" so that "all men may know and love God and, for His sake, be united ever more closely in the bond of Christian charity."

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Adverse reports on two applications from Richmond, Va., were filed with the Federal Communications Commission this week by Examiner John P. Bramhall. Station WMBG sought to change from 1210 to 1350 kc. and increase power to 500 watts, while the Century Broadcasting Co. asked for a permit to build a new station for operation on 1370 kc, with 100 watts, daytime hours.

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## NBC SEEKS TO END WBZ-WBZA SYNCHRONIZATION

An end will be brought to the first synchronized operation of broadcasting stations in America under an application filed May 2nd by the Westinghouse Electric and Manufacturing Company before the Federal Communications Commission.

The application seeks a new frequency for Station WBZA, Springfield, Mass., so that it may operate independently of Station WBZ, Boston, with which it has heretofore been synchronized. Both WBZ and WBZA have been and will continue to be outlets of the Blue network of the National Broadcasting Company.

Under the terms of the application, WBAZ's frequency would be changed to 550 kilocycles and its transmitter moved from the East Springfield works of the Company to a new location across the Connecticut River from Springfield. WBZ would continue on 990 kilocycles.

A new high fidelity transmitter and the erection of an up-to-date antenna system located so as to give maximum signal to the greatest number of people is proposed under the application.

The discontinuance of the synchronized operation of the two stations? WBZ and WBZA, will more adequately serve local interest in both Boston and Springfield. The stations were first synchronized in January, 1926.

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## RCA ISSUES FINANCIAL STATEMENT FOR FIRST QUARTER

A net profit of \$1,286,691.27 for the quarter ended March 31, 1936, was made by the Radio Corporation of America, according to a financial statement issued by David Sarnoff, President, on May 2nd. This compares with a net profit for the corresponding period in 1935 of \$1,618,024.74.

Other comparative figures are:

	<u>1936</u>	<u>1935</u>
Gross income	\$22,260,311.30	\$20,920,341.48
Net income	2,393,667.88	2,910,674.58
Dividends on A Preferred	431,148.03	4,950,740.66
Surplus at March 31st	13,256,642.70	10,185,638.38

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 ::: INDUSTRY NOTES :::  
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A tabulation of references on radio subjects has been compiled by Lawrence D. Batson, of the Electrical Division, Bureau of Foreign and Domestic Commerce, and is available at the Department of Commerce.

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False representations in the sale of specially built shoes designed for ill-formed feet are alleged in a Federal Trade Commission complaint against Dr. H. B. Norton Shoe Co., Inc., trading as The Foot Health Institute, 1619 Chestnut Street, Philadelphia. The complaint, charging violation of Section 5 of the Federal Trade Commission Act, also names as respondents Dr. H. B. Norton and Benjamin Weinstein, officers and owners of the controlling stock in the corporation. The respondents are said to use the radio for the major portion of their advertising.

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Lester Gottlieb has been appointed publicity coordinator of the Mutual network. Mr. Gottlieb was formerly with WOR Press Department and News-Week magazine.

William P. Maloney has joined the WOR Press Department handling commercial programs. Maloney was formerly associated with Robert S. Taplinger, Inc., Publicity and Radio Relations counsel.

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Radio market reports were issued last week by the Bureau of Foreign and Domestic Commerce for the following countries: Australia, Iraq, Finland, Madeira, Poland, Italy (2-way phone), Brazil and Hungary.

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Crosley Radio Corporation reported a net profit of \$687,877 after all charges, equal to \$1.26 a share, for the first three months of this year. This compares with a net profit of \$315,268 for the corresponding period in 1935.

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John-Manville Corp. in its annual registration statement, made public last week by the New York Stock Exchange, reported a payment of \$26,000 to Floyd Gibbons, radio entertainer.

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A Committee of Britons is in this country studying American police radio systems. The members are now en route to California. The men are Col. Frank Brook, Inspector of Constabulary for England and Wales; Chief Constable John Maxwell, and R. N. Howe, Deputy Assistant Commissioner of the London Metropolitan Police.

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Use of false and misleading radio and other advertising on the part of Remsen Corporation, 70 Pine St., New York City, in the sale of "Aspirin Plus", is the basis of a Federal Trade Commission complaint charging that corporation with unfair methods of competition in violation of Section 5 of the Federal Trade Commission Act.

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A bolt of lightning struck the 125-foot radio tower of Station WRC, Washington, during a severe electrical storm Sunday, May 3rd. As a result the station was off the air 20 minutes. Station WOL, Washington, was off the air six minutes as the result of another bolt of lightning.

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The largest audience mail response for any single month in its history - more than 1,000,000 letters - was shown in figures released last week by the National Broadcasting Company. The exact figure for the month of March, as tabulated by statisticians in a count from all NBC stations and offices, was a total of 1,015,372 letters, an all-time high. Showing the increase in audience reaction, this figure compares with 315,118 for the corresponding month in 1935, an astounding increase of 222 per cent.

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The problem of caring for young men who became stranded in New York after seeking places on radio amateur hours that might lead to employment, has diminished appreciably. Commissioner Alexander Damon of the Salvation Army has reported to Chalmers Wood, Chairman of the Citizens Appeal for the Salvation Army.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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## FCC APPROVES HEARST PURCHASE; SETS POWER HEARINGS

The Federal Communications Commission this week rather unexpectedly approved two of the Hearst Radio, Inc., purchases of broadcasting stations from the Southwest Broadcasting Company and set two others for hearing. At the same time it prepared to open the super-power inquiry by designating the applications of WJZ, NBC key station in New York, and WHO, Des Moines, for hearing.

Stations WHO and WJZ have applied for permission to increase their power from 50 to 500 KW. and thus to rank with Cincinnati's super-power outlet, WLW. As other applications for 500 KW are pending and more stations are preparing to file similar requests, the decision of the FCC on the WHO and WJZ cases will determine its future policy on super-power.

William Randolph Hearst becomes a more formidable figure in radio by acquiring KNOW, Austin, and KTSA, San Antonio. While it was expected that the FCC would set all of his applications to purchase for hearing, these two were approved abruptly and the requests for transfer of KOMA, Oklahoma City, and WACO, Waco, Tex., were set for hearing. It is significant that Eliot Roosevelt, son of the President, is personally in charge of these stations.

Young Roosevelt will manage the two Hearst stations in Texas as Vice-President of Hearst Radio, Inc., and President of the KTSA Broadcasting Co., which nominally controls KTSA.

Judge E. O. Sykes, Chairman of the Broadcast Division, said there was nothing unusual in this procedure and that the FCC merely wished to go more thoroughly into the transfers of the two latter stations.

While the sale of KTAT, Fort Worth, is listed in the name of Raymond E. Buck, a young Fort Worth attorney, the case was set for hearing along with the Hearst applications. Judge Sykes said he has no information as to whether the publisher will control KTAT indirectly.

FCC approval of the KNOW and KTSA deals brings the Hearst-owned stations to eight. If the purchase of KOMA and WACO is approved, the number will be ten. Hearst is also trying to force the heirs of M. A. Leese to sell him WMAL, Washington, and is dicker for other outlets in the East.

Only recently the FCC permitted his Los Angeles station, KEHE, to go to full time by absorbing KELW.

Reports in the broadcasting industry are that the publisher eventually hopes to build up a network of stations strategically located over the country. There also have been rumors of a tie-up with Warner Brothers, though this is largely speculation. Warner Brothers has made an offer for the Mutual Broadcasting System.

The other Hearst-owned stations are WCAE, Pittsburgh; WBAL, Baltimore; WINS, New York; KYA, San Francisco, and WISN, Milwaukee.

In the super-power applications the Commission has an even more troublesome problem than the Hearst applications, despite the political implications of the latter.

Besides WJZ, the FCC has received applications for permits to operate on 500 KW from WGN, Chicago; WHAS, Louisville; KNX, Hollywood. Stations WGN and WHAS are owned by powerful newspapers (Chicago Tribune and Louisville Courier-Journal), while the Columbia Broadcasting System has purchased, subject to FCC approval and renewal of the station's license.

Should the Commission decide to approve a limited number of permits for super-power stations over the country, regional and local stations will unquestionably descend upon it with requests for corresponding jumps in power.

A few years ago, when WLW was permitted to instal the first 500 KW transmitter, the old Federal Radio Commission was apprehensive lest the super-power outlet disturb neighboring and less-powerful stations. Now that WLW appears to have convinced radio engineers, however, that it is not a disturbing factor in the ether, the Commission is apparently more receptive to the arguments of the high power promoters.

European countries have long ago gone into super-power broadcasting but they have not as many stations operating as has the United States.

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NAB RETAINS DR. AIKEN FOR ENGINEERING HEARING

James W. Baldwin, Managing Director of the National Association of Broadcasters, this week announced that he has retained Dr. Charles B. Aiken, outstanding engineer, to represent the NAB at the broad engineering hearing to be held by the Federal Communications Commission beginning June 15th. He has been granted a leave of absence from Purdue University, where he is Assistant Professor of Electrical Engineering, to accept the NAB job.

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NBC HEADS CAUTION AGAINST FREE SPEECH ABUSE

A warning against the abuse of the privilege of freedom of speech in this country was sounded May 7th in a joint statement issued to the National Broadcasting Company Advisory Council by David Sarnoff, Chairman of the Board; M. H. Aylesworth, Vice-Chairman; and Lenox R. Lohr, President. The statement was made at the Tenth Annual Meeting of the Council in Radio City, New York.

"During the year the question of freedom of the air or the use of broadcast facilities for the free expression of speech has again become a matter of great concern", the report said. "Those who demand unlimited freedom must not forget that their very demands for such a privilege may result in an abuse of license which may bring undesirable restriction. Among all the countries of the world freedom of speech is less restricted in the United States than elsewhere. By its wise use and not its abuse it will remain so."

The report, in outlining the advancement of broadcasting in the last year, particularly in various fields of public service, declared radio to be "a growing force for international peace", adding that "it can be made the most effective weapon against war."

Referring to political broadcasts before and after conventions, the report said:

"Until the national conventions of the various parties take place, it is necessary for us to make that separation clear and distinct. With the facilities at our command, we endeavor before such conventions to present as fairly as is humanly possible both sides of public issues discussed in and out of Congress or of State Legislatures or even city assemblies.

"After the nominating conventions, we adhere to the same rule, with this exception, that we allocate and sell time to political organizations or candidates who wish to use it for reaching the people.

"This policy, in contrast to other countries where political discussion is limited either to relatively few hours divided according to party strength or simply to one party, as is the case in totalitarian States, brings out again the principle of freedom under the American system, found nowhere else in the world."

The report indicated that there had been little change in dividing broadcasting hours between programs of an educational and cultural nature and those classified as "light entertainment." Programs falling under the latter classification occupied 50.5 per cent of the time on the air, educational programs 24.4 per cent, and "cultural and developmental" programs 25.1 per cent. Music comprised 63.3 per cent of the total broadcasting time, the spoken word 36.7 per cent.

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SYKES SOMEWHAT PERPLEXED BY THOMAS' THREAT

Judge E. O. Sykes, Chairman of the Broadcast Division of the Federal Communications Commission, was somewhat perplexed this week as newspaper men asked him for comment on a dispatch from Pittsburgh that John Charles Thomas, the baritone, has exchanged indignant letters with the FCC.

The singer was quoted as threatening to quit radio unless the Commission withdrew its ban on his "Good night, mother", with which he ends his programs.

His farewell is addressed to Mrs. Doræ Thomas, of Towson, Md., he said, but a note from the FCC pointed out that it violates the law against broadcasting personal or point-to-point messages over the long wave stations.

Mr. Thomas stated that he had replied with an ultimatum either to withdraw from broadcasting or to continue his "good night" to his mother.

Judge Sykes had his secretary go through the files in search of the correspondence and then reported he has no record of any such ban issued to the singer. He declined to comment in the absence of "the facts".

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EDUCATIONAL BROADCASTING CONFERENCE SCHEDULED

The first National Conference on Educational Broadcasting will be held in Washington December 10-12 in cooperation with the Office of Education, Interior Department, and the Federal Communications Commission.

A score of educational organizations have been invited to participate. Discussion will center about proposals for making radio more effective in the field of education. C. S. Marsh, of the American Council on Education, 744 Jackson Place, Washington, D. C., is Executive Secretary of the Conference.

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## AUTOMATIC DIAL SELECTOR DESIGNED FOR RADIO SETS

A new automatic dial station selector for radio receivers, similar in every respect to an ordinary telephone dial, will shortly be available to radio manufacturers in the United States, according to Fassnacht International, Inc., Chanin Building, New York City, who control the distribution rights for this new device.

It was introduced at the Leipzig Fair in a four tube superhet for A. C. connection with fading compensation and visible tuning. The set contains a reception circuit and an oscillator circuit and four permanently regulated intermediate frequency circuits which are assembled together to form two band filters. The set is equipped with a standard telephone dial. By dialing a number, any station on the medium or long wave bands may be selected. The use of two digit numbers, for example, permits the tuning of a maximum of 99 different stations within the medium wave lengths.

A much smaller number of two-digit designations will suffice on the long-wave range, because it has a much smaller number of sending stations. A rotary button which effects a frequency alteration of approximately 4kHz, permits compensation of deviations in wave lengths of the sending stations to the extent of a few kilohertz, as well as of other irregularities.

The station selector consists of six specially formed condenser plates, which are silver-faced on both sides, whereby the facing on one side is subdivided into 10 single main-facings by insulating bridges. In each of the six plates there is also a switch star, composed of 11 thin springs with silver tips which can make contact with the silver facings of the condenser plates, when pressure is applied. The necessary pressure is caused by a ball which the dial moves into position on one of the springs.

Three plates each belong to the reception and to the heterodyne circuits. Therefore, each of the three plate sets replace one variable condenser.

By dialing the numbers, the partial capacities are switched together. For purposes of illustration, it may be supposed that the first numeral selects the necessary rough capacity for the tuning of the respective sending station, while the second number selects the fine capacity; the third plate contains certain compensation capacities, the importance of which can be left out of consideration at the moment. In this way, two different capacities can be switched in the two oscillation circuits by selecting with a two-digit numeral whereby the respective station will be picked up. Special finishing and measuring arrangements assure the exact, calculated values for all capacities of the station selector. This tuning system is said to be easy to operate and also may be used for remote control.

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A.P. FILES REPLY IN KVCS "NEWS PIRACY" APPEAL

The Associated Press this week asked the United States Supreme Court to continue an injunction against Station KVOS, Bellingham, Wash., in the "news piracy" case twice ruled upon by lower courts. John W. Davis filed the answer.

Replying to a brief filed by KVOS asking a review of the decision of the Ninth Circuit Court of Appeals granting an injunction against the station, the Associated Press charged KVOS with broadcasting without authority news items from the Bellingham Herald, Seattle Post-Intelligencer, and Seattle Daily Times, all members of the cooperative news service.

KVOS and The Associated Press werve the same territory, the brief comments, adding that the radio dissemination of the news is "an appropriation of the product of the industry" of The Associated Press and its members and that it is "unfair competition." The practice "works a direct and irreparable injury", and, it is stated, The Associated Press has frequently and vainly asked KVOS to stop it.

The District Court dismissed the plea of The Associated Press for an injunction, but the Ninth Circuit Court of Appeals overruled this decision and ruled in favor of The Associated Press. Four weeks ago KVOS, represented by former Senator Dill, asked the Supreme Court to review the decision of the Circuit Court, in granting a preliminary injunction.

The Supreme Court is expected to say, before the Summer recess, whether it will consent to reopen the controversy.

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FCC SUSTAINED IN HEAD OF LAKES BROADCASTING CASE

The United States Court of Appeals in the District of Columbia this week upheld the Federal Communications Commission in its decision in the Head of Lakes Broadcasting Company case.

The litigation arose after the FCC approved an Examiner's report recommending that Station KGFK, Moorehead, Minn., be allowed to move to Duluth, Minn. Protests were filed by the city of Moorehead and by Station WEBC, Superior, Wis., both of whom maintained they would be affected adversely by the move.

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ORGANIZATION OF 1370 KC. CLUB PROPOSED BY WIBM

Forty-eight local broadcasting stations, all assigned to the 1370 kc. channel, are being invited to join a "1370 Club" for their mutual benefit by Charles A. Hill, Manager of WIBM, Jackson, Mich.

Writing to executives of each of the stations on the same wave, Hill recently pointed out that a coordination of efforts might obtain increased power and other benefits and would enable them to resist the larger broadcasting stations should they encroach on the locals.

His letter follows, in part:

"There are a stream of rumors floating around to the effect that it is not at all improbable that if and when the local channel stations can prove to the Commission that they are capable of operating with standards comparable with the regionals, it would open the door to a horizontal increase to 500 watts day and 250 watts night with the possibility of even going to 1,000 watts during the day. It is obvious, therefore, that with the regionals and clear channels stations getting all the beautiful breaks that they have been getting that we should expect and demand some change for the better in the local station picture, but we must pave the way ourselves by proving our fitness and preparedness. It is further believed that the horizontal increase will be pioneered on only one of the local channels."

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SUPREME COURT UPHOLDS SPONSOR AND NETWORK

Upholding the contentions of the National Broadcasting Company and one of its largest advertisers, the Texas Company, and the rulings of lower courts, the United States Supreme Court this week held that the Uproar Company, of Boston, was not entitled to damages against the two defendants.

The effect of the decision was to sustain the principle that publication of radio scripts is limited by provisions of contracts between sponsors and broadcast entertainers. In the case at issue, NBC and the sponsor had refused to permit the Uproar Company to publish scripts from Ed Wynn programs.

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## JAPAN GRANTS SUBSIDY FOR TELEVISION EXPERIMENTS

Alert to the experiments being conducted in the field of television by public and private agencies in the United States and Europe, Japan has instituted a visual broadcasting research department of its own.

The Japanese Government, through the government-controlled Broadcasting Corporation of Japan, has granted a subsidy of 300,000 yen for television development during the fiscal year April 1, 1936, to March 31, 1937, according to U. S. Assistant Trade Commissioner Carl H. Boehringer, of Tokyo.

The Hamamatsu Polytechnical College located in Shizuoka Prefecture, was the first entity in Japan to take up television research. The studies, under the direction of Dr. K. Takayanagi, were commenced in 1925 and in 1927 the school carried out the first transmitting and receiving tests made in Japan. Image transmission was accomplished by means of an extreme illumination system employing a Nipkow plate having 40 scanning lines, while the Braun tube was used for receiving.

Television research work was later instituted by a number of official and private agencies, including Waseda University, the Electro-Technical Laboratory of the Ministry of Communications, the technical laboratory of the Japan Broadcasting Association, and the Tokyo Electric Light Company, Ltd.

In 1933 the Japanese Society for the Study of Television was organized by 15 students of television as a nucleus. The society has for its object the exchange of technical knowledge, the mutual agreement on matters concerning control, and the study of technical problems among members as well as the deliberation over domestic and foreign problems submitted to it. Further, the society endeavors to propagate general knowledge concerning television and its application, as well as to promote the development of business and undertakings having relations with television. Since its formation, the society has held occasional meetings besides holding lecture meetings and publishing annual reports.

Opinions as to when television in Japan will pass from the experimental to the practical stage vary, as might be expected. Dr. Takayanagi, whose work is outstanding, is of the opinion that, from a technical standpoint, it will be possible to start broadcasts before the end of 1936. He says that the major problem now is to get responsible firms interested in making receiving sets so that they will be within range of the public. Receiving sets of the type he has designed he feels should be manufactured to retail at 700 yen per set. Incidentally, Dr. Takayanagi's system of transmitting produces 245 lines, 60 frames per second.

According to Dr. Takayanagi, his aim has been the reduction of the number of lines in order to reduce the cost of

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transmitting and receiving. It is not known if his statement is correct in the light of television by the end of 1936, the official in charge of broadcasts at the Japan Broadcasting Corporation (Mr. Masayasu Oyama, graduate of Pratt Institute, Brooklyn) does not evidence the same optimism. It is believed that much of the 300,000 yen which the Japan Broadcasting Corp. will have available during the 1937-37 fiscal year will be spent for the purchase or building of a powerful transmitter, use being made of Dr. Takayanagi's experiments and inventions as well as of all other significant local and foreign developments.

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#### PAYNE PUTS RADIO ADDRESSES INTO NEW BOOK

George Henry Payne, editor and writer and now the most prolific of the Federal Communications Commissioners, has incorporated his addresses on timely radio subjects in a book under the title "The Fourth Estate and Radio and Other Addresses" (The Microphone Press, Boston, \$1).

Most of the addresses were delivered to groups of university students last Fall and Winter, and some of them are highly critical of past Commission policies.

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#### NBC LOSES IN \$115,000 "AUNT JEMIMA" SUIT

The National Broadcasting Company, General Foods, Inc., and Log Cabin Products, Inc., lost a \$115,000 verdict to Tess Gardella - the "Aunt Jemima" of stage and radio - in the Federal Court at Brooklyn May 7th.

Miss Gardella charged other entertainers had been hired to broadcast her songs and use her name in programs carried over the network. The jury reached its decision after listening to phonograph records of songs sung by Miss Gardella and then by her imitators.

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ACTION AND APPLICATIONS RECEIVED BY FCC

Applications Granted

May 5 - WOV, International Broadcasting Corp., New York, N. Y., authority to install new automatic frequency control equipment; W6XKG, Ben S. McGlashan, Los Angeles, Cal., CP to make changes in equipment and increase power from 100 watts to 1 KW; W4XBZ, Radio Station WSOC, Inc., Portable-Mobile (Charlotte, N.C.), license to cover CP (Broadcast pickup station) freqs. 31100, 34600, 37600 and 40600 kc. 7 watts; KNED, Carter Publications, Inc., Portable-Mobile (Fort Worth, Tex.), license to cover CP (Temp. Brdcst. pickup), freqs. 1606, 2020, 2102 and 2760 kc., 50 watts; KABB, Don Lee Brdcstg. System, Portable-Mobile (San Francisco), license to cover CP for new broadcast pickup station, freqs. 1646, 2090, 2190 and 2830 kc., 100 watts; WLOXCT, Shepard Brdcstg. Serv. Inc., Portable-Mobile (Boston, Mass.), license to cover CP authorizing changes in equipment and increase power from 2 watts to 100 watts; W8XEO, Harold F. Gross, etc. d/b as Capital City Broadcasting Co., Portable-Mobile (Lansing, Mich.), license to cover CP for broadcast pickup station, freqs. 31100, 34600, 37600 and 40600 kc., 15 watts; W3XER, Philco Radio & Television Corp., Philadelphia, Pa., license to cover CP for new special Exp. station to be used for experimental transmission of the associated synchronized sound of visual broadcast station, freqs. 42000-56000 kc. and 60000-86000 kc., 250 watts.

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May 6, WAAB, Bay State Broadcasting Corp., Boston, Mass., granted petition asking Commission to accept and file its answer as respondent in re application of Debs Memorial Radio Fund, Inc. and to participate in hearing of the Brooklyn cases scheduled for May 18, 1936; WVFW, Brooklyn, N. Y., Paramount Broadcasting Corp., overruled demurer to Notice of Appearance and Statement of Facts to be proved by Brooklyn Broadcasting Corp. (WBBC) at hearing of Brooklyn cases.

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New, Edwin H. Armstrong, New York City, application received for C.P. for a general experimental station on 41600, 86500, 111000 kilocycles, 40 kilowatts; WOL, American Broadcasting Company, Washington, D. C., application received for construction permit to erect a vertical antenna and move transmitter and studio from 1111 H St., N.W., to 1627 K St., N.W., Washington.

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## RADIO TESTED FOR DIRECTING TOWBOATS

The beginning of experimental tests, looking toward the establishing of a new radio service by which the operations of towboats may be directed from the offices of the owners, was disclosed this week by the Radiomarine Corporation of America.

The radio company has equipped the towboat "Alice M. Moran", of the Moran Towing and Transportation Co. with a special receiver for the reception of voice messages from a transmitter located in the RCA marine equipment laboratory at 75 Varick Street. Preliminary tests have already demonstrated that such a service would be entirely successful, the tug having had uniformly good reception of signals at such widely separated points as Perth Amboy, N. J., and Yonkers and Whitestone, N. Y. Even the East River bridges do not interfere with continuous communication as the towboat makes her appointed schedules in New York waters.

The tests are being conducted on a wavelength of about eleven meters. This is at the "long" end of the ultra-short wave band. The receiver is adapted specially to this service, and incorporates fixed tuning and automatic noise suppression, which makes it virtually silent in operation until it picks up the carrier wave from the short transmitter. The receiver is installed in the pilot house, and operated from a six volt storage battery.

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## REFRIGERATORS NOSE OUT RADIOS IN ELECTRICAL TRADE

Radio was displaced last year by the electric refrigerator as the leading electric appliance in aggregate value of sales, a survey conducted by Dr. Warren M. Persons, economist, for the Temperature Research Foundation of Kelvinator Corp. showed this week.

Dr. Persons, a former professor at Harvard University, studied the radio industry as part of a survey of electric refrigeration and its relation to other electrically-operated appliances. His findings were published by The Temperature Research Foundation of Kelvinator Corporation in a brochure entitled "An Economist's Appraisal of Domestic Electric Refrigeration". Dr. Persons is a member of the Foundations's Advisory Committee.

Together with electric refrigeration, Dr. Persons declared, radio during the past few years "set new high records". Last year it accounted for 35 percent of the aggregate sales of electrical appliances, the economist said. This, he declared, was exceeded only by electric refrigeration, which accounted for 38 percent.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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No. 927

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May 12, 1936.

## AUTOMATIC RADIO PHONE DEvised FOR AID OF MOTORISTS

The day when a busy executive, or housewife, for that matter, can save time by making telephone calls while riding downtown in automobiles is not far off.

While the two-telephone, operating on short-waves, is already being used in police patrol cars in this country, it has not yet been adapted for connection with telephone exchanges. Such a phone, called an "Automatic Radio-Telephone", has been developed in Rome, Italy, however, and is proving its practicability. A description of it has just reached the Department of Commerce from Trade Commissioner Malcolm P. Hooper, stationed in Rome.

"The 'Automatic Radio-telephone'", he reports, "undertakes to provide a portable communication plant of the size and weight practical for simple installation in conveyances such as automobiles, trains and boats. It is even claimed that the system may ultimately be adopted on a much reduced scale to a 'pocket-edition' though this is beyond our ken.

"Dr. Domenico Mastini, the inventor of this radio-telephone, points out that his machine will at this stage of perfection, within certain limits, serve in the same capacity as the usual automatic telephone apparatus - but with the additional facility of overcoming the latter's limitations, which as he expresses it 'can only be moved within the confines of a few meters of cord or always within the confines of the building by means of additional plugs'. Dr. Mastini has demonstrated to others that his machine can be carried by the user to his automobile and by substituting wireless-waves for the connecting cords, produce a two-way communication up to a present maximum distance of 100 kilometers.

"It is stated that Dr. Mastini has solved the problem of maintaining a radioelectrical connection between a portable automatic telephone and a fixed plant - making it possible 'to be called' while traveling in an automobile or any other conveyance, and in turn 'to call' home or office at a distance up to 100 kilometers.

"The system, as described by Dr. Mastini, consists of a fixed station, as in the home, and a traveling station in the automobile, between which a 2-way conversation may be readily established from either end.

"Before speaking with another subscriber, who may also be in an automobile, a certain amount of maneuvering will be necessary in order to obtain the required connection; and more

precisely, the fixed apparatus at home must automatically perform what the subscriber would do if he were there. Hence the necessity of a bilateral control by means of wireless waves: the portable apparatus must be able to control the fixed one in such a way, for example, as to be able to make it form the required number; the fixed apparatus must be able to call the portable one when another subscriber wishes to have the communication. The technical requirements to be attained present two specially delicate points: In the first place, whoever is using his telephone in the automobile must be able to do so as easily as if he were at home, avoiding special and complicated contrivances, which could not be acceptable to the public; in the second place, the working of the fixed apparatus with the telephone exchange must not differ from an ordinary automatic telephone, and therefore not require any alterations to be made to the exchange, this being of vital importance to ensure the rapid application and spreading of the portable wireless telephone.

"In these essentials, the problem has been resolved for the first time by Dr. Mastini, while all previous foreign systems demanded certain modifications to be made, which were precisely those necessary to avoid. The Mastini combined wireless telephone utilises perfectly normal radiotechnical means in general use transmitting and receiving station. To these is added a number of relays, which make it possible for conversations to pass automatically from the wireless to the ordinary telephone and vice versa. The novelty of Mastini's system consists essentially in the original and irreplaceable coupling of these relays with their respective wireless contrivances.

"The cost of the future portable automatic telephone apparatus can therefore be easily estimated: it will be that of the ordinary bilateral radiotelephonic apparatus, to which must be added a few dollars for the relays and some slight adjustments. The wireless waves used are very short, so that within a given scale, a good number of subscribers can find room. It will be understood that the use of the automatic radiotelephone will not be limited to subscribers only, as the apparatus can also be applied to trams and motorbuses. This application has already been foreseen immediately after the excellent results obtained with experimental models at the recent Exhibition of Inventions. Great advantages from this will accrue also to inland navigation and to isolated localities very distant from populated centres, where only one house or refuge may exist, and connection with which by means of ordinary telephone lines to the nearest exchange would mean heavy expenditure, while this can be avoided by the use of directed wireless waves.

"To sum up, the Mastine combination of fixed and movable telephone apparatus makes it possible to (1) carry on a normal conversation with any person connected with the town or country telephone exchange; (2) Receive any telephone call whatsoever when in one's automobile; (3) Call another telephone subscriber at will, following exactly the same instructions when moving as when stationary (lifting the receiver and forming the number); (4) and converse from one's automobile with house or office.

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"Finally, to describe the working of this system. A subscriber calls the owner of the movable automatic apparatus by dialing in the usual way. Soon, the fixed apparatus at the house of the person called, by means of a thermal relay, puts into action the respective radio-transmitting station and sends the call of the town line to the modulating current of the one transmitting. If for any reason whatsoever, the call is disconnected, everything returns to normal.

"The radio-station receiving the moving call, by means of the modulated wave, sounds the calling signal; the user in the automobile lifts the receiver, thus putting in function the movable transmitter; his own wireless wave puts in action a special relay of the stationary apparatus thus occupying the line (in this way the town signal is blocked) and keeps in function the fixed transmitter, which otherwise would have stopped with the ending of the call. Afterward, the conversation can continue in the usual way.

"As soon as the user in the automobile replaces the receiver, the movable transmitter becomes disconnected; thereupon ceases the emission of the wireless wave and with it the working of the fixed transmitter. Inversely, if the proprietor of the portable automatic telephone, wishes to call any subscriber on the town line, he must, as already explained, go through the same process as in the case of an ordinary apparatus; that is: to lift the receiver, form the number on the dial, after which everything proceeds in the ordinary way; he will hear the signal of engaged or free, and in the latter case, directly the person called lifts his own receiver, conversation can be carried on in the usual way.

"It is understood that the system can also be applied in the case of exchanges worked by hand and not automatic; further, it is possible to unite in one combination only, the special apparatus for radio telephoning and the ordinary wireless set; this would apply equally to the automobile, the house and the office.

"The Mastini automatic radio-telephone is a brilliant example of the most recent progress in telephonic communication, that is, the liberation from the drawbacks of a fixed installation. The portable automatic apparatus, whether in the automobile or in the pocket, will play a large part in the life of the up-to-date man, perhaps equal in importance to the introduction of the ordinary fixed telephone in the past."

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RAYBURN OFFERS COMMUNICATIONS ACT AMENDMENTS

Amendments to the Communications Act of 1934 were introduced late last week in the House of Representatives by Chairman Rayburn, of the House Interstate and Foreign Commerce Committee, and immediately referred to his Committee.

The first measure makes certain exemptions from the provision in Section 318 that the actual operation of all transmitting apparatus in any radio stations shall be carried on only by the holder of an operator's license.

The proviso authorizes the Federal Communications Commission to waive this requirement for any station except: (1) stations for which licensed operators are required by international agreement; (2) stations for which licensed operators are required for safety purposes; (3) stations engaged in broadcasting; and (4) stations operated on frequencies below 30,000 kc.

The second bill seeks to amend Sections 210 and 602(b) relating to the issuing of franks and the rendering of free service by carriers.

Under the first paragraph of the amendment it is declared unlawful for any carrier "to issue or honor any frank or to render any free interstate or foreign service, whether performed through physical connection or otherwise except in connection with situations involving the safety of life or property" et cetera.

The second paragraph states that "nothing in this Act . . . shall be construed to prohibit common carriers from rendering to any agency of the government free service in connection with the preparation for the national defense."

Section 602 (b) is amended so as to repeal the provisions of the Interstate Commerce Act, as amended, insofar as they relate to communications by wire or wireless, or to telegraph, telephone, or cable companies operating by wire or wireless".

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Some years ago broadcasting engineers in Germany announced that they had solved the problem of disseminating smells by wireless. On the day of the first transmission, German listeners raised their noses before their loudspeakers in pleasurable anticipation. They smelt in vain. The day for the inaugural transmission had been fixed as April 1st last.

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## RADIO DEVICE USED IN WEATHER BALLOON 16 MILES UP

Radio will soon enable meteorological experts to make weather forecasts several days in advance. A balloon devised by Bureau of Standards scientists recently ascended 16 miles above the earth and automatically radioed back data on temperature, pressure, and humidity.

"Today's experience with the sounding balloon soon may become an everyday practice which will greatly improve the accuracy of weather forecasts", Willis R. Gregg, Chief of the Weather Bureau, Washington, D. C., said.

"It is within reason to hope that in the future we may be able to forecast weather conditions three or four days in advance of actual occurrence instead of from one and a half days as at present."

The upper air data obtained by such sounding balloons may make it possible to evacuate homes in advance of hurricanes and tornadoes which have frequently taken heavy toll of life because residents could not be warned promptly enough, it was said.

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## RADIO REPRESENTED AT PRESIDENTIAL DINNER

There was quite a sprinkling of those representing the radio industry at the dinner given to President Roosevelt at the National Press Club in Washington last Saturday night. These included:

Kenneth H. Berkeley, Manager Station WRC, Washington; Harry C. Butcher, Vice-President, Columbia Broadcasting System, Washington; Louis G. Caldwell, former General Counsel, Federal Radio Commission; Vincent F. Callahan, Vice-President, NBC, Washington; Senator Arthur Capper, of Kansas, owner of Station WIBW at Topeka; Bond P. Geddes, Executive Vice-President, Radio Manufacturers' Association, Washington; F. P. Guthrie, Manager, R.C.A. Communications, Inc., Washington; L. M. Lamm, radio writer; Horace L. Lohnes, radio counsel; George Henry Payne, Federal Communications Commissioner; Frank M. Pussell, Vice-President, NBC, Washington; Oswald F. Schuette, and Sol Taishoff, editor, Broadcasting magazine.

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## SINCLAIR LEWIS CHANGES HIS MIND ABOUT RADIO

Sinclair Lewis apparently has changed his mind about radio and its effect upon the sale of books. This week in New York, in an address to the American Booksellers' Association, he declared that no form of radio broadcasting, or television, will ever threaten the demand for good books.

Only last Winter, writing in the Yale Literary Magazine, he blamed radio for the slump in book sales.

"Many novels which 15 years ago would have sold 50,000 copies sold only 10,000 copies in 1935", he wrote at that time. "One might almost declare that books do not sell any more in this country. The movie, automobile, road-house, and most of all, the radio, are enemies of magazine-reading, book-reading, and of book-buying."

Speaking to the American Book-sellers' Association, he was quoted as saying:

"I do not believe that anything will altogether supplant the old-fashioned printed book, which has changed so very little since Gutenberg finished printing the first book, a Bible, back in 1455. I do not believe that any nimble television apparatus, any series of phonograph records, any ingenious microscopic gadget whereby you can carry the entire works of Balzac, in your cigarette case, will ever take the place of books, just as we know them.

"It is obvious that people listen to the radio and go to the motion pictures instead of reading books, but there are plenty of other Cossacks on our trail, the automobile, the bridge table and night clubs.

"I do not believe that the public will always be completely satisfied with the glaring screen, or that they will forever prefer the unctuous verbal caresses of radio announcers to the many-colored pages of Dickens. I do not think that Hollywood can remain forever the New Jerusalem. There may be new gods, but I think most of you will say with me, 'as for me and my house, we shall serve the Lord in books.'"

It is recalled that Booth Tarkington, an older novelist than Lewis, recently stated in an interview that radio will soon end the habit of reading and the writing of novels.

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## OSCILLATOR OPENS NEW AREAS IN SPECTRUM

A radically new type of radio oscillator which produces powerful radio waves of meter length and opens new areas of the radio spectrum for practical services was described and demonstrated in Cleveland May 11th before the convention of the Institute of Radio Engineers by P. D. Zottu of the RCA Tube Research and Development Laboratory at Harrison, N. J.

With a laboratory model of the new "multitube" oscillator, Mr. Zottu produced 80 watts of power on a wavelength of 120 centimeters with eight commercially available tubes. It was pointed out that this device did not take advantage of all the possibilities of the new method, but rather demonstrated how power might be increased by simply adding radio tubes until the amount of power required for a given purpose had been reached. Although eight tubes were employed in the equipment shown, the design is such that twenty or more might be used if desired.

The chief novelty of the new oscillator is in that it permits the use of tubes in parallel without "adding up" their internal capacity, which to now has been the limiting factor in generating power on such short waves. In microwave circuits, the internal capacity of the tube, governed by the size of the tube's elements, is a definite part of the tuning circuit. The smaller the elements can be kept, therefore, the shorter the wavelengths on which the tube may be effectively employed. But the problem has been complicated by the fact that production of greater power necessitated large tube elements to dissipate the increased heat. Engineers have been experimenting for some time, in search of the tube design which would best reconcile the two opposing factors. Up to now efforts to employ tubes in multiple have met the same difficulty that beset attempts to increase the power of a single tube and also have faced additional difficulties. Additional tubes meant more internal capacity, and increased capacity lessened the efficiency of the tube on the desired wavelength.

The new multiple oscillator employs standard tubes of conventional design. The tuning circuit between the grid and plate of each tube is like a miniature horseshoe. The eight tubes used are disposed radially around a common "tank" circuit, and connected to it by electrical means which permits each tube to contribute its utmost power without appreciably influencing the tuning of the main circuit. Thus, if one tube will produce ten watts, ten will generate 100 watts, and so on in arithmetical progression. It is believed that this is the first time that more than two tubes have been used together as oscillators at such short wavelengths with directly proportional increase in power. Moreover the separate units can be replaced without shutting down the oscillator.

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Quite as striking as the simplicity of the arrangement is the feature of "electrical policing" by which the community of tubes keeps each individual member in exact tune with all the others. If one tube should have a tendency to stray from the wave to which it has been tuned, all the others, acting through the common "tank" circuit, pull it back. This is regarded as an important advantage in any possible commercial application as a transmitter, since crystal control, which is so effective on short waves and in the broadcast band, does not lend itself readily to micro-wave work. Hence, as engineering goes further down into the "cellar" of radio wavelengths, keeping those waves steady is a definite problem in the research. The "policing" characteristic of the multitube oscillator will, it is believed, measurably assist this phase of the work.

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#### EARLY NAMING OF NAB COPYRIGHT DIRECTOR SEEN

Announcement of the selection of a Director of the Copyright Bureau being organized by the National Association of Broadcasters is expected momentarily. James W. Baldwin, Managing Director of the NAB, has been in New York City for the last few days interviewing prospects and arranging for the formation of the bureau.

While the building up of the Bureau will take several years, work will start at once on the preparation of the contemplated title index.

One of the first steps will be to put a crew of clerks at work compiling a catalogue of all musical numbers used by network key stations in 1935. A research staff shortly will be assigned to the offices of the American Society of Authors, Composers and Publishers to gather information necessary for the founding of the Bureau.

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The Federal Communications Commission this week issued a list of alterations and corrections to the FCC roster of radio broadcast stations of the United States as of January 1, 1936. The corrections cover the changes for the month of April.

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## HARRIS FAILED TO OFFER PRESS-RADIO PLAN

The following editorial appeared in the current issue of Newsdom, publishers' organ:

"The Press-Radio Bureau will be continued for another year without any apparent change in its method of operation.

"At the recent convention of the American Newspaper Publishers' Association, E. H. Harris, Chairman of the organization's Radio Committee, failed to mention any new plan to achieve a more satisfactory handling of news on the air.

"A few months ago Mr. Harris predicted that a new plan was being considered. At that time we suggested that the only feasible plan would be to junk the moribund Press-Radio Bureau. Apparently the time is not ripe for junking it.

"Mr. Harris did make it a point, however, to utter his disapproval of independent news agencies which sell news items to advertisers for broadcasting purposes. He toned down his attack somewhat by omitting any mention of boycotting these agencies.

"We can only repeat that the sale of news by independent news agencies can in no way retard the growth of that hardy perennial, the freedom of the press. It may hurt one particular group which cannot take advantage of such a sale, but it will never force the independent agencies into the arms of the government or the advertisers, as Mr. Harris suggests."

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## BRIEF TALKS BEST, CBS ANALYST FINDS

To catch and hold the greatest number of listeners, a radio talk should be worded simply, phrased clearly and delivered intimately, says E. R. Murrow, Director of Talks of the Columbia Broadcasting System.

"After all", he reminds us, "every radio speaker is a guest in somebody's house." Therefore, he concludes, microphone talks should be conversational, not oratorical, and should come from the quiet intimacy of a broadcasting studio rather than from a public hall.

Mr. Murrow believes the most frequent mistakes of novices are (1) their desire to be heard from noisy public gatherings, and (2) a tendency to talk too long. He came to this conclusion after surveying the audience response to a record number of talks, on a wide variety of topics, broadcast by CBS in 1936 to date.

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## SIX MONTHS' CELEBRATION TO MARK NBC ANNIVERSARY

The Tenth Anniversary of the National Broadcasting Company will be celebrated over NBC Red and Blue networks this Summer and Fall with a six months' period of special broadcasts, it was announced May 11th by Lenox R. Lohr, President of NBC.

Programs from every corner of the globe, prepared with the cooperation of foreign broadcasting companies as well as by NBC's own personnel from coast to coast and the 97 affiliated NBC stations, will be presented weekly throughout the anniversary celebration. The period of celebration will commence on May 18 and will reach its climax on November 15, just ten years after NBC's first program on November 15, 1926.

Famous artists, many of them stars of opera, stage and screen, conductors of world famous symphony orchestras and dance bands and a host of other celebrities who have "grown up" with the world's oldest radio network will participate in these anniversary programs. Marvels of radio engineering will be demonstrated by NBC's engineering department.

The National Broadcasting Company was incorporated on November 1, 1926. Its first broadcast, over a network of 23 stations reaching from Boston to Kansas City, lasted four hours.

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MUTUAL APRIL BILLING IS \$139,934.34

The Mutual Broadcasting System's total billings for the month of April, 1936, were \$139,934.34, it was announced this week. This billing includes the billing of basic and associated stations. Formerly Mutual only announced the billings of the basic stations.

Mutual's March billing for basic and associated stations totalled \$191,482.73. The figure released totalling only the basic stations was \$173,117.73. Hereafter, Mutual will announce a combined figure for basic and associated stations' billing each month.

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William B. Gellatly was appointed Sales Manager of WOR, Newark, on May 11th. Engaged as a member of the WOR sales staff last September, Gellatly has been in the advertising business for the past 16 years serving in various capacities. Before joining WOR he was a member of the sales staff of the Columbia Broadcasting System and has been advertising sales representative for the New York American, the Herald-Examiner of Chicago and the New York Herald Tribune.

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## PUBLIC INTEREST GREAT IN GERMAN TELEVISION

The German Post Office's two-way telephone-television service between Berlin and Leipzig (roughly 100 miles) is attracting considerable public interest, according to a report to the U. S. Department of Commerce. This is the first service of its kind in the world. It will remain open during the Leipzig Spring Fair.

At present, seeing by telephone in Germany is limited to persons who go to public offices, two of which have been opened in each town. In Berlin these are situated at the Potsdamerplatz and at a busy corner in the West End. In Leipzig one is at the Fair and the other in the central Post Office. A three-minute communication costs 3 marks 50 pfennigs, which includes notification of a specified person in the town at the other end of the line.

The quality of the picture is remarkable; the 180-line definition and 25 frames a second are ample to produce the head-and-shoulder image of a person in all details, and the effect is comparable to a small-size projection of a sub-standard film. The cabins have been fitted with comfortable armchairs, and it is of importance for each person to be exactly in focus. This is obtained by comfortably leaning back in the chair and resting one's head on the cushion; the attendant can then lower or raise the chair at will to bring the person's head into line with the scanning apparatus. The image of the correspondent in the other town appears above the bright light of the scanner, but this is not disturbing. The hands of a wrist-watch can be recognized, and even the ring on the hand holding the telephone receiver.

Mechanical scanning is used throughout. The apparatus employed in Berlin was constructed by the German Post Office Laboratory, and that used in Leipzig was supplied by the Fernseh-Aktiengesellschaft, of which Baird Television, Ltd. in London hold a quarter of the shares.

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## ROBOT PILOT FOLLOWS RADIO CURVE TO GROUND

Development of a robot pilot, which not only stabilizes airplanes in flight but lands them without the aid of a human operator, was announced in Chicago last week by J. R. Cunningham, Superintendent of Communications for United States Air Lines. The landing is done by means of a curved radio "glide path" beam which guides the planes in safe and precise descents regardless of clouds or fogs.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

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## CENSUS BUREAU RELEASES FIRST REPORT ON BROADCASTING

Constituting the first census data ever made public by the Commerce Department on the business of broadcasting, the Bureau of the Census on May 15th issued an analysis of the revenue of radio stations in New England. Similar reports on other sections of the country will appear in the next few months.

While the initial report is sectional in character, it provides an excellent cross-section of the broadcasting business as a whole.

Total receipts of the 36 broadcast stations in New England, from the sale of radio time during 1935, amounted to \$3,664,687, the report issued by William L. Austin, Director of the Census Bureau, stated.

Although the report is called "preliminary" because it is not in as great detail as will be contained in subsequent final reports, it includes all broadcast stations in the New England States, of which there are 14 in Massachusetts, 6 in Connecticut, 5 in Maine, 5 in Vermont, 3 in Rhode Island and 3 in New Hampshire. Two stations which did not carry advertising are not included, and two stations in Massachusetts which are synchronized are counted by the Census Bureau as one, accounting for all of the 39 stations licensed to operate in New England.

Approximately one-half of their revenue (50.58%) was derived from local advertisers, and about one-sixth (17.55%) from national and regional advertisers who purchased time directly from the stations. The remainder (31.87%) was received by the stations from national and regional networks as payment for network commercial programs carried by the stations.

Revenue as reported here is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts.

Massachusetts leads the other New England States in all three classifications, with total revenue of \$2,184,112, of which \$1,187,284 was local advertising. Connecticut is second with \$592,304 of revenue; Rhode Island is third and Maine fourth. To avoid revelation of the individual operations of any station or single ownership, the report combines the figures for Rhode Island and New Hampshire.

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All figures of individual concerns are confidential and are carefully guarded by law and by elaborate precautions within the Bureau of the Census. Names are never shown in Census reports, and tabulations are arranged in such manner as not to disclose any company's figures.

The 36 New England stations employed a total of 727 persons (monthly average) with an annual pay roll in 1935 of \$1,365,856. Practically all of the pay roll is for full-time employees. There is relatively little seasonal fluctuation in employment. Lowest employment was in February (676) and the highest was in December. For stations that were in operation in both February and December the latter figure was 745. During the last six months, three new stations started operations, adding 41 employees to the December total.

During a representative week used for more detailed analysis of employment and pay-rolls, when a total of 776 employees (full-time and part-time) is shown, only one-sixth (16.3%) are reported on a part-time basis, and their pay roll is 6.8 per cent of the total. The remainder are full-time employees of the stations.

Station talent, which is further divided into artists and announcers, accounts for 33.2 percent of total employment and 26.7 percent of total pay roll. Stations technicians, the second largest group, account for 22.9 percent of employment and 20.6 percent of pay roll during the representative week which is analyzed in detail. Other employment classifications shown in the report include executives, supervisors, office and clerical, and employees not otherwise classified.

Of the total analyzed 613 (or 79 percent) are men, and 163 are women.

The Census Bureau pointed out that employment and pay rolls as reported by the broadcast stations do not include entertainers and other artists employed directly by advertisers, nor those employed directly by radio networks and not a part of station personnel. No figures are available on the former, but the latter will be included in the final summary of broadcasting business in the United States, which will include network staffs as well as station staffs.

The preliminary series of basic facts by States, of which this is the first, will be followed by final reports in booklet form in much greater detail. Wherever revelations can be avoided they will include analyses by counties, cities and towns; kinds of business; sales volume; number of employees; and other classifications. In many kinds of business the data will be compared with similar data from the Business Censuses of 1929 and 1933.

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Because radio broadcast stations are limited in number in most cities, detailed information will be mostly by States and regional divisions. "National spot" and local advertising revenue will be shown in the final reports by the following types of advertising: electrical transcriptions, live talent, records, and spot announcements. Additional information concerning this important field of business will be given in as much detail as possible, limited by the necessity to avoid disclosure of individual station operations.

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#### RADIO MAKES JOB HARDER FOR POLITICIAN, SAYS FARLEY

With public office seekers, large and small, doing most of their campaigning by radio, the statement of James A. Farley, Chairman of the Democratic National Committee, during a forum conducted recently by Boake Carter over the Columbia Broadcasting System, is significant.

"In my opinion", said Mr. Farley, "radio has increased the woes of political management. But it has helped the cause of good government. Radio has been the biggest factor in making voters independent.

"You can't nominate a myth or a name any longer and get away with it. Let the American people listen to opposing candidates state their own case, and the people will arrive at the right answer."

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#### PHONE HEARING RECESSED AS REPORT IS DRAFTED

The Telephone Division of the Federal Communications Commission this week recessed the hearing in the American Telephone & Telegraph Company case indefinitely as a progress report is being drafted for submission to Congress before adjournment.

The hearings probably will be resumed on June 2nd, when additional data gathered by FCC engineers and accountants will be presented.

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## RADIO USED TO DETECT AUTO TROUBLES

Radio science revealed this week at the meeting of the Institute of Radio Engineers in Cleveland that it has perfected delicate instruments by which the neighborhood garage man can diagnose motor car ills as quickly and accurately as a doctor diagnoses human ailments with such devices as the stethoscope. The new instruments, which measure the compression in an automobile cylinder, the torsional twist of a crankshaft and vibrational effects in mechanical devices of all kinds were the subject of a paper presented by H. J. Schrader of the RCA Laboratories at Camden, N. J.

The heart of the apparatus is a device which makes use of different crystals to detect different mechanical effects. Quartz crystals are employed to record pressure and Rochelle salts are used to measure vibration. In the new application, the crystals are indifferent to sounds, which is of enormous advantage in tracing a vibration, for example, to the exact location in a machine at which it is occurring. The tiny currents generated in the pick-up devices as a result of the effects they are measuring are connected to an oscillograph, in combination with a new type of alternator. In the oscillograph an electron beam paints on a fluorescent screen a picture of what the crystal "feels", and in these visible wave-forms the automobile mechanic may read the nature of the trouble he seeks.

Employing radio and electronic principles, the apparatus simplifies to a marked degree many measurements previously solved by purely mechanical testing equipment, much of which is so cumbersome and complicated that it is limited to laboratory service. The new electrical equipment, in contrast, holds possibility of becoming a practical and highly useful tool in service stations throughout the country.

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## HEARST DOES ANOTHER ABOUT FACE ON RADIO NEWS

Changing his mind again, William Randolph Hearst this week ordered radio columns restored to all of his 38 newspapers but with the reservation that the columnists were to confine their writings to spot news and to reviews and to keep the columns within a half-column. The ban, which was ordered about two months ago, had been lifted on several of the larger Hearst papers previously.

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## RADIO AD GAINS POINT WAY TO INDUSTRIAL RECOVERY

With broadcast advertising showing a gain of 11.4 per cent for the first quarter of 1936, as compared with the corresponding period for 1935, radio is believed to be an indicator that industry is well on the way to recovery.

Figures released this week by the National Association of Broadcasters disclose that total broadcast advertising for the quarter amounted to \$25,509,364.

"Indications point to the beginning of the stabilization of radio advertising at a post-depression level, in that the aforementioned growth in volume is comparable to one of 19.6% for the first quarter of the preceding year as against the corresponding three months of 1934".the NAB stated

"Principal gains during the period under consideration occurred in the regional network and national non-network fields, in keeping with the trends in evidence during the major portion of the past year. National network and local broadcast advertising gained but slightly over the corresponding months of 1935.

"Radio continued to show the greatest rate of increase among major media, though it was surpassed with national farm papers, whose volume rose 37.0% as compared to the corresponding period of 1935.

"Regional stations showed the greatest gains in non-network volume, reflecting the rise in national non-network business. The South and MiddleWest continued to experience the most pronounced rise in non-network advertising.

"Electrical transcriptions led the field as far as type of rendition was concerned. This was true in both national non-network and local broadcast advertising. Live talent volume gained, while record and announcement business declined as compared to the corresponding quarter of the previous year.

"Accessory and gasoline, beverage and tobacco advertising experienced important increases in the national network field. A rise of 117.9% in the miscellaneous classification indicated a continued trend toward more diversified use of network advertising. Drug advertising declined 31.7% as a result of network policies in this field, while confectionery and household equipment advertising also declined materially.

"Gains were general in the regional network field, with drug, food, beverage, tobacco and soap and kitchen supply advertising showing the most important increases. Gains likewise were general in the national non-network field, with automotive, food, beverage and tobacco volume experiencing the most significant rise. Local broadcast advertising showed confused tendencies, with automotive volume leading the increases and drug advertising showing the most important decline.

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WEEI FILES APPLICATION TO ASSIGN LICENSE TO CBS

Consent to the assignment of the license of Station WEEI, of Boston, Mass., was requested in an application filed today (May 15) with the Federal Communications Commission by The Edison Electric Illuminating Company of Boston and WEEI Broadcasting Corporation, a wholly owned subsidiary of Columbia Broadcasting System, Inc. The application was filed pursuant to an agreement between The Edison Company and Columbia dated April 2, 1936, providing for the leasing of the station by Columbia, or one of its subsidiaries, and which has been assigned by Columbia to WEEI Broadcasting Corporation for the purpose of carrying out this agreement.

The lease agreement provides for the leasing of the transmitter equipment, including the land and structures at Weymouth, Mass., all broadcasting and studio equipment and the broadcasting business of The Edison Company for a period ending April 1, 1943, at a rent of \$18,250. per month. The lease agreement also grants to Columbia the right to purchase Station WEEI upon the same terms and conditions which are offered to The Edison Company by any other party and which The Edison Company may be willing to accept. Similar provisions extending to Columbia the right to renew the lease or enter into an affiliate arrangement with Station WEEI at the end of the lease period are also included.

The contract also recognizes the possibility of technical developments and changes in the present plan of broadcast allocation by providing that both parties will cooperate in securing promptly the approval of the Federal Communications Commission to the installation of a 5,000 watt transmitter, the cost of which, including land, buildings, towers and equipment, is to be paid by The Edison Company up to \$150,000. The lease provides that the present 1,000 watt transmitter is to be retained for use as an auxiliary transmitter as long as Columbia desires, and the lease also contemplates the installation of additional new equipment for the improvement and betterment of the station during the term of the lease.

Arrangements have also been completed whereby Columbia will occupy space in the Edison Building on Tremont Street, facing the Boston Common, for use as studios and offices for the station and as the Boston headquarters for the network.

It is expected that Station WEEI will replace Station WNAC as the basic Columbia outlet in Boston by January 1, 1937.

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## FCC MAKES CHANGES IN HIGH FREQUENCY ALLOCATIONS

Bringing its regulations up to date with current practices in anticipation of the broad engineering hearing set for June 15, the Federal Communications Commission this week reallocated some of the channels in the high-frequency radio bands. The changes, while minor in character in comparison with the reallocations which are expected to follow the June meeting, make available additional channels for broadcasting, inter-city police communication services, and point-to-point telegraph services.

The revised regulations (amendments to Rule 229), which become effective July 1st, put an end to television experiments in the medium high-frequency bands and open the way for additional experimental stations and assignment of more "apex" stations.

In brief, the new rules provide:

1500 to 1600 kc. band assigned to broadcasting, but no immediate change contemplated in present allocations of "high fidelity broadcasting" stations on the 1530, 1550 and 1570 kc. frequencies on an experimental basis.

Experimental visual broadcasting eliminated in the 2,000 to 3,000 kc. band "on the basis that the consensus of engineering opinion and the inspection of reports submitted by visual broadcast stations reveal that these frequencies are not particularly suited for television" nor that they ever will be.

Eleven television stations in this band will be assigned to ultra-high frequency channels following the June 15th conference.

The band between 25,600 and 26,600 kc. was set aside for international broadcasting pursuant to the terms of the Madrid Telecommunications Convention. Part of this band will be used, however, for ultra-high frequency local broadcasting (apex), but specific frequencies will not be assigned until later.

Four channels between 40,000 and 42,000 kc. were set aside for special experimental broadcasting, particularly frequency modulation experiments such as those contemplated by Maj. Edwin H. Armstrong, who recently filed an application to use 40,000 watts peak power in an experimental station.

Law enforcement officials hailed the assignment of additional channels for inter-city police communications services as a step forward in the move to establish a nation-wide police radio network for the speedy apprehension of criminals, such as kidnappers, who cross State lines.



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The television experiments who will be assigned to ultra-high frequencies, if they justify themselves, are:

John V. L. Hogan, Long Island City, N.Y.; Sparks-Withington Co., Jackson, Mich.; University of Iowa, Iowa City; Kansas City College of Agriculture, Manhattan, Kans.; Pioneer Mercantile Co., Bakersfield, Cal.; NBC portable; NBC, Belmore, N. Y.; NBC, Chicago; First National Television Corp., Kansas City; Purdue University, Lafayette, Ind. and Atlantic Broadcasting Corp. (CBS), New York City.

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#### GERMAN S-W EXPERT COMES OVER ON "HINDENBURG"

A passenger on the initial trip of the "Hindenburg" to the United States was Dr. Kurt von Boeckmann, of Berlin, in charge of short-wave broadcasting of the German radio company. Following a brief visit in New York, he started for Chicago and Los Angeles.

In Washington, Dr. von Boeckmann was the guest at a luncheon given by Hans Luther, the German Ambassador. Others present were Anning S. Prall, Chairman of the Federal Communications Commission; Col. Frank R. Curtis, Harry H. Lyon, Oswald F. Schuette, Robert D. Heinel, and Kurt Sell, Washington representative of the German Broadcasting Company. Colonel Curtis and Mr. Lyon have been conducting experiments in rebroadcasting the German programs in this country.

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#### COPELAND FORECASTS CHANGES IN SEA SAFETY BILL

Announcing that his bill to amend the Communications Act of 1934, relative to the use of radio at sea, would be greatly altered as a result of hearings, Senator Copeland (D.), of New York, on May 13th reintroduced the measure in the Senate.

A report on the measure, together with the amendments, are expected before the end of the month.

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BORAH CANCELS RADIO ADDRESS WHEN HELD TO HALF-HOUR

The refusal of Senator William E. Borah, of Idaho, to go on the air from Newark the night of May 14th over a NBC-WJZ hook-up because the network would allow him only a half-hour, recalls the comment of another Republican leader, Representative Bertrand Snell, of New York, during the recent CBS radio forum.

Asked by Boake Carter, the interviewer, whether "a political speaker who runs over time should be allowed to continue into the time bought by someone else" or whether he should "be cut off at the end of his allotted time".

Snell replied: "He should be made to adjust his speech to the time given him; then, if he is not through, cut him off."

The case of Senator Borah's last address in his presidential campaign was somewhat different, however, in that his time was consumed by an introductory speech made by Representative Hamilton Fish, his Eastern campaign manager.

Network officials thought Borah was to go on the air about 8:30 P.M. Instead Fish talked until 9 P.M., at which time a NBC announcer stated that "due to a change in the order of speakers, we are unable to present Senator Borah because of commercial commitments."

Senator Borah said he had no grievance against the broadcasting company, but that he had declined to have only part of his speech broadcast.

"My speech was to be a long one", he said. "The radio people offered me only thirty minutes. They would have had no beginning and no end of it. If the broadcast cuts off the head and tail of your speech, there is no sense to it."

He said that the broadcasting companies had been very generous to him in the past.

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House action on the Wheeler Bill (S.2243) to abolish the Davis Equalization clause in the Communications Act, is expected May 18th as a result of a favorable report made by the House Committee on Interstate and Foreign Commerce. The measure has passed the Senate.

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::: INDUSTRY NOTES :::  
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Ossola Bros., Inc., Pittsburgh, Pa. has entered into a stipulation with the Federal Trade Commission to stop using the words "Imported from Italy" in advertising its olive oil products over a Pittsburgh station in Italian.

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Radio market review for the Canary Islands has been issued by the Bureau of Foreign and Domestic Commerce and is available at 25 cents a copy.

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Under the title "Broadcasting and the American Public", the Columbia Broadcasting System has issued a brochure carrying pertinent quotations from prominent personages interviewed recently over the network by Boake Carter, news commentator.

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The Daily News Corporation, of St. Paul, Minn., has withdrawn its appeal in the United States Supreme Court of the District of Columbia from a FCC decision granting a construction permit to Edward Hoffman for erection of a new station at St. Paul to operate on 1370 kc.

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The annual award of the Society of Arts and Sciences will be presented to Owen D. Young, Chairman of the National Broadcasting Company's Advisory Council, and Chairman of the Board of General Electric Company, during a broadcast from the Society's 54th annual dinner on May 20th, at 10 P.M., E.D.S.T., over the NBC-Blue network.

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Station WSPD, Toledo, has made application to the Federal Communications Commission for a license to cover construction permit for equipment, changes and increase in power from 1 KW night, 2½ KW day, to 1 KW night, 5 KW day.

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## I. T. &amp; T. CHANGES CAPITAL VALUE OF STOCK

The annual meeting of the International Telephone and Telegraph Corporation was held in Baltimore on Wednesday, May 13th, at which the following Directors were elected: Arthur M. Anderson, Sosthenes Behn, F. Wilder Bellamy, Edwin F. Chinlund, Philip K. Condict, John W. Cutler, Charles E. Dunlap, George H. Gardiner, Allen G. Hoyt, Russell C. Leffingwell, Clarence H. Mackay, John L. Merrill, Walter E. Ogilvie, Henry B. Orde, Samuel G. Ordway, Frank C. Page, Bradley W. Palmer, George E. Pingree, Wolcott H. Pitkin, Lewis J. Proctor, Lansing P. Reed, Gordon Pentschler, and William F. Repp.

Directly following the regular meeting, a special meeting was held at which a proposition to restate the amount of capital represented by each share of stock of the Corporation from \$33-1/3 to \$20 was passed. A resolution authorizing the Corporation to acquire and retire 206,808 shares held by trustees for employees stock purchase plans and 36,698 shares held in the treasury of the Corporation was also adopted. Stockholders at this special meeting also voted to amend the charter of the Corporation so as to provide that any action, including the making of future charter amendments, may be taken by the affirmative vote of the holders of a majority of shares outstanding and entitled to vote.

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## RCA ENGINEER GIVEN LIEBMAN AWARD

The Institute of Radio Engineers announced May 13th at its convention in Cleveland that it had awarded the Morris Liebmann Memorial prize for 1936 to B. J. Thompson, in charge of the Electrical Research Section of the RCA Tube Laboratory at Harrison, N. J. The award was for Mr. Thompson's "contribution to the vacuum tube art in the field of very high frequencies."

From his analysis of the fundamental frequency limitations of the conventional type of tube, Mr. Thompson worked out a new conception of mechanical and electrical design which would permit the operation of tubes at ultra-high frequencies. The "acorn" tube was the result of this research. It extended the useful radio frequency range far beyond previous practical possibilities.

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B.L. CORRECTION

In the account of the dinner given by the Press Club in Washington last Saturday night to President Roosevelt, Vincent Callahan, who was one of the guests, was inadvertently designated as Vice-President of the National Broadcasting Co. Mr. Callahan is Assistant to Mr. Frank M. Russell, Vice-President of the NBC in Washington.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

*ALA  
S. J. Hall*

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No. 929

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J. J. Hall*

May 19, 1936.

## MCDONALD'S ROLE IN GALAPAGOS ISLAND RESCUE RECOUNTED

It is rare when a radio manufacturer has the opportunity for a great romantic adventure, and it is rarer still when that adventure attracts world-wide attention and eventually finds its way into a book.

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago, had such an experience, however, and the story of it was published this month in "Satan Came to Eden", by Dore Strauch (Harper Bros., price \$3.00).

Recounting the rescue of the strange three-some from a Galapagos Island several years ago, the book contains a foreword by Commander McDonald, whose yacht the "Mizpah", was the first to reach the desert isle and from which word of the unique inhabitants flashed over the world to become an international sensation.

When Commander McDonald made the discovery in 1930, Dr. Frederick Ritter, companion of Dore Strauch, was still alive. It is her story of the tragedy that followed, due to the mysterious baroness who had gone to the island with a retinue of young men, as told to Walter Brockmann, that forms the book.

The role that Commander McDonald played in this strange adventure is best shown by the following from his preface to the book:

"While on a cruise to the South Seas on my yacht 'Mizpah' in the winter of 1930, I put in for a day or so at Post Office Bay on the rocky coast of Floreana, or Charles, Island in the Galapagos group. This island, just a few miles south of the equator, was supposed to be uninhabited. The bay was empty. A barrel, which has served this part of the Pacific as an unofficial post-office since early whaling-days, stood on the shore. I had heard of this famous barrel, so went ashore with my guests to investigate. In the barrel we found a note in German directed to the master of any vessel that might anchor. Two people were on the island, we learned from the note. They were short of food and had been forced to move inland for water. One of them was injured. They requested the master to sound his whistle or fire a gun and they would come to the shore. We blew our whistles and sirens, fired our one-pounder, and played our searchlight over the island during that first night, but no one appeared.

"The following morning I organized four searching-parties made up of my guests and ship's officers and started them out in different directions to search the island. One of my searching-parties headed by Baker Brownell of the Northwestern University

faculty, who incidentally was the only man among my guests who knew German, found Dr. Frederick Ritter and Dore Strauch. They were well inland, about an hour's march on a faint trail through the desert brush and over broken lava rock, but had heard our gun and were headed towards the shore. They were dressed in ragged clothes and their shoes were cut to pieces by the rocks. They greeted joyfully the little group headed by Mr. Brownell.

"Mr. Brownell brought them out aboard the yacht. We had a long talk with them and got part of their story. They had come to the island about five months before, well supplied with food, but they had been forced to move inland to the mountains because of the shortage of water. They had left most of their stores in a cache near the beach. These stores had been stolen by men from some vessel, perhaps a fishing-boat. Without medicines or antiseptics, with no guns, very few tools and almost no food, Dr. Ritter and Dore were in a bad way. She had fallen on the sharp lava rocks and had cut her knee to the bone. This almost disabled her. He had injured his arm and side in a fall through the branches of a tree. The red-bearded doctor, about forty years old, and the young and beautiful girl could probably not have kept going much longer. We gave them enough supplies for a year or more - food, medicines, tools, a rifle, pickaxes, shovels, even dynamite, for among our other adventures we had been digging for treasure on Cocos Island; and then we sailed away.

"As we left the island I sent a radiogram from my yacht to Jim Foster of the Associated Press, telling him of our experience. This was the first news that came to civilization from the Galapagos Islands about the Ritters. By giving this first news I unintentionally started the avalanche of publicity that has fallen on the Ritters through the past five years. After weeks of cruising with my six guests, U. J. Herrmann, Charles Hanna, John Lock, Baker Brownell, George Fox, and L. G. Fitzgerald, and the crew of the 'Mizpah' among lonely island of the Caribbean and the tropical Pacific, this seemed a bit of harmless news. Of the public attention that followed and its eventual effect on the Ritters there was no foretelling.

"Then came Dr. Ritter's tragic and still mysterious death and Dore Strauch's return to Germany. I urged her to set down the account of her experiences on the island and her brave life with the man for whom she left home and friends. She has a marvelous story to tell. It is far stranger and more fascinating than many an imagined tale of adventure."

The gratitude which Dr. Ritter and Dore Strauch felt for their rescuers is apparent in a chapter titled "Mizpah" in which the latter describes the arrival of the yacht.

Describing her first meeting with Commander McDonald, she said:

"I do not know whether it was because Commander McDonald happened to arrive just at the moment of our direct need, so that he seemed to me, at least, to have been sent direct from Heaven, but he left an unforgettable memory behind him. His kindness was so tactful and he showed such sincere interest for the human side

of our experiment, that although we only knew him for an hour or so, we thought of him as a real friend. As time went on we came to have a considerable correspondence with the outside world, but there were no letters that we received with greater pleasure or looked forward to more eagerly than those from Commander McDonald.

"Only those who believe in blind chance and accident could think that our encounter with Commander McDonald was fortuitous. I know that this was not so, but that a role in our strange story had been allotted to him as definitely and as clearly as to ourselves. For other visitors had come and gone without consequences of our meeting, but through this meeting with Commander McDonald we were to become known to the world. The secret of Friedo was given to the world through him, and in that moment our drama reached a turning-point, perhaps through his unconscious participation in it.

"We spent the whole afternoon aboard the 'Mizpah', enjoying the generous hospitality of our host. When we told him of our fear of the robbers we thought were still concealed on Floreana, he showed us his own rapid-fire rifle. It looked to me so terribly efficient an instrument of destruction that I said I now could easily believe that he came from Chicago, where such things, so we had heard, were put to daily use by ordinary citizens. Commander McDonald listened with great interest to the description of our fight against the jungle, and when Frederick said it would have saved us literally months of labor if we had only been able to blast the ground clear, the Commander said that he could give us all the dynamite we needed, as well as implements which would greatly lighten our toil. He told us that he had just come down from treasure-hunting on the Cocos Island, for which purpose he had put a supply of explosives on board. Unfortunately the party had had no luck in their romantic search, but certainly the luck was ours in inheriting their surplus storage of dynamite. Commander McDonald also gave us a gun, not such a terrifying one as his, but still sufficient for our needs.

"Later in the afternoon the owner of the black yacht, with his wife and several of their party, came over to the 'Mizpah' for a visit. This was Mr. Julius Fleischman. He confirmed what we had heard before, that the Galapagos Islands were a favorite cruising-place for American yachtsmen.

"That day was a day of real deliverance and happiness. We were almost ashamed to leave the hospitable 'Mizpah' with all the things Commander McDonald had insisted upon our taking with us - picks and shovel, all kinds of tools, the fine shotgun, soap (which was my most essential need), and any quantity of food-stuffs. As we were about to leave, the black yacht sent out a motorboat with a further lavish supply of things for us, and when Frederick and I landed on the beach with all these gifts we felt like the children in the old fairy tale who had a dream of Christmas and woke up to find it all come true."

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HOUSE COMMITTEE DEBATES FOOD AND DRUGS BILL

The House Interstate and Foreign Commerce Committee this week was holding executive sessions on the revised Copeland Food and Drugs Bill which was reported by a sub-committee, and it was expected the measure will reach the floor in time for a vote at this session. Whether the House will approve it, and whether Senate and House differences can be adjusted, are conjectural.

The Food and Drug Bill is of vital interest to the broadcasting industry as about 30 per cent of radio's gross revenue, or some \$25,000,000 in time sales, can be traced to manufacturers of food, drugs and cosmetics.

While the Wheeler-Rayburn bill to broaden the scope of the Federal Trade Commission is before the same committee, it is doubtful whether it will be reported at this session.

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BROOKLYN CASE REHEARING IS AGAIN POSTPONED

Previously postponed twice, the so-called "Brooklyn case" rehearing was deferred until September 9th by the Federal Communications Commission on May 18th upon request of one of the participants.

After the FCC had met en banc to hear the complicated case, Chairman Anning S. Prall read a telegram from M. Preston Goodfellow, President of the Brooklyn Daily Eagle, who explained that his principal witness, W. Burgess Nesbitt, was confined in a hospital at Tucson, Ariz., with a broken leg. He asked continuance until September 9th.

Fourteen applications have been combined in the case that was decided once by the FCC only to be reopened when political pressure was applied.

The FCC previously had ordered the deletion of WLTH, WARD and WVFW, an increase in time for WBBC, and a new construction permit for the Brooklyn Daily Eagle to share WBBC's channel.

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## KVOS WINS SUPREME COURT REVIEW; FIGHTS FOR LICENSE

Station KVOS, Bellingham, Wash., whose fight over news broadcasts with the Associated Press is being watched by both the broadcasting and the publishing industries, on May 18th won another round with the press association when the United States Supreme Court agreed to review the "news piracy" case.

At the same time the station opened a fight before an Examiner of the Federal Communications Commission for renewal of its license. Charging a political plot to put KVOS off the air, witnesses described the progressive-conservative tug-of-war in Washington.

The score in the "news piracy" case is 1 and 1. The Federal District Court ruled in favor of the station when the Associated Press applied for an injunction to prevent the broadcasting of news items from member papers. Then the Ninth Circuit Court of Appeals reversed the lower court.

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## COPYRIGHT BILL STILL BURIED; NAB DIRECTOR UNNAMED

Copyright matters were at a standstill early this week as the special sub-committee of the House Patents Committee appeared deadlocked on copyright legislation, and James W. Baldwin, Managing Director of the National Association of Broadcasters, stated he would not select a Director of the proposed Copyright Bureau before June 1st.

Frequent meetings have been held by the Lanham sub-committee on the Duffy, Sirovich, and Daly Copyright Bills, but no report has yet been made to the full Committee. Because of the lateness of the session and the apparent conflict of opinions, it is extremely doubtful that the House will act upon any copyright proposal this year.

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## CBS LEADS NETWORKS IN TIME SALES FOR APRIL

The Columbia Broadcasting System, with times sales of \$1,951,397 for April, led the networks for the month and exceeded its April, 1935, mark by 20.8 per cent. The April record was below the March peak of \$2,172,382, an all-time high for CBS.

NBC-Red network time sales during April amounted to \$1,762,201, while the NBC-Blue hookup collected \$977,175.

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## "QUEEN MARY" CARRIES MAMMOTH COMMUNICATION CENTER

The "Queen Mary", besides being the last word in ocean liners and pride of Great Britain, possesses one of the greatest single communication centers in the world. The whole civilized world will be in almost constant touch with her from the time she leaves Southampton until she docks in New York.

An idea of the liner's communication equipment may be gleaned from the following facts about her radio plant:

Four major transmitters and eight receivers, weight eleven tons; complete emergency unit comparable in power to the major transmitters of many ships; 31 wave bands; operating capacity of about 150 radiograms per hour simultaneously with telephone conversations to America and to Great Britain which may be passed from either switching point to any part of the world; 14 operators compared to the usual four on other large vessels; motor driven lifeboats equipped with radiotelephone as well as telegraph; and many other features peculiar to the most comprehensive and most versatile marine radio installation ever envisioned.

This mammoth radio plant for the "Queen Mary" complete has been supplied and installed, and will be operated for the Cunard-White Star line by the International Marine Radio Company, Ltd., of London, associated company of the International Telephone and Telegraph Corporation.

The four main transmitters on the "Queen Mary" will consist of one long wave, continuous wave transmitters; a medium wave, continuous and modulated continuous wave; and two short wave transmitters capable of operating either radio-telegraph or radiotelephone service. The long wave transmitter will cover all wave lengths between 1875 and 2725 meters with seven "spot" waves assigned; the medium wave unit is to cover 600-800 meters with four "spot" waves; and the short wave radiotelephone and radiotelegraph transmitters will cover all wavelengths in the marine bands between 17 and 96 meters, and each of these units has ten crystal controlled "spot" waves.

Wave changes from "spot" to "spot" will be made in from three to five seconds by remote control from the main radio operating room of the ship. The operators have a dial apparatus for this purpose similar to that on the ordinary dial telephone.

The eight receivers are arranged in four operating positions, divided primarily into long wave, medium wave and two short wave positions. These positions, however, are interchangeable inasmuch as all four provide for telegraph operation on long, medium and short waves. They are equipped with automatic telegraph transmitters and recorders for high speed operating. There are also three spare receivers for use during extraordinary traffic loads.

The room in which the receivers are situated is the main radio operating room of the ship. The transmitters, 400 feet distant to avoid interference with reception, are operated from the receiving positions and all of the new devices for modulating and perfecting the telephone transmission and reception are in this general radio operating room. Automatic control of the transmitters is duplicated throughout and the entire installation has been designed for multiplex operation, meaning that each of the four transmitters can be operated independently or all can be operated simultaneously. The eight receivers can, of course, be operated at the same time. Through this multiplex plan of synchronized operation and the use of the automatic telegraph equipment, the "Queen Mary" will be able to handle a traffic flow of approximately 150 radiograms of average length per hour.

The entire apparatus for controlling the ship's radio throughout is concentrated in a battery of ten cabinets extending over a space of eighteen feet, and complete operation of the telegraph and telephone services has been provided for without the operators having to change their positions or remove their headphones.

The radiotelephone service will be provided through either or both of the short wave transmitters. Normally two radiotelephone calls can be handled simultaneously, one to America and one to Great Britain. This means that, switching through New York and London into the world radiotelephone network which interconnects about 93 percent of all the telephones in the world, a person in any of the 500 cabins on the ship will be able to talk on the telephone with any part of the world. Special telephone booths for the radiotelephone service are also available at convenient locations on the ship.

Any possibility of eavesdropping on the radiotelephone conversations with the "Queen Mary" is forestalled. The radiotelephone installation is equipped with a scrambling device which renders the conversations entirely unintelligible until they go through the receiving stations where they are unscrambled. Neither party to the conversation will be aware, of course, of the weird change which took place in their spoken words as they crossed the water.

An important function of the "Queen Mary's" radio will be the transmission and reception of broadcasts. The installation includes every device to eliminate interference which might be caused by the many electrical operations on the ship and to assure reception of the highest grade. The power of the transmitters makes certain excellent broadcasting transmission from the ship. One of the features of the maiden voyage will be a special broadcast to and from the "Queen Mary" with the rest of the world listening in. This is being arranged by the British Broadcasting Company.

The radio direction finder is of brand new design. It has been thoroughly tested at sea. Its bearings under all conditions have been consistently sharp and its new design makes it easier and simpler to operate.

The main transmitting aerial of the "Queen Mary" consists of two parallel wires twelve feet apart extending 600 feet between the masts. There are eight other aerials, four transmitting and three receiving, and a special 600 metre transmitting and receiving aerial for the emergency equipment.

This emergency installation which is as powerful as the main radio on many other vessels is a completely self-contained unit for use in the event of trouble so major as to affect the main power supply. The radio power plant itself is duplicated throughout to forestall any possibility of mechanical failure. The emergency transmitter and receiver operate from a large accumulator battery which is, of course, entirely independent of the ship's power plant.

Two motor driven lifeboats, in addition to being equipped with radiotelegraph sets, have a radiotelephone installation as well, which provides a second and alternative means of communication. This lifeboat radiotelephone set is especially robust and it can be operated without difficulty by unskilled persons. It is substantially the same kind of equipment supplied to trawlers and other boats of similar size which do not carry a professional operator.

In its radiotelegraph communication with the United States the "Queen Mary" will operate, for the most part, with the coastal stations of the Mackay Radio and Telegraph Company. The service in the main will be conducted through the Mackay radio station (WSL) at Sayville, L.I., and the new station (WSE) at Amagansett, Montauk Point, L.I. Both of these powerful marine transmitters are operated by remote control from the Mackay radio receiving center and concentrated operating department at Southampton, and Southampton is connected by a group of direct wires with the main operating centre of Mackay radio in the International Telephone and Telegraph Building at 67 Broad Street, New York City. The stations at Rockland, Maine, and West Palm Beach, Fla., will be used also to provide the most direct possible service to points in New England and in the South.

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#### NEW DEVICE RECORDS 18 HOUR PROGRAM FOR \$4

Considerable enthusiasm was shown at results of a test of a new recording device made in the presence of engineers at the Federal Communications Commission recently. It was said that the recording was taken down on what looked like a motion picture film and that the process was mechanical throughout. Frank A. Vanderlip was reported to be backing the proposition.

It was said that an 18 hour program could be recorded on a cylinder not much bigger than a spool of thread and at the low cost of \$4 for the entire 18 hours.

"Our engineers seemed to be 100 percent for it" a high official of the Commission said in discussing the test, "and I

can see the time when every broadcasting station might have something like this as a log. It would be invaluable in refuting charges as to libelous statements, etc.

"Also it seems to me the recording device has unlimited possibilities outside the broadcasting field. It could be used for reporting court hearings and trials and, in fact, anywhere that stenographic proceedings are necessary."

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#### CHILDREN CRITICAL OF CERTAIN COMMERCIAL PROGRAMS

Children at the age of 10 and 11 develop an extreme dislike to many of the commercial radio programs presented to attract their interest and some of these programs have a "bad effect" upon them, according to a report of the Parent-Teachers Association of the Lincoln School of Columbia University, made public May 18th in New York City.

After questioning twenty-two Lincoln School children of "above the average ability" to find out what they liked and disliked on the radio, a committee of mothers and teachers reported that the young persons enjoyed most the noises and musical effects achieved in "Popeye, the Sailor Man", although there were objections to the fact that Popeye always turned out to be a hero.

A similarity of attitude on the part of the youngsters toward certain types of programs also was noted. It was disclosed that they disapproved most of the presentations known as "Omar the Mystic", "Buck Rogers", and "Uncle Don."

The committee criticized particularly the advertising of cathartics, holding it to be "bad policy, instilling as it might in untutored minds, vicious and unhealthy habits." The report noted, however, that the children soon learned not to take most of the advertising seriously, and, in fact, "played games to see which one could tune the advertising plug out most accurately."

Programs that the children liked were "Wilderness Road", and "News of Youth." They also enjoyed Southern songs, simple melodies and folksongs, dramatization of history and most humor. While they approved of small amounts of "serious music", there was general dislike for symphonic music.

The committee recommended dramatization of "Tom Sawyer", "The Swiss Family Robinson" and similar books. It also suggested that young persons would like "certain operettas, band pieces and songs."

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## DISTRIBUTORS OF FOUR RADIO MANUFACTURERS MEET

Enthusiastic and well-attended meetings of distributors were held last week and over the past week-end by four radio manufacturers.

The Zenith Radio Corporation's meeting drew about 350 persons to Chicago for a three-day session, beginning Thursday. The 1937 line of receivers was introduced after Commander E. F. McDonald, Jr., opened the convention. Headquarters was at the Stevens Hotel.

Meeting at the same time in Chicago, at the Edgewater Beach Hotel, were between 600 and 700 RCA Victor radio distributors and salesmen from all sections of this country and several foreign nations. E. T. Cunningham, President of the RCA Manufacturing Co., opened the convention. The 1937 models were on display.

An advance showing of the 1937 Crosley line of receivers was held in Cincinnati a week earlier with 150 officials and representatives of the Crosley Radio Corp. on hand.

Some 800 Philco Radio & Television Corp. distributors and salesmen boarded the "Monarch of Bermuda" on Friday for an eight-day meeting while cruising to Havana, Cuba. The 1937 line of sets were to be displayed aboard the pleasure ship, and a varied program of entertainment was scheduled.

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## CONGRESSMAN'S SON WINS STATION FOR TEXAS TOWN

The little town of Abilene, Texas, is to have a 100-watt broadcasting station, to operate on 1420 kc., as the result of an appearance before a Federal Communications Commission Examiner of the son of a member of Congress in opposition to two Washington lawyers.

The Commission has confirmed the Examiner's recommendation that the Reporter Broadcasting Co. be given a construction permit. At the same time it denied the rival application of William O. Ansley, Jr.

Matthews Blanton, son of Representative Thomas L. Blanton (D.), of Abilene, appeared as sole counsel for the Reporter Broadcasting Co., while Paul V. Segal and George S. Smith were counsel for Ansley.

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## RADIO TELEGRAPHISTS DENIED CTA MEMBERSHIP

An application of the American Radio Telegraphists' Association for membership in the Commercial Telegraphers' Association has been temporarily rejected, it was announced this week by Frank B. Powers, international president of the commercial group.

In a letter to Hoyt S. Haddock, President of the A.R.T.A. which comprises radio operators on merchant ships, Mr. Powers points out that "recent developments make it appear that there is a wide divergence" between the methods and policies of the two groups insofar as participation in the internal disputes of other groups is concerned.

Mr. Powers explains the "divergence" by citing the alleged alignment of the A.R.T.A. with the striking element of the International Seamen's Union of New York. Mr. Powers also cites Mr. Haddock's request that the commercial group declare a boycott against the Mackay Radiomarine Corporation because of its alleged refusal to carry out the recommendation of the National Labor Relations Board that members of A.R.T.A. who have been discharged be re-employed.

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### INDUSTRY NOTES

Thomas W. Berger has been appointed General Sales Manager of the Crosley Radio Corporation.

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The International Television Radio Corp., Jersey City, N.J., has filed with the Securities & Exchange Commission in Washington, D. C., a registration of the issuance of 1,000,000 shares of \$1 par value common capital stock. The stock is to be offered at \$1.60 a share with proceeds to be used for the purchase of equipment and the development of apparatus.

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A suit brought by Aerovox Corporation, of Brooklyn, N.Y., against Micamold Radio Corp. for infringement of two of its patents for electrolytic condensers, was decided in favor of Aerovox Corporation in a decision handed down May 14th by Judge Marcus B. Campbell of the Federal Court for the Eastern District of New York. The decision was in favor of Aerovox Corp. on all claims involved in the suit and an injunction and an accounting was ordered. These patents had been previously held valid and infringed by the U.S. Circuit Court of Appeals in the Southern District of New York. In the present suit the Micamold Radio Corp. alleged newly discovered evidence. Judge Campbell found such new evidence irrelevant.

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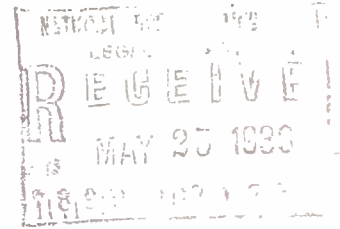


# HEINL RADIO BUSINESS LETTER

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*Handwritten notes and signatures at the bottom of the page, including a large signature that appears to be 'W. J. ...' and other illegible scribbles.*

## MILLS SAYS NAB PLAN WILL BE BAD FOR RADIO AND ASCAP

Making his first public statement on the move of the National Association of Broadcasters to organize a Copyright Bureau with the aim of adopting a per piece method of paying copyright fees, E. C. Mills, General Manager of the American Society of Composers, Authors and Publishers, predicted that the scheme will prove a "headache" both to broadcasters and copyright owners.

The statement was made exclusively to the Heintz Radio News Service in answer to an inquiry as to his opinion. Mr. Mills emphasized that the views expressed are personal and do not represent the attitude of ASCAP, necessarily.

"There is no question but that in theory the 'per piece method' is the most scientific and intelligent of all possible methods which might be devised whereunder users of copyrighted music in public performances for profit would make payment to the owners of the copyrights thus used", he said.

"It is, of course, perfectly apparent that under such a plan the different and respective copyright owners could and would, each of them, fix his own schedule of tariffs for the use of his compositions, and the terms to govern payments to be made by each different class of stations. Each copyright owner could then elect whether he would license the use of a work direct to the broadcaster, and if so, at what price, or direct to the advertiser (in the case of sponsored programs) and at what price. The copyright owner could then decide individually whether his rate would be higher for a use on a sponsored program than for a use on a sustaining program; and of course each copyright owner could and would decide whether he desired his royalty returns to be made monthly or quarterly or semi-annually, etc.; and the individual copyright owner could and would decide what form of assurance he desired for prompt and satisfactory accountings, royalty statements and remittances to be made by each station, as well as the form of certification to be made by the station as to the correctness of the royalty statements as rendered.

"On the other hand, the broadcasting station, upon receipt from the respective copyright owners of their catalogues, or in receipt from the NAB or some other agency of an index to copyrighted compositions, is then under the necessity of

- "(1) Establishing in his station a more or less complete index of copyrighted musical compositions, showing on each card the current price or prices for a use or various kinds of uses of each copyrighted work;

- "(2) Building programs with reference to the royalty cost of such programs - and this would mean a careful advance checking of everything to be played;
- "(3) Each and every program of musical content would need to be very carefully and accurately listed by the station, item by item, and from these listings and the necessary transfers made to the books of account of credits accruing to the various copyright owners; and
- "(4) At the customary accounting periods, royalty statements would have to be prepared by the station either to the individual copyright owners, or a consolidated statement rendered through ASCAP (depending upon whatever final arrangements were made), and these would have to be certified and forwarded with royalty cheque to cover.

"While on the one hand I am prepared instantly to agree that this is the scientific manner in which to properly account for the use of copyrighted music, yet I seriously question whether in the long run it is going to be a good thing for either the broadcasters or the copyright owners. It is an absolute certainty that the cost of using copyrighted music will be very substantially increased for every station; and that there will be in addition a very substantial waste of money now not being spent by stations, incident to the employment of expert copyright and accounting personnel.

"Moreover, in the interests of broadcasting as an art, I question the wisdom of subjecting program directors to the economic pressure of building their programs as cheaply as possible from the musical standpoint, for the reason that ultimately this must have an adverse effect upon the quality of broadcast programs. Obviously, each program director is going to be anxious to show a minimum cost for copyrighted music royalties, and the natural economic pressure will result in his use of cheaper music. Obviously, too, the copyright owners will price their more desirable works substantially higher than their mediocre or 'run-of-the-mill' compositions.

"The final influence of the 'per piece method' must therefore be to cheapen the quality of programs while at the same time substantially increasing the cost of using copyrighted music. At present the stations have the free use of a very substantial repertoire, ownership of which is vested in copyright owners not at this time demanding any fees. It requires no gift for prophecy to assure broadcasters that if and when they do pay on a 'per piece basis', they will, of course, pay for every piece they use.

"The proposed system would require a most careful advance checking, not now being made by a great many stations, as to the actual copyright ownership of compositions included in their programs; and it is to be remembered that a careful record will have to be made then of everything played, and that record

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will be in such form that if subpoenaed for an alleged infringement the station would by its own record confess the infringement and have no defence whatsoever.

"What I am saying here is my own personal statement, and does not represent the views of ASCAP. I am perfectly capable of advising the broadcasters - hundreds of whom are my warm personal friends, just as honestly for their own good, as I am of advising ASCAP for its good, because I realize that whether the broadcasters like or not, and whether the copyright owners are pleased or not, the two have got to live together - and they might as well do it without constantly barking at each other like a couple of bulldogs. The broadcasters are going to continue to have to pay copyright owners for the use of their product, and the copyright owners are going to have to continue to find their best market for performing rights licenses in the broadcasters as long as broadcasting maintains its present position of popularity. And so far as anyone can see now, there is no prospect of a diminution in that.

"Certain elements among the broadcasters are probably going to persevere in their request for the fancied freedom of opportunity to use what they want when they want it and pay for it as they please. But I do not mind making the statement right now, that if, as and when the 'per piece method' does finally go into general use the broadcasters will have their first real 'headache' in connection with the use of copyrighted music.

"In this very brief and hurried statement I have not had opportunity to analyze the subject fully."

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Renewal of the license of WSMB, New Orleans, for operation on 1320 kc., with 1 KW power, unlimited hours, was recommended to the Federal Communications Commission this week by Examiner George H. Hill. The renewal was proposed without restriction of radiation towards Des Moines, Ia., as requested by KRNT.

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An increase in power from 250 watts to 1 KW for WDBO, Orlando, Fla., was recommended to the Federal Communications Commission this week by Examiner Walker on condition that the transmitter is moved and the application of WCHS, Charleston, W. Va., also on 580 kc., is also given a permit to use 1 KW.

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## RADIO ADVERTISERS WIN IN NEW FOOD-DRUGS BILL

Broadcast advertising, as well as that of newspapers and periodicals, would remain under supervision of the Federal Trade Commission, rather than be transferred to the Food and Drug Administration in a modified Pure Food and Drug Bill reported to the House May 20th by the Interstate and Foreign Commerce Committee.

An attempt will be made to call up the bill before adjournment, but sponsors hold little hope of its passage, or at least of an agreement with the Senate, before adjournment.

Most food, drug and cosmetic manufacturers asked that the Federal Trade Commission retain jurisdiction over advertising. A provision is included in the House bill, however, which broadens the authority of the FTC by permitting it to start proceedings with the aim of protecting the consumer without waiting for a complaint to be filed as under current laws.

About 30 per cent, or \$25,000,000 annually, of the revenue of networks and broadcasting stations can be traced to the food, drug and cosmetic industries.

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## SCRIPPS-HOWARD TO COMPETE WITH HEARST IN RADIO FIELD

Just as it competes with William Randolph Hearst in the newspaper field, the Scripps-Howard chain plans to broaden its string of broadcasting stations, it was disclosed at a recent hearing before the Federal Communications Commission.

Scripps-Howard, through Continental Radio Company, now owns and operates WCPO at Cincinnati and WNOX at Knoxville, Tenn., and has filed applications to build and operate stations at Toledo and Columbus, O. Hearst Radio, Inc., now owns eight outlets and is awaiting FCC approval of the purchase of two more.

James Hanrahan of the Continental Radio Company, appearing as a witness in the Toledo application, said that Scripps-Howard will operate stations in cities where it has papers providing adequate public service is not being furnished by existing stations.

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## CBS ANALYZES LISTENING HABITS OF MOTORISTS

With more than 3,000,000 family automobiles equipped with radio receivers and an expectation that this number will reach 5,000,000 before the end of 1936, the Columbia Broadcasting System has just issued the first analysis of this new horde of listeners, who above all assure a steady radio audience in the hot Summer months.

"Three million families, and over, is a sizeable circulation in any man's language", commented Victor M. Ratner, Sales Promotion Manager of CBS. "In the automobile listening habits of these families you find a new index to the vitality of radio."

Ten questions were asked of the auto-radio set owners, and from the answers the following data was obtained:

Average Weekday listening to auto-radio. . .	2.6 hrs. per day
Average Sunday listening to auto-radio . . .	3.2 hrs. per day
Average number of Listeners per auto-radio . . . . .	2.7

% of owners who tune-in radios while driving

in Evening . . . . .	90.6%
in Afternoon . . . . .	62.1%
in Morning . . . . .	61.3%

% of auto-radios used equally the Year-'Round . . . . . 47.5%

used more in Summer . . . . .	46.9%
use more in Winter . . . . .	5.6%

% of auto-listeners who discover New programs . . . . . 77.4%

% of auto-listeners who follow Familiar programs. . . . . 86.9%

Price class of automobiles checked in this study:

\$1,000 and under . . . . .	64.7%
\$1,000-\$2,000 . . . . .	33.3%
\$2,000-\$3,000. . . . .	1.2%
\$3,000 and over. . . . .	.8%

The first question, "How long do you listen to your automobile radio per week-day?" disclosed that 7.9 per cent tuned in six hours or more, while larger groups used these mobile sets five, four, three, and two hours.

While the average number of listeners per set is 2.7, many owners interviewed reported audiences of five or more.

Some of the random comments scribbled on the questionnaires are as interesting as the figures. For instance:

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"I find it helpful in reducing the amount of backseat driving."

"Don't have to worry about getting home for special programs."

"When it's hot we sit in the car rather than use the house radio."

"I'm convinced it makes night-driving much safer. Keeps me from falling asleep."

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#### ZONE AND INTER-ZONE POLICE STATIONS AUTHORIZED

Paving the way for a broadening of the police radio communication service, the Telegraph Division of the Federal Communications Commission this week modified its rules (325 to 338, inclusive, and 348) to provide for establishment of two new classes of stations.

The new transmitters are to be labelled zone and inter-zone police stations. Nine frequencies have been set aside and a radio operating procedure has been established. The United States has been divided into zones. Zone boundaries, tentatively, are to coincide with State boundaries although departures from this plan may be authorized.

Stations within a zone, in general, may communicate only with each other. If a message is to be transmitted to a point within another zone, its normal channel is through a central station within the zone, known as the interzone police station, to the interzone police station in the zone of destination for final delivery.

In order to permit the immediate establishment of this system of message distribution the present rules with regard to municipal and State police stations have been modified to permit those stations to operate as zone police stations to handle emergency police message traffic until suitable radiotelegraph apparatus has been installed. This authorization expires January 1, 1938, at which time the radiotelephone relay of messages will be prohibited.

Copies of the revised rules and regulations are being furnished all police departments now authorized to use radio equipment and may be obtained by others upon request.

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### PICKARD TO RETIRE AS CBS VICE-PRESIDENT

Sam Pickard, long a prominent figure in broadcasting, will retire from active service and as Vice-President of the Columbia Broadcasting System in charge of station relations at the end of this month. It is understood he will remain on the network payroll as consultant until the end of 1936.

The retirement is reported to be due to ill health and a desire to get away from the strain of active business. Mr. Pickard will spend much of his time now on a farm he has purchased in North Carolina.

The first Secretary of the old Federal Radio Commission, Mr. Pickard later became a Commissioner. A pioneer in the field of farm and educational programs, he came to Washington as head of the radio service of the Department of Agriculture. He has at various times owned, in whole or in part, Stations WDRC, Hartford; CKLW, Detroit-Windsor; WKRC, Cincinnati; and WGST, Atlanta.

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### MACKAY SEEKS TO EXPAND FOREIGN RADIO SERVICE

Although the Federal Communications Commission has not yet decided the ticklish question of whether to grant the application of the Mackay Radio & Telegraph Co., to establish point-to-point communication with Oslo, Norway, the Mackay Company this week filed two more applications with the FCC for expansion of its foreign services.

The FCC has given no indication when it will rule on the Oslo case, which will establish a precedent by deciding whether Mackay is to be permitted to compete with R.C.A. Communications, Inc., for world radio communications trade.

Some of the points which Mackay asks permission to join to its radio services are: Vienna, Vatican City, Copenhagen, Budapest, Prague, Madrid, Buenos Aires, Lima and Bogota (Colombia).

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## FCC ADOPTS NEW RULES FOR STATIONS OUTSIDE 550-1500 KC.

Bringing its rules in accord with the changes made in the high frequency allocations (See May 15 issue), the Broadcast Division of the Federal Communications Commission on May 21st issued new regulations governing all broadcast stations except the ordinary outlet for entertainment over the air, operating on the band 550 to 1500 kc.

The stations affected by the new rules are:

- Relay broadcast stations (formerly broadcast pickup stations).
- International broadcast stations (formerly experimental relay stations).
- Visual broadcast stations, including television and facsimile.
- High-frequency broadcast stations (formerly general experimental stations authorized to operate as broadcast stations).
- Experimental broadcast stations.
- Special broadcast stations (formerly experimental broadcast stations on the frequencies of 1530, 1550 and 1570 kilocycles).

So that the new regulations and allocations may be understood by all stations concerned, the FCC has called an informal engineering conference for June 18th to which all licensees affected are invited.

These rules provide certain new restrictions and principles of operation. All outstanding rules concerning these stations which are in conflict with the new rules are automatically cancelled.

The name "relay" broadcast station now applies to stations which were formerly called broadcast pickup stations. The new name "relay" is considered more in keeping with the actual service rendered by these stations. In the future these stations will be licensed only to the holders of regular broadcast station licenses. Two groups of frequencies are provided, one in the medium frequency band and the other in the very high frequency band. In both groups the licensees are required to notify the Commission two days before each operation for the purpose of relaying programs to be broadcast. Certain of the frequencies in the medium frequency band have been changed by two kilocycles to provide better frequency separation from other services.

The name "international" broadcast station now applies to those stations which were formerly called experimental relay stations. These stations are licensed for international service.

The frequency bands 2000 to 2100 kilocycles and 1750 to 2850 kilocycles have been dropped for the television service. Experience to date has shown that a satisfactory picture in keeping with the development of the art cannot be transmitted successfully

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in these narrow bands. The stations now assigned these frequencies which are carrying on active programs of research and experimentation will be assigned specific frequencies in the bands 42,000 to 56,000 kilocycles and 60,000 to 86,000 kilocycles. One license will authorize both the visual and aural broadcast.

High-frequency broadcast stations will be required to carry on active programs of research to hold a license. Licensees not carrying on this active program cannot be considered as making proper usage of the assignment and full consideration will be given at the time of the renewal of license.

Experimental broadcast stations are provided for specific experimentation along lines other than those prescribed by other broadcast rules. Certain frequencies throughout the entire useful radio spectrum are made available for this purpose by Rule 229 as modified.

The name "special broadcast station" applies to stations formerly named "experimental" stations licensed to operate on the frequencies of 1530, 1550, and 1570 kilocycles. The new rules provide that all rules that apply to regular broadcast stations (Rules 69 to 181, inclusive) shall apply to special broadcast stations. This means that these stations must have frequency monitors, modulation monitors, protected equipment, etc.

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#### CRUSE TO BE CHIEF SPEAKER AT RMA CONVENTION

Andrew W. Cruse, Chief of the Electrical Division, Bureau of Foreign and Domestic Commerce, will be the principal speaker at the annual convention of the Radio Manufacturers' Association at the Stevens Hotel, Chicago, June 17-19, Bond Geddes, Executive Vice-President, announced this week.

Mr. Cruse will explain how the Department of Commerce is opening new markets and aiding radio manufacturers to expand their foreign trade. He will speak on June 19th.

Leslie F. Muter, President of the RMA, will make his annual report on the same day, and John W. Van Allen, General Counsel, will speak. An elaborate dinner, with cabaret entertainment, is scheduled for the night of June 18th.

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## NEWSPAPER HELD ABOVE RADIO IN EDUCATION

The daily newspaper was called supreme as a broadcasting agency in the field of adult education, while the radio was regarded as a yet undeveloped instrument of educators at the closing sessions May 21st of the American Association for Adult Education in New York City.

The press as a medium for the dissemination of science was appraised by Frank Thone, editor in biology, Science Service, while in another sectional meeting, Levering Tyson, director, and William J. Donovan, treasurer, of the National Advisory Council on Radio in Education spoke of the importance of the radio in the spread of knowledge.

Mr. Tyson noted that it was a commonplace for a radio speaker to state that "broadcasting is the most important social phenomenon since the invention of printing." He agreed that this was likely true.

"It is also true, no doubt", he continued, "that when Gutenberg and Claxton were fussing around with the first movable type, they did not anticipate the social effects of their invention. They could not realize the dynamic social power the wide distribution of printed materials would unleash in the twentieth century by means of the book, the newspaper, the tabloid and the pulp magazine. Today we are in an analogous position."

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## ASCAP AIDING STATIONS IN DEFENDING W-B SUITS

The American Society of Composers, Authors and Publishers, through its Legal Division, headed by Nathan Burkan, is helping broadcasters defend themselves against copyright infringement suits filed by the Warner Brothers music publishing houses, James W. Baldwin, Managing Director of the National Association of Broadcasters, disclosed this week.

About 135 actions started by Warner Brothers have been referred to the ASCAP Legal Division, he said, on the basis of provision in ASCAP-station contracts in which the Society agrees to defend the licensee. After ASCAP prepares the answer in each suit, it returns the document to the station with the request that it be filed by local counsel.

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 ::: INDUSTRY NOTES :::  
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The Telegraph Division of the Federal Communications Commission on May 19th approved the following Rule:

"241 (a): Upon application being made, the Commission may grant a license or modification of license for fixed public press service to authorize secondary use of the assigned frequency, or frequencies, for transmission of multiple-address messages simultaneously to two or more fixed points, in accordance with the provisions of Rule 232. The points to which such transmission is authorized need not be named either generally or specifically in the license, provided the applicant makes satisfactory showing that (a) the public interest, convenience or necessity will be served thereby, and (b) such transmission will not interfere with the fixed public press service to the primary fixed point or points of communication designated in the license. After such application is made and granted, specific authorization for transmission to each new point shall be contingent upon the licensee's immediate notification to the Commission of the first transmission to said point and the location of the station or stations from which such transmission is made, and shall continue to the expiration date of the said station license or licenses unless within thirty days the licensee is otherwise notified by the Commission."

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False and misleading representations in advertising an electric comb designed for use in treating the hair and scalp are alleged in a complaint issued by the Federal Trade Commission against G. Lindholm Co., Inc., 316 Flatbush Avenue, Brooklyn, N. Y. The respondent company in radio broadcasts, newspapers and other advertising matter made assertions which are untrue.

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The British Broadcasting Corporation reports the following appointments for the television station at Alexandra Palace: Hyam Greenbaum, Music Director; Stephen K. Thomas and Dallas Bower, producers; Harry Pringle and Peter Bex, stage managers; Maj. L. G. Barbrook, film producer; and G. More O'Ferrall, Assistant Producer.

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A resolution asking that the Federal Communications Commission investigate the three Houston radio stations to determine if they are operating in violation of the Federal anti-monopoly laws was adopted last week by the Texas State Federation of Labor in annual convention. The resolution also asked cancellation of radio station KXYZ's license for allegedly "ousting" Dr. William States Jacobs, Houston's labor pastor, from his weekly program recently.

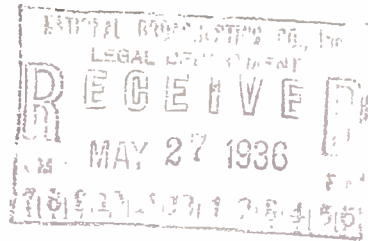
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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No. 931

*Handwritten signatures and initials:*  
A large, stylized signature, possibly 'G. A. ...', is written in the bottom left corner.  
To its right, the word 'POWER' is written in a bold, blocky font.  
Below 'POWER', there are several smaller, less legible handwritten marks and initials, including what looks like a red '5'.

May 26, 1936.

## POWER OF POLICE STATIONS NOW BASED ON POPULATION

Transmitting power of municipal police stations will henceforth be based upon the population of the cities concerned under rules adopted by the Telegraph Division of the Federal Communications Commission and just issued in text.

The power range is from 50 watts for cities of under 100,000 residents to 500 watts for "over 700,000". The maximum power for inter-zone and zone police stations will be 500 watts also, whereas State police stations will be permitted to use 5,000 watts in daytime hours and 1,000 watts at night.

Anticipating much more extensive police radio communication networks than at present, and opening the way for a nation-wide system that will aid in the speedy apprehension of criminals crossing State lines, the Telegraph Division has completely rewritten Rules 325 to 338, inclusive, and Rule 348, substituting the following:

325. The term "emergency service" means a radiocommunication service carried on for emergency purposes.

326a. The term "municipal police station" means a station used by a municipal or county police department for emergency radiotelephone service with mobile police units.

b. The term "State police station" means a station used by a State Police Department primarily for emergency radiotelephone service with mobile police units.

327a. The term "interzone police station" means a station used by a Police Department for radiotelegraph communication (a) with similarly licensed stations in adjacent zones (in general zone boundaries coincide with State boundaries. However, the Commission may require two or more States to be included in a zone or divide a State into two or more zones, depending upon geographic and economic conditions) or with the nearest interzone police station, in case there is no similarly licensed station in the adjacent zone, (b) with stations within the zone, and (c) with mobile police units equipped for radiotelegraph reception.

b. The term "zone police station" means a station used by Police Departments for radiotelegraph communication (a) with stations within the zone, (b) with mobile police units equipped for radiotelegraph reception, and (c) with stations in adjacent zones, provided, in each case, express permission of the interzone stations in control of communications is obtained in accordance with the operating procedure prescribed by the Commission.

328a. Authorizations for police radio stations will be issued only to instrumentalities of Government.

b. In general only the licensees of State and Municipal police stations may be granted authorizations to operate zone or interzone police stations.

c. Authorizations for interzone police stations will not be issued for more than one station within a zone.

d. Authorizations for zone and interzone police stations may be granted specifying equipment authorized for use by Municipal or State police stations provided that the radiotelegraph use of such equipment is on a secondary basis, and that the equipment is so designated that the frequency can be changed without delay.

329. The maximum power to be assigned for the use of Municipal police stations will be based on the latest official population figures of the Department of Commerce for the area to be served in accordance with the following table:

<u>Population</u>	<u>Power, Watts</u>
Under 100,000 . . . . .	50
100,000 to 200,000 . . . . .	100
200,000 to 300,000 . . . . .	150
300,000 to 400,000 . . . . .	200
400,000 to 500,000 . . . . .	250
500,000 to 600,000 . . . . .	300
600,000 to 700,000 . . . . .	400
Over 700,000 . . . . .	500

330a. In the event that the amount of power allocated above is insufficient to afford reliable coverage over the desired service area, the Commission may authorize the use of additional stations of the same or less power, or upon proper showing being made, may authorize such additional power as may be necessary but not to exceed 500 watts.

b. The maximum power to be assigned for the use of interzone and zone police stations shall be 500 watts.

c. The maximum power to be assigned for the use of State police stations shall be 5000 watts during the period from sunrise to sunset and 1000 watts from sunset to sunrise.

331. An application for an authorization for a Municipal police station to serve two or more municipalities shall be supported by sworn copies of agreements made between the proposed licensee and the contiguous municipalities. Such agreements shall show that the applicant is required to furnish emergency police radio service to the contiguous municipalities and that the contiguous municipalities agree to accept such service and not to request individual authority to operate municipal police radio transmitting stations.

332. The transmitters of municipal and State police station shall be modulated not less than 85 percent nor more than 100 percent on peaks.

333. The frequencies allocated to all classes of police stations are assigned for use within specified geographical boundaries. All licensees within those boundaries shall cooperate in the use of the assigned frequency.

334. The following frequencies are allocated for use by State and Municipal police stations:

*1610	1658	*1706	*2342	*2390	2450
*1626	1666	*1712	*2350	2406	2458
*1634	1674	*2310	*2358	2414	2466
*1642	1682	*2318	*2366	2422	2474
	*1690	*2326	*2374	2430	2482
	*1698	*2334	2382	2442	2490

\*Available on condition that no interference is caused to Canadian stations.

335. The frequency 190 kilocycles is allocated for use by State police stations for radiotelegraph communication.

336. The frequencies allocated for point-to-point radiotelegraph communication by zone and interzone police stations are:

For interzone communication (Available to interzone stations and zone police stations designated as alternate interzone stations);

2808 working*	5135 day only working
2812 working	5140 day only* working
2804 calling*	5195 day only* calling

For zone communication (Available to interzone and zone police stations):

2040 working
2044 working
2036 calling

Calling frequencies herein allocated may be used for the transmission of operating signals and a single short radiotelegram provided no interference is caused to call signals.

\* These frequencies are available on a secondary basis for zone communication by zone stations separated from other zone stations by a distance greater than the communication range of the frequencies regularly assigned for zone communication. The term "day" as used herein means that period of time between two hours after local sunrise and two hours before local sunset.



337a. State and Municipal police stations, although licensed primarily for communication with mobile police units, may transmit emergency messages to other mobile units such as fire department vehicles, private ambulances and repair units of public utilities, in those cases which require cooperation or coordination with police activities. In addition, such stations may communicate among themselves provided (1) that no interference is caused to the mobile service, and (2) that communication is limited to places between which, by reason of their close proximity, the use of police radiotelegraph stations is impracticable. State and Municipal police stations shall not engage in point-to-point radiocommunication beyond the good service range of the transmitting station or transmit or handle communications requiring radiotelephone relay; provided, however, that pending the installation and licensing of the equipment authorized by Rule 328d, but in no event after January 1, 1938, such stations may operate as zone police stations using type A3 emission on their regularly assigned frequencies, subject to the condition that no interference is caused to the mobile service. Point-to-point communication between stations in the same local telephone exchange area is likewise prohibited unless the messages to be transmitted are of immediate importance to mobile units.

b. Zone and interzone police stations shall be operated only for the transmission of dispatches of an emergency nature relating to police business between police agencies, using the operating procedure prescribed by the Commission.

338. Police stations licensed for emergency service may be used for the transmission of test messages not to exceed two minutes in each half-hour period. Before making any test transmission, the licensee shall make certain that no interference will result to reception in other locations.

348. Each licensee shall maintain adequate records of the operation of the station, including: (a) Hours of operation; (b) Nature and time of each transmission; (c) Name of operator on duty at the transmitter.

In addition, the records of zone and interzone police stations shall be maintained in accordance with the operating procedure prescribed by the Commission.

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Examiner John P. Bramhall this week recommended to the Federal Communications Commission that WPHR, Petersburg, Va., be granted a renewal of license and be denied a construction permit to move to Richmond, Va. At the same time he urged denial of an application from the Petersburg Broadcasting Co. for the facilities of WPHR.

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## REDUCTIONS IN RATES FOR OVERSEAS TELEPHONE SERVICE

The American Telephone and Telegraph Company announces that it has today (Tuesday, May 26) filed with the Federal Communications Commission reduced rates to be effective July 1 for telephone calls from all places in the United States to most foreign countries. Under the new schedule three-minute calls from the eastern seaboard cities to Paris and London will be reduced from \$30 to \$21 in the day time, and the Sunday and night charge will be \$15. Reductions will apply to 45 of the 67 countries which may be reached from Bell System telephones. Negotiations are under way looking to reductions on charges for overseas calls to other countries. The reductions being made apply to day rates, to night rates, and introduces a reduced rate on Sunday. Reductions will also be made in rates from the United States to Cuba, which is reached by deep sea cable.

Under the new schedules, three-minute telephone calls to countries in Europe will be reduced by \$9 on week-days, \$6 at night and \$15 on Sunday. Three-minute calls to the countries of Argentina, Brazil, Chile, Paraguay, Peru and Uruguay, South America, will also be reduced \$9 on week days and \$15 on Sundays. Similar calls to the Central American Republics of Costa Rica, Guatemala, Honduras, Nicaragua and Panama will be reduced \$9 on week-days and \$12 on Sundays. Calls to Puerto Rico will be reduced \$6 on week-days and \$9 on Sundays. Rates for conversations extending beyond three minutes will be similarly reduced.

To Cuba, three-minute station-to-station calls will be reduced by \$1.50 and person-to-person calls correspondingly; also, the schedule introduces reduced night and Sunday rates.

Since the American Telephone and Telegraph Company inaugurated radio-telephone service to Europe in 1927, there have been two previous substantial reductions in charges for the service. When the service opened, a three-minute conversation between New York and London cost \$75. In 1928 the rate was reduced to \$45 and in 1930 the Company made a further reduction to \$30. The present reduction brings it to \$21.

The following table compares the present and the new day rates for a three-minute conversation:

	<u>Present Rate</u>	<u>Proposed Week-Day</u>	<u>Proposed Sunday</u>
N.Y.-London	\$30	\$21	\$15
N.Y.-Buenos Aires	30	21	15
N.Y.-Rio de Janeiro	30	21	15
N.Y.-Lima	30	21	15
N.Y.-Paris	30	21	15
N.Y.-Berlin	33	24	18
N.Y.-Santiago, Chile	33	24	18
N.Y.-Panama City	21	12	9
N.Y.-Guatemala	21	12	9
N.Y.-San Juan	18	12	9

The night rates to London, Paris and Berlin will be the same as the Sunday rates under the new schedule.

## RADIO RECOGNIZED ON "QUEEN MARY" RECEPTION COMMITTEE

The radio industry, including broadcasting, is represented on the Committee of sixty-five named by Mayor LaGuardia, of New York City, to welcome the "Queen Mary" when she docks on June 1st. The Committee, which is headed by Nicholas Murray Butler, includes the following radio personalities:

Maj. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America; Lenox R. Lohr, President of the National Broadcasting Company; Alfred J. McCosker, President of WOR; William Paley, President of the Columbia Broadcasting System, and Arthur Wilson Page, Vice-President of the American Telephone and Telegraph Company.

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## RADIO NOW CHIEF AMUSEMENT OF CHILDREN, SURVEY SHOWS

Listening to radio programs now constitutes the major indoor amusement of children between the ages of 10 and 13, a survey conducted by Columbia University disclosed, although outdoor play and school still occupy the greatest attention of the youngsters.

A study of the reactions of 3,345 New York City children to radio programs was reported on by Dr. Axriel L. Eisenberg, of Teachers' College, Columbia University, and made public by the Columbia University Press.

The youngsters indicated that they would rather listen to the radio than read, play a musical instrument or solve a puzzle, but that they ranked the radio below the movies, the "funnies" and listening to an orchestra on the stage.

Although boys and girls had similar preferences in their recreations, the survey disclosed that they disagreed heartily in one instance - the boys preferred playing baseball to the radio, while the girls were more interested in the broadcasts. Boys listened more to programs that were "mysterious, adventurous and virile." Girls, according to the survey, were interested in programs of "sentiment and of home and family life."

The boys spent an average of six hours and sixteen minutes a week listening to the radio. Girls spent slightly more time than boys, averaging six hours and twenty minutes.

Dr. Eisenberg reported that parents blamed the radio for interfering with such activities as school assignments, music practice, reading and the regular habits of eating and sleeping. The parents, approved of broadcasting, however, giving their approval to 3,100 programs and even urging their children to listen to 1,336 of these. They objected to only 791 programs, including some mystery and horror "thrillers."

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## NEW RULES ON REBROADCASTS, BORDER STATIONS ADOPTED

The Federal Communications Commission this week announced new rules governing rebroadcasts of programs in this country and of American programs abroad and making more stringent the ban against United States studios for border stations. The rules are effective July 1, 1936.

They are as follows:

"177. (a) The licensee of a regular broadcast station may, without authority of the Commission, rebroadcast a program of another United States regular broadcast station upon notice to the Commission and upon the express authority of the licensee of the station originating the program.

(b) No licensee of any other class of broadcast station (international, visual, high frequency, experimental or special) shall rebroadcast the program of any United States radio station without written authority first having been obtained from the Commission.

(c) No licensee of a regular broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission.

(d) No licensee of any class of broadcast station shall rebroadcast the program of any foreign radio station without written authority having first been obtained from the Commission. In case a program is transmitted entirely by telephone facilities in which a section of such transmission is by radio, the broadcast of this program is not considered a rebroadcast.

(e) An application for authority to rebroadcast the program of any radio station shall be accompanied by the written consent of the station originating the program.

(f) In case of a rebroadcast where the program is transmitted by several broadcast stations, such as a chain program, the person legally responsible for distributing the program or the chain facility may obtain the authorization for the entire rebroadcast.

(g) Authority will not be granted to rebroadcast in the United States the programs of an international broadcast station located within the limits of the North American Continent, except upon a satisfactory showing that no wire or other facilities exist for transmitting the program to the area served by the station proposing the rebroadcast.

(h) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American Continent without permission from the Commission, provided, however, that the station rebroadcasting the programs cannot be received consistently in the United States.

"177.1 No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor."

5/26/36

CBS PREPARES TO OPEN TWO MARKETS ON PACIFIC COAST

Discussing the acquirement of Stations KNX, Los Angeles, and KSFO, San Francisco, subject to approval of the Federal Communications Commission, H. K. Boice, Vice-President in Charge of Sales of the Columbia Broadcasting System, states that "the two most important markets of the Pacific Coast soon will be served by new and better Columbia facilities.

"In Los Angeles, 50,000-watt Station KNX replaces the 1,000-watt KHJ. On a nationally cleared-channel at 1,050 kilocycles KNX will be an owned and operated station of the Columbia Broadcasting System. Its base-rate will be \$450 an evening hour.

"In San Francisco, 1,000-watt Station KSFO replaces KFRC of the same power. But Station KSFO broadcasts on 560 kilocycles; one of the most effective of the cleared regional channels, insuring intensive CBS coverage of the entire, widespread San Francisco market.

"KSFO, like KNX, will be operated directly by Columbia; when approval, in each case, has been granted by the Federal Communications' Commission.

"The rate for Los Angeles goes into effect on January 1st, 1937, when both stations take over the full schedule of Columbia programs in California. This rate will be incorporated in all Columbia contracts signed after today's (May 22) date.

"Much more than the changes in station-facilities is involved in these improvements. Complete new CBS studio, production and technical services, embracing the most recent developments in radio, will be available to advertisers."

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U. S. SUPPLIES 60% OF BRAZIL'S RADIOS IN 1935

The United States led all countries and supplied 60% of the radio receivers imported by Brazil in 1935, but it lost its domination somewhat to Netherlands. While the Philips Company of Holland, jumped from 11 to 25 per cent of the imports, this country dropped from 81% since 1934.

The value of Brazil's radio imports increased by 112% last year, however, and shows signs of expanding its purchases even further, according to the Department of Commerce.

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 ::: INDUSTRY NOTES :::  
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Following the dealers and distributors' meeting in Chicago, the Zenith Radio Corporation placed initial orders on receivers totalling \$4,187,634 on the new 1937 models as against orders for \$1,200,000 after the 1935 convention.

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Station WJJD began serving as an auxiliary Chicago outlet for the Affiliated Broadcasting Company on May 25th, affording Chicago coverage to a number of the network's sustaining programs not heretofore available to the local audience.

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The Federal Communications Commission, meeting en banc, adopted a new rule (Order No. 16) exempting radio stations in the aviation service from so much of the provisions of sub-section 97 (a) of Paragraph 20 of Regulations to Govern the Destruction of Records of Telephone, Telegraph and Cable Companies as requires the retention of log books for a period of one year, and, in lieu thereof, said stations shall be required to retain log books for three months only.

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Wallace J. Stenhouse has joined the headquarters sales staff of the Affiliated Broadcasting Company in Chicago. He was formerly Advertising Manager of the Calumet Baking Power Company.

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A supplemental report on radio markets in the United Kingdom, dealing with patents, has just been issued by the Bureau of Foreign and Domestic Commerce, and is available at 25¢ a copy.

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Charged with unfair methods of competition in the sale of a purported mineral water, Richard R. Soberanes, trading as Tarzana Mineral Water Co., Hollywood, Cal., is named respondent in a complaint issued by the Federal Trade Commission. In radio broadcasts and in various kinds of advertising matter, the respondent allegedly represents that his product will prevent and cure, or is beneficial in the treatment of many diseases and afflictions, including rheumatism, liver ailments, stomach trouble, high blood pressure, etc., and the complaint charges these representations are not true.

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## RCA VOTES DIVIDEND ON NEW STOCK

David Sarnoff, President of the Radio Corporation of America, announced last Friday that the initial dividend on the outstanding shares of the Corporation's new \$3.50 Cumulative Convertible First Preferred stock was declared by the Board of Directors, at its regular meeting.

The dividend is 87½ cents a share, covering the period from April 1, 1936, to June 30, 1936. It is payable on July 1, 1936, to holders of record at the close of business on the 8th day of June, 1936.

Mr. Sarnoff also announced that more than 95% of the "B" Preferred stock of the Corporation has been deposited for exchange under its Plan of Recapitalization.

In order to give holders of the remaining unexchanged "B" Preferred stock an opportunity to receive the dividend on the new First Preferred stock declared last Friday, the Board of Directors has extended the period for exchange of "B" Preferred stock by fixing June 30, 1936 as the date to and including which this exchange may be made.

The dividend on the First Preferred stock issued after June 8th and prior to July 1, 1936, in exchange for "B" Preferred stock will be paid as soon as possible after July 1st, it was said.

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## AUSTRALIAN BROADCASTS VIEWS ON TELEVISION

Television will supplement but never replace radio, according to A. G. Hull, Technical Editor of Wireless Weekly, who has just finished a world tour and study of television in various countries.

In a broadcast to his Australian countrymen from W2XAF, General Electric short-wave radio station at Schenectady, N. Y., the Sydney editor advised them to keep on buying radio receivers. His report was picked up by VK2ME at Sydney and rebroadcast over a long-wave station to the radio audience.

"Television will not replace radio broadcasting, but will supplement it", he said. "Undoubtedly it will prove a novelty to view from one's armchair athletic, social and political events. Yet the keen concentration which the onlooker must pay to the television screen is tiring after a certain length of time. It is unlike listening to a speech or music which can be absorbed with very little or no effort. Therefore, a few hours of 'looking in' should be sufficient for the average person."

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## CHILE CONSIDERS CURB ON IMPORTS OF RADIOS

A measure being considered by Chile prohibiting further importations of automobiles and radios for a time, in view of the scarcity of available drafts of foreign currency, is considered to affect seriously United States trade with Chile, according to a special dispatch to the New York Times from Santiago last week.

Ambassador Hoffman Philip of the United States made a special visit to the Foreign Office and pointed out the inconvenience of the suggested action. Commercial circles do not conceal their surprise at the unexpected plan brought forward for classifying special articles as luxuries with a view to halting importations.

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## WASHINGTON POST ASKS FOR WMAL FACILITIES

Eugene Meyer and Company, doing business as The Washington Post, has asked for a construction permit for a new station to be operated on 630 kilocycles, 250 watts, 500 watts-day, unlimited time. It also requests that the Federal Communications Commission grant to them the facilities of Station WMAL, which is now owned by the National Broadcasting Company.

William Randolph Hearts is trying to get hold of WMAL also, claiming that Mr. Leese, the former owner, had promised to sell him the station before his (Mr. Leese's) death.

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## A. T. &amp; T. APPEALS IN ACCOUNTING CASE

The controversy between the Federal Communications Commission and the telephone companies over a uniform system of accounting was brought to the U. S. Supreme Court May 22nd when the American Telephone and Telegraph Company and several other utilities appealed from a decision of a special three-judge court in New York City.

The A. T. & T., the Ohio Associated Telephone Company and the Eastern Telephone and Telegraph Company objected to a ruling which denied them a permanent injunction against enforcement of the Commission's order for a uniform system and asked the high court to take jurisdiction in the matter.

The principal objections of the telephone companies are against being required to record purchased plants at the original cost of construction and against revised methods of ascertaining depreciation.

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# HEINL RADIO BUSINESS LETTER

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**CONFIDENTIAL — Not for Publication**

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No. 932

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May 29, 1936

CANADA MOVES TO ADOPT BRITISH PLAN OF RADIO CONTROL

Complete nationalization of radio along British rather than American lines was recommended unanimously to the Canadian Government at Ottawa on Wednesday, May 27, by the Parliamentary Committee which has been holding hearings on the subject.

Details of the proposed set-up have not reached this country, but the general plan provides for a supplanting of the Canadian Radio Commission by an honorary Board of nine Governors, representing all sections of Canada. This Board would have control over all programs and advertising on Canadian broadcasting stations. The Committee in its report criticized the Radio Commission's administration as loose and unsatisfactory.

New precedents in control of political broadcasts were recommended by the Committee. Among the new rules proposed were that:

"Dramatized" political broadcasts be prohibited.

Broadcasting time be assigned equally between the political parties.

No political broadcast be permitted on election day or on the two preceding days.

The Canadian Radio Commission which has been in control for five years, has faced the difficulty of serving, in both French and English, a tremendous but sparsely inhabited territory. Its chief and almost only source of revenue has been the \$1,700,000 it receives from the charge of \$2 per year for listeners' licenses.

The Commission has never been able to make up its mind whether to follow the English and European practice of financing broadcasting entirely by licensing and government subsidy, or whether to adopt the American system of handing it over to private enterprise to be financed by advertisers. As a result neither the advertisers nor the listeners-in have been satisfied with the way things were going.

The case for adoption of the English system and the creation of a control body similar to the British Broadcasting Corporation was presented to the Committee by the Canadian Radio League. All large stations, the League urged, should be taken over by the corporation which, although subject in the last analysis to government veto, would be allowed to discharge its duties practically without political interference.

In contrast was the demand presented by associations of Canadian advertisers, advertising agencies and broadcasters that radio be handed over almost entirely to private enterprise to be developed on a commercial basis. They proposed that the Government confine its activities over the radio to arranging the broadcasting of national programs.

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PUBLISHERS VIE FOR RADIO OUTLET IN WASHINGTON

Recognition of the role radio will play in the presidential campaign is seen in the efforts of three Washington newspaper publishers to obtain broadcasting outlets in the National Capital.

Eugene Meyer, wealthy owner of the Washington Post, has entered the field against William Randolph Hearst in a move to obtain facilities of WMAL, now affiliated with the National Broadcasting Company. Hearst is awaiting a ruling by the District of Columbia Supreme Court on his suit to force the heirs of M. A. Leese to sell the station to him. There are two Hearst papers in Washington - The Times and The Herald.

While the Evening Star has made no open bid for the station, it is known that it had an agreement with Mr. Leese, former owner of the station, that practically gave it an option on the station. Whether the agreement would hold since his death, however, is not known. It is believed that the Star would try to keep the outlet from going to a rival publisher.

Mr. Meyer's latest move is to obtain the facilities of WMAL without purchasing the station outright. He has filed an application with the Federal Communications Commission for a construction permit to build a new station for operation on 630 kilocycles, 250 watts at night and 500 watts daytime.

Scripps-Howard, the chain which publishes the Daily News, not to be caught napping, has filed an application for the facilities of WOL, or an alternative channel, and for a permit to build a new station. The application is in line with a national move to acquire broadcasting outlets as adjuncts to the Scripps-Howard newspapers. The Scripps-Howard application, filed in the name of its radio subsidiary, Continental Radio, Inc., is for either 1310 kc., now occupied by WOL, or 1230 kc.

WOL was heard only last week on its application to move to nearby Maryland and to obtain a better frequency. William Dolph, who is associated with Leroy Mark at WOL, is head of an organization seeking the 1310 kc. wave should WOL obtain a better allocation. He is also handling radio for the Democratic National Committee.

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## CBS BUYS OLD "HARMONY ROW"; RIVAL OF RADIO CITY SEEN

The purchase by the Columbia Broadcasting System of three old buildings, labelled by newspapers "Harmony Row", in New York City this week led broadcasters to wonder whether the network is not laying plans to build a rival to Radio City, show-place of the National Broadcasting Company.

All that was said officially was that the old structure will be razed and be replaced by a building that will house the latest of broadcasting facilities. The site is on the southeast corner of Park Avenue and Fifty-ninth Street and adjacent property.

In one of the largest real estate transactions of its kind in recent years, CBS has assembled a plot of about 29,000 square feet in an area that was once the center of German saenger-fests and musicals.

The properties have combined frontages of 125 feet on Park Avenue, 140 feet on Fifty-ninth Street, and 125 feet on Fifty-eighth Street. The properties have a total assessed valuation of \$1,735,000. Title will be taken through a subsidiary of the Columbia Broadcasting System, which has a lease on its present headquarters at 485 Madison Avenue expiring in 1939.

Asked about a report that the new building would contain a television theatre, M. R. Runyon, Secretary-Treasurer of the Columbia organization, said definite plans for the improvement had not been arranged, in view of the fact that Columbia's present lease has about three years to run. Columbia occupies ten floors in the building bearing its name at 485 Madison Avenue.

Mr. Runyon said the new structure would be designed to house the latest and most modern studios, equipment and offices necessary for the operation of the huge broadcasting plant. He added that details of the plans would be announced at some future date.

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## CROSLEY ORGANIZATION TO MEET IN CHICAGO

The first membership meeting of the Associated Radio Stations, Inc., an organization of independent broadcasters being organized by Powel Crosley, Jr., of WLW, Cincinnati, will be held in Chicago during the convention of the National Association of Broadcasters, July 5-8.

The Association is said to have more than 150 members and is gaining strength daily. It is expected to have a powerful influence on the copyright issue and other important policies to be decided by the NAB convention.

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## CENSUS BUREAU REPORTS ON STATIONS ON PACIFIC COAST

Total receipts of the 77 broadcast stations in the Pacific Coast States, from the sale of radio time during the year 1935, amounted to \$6,441,623, it was disclosed late this week by Director William L. Austin, Bureau of the Census, Department of Commerce, in the third report of the new Census of Business series on the broadcasting business.

The report includes all broadcast stations in the three Pacific Coast States which sell time, of which there are 43 in California, 20 in Washington and 14 in Oregon.

Revenue as reported by the stations is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducing quantity and time discounts.

More than one-half (56.2 percent) of the time sales of stations in the three States was derived from local advertisers, and about one-fifth (20.6 percent) from national and regional advertisers who purchased time directly from the stations. The remainder (23.2 percent) was received from national and regional networks as payment for network commercial programs carried by the stations.

California leads the other States in all three classifications, with total revenue of \$4,645,776, of which \$2,605,377 (56 percent) was local advertising. Washington is second with \$1,103,411 of revenue; the total in Oregon is \$692,436.

The 77 Pacific Coast stations employed a total of 1,988 persons (monthly average) with an annual payroll in 1935 of \$3,202,573. More than 88 percent of this payroll was paid to full-time employees.

There is no seasonal fluctuation apparent in station employment in 1935. The number of persons employed ranged from a low of 1,870 in January to a high of 2,098 in December. The number of employees was greater for the later months of 1935 partly because of the opening of some new stations. Monthly employment figures for these stations in operation continuously throughout 1935 indicate a gradual increase in numbers rather than a seasonal fluctuation.

California's 43 stations divided their reported revenue of \$4,645,776 as follows: from local advertisers, \$2,605,377; from national and regional networks, \$1,031,931; from national and regional spot advertisers (non-network), \$1,008,468. Station personnel totalled 1,297 persons, to whom was paid in 1935 a total of \$2,326,413, about 90 percent of which was paid to full-time employees and 10 percent to part-timers.

Washington's 20 stations reported that of their total revenue (from the sale of time) of \$1,103,411, the amount received from local advertisers was \$605,373; from networks, \$297,431; from non-network spot advertisers, \$200,607. Station personnel totalled 467 persons, to whom was paid a total in 1935 of \$578,348, about 79 percent of which was paid to full-time employees and nearly 21 percent to part-timers. The high percentage of the latter is accounted for by the fact that Washington stations employed a relatively large number of artists on a part-time basis.

Oregon's 14 stations divided their reported revenue of \$692,436 as follows: from local advertisers, \$407,522; from national and regional networks \$167,123; from national spot advertisers (non-network), \$117,791. Station personnel totalled 224 persons, to whom was paid in 1935 a total of \$297,812, more than 93 percent of which was paid to full-time employees and less than 7 percent to part-timers.

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#### FCC PROVIDES FOR SECONDARY PRESS TRANSMISSION

The Telegraph Division of the Federal Communications Commission, having under consideration the need for providing for secondary and simultaneous transmission of press material by coastal telegraph and point-to-point telegraph stations, has determined that in order to carry out the provisions of the Communications Act of 1934, the following revision of existing Rules and Regulations is necessary.

On May 26th it ordered that Rules 234 and 267 be amended to read as follows:

234 - "The term 'point-to-point telegraph station' means a fixed station used for radiotelegraph communication. In addition, a station of this class may be authorized to communicate secondarily and simultaneously with mobile stations for the transmission of press material which is destined primarily to fixed points."

267 - "The term 'coastal telegraph station' means a coastal station used for radiotelegraph service with maritime mobile stations. In addition, a station of this class may be authorized to communicate secondarily and simultaneously with fixed points for the transmission of press material which is destined primarily to mobile stations."

The new rules will be effective at 3 A.M., EST, June 19, 1936.

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## RMA PREPARES FOR JUNE 15 FCC HEARING

The Radio Manufacturers' Association is making intensive preparations for the general hearings at Washington beginning June 15 of the Federal Communications Commission on allocation requirements for future radio services, including television and facsimile. The RMA is cooperating with the National Association of Broadcasters in preparing for the Commission's inquiry regarding radio services which are now experimental and for the distant time when they may become commercial.

Engineering data and detailed recommendations have been prepared at numerous meetings of the Association's Special Allocation Committee, composed of leading radio engineers and of which Dr. W. R. G. Baker, of Bridgeport, is Chairman; of the Television Standards Committee, and of various sub-committees. The RMA Special Committee of executives in charge is composed of James M. Skinner, of Philadelphia, Chairman; E. F. McDonald, Jr., of Chicago; Powel Crosley, Jr., of Cincinnati; and R. R. Kane, of Camden, N. J., which held a meeting with the Engineering Committee at Philadelphia last Wednesday, May 27. The Special Engineering sub-committee consists of Dr. L. C. F. Horle, of New York; A. F. Murray, of Philadelphia; and Dr. C. B. Jolliffe, of Camden, N. J.

Requirements for an adequate national system of television in the future whenever it reaches the commercial stage will be presented to the Communications Commission June 15 by the RMA. Chairman Skinner of the RMA Committee will make the general presentation, while Messrs. Murray and Horle will present engineering details.

In preparing for the FCC hearings, the RMA delegation is cooperating with the National Association of Broadcasters which has specially engaged Dr. Charles B. Aiken, of Purdue University to represent the NAB.

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## SARNOFF'S VISITS TO WHITE HOUSE AROUSE SPECULATION

David Sarnoff, President of the Radio Corporation of America, made another of several recent visits to the White House on Wednesday, May 27th, but no statement was made either by the President's secretariat or by RCA officials regarding the purpose of the calls.

One of the possible topics around which speculation centered was the still unsettled Mackay-RCA fight over the former's move to broaden its foreign radio communication service.

Anning S. Prall, Chairman of the Federal Communications Commission, recently called on the President, presumably regarding the case.

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## JOINT INQUIRY AUTO RADIO INTERFERENCE PROGRESSES

Technical experts from the Engineering Division of the Radio Manufacturers' Association and the Society of Automotive Engineers are engaged in a joint study of the problem of ignition interference to radio reception on automobiles.

Among data uncovered was the fact that a strong peak of interference exists in the band of 30 to 40 megacycles, where local short-wave broadcasting is now beginning.

A study of the effects of noise suppressors upon the operation of automobiles showed that while the devices have no effect on gas economy with engines running at good speeds, suppressors tend to increase missing when engines idle and add to the difficulties of starting in cold weather, the engineers found.

The findings of the engineers are to be submitted to automobile manufacturers as a contribution to ignition research.

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## U. S. RADIOS IN DEMAND IN URUGUAY

Improved economic conditions resulting from greatly increased exports of animal products effected during 1935, combined with a general dissatisfaction with receivers made up of locally manufactured parts have served to increase the demand for foreign sets, particularly American, in Uruguay, according to the Department of Commerce.

The local radio manufacturing industry is said to have suffered a considerable set-back and at present is confining its activities mainly to assembling, employing parts imported from abroad.

The market for automobile radios continues to be dull, as many of the new cars are imported already equipped with radio sets and owners of old automobiles in general are manifesting a lack of interest in automobile radio equipment.

A complete set of new regulations placing limitations on the amount of advertising time to be permitted broadcasting and effecting other needed improvements in Uruguayan broadcasting, has been drawn up by the Direccion de Radio Comunicaciones (Bureau of Radio Communications) and presented to the Asociacion Nacional de Broadcasting Uruguayo (National Association of Uruguayan Broadcasting) for consideration and suggestions. When the regulations are found to be mutually satisfactory to the Bureau of Radio Communications and to the Broadcasting Association, an appropriate bill will be presented to Congress in order to secure the necessary changes.

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## EUROPEAN SETS HIGHER; HAVE FEWER TUBES THAN IN U. S.

Prices for radio receiving sets in Europe are distinctly higher than in the United States and the majority of receivers use but two, three, or four tubes, according to L. M. Clement, Vice-President in Charge of Engineering, RCA Manufacturing Co.

Writing in Broadcast News, RCA organ, Mr. Clement, in an article on "What the Europeans are Doing", said, in part:

"The wit who said that radio reception resembled a form of exercise and a game of chance probably had in mind certain types of European receivers on the market, on which it was necessary for one to turn numerous dials and then, if lucky, one heard a program. Such a state of affairs is no longer typical of Europe. But it is true that radio conditions in Europe, as I found them during the past four years, were much different from American conditions.

Perhaps the greatest difference lay in the fact that European receivers were mostly two, three, and four tube T.R.F. units, many with magnetic type loud speakers. Selectivity was largely dependent upon regeneration, and the power output was surprisingly low. In most of the countries broadcast transmitters were of good quality. Many were 60-120 kw. output, including a 500 kw. station in Moscow. Interest in radio was and is very high. In many of the countries the home set builder was a serious competitor of the set manufacturer. Superheterodyne receivers were being slowly introduced, but were poor in operation and complicated in construction.

"By far the strongest reason for the difference between European and American radio practice was due to the tubes available. European tube designs differed radically from American designs, and reflected the influence of the older battery type tubes. In these old battery sets, battery life was a major problem and tubes were designed with the highest possible mutual conductance so that the smallest number of tubes could be used.

"Listening conditions, tastes and purely local practices have a decided effect on European receiver design, as will be made clear by the brief description and explanation of these conditions in England, France, Belgium, Germany, Austria and other countries.

"The local programs are usually of greatest interest to the British public, largely because a knowledge of foreign languages is not common, and because of the relatively good quality of the programs broadcast. But for a large portion of the listening public this interest does not hold on Sundays, because on that day the British Broadcasting Company does not broadcast any popular or light musical programs, but confines the programs to religious and serious subjects. Consequently, the average listener on Sunday tunes in Luxembourg or Paris. These two stations cater to this English practice and broadcast advertising programs in

in English. They also broadcast sweepstake and football gambling pool results that are of great interest to Britain's working classes. The International Broadcasting Company is an English company, and broadcasts programs in English over the following stations: Paris; Luxembourg; Normandie; and Athlone, Ireland.

"Because of these conditions, the people demand receivers capable of receiving all the local British programs, and in addition programs originating in France, Luxembourg, and the Irish Free State.

"The great majority of French broadcast stations are below the average of other European stations in quality. Consequently, the French people in general listen to foreign broadcasts, and therefore require better sets of higher sensitivity and greater selectivity. The simple regenerative receivers were never very popular in France.

"American type tubes are popular in France. A large number are made there, and others are imported from the United States. The prices of these tubes are high, however, because of the quota, and tend to curb the number of tubes used in the design of the receivers. In fact, the import quota has a decided effect on French receivers. It limits the importation of foreign receivers, and makes manufacture more difficult and expensive because of the limitation on the importation of certain components not readily available in France. French receivers, however, employ five or more tubes, and are high in selectivity. The design is close to that of the American receiver, with the exception that little interest is shown in short-wave reception.

The Belgians, like the French, want to listen to foreign broadcasts, and their receivers are designed for selectivity. American tubes are widely used, and American types are manufactured in Belgium. Belgium and French receiver sets are quite similar.

Conditions in Germany differ from those in most other countries. Programs of local interest predominate, and an extremely inexpensive receiver is produced by the German radio manufacturers. Consequently, the poorly paid classes can afford radio reception. This condition is not entirely due to manufacturer activity, as it is strongly sponsored by the German Government. These low priced German sets sell for 75 RM (\$30.00). They consist of three tubes, including rectifier, and are of the regenerative detector audio amplifier type.

"Radio programs are good, but include much propaganda.

"In spite of the fact that Austrian stations and programs are excellent, the receivers sold in Austria are largely for foreign reception.

"The prices of European receivers without exception are greater than the American equivalents. As a basis of comparison, we can take a five tube super-heterodyne receiver of 2 watts output, with a sensitivity of 50 microvolts for 50 M.W. output, 2 wave bands (A and X), and dynamic loudspeaker. This is the type of set which is most widely sold in Europe.

"The price of the set in various countries would be approximately: England, 12 Guineas (\$65); Belgium, 1950 Belgian Francs (\$65); Hungary, 400 Pengo (\$80); Austria, 450 Austrian Schillings (\$86); France, 1450 French Francs (\$97); Germany, 280 R. Marks(\$110).

"An equivalent American set, but with three wave bands, would sell for about \$40.00."

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FTC GETS STIPULATION IN RADIO TUBE CASE

In a stipulation entered into with the Federal Trade Commission, Triad Manufacturing Co., Inc., Pawtucket, R. I., has agreed to cease representing in advertising or in printed matter that certain glass radio tubes it manufactures and sells are "metal tubes".

The stipulation of facts points out that glass tubes were in general use by the radio industry until 1935, when the so-called metal tubes became popularized in the trade and by the purchasing public, and also describes glass tubes as having the technical elements sealed in a vacuum in glass, while in the metal types the technical elements are contained in a vacuum in steel.

Specifically, the respondent corporation agrees to discontinue use of the words "metal tubes" as descriptive of its products, so as to imply that such products are those which have become popularly known as metal radio tubes.

The stipulation provides that if the technical elements of the respondent corporation's product are sealed in a vacuum in glass which is placed within a metal shell, and if the words "metal tube" are used to describe the shell, then such words shall be accompanied by other suitable words to indicate clearly that the product is not a tube wherein the technical elements are sealed in a vacuum in steel.

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AUSTRALIAN RADIO QUOTA ADOPTED EFFECTIVE AT ONCE

The Australian Government has adopted an import quota under which all radio shipments not on the water by May 23rd are subject to special permit to be obtained from the Customs, according to the Electrical Division, Department of Commerce.

Details of procedure and information as to the degree of difficulty there may be in securing permits are not at present available, but the situation is being followed closely and publication of further particulars will be made as soon as available, a Commerce Department statement said.

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 ::: INDUSTRY NOTES :::  
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Retrial of the patent litigation between the Shepard Broadcasting Service and the Aeolian-Skinner Organ Co. over an alleged infringement by WNAC and WAAB, Boston, on the method of broadcasting organ programs was ordered this week by the United States Supreme Court. The court sustained a ruling of the First Circuit Court of Appeals, which partially reversed an acquittal by the Massachusetts District Court.

More people made written response to National Broadcasting Company programs in April, 1935, than any April in radio history, it was announced in the monthly report of NBC Audience Mail Department. The increase was 121 percent over April, 1935. Last month, however, still lagged a little behind March, 1936, when an all-time monthly high of 1,015,372 pieces of mail was set at NBC.

The Telegraph Division of the Federal Communications Commission on May 26th adopted certain amendments to the existing regulations governing coastal telegraph and point-to-point telegraph stations. The order follows:

"It is ordered that any person or corporation whose interests may be adversely affected by said amendments shall, prior to June 19, 1936, notify the Commission in writing of the nature of his or its interest and desire to be heard; and upon such notification and application shall be accorded a hearing in accordance with the requirements of law; otherwise all such persons or corporations shall be deemed to have consented to the said proposed changes."

Radio markets reports on the Dominican Republic and Bermuda were issued this week by the Electrical Division of the Bureau of Foreign and Domestic Commerce. Copies are available at 25¢.

New reduced rates for telephone calls from all parts of the United States to Hawaii, the Philippines, Colombia and the Dominican Republic will become effective July 1, according to a schedule filed May 28 with the Federal Communications Commission.

This was made known by the American Telephone and Telegraph Company, which announced rate reductions to forty-five other countries last Tuesday.

The Federal Communications Commission on May 26 amended Rule 262a, B, b, by adding the frequencies 5652.5 kilocycles to those available for aircraft and aeronautical stations of the Blue Chain, and 5887.5 (subject to the condition that no interference is caused to the international service) kilocycles to those available for aircraft and aeronautical stations of the Brown Chain. These frequencies are to be shared with aeronautical and aircraft stations of the Green and Purple Chains respectively.

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