

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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TESTS PROVE G-MAN STATION AT WASHINGTON A POSSIBILITY

The dream of the Bureau of Investigation of the Department of Justice to establish a radio telephone broadcast station in Washington capable of being heard anywhere in the United States has been given technical encouragement by the Bureau of Standards.

First reports on tests conducted early this year were disclosed this week in the annual report of Dr. J. H. Dellinger, Chief of the Radio Section of the Bureau of Standards.

While explaining that "no definite conclusions can be drawn", pending further tests, the report added:

"It seems likely, however, that a useful radio telephone service to cover the United States could be conducted from a station in Washington, using possibly two day frequencies and two night frequencies."

The report also disclosed that the Bureau of Standards had prepared a number of specifications for radio equipment for the Bureau of Prisons, Department of Justice.

"Examples were specifications drawn up for a radio receiving system with a number of loudspeakers for use at Alcatraz Island, San Francisco, and an extensive ultra-high frequency two-way communication system between fixed and mobile stations for use at McNeil Island, Washington.

"Specifications for an all-wave radio receiving set were prepared for the Federal Bureau of Investigation."

The tests with regard to the Department of Justice station were described as follows:

"At the request of, and in cooperation with, the Federal Bureau of Investigation, Department of Justice, experiments were made over a period of a year to obtain data on the possibility of voice broadcasting to cover the United States from a station at Washington. Special test emissions were made from the Bureau's transmitting station WWV at Beltsville, Md., and reception was recorded by some 300 voluntary observers throughout the United States. In addition, a program of listening and logging of reception at Washington of high-frequency stations was carried on.

"The WWV emissions were made on four days during each of the four seasons of the year, i.e., in September, December, March and June. Frequencies of 5,000, 10,000 and 15,000 kc/s were used

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in the daytime, and 4,200 and 6,800 kc/s at night. The emissions were made to determine the intelligibility of reception of the broadcast by the observers. For this purpose, lists of unrelated words, as well as connected statements, were read into the microphone. The observers recorded all words they understood on special report forms furnished by the Bureau. The percentage of words correctly recorded was taken as a measure of the intelligibility.

"The results of the WWV emissions are given below for three of the four seasons. The results for June had not been compiled when this report was written. The figures represent the distance range in miles for intelligibility of 40 percent or more.

	Sept.	Dec.	March
5,000 kc/s, day	0-550	0-550	0-400
10,000 kc/s, day	250-1,200	0-1,400	0-1,200
15,000 kc/s. day	400-2,500	0-60,300-1,750	0-30,650-1,400
4,200 kc/s. night	-	0-1,500	0-1,700
6,800 kc/s. night	-	0-60,400-1,800	0-2,500

"This work was supplemented by observations made one or more nights each week throughout the year, in which an observer tuned in and recorded as many radio telephone stations as he could identify, on frequencies above 1,500 kc/s. The intelligibility of reception was rated on an arbitrary numerical scale. The received stations grouped themselves into 3 fairly definite bands of frequencies, in the vicinity of 1,700, 2,500 and 6,000 kc/s. At 1,700 kc/s, fair intelligibility was secured up to about 700 miles in September, increasing to about 1,200 miles in the Winter. At 2,500 kc/s, fair intelligibility was secured up to about 1,000 miles in September, increasing to over 2,000 miles in the Winter. At 6,000 kc/s, fair intelligibility was secured from about 200 to 4,500 miles in September, changing to about 800 to less than 2,000 miles in the Winter."

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EUROPEAN UNION FAVORS WIDER SEPARATION OF WAVES

The International Broadcasting Union, representing all of the leading broadcasting organizations of the continent, appears ready now to adopt the 10 kc. separation between frequencies on the broadcasting band.

Although Europe adopted this minimum of separation as early as 1926, a shortage of frequencies induced the practice of permitting separations of 8 or 9 kc. or even less. The United States maintains the 10 kc. policy.

While declining to accept the suggestion of the United States that the minimum be raised to 15 kc., the U.I.R. in a formal communication with reference to the forthcoming C.C.I.R. meeting in Bucharest in 1937 went on record as indorsing the 10 kc. separation as a "compromise".

The statement of the U.I.R. follows, in part:

"The U.I.R. expresses the opinion that the predominating quality in the matter of broadcasting is the obtaining of high fidelity acoustic reproduction.

"It refers in this connection to the curve presented at Lisbon by the United States of America, expressing the quality of orchestral music as a function of the cut-off frequency, and that, on the basis of this psycho-physiological fact, it is desirable to adopt separations of at least 15 kc.

"It is evident that such separation is not possible within the limits of the bands of frequencies allocated to broadcasting and that the separation of 10 kc adopted at the beginning in Europe (1926), and at present maintained in the other regions, constitutes a practical and acceptable compromise.

"In Europe, because of conditions peculiar to this continent, separations of 9 and 8 kc. or even less have had to be adopted, although such separations cannot be considered as entirely satisfactory from a technical standpoint.

"It is, therefore, desirable that the Administrations consider this point of view during the forthcoming conferences, and that they carefully weigh the advantages of obtaining good quality with sufficient separations which would imply a reduction in the number of channels against the maintenance or increase of the number of present channels which would inevitably carry with it a diminution of the quality of the reproduction.

"With regard to the short waves, it appears necessary, in accordance with present information to fix a minimum of 10 kc because of the world-wide range of shortwave services and that it is necessary to insure good reception. It is necessary to consider a greater separation corresponding to two or three channels of 10 kc. between stations which can be received simultaneously, with a field of the same order of strength in the same region."

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AYLESWORTH QUILTS NBC; CONCENTRATES ON R-K-O

Merlin H. Aylesworth has resigned as Vice-Chairman of the National Broadcasting Co. to devote his full time to RKO, of which he is Chairman of the Board. Mr. Aylesworth was President of NBC for nine years. He will continue as a member of the RCA-Victor Board.

As Vice-Chairman of NBC, Mr. Aylesworth was in an advisory capacity on matters of company policy.

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FCC DECLINES TO AID BROWDER IN TERRE HAUTE AFFAIR

Although it had previously forced WCAE, Pittsburgh, to carry an address by Earl Browder, Communist candidate for President, the Federal Communications Commission this week declined to come to his aid following his arrest in Terre Haute, Ind.

Replying to a request from William Z. Foster, Chairman of the Communist campaign committee, Anning S. Prall, Chairman of the FCC, said:

"Jurisdiction of the Communications Commission in broadcast matters extends only to station licensees. Action of the Chief of Police does not come within the jurisdiction of the Commission."

Foster had urged intervention on "behalf of free speech to permit Mr. Browder to speak as scheduled over stations as contracted for a month ago."

Browder's address was delivered over a Terre Haute station despite his arrest. His attorney evaded a local vigilance group and read the speech over the air.

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EFFECT OF SNOW IN FIELD INTENSITY TESTED

The U. S. Bureau of Standards has made measurements to determine whether snow has a large effect on radio field intensities. Measurements were made of the ground-wave field intensities of broadcast stations, from February to June. The intensities in June had decreased to about half the February values. There was no sharp change of intensity, so the diminution was probably due to the combined effects of the disappearance of the snow, drying out of the surface soil, and the leafing out of the tress and other vegetation, the Bureau stated in its annual report.

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GENERAL ELECTRIC CO., LTD., EXHIBITS TELEVISION SETS

Among the exhibitors of television receivers at the recent Radiolympia exhibition in London were two sets manufactured by the General Electric Co., Ltd. There were nine exhibitors altogether.

World-Radio, BBC journal, in a brief description of the television sets said:

"In most of the models exhibited the equipment includes, in addition to the television sound and picture reproducer, means for receiving ordinary broadcast programs, either by a long and medium-wave receiver or an all-wave unit. One or two instruments have also a gramophone section, thus being truly universal home entertainers. These models naturally have, in addition to the television controls, the normal tuning arrangements and other controls found in all broadcast receivers.

"The General Electric Company have two models, BT3701, at 95 guineas, for television programs only, and BT3702, using the same television unit combined with an 8-valve 'Fidelity' all-wave broadcast receiver, and costing 120 guineas. In these instruments most of the controls are permanently adjusted by the installing engineer, the user merely having to operate the combined system-selector and main switch, a brightness control, and the sound volume control. There is a small tuning control so arranged that by accurately tuning in the sound accompaniment the picture is automatically tuned correctly."

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NAB NOTES END OF SUMMER SLUMP IN JULY REPORT

Indications that the Summer slump in broadcast advertising "has been definitely beaten" are seen by the National Association of Broadcasters in an analytical report of total radio time sales for July.

Broadcast advertising during July amounted to \$7,232,225, a decline of 9.4 percent as compared to June, but less than the June-July drop last year of 11.1 percent. Regional network volume rose 7.5 percent over June this year.

Gross time sales were 23.4 percent greater than during July, 1935, all phases of the broadcasting industry showing approximately the same rate of increase.

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FCC ISSUES LIST OF AMERICAN STATIONS OUTSIDE U. S.

Although broadcasting has developed rapidly in North America outside the United States, it is still far behind this country in the number of operating stations, a list compiled by the Federal Communications Commission discloses.

Canada, Mexico, and Cuba now have 195 stations as compared with more than 600 in this country.

Canada and Mexico are tied for second place with 70 outlets each, while Cuba has 55.

Most of the Canadian stations, moreover, are of low power. The Dominion has one 15,000-watt outlet, two of 10,000 watts, and four of 5,000 watts.

Mexico, however, boasts several super-power stations along the United States border. It lists XERA, Villa Acuna, at 250,000 watts, half the power of the most powerful U. S. station, WLW, and XENT, Nuevo Laredo, at 150,000 watts, and XEPN, Piedras Negras, at 100,000 watts. The only other powerful station is XEAW, Reynosa, with 50,000 watts.

These border stations are controlled by American capital, XERA and XEAW being in the name of Dr. John R. Brinkley, the former Kansas "goat-gland specialist", and XENT being under the name of Norman Baker, another ex-American broadcaster.

All the Mexican stations in the interior are of low power.

Cuba has one 3,000 watt and two 1,000 watt stations in Havana.

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MURRAY OF BBC NAMED MANAGER OF CANADIAN RADIO

Gladstone Murray, formerly of the British Broadcasting Corporation, has been named General Manager of the revised Canadian broadcasting system. He will assume his duties in Ottawa early in November.

A native of Vancouver, Mr. Murray is said to be glad to return to Canada. He will be paid \$13,000 a year.

Reginald Brophy, also a native Canadian, now with the National Broadcasting Company, was mentioned as one of the candidates for the job.

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ITALY DEVELOPING "TELEVISODE" TO RIVAL BBC "TELEVISOR"

While the British Broadcasting Corporation pauses in its experimental television transmissions from Alexandra Palace, London, one Italian firm is engaged in promoting television in the Fascist State.

As the British have registered the trade name "televisor", to designate its receivers, Italy has adopted the title of "televisode".

The Italians began experimenting with television early in 1930, and conducted the first public tests in the Fall of the same year at the First National Radio Show in Milan.

The SAFAR (S.A. Fabbricazione App. Radiofonici) is the only firm in Italy concerned with television, according to Andrew W. Cruse, Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce.

"This company follows courses parallel with those of Baird in England and Telefunken in Germany", he said.

The latest development of the "televisode", he said, was exhibited at the sixteenth Milan Fair this year.

"The experimental service maintained throughout the Fair proved very satisfactory and also aroused lively technical interest abroad as well" Mr. Cruse said.

"During the period of the Fair there took place meanwhile in the SAFAR television laboratory interesting tests of direct television with the Castellani system. The results were those attesting both to the durability and to the sensitivity of the 'Telepantoscopio'.

"These new experiments thus produce the anticipation that the system can be used with success sooner than was expected.

"Meanwhile the cathode receiving tubes were also perfected. A new type of foot and a new electrodic structure were created, which notably simplified the mounting of the tube, facilitated its evacuation, and avoids the dangerous tail of vacuum outside the tube. New mixtures of sulphides were also prepared for the screens with which best luminosities and pleasing colors of the image were obtained.

"At the beginning of May the telecinema set of 180 lines with Televisode type receiver was taken to Turin to effect an experimental service at the first National Inventions Exhibition. At the same exhibition cathode tubes of various types and dimensions for oscillography and television were exhibited, as well as the 'Telepantoscopio'.

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"At present continuous experiments are in progress with the 'Telepantoscopio', both in telefilms for analysis beyond 240 lines, and in direct transmission by daylight beyond 120 lines.

"From the reception side the 'Televisode', though already electrically defined and made mechanically separable to permit acquisition in sections, was further studied from a mechanical and systematical angle, with a view to reducing the present encumbrance.

"It is in order to attack the problem of eliminating the direct relation between the dimensions of the images and the diameter of the screen of the cathode tubes, in order to be able to increase the dimensions of the images without recourse to cathode tubes of excessive dimensions, together with some very detailed researches on the luminosity of the cathode tubes and on the possibility of obtaining tubes at high tension with greatly reduced screens and a luminosity such as to permit conveniently the projection of the image upon a secondary screen. The SAFAR cathode tube in a bulb of special substance and the incombustible luminescent substances are the result of very satisfactorily successful researches."

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NEWSPAPER LOSES TO RIVAL IN NIAGARA FALLS SCRAP

The Falls Gazette Publishing Co., which publishes a newspaper at Niagara Falls, N. Y., this week was turned down by a Federal Communications Commission Examiner in favor of a rival group in a local scrap for a new broadcasting station.

Examiner Melvin H. Dalberg stated in his recommendation that the Power City Broadcasting Corporation, whose stockholders "enjoy excellent local reputations and are representative of the population of the area in practically all of its activities, is better qualified as the licensee of the proposed station."

Facilities asked by both applicants are 630 kc., 250 watts power, daytime operation.

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RADIO IS MAKING NOTEWORTHY PROGRESS IN INDIA

Radio has begun to make notable progress in India, a report to the Commerce Department from its Trade Commissioner at Calcutta indicates. During the last two years, it is pointed out, imports of receiving sets have shown a striking increase. Receipts of "wireless apparatus" (receiving sets are not separately classified in Indian customs returns) during the fiscal year 1935-36 were valued at 2,830,406 rupees (\$1,048,000) an increase of 75 percent over the preceding year and 150 percent in advance of 1933-34. Imports from the United States in 1935-36 under this classification totaled 1,242,627 rupees (\$460,000) compared with 830,348 rupees (\$307,000 in 1934-35 and 178,994 rupees (\$67,000) in 1933-34.

Owing to lack of classification, the report states, it is difficult to analyze the participation of other countries in India's import trade in radio apparatus, but the share of Great Britain, totaling 1,048,701 rupees (\$388,000) in 1935-36 is believed to have included a very considerable amount of broadcasting equipment. The Netherlands supplied 381,256 rupees (\$141,000) worth of equipment and it is believed that this country holds second place after the United States as a supplier of receiving sets.

Broadcasting in India has made substantial progress in the past three years, it is pointed out. At the present time there are three broadcasting stations in India and the Government is now planning the construction of five additional units. Seven-eighths of the import duty on receiving sets and nine-tenths of the income from license fees are allotted by the Government for broadcasting development. Besides this considerable sum, an additional allotment was made in 1935-36 of 2,000,000 rupees (\$740,000) out of surplus Government funds.

According to unofficial estimates there are now approximately 30,000 receiving sets in operation in India, of which approximately half are in the two cities of Bombay and Calcutta, the report states.

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NOTRE DAME WON'T COLLECT ON GRID BROADCASTS

The University of Notre Dame has not sold exclusive radio broadcasting rights to its five 1936 home football games, Rev. John F. O'Hara, President of the University, said this week. Father O'Hara added that Notre Dame had not sold and would not sell exclusive broadcasting rights to any of its football games, although commercial sponsorship of football broadcasts would be permitted. He said that all broadcasts would be on a non-exclusive basis and Notre Dame would not receive one cent in remuneration for them.

The N. W. Ayer Company clarified its position this week by saying that no payment had been made to Notre Dame for this series which had been arranged on a non-exclusive basis.

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RCA EMPLOYEES HONOR SARNOFF ON 30TH ANNIVERSARY

David Sarnoff, President of the Radio Corporation of America, was tendered a dinner September 30th at the Ritz-Carlton Hotel, New York City, by employees of RCA and its service companies in honor of the completion of his 30th year in the radio industry.

More than 300 employees of RCA, National Broadcasting Company, R.C.A. Communications, RCA Manufacturing Company and Radiomarine Corporation of America, including a group whose service periods in radio range from ten to 25 years, presented Mr. Sarnoff with an inscribed platinum watch. Members of the Veteran Wireless Operators' Association gave him a scroll commemorating his years of leadership in the radio art. Gen. James G. Harbord, Chairman of the Board of RCA, presided and read messages of congratulation from many prominent people, including Senatore Guglielmo Marconi, the "father of radio".

Mr. Sarnoff began his radio career in 1906 as an office boy with the American Marconi Company, predecessor of RCA. Quickly mastering the telegraph code, he was made a junior operator the following year, and in 1908 he was placed in charge of the company's wireless station on Nantucket Island. While there, young Sarnoff, then only 17, studied every book in an extensive radio library and became so proficient in his work that the next year found him as Manager of the Marconi station at Sea Gate, New York.

Then followed several trips as wireless operator on various ships, including several months in the Arctic ice fields on a seal fishing expedition. In the Spring of 1912 Mr. Sarnoff was at the key of the John Wanamaker station in New York, where he picked up the first message from the stricken "Titanic." For 72 hours without rest he remained at the key and passed on to a shocked world the details of the disaster and the names of the survivors.

Promotions came in rapid succession and placed Mr. Sarnoff in the position of Commercial Manager of the Marconi Co. in 1919. When the Radio Corporation of America was organized in that year, absorbing the older wireless company, Mr. Sarnoff continued in the same position until 1921, when he was made General Manager of the new company at the time when radio broadcasting was in its infancy. The following year Mr. Sarnoff assumed the added duties of Vice-President, and in 1930 he was elected President of RCA.

Mr. Sarnoff is a Chevalier of the Legion of Honor and also has been decorated by the Polish and Luxemburg governments. He has received honorary degrees from several universities. He is a Director and member of the Executive Committee of the Metropolitan Opera Company and Director of the World's Fair Corporation as well as Chairman of the Board of the National Broadcasting Company, RCA Manufacturing Co., and many other corporations.

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WLW NETWORK PLAN RUMORED, DENIED

"Partial or complete denial represents the official comment on a number of reports strongly stressed within broadcasting circles and concerning WLW, Cincinnati, John L. Clark's Trans-America Company, the creation of a new radio combination and the tie-in of the Warner Bros", reports Variety. "It is understood discussions have taken place and are continuing.

"Moves will in no way interfere in the relations between WLW and NBC and also those prevailing between WLW and Mutual. WLW would continue to maintain its independence status all around. Powel Crosley, Jr. has during the past week smoothed out his lines of association with both NBC and Mutual.

"Reported to be already committed to the WLW group idea are WIP, Philadelphia; WOL, Washington, and KQV, Pittsburgh. If the WLW and associated stations idea materializes, it is expected to be sold through the Trans-America Broadcasting & Television Corp., of which John L. Clark is head.

"To serve as contact man among the stations that it has on its list Trans-America has just engaged Mortimer Prall, son of Anning S. Prall, Chairman of the Federal Communications Commission."

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BRITISH HONDURAS HELD POOR RADIO MARKET

"The only radios, parts and accessories for sale in British Honduras are of American manufacture", the U. S. Bureau of Foreign and Domestic Commerce reports. "There are at present nine local agents for American radios and it would appear that radio receiving sets in this Colony of only 52,000 inhabitants, the majority of whom are colored and maintain a very low standard of living, are over-represented.

"There are no broadcasting stations in British Honduras but the British Honduran Government owns a radio station in Belize operating for the receiving and sending of messages, and also an experimental station in Corozal. In addition, there are six amateurs licensed for receiving and sending messages as well as one commercial station and five ships, the annual license fee for each being \$2.50 (British Honduras currency, which is at par with American), \$25.00 and \$12.50 respectively. The local Government-owned radio station rebroadcasts weather reports received from Washington.

"The total number of radio receiving sets licensed for use in 1935 and for which the \$1 annual license fees have been paid was 195, of which 106 were of the medium-wave type, 15 of the short-wave, and 74 all wave. However, it is estimated that approximately 500 sets are in use. Dealers state that there is little possibility of the present number being materially increased in the near future."

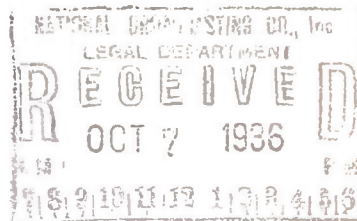
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BROADCASTERS DIVIDED AS FCC HEARING OPENS

With the broadcasters of the nation sharply divided on the issues of clear channels and higher power, the engineering hearing on the broadcast band, 550-1600 kc., opened Monday morning in the Government Auditorium with nearly 400 persons present.

Although the educators made an initial bid for more channels, the bitterest scrap in prospect appeared to be between the clear channel group and the regional broadcasters.

The clear channel group of 13 stations is seeking not only to preserve its frequencies from further breakdown but higher power as well. Through Louis G. Caldwell, attorney for the group, the stations asked that the present maximum power of 50,000 watts be made the minimum and that the maximum be raised to 500,000 watts.

Opposing them is the National Association of Regional Broadcasting Stations, formed only recently under the leadership of John Shepard, 3rd, President of the Yankee Network. This group of 85 stations wants further duplication of stations on clear channels with power restricted to 50,000 watts and a horizontal increase on all regional channels to 5,000 watts.

Because its own members are split on the major issue, the National Association of Broadcasters Directors decided that its Association will not be represented at the hearing although James W. Baldwin, Managing Director, had been scheduled as one of the 37 witnesses.

After Judge Eugene O. Sykes, Chairman of the Broadcast Division, had opened the hearing with a brief outline of the scope and procedure of the inquiry, Commdr. T. A. M. Craven, Chief Engineer of the FCC, spoke on the engineering aspects of the reallocation problem.

"The conception of the hearing was pre-empted with the spirit of progress that has been made in the art of broadcasting since 1928", he said, "securing from the industry a practical interpretation of this progress and cooperating with the industry in an intelligent planning in application of this progress to the betterment of broadcasting service to the public.

"Growing out of the vast experience, both in engineering and in the economics of broadcasting, which has been gained since 1928, the year in which the present principles were established, there have been certain developments which may enable progressive

steps to be taken if the evidence at this hearing should show the need therefor."

Aiming to forestall demands from new services for places in the already crowded broadcasting band, Commander Craven said that the Interdepartment Radio Advisory Committee is making progress in the study of the allocation of frequencies above 30,000 kc. to government services as a result of the June 15th hearing.

"It is my opinion that we may expect with confidence the allocation of sufficient frequencies above 30,000 kc. to accommodate aural, facsimile and television broadcasting in the future on an initial experimental basis.

"In my opinion the date when these new services will cease to be experimental depends upon many factors, and in particular, upon the rate of progress in development."

Following Commander Craven's statement, Andrew Ring, Assistant Engineer, explained the clear channel survey conducted over a two-year period (See release of September 7).

The demand for allocation of exclusive channels for educational use by non-profit-making organizations was made by S. Howard Evans, of the National Committee on Education by Radio, and H. B. McCarty, of the National Association of Educational Broadcasters.

"The Commission may be charged with gross neglect", Mr. Evans declared, "for allowing valuable Government franchises to be so highly commercialized at the expense of educational opportunities."

Mr. Evans was joined by Dr. A. G. Crane, President of the University of Wyoming, in supporting a request by Dr. J. W. Studebaker, United States Commissioner of Education, that "a segment of the high frequency band be set aside for the exclusive use of educational institutions."

He suggested an entirely different standard of allocation from that of 1928, in proposing that the Commission consider social and economic phases of broadcasting as equal factors with power.

Mr. McCarty pointed out that there are but 22 radio stations operated by educational stations now on the air as compared with 100 at one time.

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WMCA TO EXCHANGE FRENCH PROGRAMS

Jacques Bonjean, star announcer of Radio Post Parisien, Paris, visited New York during last week, returning to France on the "Normandie". While in New York Mr. Bonjean visited Donald Flamm, President of WMCA to perfect plans for the exchange of radio programs arranged by Mr. Flamm on his recent visit to Paris.

Under the arrangement WMCA will secure programs from Radio Post Parisien in Paris, and the French station will be able to call on WMCA for programs originating in the United States. Some of the exchange will be by means of transcription, while other programs exchanged will be by transatlantic telephone.

Mr. Bonjean, broadcasting in France under the nom-d-air of Jean Loup, will appear before the microphone in Paris on his return in a series of broadcasts on his visit to America, and will also handle the microphone for the WMCA French pick-ups. He is scheduled to visit the United States again in February at which time he will appear before WMCA Inter-City microphones in a special series of three broadcasts.

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SWISS ARTISTS WIN, GRAMOPHONE FIRMS LOSE IN COPYRIGHT

The highest Swiss court has ruled that artists are entitled to copyright protection in broadcasting but that gramophone record manufacturers are not.

A brief history of the litigation, as reported by World-Radio, BBC journal, follows:

"An action was brought against the Swiss Broadcasting Company in 1934, and the Court of Cassation of Berne, acting as a court of first instance, delivered judgment in January of the present year. It ordered the defendant company to pay damages to the plaintiffs, makers of gramophone records, and prohibited the defendant from broadcasting records produced by the plaintiffs and acquired by the broadcasting company subsequently to January 20, 1934. The judgment recognized a copyright in the manufacturers, considered as creators of the records.

"The Swiss Broadcasting Company appealed from this judgment. It confirms the judgment of the court below, as regards its substance, but has not followed the arguments of the Cantonal court. It refuses to recognize a special copyright in the maker of a record, the activity of whom is to be regarded rather as technical and commercial; but, on the other hand, it admits copyright in the executant artists."

"The Federal Court further holds that broadcasting is a public performance and not a reproduction. Notwithstanding this prohibition, the Swiss Broadcasting Company has made all requisite arrangements for ensuring that, in spite of the suppression of certain broadcasts of records and the obligation to abandon the transmission of the products of the complaining companies, its programs shall be carried out as regularly as before."

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BOAKE CARTER RAPS PRESS CONTROL OF RADIO

An outspoken protest against newspaper control of radio stations was voiced last week by Boake Carter, Philco broadcast news commentator, at a luncheon meeting of business and advertising men in Boston.

Speaking on "Radio and the Press", Mr. Carter traced the history of attempts by newspapers and press associations to restrict the broadcasting of news, likening such efforts to those of King Canute to hold back the tide.

"Today", he said, "keen newspaper publishers have switched their ground. Instead of now trying to block radio news they are now acquiring as many radio stations as they can lay hands on.

"By this means they can - one, eventually control American radio; two, they can establish editorial air policies for the radio stations they own. Thus in time, if they are successful, you may find Republican stations, Democratic stations, liberal stations, conservative stations - just as you have Democratic, Republican, liberal and conservative papers. Then the story of the press will be repeated on the air - and you'll have to listen to two or three stations if you want a non-partisan radio report of current events.

"And this situation, because it deals with the spoken word, and emotions and passions, will be infinitely more dangerous to the preservation of the democratic form of government than the present varied press. The publisher who becomes the strongest and largest owner of the greatest radio chain - will be the one who can most nearly become the uncrowned king of the United States.

"Radio news broadcasting is full of blemishes. Readily I concede that", said Mr. Carter. "But as radio itself is still comparatively young, so has the news branch of radio got to learn many lessons. We are trying to learn and do a decent job. Sometimes it is a little hard when those from whom should come sympathetic help comes instead bitter opposition.

(Continued on last page)

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PAYNE BARES ABUSIVE LETTER FOR RIVERHEAD SPEECH

Although he has received several hundred clippings of editorials and many letters commending his Riverhead (L.I.) denunciation of the two Los Angeles stations, KECA and KFI, which refused to carry President Roosevelt's last fireside chat as a sustaining feature, Commissioner George Henry Payne this week disclosed that he had received one particularly abusive letter.

The letter was written on stationery of the Aetna Life Insurance Company and postmarked in Indianapolis. It was signed by H. E. Rust. It said, in part:

"Associated Press dispatches quote you as calling the unwillingness of certain radio stations to carry Candidate Roosevelt's fireside talks as 'An arrogant abuse of power'. Evidently you are trying to scare men with courage through threats of the use of the powers of your public office. Accordingly one must judge you to be a cowardly politician.

"You talk glibly of the 'fifth estate' and I hope you now know the true economic and political meaning of that phrase. The air doesn't belong to you any more than it belongs to me. By your theory of politics, any candidate for office could force stations to carry his talks free of charge. I, too, could ask and demand free time because I own as much air as you do, or as Roosevelt owns. You talk about others setting themselves up as censors or dictators. That seems to be what you are trying to make out of yourself, through political pressure.

"In my opinion, you are a hot-air merchant of the first degree! If you'd resign and go to Russia, a lot of us would be thankful. Why not carry your bull-doing tactics through to the Supreme Court? Men of your ilk ought to leave the country. This idea of compelling private property owners to carry the expenses of Roosevelt's campaign is so blatant that one wonders where you got your ideas of fair play."

Writing a friendly letter to the editor of the Indianapolis Star regarding a critical editorial, Commissioner Payne commented on the Rust attack thus:

"Is there not something fundamentally wrong in the political material that is being fed to this young insurance salesman when it leads an otherwise decent young man to write an abusive, ill-bred, threatening letter? If my position entitles me to no respect, is it not conceivable that my sincerity shouldn't be questioned by a mind that is still undeveloped and poorly informed on the subject that I am discussing?"

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"Surely one who is proud of the fact that his ancestors came to this country in 1631, should not be told to get out of the country and called names by one whose equity in the country is still to be established and whose manners are obviously deficient.

"All that I have tried to do, both in my speech at Riverhead and in the book of lectures published under the title of 'The Fourth Estate and Radio', which I am sending you, is to provoke public discussion as to how we can improve the radio and how we can best insure the protection of the public interest."

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CBS HIRES SIX COMPOSERS TO WRITE RADIO MUSIC

Recognizing the need for music peculiarly adapted to radio, the Columbia Broadcasting System this week disclosed it has engaged six American composers to write music specifically for the air and within time limits suitable for broadcasting.

Although no reference was made to the copyright fight between the broadcasters and music copyright owners in the past, the CBS move was seen in the industry as another effort to break away from the licensing system of the American Society of Composers, Authors and Publishers.

Deems Taylor, composer-critic-commentator and consultant on music for CBS, said that time limits had been suggested as the only restrictions on the art of the selected composers. Otherwise they will be free to choose their own forms.

Because of the importance of time in broadcasting, the network stipulated that a symphony, cantata, or an opera should not run longer than forty minutes. The time for a suite or concerto was set at twenty-two minutes and the length of a work in one movement was limited to between eight and fourteen minutes.

The composers, chosen by a committee of the Columbia Program Department with Mr. Taylor as advisor, were Aaron Copland, Louis Gruenberg, Howard Hanson, Roy Harris, Walter Piston and William Grant Still, all prominent figures in modern American music. Mr. Copland is a pianist and a leader of the modernist school of music. Both Mr. Gruenberg and Mr. Hanson have composed operas which were performed by the Metropolitan Opera Company.

Mr. Gruenberg, who is on the faculty of the Chicago Musical College, wrote the music for the operatic version of Eugene O'Neill's "Emperor Jones", and Mr. Hanson, who heads the Eastman School of Music at Rochester, wrote the opera "Merry Mount."

Mr. Harris teaches composition at the Westminster Choir School in Princeton, N. J., and Mr. Piston is on the faculty of the Harvard University School of Music. Mr. Still, a Negro, has made many arrangements of music for radio concerts.

The commissions are to be completed by June 1 next year and will be performed by the Columbia Symphony Orchestra of which Howard Barlow is the conductor.

Mr. Taylor said that the broadcasting company at first had considered holding a contest for compositions, but had decided to commission certain composers outright.

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FCC POSTPONES EFFECTIVE DATES OF TWO RULES

The Broadcast Division of the Federal Communications Commission has extended the working date of Rule 981 for six months. This rule requires all relay, international, television, facsimile, high frequency, and experimental broadcast stations to have in operation by September 15, 1936, a frequency monitor. This monitor does not have to be approved by the Commission but must have an accuracy of one-half the allowed tolerance of the class of station with which it is to be used. It is believed that sufficient commercial monitors will be available within six months so that all stations of this class can be equipped as required.

The working date of Rule 1034 (c) has been postponed until further notice. This rule states that the television assignments will be made by bands in which the carriers for aural and visual broadcasts are to be operated. Inasmuch as the allocation of the present Group B and C are for television purposes on a purely experimental basis, the FCC felt that no band assignments should be made at this time.

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G.O.P. SPONSORS FOREIGN LANGUAGE BROADCASTS

The Republican National Committee's Naturalized Citizen Division has contracted for 1,500 paid radio programs in 35 States, to be broadcast in foreign languages to various groups throughout the country. The broadcasts, ranging from five minutes to one-half hour, include programs in German, Swedish, Danish, Norwegian and other foreign tongues.

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TRADE COMMISSION CITES BOAKE CARTER AND PHILCO

According to an announcement by the Federal Trade Commission, the Philco Radio and Television Corporation, Philadelphia, has entered into a stipulation with the Commission that, in advertising its radio sets for sale, it will discontinue broadcasting representations, the effect of which is to imply to listeners-in that the announcer has actually tuned in a designated foreign broadcasting station; that the program heard is picked up from such foreign station and is being rebroadcast through the local station or network over which the announcer is speaking, or that the foreign station was originally picked up and a recording made therefrom, when such are not the facts.

According to the stipulation, the respondent corporation, in soliciting the sale of Philco products, caused advertising program entitled "Around the World with Boake Carter" to be broadcast, these programs consisting of a series of electrically transcribed talks in the form of continuities prepared by Carter and describing his visits to foreign countries. At certain points during the broadcasting of such electrically transcribed discourses, Carter is said to simulate a demonstration of tuning in a musical program from a radio station in the foreign land being discussed, when, according to the stipulation, the music heard by listeners-in does not come from a foreign station but is produced in the studio of the station from which the broadcast is being made.

The respondent corporation also agrees to cease and desist, when referring to the possibilities of short wave radio reception, from use of such statements as "With the new Philco I can tune what I want now when I want it", or any representations of similar meaning, implying that foreign radio programs may be obtained with a reasonable degree of clarity, regardless of static, atmospheric conditions or signal strength.

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TELEVISION DOESN'T BOTHER RADIO, SAYS BBC

Television transmissions do not interfere with radio broadcast reception, according to the British Broadcasting Corporation, which has inaugurated a television service in London.

"Before the advent of television fears were expressed that it would interfere with the reception of ordinary broadcast programs", the BBC stated. "The recent experimental television tests held during Radiolympie demonstrated that there were no substantial grounds for these fears. A few complaints were received from the immediate neighborhood of Alexandra Palace. These were immediately investigated by the BBC engineers. It was found that there was a certain amount of interference, the severity of which varied according to the type of receiver used. It

was worse on old and unselective receivers, but was easily eliminated on most of the sets tested by the addition of very simple and cheap apparatus. Apart from the few cases reported in the area immediately adjoining Alexandra Palace, the television transmissions do not interfere in the slightest with broadcast reception over London."

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MILLS ENTERS QUARREL OVER RADIO'S EFFECT ON MUSIC

Following up the contradictory opinions expressed by Gene Buck, President of the American Society of Composers, Authors and Publishers, and Alfred J. McCosker, past President of the National Association of Broadcasters, E. C. Mills, General Manager of ASCAP, this week presented evidence to back up Mr. Buck's contention that radio shortens the life of modern music.

"The popular songs of 1934 depreciated 80% in the second year of their life", Mr. Mills said. "There is no such decline in the standard or classical works, the depreciation in their second year being but 19%. Eighty-seven leading popular songs were broadcast 1,255,669 times during 1934 by the two major networks, the ASCAP analysis reveals; these same songs received only 252,025 performances on the same networks in 1935. Over 30,000 programs were studied. These songs melted like the 'snows of yesteryear', and ASCAP's living songwriters must create new tunes to replace them.

"The older songs survive this musicide better than the new hits", Mr. Mills stated. "Such songs as 'Tea for Two', 'I Got Rhythm', 'Smoke Gets in Your Eyes', 'Sweet Sue-Just You', 'Limehouse Blues', 'Speak to Me of Love', 'I'll See You Again', and 'Woodland Echoes', which were played more than 10,000 times in 1934 again made the hit list in 1935, our program digest shows.

"These eight songs alone made up thirty-five percent of the performances received in 1935 by the entire list of eighty-seven song hits of 1934.

"Standard, or so-called 'classical' music, which is performed about ten percent of the time, suffered only a nineteen percent depreciation in 1935, due partly to the reduction in performances of old airs which had been taken into motion pictures, or which had a purely topical appeal.

"Among these were 'The Man on the Flying Trapeze', which dropped from 2,575 to a mere 454; 'Red River Valley', which fell from 2,748 to 323 and 'There's Music In the Air', which got no performances in 1935 after rolling up 1,991 in 1934.

"ASCAP is interested in the requirements of its clients, which in turn mirror the wishes of the ultimate consumer, the public. And the public wants new music, proven by the fact that about eighty percent of the music used by radio is music hot from the composers' brain.

"ASCAP offers this new music, created by composers and authors of merit and repute through one central licensing agency, which delivers a service to the user of music for profit and serves as a collection and distribution agency for the just payment of royalties to the creators of music", Mr. Milss concluded.

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FTC RESTRICTS MIDGET RADIO MANUFACTURER'S CLAIMS

The Federal Trade Commission announces that Edward Ehrlich, trading as Fairway Distributing Company, 333 6th Avenue, New York City, in the sale of midget radio sets, agrees to cease using the word "Majestic" alone or with the words "Radio Corp." as a trade name or brand so as to imply that his products are manufactured by Grigsby-Grunow Company, an Illinois corporation, when such is not a fact. Ehrlich also will stop use of the word "Bell" independently or in conjunction with the word "International", as a designation for radio sets he sells so as to give the impression that such products are made by the American Telephone and Telegraph Company, its subsidiaries or associates, or the Western Electric Company, Inc., when this is untrue.

According to the stipulation, the name "Majestic" is now vested in Frank McKey, trustee in bankruptcy for the creditors of Grigsby-Grunow Company, and the name "Bell" and the representation of a bell as used are the legal property of the American Telephone and Telegraph Company, its subsidiaries or associates, and the Western Electric Company, Inc.

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PAUL KLUGH DRAFTED BY LANDON FORCES

When Paul B. Klugh, who put aside active duties with the Zenith Radio Corporation a year or so ago to devote himself to travel, arrived in Chicago last week, he found that John Hamilton, Chairman of the Republican National Committee, had appointed him National Chairman of the Radio and Music Division of the National Committee. Mr. Klugh, therefore, is now busily engaged in promoting the candidacy of Mr. Landon in these industries.

Earlier this year, Mr. and Mrs. Klugh left right after the holidays on a trip around the world. They did not go on any set tour, but from port to port as they felt inclined. It proved to be an ideal arrangement as it gave them an opportunity to tour in many lands and see things that the average tourist does not see. Their route took them to Honolulu, Samoa, Fiji, New Zealand, Australia, Solomon Islands, Bali, Java, Malay Peninsula, China, Japan, Honolulu and home to Chicago, where they arrived the latter part of June. They spent the Summer in Yellowstone Park.

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Continuation of "BOAKE CARTER RAPS PRESS CONTROL OF RADIO"

"I believe that radio should support and maintain its own news gathering staffs and if the press associations and wire companies care to sell their services to the stations, so be it. Several press associations already do just that.

"I believe that every news program, every editorial news program, every feature news program on the air should be conducted by newspapermen utterly independent of political party or special privileged interest; that such programs should announce themselves and make it clear and distinct to every listener. Never at any time should camouflage be used in a dishonest effort to cover up, to deceive the public. If a political speaker is speaking it should be made most clear he speaks from a partisan background.

"If the political parties hire speakers to speak for them, then such programs should be clearly labeled - so that there may be no deception.

"And, finally, I do sincerely believe that there should be a burying of the hatchet between the press and the radio over the question of news - for the very sake of the preservation of the American principle of democracy."

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RADIOS IN TRACTORS APPROVED BY U. S. OFFICIAL

Noting that some manufacturers were offering rubber-tired farm tractors equipped with radios, Roy B. Gray, Chief of the Bureau of Agricultural Engineering, said it wasn't a bad idea.

"It's all part of the general tendency to take some of the drudgery out of farming", he commented.

"Of course", Mr. Gray said, "riding a tractor is a darned sight easier than walking behind a horse-drawn plow. But it's pretty hard sitting there all day in a dusty field. The radio breaks the monotony."

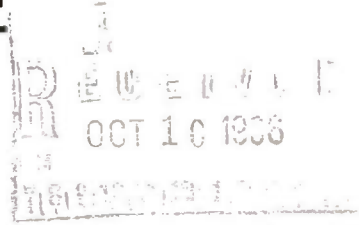
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HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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ECONOMIC ISSUE LEADS IN FIRST WEEK'S HEARING

Economic issues had forged ahead of technical problems as the Federal Communications Commission concluded its first week of a public hearing on proposed reallocations in the broadcast band, 550-1600 kc.

Although the National Association of Regional Broadcast Stations, 81 members strong, had just begun the presentation of its case when the hearing adjourned Friday, it was apparent that the question of whether super-power stations, such as WLW, should be allowed to spring up over the country centers around whether or not such stations would ruin the investments of millions of dollars in local and regional outlets.

The array of engineering witnesses differed on the technical effects of opening up the remaining 30 clear channels to super-power stations, and it seemed likely that this problem could be solved more easily than the economic issue.

With suggestions of the establishment of megawatt outlets that would be capable of national coverage, regional and local stations were threatened with extinction by loss of revenue if not by blanketing of their transmissions.

A super-power station, it was pointed out, might even with high rates gobble up the national advertisers who now distribute their advertising expenditures among scattered regional and local stations.

The super-power threat also hovers over the networks, but to a lesser degree. William S. Paley, President of the Columbia Broadcasting System, flatly opposed the high power advocates as the CBS network includes many regional stations, but he warned that Columbia would not be found napping but would be prepared to demand super-power for its larger stations if the FCC decided in favor of greater power and fewer stations.

With the Clear Channel Group of 13 stations standing four-square against any further breakdown of clear channels and with the organized regional stations asking such a breakdown along with horizontal power increases to 5 KW, the FCC appeared headed for a compromise decision.

The question of big stations versus little stations is not new, as it was raised prior to the 1928 reallocation and from time to time since then. However, technical advancements in broadcasting, together with economic competition, have brought the fight to a climax that demands an adjustment by the Federal regulatory body.

Lined up on both sides are veterans in broadcasting such as Powel Crosley, Jr., of WLW, Cincinnati, and Edwin M. Craig, of WSM, Nashville, on the higher-power side and John Shepard, III, President of the Yankee Network, leading the regional group.

CBS has taken sides with the regional stations, but NBC has not yet expressed an official opinion on the question. The National Association of Broadcasters, because of the sharp differences of opinions among its own members, is remaining strictly neutral.

The Radio Manufacturers' Association, through Bond Geddes, Vice-President and General Manager, took sides with the Clear Channel Group. In a resolution the RMA recommended that the FCC retain clear channels as they now are and that minimum but no maximum power be fixed for these stations.

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CROSLY GIVES PRACTICAL SIDE OF SUPER-POWER ISSUE

While most of the witnesses before the broadcast hearing of the Federal Communications Commission were talking of super-power from a theoretical or observational point-of-view, Powel Crosley, Jr., owner of the only 500 KW station in the United States - WLW, Cincinnati - gave the Commission first-hand observations of two years' operation.

Although explaining that he did not appear as the advocate of any theory of allocation, Mr. Crosley said:

"I believe that the high-powered station located on a clear channel frequency performs a definite and necessary function, and as a meritorious institution should be preserved and encouraged."

Discussing the history of his radio ventures since he first became interested in broadcasting in the early twenties while in the business of manufacturing phonographs, Mr. Crosley recalled:

"The first time I heard the term 'super-power' was back in 1922 just after we inaugurated our first 50-watt station with the call letters WLW. Another organization in Cincinnati, operating a 20-watt broadcasting station for some months, encouraged a radio club in Cincinnati, composed of prominent radio listeners to get together and make a protest about our 50-watt 'super-power' transmitter.

"A committee was appointed to investigate. I was invited to appear before the committee. I did so with a clothes

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basket full of letters, many of them from such far away points as Troy, Ohio.

"The committee pondered the evidence weightly and a week later reported to the radio club its finding that even though we were using 50 watts we were evidently rendering a better service than we would be able to render with 20 watts as indicated by the favorable comments and congratulations upon our forward step as expressed in this mass of letters."

Two years' experimental operation of a 500-KW station, Mr. Crosley said, has proved that the super-power was beneficial to the public, that it does not create undue interference, and that it has proved as profitable an investment as its predecessor, the 50 KW station.

The investment cost of a 500 KW station, he said, is about \$500,000 more than for a 50 KW outlet. Asked what he thought should be the controlling factor in approving super-power stations, Mr. Crosley said the prime question is whether the station was able to pay for the power increase.

"With the power of 500,000 watts", he said, "during the first three months of 1935 we received almost four times as many fan letters as we had received during the same period the preceding year operating with a power of 50 KW.

"By way of summary, I believe that the benefits to the public from our successive power increases have been threefold. First, many listeners received programs which, because of the type of receiving equipment used or because of distance, they never would have received otherwise; second, the reception for those who could hear the programs is vastly improved; and, third, we have been able by increased revenues to improve the programs themselves.

"We have endeavored to cover the 'No Man's Land' lying between areas well served by local or regional broadcasting stations, to deliver, Winter or Summer, in spite of atmospheric or other forms of interference, satisfactory reception for the radio listener who cannot afford the more elaborate and costly receiving sets. That we have succeeded in doing this is evidenced by the recent engineering report of the Federal Communications Commission indicating the popularity of our station in rural districts."

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CRAIG EXPLAINS POSITION OF CLEAR CHANNEL GROUP

A plea that the Federal Communications Commission leave the present clear channels alone, raise the minimum power permitted on such frequencies from 5 to 50 KW, and remove the maximum power limitation, was made by Edwin W. Craig, of WSM, Nashville, Tenn., as chief spokesman for the Clear Channel Group of 13 stations, four of which are owned by newspapers.

After reciting at length the history of Federal regulation of broadcasting, Mr. Craig pointed out that most of the clear channel stations are pioneers in the industry.

There are two fundamental issues before the Federal Communications Commission, he said: "First, to what extent shall the Commission preserve and protect clear channels and, second, what shall be the minimum and maximum power on those channels."

Answering his own question as to how many frequencies should be allotted to clear channel classification, Mr. Craig said:

"Our group believes that the original number of forty, established in 1928, represented a sensible compromise between the conflicting objectives and the complicated factors that had to be considered. It regrets, for the sake of the future as well as the present interests of rural and remote listeners, that ten of them have been deteriorated into high-power regionals. It does not, however, advocate that these duplicated channels be restored to their virgin condition. We recognize that there may be practical obstacles to such a step.

"We do earnestly urge that the present actual number, thirty, be maintained inviolate and that they be kept clear not only within the confines of the United States but also, so far as possible, under existing and future international treaties and agreements they be kept clear throughout the continent of North America and the West Indies."

Discussing the second issue of increased power, Mr. Craig advocated a minimum power of 50 KW for every clear channel station but opposed raising this minimum to 500 KW as had been informally suggested. He said his group had no objection to the requests for increased power from the regional stations as well.

The reason why the Clear Channel Group does not favor a 500 KW minimum, Mr. Craig said, is that some cities and regions are able to support such super-power stations while others are not.

"What, now, are the reasons for urging that you remove the maximum limitation?" he asked.

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"Thirteen years ago one kilowatt was the highest power permitted on a clear channel", he explained. "Now a clear channel station operating with such power is a museum piece. Generally speaking, in 1928 five kilowatts was the highest power used by any broadcast station; a clear channel station using such power now has all but become an extinct species.

"Now, when we are ready to advance forward another step, which after all is exactly the same order and the same proportionate effect as the leap from five to fifty kilowatts, why should there be any opposition?

"Part of the opposition is, I suppose, psychological. Five hundred thousand watts sounds like a lot of electricity. It is, however, the equivalent of only 675 horsepower, or less than one-third the power it takes to drive a new Douglas airplane."

The Clear Channel Group comprises, besides WSM, the following stations:

KFI, Los Angeles; WLW, Cincinnati; WGN, Chicago; WSB, Atlanta; WBAP, Fort Worth; WFAA, Dallas; WHAS, Louisville; WWL, New Orleans; WLS, Chicago; WHO, Des Moines; WHAM, Rochester, and WOAI, San Antonio.

All except WWL use 50 KW power at present, and the New Orleans station has an application for 50 KW. pending.

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RADIO LISTED IN G.O.P. \$8,636,000 BUDGET

An item of \$1,750,000 for public relations, including radio, is listed in a budget of the Republican National Committee disclosed this week in Washington by Henry P. Fletcher, counsel. The budget calls for total expenditures of \$8,636,000.

Only \$2,000,000 has been collected, however, and a drive has been started to raise \$1,000,000 more every week until the November election.

The Democratic National Committee expects to spend about \$5,000,000 for the campaign although it has raised only \$2,000,000 to date. No breakdown of this budget has been disclosed.

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PALEY FIGHTS SUPER-POWER ADVOCATES

While the Columbia Broadcasting System can effectively use super-power and will apply for a full quota if the Federal Communications Commission admits it to broadcasting, William S. Paley, President of the network, told the Commission this week that wide use of super-power has dangerous implications for many independent and smaller broadcasters.

Because increases of transmitters to 500 kilowatts, if allowed at all, can be awarded only to stations now having the highest power, the effect will be "to make the big fellow still stronger, and the little fellow weaker", Mr. Paley said. The implications of super-power need further exhaustive study before altering the basic structure of broadcasting, he added.

"From the standpoint of the network", said Mr. Paley, "we believe that all three moves toward super-power, toward duplication and toward 5,000-watt regional stations, combine to force a new pattern of network coverage:- a pattern involving the use of fewer stations of greater power - with a stronger signal service in rural areas - with a satisfactory, if sometimes lesser signal service in cities where stations must be dropped from the network to maintain a balance of economics and of public service. We foresee no material effect upon our program service in such a network structure.

"Under the present broadcast structure \$10,000,000 annually for talent alone is poured into sixteen hours a day of Columbia programs. Under the possible new structure I have outlined we believe this generous endowment would not be threatened. Our careful estimates of the cost of 500 KW stations indicate a probable burden of over \$10,000,000 of capital investment by the broadcasters - with an additional operating cost of between \$3,000,000 and \$4,000,000 a year.

"The Columbia Broadcasting System stands ready to accept its share of the load if super-power is admitted as a full-fledged member of the broadcast family. If the Commission sees fit, in the light of all the evidence, to sanction it, Columbia will apply for its full quota. Three of our affiliate stations - WJR, Detroit, WHAS, Louisville, and KSL, Salt Lake City - have already applied. Certain of our other affiliate stations will apply. Six more of the clear channel stations on the Columbia network, six stations which we own ourselves, will similarly file applications for 500 KW in New York, Chicago, Charlotte, Minneapolis, St. Louis and Los Angeles."

Urging a realistic appraisal of the effect of super-power on radio-listening, Mr. Paley asked: "If we consider super-power not in terms of the stations which would benefit by it or the stations which would suffer by it, but in terms of the listening public, what do we find? We find that the difference

between 500 KW. and 50 KW. is clearly not the difference between good service and bad service. Even in deep rural areas it is rarely the difference between a usable and non-usable signal. Perhaps in one-half of one percent of the radio homes of the United States would super-power, as such, make the difference between an adequate and an inadequate signal.

"I should like to urge upon the Commission and the industry one basic consideration on the subject of super-power: Study it. I do not believe any of us know enough about the immediate effects and the subsequent effects of super-power, both in itself and in relation to the progress and welfare of radio broadcasting and radio listening. Many of the doubts I have raised have been, expressly, doubts. Many of them have been questions, not answers. We need those answers. I believe the Commission needs those answers before altering the basic structure of broadcasting."

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TELEVISION PICTURES ENLARGED BY GERMAN INVENTION

Television pictures on a screen 1 x 1.20 meters are said to be possible through a new invention of Telefunken Gesellschaft, Germany, according to Andrew W. Cruse, Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce. Heretofore, limits to the possible size of the television tube have kept the dimensions of pictures to within 8 x 10 inches.

With the new instrument, the tube is very small. The end is absolutely flat instead of curved and is 10 mm. thick to withstand outside air pressure. The picture thrown on the end of this tube is only 5 x 6 cm., about 2 x 2½ inches. The end of the tube is fitted to a projection camera lense of large size and picture is thus enlarged and thrown upon a screen which stands separate from the receiver. The loudspeaker is located at the base of the screen.

In order to obtain a particularly clear, sharp and contrasting picture on the end of the tube the tension was stepped up to 20,000 volts. The advantage of this receiver is that the picture thrown upon the screen can be viewed by a large number of people sitting even 6 to 8 meters away. The disadvantage is that all the faults and flaws are likewise enlarged. However, the Witzleben transmitter, which has been broadcasting 120 lines, plans to increase this in August to 380 lines, and this will probably improve the sharpness of the pictures. During the Olympic Games, Germany employed a direct scanning method for its broadcasting instead of the intermediate film, but film will be used for all normal broadcasts at present.

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RMA ASKS REMOVAL OF COMMERCIAL CURB ON S-W STATIONS

Proposals that American short-wave broadcasting stations be permitted to operate on the same commercial basis as long-wave outlets and that the ban on rebroadcasting of short-wave stations be removed, were made by the Radio Manufacturers' Association at the broadcast hearing this week before the Federal Communications Commission.

The action was taken as a result of a decision reached at a recent meeting of the RMA Directors and is in line with the organization's policy of promoting short-wave reception.

Two resolutions were submitted to the FCC by Bond Geddes, Vice-President and General Manager of RMA. They follow in full:

"Whereas the Radio Manufacturers' Association is of the opinion that short wave broadcasting in this country is far behind that offered by foreign short wave stations, and that because of this situation many of our nationals residing in foreign countries, as well as citizens of other countries, are thus deprived of the opportunity of listening to the United States programs, and

"Whereas good short wave broadcasting would reach and serve many locations in this country where, because of remoteness from regular broadcasting stations, bad static conditions, and other natural conditions, day time reception on the standard broadcast band is practically impossible and night time reception is poor, and

"Whereas the Radio Manufacturers' Association is of the opinion that the building of higher-powered, more efficient short wave broadcasting stations with better and more regular programs is being retarded, if not entirely stopped, because licenses for the operation of short wave stations in this country are on an experimental basis only, and commercial use and sale of the time of these stations is denied to their owners and operators,

"Therefore, be it resolved, that the Board of Directors of the Radio Manufacturers' Association recommend to the Federal Communications Commission that restrictions as to commercial use in the sale of time by the short wave stations of this country be eliminated, and that said short wave broadcasting stations be placed on the same commercial basis as the broadcasting stations on the standard broadcast band."

"Whereas under the present rules it is unlawful for any broadcast station to pick up a short wave program and rebroadcast it, and

"Whereas there are many low-powered, local stations serving communities, who because of their lack of power and consequent small coverage are unable to maintain and broadcast good programs, therefore, necessitating the use of phonograph records and in some cases the pick up of programs of larger broadcast stations and their rebroadcast with the permission of the originating station, the latter is very successfully done where the broadcast station whose program is picked up is not too far remote, and where static and natural conditions do not interfere too greatly. In the latter case, if these stations were allowed to pick up good short wave programs from the larger stations with, of course, the permission of the originating station, these programs could be picked up at a greater distance and with greater clarity and less interference from static and other natural conditions.

"Therefore, be it resolved, that the Board of Directors of the Radio Manufacturers' Association recommend to the Federal Communications Commission that the restrictions regarding the pick up and rebroadcast of short wave programs be eliminated and be on the same basis as those regulations governing the pick up and rebroadcast of programs from stations broadcasting on the standard broadcasting band; such pick ups and rebroadcasting only to be done with the expressed permission of the originating station."

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CROSLEY DENIES WLW EXERCISED CENSORSHIP

Powel Crosley, Jr., President of Crosley Radio Corporation, of Cincinnati, denied before the Federal Communications Commission October 7th that WLW, the nation's most powerful station had "censored" political programs.

Obviously angered at suggestions by Commissioner George H. Payne that WLW had rejected requests for radio time from Dr. F. E. Townsend, founder of the Townsend Old-Age Pension Plan, and Representative William Lemke, Union Party presidential candidate, Mr. Crosley replied:

"We have never refused radio time, to my knowledge, to either Dr. Townsend or Representative Lemke. We have leaned over backward to avoid taking part in political or controversial matters."

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SHEPARD EXPLAINS ATTITUDE OF REGIONAL STATIONS

A proposal that all regional broadcasting stations be permitted to increase their power, day and night, to 5 KW and that more than one full-time station be allowed to operate on a clear channel was made to the Federal Communications Commission by John Shepard, III, as President of the National Association of Regional Broadcast Stations.

"The Association has 81 members located in 34 States and has one or more members on 35 different frequencies out of 40 frequencies assigned to regional stations", he explained.

"The Association is unanimously of the opinion that regional stations, both as a group and as individuals, would be adversely and most severely affected if stations should be authorized and regularly licensed to operate with 500 KW.

"The regional stations have their own peculiar problems and the interests of regional stations may conflict with the interests of some other class of stations or some other station within a class, and if such conflicts should arise the only way the facts can be fairly and fully presented on behalf of regional stations is through an organization or association made up of such stations. The National Association of Broadcasters, having a membership which is made up of every class of station, cannot, of course, afford to, and the regional stations would neither ask nor expect it to take sides with the interests of any other class of station presented by membership in the National Association of Broadcasters.

"Having determined what all of the stations' general interests were and attempting to condense these into as few definite proposals as possible, it was unanimously determined that the Association should sponsor and present evidence supporting changes in the rules of the Commission so that such rules as amended would permit the operation of regional broadcast stations with 5 KW power at night, as well as day, and so as to also permit the operation of more than one full-time station on a clear channel. It was also definitely determined as the governing policy of the Association that it should and therefore would sponsor these changes in Commission rules for general application to regional broadcast stations."

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MUTUAL'S SEPTEMBER BILLINGS SET RECORD

A 103.8% increase in time billings was reported this week for the Mutual Broadcasting System for last September in comparison with the same month's figures in 1935. This is the greatest increase in the history of the network. Total billings for September, 1936, were \$168,919.65. For the same month in 1935 they were \$82,907.19. The cumulative figures for the first nine months of 1936 total \$1,294,904.02.

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RCA PROTESTS CERTIFICATION OF UNION

On behalf of the Radio Corporation of America, protests were made to the National Labor Relations Board this week against a recommendation that the United Electrical and Radio Workers' Union, an outside organization, be certified as the exclusive bargaining agency in the company's Camden plant.

Gen. Hugh S. Johnson, former NRA Administrator and Special Labor Adviser to the company during the strike which led to an agreement to hold an election, testified on behalf of the company, which was also represented by its attorney, Henry S. Drinker, Jr., of Philadelphia.

The discussion centered around the election in which 9,752 employees were eligible to vote and at which 3,163 votes were cast. Of the votes cast, 3,016 favored the United Electrical Union and 51 the plant or company union. Several other votes were blank, void or challenged.

General Johnson and Mr. Drinker maintained that the number of those who favored the outside union, while an overwhelming majority of those voting, was far from a majority of those eligible to vote.

The Board reserved decision on the company's appeal against the recommendation made by the Board's acting director in Philadelphia, who proposed that the United Radio and Electrical Workers' Union be regarded as the exclusive bargaining agency in the plant for all employees.

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2400 CALIFORNIA STREET

WASHINGTON, D. C.

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REGIONAL STATIONS BOMBARD CLEAR CHANNEL GROUP

Releasing a bombardment of technical data, the National Association of Regional Broadcast Stations early this week attacked the claims of the so-called Clear Channel Group and urged the Federal Communications Commission to reject the latter's plea for super-power.

Paul D. P. Spearman, a former counsel of the Federal Radio Commission, took the lead in submitting surveys, analyses, charts and the like to support his contention that (1) there is no necessity for the clear channel stations to employ 500 KW power, and (2) such super-power is economically unsound.

He asserted that the clear channel stations, most of which now use 50 KW power, now reach more than 90 percent of the country's population and that the increased expense of jumping to 500 KW is not worth reaching the other 10 percent.

Analyses of the coverage of both the Columbia Broadcasting System and the two networks of the National Broadcasting Company were given by Mr. Spearman to show that network programs are available to practically the entire country. He declared that the majority of programs carried on the clear channels are of network origin and that these high-power stations consequently duplicate the service of regional stations of less wattage.

Unless the clear channel stations can offer a distinctive and un-duplicated program service to the listeners of the country, he said, there is no necessity for them at all.

Dr. G. W. Pickard, also appearing for the Association, discussed the technical aspects of the regional station claims in more detail. He presented lantern slides to support his contention that there is much duplication of service by clear channel stations.

Answering the assertion of the clear channel stations that they want more power to serve rural listeners, Dr. Pickard said that not only would 500 KW not provide reliable daytime service for the wide open spaces but that even 5,000 kw. stations could not give such service.

Turning to the international problems he charged that operation of 500 KW stations in this country would create interference in South America, in portions of Europe, in Asia and Africa, and over large portions of the Pacific Ocean.

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RADIO EDUCATION COMMITTEE MAKES REPORTS

The Federal Radio Education Committee, of which Dr. John W. Studebaker, U. S. Commissioner of Education, is Chairman, has made public two reports by subcommittees designated to outline the procedure which the Committee as a whole should follow in its radio work.

The Technical Subcommittee, under the chairmanship of Dr. W. W. Charters, Director, Bureau of Educational Research, Ohio State University, recommended sixteen separate and distinct projects for research and investigation. Problems to be studied include: the possibilities of organizing a comprehensive system of listening groups on a national basis, the use of broadcasts by schools, teacher training courses in the use of radio programs for instructional purposes, the development of an experience and idea exchange, and the influence of radio upon children and adults.

The Subcommittee on Conflicts and Cooperation, headed by Dr. Arthur G. Crane, President, University of Wyoming, and Chairman, National Committee on Education by Radio, recommended three projects: (1) the discovery, analysis, and tabulation of important difficulties and conflicts which have in the past or are currently reducing or preventing effective educational broadcasts; (2) a survey to discover the difficulties and conflicts, the successful devices and policies affecting the efficiency of broadcasting to classes in schools; (3) a study of the basic forces and principles at work in American broadcasting which affect educational values.

These reports are subject to review by the Executive Committee. Just how much of the program can be financed has not been determined as yet.

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CONTINUED PROGRESS OF RADIO IN SWEDEN REPORTED

That radio has been making notable progress in Sweden is revealed in a report to the Commerce Department from the American Commercial Attache at Stockholm.

Official statistics show that the number of receiving set licenses issued has progressively increased since 1929, totaling 109,953 in 1935 as against 66,822 in the preceding year. The total number of licenses in effect at the beginning of the current year was 843,143, it was stated.

Domestic production of radio apparatus in Sweden has sharply advanced in the past three years.

Imports of radio apparatus and parts into Sweden during 1935 were valued at 13,472,132 crowns (\$3,368,000) compared with 10,691,968 crowns (\$2,780,000) in the preceding year. Netherlands, Germany, the United Kingdom and the United States in the order named were the most important suppliers of Swedish radio imports during the past year, statistics show.

Swedish imports of American receiving sets and parts have sharply advanced since 1933, the report shows, increasing from a total value in that year of 337,752 crowns (\$74,300) to 1,542,716 crowns (\$385,600) in 1935. The improved position of American apparatus, it is pointed out, is particularly attributed to the greater demand for American parts because of the expansion in the local sale of short-wave sets.

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TAX ON LISTENERS URGED BY MUSIC SCHOOL HEAD

A direct tax on radio sets for the subsidy of entertainers was proposed this week at Rochester, N. Y. before 250 members of the Society of Motion Picture Engineers by Howard H. Hanson, Director of the Eastman School of Music.

Dr. Hanson declared that the huge costs of presenting programs by such groups as symphony orchestras should be borne by the listeners. He cited that it is impossible to support the finest of artists on the basis of box-office receipts alone, and public subscription campaigns must be conducted.

"Viewed from our American way of doing things, this may seem right and proper", he added, "but the fact remains that it places organizations which are not commercial in their conception upon a definitely unstable economic basis.

"Music should not be foisted upon the American people. Those who listen to it should in all fairness pay for it.

"There is much to be said in favor of the European system of a direct tax upon radios, the returns from that tax to be used solely for the subsidy of those organizations which cannot exist without financial support."

Several of the engineers took issue with Dr. Hanson.

"The public most certainly does pay for its radio entertainment when it buys its groceries, its cars and other products manufactured by radio sponsors", was the consensus of their views.

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WGY SEEKS POWER INCREASE TO 500 KW

WGY, Schenectady, N. Y., last week filed an application with the Federal Communications Commission to increase its power from 50 to 500 kilowatts. Along with this petition the General Electric Company asked permission to remove the WGY transmitter station from the South Schenectady plot on the Mariaville Road to some other location yet to be determined.

In making these applications, C. H. Lang, Manager of Broadcasting for the Company, explained that the Company desires - as in the past - to keep pace with the radio art, that other stations have applied to increase their power to 500 kilowatts, and that if WGY is granted this ten-fold increase it might be necessary to relocate the transmitting station and antennae equipment.

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NEW TUBE SEEN AS BOON TO TELEVISION

A new vacuum tube of novel construction, expected to have "far reaching effects" in the development of television and other services on the ultra-high-frequency waves, was described last week at a meeting of the Institute of Radio Engineers in New York City by A. L. Samuel and N. E. Sowers of the Bell Telephone Laboratories.

The new device, as reported by the New York Times, is actually two tubes inside one glass bulb or envelope three inches in diameter and two inches long. It generates ten watts of radio power at a wave length of about one meter (300,000,000 cycles). The tube is expected to help solve the problem of how to obtain high stable power for commercial services on waves now relegated almost entirely to pioneers in experimental fields.

Bell Laboratories engineers said the principles of construction found necessary for ultra-high-frequency efficiency in this tube can be applied to larger radio tubes with corresponding gains in power output. No number or name has yet been assigned; it is merely known as a "push-pull radio-amplifier pentode." The two sets of elements inside the glass bulb include two plates, two grids, two filaments and the necessary extra circuits to make the tube a pentode (five-element) device. Each element assembly is a half-inch long. Two-assembly construction, it was explained, greatly decreases the length of all necessary connecting wires and makes for higher efficiency at the shorter waves. Revolutionary glass techniques are also employed.

The elements are semi-cylindrical in shape being separated from each other by only two to three thousandths of an inch, thus permitting the electrons emitted by the hot filament to leap the gap to the plate without an appreciable time lag. This is one of the cardinal principles invoked.

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U. S. HAS ALL STATIONS IT CAN SUPPORT, SAYS LAFOUNT

The United States has all the broadcasting stations it can possibly support, Harold A. Lafount, a former Federal Radio Commissioner, told the Federal Communications Commission at the broadcast band hearing. Although he declared he spoke in behalf of no one, his pleas was largely for the protection of the independent broadcaster. The networks, he said, can take care of themselves.

Mr. Lafount submitted five proposals to the FCC at the conclusion of a review of the broadcasting setup. They are:

1. That no new broadcasting stations be licensed.
2. That action on the applications for 500 KW permits be postponed until additional information is available.
3. That mileage separation requirements of the Commission be discontinued.
4. That all part-time stations be urged to consolidate, to move to new locations where there are no existing stations, or be given an opportunity to become full-time stations.
5. All broadcasting licenses be issued for a two-year period.

Discussing his first point, Mr. Lafount said:

"With an increased number of stations, advertising rates must be decreased. With decreased advertising rates, more time must be sold in order to operate the station. With more sponsored time on the air, public service and sustaining programs must of necessity be reduced in number."

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BRITISH TELEVISION DESCRIBED IN U. S. MARKET REPORT

A thorough review of the technical aspects of British television is presented in a radio markets supplement just issued by the U. S. Bureau of Foreign and Domestic Commerce and available at 25 cents a copy.

Andrew W. Cruse, Chief of the Electrical Division and author of the report, concludes with the observation:

"The general reaction has not been one of disappointment, but the average 'televviewer' appears to be well aware that it will be some time before he can have a television set."

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500 KW STATION WOULD COST \$16,000 A MONTH, FCC TOLD

Operation of a 500 KW station costs about three times as much as a 5 KW station, or an estimated \$16,630 a month, Louis G. Caldwell, attorney for the Clear Channel Group, told the Federal Communications Commission.

He said that a broadcaster at present operating a 50 KW station, which is the power used by all but two of the 13 clear channel group, would have to expend \$310,000 initially to make the change in equipment.

Electrical current would cost \$6,500, as compared with \$1,600, for the 50 KW transmitter, he added, and the cost of tubes would jump from \$900 to \$4,000. Personnel of the lower-power outlet now averages \$800; the increase would be only \$200 for the super-power station. Miscellaneous expenses would rise from \$200 to \$440.

By adding depreciation charges of \$2,000 and \$4,630 to the maintenance costs of \$3,500 for the 50 KW station, and \$12,000 for the 500 KW outlet, Mr. Caldwell arrived at the total costs of \$5,500 and \$16,630 respectively.

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CANADA BLOCKS PLAN TO TRANSMIT U. S. PROGRAMS

A plan to transmit United States radio programs to Canada by remote control was blocked by the Canadian Radio Commission recently, an Examiner's report to the Federal Communications Commission disclosed this week.

The Ogdensburg Advance Co., Ogdensburg, N. Y., had filed an application for a permit to construct and maintain a studio at Ogdensburg at which programs would be produced and transmitted to Station CFLC, Prescott, Ontario, Canada.

The application was dismissed with prejudice upon the applicant's request, however, after the Canadian Radio Commission had entered a protest.

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An increase in power from 1 KW to 2½ KW daytime was recommended to the Federal Communications Commission this week for KSO, Des Moines, Ia., by Examiner Melver H. Dalberg.

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FCC EXPLAINS LAW GIVING BROWDER RADIO RIGHTS

John B. Reynolds, Secretary of the Federal Communications Commission has replied to the criticisms of organizations which have condemned the action of the Commission in investigating the refusal of Station WCAE, of Pittsburgh, to broadcast a speech by Earl Browder, Communist candidate for President.

Mr. Reynolds' letters, made public October 10th, pointed to those provisions of the Communications Act which set forth that where a station gives time to one candidate it must allow equal opportunity for others.

The letters were addressed to Mrs. Ralph M. Easley, Chairman of the Committee on National Defense Through Patriotic Education, Manhattan Chapter, National Society of the Daughters of the American Revolution, Rye, N. Y., and Archibald E. Stevenson, General Counsel of the National Civic Federation, New York City. That to Mrs. Easley follows, in part:

"In reply, your attention is invited to Section 315 of the Communications Act of 1934 providing among other things that if any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station and the Commission shall make rules and regulations to carry this provision into effect.

"Upon receipt of a complaint against Station WCAE filed by William Z. Foster, Chairman National Campaign Committee, Communist party, the Commission directed both the complainant and the station licensee to submit statements under oath setting forth all facts in order that the Commission might be fully informed in the matter for the purpose of performing its duty under Section 315 of the Communications Act of 1934.

"In your letter you state that other offenses are being committed, making particular reference to Section 6, Title 18, of the United States Criminal Code. Your courtesy in offering voluntary legal assistance is appreciated. This Commission, however, has no jurisdiction over the enforcement of the provisions of that section of the law. It is suggested, therefore, that you may wish to present full information concerning any evidence of violations of the United States Criminal Code to the United States District Attorney in the appropriate district who may prosecute delinquents for crimes and offenses cognizable under the authority of the United States."

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"WHO'S WHO" LISTS FEW RADIO NOTABLES

Further evidence that the radio industry is new and has not received its proper measure of recognition is the fact that so few of its leaders are listed in the 1936-1937 edition of "Who's Who in America" just off the press.

Aside from the biography of several members of the Federal Communications Commission, the work of only one Federal radio expert is apparently recognized. That is Dr. J. H. Dellinger, head of the Radio Research Section, Bureau of Standards.

An hour or more of searching through the latest edition of the book has revealed but ten sketches of radio industry leaders. By invitation they are written by the men themselves, and the data, therefore, is authentic. These include:

Gen. James G. Harbord, Chairman of the Radio Corporation of America; David Sarnoff, President of the Radio Corporation of America; William Paley, President of the Columbia Broadcasting System; Major Lenox Lohr, President of the National Broadcasting Company; Commander E. F. McDonald, Jr., President of Zenith Radio Corporation; Powel Crosley, Jr., President of Crosley Radio Company and WLW, Cincinnati; Atwater Kent, who recently retired from the radio manufacturing business; A. L. Ashby, Vice-President and General Attorney for the National Broadcasting Company; Thomas P. Littlepage, radio counselor and Oswald F. Schuette, Public Relations Counselor for the Radio Corporation of America.

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TELEVISION SIGNALS EXCEED 25 MILES

It had been previously estimated that television signals from the BBC station at the Alexandra Palace would provide satisfactory reception to owners of television receivers within a radius of approximately twenty-five miles from the transmitting aeriels.

During the recent tests, however, it was found that signals were received in places as far distant as Birmingham, Nottingham, Bournemouth, and Felixstowe, the BBC reports.

"While it is as yet too early to say definitely whether such reception is only of a 'freak' nature, or whether it may become a regular practice, it is now felt that the original estimate of twenty-five miles was on the conservative side," it observes.

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 :::: INDUSTRY NOTES ::::
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French manufacturers are active in propaganda against American radio imports, according to the Radio Manufacturers' Association. The radio trade press of France, it is stated, contains attacks against American radio, charging that imports of radio parts from the U. S. have injured French manufacturers.

"Reduction of American import quotas under the reciprocal trade treaty with France is an apparent object of the French manufacturing interests and other French industries are also agitating for additional protective tariff action", the RMA statement said.

The RMA Export Committee, of which S. T. Thompson, of Long Island City, is Chairman, has called the matter to the attention of the State Department at Washington, to protect the American trade interests involved.

Sir John Reith, Director-General of the British Broadcasting Corporation, will pay his respects to the National Broadcasting Company, now celebrating its tenth anniversary, on Thursday, October 15th, from 6 to 6:30 P.M., E.S.T., over the NBC-Red Network from London, England. The special broadcast will also include the BBC Variety Orchestra and prominent English radio stars giving their impressions of an old English Music Hall.

Applications for exhibit booths in the first National Parts Trade Show to be held under the auspices of the Radio Manufacturers' Association and the Institute of Radio Engineers, at Chicago next Spring, soon will be forwarded to all manufacturers of radio parts, accessories and tubes, according to Bond Geddes, Executive Vice-President and General Manager of the RMA. The Stevens Hotel, Chicago, has been chosen for the National Parts Trade Show, which will be held either late in May or early in June and probably in conjunction with the thirteenth annual convention of the RMA and also Spring meetings of the IRE.

Announcement was made recently in Los Angeles by Donald Thornburgh, CBS Vice-President in charge of coast activities, of the appointment of John M. Dolph as Coast Sales Manager for the Columbia Broadcasting System. Mr. Dolph entered advertising at the close of the War as a partner in the W. S. Kirkpatrick Advertising Service in Portland, Oregon. Since then he has been head of his own agency in Los Angeles, and a New York and Philadelphia executive for N. W. Ayer & Son. His headquarters will be maintained in San Francisco.

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CAN ZENITH KEEP UP THE PACE?

This question is asked in "Commerce" official magazine of the Chicago Association of Commerce, which goes on:

"It is a question which diverts LaSalle Street month in and month out as the stock of the West's principal radio manufacturer continues to spiral upward.

"Zenith has been one of the sensations of LaSalle Street. It has multiplied its price by eight in the last year and has risen from under \$5 to \$39.50 (current at this writing). Literally hundreds of men in LaSalle Street offices watched it month on end with an order to 'buy on the backswing.' They had a rare opportunity to do so early in August when stop-loss orders and other factors gave Zenith one of its few set-backs.

"This department does not run a 'tip' service. It does not advise purchase of stock. Its conductor a year ago thought that the profit on a purchase at \$5 and a sale at \$7 a share was sufficient on Zenith.

"He and few others realized then and few know now that a new giant in the radio industry was in the making. The new giant was no youngster but it grew with such prodigious rapidity that even the men at the head of it could not quite see where it was going. It now ranks 2-3 in the American radio industry and is the biggest company in the world devoted exclusively to the production of the single product, receiving sets.

"Zenith's policy formerly was to advertise sets at \$2,500. At that time its popular line sold around \$280. When the depression arrived the necessity for a new policy was obvious. Throughout 1929 its sales sank lower and lower. For the year constituted by eight months in 1929 and four months in 1930 it fell from a million dollar profit to a \$258,000 loss and its stock tumbled from \$62.50 a share to \$2 a share. In the early depression days the so-called wealthy were scratching for dimes while their securities and properties were sinking in value and there was nobody to buy Commander McDonald's deluxe radio receivers. Mr. McDonald and his associates realized that they could adapt the quality features and performance of their product to a moderate priced radio and quickly began effecting a change to reach the popular priced market. This took two or three years of hard work but was successful from the start and the company is now in its fourth year 'in the black.'

"The two big months of the Autumn season are October and November. When these are past Zenith will move out of the familiar old quarters at 3620 Iron Street and the beehive of surrounding buildings into which its production has splashed over. In December it will begin production in a West side plant in

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which it will have 400,000 square feet, nearly all on one floor, with 150,000 square feet vacant adjacent to it for expansion. This is the former Majestic plant on Austin Avenue."

"Zenith is a speculative stock and has not paid a dividend since 1929. Control is held within the company's officers and there are about 5,000 stockholders outside. It is said in LaSalle Street that insiders were buying the stock all the way from \$2 up and were still buying it at the price of \$39.50, the figure when this review was written.

"The company has just paid \$410,000 for its new plant and is setting aside \$200,000 for the erection of a heating plant and moving its equipment in December, all out of earnings. The plant is conceded to be a bargain but just what effect the outlay will have on dividend policies in 1936 has not been made known. Before the depression, under the old policy, Zenith paid 50 cents quarterly with extras.

"The question 'Can Zenith keep up the pace' can be answered by the results of its Spring sales meeting - \$4,200,000 in orders for immediate delivery against \$1,200,000 a year ago - and by the fact that its 2,000 employees are working full time through August, one of the critical months. Zenith does not make sets unless it sells them. Zenith's outlook is to continue capacity production for some time and after its December move, to produce with a greater margin of profit than now.

"The half year for Zenith ends October 30. At that time holders of the stock hope for a statement predicting just how far the new young giant has gone as a money maker in 1936."

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RADIO MANUAL ISSUED BY EDUCATION OFFICE

A radio manual giving suggestions to school and non-professional groups for the production of radio programs has just been issued in mimeographed form by the Educational Radio Project of the U. S. Office of Education.

The Educational Radio Project has published also a "Glossary of Radio Terms", which will be invaluable to the beginner. A manual giving suggestions for organizing and administering radio production units will be forthcoming. These publications may be secured on request from the Educational Radio Project, U. S. Office of Education, Washington, D. C.

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U. S. WATCHES FOR RESULTS OF RADIO PEACE PARLEY

Will the League of Nations be any more successful in utilizing radio as an instrument of world peace than it has been with sanctions?

This is a question that American broadcasters and publishers are asking somewhat skeptically as they await results from the International Conference held in Geneva early this Fall.

The attempt to prevent by common agreement "broadcasting from being used in a manner prejudicial to good international understanding" is especially interesting to this country, although it was not a party to the parley, because of sporadic complaints that European countries are disseminating propaganda over their radio stations.

Such an activity would not disturb the Western hemisphere were it not for the growing popularity of short-wave reception whereby a listener almost anywhere in the United States can daily tune in on London, Paris, Berlin, Madrid, Rome, or other European capitals and hear news broadcasts and sometimes talks in English.

Early last Summer E. H. Harris, Chairman of the Publishers' National Radio Committee, in an address at Chicago declared that this country is threatened by a flow of foreign propaganda via short-waves.

"The fact that radio waves recognize no frontiers, no national boundary lines, makes it an international problem which is of great national significance to each country", he said.

"This situation offers a most serious problem for the preservation of peace in Europe, where most countries are close neighbors."

Americans have had a taste of this propaganda during the Spanish civil war. Besides hearing the biased loyalist reports from Station EAQ, Madrid, they have listened to more accurate, but still prejudiced, accounts of the conflict from Berlin, Paris, and Rome.

Some of the provisions of the agreement adopted at Geneva, as reported by World-Radio, BBC journal, are as follows:

"Article 1. The high contracting parties mutually undertake to prohibit and, if occasion arises, to stop without delay the broadcasting within their respective territories of any trans-

mission which to the detriment of good international understanding is of such a character as to incite the population of any territory to acts incompatible with the internal order or the security of a territory of a high contracting party.

"Article 2. The high contracting parties mutually undertake to ensure that transmissions from stations within their respective territories shall not constitute an incitement either to war against another high contracting party or to acts likely to lead thereto.

"Article 3. The high contracting parties mutually undertake to prohibit and, if occasion arises, to stop without delay within their respective territories any transmission likely to harm good international understanding by statements the incorrectness of which is or ought to be known to the persons responsible for the broadcast. They further mutually undertake to ensure that any transmission likely to harm good international understanding by incorrect statements shall be rectified at the earliest possible moment by the most effective means, even if the incorrectness has become apparent only after the broadcast has taken place.

"Article 4. The high contracting parties mutually undertake to ensure, especially in time of crisis, that stations within their respective territories shall broadcast information concerning international relations the accuracy of which shall have been verified - and that by all means within their power - by the persons responsible for broadcasting the information.

"Article 5. Each of the high contracting parties undertakes to place at the disposal of the other high contracting parties, should they so request, any information that, in his opinion, is of such a character as to facilitate the broadcasting, by the various broadcasting services, of items calculated to promote a better knowledge of the civilization and the conditions of life of his own country as well as of the essential features of the development of his relations with other peoples and of his contribution to the organization of peace.

The convention will come into force sixty days after the receipt by the Secretary-General of the League of the sixth ratification or accession.

The following countries signed the International Convention for the Use of Broadcasting in the Cause of Peace:

Great Britain and Northern Ireland, New Zealand, India, Albania, Austria, Brazil, Czechoslovakia, Denmark, France, Greece, Lithuania, Luxembourg, Holland, Roumania, Switzerland, Turkey, U.S.S.R. and Uruguay.

The Conference also adopted the following recommendations:

"With a view to facilitating the application of the provisions of Articles 1, 2 and 3 of the Convention, the Conference recommends the high contracting parties to take into account the influence that may be exercised on good international understanding by transmissions of such a character as to harm the interests or offend the national, political, religious, or social sentiment of other peoples.

"The Conference recommends that the high contracting parties, in taking measures to ensure that transmissions shall not be contrary to the provisions of the convention, shall show particular vigilance in regard to transmissions in a language other than the language or languages usually employed for the listeners of the country of transmission.

"The Conference recommends the high contracting parties to reserve in the programs broadcast in their respective territories, a place for transmissions of such a character as to promote a better knowledge of the civilization and the conditions of life of other peoples as well as of the essential features of the development of their mutual relations and their contribution to the organization of peace.

"The Conference recommends the high contracting parties to take concerted action in case of international tension for the purpose of exerting by appropriate broadcasts a common influence to lessen the tension and restore a peaceful atmosphere.

"The Conference recommends the high contracting parties, if occasion arises, to lend one another mutual support in detecting and abolishing clandestine transmitting stations.

"With a view to facilitating the application of the provision contained in Article 7 concerning the functions of the International Committee on Intellectual Cooperation, the Conference recommends that the latter constitute a small committee for the settlement of any dispute referred to it."

The Final Act was signed by Great Britain and Northern Ireland, New Zealand, India, Irish Free State, Albania, Austria, Brazil, Czechoslovakia, Denmark, Egypt, France, Greece, Hungary, Lithuania, Luxembourg, Holland, Norway, Roumania, Spain, Switzerland, Turkey, Uruguay, Yugoslavia, U.S.S.R.

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G.O.P. PROMISES SENSATION IN RADIO CAMPAIGN

The following telegram was received this week from Ben Pratt, of the G.O.P. publicity staff in Chicago:

"Startling innovation in radio campaigning will be heard over Columbia Broadcasting System network eight-thirty to nine p.m. E.S.T. Saturday, October 17th on program with Senator Arthur K. Vandenberg, Michigan. Suggest you advise news desk to have someone cover. Also suggest you tell editorial writers about this as it promises to be campaign bombshell."

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NO SWEEPING SHAKEUP SEEN AS HEARING NEARS END

There will be no great shakeup in the broadcast band nor any general reallocation as a result of the hearing now drawing to a close before the Broadcast Division of the Federal Communications Commission, it appeared as the inquiry concluded its second week. Practically all testimony has been against a shakeup.

Instead of a reallocation such as that brought about in 1928 by the Federal Radio Commission, the present Commission, it is believed, will effect policy changes that will have far-reaching effects on station operation, both technically and as a business. However, it will take months for the FCC to work these out.

While indications are that the regional broadcasting stations may be given a horizontal increase in power, it is doubtful that the FCC will approve an extensive establishment of super-power stations of 500,000 watts, such as WLW, Cincinnati.

It is believed that if any more such powerful transmitters are approved that they will be on an experimental basis. The Clear Channel Group, chief advocate of super-power, proposes that a minimum of 50 KW be fixed for clear channel stations with the maximum left to the discretion and financial ability of the broadcasters.

The super-power issue, together with the problem of whether the clear channels which are still exclusive are to remain so or whether they are to be broken down for the creation of more regional and local stations, are the knottiest before the FCC. The latter procedure has been urged by existing regional and local stations.

The hearing is expected to conclude next week.

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FTC O.K.'S RADIO PLATES IN DISEASE TREATMENT

The Federal Trade Commission has dismissed its complaint against W. Gordon Pervis, Tennille, Ga., who had been charged with unfair competition in the sale of so-called electric radio plates for the treatment of various diseases. According to the order of dismissal, the evidence adduced in the case did not sustain the allegations of the complaint.

Pervis' product is a device to be worn in the shoes and is represented by him as giving relief to persons suffering from high or low blood pressure, headaches, asthma, paralysis, kidney trouble, and other ailments.

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LOHR DIFFERS WITH PALEY ON SUPER-POWER FOR RADIO

The two major networks are divided on the major issue before the Federal Communications Commission, i. e., super-power, it developed on Wednesday of this week as Maj. Lenox Lohr, President of the National Broadcasting Company, made his first appearance before the FCC since he took office last January.

Adopting a view opposed to that set forth last week by William S. Paley, President of the Columbia Broadcasting System, Major Lohr went on record as favoring super-power, but by gradual steps, and the preservation of the clear channels.

Earlier Mr. Paley had told the FCC that while CBS would be ready to join in a race for super-power if the Commission decides in favor of the 500 KW sponsors for the present, it is opposed to such a trend on the ground that it would injure seriously the regional and local network outlets.

Major Lohr proposed that each application for 500 KW, of which there are now 14, be considered on its individual merits. NBC at present wants super-power only for WJZ, New York, he said.

Five definite recommendations were made to the FCC by Major Lohr. They are:

1. All broadcasting licenses be for the 3-year maximum permitted under the Radio Act.
2. Retention of the exclusive clear channels still in operation.
3. Removal of any maximum limit on the power of clear channel stations.
4. Increase of power to 5 KW for regional stations, day and night "whenever the engineering and economic factors warrant such use. Also higher power for local outlets on the same basis.
5. With respect to the differentiation in the maximum power for daytime and nighttime operation, Major Lohr said, "We see no objection if the expense of maintaining the added equipment over-balances the benefits to be derived from the greater power."

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Brazil's most powerful broadcasting station went on the air this Fall at Rio de Janeiro. With the call letters PRES, it operates on 980 kc. with 22 KW power. The transmitting equipment, which is of Dutch manufacture (Philips), will eventually be replaced by the most up-to-date American equipment. A further increase in power also is planned.

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MACKAY WINS VERDICT IN RCA PATENT SUIT

U. S. District Judge Marcus B. Campbell of the Eastern District of New York on October 14th handed down a decision in favor of Mackay Radio and Telegraph Company in the patent suit brought by Radio Corporation of America against Mackay Radio and tried in January, 1936. The plaintiff alleged that the directive antennas employed by Mackay Radio infringed five R.C.A. antenna patents.

Judge Campbell's decision not only held that Mackay Radio antennas did not infringe any of the claims of the five R.C.A. patents but that Mackay Radio antennas were actually more efficient than any that could be constructed under the R.C.A. patents in suit.

Solicitor for Mackay Radio was S. E. Darby, Jr., and associated with him were former Judge Hugh M. Morris, Paul Kolisch and Roy C. Hopgood.

In closing, Judge Campbell's opinion stated:

"Defendant did not copy the antennas and instrumentalities of the patents in suit as contended by plaintiff, as all of the patents in suit, with the exception of the First Carter patent, issued subsequent to the erection of the defendant's antennas charged to infringe, and as I have found with respect to the First Carter patent defendant does not infringe.

"None of the patents in suit are pioneer patents, as contended by plaintiff, and the record does not show that they have been employed by any one; even the plaintiff's own commercial structures do not follow the teachings or employ the instrumentalities shown, described or claimed in any of the patents in suit, as I have interpreted the same. Therefore, the patents in suit are not entitled to a construction of any broader scope than is clearly required to be given.

"Plaintiff makes a point that defendant offered no proof that defendant's antennas were the result of independent investigation and development by defendant, but in view of defendant's contention as to the patents in suit such proof would not be expected; the fact is, however, that defendant's systems are radically different from the patents in suit, in structure, principle of operation and instrumentalities, and were designed and constructed to secure and did secure greater radiation, by reason of such difference, than could be obtained by the patents in suit.

"Plaintiff contends with reference to the Third Carter Patent in suit that the invention was of an antenna not a formula, but, even though that be so, the invention was of an antenna, the proper angle between the antenna wires constituting the legs of the V of which was to be determined by the formula supplied."

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NEW CANADIAN RADIO SETUP BEGINS NOV. 2

Effective November 2nd, the Canadian Radio Broadcasting Act, 1936, will become operative to bring governmental radio control under the Canadian Broadcasting Corporation, a body corporate headed by a board of nine honorary governors and a general manager as operating head. Major W. E. G. Murray, of the British Broadcasting Corporation, has been recommended by the Board of Governors to be General Manager of the Corporation.

The new legislation, as explained by Andrew W. Cruse, Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce, charges the corporation to carry on national broadcasting in Canada and authorizes it to establish, maintain and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a governmental radio agency. The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage consistent with federal finances.

The principal difference between the Corporation and the Canadian Radio Broadcasting Commission which it will replace is that under the Commission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the Board of Governors will deal with questions of policy and administrative matters will be conducted separately. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by Parliamentary appropriations. Further, the act provides that by order-in-council up to \$500,000 may be borrowed from the Government for the extension or improvement of broadcasting facilities.

Prior to 1932 radio broadcasting in Canada corresponded to the development of the industry in the United States, except that limitations of market and population created a corresponding restriction on the amount of money available for programs and development of talent. Advertising time was sold by private commercial broadcasting stations which operated for profit under governmental license. In 1929 a Royal Commission of inquiry compared Canadian radio conditions with the situation in other countries and recommended that a national radio monopoly be operated as a Government-owned corporation with advertising eliminated from programs. Coverage was to be extended by the construction of high-powered stations at strategic points. Lack of finances prevented full implementation of the report but in legislation which established the Canadian Radio Commission in 1932 the principle of public ownership was affirmed. The Commission assumed control of broadcasting, established regulations, initiated programs and through owned or leased stations and operating agreements with private broadcasting stations, a broadcasting network was established.

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In March 1934, a Parliamentary committee was appointed to inquire into operations of the Radio Commission and measure results of the legislation which created monopolistic broadcasting. The final report suggested "that, pending nationalization of all stations, greater cooperation should be established between privately-owned stations and the Commission", and that for the present the legislation which established the Commission be extended. The report of the second Parliamentary committee of inquiry, appointed in 1936, was the basis of legislation which established broadcasting under control of a government-owned corporation.

Although the nationalization of radio in Canada is in the transitional stage, Government policy has consistently favored the operation of radio as a public utility and all private broadcasting licenses have been issued with the understanding that the State may take over the facilities and that no value attaches for good will. The Canadian Broadcasting Corporation will take over the network established by the Radio Commission which comprises 7 basic stations, namely, CRCV, Vancouver; CRCW, Windsor; CRCT (CRCX), Toronto; CRCO, Ottawa; CRCM, Montreal; CRCK, Quebec City; and CRCS, Chicoutimi, Quebec. Coverage of the network has been extended through agreements with 20 or more private commercial stations which carry the network program throughout the country. With other stations the use of network programs is optional, except that not more than one outlet in a single center is permitted.

Licenses for broadcasting are issued by the Department of Marine (one of the units to be merged in the new Department of Transport) after the application has been referred to the broadcasting agency for recommendation. The new radio law also specifies that the Minister of Marine will receive recommendations from the Broadcasting Corporation in connection with new private station licenses, change of channel, location or power. It has been recent policy to license small community stations in districts formerly without coverage.

Detailed regulations covering broadcasting, technical requirements of stations, station operation, programs, news service and advertising were issued by the Canadian Broadcasting Commission April 15, 1933. This regulatory authority will be taken over by the Broadcasting Corporation and in addition the 1936 radio statute itself contains regulatory provisions regarding chain broadcasting hook-ups and political broadcasts. Federal jurisdiction over radio communication was determined by a ruling of the Imperial Privy Council February 9, 1932.

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WOL SHIFT TO 1230 KC REAFFIRMED

Reaffirming its decision of last Summer, the Federal Communication Commission's Broadcast Division this week granted the application of WOL, Washington, for regional facilities with 1,000 watts power day and night. It is now a local operating on 1310 kc. with 100 watts, and with the authorized change will shift its frequency to 1230 kc.

The action reaffirms its grant of July 22nd which was protested by several stations on the ground that the usual protest period had not expired. As a consequence it set aside that grant, which it reaffirmed.

WOL also expects to move its studios from their present location in the Annapolis Hotel to new quarters in the 1600 block of K Street, N. W., where a new building is being erected.

There are pending a half-dozen applications before the FCC for new stations in Washington, all of which are on the hearing docket. Several of these ask for the facilities now occupied by WOL. Among these are applications of former Senator C. C. Dill, of Washington; Continental Radio Co., Scripps-Howard subsidiary, and William B. Dolph, manager of WOL and Radio Director of the Democratic National Committee.

The Washington Post is also seeking a radio outlet, while Hearst Radio, Inc., is still trying to acquire WMAL, a NBC affiliate.

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BRAZILIAN PAPER INAUGURATES POWERFUL STATION AT RIO

Brazil's most powerful radio broadcasting station was recently inaugurated in Rio de Janeiro by "A Noite", a daily newspaper, a report to the Commerce Department from Trade Commissioner J. Winsor Ives, states.

The new station is 22 kilowatt power, and operates on a frequency of 960 kilocycles (306 meters). The transmitting equipment which is of Dutch manufacture (Philips) will eventually be replaced by the most-up-to-date American equipment. It is the present intention of the owners of the station to later increase its power.

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MCDONALD WARNS DEALERS AGAINST "DUMPING"

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, has written letters to 52,414 radio dealers over the United States warning them against an expected "dumping" of radio sets by rival manufacturers.

He contends there are three major evils which, if cured, will change the radio industry from "a crap game" to a major business. They are: (1) commercial bribery, (2) advertising abuses, and (3) overproduction.

The first two can be handled by the Fair Trade Practice Committee of the Radio Manufacturers' Association, he said, but the third, overproduction, is in the dealers' hands.

Without mentioning any rival manufacturer by trade name, Commander McDonald recalls that last Fall and Winter there was considerable "dumping" of radio equipment, i.e., the slashing of prices often under wholesale quotations in order to get rid of accumulated stock.

"Naturally this not only ruined the retail value of the dealers' stocks", he said, "but it raised hob with his time payment collections. Customers who saw the same set they owned sold for half or a third of what they agreed to pay - and within a few months of the time of their purchase - were naturally reluctant to complete payments and felt great resentment toward the innocent dealer who they thought had 'gypped' them when in reality the dealer himself was the sufferer."

Zenith, he added, does not over-produce and consequently does not engage in "dumping" at the end of the season.

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WMCA HIRES TWO ROVING REPORTERS

Two roving reporters have been added to the program staff of WMCA, key station for the Inter-City Broadcasting System, according to announcement by Donald Flamm, President of WMCA.

Frankie Basch, said to be the first sob sister in radio, and Martin Starr, well known motion picture trade paper writer, are the two reporters who will cover the feature news of the day for the Inter-City System.

The two reporters will be heard on WMCA at odd times during the day, even interrupting programs to come before the microphone either to bring a celebrity-of-the-moment to the ether,

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or to report the facts gained in an interview with the chief character in a leading news story of the day.

It is believed that this marks the first regular employment of a "sob sister" by a radio station, and possibly the first employment of roving reporters to work for a station, rather than appearing for some commercial.

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PHILCO SHIPS RECORD ORDER FOR CHRISTMAS

An all time high record of shipments of radios was made by the Philco Radio & Television Corporation, of Philadelphia, recently to distributors and dealers in anticipation of Christmas business. The equivalent of twenty-eight freight carloads of radios was shipped to all parts of the United States and the world by railroad, trucks and ships. Over 11,000 workmen are now engaged by the makers of Philco radios in the factories located at Philadelphia, it was announced.

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CBS TO BUILD \$1,000,000 WEST COAST PLANT

The Columbia Broadcasting System this week announced plans to erect elaborate Pacific Coast headquarters to serve its nationwide and regional networks.

The project includes a new radio center to be erected in Hollywood at an approximate cost of \$1,000,000, according to Donald W. Thornburgh, Vice-President in charge of Pacific Coast operations. Plans also are under way to extend CBS facilities in San Francisco.

The new CBS radio center in Hollywood, he said, will include auditorium, studios and offices of Columbia's newly acquired 50000-watt radio station KNX, as well as the same for servicing the network. It will front on Sunset Boulevard, occupying the block between Gower and El Centro Streets.

Mr. Thornburgh said that plans would be completed in a month or two and that actual building operations would be undertaken at the start of the new year. It is expected that several building units will be completed by October, 1937.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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VANDENBERG INCIDENT PRESENTS NEW PROBLEM TO FCC

The attempt of Senator Arthur Vandenberg (R.), of Michigan, to use the recorded words of President Roosevelt in an imaginary interview over the Columbia Broadcasting System network last Saturday night has not only proved a sensation of the presidential campaign but has raised a new problem for the Federal Communications Commission.

Inclined at first to dismiss the incident as something to be decided by Columbia and the Republican National Committee, the FCC was compelled by the pressure of public interest, fanned by newspapers, to agree to an investigation. It is expected to discuss the matter at a regular meeting Wednesday, October 21st.

The crux of the issue appears to FCC officials to be whether CBS has the right to bar recorded programs on a political broadcast providing the sponsors comply with FCC rules requiring a previous announcement that a certain portion of the broadcast is produced by electrical transcription.

Under FCC rules, it was explained, Senator Vandenberg was conforming to the Commission's requirements providing he made it clear that President Roosevelt's words were reproduced by records. However, there is some doubt on this point not cleared up to this time.

After deciding whether FCC rules were adhered to, the Commission must determine whether the CBS policy of barring recorded speeches is in the public interest and may be invoked against political speakers.

This is the second time this year that the Columbia Broadcasting System has become embroiled in a political controversy. Last Spring it brought down the wrath of the red baiters upon its head by permitting Earl Browder, later to be named Communist candidate for President, to speak over its network.

Until the Vandenberg incident focused the attention of the nation upon the CBS policy, the FCC apparently had never questioned the right of the broadcaster to bar recorded addresses.

In fact, as Harry C. Butcher, Vice-President of CBS, in charge of WJSV, Washington, recalled, Anning S. Prall, Chairman of the Commission, was kept off the air within the past fortnight when he tried to have a recorded address broadcast from KTSA, San Antonio, Texas, after finding he was unable to fulfill an engagement.

Pointing out that Chairman Prall made no complaint, Mr. Butcher said:

"The fact that Columbia barred a recording by the Democratic Chairman of the FCC would hardly seem to support published inferences that our action in the case of Senator Vandenberg was dictated by fear of either the Democratic Administration or the FCC."

The Vandenberg stunt, which caught CBS officials unawares and led to general confusion in the broadcast was some stations tuned out the Michigan Senator, oddly enough was advertised in advance, though not in detail, by G.O.P. press agents.

An example of the press agency, consisting of a telegram to the Heintz News Service from Ben Pratt, G.O.P. publicity man at Chicago, was carried in the Heintz News Service of October 16th.

The Republican National Committee could not have devised a stunt that would bring about more publicity while at the same time placing the Administration on the defensive.

The only Federal Communications Commissioner who would comment on the incident prior to the meeting scheduled for Wednesday was George Henry Payne (Republican) of New York, who some weeks ago publicly denounced the action of two Los Angeles stations who refused to carry President Roosevelt's "fireside chat" as a sustaining feature.

On the Monday following the broadcast he was quoted in the N. Y. Times as saying that Senator Vandenberg's stunt was unethical and disrespectful.

The Michigan Senator, while stating that the incident was closed, telegraphed a personal protest to Commissioner Payne, defying him to "identify a single disrespectful word, unless you call it disrespectful to prove a broken pledge."

As for ethics, he said, "I suggest that fair play cannot be more scrupulous in quoting a candidate for President than to use his own voice and his own words."

Commissioner Payne in an answer to Senator Vandenberg, after stating that the protest would be brought to the attention of the full FCC, said:

"When I stated that the broadcast was unethical, I was basing my opinion upon the reprint in the New York Herald-Tribune which fails to show that any endeavor was made to clarify what was going on in the studio until 400 to 500 words had been spoken. In view of your protest I am sending for an official transcription of the broadcast."

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Although statements were issued right and left by leading Republicans and Democrats, the FCC issued only one statement prior to its meeting. It consisted of a mimeographed copy of a letter received by Commissioner Payne from his friend, Ralph Beaver Strassburger, publisher of the Norristown (Pa.) Times-Herald.

"As a member of the public in whose interest personally the radio is operated", he said in part, "I protest against the chicanery and deception bordering on fraud on which Senator Vandenberg's interview was based."

Mr. Strassburger stated that he was wiring the Commissioner because of his "vigorous attitude" in the WLW, Cincinnati, case and that of the two Los Angeles stations which barred the President's address.

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NBC'S SEPTEMBER SALES 33% OVER LAST YEAR

According to figures released by Publishers Information Bureau for "National Advertising Records", NBC's September, 1936, gross network time sales gave it the biggest September in its history and rang up the fifth largest monthly total ever accounted for by the National Broadcasting Company.

Total for the NBC Red Network in September, 1936, was \$1,993,371; for the NBC Blue Network, \$893,266; total - \$2,886,637, or 33.4% higher than the corresponding month last year. September's total was 19.2% above August, 1936.

September, 1936, network time sales have been topped by only four other months in NBC's history; January, March and December, 1935, and March, 1936.

In September of last year, NBC weekday daytime revenue amounted to \$313,653. In September, 1936, the figure rose to \$767,028 - an increase of 144.5%. The first nine months of 1936 showed a weekday daytime revenue for NBC networks of \$4,863,970, representing an increase of 23.6% over the same period last year.

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50 MILLIVOLTS URGED AS MINIMUM FOR CITY STATIONS

Fifty millivolts was proposed as the minimum signal of broadcasting stations in metropolitan areas by Charles W. Horn, noted radio engineer, as witness for the National Broadcasting Company at the broadcast band hearing before the Federal Communications Commission.

"In the more built-up sections and particularly the larger cities", he said, "we experience a considerable amount of so-called man-made static which is due to electrical devices. Most man-made static is due to either defective electrical equipment or such apparatus as the older style X-Ray machines which are inherently noise producing and which must be installed with proper shielding.

"Trackless trolleys, using the two-wire overhead system and equipped with pneumatic tires, present a problem that needs serious attention.

"In radio reception the governing factor is always the ratio of the strength of the desired signal as against the intensity of the interfering signal or static.

"Because antennas in metropolitan districts pick up a greater amount of electrical noise, it is necessary that the desired signal strength be greater in order to maintain the proper signal-to-noise ratio.

"However, in these areas an additional obstacle is encountered because of the shielding effects of steel structures which causes a reduction in the amount of radio signal energy which arrives at the average antenna. While there may be 10 millivolts of signal intensity in the atmosphere above such a city, the antenna may receive but a fraction of the energy because of such shielding.

"The only solution possible is a higher signal strength over such territories, and our observations and measurements indicate that in metropolitan areas the signal intensity must not be less than 50 millivolts in order to render acceptable service.

"Even with this signal strength there will be spots that will not obtain adequate service due to exceptionally deep shadows cast by steel structures, but these may be classed as extreme cases."

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BOOK ON TELECOMMUNICATIONS WRITTEN BY HERRING, GROSS

The economic and regulatory aspects of telecommunications are covered thoroughly in a book, "Telecommunications", just published by McGraw-Hill Book Co., Inc., New York (\$5). The authors are Dr. James M. Herring, Assistant Professor at the Wharton School of Finance and Commerce University of Pennsylvania, and Gerald C. Gross, Chief of the International Section, Federal Communications Commission.

The book, containing 544 pages, first presents a factual background dealing with the development of the communication industries, the source of revenues, and the factors affecting costs, rate-making, and consolidation.

Then follows a description and analysis of Federal regulation of communications prior to 1934, a detailed analysis of the Communications Act of 1934, and a final summing up of what has been done and what has been left undone in the matter of regulation from the viewpoint of sound national policy.

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HEARST WOULD ALLOCATE RADIO ON ABILITY TO PAY

The ability of a community to support one or more broadcasting stations was proposed as the key to the allocation problem by a spokesman for Hearst Radio, Inc., at the broadcast hearing before the Federal Communications Commission.

E. J. Gough, Vice-President of the Hearst subsidiary which now operates ten radio stations, outlined a formula of sound business policy as the standard for station operation to be considered by the Commission along with the technical and financial ability of an applicant.

"When once it is established by careful economic analysis that a community possesses as many stations of proper class and kind as the community can reasonably be expected to support, then the potentiality of advertising of these stations should be safe-guarded by protection from unreasonable further increases in facilities and consequent ruinous competition."

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COMMUNICATIONS HELD BLOCK TO RADIO

The Communications Act of 1934 has prevented rather than aided the progress of radio, E. H. Harris, Chairman of the ANPA Radio Committee, told the Inland Press Association last week.

At the same time he read letters from small town publishers who reported successful operation of broadcasting stations.

"The uncertainty as to the extent of the powers delegated by Congress to this Commission under this Act and the fear of reprisals on the part of the Federal government have killed the initiative of telephone, telegraph and radio systems", he said.

He also charged that through the FCC "the mailed fist of the Federal government" has been held over telephone, telegraph and radio.

The question most frequently asked by newspaper publishers is whether it is advisable for newspapers in small communities to own and operate a radio station, Mr. Harris said. He then read from several letters from publishers who have installed stations.

An Inland member who set up a plant in 1930 said, in part: "During the early years we had plenty of grief and losses, but we made good use of the station in the usual way and tied our community more closely to the newspaper. Over the six years we have been able to make an excellent showing on the right side of the books. The sub-chains are coming into importance and State by State affiliations are being made. The larger chains are loaded with more business than they can handle and there is a sluff off to the smaller chains, and greater demand all the time for the use of transcriptions on spot stations. Finally, radio stations should be controlled by newspapers. They belong to them in that they can be better served that way."

Another publisher said: "Our broadcast experience has been quite satisfactory from every angle. We believed when we purchased and installed new equipment throughout that broadcasting was a natural for the newspaper. After six years' experience we are still of that opinion."

Other replies were in the same tenor.

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EXTENSIVE TELEVISION RESEARCH PLANNED BY JAPAN

Continued and exhaustive research in connection with the development of television is to be carried on in Japan by the Japan Broadcasting Corporation, a report to the Commerce Department from its Tokyo office states.

The television experiments will be directed by Dr. K. Takayanagi, of the Hamamatsu Engineering College who has been released from his duties at that institution following overtures by the Government, it was stated.

The actual work in connection with the television experiments will not start until next Spring when the new 200,000-yen (\$60,000) laboratory is added to the radio research institute in Kinuta, a suburb of Tokyo.

The Japan Broadcasting Corporation, according to the report, is planning to make direct television views of the 1940 Olympic games to be held in Tokyo available to homes throughout Japan or at least within the limits of Greater Tokyo.

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EAST COAST STATIONS RETURNED TO COAST GUARD

An agreement has been reached between the Coast Guard and the Navy Department wherein the radio stations at Winthrop, Mass., New London, Conn., and New York City, experimentally transferred about two years ago to the Navy, were returned to the Coast Guard.

The agreement will bring the services closer together from a communications' viewpoint. Such subjects as Coast Guard liaison, naval district - Coast Guard division communication, more concentrated use of existing facilities, more efficient use of wire, radio and visual signals and closer connection between Coast Guard communication and the naval communication system were discussed.

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CBS SEPTEMBER BILLINGS 69.2% OVER LAST YEAR

Time sales on the Columbia Broadcasting System network for September, 1936, totalled \$1,838,932, a gain of 69.2% over September, 1935. Cumulative total for the first nine months of 1936 is \$15,550,070, 28.5% ahead of the same period last year.

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AMATEURS, S-W SETS BARRED IN KOREA

Short-wave receiving sets, amateur transmitting equipment, and radio advertising are barred in Chosen (Korea), according to the U. S. Department of Commerce.

Radio Broadcasting in Chosen is conducted solely by the Chosen Broadcasting Association, under special license from the Government General of Chosen, from which it receives an annual subsidy.

One central and two smaller stations are maintained. The central station at Keijo (Seoul), station JODK broadcasts in Japanese (309 meters) and Korean (710 meters). The programs are of a general nature and widely varied.

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PAPER AND RIVAL STATIONS EFFECT AGREEMENT

An unusual working agreement between the Tulsa Tribune and independently owned (and competing) radio stations KTUL and KVOO now has the Tribune on the air with 20 minutes of programs and a dozen spot announcements daily, and the programs of both stations in the Tribune as paid advertising, according to Editor & Publisher.

The radio stations, owned by Tulsa Broadcasting Co. (KTUL) and Southwest Sales Corp. (KVOO) are using between 30 and 40 inches of newspaper space daily for their programs.

Prior to the agreement, the Tribune had been printing the programs on Sunday as a news feature.

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U. S. BUREAU STUDIES RADIO HIGH FREQUENCIES

The U. S. Bureau of Standards has made a study to determine the characteristics of radio propagation at high frequencies, i. e., higher than the broadcast frequencies, Dr. J. H. Dellinger, Chief of the Radio Section, discloses in his annual report. This was done largely through continuous automatic recording of received intensities of distant high-frequency stations. In addition, some progress was made in correlating with such records the data resulting from the study of the ionosphere.

The intensities of two stations were recorded regularly and additional ones part of the time. One of the two regular was Station W1XK, Millis, Mass., 9570 kc., about 600 kilometers distant, operating about 18 hours per day; it was particularly desirable for the study of the critical frequencies of the F2 region and sporadic E. The second regular recorder was set up for the frequency 6060 kc., the time on which was shared by W8XAL, Mason, Ohio, and W3XAU, Philadelphia, Pa. Together the two stations operated about 18 hours per day.

"Upon studying the reports from many sources throughout the world, it was ascertained that the fadeouts occurred simultaneously on the side of the earth illuminated by the sun and not on the dark side", the report states. "The fadeouts which were very widespread, destroying all high-frequency communication throughout the illuminated hemisphere, had a tendency to occur in periods separated about 54 days. A number of these widespread general fadeouts were simultaneous with visible solar eruptions.

"A fadeout is characterized by abrupt disappearance of the radio field, becoming complete within a few seconds from the beginning. The zero field intensity may continue from a few minutes to two hours. The return to normal is usually gradual. Higher frequency stations return before those of lower frequency. Thus, the W8XAL transmissions on 6060 kc. always remained out for a longer period than the W1XK transmissions on 9570 kc., although the time of beginning was the same not only for these two transmissions but for all transmissions affected. Ionosphere measurements by the pulse method from 2500 kcs. up indicated the complete absence of reflections from the ionosphere during a fadeout. When reflections returned, those at the higher frequencies were returned first."

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The belief in the Hebrides Islands that seals will croon to the accompaniment of a harp has inspired a plan to broadcast seal music at Glasgow, Scotland,

Andrew Stewart, a radio official, said seals crooned in a recognizable harmony when some friends sang while passing them in a boat.

"I then cautiously approached within earshot of some seals near Argyll and crooned a simple lilt", Mr. Stewart continued. "The seals responded with a low chorus which distinctly followed the rhythm of my song. Their note is something similar to that of a clarinet."

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NBC TO PLAY HOST TO EUROPEAN RADIO OFFICIALS

The largest and most distinguished group of European radio officials ever to visit the United States, including a member of the French Cabinet and high representatives of almost every major country, will arrive in New York early in November to study American broadcasting methods and facilities, according to an announcement from the International Broadcasting Union, with offices in Geneva, Switzerland.

Heading the group of noted foreigners will be French Minister of Communications, Robert Jardillier, and Maurice Rambert, President of the I.B.U. M. Rambert, one of the world's earliest radio pioneers, is known to broadcasting officials throughout the globe.

On arrival in New York, the party will be greeted by Maj. Lenox R. Lohr, President of the National Broadcasting Company, and Max Jordan and Fred Bate, NBC European representatives. Major Lohr issued the invitation to the I.B.U. on behalf of American broadcasting, and both Mr. Jordan and Bate will be in New York to serve as joint host with Major Lohr during the party's visit.

The first members of the delegation, which will number about 25, will arrive from Sweden on the "S.S. Gripsholm" on October 25, with the party to be completed when the "S.S. Europa" docks on November 5. M. Jardillier and President Rambert will arrive on the "S.S. Champlain" on November 4.

The visit of the foreign officials will last for two weeks, during which time the group is expected to inspect radio facilities in New York, Washington, Chicago, Buffalo and possibly other cities.

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CBS DEFENDS INSURANCE DEAL WITH JAMES ROOSEVELT

The Columbia Broadcasting System said October 19th in reply to a telegram from Senator Daniel O. Hastings, Delaware Republican, that it had purchased insurance for its employees from James Roosevelt, son of the President.

Senator Hastings had telegraphed to Edward Klauber, Executive Vice-President of Columbia, asking him if it were true that young Roosevelt sold insurance to the broadcasting company. Mr. Klauber replied:

"Two years ago the Columbia Broadcasting System decided to take out group insurance. * * * This business was placed with the Travelers Life Insurance Company and was solicited by that

company as well as through their accredited agents, Roosevelt and Sargent. The plan, jointly submitted by these men, appealed to us as more satisfactory than any other proposition we received. James Roosevelt participated in this solicitation. * * *

"We must point out to you that sons of the President of the United States are entitled to engage in private business as well as any other private citizens. * * *"

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CBS NAMES BOARD TO HONOR "HAM" OPERATORS

Five noted men are to serve on a Board of Award which has been formed to select each year the individual who, through amateur radio, has contributed most to the American people, either in research, technical development or operating achievement, according to announcement by William S. Paley, President of the Columbia Broadcasting System.

The members of the Board are Rear Admiral Cary T. Grayson, Chairman of the American Red Cross; C. P. Edwards, Director of Radio for the Canadian Department of Marine; Anning S. Prall, Chairman of the Federal Communications Commission; J. H. Dellinger, Chief of the Radio Section of the United States Department of Commerce's National Bureau of Standards, and A. E. Kennelly, Professor Emeritus of Electrical Engineering at Harvard University.

All members of the Board are experienced authorities on amateur radio activities and their recommendations will be followed by Columbia in presenting an annual award of merit to the nation's most outstanding amateur operator.

Columbia's decision to pay tribute to outstanding amateurs was announced on September 6, at the National Amateur Radio Show held in conjunction with the American Radio Relay League's Central Division Convention at Chicago.

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Paul B. Klugh, formerly of the Zenith Radio Corporation, as National Chairman of the Radio and Music Division of the Republican National Committee, has just sent out pamphlets entitled "A Non-Partisan Appeal to Business Men."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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FCC TO ACT SLOWLY ON PROBLEMS RAISED AT HEARING

The Federal Communications Commission, faced with numerous acute problems with regard to allocation of broadcast frequencies and station power, is expected to take some time in digesting the evidence presented at the hearing just closed before ordering any changes in policy.

The hearing on all problems relating to the broadcast band ended on Wednesday, October 21, after two weeks of testimony and argument. While there were numerous instances of conflicting purposes, the major clash was between the Clear Channel Group of stations, which wanted the clear channel status quo preserved and super-power, and the National Association of Regional Broadcast Stations, which wanted to break down the clear channels, prevent establishment of super-power stations, and higher power for themselves.

Although no great reallocation of frequencies is expected or any withdrawal of restrictions against super-power, the FCC is expected to adopt new policies affecting not only the technical but the economic phases of broadcasting as well.

It is doubtful that the Commission will grant the request of the Clear Channel Group for the establishment of a 50 KW minimum and no maximum power for clear channel stations, but it is believed that a few more experimental 500 KW stations, like WLW, Cincinnati, may be authorized.

On the other hand, the FCC is not expected to break down the remaining clear channels for the establishment of more regional stations.

Whatever policy evolves from the hearing, it is believed, will be a compromise between the wants of the regional and the clear channel stations.

The Commission is on surer ground, however, than was its predecessor, the Federal Radio Commission, when it ordered a general reallocation of broadcasting frequencies in 1928. Then the Commission's plan was based almost entirely on theory; today the FCC has the benefits of actual evidence of operation under varying conditions and so consequently can base its findings upon practical experience.

Observers believe also that the Commission's new policies may take into account the varying conditions of different geographical sections of the country.

Up to this time Commission technical regulations have been uniform, but engineers pointed out that broadcasting is affected by atmospheric conditions, the topography of the surrounding territory, the presence of city skyscrapers, the presence of a large body of water, and other physical objects. Thus, a stronger signal may be necessary for a station situated in the center of a metropolitan area than for a transmitter serving a rural territory. A directional antenna may be essential for a station located on one of the coasts to prevent the waste of radiating energy.

As the Clear Channel Group of stations preceded the regional and local broadcasters, its representatives were given an opportunity to present rebuttal testimony and argument.

Louis G. Caldwell, attorney for the group, offered reports of actual operation of clear channel stations by States and answered many of the arguments made by Dr. G. W. Pickard, engineer for the regional stations.

"I urge you not to let the wealth of information contained in rural listener comments go without study and analyses", he said. "We are inclined to believe that these comments are a much more trustworthy indication of the merits and defects of our present broadcasting service to rural communities than all of the statistics, graphs, and charts that an expert economist can devise."

Swager Sherley, also speaking for the Clear Channel Group, argued that public interest demands that power be not wasted and that "necessarily its proper use is a national one."

He said that the constant use of the term "super-power" is a bugaboo to frighten the public. This much power, he said, is used to light the front of a New York theatre every night or to operate the presses of a metropolitan daily newspaper.

"In testing public interest", he said, "by the greatest good to the greatest number, the greatest number should not be emphasized at the expense of the greatest good."

"In both city and country the listener does not enjoy reception as knowledge of the art now renders possible. In both city and country increased power will not only improve reception of those who now enjoy it but will give reception to many now without it."

He pointed out that the Clear Channel Group does not wish to disparage the service of any other class of stations and has, in fact, approved the request increase to 5 KW power for all regional outlets.

John V. L. Hogan, President of the Interstate Broadcasting Co., New York City, who aided the Department of Commerce in making the original broadcast allocations and later advised the Federal Radio Commission regarding the reallocation of 1928, submitted seven recommendations. They are that the FCC:

1. Retain the experimental privileges and requirements as to stations in the 1510-1600 kc section of the broadcast band.
2. Immediately open the 1510 and 1590 kilocycle channels for stations of a maximum power of ten kilowatts.
3. Immediately change the power limitation for stations on the 1530, 1550 and 1570 kc. channels from 1 KW to 10 KW.
4. Study the advisability of opening the 150 and 1580 kc channels to a limited number of stations, possibly using directive antennas, at a later date
5. Consider the advisability of opening the 1540 and 1560 kc channels at a still later date.
6. Immediately open the 1600 kc channel for similar stations, or, in your judgment of listeners' requirements, to a number of local stations of 100 to 250 watts power.
7. Encourage the study of the sky wave coverage that has been demonstrated to be useful on these high frequency channels.

Edward N. Nockels, Secretary of the Chicago Federation of Labor and General Manager of WCFL, Chicago, presented a three-point program to the Commission.

He urged, first, a reallocation of broadcast frequencies and a revision of regulations "calculated to make sure radio broadcasting is to be on the basis of the greatest good for the greatest number."

Second, he proposed that all stations be limited to 10 KW power, making them all virtually local outlets and "with only one station in any locality assigned to any one owner or controlling interest".

As an alternative, he proposed that the Federal Government "Take over and operate all radio stations in the United States".

"Labor hopes and trust that the last-named alternative will not be forced upon us", he said, "but we are heartily and thoroughly in favor of complete government control and operation in preference to complete control and operation by trusts, press, magazine, radio networks, and their closely allied interests."

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FCC REFERS "VANDENBERG INCIDENT" TO BROADCAST DIVISION

The Federal Communications Commission on Wednesday of this week neatly passed the buck in the Vandenberg incident to its own Broadcast Division. Although Commissioner George Henry Payne sought to bring up the matter, his colleagues, made up of Republicans and Democrats, preferred to let the smaller group decide what, if anything, should be done.

Observers predicted that the Broadcasting Division, of which Judge E. O. Sykes is Chairman, will follow the usual custom of ordering an investigation by its Legal Division so that by the time any conclusion is reached the protests will have died down and the election may well be over.

Senator Vandenberg, in an address at Wilmington, Del., on Tuesday night predicted that his stunt of using recorded words of rival candidates will "become standard practice in years to come".

"I can understand", he said, "the nervous perturbation of a radio station which must answer for its life to Washington bureaucracy every six months in the presence of a sudden decision such as had to be made last Saturday night, and I do not complain.

"But I cannot understand a radio commissioner in Washington who hastens to condemn my broadcast without ever having heard a word of it, while at the same time his Commission orders all radio stations to carry the voice of the Communist candidate for President of the United States."

Admitting that frequently it is the course of wisdom for public servants to change their minds, he insisted that it would be an affront to free speech to pretend that the record of their utterances was not public property.

"This applies to Presidents in their capacities as candidates for re-election just as much as to any other officials", he said. "Indeed, the importance of the accounting increases with the importance of the office. Personally, I am frank to say I should expect Mr. Roosevelt himself to agree with this statement. Only a confirmed and confessed autocrat could disagree."

Attacking "efforts to restrain or to interfere with a presentation of what I believe to be the facts", Senator Vandenberg said:

"We invoked a new technique. New technique certainly is not unprecedented these days. Instead of quoting second-hand statements made by the Democratic nominee for President four years ago, we faithfully presented his exact words in his own voice precisely as he spoke them at the time.

"We did it from transcriptions made at the time. We were careful to lift nothing from his context which could alter the meaning. If it was shocking to anybody, the shock must have resulted from the dramatic emphasis thus put upon the enormous gap between promise and performance.

"The broadcast was interrupted because of alleged violation of radio rules against the use of transcription. We were competently advised in advance that there was no such violation. But that is a technical question which does not concern us at the moment. The larger question is whether there should be a rule in free America which could be construed against the faithful presentation of the first hand truth to the American people.

Out of political anxiety Roosevelt partisans misrepresented the broadcast and "south to steer its realities into a foggy detour", he said, adding: "However, I cannot understand the logic of those who condemned the broadcast as deceitful on the theory that some one might be misled into thinking Mr. Roosevelt was present in person, when we specifically said he was not and scrupulously explained precisely what was going on.

"I am a devotee of fair play in politics. I agree with the broadcast ruling that no one should be permitted to simulate Mr. Roosevelt's voice. That would be deceit. But I submit that his own voice is the best evidence all around of what he said and how he said it. His radio voice is famous and persuasive. If his opponents welcome it in this campaign, his friends should be the last to complain that it is heard too much."

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DENMARK STILL CLAIMS MOST RADIOS PER CAPITA

The little country of Denmark, with 3,600,000 inhabitants, still claims to have the largest number of radio receiving sets per capita in the world, according to the U. S. Department of Commerce, although its claim is decidedly open to challenge by the United States.

Denmark bases its claim on the count of one radio to every 5.7 inhabitants, but the latest U. S. count disclosed 22,869,000 radio-equipped families or 73.7 percent of the total families in the country.

As the estimated population of this country is 127,519,000, a division of the number of families would show a set for every 5.5 plus persons. However, many families have more than one set, and it is believed that were the extra sets taken into the census, the U. S. would jump far ahead of Denmark even on a per capita basis.

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FCC BAR GROUP NOW NUMBERS 129

The Federal Communications Commission Bar Association, composed of radio attorneys from all parts of the country, last week reached a membership mark of 129.

Proposed barely four months ago by Louis G. Caldwell, spokesman for clear-channel stations, the F.C.C.B.A. now boasts a roll-call which includes leaders in the field of radio law.

The only woman member is Mabel Walker Willebrandt, former Assistant U. S. Attorney General.

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MOSCOW PLANNING "TELEVISION CENTRE"

The Radio Centre, Moscow, sends in the following report on television in the Soviet Union:

"Television on 1200 elements has become a mass hobby in the Soviet Union. Television fans in many of its towns and villages of the Soviet Union, pick up the television programs broadcast by the stations. The numbers of amateur television fans who have built their own sets are growing.

"In the near future a special 'Television Centre' is to be built in Moscow. The centre is to be equipped in the last word of television technique and will be able to be broadcast with high quality programs on ultra short waves on 160000 elements (343 lines).

"Two ultra short-wave transmitters of 7.5 kilowatt capacity each are to be constructed within one of the buildings of the 'Centre'. One of the transmitters will broadcast the vision, the other the sound. The broadcast will be emitted on 6 meters.

"The position of the antenna (aerial) and its height (150 meters) will ensure good reception with a radius of 50-60 kilometers.

"In the second building of the 'Centre' there will be a studio with an area of 320 square meters. The television broadcasts will take place from this second building.

"The designing and building of the 'Centre' in Moscow is to be carried out by the All Union State Trust 'Radiostroy'."

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PAYNE DROPS INQUIRY INTO "VANDENBERG INCIDENT"

George Henry Payne, the only member of the Federal Communications Commission who had anything to say publicly about the "Vandenberg Incident", on Thursday announced through his secretary, that he had dropped the matter.

Commissioner Payne, who, though a Republican, has several times come to the defense of President Roosevelt, had charged Senator Vandenberg with unethical conduct following the Saturday night stunt broadcast.

Upon being asked for an explanation of his action in turning over to the FCC copies of telegrams he had received relative to the broadcast, Commissioner Payne said:

"To make clear my position in this matter, I should like to say that at no time did I ever think that the Commission had any power, punitive or otherwise, over the person who broadcasts. Our power comes simply through the fact that we grant the license to the station.

"We are duty bound to see that the station is operated in the public interest. Our authority is restricted to the licensee. However, the Communications Act says 'no person within the jurisdiction of the United States shall utter any obscene, indecent or profane language by means of radio communication', a provision which is not involved in this case.

"The Communications Act emphasizes that the Commission has no right of censorship over programs and that act outlines specifically how broadcast stations must handle political broadcasts.

"From published reports I was led to believe the rule of the Commission regarding the use of phonograph records had been overlooked.

"The Commission's Rule 176, amended, provides, among other things, as follows:

"Each broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

"1. A mechanical reproduction, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; * * *

"2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of fifteen

minutes, shall be identified by an appropriate announcement at the beginning and end of the program;

"5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program", "a mechanical reproduction", "a transcription", "an electrical transcription", will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i. e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used, it shall be announced as a "record" or a "recording"."

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"BROOKLYN CASES" HEARING POSTPONED UNTIL JANUARY

The Federal Communications Commission this week again postponed a scheduled hearing on the so-called "Brooklyn cases", this time upon petition. The hearing, which had been set for October 26th, was deferred until January 14, 1937. Commissioner Irvin Stewart dissented.

The "Brooklyn cases", which involve WARD, WBBC, WLTH, WVFW, and the Brooklyn Daily Eagle, have been before the Commission for several years. The FCC last Winter ordered three of the stations deleted only later to retract its order.

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TOTAL POLITICAL BROADCASTS COST \$2,000,000

A bill of about \$800,000 will be presented to the various political parties by the National Broadcasting Company for time on the air during the 1936 campaign, the New York Times said Friday. It added: "In radio circles it is believed the total expenditure for political broadcasts throughout the nation this year will exceed \$2,000,000."

Up to October 17, the Republican National Committee spent \$265,000 for broadcasting over the WEA and WJZ networks, according to the NBC statisticians. The Democratic National Committee, up to the same date, spent \$165,000 and the Communists \$20,000. In addition \$75,000 has been spent by all parties to date for local and State broadcasts.

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With less than two weeks of the campaign remaining, the radio listeners are to be "bombardeed" with a political barrage, according to the number of political speeches scheduled on the books of the NBC.

From now until election the Republicans have contracted for more than \$90,000 worth of radio facilities through NBC outlets; the Democrats \$65,000; Communists, \$15,000; Socialists, \$7,000, and the Union Party \$9,000.

For local broadcasts an additional \$15,000 worth of time has been booked. It is expected that at least another \$50,000 may be added for rallies now being planned but as yet not definitely booked for broadcasting.

Inquiry at the Columbia Broadcasting System for the amount netted from politics since the campaign opened did not yield information.

"We are not at liberty to disclose such figures", said a representative of the Columbia System. "It is up to the national committees to release that information. As far as we are concerned, we, of course, have the figures and have no reason to keep them secret, but it is their business to report on these expenditures."

The campaign costs over the Mutual Broadcasting System will not be released until after election day, according to a representative of WOR, the New York outlet for the hookup.

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WITHDRAWAL OF CP URGED UPON FAILURE TO UTILIZE IT

Cancellation of a construction permit to erect a broadcasting station in Newport, R. I., for operation on 1200 kc., with 100 and 250 watts powers, unlimited time, was recommended this week to the Federal Communications by Examiner R. H. Hyde. The holder of the permit is S. George Webb, who had asked for a second extension of time to build the station, but the Examiner found that he "did not complete or perform any part of the construction authorized in the permit issued to him June 4, 1935, and later modified under date of August 20, 1935."

Examiner Hyde recommended that Station WTHT, operated by the Hartford (Conn.) Times, consequently be granted full time on the 1200 kc. channel.

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W-B AND ASCAP REPORTED IN NEW SCRAP

"With the reconciliation between the two less than three months old, the Warner Bros. publishing group and the American Society of Composers, Authors and Publishers have become entangled in a controversy over royalty allocations, Variety reports in its current issue. "In a stinging letter of protest, Warners this week charged the Society's publisher availability committee of going haywire in determining the value of the Harms, Inc., T. B. Harms Co., Witmark and Remick catalogs.

"The letter demanded that the committee exercise more care and fairness in rating the availability status of each of these catalogs. It was said by the Warner organization that the fight on the issue would be carried, if necessary, to the courts, with fraud and conspiracy used as grounds for the litigation.

"Warner got its first royalty check from ASCAP last week. The amount was \$42,000 and represented the WB publishing group's share for the months of August and September. The deduction of WB's share cut down appreciably the pay-off to the publishing contingent of the Society for the third quarter of 1936. The plum for this period was about 10% less than it had been for the second quarter, but the divvy to individual publishers was about 20% less than it had been for the same three months."

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EUGENE MEYER SEEKS "HIGH FIDELITY" STATION IN D. C.

Filing his third application for a broadcasting station in Washington, D. C., Eugene Meyer, wealthy publisher of the Washington Post this week applied for a permit to operate a station on the "high fidelity" frequency of 1570 kc., with 1 KW power unlimited time.

The application was filed in the name of the Mid-Atlantic Corp., with Mr. Meyer listed as holding 100 percent of the \$75,000 in stock.

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The increase in the number of wireless licenses issued in Great Britain and Northern Ireland continues to make steady progress. At the end of August, 1936, the number of licenses in force was 7,744,472. Since the British Broadcasting Corporation took over from the British Broadcasting Company on January 1, 1927, the increase has been 5,566,213.

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 :::: INDUSTRY NOTES ::::
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Under the heading "A Radio Personality", World-Radio in its October 9th issue notes the thirtieth anniversary of David Sarnoff, President of the Radio Corporation of America, in the radio field and sketches briefly his career.

The Columbia Broadcasting System this week closed a contract for the purchase of WOAI, San Antonio, 50,000-watter, from the Southland Industries Co. The station is currently under an affiliation obligation to NBC as outlet for either the red or blue network and even if the Federal Communications Commission approved the buy, it will be necessary for Columbia to give NBC a year's notice. Purchase price is reported to be \$550,000.

The 1937 National Radio Industry Trade Show will be held at the Hotel Sherman in Chicago, April 2-4, 1937, according to the Institute of Radio Service Men, Inc.

Import duties on radio sets and tubes have been reduced 50 percent by the government of the Federated Malay States, according to the U. S. Department of Commerce.

A Peruvian executive decree, effective August 21st, increased by half the import duty on radios, radio parts, and tubes, according to a report to the Commerce Department from its Commercial Attache at Lima.

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MONTREAL POLICE TEST EXCLUSIVE S-W SETS

The Police Department radio experts of Montreal, Canada, are experimenting with a device which prevents anyone but police from picking up broadcasts from the police station to squad cars.

Director Fernand Dufresne refused to disclose details, but admitted the new apparatus will be used as an addition to the current short-wave radio receivers in use there and will not require a complete change of equipment. He said the apparatus will broadcast calls in such a way that they will sound like static to listeners with ordinary short-wave sets, but will come in normally on police receivers.

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October 27, 1936

NETWORKS PLAN MOST ELABORATE ELECTION BROADCASTS

Practically every person in the United States will be able to get up-to-the-minute returns on the presidential election through one of the twenty odd million receiving sets the night of Tuesday, November 3rd.

Commercial programs and the headliner entertainers of the air will be shunted aside for the night as radio takes over the job of reporting their most important story since 1932. The major networks will have the biggest task, but independent and local stations will strive just as zealously to inform their listeners of returns within their territories.

NBC and CBS promise to furnish the Nation's voter-listeners with the most complete and the fastest coverage since the first election returns were heard rather spasmodically over headphones attached to crystal receiving sets.

The press of the country will cooperate by furnishing bulletins through the Press-Radio Bureau.

A staff of more than 50 persons, including ace announcers, editors, rewrite men, computers, engineers and technicians, has been organized by NBC for the event. A four-room suite in NBC's headquarters in Radio City, New York, will be transformed into a combined workroom and broadcasting studio. From this point, over the nationwide, coast-to-coast Red and Blue Networks of NBC, will be flashed the election bulletins as they are received from the Press-Radio Bureau.

The focal point of the vast reporting machine of CBS will be on the twenty-second floor of the CBS Building in New York City, where Paul White, CBS special events director, will keep his finger on the pulse of the Nation's news sources.

Both networks will depend chiefly upon the news bulletins to be furnished by the Press-Radio Bureau, which, in turn, is served by the Associated Press, the United Press, the International News Service and the Universal Service.

Microphones will be installed at Governor Landon's mansion in Topeka, at the White House or Hyde Park, whichever President Roosevelt chooses, at the Republican headquarters in Chicago, and at the Democratic headquarters in New York City.

In addition, mobile microphones will pick up color reports from crowds, and commentators will fill in gaps with interpretative accounts of the voting reports.

CBS will have a staff of 45 within its New York studio aiding Mr. White. These will include tabulators, control room engineers, page boys, comptometer operators and typists. The network's principal commentators enlisted are H. V. Kaltenborn, Bob Trout and Hugh Conrad.

"The CBS system for transmitting up-to-the-instant election returns required months of careful planning by the Special Features Department", a statement from CBS says. "The blue-printed operations chart, suggests a super-imposure of Einstein's figures proving relativity upon a diagram for building a complex radio transmitter. Yet in practice, the system promises a smooth and swift transformation of scattered election data into complete and readily intelligible information on successive stages of the election count.

"Every technical improvement of the last four years has been utilized in the broadcast set up. The refinements extend even to the blackboard which is not black at all, but white. Manufactured of a patented synthetic material, it makes returns easier to read from across the room, leaves no erasure smudges, and involves no dust."

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NBC'S NINE-MONTH REVENUE TOPS 1935 TOTAL

NBC revenue from national spot and local advertising for the first nine months of this year has already reached a figure higher than the total for the entire year of 1935.

The first six months of 1936, compared with the same period last year, shows an increase of 60% for NBC national spot and local revenue. The overall non-network revenue of all U.S. stations rose 19% during the same period.

Following are the six-month figures as estimated in NAB reports:

	1st 6 Mos. 1935	1st 6 Mos. 1936	Change
Total U. S. Non-Network Revenue	\$18,489,663	\$21,975,730	19%
Total NBC Nat'l Spot&Local Revenue	1,121,320	1,792,317	60%

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EQUIPMENT OF 19 MANUFACTURERS APPROVED BY FCC

The Federal Communications Commission this week announced its approval of the broadcasting equipment of 19 manufacturers for use by regular broadcast stations. The equipment was specified in each instance; copies of the lists may be obtained from the FCC. The manufacturers involved are as follows:

American Piezo Supply Company, Kansas City, Mo.; American Sales Company, New York City; Bliley Electric Company, Erie, Pa.; Collins Radio Company, Cedar Rapids, Iowa; Commercial Radio Equipment Company, Kansas City, Mo.; DeForest Radio Company, (now owned by RCA Victor Co., Inc., Camden, N. J.); Doolittle & Falknor, Inc., Chicago, Ill.; Hygrade Sylvania Corp., Clifton, N. J.; International Broadcasting Equipment Company, Chicago, Ill.; Kluge Radio Company, Los Angeles, Cal.; Piezo Electric Laboratoris, New Dorp, N. Y.; Precision Piezo Service, Baton Rouge, La.; Premier Crystal Laboratories, Inc., New York City.

Also, RCA Victor Co., Inc., Camden, N. J.; Radio Engineering Laboratories, Inc., Long Island City; R. C. Powell & Co., Inc. (No longer in business); D. V. Tostenson, Moorhead, Minn.; Western Electric Company, New York City and Western Radio Engineering Company, St. Paul, Minn.

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FCC ASSAILED BY G.O.P. FOR ST. LOUIS GRANT

The Republican National Committee charged last week that the Federal Communications Commission, in approving the application of the St. Louis Star-Times for a new radio station, "made an outright gift of \$500,000 to the only newspaper in St. Louis to support Roosevelt's re-election."

"In the face of recommendations that the application be denied, on the grounds that the station would not serve public interest, convenience or necessity, Democratic members of the Broadcasting Division of the Commission gave approval for a new outlet of New Deal propaganda, valued at \$500,000", the Committee said.

R. H. Hyde, Commission Examiner, held a hearing last April on "conflicting applications" by the Missouri Broadcasting Corporation, operating Station WIL, and the Star-Chronicle Publishing Company, publishers of the Star-Times, for permits to construct a station and for use of the same frequency, the Republicans said.

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The Committee quoted Mr. Hyde's report as saying that "the record in this case does not afford satisfactory proof of a public need for additional facilities in the area proposed to be served" and recommending that both applications be denied.

The FCC on October 7 upheld the Commissioner in deny-WIL's application, but granted the permit to the Star-Times on the ground that the latter proposed a program service different from that of existing stations and that there appeared to be a general need for such programs.

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MORE "WHO'S WHO" RADIO NOTABLES

In commenting recently upon the relatively few notables of the radio industry listed in the 1936-37 edition of "Who's Who In America", two important personages were omitted. "Who's Who" this year carries extended references to Orrin E. Dunlap, Jr., Radio Editor of the New York Times, and Frank E. Mason, Vice-President of the National Broadcasting Company.

Mr. Dunlap was born at Niagara Falls in 1896 and after graduating from Colgate University, was a student at the Harvard Graduate School of Business Administration. He served as radio operator in the Navy during the World War, was graduated from the U. S. Naval Radio School at Great Lakes Training Camp and the U. S. Naval Radio School at Harvard, finally operating the Navy radio station at Bar Harbor. Mr. Dunlap is the author of numerous books on radio, the last of which is a hand-book for radio speakers "Talking on the Radio", which is meeting with considerable success during the present campaign.

Mr. Mason, born in Milwaukee in 1893, formerly General Manager and President of the National News Service, distinguished himself in the World War in various capacities. Major Mason served as instructor in the Army Intelligence School at Langres, France, in 1918; Chief Censor, Advance G.H.Q. General Staff, German occupied area, 1919; Military Observer in Berlin, 1919, and finally was elected President of the Second Division Memorial Association, in which capacity he assisted Gen. J. G. Harbord in the plans for the erection of the striking monument to the Second Division, recently dedicated on Constitution Avenue in Washington.

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CBS HELD INTIMIDATED BY PUBLISHERS' ORGAN

Following is an excerpt from an editorial in the current issue of Newsdom, publishers' periodical:

"If the recent actions of the Columbia Broadcasting System are examples of freedom of the air, we might just as well close up our radio networks. Prohibiting Senator Vandenberg from reproducing the President's voice by means of a phonograph record is hardly in keeping with the lofty purposes to which Columbia's officials have been paying lip service.

"It appears to us that the Columbia Broadcasting System is either covering under the threats of receiving no more favors from the New Deal, through the Federal Communications Commission, or has taken a stand definitely in favor of that New Deal.

"When Earl Browder, Moscow henchman and indirect supporter of the present demagogic Administration, endeavored to speak on Columbia's network, he was received with welcome arms despite the protests of thousands of listeners who deplore the seditious utterances of the Reds. Columbia's publicity man delved into the records and furnished his bosses with all sorts of gibberish about the great American tradition, freedom of speech.

"When the 'March of Time' had one of its actors simulate the voice of the President, the Columbia Broadcasting System gladly permitted it to do so.

"Nor were the Columbia officials particularly startled not so long ago when the President himself stepped out of character to give his version of Landon's voice.

"But when a Republican Senator and one of the foremost foes of the New Deal attempts to throw back into the throat of the President his words of four years ago, he is summarily prohibited by these conscientious officials of the Columbia Broadcasting System.

"If radio is to be granted the freedom which the newspapers of this country have enjoyed something will have to be done to place it on a higher plane."

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COUZENS' DEATH CREATES VACANCY ON RADIO COMMITTEE

The death of Senator James Couzens (Republican), of Michigan, removes one of the foremost authorities in the Senate on radio legislation although his defeat in the Republican primary had already eliminated him from the legislative body.

As he was ranking member and a former Chairman of the Senate Interstate Commerce Committee, his removal will create a vacancy on the Committee that handles radio legislation in the Senate. Senator Jesse H. Metcalf, of Rhode Island, is next in line to move up to the position of ranking minority member.

Senator Couzens was one of the prime movers in drafting new legislation correlating communications regulation in the Communications Act of 1934. Besides having a hand in other radio laws, he vigorously opposed the confirmation of Thad H. Brown as a member of the FCC although Brown is a Republican.

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WJSV MOVE DISCOURAGES NEW APPLICANTS IN D.C.

Authorization by the Federal Communications Commission for Station WJSV, Columbia Broadcasting System outlet in Washington, to move its studio into the National Capital from nearby Virginia, and to announce its location in Washington has been hailed by the network but is proving discouraging to a host of applicants for new stations in the District of Columbia.

For several years WJSV was forced to announce its location "At the Gateway to Washington", because of the equalization clause in the Davis Act and later in the Communications Act. With repeal of the law, however, the FCC was willing to approve the move although it put the District of Columbia far over its former quota, now no longer operative.

The fact, however, that the District of Columbia has four stations has given the FCC a good excuse for not acting upon applications submitted by the Scripps-Howard Newspaper Alliance, the Washington Post, and former Senator Clarence C. Dill, among others.

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PARTY COMMITTEES REPORT \$355,143 RADIO EXPENSES

The two major parties this week reported expenditures of \$355,143 on radio time up to a week before the presidential election, but their figures do not take into account radio time sales to State, city, and county political organizations.

The Republican National Committee reported that out of \$6,160,999 spent, \$224,641 went to broadcasters. The Democratic National Committee used \$130,502 out of \$2,856,074.

The figures do not take into account expenditures by both organizations for the last hectic week of the campaign, when both of the major networks are practically tied up by the major party committees.

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CBS NINE-MONTHS BILLING SETS ALL TIME RECORD

The Columbia Broadcasting System has established another record. Cumulative total of time sales for the first nine months of 1936 tops all figures previously set for a similar period by any single network. In this total - \$15,550,070, which is 28.5% ahead of Columbia's total at the same time in 1935 - figures for regional programs on the CBS Pacific coast hookup have not been included.

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NBC OUTLETS REACH 101 AS KVOD JOINS

Effective October 25th, KVOD, popular Denver, Colorado, station became affiliated with the National Broadcasting Company, bringing the total number of NBC outlets to 101. KVOD will broadcast both commercial and sustaining programs of the NBC-Blue network. It is owned by the Colorado Radio Corporation and operates on a frequency of 920 kilocycles with a power of 500 watts. William D. Pyle is President and General Manager. With the addition of KVOD, NBC will have two outlets at Denver - KOA continuing as the Red network station.

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AUTO SHOW TELEVISED BY BBC IN LONDON

The first motor show ever to be staged especially for broadcasting was a recent event in the British Broadcasting Corporation's television program from Alexandra Palace. Twenty different makes of cars, representative of an equivalent number of British manufacturing concerns, were drawn up outside the Palace and individually televised, the order of presentation having been previously determined by ballot. Explanatory comments by John Prioleau, a well-known motoring correspondent, accompanied each "shot".

"Another outstanding television program during October", BBC reports "was the presentation of 'Picture Page', edited by Cecil Madden, whose work as a producer of feature programs in the Empire service will be remembered by many of the BBC's overseas listeners. The contents of 'Picture Page' which began with the sounding of a call by a boy bugler from H.M.S. "Warspite", included an interview with Squadron Leader F.R.D. Swain, who recently broke the world's altitude record. Viewers not only heard his account of his experiences on his record-breaking flight, but saw the special suit that he wore and the visor that he cut open in his effort to get fresh air. John Snuggs, a street performer who demonstrated the art of paper-tearing, Mrs. Flora Drummond, the former Suffragette leader, wearing the regalia that, twenty-eight years ago, earned her the title of 'General Drummond', and Ras Prince Monolulu, the colored racing tipster of 'I got an 'horse' fame, contributed to the 'Page'. Continuity was preserved by shots of a switchboard, at which sat Joan Miller, the Canadian actress, 'plugging in' each item. 'Picture Page' will be a regular feature of the television programs, and it is intended to bring to the television screen interesting personalities from all over the world. It will, in fact, resemble the popular 'Empire Magazine' of sound broadcasting.

"Viewers were given an early opportunity of seeing Henry Hall and the BBC dance orchestra - they made their first television broadcast from Alexandra Palace on October 7th.

"The programs of this second period of public television transmissions - the first, of course, took place during the recent Radio Exhibition at Olympia, London - included a golf lesson by Archie Compston, who played several holes with a woman pupil on the miniature golf court at Alexandra Park, excerpts from the comedy with music, 'The Two Bouquets', a display of lightning drawing by Bruce Bairnsfather (the creator of 'Old Bill'), and a 'divertissement' by Marie Rambert and her Mercury Ballet, who were accompanied by the BBC's new television orchestra under its conductor, Hyam Greenbaum."

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The National Broadcasting Company is sending out invitations for a dinner in celebration of its tenth anniversary to be given at the Waldorf-Astoria, New York City, on Monday, November 9th.

Alleging false and misleading advertising in the sale of a medicinal preparation called "Biotone", the Federal Trade Commission has issued a complaint against Biotone Laboratories, Inc., and Rocky Mountain Laboratories, Inc., Salt Lake City, Utah. The respondent advertised in newspapers, magazines and over the radio.

The National Broadcasting Company weekday daytime revenue for the four Summer months - June, July, August and September - this year amounted to \$2,308,912 - an increase of 72.5% over last year's \$1,338,151. The total NBC Summer revenue this year was \$10,062,507 - a gain of 14.7% over the same period last year, when the total was \$8,774,463.

The October issue of "Education by Radio", published by the National Committee on Education by Radio, inaugurates a series of articles on basic problems of broadcasting as they relate to education and culture.

Under the title "Radio Myth Becomes A Merchandising Reality", the National Broadcasting Company devoted the entire October number of its monthly publication, "Broadcast Merchandising", to completely cover the merchandising ten strikes scored by the mythical paddle wheeler of the NBC airwaves in dozens of cities during the past four years.

William S. Paley, President of the Columbia Broadcasting System, has been named co-chairman of radio broadcasting of the United Hospitals Campaign Committee in New York City

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DON LEE CONTINUES TELEVISION EXPERIMENTS

Having experimented satisfactorily for several weeks with night time conditions, Harry B. Lubcke, Director of Television for the Don Lee network, has designated Sundays, 7 P.M., E.S.T., as the new time for the combined experimental broadcasts over KHJ and W6XAO.

The first of the new series of daytime experiments was broadcast October 18, with KHJ broadcasting the sound accompaniment of the sight program going out simultaneously from the transmitting studios of W6XAO. Both transmitters are located in Don Lee's Los Angeles building. The combined sight-and-sound receiver is at a private residence about $3\frac{1}{2}$ miles from the point of origin.

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N. Y. RADIO DEALER SIGNS FTC STIPULATION

Misrepresentation of radio sets by a New York City dealer will be discontinued under a stipulation entered into with the Federal Trade Commission.

Walter Spiegel, trading as Regal Manufacturing Company and Playland Supply Company, 118 East 28th St., New York, has signed an agreement to cease use of the word "Majestic" alone or with the word "International", or with any other words, as a brand for radio sets which are not products manufactured by Grigsby-Grunow Company, and from use of the word "Majestic" in any manner implying that his radio sets are manufactured by Grigsby-Grunow Company, when such is not a fact. According to the stipulation, the Grigsby-Grunow Company, makers of "Majestic" radio sets, acquired a valuable good-will in that name, which name, used in connection with radio receiving sets, is now vested in Frank McKey, trustee in bankruptcy for the creditors of Grigsby-Grunow Company.

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NBC'S PROMOTIONAL LITERATURE WINS AWARD

Following close upon the heels of a recent award by the Direct Mail Advertising Association, the National Broadcasting Company has been informed by The American Institute of Graphic Arts that its two promotion books, "Straight Across the Board" and "The Good New Summer Time" have received an award of Merit and will be exhibited to the public at the

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Galleries of the Architectural League, 115 East 40th Street, New York, from October 21 to November 7. Later in the season, the exhibition will tour leading cities.

NBC's four promotions were adjudged worthy of inclusion in the Fifty Direct Mail Leaders of 1936 recently. The four units in NBC's campaign to sell broadcast advertising over its facilities were: the "Early Bird" daytime promotion, "The Good New Summer Time" promotion, "Radio Takes to the Road" auto promotion and the now-famous department store tie-in promotion, "Mr. Holcomb Thinks It Through!"

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CANADIAN RADIO SALES SHOW SHARP ADVANCE IN AUGUST

A sharply increased demand for radio receiving sets in Canada during August as compared with the corresponding month of last year is shown in a report to the Commerce Department from the American commercial attache at Ottawa.

Aggregate sales of receiving sets by Canadian manufacturers in August, 1936, amounted to 24,715 units, valued at \$2,396,091, compared with 15,024 units, valued at \$1,438,283, in August, 1935, a volume increase of 65 percent and a value increase of 67 percent. As compared with the preceding month of July the August, 1936, total registered an advance of 16 percent in number and .5 percent in value, the Commercial Attache reported.

Inventories reported by Canadian radio jobbers and manufacturers' branches as of August 31 amounted to 45,588 units compared with 43,582 units at the end of July. Projected production by manufacturers in Canada for the period, September 1 to November 30, 1936, calls for an output of 92,116 units, of which 75,457 units will be alternating current chassis, the report shows.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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FCC GENEROUS WITH LICENSES ON EVE OF ELECTION

The Federal Communications Commission may have some explaining to do to the 75th Congress regarding its apparent generosity in authorizing new broadcasting stations despite a crowded broadcast spectrum.

While the License Division of the FCC insists that it hasn't an exact record either of the number of licensed stations or the number which were granted new permits this year, it estimated "about 678" of which "about 45" have come into being since January 1st.

The Broadcast Division explained that an accurate report might be expected shortly after the presidential election.

It is also significant that fifteen of the new stations have been given permits this Fall since the presidential campaign got under way in earnest. Many of them have been contrary to the recommendations of FCC Examiners. One of the awards, to the Star-Times, of St. Louis, was apparently so raw that it raised a howl from the Republican National Committee as well as from a 14-year old St. Louis station, WIL. The G.O.P. Committee charged that the newspaper was given facilities which were denied the veteran station, namely a regional frequency with 1,000 watts power, merely because the paper would be in a position to aid the Democratic campaign.

At about the same time the FCC reaffirmed a previous grant to WOL, of Washington, D. C., of a regional channel and 1,000 watts power.

Political observers noted that William Dolph, General Manager of WOL, has been handling radio engagements for the Democratic National Committee during the current campaign.

Besides the new station grants, the FCC has authorized a score or more of power increases for existing stations while insisting at the same time that its power policies have not been definitely determined.

Of course, the Commission is expecting the Democrats to remain in power for another four years and to forestall any attempt in Congress to bring about an investigation. They recall that Representative John O'Connor, Chairman of the House Rules Committee, was able to block all demands for an inquiry in the 74th Congress.

Should an inquiry be brought out, it is likely that it will be based on some such affair as the "Vandenberg incident", however, rather than any general charge of "playing politics".

The 15 construction permits for new stations granted this Fall are as follows:

Star-Chronicle Publishing Co., St. Louis, 1,000 watt full-time station on 1250 kc.; Hammond-Calumet Broadcasting Corp., Hammond, Ind., operators of WWAE, time-sharing 100-watter in Hammond, 5,000-watt station on 1480 kc.; A. Stanearth Graham, E. V. Baxter and Norman Baxter, doing business as Pittsburg Broadcasting Co., Pittsburg, Kan., 1000 watt daytime station on 790 kc.; Sioux Falls Broadcast Association, Inc., Sioux Falls, S.D., 100 watt full-time station in Sioux Falls on 1200 kc.; Black River Valley Broadcasts, Inc., Watertown, N. Y., 100 watts night and 250 watts day station on 1420 kc.; Harold Perry Johnson and Leland M. Perry, Cedar City, Utah, full-time 100 watts station in Cedar City on 1310 kc.

Also, R. J. Laubengayer, Salina, Kan., 100 watts, full-time station on 1500 kc. in Salina; Tribune Printing Co., Jefferson City, Mo., 100 watts daytime station on 1310 kc. in Johnson City; C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. C., 250 watts daytime on 1250 kc.; Jones Weiland, Kinston, N. C., 100 watts night and 250 watts daytime on 1200 kc.; Northern Broadcasting Co., Wausau, Wis., 100 watts daytime on 1370 kc.; Wilton Harvey Pollard, Huntsville, Ala., 100 watts on 1200 kc.; Navaro Broadcasting Association, Corsicana, Texas, 100 watts daytime on 1310 kc; Robert K. Herbst, Moorhead, Minn., 100 watts on 1310 kc., full daytime, and sharing night-time; and Roberts McNab Co., Jamestown, N. D., which will share the same facilities with the new Moorhead station at night.

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RADIO EXPORTS CONTINUE INCREASE IN AUGUST

Radio export trade in August, 1936, according to the latest report of the U. S. Bureau of Foreign and Domestic Commerce, continued to maintain the substantial ratio of increase this year. Total value of radio exports in August, 1936, were \$2,307,953 compared with \$2,051,579, in August, 1935.

Receiving sets exported during August, 1936, numbered 48,963 valued at \$1,154,621, compared with 44,896 sets valued at \$1,167,141 in August, 1935.

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FCC CLOSES "VANDENBERG INCIDENT" WITH A LETTER

The Federal Communications Commission has apparently closed the "Vandenberg incident" with a letter to one of the many protestants against the action of the Columbia Broadcasting System in cutting the Michigan Senator off some of its stations after he resorted to recorded words of President Roosevelt in an imaginary debate.

Although it had been stated previously that the FCC referred the matter to the Broadcast Division, the Commission's Press Department this week made public a letter, without comment, which had been written by John B. Reynolds, Acting Secretary, to W. R. Church, of New York City.

The conclusion of the FCC Secretary was that the CBS stations were under no compulsion to take the Vandenberg address and that the Commission has no authority to compell it to do so or to take the station or network to task for its action.

The letter follows in full:

"Dear Sir:

"Receipt is acknowledged of your telegram of October 18, 1934, in which you state 'As an American I protest against the censorship laid down on Senator Vandenberg's speech last night'. We assume you are referring to the incident of an address of Senator Arthur H. Vandenberg which was cut off some of the stations in the Columbia Broadcasting System chain on October 17, 1936, because the program included phonograph recordings in violation of the broadcasting company's rules.

"In reply, you are advised that the selection and arrangement of broadcast programs in the public interest is a duty which the Communications Act of 1934 places solely upon the licensees of the respective broadcast stations, and the matter of whether it will broadcast mechanical reproduction is, therefore, a question for the decision of each station licensee. If mechanical reproductions are used, however, they are required to be announced as such in accordance with the Commission's Rule 176.

"Section 3(h) of the Communications Act of 1934 provides that a person 'engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.' It follows, therefore, that a broadcast station is not under a public utility obligation to accept all programs material offered and the Commission has no authority to direct a station to accept any specific program. The only exception to this rule is contained in Section 315 of the Communications Act of 1934 which provides as follows:

"If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

"Since Senator Vandenberg was not a candidate for public office, the broadcasting of his speech does not appear to come within the provisions of Section 315 of the Act, and the station was under no compulsion of law to permit the broadcast of this address.

"Neither the Communications Act of 1934 nor the Rules and Regulations of the Commission prohibit the use of mechanical reproductions on broadcast programs, and Section 326 of the Act expressly denies to the Commission any power of censorship over the radio communications or signals transmitted by any radio station. It provides further that no regulations or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

"I am sure you will appreciate that since the station was under no compulsion of law to broadcast the speech, and the Commission has no power to compel it to do so or to take the station to task for cutting the program in question the Commission can take no action upon your protest."

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CHICAGO, PHILADELPHIA, CAMDEN MAKE MOST RADIOS

More than half of the radios manufactured in the fiscal year ended June 30th last, came from the Chicago-Philadelphia-Camden areas, according to the U. S. Treasury's excise tax reports. The first Illinois tax collection district led with radio collections of \$1,116,071.34 during the last fiscal year of the Government, the Philadelphia district being second with collections of \$896,110.60, and the Camden district third with \$743,115.96. Total collections of the radio and phonograph tax, not including separate unsegregated taxes on automobile radio sets and accessories, for the fiscal year ending June 30th were \$5,075,270.82, an increase of \$1,450,366.51 over the previous fiscal year of \$3,624,904.31.

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FIRST PARLEY ON TELEGRAPH CONFERENCE CALLED

The Preparatory Committee for the International Telegraph Conference to be held at Cairo, in February, 1938, will hold its first meeting at 10 A.M., November 13th in Room 1413, New Post Office Building, Washington, D. C.

The Committee will consider whether it will be to the advantage of the United States to become a party to the international telegraph regulations. It will also consider what changes should be made in those regulations to render them acceptable to the United States. For this purpose it may be necessary to consider the regulations carefully, paragraph by paragraph.

No English translation of the International Telegraph Regulations annexed to the International Telecommunication Convention, Madrid, 1932, has been published in the United States. Copies of the British print may be ordered through The British Library of Information, 270 Madison Avenue, New York City, at \$1.25 per copy. It is imperative that copies be brought to the Committee meeting as the discussions will be based on that print.

All persons and organizations interested in the subject of the meeting have been invited to become members of the Preparatory Committee and to attend its sessions. Persons unable to attend the meetings of the Committee are invited to communicate their views in writing to the Chairman of the Committee, Commissioner Irvin Stewart.

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CBS ACQUIRES WRVA, STRENGTHENING POSITION IN SOUTH

With the affiliation of WRVA, Richmond, Va., under a 5-year contract, the Columbia Broadcasting System this week strengthened its position in the South and took another station away from the National Broadcasting Company.

Within the past month CBS has signed up WOAI, San Antonio and WHIO, Dayton, O., as well as WRVA, all formerly associated with NBC. WRVA is owned by Larus & Bros., and operates on 1110 kc., with 5,000 watts. It is seeking 50,000 watts, however.

CBS is reputedly after WSM, powerful Nashville station, also. WSM, one of the Clear Channel Group, is under contract with NBC, but this agreement is about to expire. NBC is reported to be confident that the affiliation will be renewed.

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RADIO MANUFACTURERS CLEAR HOUSE ON TRADE PRACTICES

A program for sweeping reforms in radio set merchandising has been adopted by the RMA in consultation with the Federal Trade Commission at Washington.

Prizes, "spiffs", "push money", bonuses, and also cruises will be among the evils in radio merchandising which will be ended, under the program adopted by RMA and which has been formally submitted to the Federal Trade Commission. The tremendous initial step to improve radio merchandising practices is already partially accomplished. It presents a plan which also furnishes a valuable precedent for other industries to deal with similar merchandising evils and will be supported also in part by the new Robinson-Patman Act.

The initiative and leadership in the program for cleaning up radio set merchandising was begun several months ago by Commander E. F. McDonald, Jr., of Chicago, Chairman of the Fair Trade Practice Committee. The RMA plan developed already has the unanimous endorsement of most leading set manufacturers and also has been tentatively approved by government officials at Washington.

A major feature of the new clean merchandising program for set manufacturers is a new rule of fair trade practice, according to Bond Geddes, Executive Vice-President of RMA. This new rule was approved unanimously by the RMA Fair Trade Practice Committee, the entire Set Division, and has been formally submitted to the Trade Commission for inclusion in the pending trade practice conference agreement for the radio set manufacturing industry which is now before the Commission. The new rule, which is expected to be adopted by the Trade Commission, provides:

"Rule 3 - The granting or giving or promising to grant or give by manufacturers in the industry, directly or indirectly, to employees of retail sales outlets selling competitive lines of radio merchandise, of commissions, bonuses, premiums, prizes, "spiffs", "push money", gratuities, privileges or anything of value in any form whatsoever, in consideration of the said employee's influencing the retail purchase of industry products manufactured by the grantor or donor, whether or not the same shall expressly be granted or given for that purpose, to the extent that such practice has a tendency and effect of improperly influencing and deceiving the buying or consuming public by reason of the fact that the purchaser is not aware of such subsidy or consideration and expects the retail employee to be unbiased, impartial and free from any such influence as between different merchandise sold by him, is an unfair trade practice."

Cruises, although not specifically named, are construed to be included in the proposed new trade practice rule and it is reported that one leading set company already has cancelled plans for a proposed cruise party at a cost to the company of about \$20,000. Other leading companies are abandoning plans for similar cruises.

While the proposed new trade practice rule applies only to action of manufacturers and extends only to radio retail salesmen, wider effect, specifically on radio distributors, will be attained through supplementary action of set manufacturers. At the RMA Set Division meeting the set manufacturers also approved unanimously a separate contract, which has already been signed by a large number of leading companies, that they will "use all lawful means" under their control to prevent their distributors from violating, either in letter or in spirit, the proposed trade practice rule and prevent distributors from granting the prohibited premiums, prizes, "spiffs", etc., to retail salesmen handling competitive sets. Thus the supplementary agreement of the manufacturers will provide for observance by distributors, as well as manufacturers, of the fair trade practice rule after its formal adoption by the Federal Trade Commission.

Companies represented which unanimously endorsed the entire merchandising program of Chairman Gene McDonald and the Fair Trade Practice Committee included the following:

Automatic Radio Manufacturing Co., Inc.; The Crosley Radio Corporation; Electrical Research Laboratories, Inc.; Emerson Radio & Phonograph Corporation; Fairbanks, Morse & Co.; General Electric Company; Hammarlund Mfg. Co., Inc.; Noblitt-Sparks Industries; Philadelphia Storage Battery Company; Pilot Radio Company; RCA Manufacturing Company, Inc.; The Sparks-Withington Company; Stromberg-Carlson Telephone Mfg. Co.; United American Bosch Corporation and Zenith Radio Corporation.

The plan to abolish prizes, premiums "spiffs", etc., is legal and within the jurisdiction of the Trade Commission, according to all legal opinion secured by Chairman E. F. McDonald of the Fair Trade Practice Committee. Further action for other merchandising reforms are under consideration by Chairman McDonald's committee and will be developed in the future.

Also and most important, a number of leading manufacturers are instituting separate merchandising reforms relating to advertising allowances. The Fair Trade Practice Committee was advised that the anti-trust and other laws would not permit definite, binding and concerted action among manufacturers regarding advertising allowances. Therefore, any such action must come separately by individual companies. It is understood that without any agreement or understanding whatever, several leading set companies are adopting advertising policies which

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will result in tremendous improvement in future radio merchandising practices. For instance, it is reported that several leading companies will require a minimum contribution of fifty percent by dealers in cooperative advertising. It is also understood that some set companies will hold the advertising allowances to their distributors to between two and three percent.

On the RMA Fair Trade Practice Committee which developed the merchandising program submitted to the Trade Commission, and the supplementary action of set manufacturers, those in attendance at the New York Committee meeting were: Chairman E. F. McDonald, of Chicago; David Sarnoff, of New York; Elmer T. Cunningham, of Camden, N. J.; James M. Skinner and Larry E. Gubb, of Philadelphia; Charles E. Wilson and R. J. Cordiner, of Bridgeport; J. P. Rogers, of Cincinnati; E. A. Tracey and Irving Herriott, of Chicago; Judge Manton Davis, of New York, and Bond Geddes, of Washington.

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WIL NOTES APPEAL IN STAR-TIMES STATION GRANT

Following up an attack on the Federal Communications Commission by the Republican National Committee, Station WIL, of St. Louis, this week filed an appeal in the District Courts from the FCC decision granting a construction permit to the St. Louis Star-Times and denying WIL's application.

The WIL case, which is believed to be headed for the U. S. Supreme Court, probably will become a political issue in the next Congress as well.

Counsel for WIL pointed out that the station had been rendering valuable public service for 14 years and therefore was entitled to better facilities rather than a newcomer, and then attacked the legality of the FCC procedure. The plaintiff complained that the Commission failed to adopt a customary statement of facts and grounds for decision prior to the effective date of the grant, October 7th, and charged that the Broadcast Division illegally delegated power to its attorneys and permitted them to write the decision.

The FCC decision consequently has been stayed temporarily by court order pending action on a plea for a permanent injunction.

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SELECTION OF FCC SECRETARY SEEN AFTER ELECTION

An early appointment of a Secretary to the Federal Communications Commission following the presidential election November 3 is confidently expected in Washington.

The job, which pays \$7,500 a year, has been officially vacant since last May when Herbert L. Pettey resigned to go with WHN, New York. John B. Reynolds, Assistant Secretary and a Republican, has been Acting Secretary since that time.

A score or more of young Democrats are after the job, and it is understood that the FCC will make an appointment upon recommendation of James A. Farley sometime in November. The appointment will be a reward for campaign activity in behalf of the Democratic National Committee.

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NAB RAPS NAPA FOR DELAY IN RECORD LITIGATION

The National Association of Broadcasters this week in its "NAB Reports" sharply criticized the National Association of Performing Artists for procrastination in a test case on phonograph records filed against Station WHN, New York, in the name of Frank Crumit.

The suit was filed on July 18 and asked that the station be enjoined from broadcasting any of Crumit's records in the future. NAB then cites six adjournments of arguments on the motion obtained by Maurice J. Speiser, counsel for the plaintiff.

"If the amazing procrastination of NAPA in the Crumit case is at all indicative", the NAB states, "then we may assume that NAPA and ASRA in other cases will endeavor to delay as long as possible bringing the suits to the point where they may be decided by the courts."

The American Society of Recording Artists, Inc., had filed similar suits against Station KFWB, and KFAC in Los Angeles. Records of Jan Garber, Victor Young, and Don Bestor are involved.

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ELECTRIC INSTITUTE HOLDING UNIQUE RADIO SHOW

Dealer members of the Electric Institute of Washington are displaying en masse over 100 models of 1937 receiving sets to the Washington public as a part of the Institute's Radio Promotion Program. The display is housed in the Institute headquarters, Potomac Electric Power Company Building. Over 70,000 people will view the exhibit during October and November.

The exhibit is unique in that none of the radios is for sale and there are no salesmen present. All sets are tagged, giving price, model number and listing all radio dealers who are members of the Institute who sell a particular model. October electric bills of the Power Company carried inserts designed to arouse interest in all-wave receiving sets. Members of the Institute cooperating in the promotion were listed thereon.

Show windows of the Institute are given to manufacturer members of the organization for the display of their products. With a saturation of well over 95% in the Washington territory, dealers are concentrating their appeal to the public on the all-wave feature of the 1937 receiving sets.

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AUGUST RADIO TIME SALES 24% AHEAD OF 1935

Broadcast advertising during August amounted to \$6,994,675 gross, the National Association of Broadcasters reported this week, and exceeded the corresponding month of 1935 by 24.1 percent. Total radio volume declined 3.1 percent from July as compared to 3.5 percent the previous August.

"Gains were fairly strong throughout all portion of the medium", NAB said, "with national non-network advertising alone showing weakness. The increase in the national non-network field was but half as great as for the medium as a whole.

"Local and regional stations continued to experience the greatest gain in advertising volume as compared to the corresponding period of the preceding year. Non-network advertising also exhibited marked strength in the South."

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CBS BANS ELECTION NEWS SPONSORSHIP; NBC UNCERTAIN

Special local sponsorship of the November 3rd election news has been prohibited under a policy adopted by the Columbia Broadcasting System. The National Broadcasting System had not made known its policy up to the middle of this week.

CBS ban does not bar regular news program clients, however, on the individual CBS-owned stations.

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NBC TO BUILD SMALL RADIO CITY IN WASHINGTON

Plans for new National Broadcasting Company studios in Washington, D. C., which will embody all the advances made in recent years in the science of architectural and technical facilities for radio, were announced October 29th by Lenox R. Lohr, NBC President. The new studios will give the National Capital a radio "show place" similar on a smaller scale to NBC headquarters in Radio City, New York.

The new studios in Washington, now under construction, will house the personnel and facilities of NBC stations WRC and WMAL, and will occupy the entire second floor of the new building being erected by the Trans-Lux Washington Corporation on 14th Street between New York Avenue and H Street. To be officially opened in May or June of 1937, the new quarters will provide 17,000 square feet of floor space for studios, conference rooms, laboratories and offices.

Frank M. Russell, NBC Vice-President in Washington, declared that NBC's Washington facilities will be doubled in size when construction and outfitting are completed. Floor plans show that there will be one audience studio 26 x 39½ feet, with an elevated observation booth 10 x 32 feet; two program studios 14 x 27 feet; two speaker studios 10 x 18 feet; two transcription rooms, one 14 x 14 feet and the other 11 x 14 feet; one conference and clients' audition room 15 x 23 feet; and one master control room of its own.

In addition to the studio space, Russell declared that the architects have provided for 18 general offices and program rooms, a music library, a huge artist's lounge, technical laboratories, and storage rooms. The entire floor is to be air conditioned, and will be kept at constant temperatures in both Winter and Summer. The building will have a separate NBC entrance and marquee, to be located on 14th St. near the New York Ave. corner.

All of the engineering and technical developments in the new Washington headquarters were worked out by O. B. Hanson, NBC Chief Engineer, who had charge of building and installing the broadcasting equipment in the Radio City studios and the new NBC West Coast headquarters in Hollywood, Cal.

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According to present calculations from the office of Gordon H. Mills, Director of studio tours, more than 520,000 people will buy tickets for the NBC Studio Tours in Radio City during 1936. Last year's total number of visitors has already been exceeded, so far this year, by approximately 55,000 people.

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