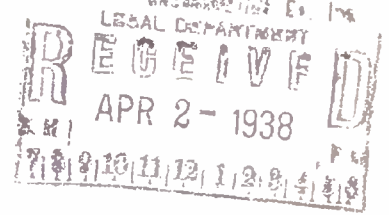


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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FRIENDLIER PRESS-RADIO RELATIONS UNDER ETHRIDGE

Broadcasters and newspaper publishers are expected to work more in harmony, at least for the time being, under the direction of the new "czar" of the broadcasting industry, Mark Ethridge, who was elected temporary President this week by the Directors of the National Association of Broadcasters.

A brilliant newspaper man, whose rise in the fourth estate has been meteoric in the last few years, will direct the broadcasting industry while remaining as General Manager of the Louisville Courier Journal and Times. He will serve the NAB without salary.

So long as Mr. Ethridge is at the helm, there will be an effective intermediary between the newspaper publishers and the broadcasters which will do much to relieve the growing tension between press and radio.

Mr. Ethridge's election came somewhat as a surprise because of his insistence since his election as Acting Chairman of the Executive Committee that he would not take the post. While no official explanation was given, it was rumored, but officially denied, that the NAB Directors were faced with financial troubles as well as the difficulty of hiring a big-game executive that they felt would do for the broadcasting industry what Will Hays has done for the movies.

Broadcasters and associates of Mr. Ethridge on the Executive Committee had urged him to take the post ever since he demonstrated his ability as a leader at the recent NAB convention in Washington.

In accepting, Mr. Ethridge said that he would serve with the understanding that the position would be non-salaried; that the Board would continue its active search for a permanent head of the industry, and that he would give the time necessary from his duties as General Manager of the Louisville Courier Journal and Times to perfect the trade association plans adopted by the NAB convention in February.

The new President of the NAB is a native Mississippian who has been in newspaper work for more than 25 years. He served ten years as editor of The Macon Telegraph, was with the New York Sun two years, was with the Associated Press, Consolidated Press and the Washington Post, and before going to his present post in Louisville was publisher of the Richmond, (Va.) Times Dispatch.

Mr. Ethridge's entrance into radio was fortuitous. The company of which he is Vice-President and General Manager is the owner of Station WHAS at Louisville. When the demand was made upon network affiliates by the American Federation of Musicians for the employment of additional musicians, Barry Bingham, President of the Louisville Times Company, which owns WHAS, was in Europe and it fell upon Mr. Ethridge to represent the station. The organization which later came to be the Independent Radio Network Affiliates made him Chairman.

He served as advisory member of the Reorganization Committee of NAB headed by Edwin Craig of Nashville, and then was made temporary Chairman of the Board of NAB to serve until a President was elected. His election as President makes him Chairman of the Board until his successor is elected.

"My interest in radio", Mr. Ethridge said, "arose from the feeling that an industry with such a great investment should have a strong trade association to handle both its external and internal problems. The more deeply I have become involved in it, the more strongly I realize that its problems are more fundamental than those that a mere trade association can handle.

"Radio is a business that is in actuality licensed by the people. Without that licensing, because of the restricted number of radio channels, there would be utter confusion. Because of that, and because, moreover, it has direct entry into the homes of America, it is certainly affected with the public interest. It has, of course, a commercial basis in this country as opposed to governmentally owned and controlled broadcasting systems of some European countries.

"The broadcasters of America believe that there is no essential conflict between privately-owned and operated radio and the public interest with which it is charged with serving. They recognize that there can be an intelligent reconciliation between the commercial aspects of their business and the public interest.

"Radio as a commercial enterprise is about 15 years old, but it is still a growing, changing business. Nobody is in position off-hand to say what its future will be or should be. In setting up their new organization the broadcasters have been merely trying to create the instrument through which they may help to carve the destiny of an industry in which they, while recognizing the public interest, still have sizeable financial investments. They believe that with whatever faults it may have, the American System is still superior to any other system of broadcasting in the world and that a great part of that superiority lies in the encouragement of individual initiative within proper limitations. They believe, moreover, that it can best serve a democratic people as a medium of information, entertainment, and education if it is kept free for creative endeavor and for full and fair and frank discussion of public questions.

"There is, in the long run no conflict whatever between the public interest and the concepts of good and decent business."

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LOUCKS RETAINED BY NAB; SPENCE TEMPORARY OFFICER

Philip G. Loucks, young Washington attorney, will continue to act as special counsel and administrative officer of the National Association of Broadcasters, pending the appointment of a permanent paid president.

The NAB Directors, recognizing his work in drafting and effecting the NAB reorganization, persuaded him to continue in the post this week. Mr. Loucks is a former newspaperman although more recently he was Managing Director of the NAB, and was largely responsible for building it up to its present membership.

The Directors named Edwin M. Spence, former Baltimore broadcaster and Chairman of the recent Convention Committee, temporary Secretary-Treasurer until permanent officers are set up.

Chairman Frank R. McNinch, of the Federal Communications Commission, was the guest of the NAB Board at a luncheon Wednesday. Cooperation between broadcasters and the regulatory body in the solution of the problems which confront both the industry and the Government was invited by Chairman McNinch in an informal talk.

The Board, acting upon the report of Lloyd Thomas of Rockford, Ill., Chairman of the Committee of Independent Stations, voted to recognize the demand made upon independent stations by the American Federation of Musicians as an industry problem and to underwrite the expenses of the Committee and counsel fees for those stations which desired to undertake consultations and negotiations with the National Board of the Musicians Union.

The Board adopted a resolution reaffirming the action of the broadcasters' convention in urging the Department of Justice not to drop the anti-trust suit against the American Society of Composers, Authors and Publishers.

The Executive Committee was instructed to begin at once exploratory consideration of the whole question of music copyrights with particular reference to the expiration of the industry's contracts with ASCAP in 1940.

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"Social Significance of Radio" is a subject of a talk to be given by Lenox R. Lohr, President of the National Broadcasting Company over Station WMCA, New York, April 7th at 1:15 PM. The talk will originate at a luncheon-meeting of the Advertising Club on Park Avenue.

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NAB NAMES COMMITTEES TO CONDUCT MILITANT FIGHT

Preparing to wage a militant fight against foes of the broadcasting industry, the reorganized National Association of Broadcasters this week set up several committees with authorization to deal with immediate problems, and to make recommendations on future policies within thirty days.

Among these problems are moves in both administration and legislative circles to impose special taxes on the broadcasting industry and to establish a government-owned international radio station. There have been even suggestions of national government-owned stations.

The NAB has gone on record as being opposed to any special tax on broadcasters and to any entrance of the government into broadcasting.

The committees named by the NAB Directors at their meeting in Washington are as follows:

A Legislative Committee, composed of John Kennedy, Clarksburg, W. Va.; Edwin W. Craig, Nashville, Tenn.; Luther Hill, Des Moines, Iowa; William Dolph, Washington, D. C.; E. B. Craney, Butte, Montana; Frank M. Russell, Washington, D. C.; Harry Butcher, Washington, D. C.; Theodore C. Streibert, New York, N. Y.; and John Elmer, Baltimore, Maryland. It was instructed to make a study of pending legislation as it affects the industry and propose policies for consideration of the Board.

An Engineering Committee of John V. L. Hogan, New York, N. Y.; John Fetzer, Kalamazoo, Michigan; Jack DeWitt, Nashville, Tenn.; John Schilling, Kansas City, Missouri; Jack Poppele, New York, N. Y.; Paul Loyet, Des Moines, Iowa; Bill Edgerton, San Antonio, Texas; O. B. Hanson, New York, N. Y.; E. K. Cohan, New York, N. Y.; Carl Meyers, Chicago, Ill.; Albert E. Heiser, Lynchburg, Va.; William H. West, East St. Louis, Ill.; Porter Houston, Baltimore, Md.; Paul de Mars, Boston, Mass.; and Herbert Hollister, Wichita, Kans, was instructed to survey the engineering phases of all types of stations and propose a permanent set-up for meeting the informational needs of the industry as a whole.

The Accounting Committee, headed by H. C. Wilder, Syracuse, N. Y.; is composed of E. M. Stoers, New York, N. Y.; Frank White, New York, N. Y.; Mark Woods, New York, N.Y.; Ted Hill, Worcester, Mass.; L. A. Benson, St. Louis, Mo.; and Harold Wheelahan, New Orleans, La. This Committee was instructed, in behalf of the industry, to make a study of accounting proposals and report to the Board.

The Association's representatives on the Joint Committee on Radio Research, composed of committees of the American

Association of Advertising Agencies and the Association of National Advertisers, will be Arthur B. Church, Kansas City, Mo.; H. K. Boice and Roy C. Witmer, both of New York, N. Y.; J. O. Maland, of Des Moines, Iowa, and Mr. Loucks. The Joint Committee during the past three years has been studying standardization of station coverage methods.

The Board appointed Philip G. Loucks, of Washington, John F. Royal, of New York, N. Y., and Fred Willis, of New York, N.Y., to be its representatives on the Federal Radio Education Committee, created by the Federal Communications Commission to study the problem of educational broadcasting.

A committee consisting of John Elmer, Baltimore, Md.; John Gillin, Omaha, Nebraska; and Harold Hough, of Fort Worth, Texas, was appointed to consider the report of the Nab Bureau of Copyrights and report to the Board within thirty days.

A committee consisting of John Gillin, Omaha, Nebraska; Gene O'Fallon, Denver, Colo.; and Earl Gammons, Minneapolis, Minn., was appointed to study the question of Associate memberships thirty days hence and report to the Board.

The National Broadcasting Company and the Columbia Broadcasting System were elected to Associate memberships.

In addition to President Ethridge, the members of the Board of Directors are: Earl Gammons, Minneapolis, Minn.; Frank M. Russell, Washington, D. C.; Herbert Hollister, Wichita, Kans.; John Elmer, Baltimore, Md.; Harry C. Wilder, Syracuse, N.Y.; E. A. Allen, Lynchburg, Va.; Elliott Roosevelt, Fort Worth, Texas; John Kennedy, Clarksburg, W. Va.; Donald Thornburgh, Los Angeles, Cal.; Walter J. Damm, Milwaukee, Wis.; John Shepard, 3rd, Boston, Mass.; Lambdin Kay, Atlanta, Ga.; W. Walter Tison, Tampa, Fla.; Edwin W. Craig, Nashville, Tenn.; C. W. Myers, Portland, Ore.; Ralph R. Brunton, San Francisco, Cal.; Harold Hough, Fort Worth, Texas; O. L. Taylor, Amarillo, Texas; Eugene P. O'Fallon, Denver, Colo.; Clair R. McCollough, Wilmington, Dela.; John J. Gillin, Jr., Omaha, Nebr.; John Fetzner, Kalamazoo, Mich.

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The Minister of Posts and Telegraphs has decided to provide the national radio services with a large modern building, so as to centralize the various departments now scattered over Paris. The P.T.T. is in the Rue de Grenelle, Radio-Colonial in the Boulevard Haussmann, Radio-Paris in the Rue Francois Ier, and the Eiffel Tower is still further afield. Four architects have been commissioned to draw up the plans, but as they are expected to visit the principal foreign radio centers before making definite decisions, this matter will probably not be heard of again before next year.

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GENEVA REPORTS BIG JUMP IN EUROPEAN RADIO AUDIENCE

Probably because of the growing use of the radio by dictators, Europe's radio audience is increasing at a rapid rate, some fifteen million listeners being added in 1937, according to a report just released by the International Broadcasting Office at Geneva.

At the close of the year, according to Arthur Burrows, Director of the Geneva office, there were 31,444,462 registered radio receivers in Europe as against 27,714,435 on December 31, 1936. Assuming that each of these receivers went into a new home where there were four potential listeners, the International Broadcasting Office concluded that the international radio audience has grown by nearly 15,000,000.

While there is some difference of opinion among authorities as to the actual number of radio receivers in the United States, all agree that there are probably more sets in use in this country than in all of Europe though perhaps not so many radio-equipped homes.

The Joint Committee on Radio Research has very recently estimated that there were 26,700,000 radio homes in the United States on January 1, 1938.

Radio Today estimates 25,800,000 homes but 36,800,000 sets, accounting 5,000,000 auto receivers.

Of the European countries, Germany has the greatest number of radio-equipped homes, according to the Geneva report. The International Broadcasting Office gives Germany 9,087,454 but does not include Austria, which it credits with 619,622. So that Germany's present count would be nearer nine and three-quarters millions.

Great Britain is second with 8,479,500, and France third with 4,163,692. No figures are given in the preliminary report on Soviet Russia.

Four countries joined the group of European states having more than a million radio homes. They were Sweden, Holland, Czechoslovakia, and Belgium.

The highest percentage of licensed receivers in proportion to population is still held by Denmark. That is 18.99 percent. This contrasts sharply with the percentage in the United States, which is estimated at between 77 and 88 percent.

The average increase in radio owners throughout Europe in 1937 was 13.5 percent, but in the case of Turkey the increase rose to 143.56 percent and Bulgaria to 70 percent apparently because of the expansion of local broadcasting services.

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While the International Broadcasting Office has not received all official reports on the growth of radio set ownership over the world, it made a preliminary estimate of approximately 69,700,000 receiving sets in use as of January 1, 1938.

This is equivalent to an increase in 1937, the report stated, of about twenty-five million listeners, counting four to a receiver.

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AYLESWORTH NAMED PUBLISHER AS PRESS AND RADIO TRADE

Coincidental with the election this week of a newspaper General Manager to the President of the National Association of Broadcasters, a former radio network head was named publisher of the World Telegram of New York City.

Merlin H. Aylesworth, organizer and first President of the National Broadcasting Company became a publisher; while Mark Ethridge, manager of the Louisville Courier-Journal and Times, became "czar", temporarily at least, of the broadcasting industry.

Mr. Aylesworth, who has been a member of the Scripps-Howard executive staff for the last thirteen months, left the NBC in 1936.

Upon his appointment this week, he declared he has always been of the opinion that newspapers and radio stations are complementary and neither could take the place of the other.

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MARCONI MEMORIAL RESOLUTION GOES TO PRESIDENT

With the passage this week of a resolution to authorize the erection in Washington of a memorial to Guglielmo Marconi, "father of radio", the measure now goes to the White House for the President's signature.

The legislation merely authorizes the Marconi Memorial Foundation, Inc., to erect a memorial on public space in the National Capital. The statue is to be paid for by donations from the American people.

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FOUR NEW STATIONS AUTHORIZED BY FCC

Four new low-power radio stations were authorized this week by the Federal Communications Commission after a brief period of tightening up.

The applicants and the assigned frequencies are:

Kenstone Broadcasting Co., New Castle, Pa., 1250 kc., 250 watts, daytime. New Castle has no station now, but is only 42 miles from Pittsburgh.

Gila Broadcasting Co., Sanford, Ariz., 1420 kc., 100-250 watts, unlimited time.

Roberts-MacNab Co., Bozeman, Mont., 1420 kc., 100-250 watts, unlimited time. At the same time the FCC denied an application of the Gallatin Radio Forum, of Bozeman, for the same facilities.

Sims Broadcasting Co., Globe, Paiz., 1210 kc., 100-250 watts, unlimited time. One of the partners of the company, W. J. Sims, is a pastor of a church in Globe.

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COMPOSERS TO HEAR MUSIC OF FUTURE VIA RADIO TUBES

Radio-tube musical development and amplified musical instruments will have a unique demonstration at the Town Hall Club, New York, May 5th, under the auspices of the League of Composers.

This organization is backed by such musical leaders as Leopold Stokowski, Mrs. Otto H. Kahn, Paul D. Cravath, Arthur Rodzinski, Mrs. Arthur M. Reis, Marion Bauer, Aaron Copland, Rudolph Ganz, Albert Stoessel and others.

Dr. Orestes H. Caldwell, editor of Radio Today, will preside as chairman of the evening's program and interpret the demonstrations which are designed to show musicians and composers the new possibilities of the new electronic pianos and organs, amplified musical instruments, and radio-tube music sources.

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WJSV AND KSTP BLOCKED ON POWER INCREASE

An unfavorable report was filed with the Federal Communications Commission this week on the applications of WJSV, CBS outlet in Washington, and KSTP, of St. Paul, Minn., for permits to increase their power from 10 KW to 50 KW. Both operate unlimited time on 1460 kc.

Examiner P. W. Seward said that while the increase would cause little or no interference that the applicants failed to show substantial proof of a need for the additional service in the areas concerned.

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NBC MAKES NETS MORE FLEXIBLE IN NEW RATE CARD

With the issuance of a new network rate card (No. 24), effective April 15, the National Broadcasting Company this week announced a new and more flexible policy for sponsors who wish to use parts of both the major NBC chains - the Red and the Blue.

"It is now possible", explained Roy C. Witmer, Vice-President, "to build from NBC facilities, whether Red Network or Blue Network, the strongest possible set-up to fit an advertiser's requirements."

All NBC facilities are listed on one card, a change from the previous system whereby separate cards were issued for the Blue and Red networks and the various supplementary groups identified with them. No supplementary groups are designated Red or Blue on this card, as all groups are available, if not in use already, to advertisers using either the Blue or Red basic networks.

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EDUCATOR CALLS CHILDREN'S PROGRAMS MORONIC

Picturing the radio as a Frankenstein monster that has entered the home and usurped the leisure time of the school children, Dr. Jay B. Nash, Chairman of the Physical Education Department of New York University, urged parents this week to throw off the "strangling" influence of Tarzan, Buck Rogers and other "moronic" children's programs.

In an address before the Jewish Vacation Association at the Hotel Commodore, the New York Times reported, Professor Nash declared that Americans spent 150,000,000 hours before the radio every day. Of especial concern to educators and parents is the effect on the children, the speaker asserted. The quiet "children's hour" of Longfellow's day has been displaced by the "radio hour".

"It's the moronishness, the stupidity, the inactivity of it, rather than the badness, that gives us the greatest concern", Professor Nash told the 200 persons, representing seventy-five organizations, who were attending the one-day conference.

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NEELY CITES REASONS FOR WIRE INDUSTRY PROBE

Speaking in support of his resolution to authorize an investigation of the wire communications industry, Senator Neely (Democrat), of West Virginia, on Wednesday read the following statement on the Senate floor:

"There is an apparent tendency toward monopoly in the industry. Telegraphic traffic for decades has been divided between two large companies. Competition between them has practically ceased. These companies now simultaneously withdraw their services from various sections of the country and from many interests which they previously served. When the branch office of one company closes, by a strange coincidence the nearby branch office of the rival company also closes down.

"For example, there are Postal and Western Union offices in the lobby of the Willard Hotel in Washington. Until a few days ago both of these offices remained open until midnight. Now both of them close at 6 o'clock in the evening.

"Recently in the city of Philadelphia by the joint action of the superintendents of both companies an attempt was made to force patrons to use one type of service rather than another.

"Information has just been supplied me concerning a joint conference between officials of the Western Union and the Postal companies for the purpose of devising means of carrying out policies in restraint of trade.

"These cessations of competition seem to indicate that the two great telegraph companies are preparing for a merger. These moves toward merger and increased monopoly are accompanied by wide-spread dismissal of employees. This is particularly true of the Western Union.

"It is well known that labor represents more than 60 percent of the total cost of operating the telegraphic industry. The joint actions above mentioned enable the companies to reduce their personnel and their labor costs.

"During the last few months thousands of semi-skilled telegraphers have been added to the list of the unemployed. The drop in employment is especially noticeable in the main offices of the companies which are also the relaying points for messages to and from various points throughout the country.

"The efficiency of the service rendered has been seriously impaired as a result of the reduction of the operating personnel. The speed of the service has been sacrificed for the sake of economy.

"It is reported that office floors in some centers are littered with tape from the telegraphic machines from morning till night, and that wires which convey important messages are without operators for excessive periods of time. The general picture is one of greatly decreased efficiency.

"The public naturally suffers from this inefficiency. Complaints against unsatisfactory service are made without avail. Rates remain as high as ever and an attempt is now being made to increase them. The business of certain governmental bureaus, which are large users of the telegraph, is slowed down by poor

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telegraphic service. It is alleged that messages to the Capitol from the Washington main office are often allowed to accumulate and are then transferred by messengers because the force is inadequate to handle the business in the regular way. The telegraphic industry is vital to the Nation in war as well as in peace, and its efficient functioning is therefore very much a matter of public concern.

"Labor in particular is interested in this industry. Technical transformations have resulted in a steady diminution in the number of people employed by the two great companies. Both the skilled and semi-skilled employees, instead of drifting to other industries where their training and experience would mean nothing, remain on the part-time lists of the companies in the hope of being called to service for at least a few hours a week.

"In this industry little of the fruit of progress has been shared by the employees. Despite the importance and the strenuousness of the work of a telegrapher, he is still required to be on duty 48 hours a week. Wages in the industry have been depressed to an unparalleled degree. The facts concerning unemployment conditions in the industry are not a matter of public record.

"Approximately 23,000 children are employed by the two great telegraph companies. These children work 48 hours a week or more for wages which average between \$6 and \$7 a week. The accident rate among telegraph messengers, as revealed by investigations made by the United States Children's Bureau, averages 17 per 100 a year. Here is a striking example of unregulated child labor in urban centers.

"The telegraph companies represent a comparatively small, but nevertheless complete unit of industry in which changes are still taking place before our eyes and in a setting in which they can be advantageously studied.

"Senate resolution 247 should be adopted and the study should be made without delay."

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16 OBJECTIVES LISTED FOR SUPER-POWER HEARING

The Federal Communications Commission this week announced 16 major issues to be determined during the forthcoming super-power hearing, beginning May 16, and requested all interested parties to file notice of intention to testify within 15 days.

The hearing is expected to produce another controversy such as that which rocked the broadcasting industry in October, 1936, and has continued as inter-industry issue ever since. The major question is whether the FCC is to authorize a number of super-power stations, similar to the 500 KW WLW, of Cincinnati.

While there is little objection to horizontal increases in power among the lower and medium power outlets, there is distinct opposition to the establishment of super-power stations. The opposition, however, is not based on technical grounds, as radio has reached the stage where engineers believe the broadcasts would not interfere seriously with lower power transmission. The basis of the objection is a fear that a string of super-power stations would absorb all national advertising and thereby take away the financial support of smaller stations and possibly the networks.

Testimony offered at the 1936 hearing took three general points of view, as summarized by Commdr. T.A.M. Craven, then Chief Engineer:

1. Super-power would benefit the nation from the standpoint of social service and without harm or upheaval in the existing system of broadcasting.
2. Super-power would not be public interest because it would ultimately so change the existing system as to derive the public in individual communities of facilities for self-expression by radio.
3. While the government should face the situation fairly and squarely, it should proceed cautiously in the present situation because of the unknown factors.

Commissioner Craven, in his voluminous report on the social and economic aspects of broadcasting, adopted the latter point of view.

While advising against the "wholesale licensing" of stations to use power in excess of 50 KW, Commissioner Craven said he could see "no logical reason for an arbitrary defensive regulation which would prevent the future use of power in excess of

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50 KW in the event that evidence and data should show conclusively that such power in certain individual cases is in the interest of the public."

Chairman Frank R. McNinch, while not making his opinion clear as to super-power, intimated in a recent address to the National Association of Broadcasters that he is against it.

The 16 issues which the Communications Commission said will be determined at the May hearing are as follows:

1. To determine if, in general, objectionable interference will be caused to the service of existing stations by increasing the power limit of stations assigned to the clear channels set out in Commission Rule 116.

2. To determine the nature and extent of the effect of the limitation, if any, of the service area of other classes of stations.

3. To determine whether the enlargement and improvement in the service of clear channel stations resulting from an increase in the maximum limit of power will be greater than any limitation of service that may result to other stations by reason of interference.

4. To determine the extent to which an increase in power on clear channels will enlarge the primary and secondary service areas of clear channel stations and improve the service of such stations.

5. To determine whether there is need for the proposed increased service which will be rendered by the use of the higher power on clear channels, and if so, in what areas such need exists.

6. To determine whether an increase in power on clear channels will tend to or result in an increase in, or concentration of, economic or social power and influence in the clear channel stations, and if so, whether this may have an effect upon other stations, the service rendered by them, or upon the public.

7. To determine whether an increase in power on clear channels will tend to or result in a decrease in competition between stations and whether the service to the public will be affected thereby.

8. To determine what charges will be necessary to support the operation of clear channel stations at additional power, whether such charges may be borne by the commercial support available and whether such charges will have an adverse effect upon the character of program service rendered.

9. To determine whether an increase in the maximum limitation of power upon clear channels will tend to, or result in, a duplication of service, either day or night, rural or urban, and if so, the nature and extent of such duplication.

10. To determine whether the stations now operating upon clear channels are so located geographically that an increase in the maximum limitation of power on such channels will bring about, or tend to bring about, a proper distribution of service, particularly to the rural areas served by such stations.

11. To determine whether the habits of listeners under such conditions will be such that they will listen to the high power service rather than the more localized regional and local class service.

12. To determine whether or not an increase in the maximum power limitation on clear channels would tend toward a fair, efficient and equitable distribution of transmission and reception among the States and communities within the meaning of Section 307(b) of the Communications Act of 1934, as amended.

13. To determine whether or not a maximum limit of power should be fixed in the rule, and if so, what limit should be fixed.

14. To determine whether or not the present minimum and maximum power limits of Rule 117 should be maintained.

15. To determine whether or not public interest, convenience and necessity will be served by modification of Rule 117.

16. To determine what modification, if any, should be made in the public interest, convenience and necessity.

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RADIO NEWS SUPPLIES FOURTH OF NATION

Almost a fourth, 23.5 percent to be exact, of the citizens of the United States get most of their news from radio newscasts, according to results of a survey published in Fortune magazine. Almost double that number, 45.2 percent, get most of their news from newspapers, while 28.2 percent use both sources.

The survey disclosed that listening to the radio is the favorite recreation of the nation and that newscast ranks third among favorite programs. The principal reason for listening to the radio news, it was said, is "to get news more quickly".

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INCREASED PRESS HOLD ON RADIO SEEN IN RULING

Newspaper control of broadcasting stations, already large, is expected to increase as the result of a ruling of the Federal Communications Commission, reversing its former position and establishing a precedent for future decisions. There are now some 200 stations owned by newspapers.

The ruling, which becomes effective April 8, permits the transfer of Station WHBC, Canton, O., from the Rev. E. P. Graham, Catholic priest, to the Canton Repository, owned by the Brush-Moore syndicate, for \$21,000. While of little importance in itself, the deal by gaining FCC approval, on unanimous vote, marks a significant change in the Commission's attitude on newspaper control in radio.

The action came on the heels of an opinion by the U. S. Court of Appeals that no existing law bars newspaper ownership of a radio station and that the FCC cannot legally deny an applicant a permit on the ground that he also publishes a newspaper.

Tri-State Broadcasting Company, of El Paso, Texas, operator of Stations KTSM and WDAH in that city, had opposed the application of Dorrance Roderick, President and publisher, El Paso Times, seeking a third station in El Paso. An Examiner's report favoring grant of the Roderick request was affirmed by the Commission but only after Dr. Irvin Stewart, who has since resigned, had delivered a strong dissent charging public convenience and necessity would be frustrated if radio and newspaper publishing were allowed to be concentrated in the same ownership. He asked that the application be denied on that ground.

The FCC ruling in the WHBC case puts the issue of newspaper ownership squarely up to Congress, where rumblings of objections to the "centralization" of news sources have been heard from time to time.

Oddly enough, some of the outspoken critics on this subject have been strangely quiet in recent months. Notably, Senator Wheeler (D.), of Montana, has had nothing to say about the subject since he has won wide newspaper support in his fight against the President's Supreme Court reform plan and reorganization bill. Previously, he had said he would sponsor legislation divorcing newspapers and radio.

Representative Wearin (D.), of Iowa, introduced such a bill in the House more than a year ago, but it has received little or no attention.

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WALKER TELEPHONE REPORT SEEN AS "TRIAL BALLOON"

Submission of a one-man report on the telephone investigation of the Federal Communications Commission to Congress late last week was interpreted in communications industrial circles as a "trial balloon" and a move to quiet critics who have complained of the delay in drafting the document.

Chairman Frank R. McNinch, in submitting the report of Commissioner Paul A. Walker to the Senate and House Committees on Interstate Commerce, emphasized that the findings had not been approved by the FCC.

Commissioner Walker stated that the Bell System could cut rates as much as 25 percent without "interrupting existing earnings". This could be effected, he said, by elimination of high operating costs. To accomplish this, he suggested that the Communications Act be amended to give the Communications Commission authority to pass upon Bell policies.

Walter S. Gifford, President of the American Telephone & Telegraph Company, immediately challenged the findings as "absurd". Denying that present telephone rates are high, he said the United States has "the best and cheapest telephone services in the world".

Failure of the FCC to act on the report, it is believed, will have the effect of delaying any Congressional action until the next session at least.

"The proposed report is not a report by the Commission", said Chairman McNinch, "but is instead a report submitted to the Commission and is now being studied by the members of the Commission with a view to subsequent determination, at the earliest practicable date, as to the form and content of the report which the Commission will later submit to the Congress."

Meanwhile it was estimated that the investigation to date has cost \$5,000,000 and has covered two and a half years.

Appropriations by Congress for the special telephone investigation amounted to \$1,500,000, this being in addition to the regular annual appropriations of about \$1,500,000 for the FCC, a substantial portion of which is utilized for telephone regulation. Total expenditures imposed on the A. T. & T. system in the course of the investigation, according to authoritative company estimates, exceeded \$3,000,000.

The Commission was authorized by Congress three and one-half years ago to supervise and regulate the communications business in the United States with its capital investment of more than \$6,000,000,000.

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A. P. TO CONSIDER SPONSORSHIP OF ITS NEWS

The Associated Press this month will consider permitting its members to sell wire news for sponsorship, as do its competitors, United Press and the International News Service, it was learned this week.

Frank B. Noyes, President of the A.P., has sent a letter to all members advising them that the April 25 meeting will take up the question of changing the by-laws to grant permission to members "to make remunerative arrangements with advertisers for sponsored news broadcasts, such permission to involve additional Associated Press assessments".

Mr. Noyes' letter continued:

"Members have said that the time has arrived to permit the A.P. to obtain additional revenue from this source in order to postpone or make entirely unnecessary increases in A.P. assessments in order to meet the expenses of the organization which the members will understand have necessarily been increasing. For six years the organization has been operating on reduced receipts from assessments on its members, its only source of revenue, owing to the reduction in assessments ordered by the Board in 1932 and which reduction totaled approximately \$1,200,000 annually.

"The Board feels that the Association should place itself in position through whatever steps are necessary to gain the benefits to the whole membership that such action will afford.

"Meanwhile members who broadcast or who are contemplating broadcasting may deem it unwise to make commitments for availability of news for broadcasting in advertising programs prior to the annual meeting."

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PHILCO SPONSORS COURSE FOR ITS SERVICE MEN

The Philco Radio & Television Corporation, of Philadelphia, this week announced that it is sponsoring a special correspondence training course for its 27,000 service men and dealers who belong to the Radio Manufacturers Service.

The National Radio Institute, of Washington, has prepared the course in radio theory and practice, and special rates are being offered to Philco dealers.

Pamphlets and other literature explaining the course were being forwarded to Philco dealers this week.

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HAVANA RADIO TREATY BELIEVED BLOCKED FOR SESSION

While officials maintain a mysterious silence, the Havana radio treaty adopted last Fall at an Inter-American Conference is being held up by the State Department, and indications are that it will not be presented to the Senate for ratification before Congress adjourns.

State Department spokesmen stated that the treaty has not been forwarded to the Capitol because of requests from the Federal Communications Commission, Chairman Frank R. McNinch, it was said, wrote a letter to the State Department several weeks ago, it was learned, asking that action be delayed until the FCC could study the treaty more thoroughly and possibly hold hearings.

As the general reallocations proposed by the FCC Engineering Department for this country are dependent upon approval of the North American treaty, failure of the Senate to act this year will delay the U. S. shake-up.

A move within the Commission to dislodge the report is expected, however, as Commdr. T.A.M. Craven, delegate to Havana and author of the engineering report, believes ratification of the treaty this year to be essential to the proposed development of American broadcasting.

Of the four parties to the treaty, only one, Cuba, has ratified it, but the other two, Canada and Mexico have indicated they will approve it.

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FCC HEARINGS UNLIKELY BEFORE CONGRESS ADJOURNS

While the Federal Communications Commission has begun gathering preliminary data on various phases of station and network operations, indications at present are that actual hearings in pursuance of the McNinch monopoly resolution will not begin before Congress adjourns.

Critics of the FCC are suggesting that the Commission may be delaying the inquiry purposely to forestall Congressional interference and to prevent Congressional critics from making attacks either on the Commission or radio "monopolies" on the House or Senate floors.

The FCC Accounting Department is now engaged in gathering statistical data, chiefly from the networks, while the Legal Department has begun an intense study of network contracts with affiliated stations and the extent of network ownership of outlets.

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MASON ADVISES AGAINST PROPAGANDA

Broadcasting should never be used as a weapon of propaganda in the interchange of programs between the people of the United States and Latin America, Frank E. Mason, Vice-President of the National Broadcasting Company in Charge of Short-Wave Broadcasting, declared Monday at a luncheon meeting of a committee of which the Latin-American consular corps in New York is sponsor, to further good-will between the Americas through the medium of radio.

The purpose of the meeting, according to the New York Times, was to discuss what European stations are doing in broadcasting to Latin America and the part the United States will play in carrying out the purposes expressed in the Buenos Aires Peace Conference called by President Roosevelt in December, 1936, for the development of an exchange of inter-American broadcasts.

"The last few months have served to emphasize what apparently was an unbridgeable difference between life in the Old and the New Worlds", said Mr. Mason. "We believe it will never be necessary for us to dictate to the Old World; we do not want to tell each other how we should live; all we want is that there should be a better understanding between the nations. In carrying out this service of broadcasting, none of us, in our international activities, have any commitment to any ideology, any race or any religious creeds. We wish only to serve in holding up the events of the world through an unblemished mirror, without distortion."

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DENMARK TO REDUCE STATIC CAUSED BY STREET CARS

In an effort to eliminate radio disturbances caused by street cars, the Copenhagen, Denmark, street car company is at present experimenting with sliding shoes as a means of contact with the trolley wires in place of the customary wheels, according to a report to the Department of Commerce from the office of the American Commercial Attache at Copenhagen.

In the event that the experiments prove successful, it was believed likely that the entire system of the Copenhagen street car company which operates 500 cars will be equipped with sliding shoes at an estimated cost of approximately \$10,000, the report stated.

Similar equipment such as the Copenhagen company is now experimenting with is generally used by street railway companies in the United States.

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PALEY URGES INDUSTRY TO ADOPT MILITANT PROGRAM

Reporting at the same time to the stockholders of his company and to the listening public, William S. Paley, President of the Columbia Broadcasting System, today (Tuesday) advocated greater public interest in all proposals tending toward censorship of broadcasting, the vesting of program control in any regulating authority, or undermining the American system of private competitive operation.

Mr. Paley, who broadcast his report over the Columbia network, said the broadcasters had been at fault for not participating more fully in public discussions of the use of the medium, suggested that the industry unite on a program of progress, public service and protection and said that the newly reorganized National Association of Broadcasters well might be the instrument for forming and promoting such a program. He added that he believed that the broadcasters, once a program had been formed, should ask for the support of all political parties and all public spirited men and women.

Mr. Paley said that Federal regulation arose originally out of the fact that stations had to be policed in order that their broadcasts should not interfere with each other, since such interference marred the listener's reception. He explained how this necessary policing resulted in the number of stations being limited. Were it not for this limitation, he declared that there would be no more reason for special regulation of broadcasting than there is for regulating newspapers or hardware stores, and urged that regulation, therefore, should be limited to "the bare necessities of the case". These bare necessities, he said, were that all broadcasters should maintain freedom, fairness and non-partisanship of the air.

Mr. Paley expressed the belief that if either Congress or the Federal Communications Commission would make adherence to these three principles a prerequisite of having a license, the regulation of programs themselves would be unnecessary. He said that under the private, highly competitive system in vogue in America, broadcasting had been used more effectively for "the entertainment, the information and the education" of a whole people than it has under any other plan of operation in the entire world.

Mr. Paley discussed with special emphasis his belief that the present short-term licensing system, requiring each broadcaster to seek renewal of his license at the end of each six-month's period, was "as unfair and as unwise as it would be to give men short-term licenses to publish newspapers, to write books or plays, or to make motion pictures. I feel quite sure that nobody really wants to keep broadcasting in a position where it might some day be faced with the necessity of pleasing those in power in order to continue to exist. I do not think it is wise for the American people to allow the whole broadcasting

structure to continue to rest on such a weak foundation." In place of this Mr. Paley proposed licenses over a term of years, pointing out that the license system required the broadcaster to operate in the public convenience, interest and necessity, and suggested that if after a full and open trial it has been proved that the broadcaster has not so operated, the license be taken away from him.

Referring to the Federal Communications Commission's recent decision to make full investigation of network broadcasting and the relationship of stations to networks, Mr. Paley again stressed the present competitive situation as being anything but monopolistic and asserted that broadcasting would suffer very quickly if network operations were limited or hampered.

Referring to current discussion as to whether or not the Commission should seek to regulate prices at which stations could be bought and sold, and as to whether or not the Commission should try to regulate the number of stations a network might own or lease, Mr. Paley said that he believed the ordinary rules of business transactions should govern sales prices and stressed his belief that any system of holding prices down would inevitably tempt a station owner to make as much money as he possibly could, since he would have no inducement to build up a property which either he or his estate could ever sell to advantage. Mr. Paley said he thought this condition would be as inadvisable as it would be to put newspapers in the same situation and said that he did not believe any kind of regulation or legislation "could be sharp enough and shrewd enough to prevent such milking" if station owners could not sell their businesses to anyone else. He further pointed out that the public pays nothing for radio service and therefore is unaffected by the values established for radio stations.

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NBC ADOPTS PLAN TO REDUCE DISTORTION IN TONE

Because of the success of a device reducing the slight tonal distortion caused by transmitting equipment at Stations WJZ and WEA, key stations of NBC's two networks, to one thirtieth of its former level, engineers are to install it in all stations owned and managed by the National Broadcasting Company, O.B. Hanson, NBC Vice-President and Chief Engineer, announced this week.

Listeners in areas served by these stations, said Mr. Hanson, will notice a considerable improvement in reception quality when the work is completed. Installation has also been completed at Station WTAM, Cleveland.

Work on preparing the giant NBC transmitters for incorporation of the new device, called "reverse feedback", began more than a year ago. Following a long period of study of transmitter characteristics, NBC engineers under the direction of Raymond F. Guy, Radio Facilities Engineer, undertook extensive overhauling of the WEA and WJZ transmitters to reduce

transmitter harmonics to their absolute minimum. Equipment was replaced and new circuits were devised before "reverse feedback" was built into the transmitters.

"'Reverse feedback'," said Mr. Hanson, in explaining the device, "is a mouthfilling phrase to describe a comparatively simple idea. The idea is to cancel a plus quantity with a minus quantity. We have applied this to transmitter harmonics.

"These false harmonics are inherent in vacuum tube circuits and radio transmitters. We may, for instance, deliver a perfectly pure tone to the transmitter, but in passing through great amplifying tubes it accumulates some harmonic distortion.

"In using reverse feedback at our two New York City stations, we take a small amount of energy as it leaves the transmitter, but before it goes to the antenna. This energy, of course, carries with it the unwanted harmonics that distort radio signal quality. Then we completely reverse its phase; we turn it upside down, so to speak. Where there was a peak in the original energy wave, we create a corresponding dip. Then we bring this energy around to the point where the program is entering the transmitter and feed it into the circuit. The re-introduced harmonics, being negative in relation to those created in the transmitter equipment, cause almost complete cancellation of the latter.

"It is the combination of this new 'reverse feedback' with extensive overhauling of our transmitters that has reduced this annoying form of distortion to practically zero at the WEAf and WJZ transmitters."

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NETWORK WINS NLRB RULING IN LABOR SKIRMISH

Networks will not be required to bargain collectively with technicians for each local outlet, according to a ruling of the National Labor Relations Board, which refused to recognize the American Radio Telegraphists' Association, a CIO affiliate, as bargaining agency for WABC, CBS outlet in New York.

At the same time the Board held that Associated Broadcast Technicians is a voluntary and not a company union, as contended by CIO.

The action in denying the petition on behalf of employees solely at WABC, was based on the ground that the history of bargaining, technical and functional coherence, and similarity of wages and working conditions through the system made the local unit inappropriate, and that consequently there was no question concerning representation of employees.

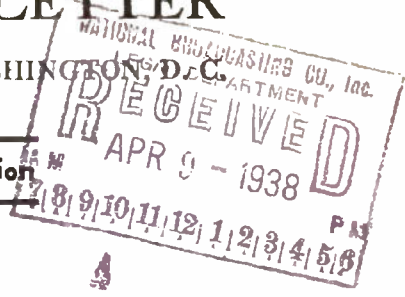
The Board's decision, in part stated: "As is generally true in the communications industry, and in radio broadcasting in particular, the work at the various stations must be perfectly coordinated. To distribute satisfactorily radio programs to an international audience requires instantaneous functional coherence throughout the company's system. Such coherence is made possible by constant intercommunication among the technicians and engineers by direct wires connection the stations."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D.C.



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TWO FCC GROUPS NAMED TO PUSH INVESTIGATIONS

Reverting somewhat to the division system he abolished on taking office, Chairman Frank R. McNinch this week announced that the Federal Communications Commission had set up two committees to supervise authorized FCC inquiries on monopoly and super-power.

Chairman McNinch will serve as ex-officio member of both committees, which are authorized to elect their own chairmen and report their findings and recommendations to the full Commission for action.

The group which will supervise the investigation of chain broadcasting and monopoly in the broadcasting industry, in compliance with the resolution adopted March 18, comprises Commissioners Paul A. Walker, former Chairman of the Telephone Division, Eugene O. Sykes, former Chairman of the Broadcast Division, and Thad H. Brown.

Named to control the super-power hearing, which is scheduled to begin May 16, were Commissioners T.A.M. Craven, George Henry Payne, and Norman S. Case.

The separation of the two inquiries and the setting up of separate committees was done ostensibly because of the accumulation of work before the FCC. However, it has the effect of removing from the monopoly probe two members who clashed with the Chairman at the time the inquiry was authorized.

Commissioner Craven sponsored the first resolution calling for an investigation of monopoly charges, and he was supported by Commissioner Payne. Mr. Craven subsequently voted for the substituted McNinch resolution, but Commissioner Payne opposed it.

The presence of Judge Sykes on the Committee which will investigate chain broadcasting and charges of monopoly will give supporters of the status quo in the industry considerable comfort because of his friendliness toward the networks in the past.

In announcing the appointment of the Committees, Chairman McNinch said:

"The Committees are to make reports to the Commission with recommendations for action by the Commission and will assume active direction over the work of the Commission staff in connection with the matters delegated to them.

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"The Commission deemed it necessary and advisable in order that these matters may be handled more aggressively and effectively, to divide the work among the members of the Commission. Through these committees the staff work which has been under way in connection with these matters for some time may be more effectively coordinated and more expeditiously brought to completion."

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FACSIMILE, TELEVISION PROGRESS CITED BY SARNOFF

While still in the experimental stage, facsimile broadcasting and television are "in the advanced stages of this cultivation period", David Sarnoff, President of the Radio Corporation of America, declared this week in his annual report.

"Various broadcasting stations will shortly commence experimental transmission by facsimile of news bulletins and pictorial material to a limited number of receivers in their local areas", he said. "The RCA Manufacturing Company is now building facsimile transmitters and several hundred receivers which have been ordered by independent broadcasting stations for this purpose. The fundamental technical problems of facsimile have been solved, and the immediate question is largely that of determining useful and self-supporting services for the medium.

"While the technical and economic problems of television are far more complicated, progress towards their solution continues to be made. Television pictures are larger, sharper, and more brilliant than a year ago, due to marked improvements in both transmitting and receiving apparatus. Developments now under way look toward the acceptance by the industry of definite technical standards, which must be established before any public television service is practicable.

"Meanwhile, the NBC is continuing its study and experiments with television programs, both inside and outside the studio. The new NBC mobile television unit, the only apparatus of its kind in the United States, is being tested on outside pickups. This is an all-important field for experiment, since on-the-spot pictures of news events are certain to furnish one of the most useful and popular services of television."

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WLW RENEWAL LINKED WITH SUPER-POWER HEARING

Renewal of the experimental license of Station WLW, Cincinnati, permitting operation on 500,000 watts, has been scheduled for hearing before the Federal Communications Commission along with the applications of 14 clear channel stations for similar power, it was disclosed this week.

WLW's second application for use of 500 KW on a regular non-experimental basis also is on the same docket.

With Commissioner George Henry Payne on the Committee that will conduct the hearing, a lively time may be expected in view of past encounters between Commissioner Payne and Powel Crosley, Jr., owner of WLW.

For several years the Cincinnati station has operated as the most powerful broadcasting station in the United States, and its experimental license has been renewed each six months without hearings or protests. FCC engineers have endorsed the experiment as an invaluable practical test of super-power and have declared as a result that super-power is technically sound.

A year and a half ago, however, Commissioner Payne and Mr. Crosley crossed words at a broadcast hearing before the full Commission. An exchange of acrimonious letters followed as Mr. Crosley refused to furnish statistical data on WLW requested by the Commissioner.

Commissioner Payne got his revenge this year when in the routine of the reorganized FCC, he received the application of WLW for renewal of its experimental license. Instead of granting it as the Commission had done in the past, he set the application for hearing.

The fourteen other applicants for super-power, and their present assignments, who this week were notified formally of the hearing scheduled for May 16th to determine whether the FCC rule limiting clear channel station power to 50 KW should be amended, are:

WHO, Central Broadcasting Co., Des Moines, Iowa, 50 kw, 1000 kc., unlimited time; WJZ, National Broadcasting Co., New York, N. Y., 760 kc., 50 kw., unlimited time; WGN, Chicago Tribune, Chicago, Ill., 720 kc., 50 kw., unlimited time; WHAS, The Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., 820 kc., 50 kw., unlimited time; KFI, Earl C. Anthony, Inc., Los Angeles, Calif., 640 kc., 50 kw., unlimited time; WJR, WJR, The Goodwill Station, Detroit, Mich., 750 kc., 50 kw., unlimited time; WSM, The National Life & Accident Insurance Co., Nashville, Tenn., 650 kc., 50 kw., unlimited time; KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., 980 kc., 50 kw., unlimited time.

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Also, WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., 710 kc., 50 kw., unlimited time; KNX, Western Broadcast Co., Los Angeles, Calif., 1050 kc., 50 kw., unlimited time; WOAI, Southland Industries, Inc., San Antonio, Texas, 1190 kc., 50 kw., unlimited time; WGY, General Electric Co., Schenectady, N. Y., 790 kc., 50 kw., unlimited time; KSL, Radio Service Corp. of Utah, Salt Lake City, Utah, 1130 kc., 50 kw., unlimited time; WSB, Atlanta Journal Company, Atlanta, Ga., 740 kc., 50 kw., unlimited time.

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NETWORKS SET NEW RECORDS IN MARCH SALES

In the face of a business recession, the broadcasting business appears to be booming. Both major networks this week reported that March time sales had set new records.

The National Broadcasting Company announced that advertisers had invested more money in time on its networks in March than in any previous month in the company's history, the total gross billings amounting to \$3,806,831, up 5.3 percent over March, 1937.

The previous high was established in January, 1938, when the total was \$3,793,516. The February figure was \$3,498,053, a record for that 28-day month.

The accumulated NBC billings for the first quarter totalled \$11,098,400, up 6.2 percent over January - March 1937, the highest previous quarter in NBC history.

Gross time sales on the Columbia network for March totalled \$3,055,929, an increase of 19.4% over the same month in 1937 and the first time in the history of broadcasting that a month's revenue on any single network has exceeded \$3,000,000. Cumulative billings for the first quarter of 1938 totaled \$8,628,689, a 19.8% increase over the corresponding period last year and the largest three-month total ever recorded by any network.

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A new broadcasting station at Rice Lake, Wis., to operate on 1210 kc. with 100 watts power, daytime, was authorized by the Federal Communications Commission this week. The applicant is Walter H. McGenty.

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RADIO EXCISE TAX TO CONTINUE ANOTHER YEAR

Despite a diligent campaign by the Radio Manufacturers' Association for repeal of the 5 percent Federal excise tax on radio apparatus, the levy will be continued at least another year. It will expire June 30, 1939, unless renewed.

The Senate Finance Committee this week reported the general revenue bill without taking any action to eliminate the radio tax.

"In addition to the large revenue of over \$6,000,000 annually collected, easily, from the radio tax", Bond Geddes, Executive Vice-President of the RMA explained, "it is evident that Congress is not convinced that radio is a 'necessity' although a vast agency of public communication and in general usage. This is involved in the present consideration in Congress and by the Federal Communications Commission of a new tax on revenue of broadcast stations. Another factor in omission of action on the radio excise tax was that it now furnishes the only radio revenue to the government, while broadcasting enjoys free franchises of public domain airways."

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NO MOVE TO SELL S-W ADVERTISING, SAYS BULLOCK

American short-wave broadcasters are not trying to get the Federal Communications Commission's ban on advertising lifted, despite published reports to the contrary, according to Boyd Bullock, Assistant General Manager of Broadcasting for the General Electric Company.

A report that the proposal had been made during a recent meeting of international station representatives with Dr. John W. Studebaker, U. S. Commissioner of Education, was denied by Mr. Bullock.

"I am sure that no one there wanted to commercialize, that is sell, short-wave advertising", he said.

"The only thought expressed was that the ban placed on the use of the Pan American frequencies deprives Latin American listeners of some of the best programs in the world because it precludes the announcement of even the name of the sponsor.

"I am quite sure that none at the meeting was dissatisfied with the regulations surrounding the international frequencies, other than the so-called Pan American frequencies, but merely felt that the best interests of everyone concerned were served if the same regulations governed all international broadcast frequencies."

The General Electric Company was allocated two of the Pan American frequencies on February 1.

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SALE OF CANADIAN HOLDINGS BY RCA DISCLOSED

The sale of holdings in the Canadian Marconi Company two months ago by the Radio Corporation of America was disclosed by David Sarnoff, President of the Radio Corporation of America, in his annual report to stockholders this week. Disposal of stock in Japanese communications also has been effected, he said.

"This does not mean, however, that we are withdrawing from the foreign field", he said. "We have patent license and engineering service agreements with leading companies in the principal foreign countries and these agreements result in the payment to RCA of substantial royalties and service fees and, in addition, gives us rights in the United States under the patents of such companies."

RCA holdings in Canada were sold for \$1,725,000 cash, with a profit of \$719,000, Mr. Sarnoff said. The buyer was the Cable and Wireless Trust of London.

Mr. Sarnoff gave a detailed analysis of the gross revenues and net income received from the National Broadcasting Company, RCA's most important subsidiary. The National Broadcasting Company had a net profit of \$3,700,000 in 1937, after deductions for all operating expenses and charges, he said. This accounted for approximately 40 percent of RCA's entire net for the year. Gross revenues of NBC last year aggregated \$41,000,000, or about 36 percent of the corporation's entire gross of \$112,639,000.

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DENMARK TO IMPROVE S-W TRANSMISSIONS TO U.S.

Denmark is preparing to improve its short-wave transmissions to the United States, according to a report of the American Commercial Attache at Copenhagen.

"The budget of the Danish Government radio broadcasting monopoly, the 'Statsradiofonien', for its fiscal year beginning April 1, 1938, has been passed with income totaling 6,750,000 kroner and expenditures aggregating 5,310,000 kroner, leaving an estimated surplus of 1,440,000 kroner", he said.

"Plans discussed in connection with the budget included an improvement of the short-wave transmissions. These have so far been made on a wave length of 31.51 meter and have been the object of severe criticism because, among other things, they were difficult to receive by the Danish-Americans in the United States. Allotments have therefore been made to improve the short-wave sendings, including an extension of the short-wave aerial, etc. and to institute experiments with sendings on two new wave lengths, namely 19.78 and 16.90 meters."

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APPLICANT ASKED TOO LITTLE; DENIAL SUGGESTED

Because an applicant asked for too little, an Examiner of the Federal Communications Commission this week recommended that the Commission deny the application.

Reporting on the request of N. B. Egeland, of Fort Dodge, Ia., for a permit to erect a new station for operation on 1500 kc. with 100 watts power, daytime, Examiner Tyler Berry said:

"The applicant proposes a 100-watt daytime station to operate from 7:30 A.M. to 6:00 P.M. in an area where the local social, religious, educational, civic, and agricultural interests are shown to embrace an extensive area. Operating as proposed, the station would not serve all of the area within the city limits of Fort Dodge with a 10 mv/m signal. It would render a 2 mv/m signal to practically all of Webster County and small areas in four adjoining counties. However, this is but a very small part of the area from which the City of Fort Dodge draws its commercial and other activities, and no night service whatever is proposed.

"The granting of this application would, therefore, result in an uneconomical use of the frequency and its utilization, as proposed, would prevent its use for the benefit of an extensive area including the City of Fort Dodge."

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CANADIAN RADIO RECEIVER LICENSE FEE INCREASED

Canadian radio receiver licenses which formerly have been issued at \$2.00 per year will be increased to \$2.50 per year, according to a recent announcement by the Minister of Transport reported to the Department of Commerce by the office of the American Commercial Attache at Ottawa.

It was announced at the same time that the existing regulations which permit a single license to cover more than one radio receiver in a residence or a household receiver and an automobile receiver, will be cancelled.

The action was said to be necessary in order to provide additional revenue to cover the increased expenditure of the Canadian Broadcasting Company.

It was reported that a total of 988,140 private receiving station licenses were issued in Canada during the first eight months of the current fiscal year and is expected that a total of 1,125,000 licenses will be issued during the entire fiscal year.

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: : : TRADE NOTES : : :
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Radio exports last February decreased 32 percent compared with February 1937, but were larger than January, according to the latest report of the U. S. Bureau of Foreign and Domestic Commerce. Total February exports were \$1,621,426, a slight increase over the preceding month, but compared with radio exports of \$2,375,752 in February, 1937.

Francis C. Barton, Jr., has joined the Columbia Broadcasting System to be associated with Leonard Hole, Director of Program Service. Mr. Barton was formerly with N. W. Ayer & Son, Inc., where he was a member of the radio department for seven years, and head of the agency's Albany office since last August.

Examiner George H. Hill this week recommended to the Federal Communications Commission that it deny the application of C. Bruce McConnel, of Indianapolis, Ind., for a construction permit to operate a new station on 1500 kc. and renew the license of WKBV, Richmond, Ind., now on 1500 kc.

The first meeting of the Department of Labor in consideration of minimum wage rates to be established for the radio manufacturing industry under the Walsh-Healey Act has been ordered for 10 o'clock, April 26, at Washington. The first meeting will be an informal conference of the "panel" constituting leading manufacturers and labor representatives invited to serve by the Government and including Bond Geddes, Executive Vice-President of the RMA, which has been cooperating with Government officials in securing proper industry representation.

The National Broadcasting Company's total number of stations will rise to 150 on May 1 when KGKO, Fort Worth-Dallas, and KTOK, Oklahoma City, join the networks as part of a new Southwestern Group available to either the Blue or Red network. KGKO, owned by the Wichita Falls Broadcasting Co., at present is located at Wichita Falls, Tex., but is being moved to midway between Fort Worth and Dallas, where it will operate full time on 570 kc., with 5,000 watts daytime power and 1,000 watts at night. KTOK is owned by the Oklahoma Broadcasting Co., Inc., and operates full time on a frequency of 1370 kc. with 100 watts.

Nominations for the second annual William S. Paley Amateur Radio Award, presented "to that individual who, through amateur radio, in the opinion of an impartial Board of Awards, has contributed most usefully to the American people, either in research, technical development or operating achievement",

4/8/38

were sent out this week to the members of the Board of Awards. The decision of the judges is expected to be received during the latter part of this month, and the trophy will then be awarded by Mr. Paley, President of the Columbia Broadcasting System, to the selected recipient early in May.

Important projects for the entire radio industry will be considered at a meeting called of the RMA Board of Directors on Thursday, April 21, at the Hotel Roosevelt, New York City. Included will be plans for general industry promotion, including sales stimulus, and also development of industry statistics by the RMA. The projects were outlined tentatively at a meeting March 31 in New York of RMA Directors engaged in receiving set manufacturing, presided over by President Leslie Muter of the Association. The RMA Board also will complete the program for the Fourteenth Annual Convention of the Association at the Stevens Hotel in Chicago, June 7-8, coincident with the National Radio Parts Show.

The Columbia Broadcasting System, Inc., announces the following changes in personnel: W. A. Schudt, Jr., who has been manager of Station WBT, Charlotte, N.C., will become Manager of Station WKRC in Cincinnati; Lincoln Dellar, of the Station Relations Department, will become Manager of Station WBT; John McCormick will move from Cincinnati to Minneapolis, where he will become Assistant to Earl Gammons, General Manager of Station WCCO.

A bust of Guglielmo Marconi was presented last Sunday night to David Sarnoff, President of the RCA, by the Italian Professional Women of America. Maria Lo Pinto, President of the organization, who presented the bust, explained that it was only a preliminary effigy. A final plaque would be made, she said, to be placed in the RCA Building of Rockefeller Center.

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STATE STATION BALKED IN MOVE TO EXPAND SERVICE

An unfavorable Examiner's report this week stood in the way of a move by Wisconsin's State station, WLBL, Stevens Point, to broaden its service to farmers of the State by adding night broadcasts. Examiner Robert L. Irwin said the expansion would cause interference with privately-owned stations.

Operated by the Department of Agriculture and Markets, WLBL broadcasts market and weather reports to farmers of the State throughout the day. The night service was intended for dairy farmers, who could not tune in in the daytime.

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PRINTING OF TELEPHONE REPORT ASKED BY WHEELER

A resolution authorizing the printing of the proposed report of the Federal Communications Commission, as written by Paul A. Walker, on the telephone inquiry, be printed as Senate document was introduced in the Senate this week by Chairman Wheeler, of the Committee on Interstate Commerce. The resolution was referred to the Committee on Printing for recommendation.

Senator Bone (D.), of Washington, in commenting on the resolution on the Senate floor, said:

"This report is one of the most elaborate and comprehensive reports prepared by any of the agencies of the Government in many years. It has cost \$1,500,000, and some 300 employees and experts were utilized in gathering this valuable compendium of information. The Commission has not acted on the report, which was merely presented to it by Commissioner Walker, with the request that it be transmitted to Congress for such action as might be deemed in the public interest.

"Mr. President, all of us will have many requests for this report. Whether or not we agree with the conclusions of Commissioner Walker is beside the point. Every Member of the Senate and every Member of the House will be asked for copies of this very comprehensive report; and, unless it be printed, most Members of Congress will never have an opportunity to see it, because only a few mimeograph copies of it are available. I think it is in the public interest that the report be printed; and had not my colleague, the Senator from Montana (Mr. Wheeler), requested authority to have it printed, I myself should have done so.

"I sincerely hope the Committee on Printing, to which the resolution has been referred, will see fit to report back the resolution with the recommendation that it be adopted by the Senate."

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DAMROSCH REPRIMANDED BY MUSICIANS UNION

Dr. Walter Damrosch, of radio and theater fame, was reprimanded by his own union, the American Federation of Musicians, this week in New York. The action was taken by the Executive Board of Local 803 "for conduct injurious to" the Union as a result of several speeches made by Dr. Damrosch in which he said some members of the Union are incompetent and that the Union is causing unemployment by insisting on high wage scales.

In adopting the decision the Executive Committee said it had found Dr. Damrosch "guilty as charged" but did not expel him from the Union. The reprimand admonished him that "a repetition of the offense will be more severely dealt with."

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EUROPE INTERESTED IN U.S. S-W BROADCASTS

Rapidly growing interest in American short-wave news broadcasts throughout Europe and the Eastern Hemisphere was reported by E. K. Cohan, Director of General Engineering for the Columbia Broadcasting System, as he returned to America after attending the International Telecommunications Conferences at Cairo, Egypt, during February and March, and then making an extended tour of Europe.

Europeans are discovering, Mr. Cohan declared, that American short-wave news broadcasts are a medium whereby they can get world news uncensored and unflavored by nationalistic propaganda as it is in most of the foreign broadcasts and in the foreign press.

"When I left for Cairo", he said, "I had only the vaguest hope that I would be able to find someone in Egypt who listened to Columbia's international short-wave station, W2XE.

"But, as it turned out, I had a real job to find someone who wasn't a constant listener to it, both in Cairo and throughout Europe, wherever I traveled after the conferences."

Mr. Cohan attended the Telecommunications Conference as an American representative and he had high words of praise for the work done there by the official American delegation, headed by Senator Wallace White, of Maine.

After the conferences in Egypt, Mr. Cohan visited broadcasting centers in Italy, Germany, Holland, Belgium, France and England.

While all the continental powers are spending large amounts on radio development, particularly on short-wave operations, he said, he yet believed that American radio's technical standards in every instance were as high and, in many instances, much higher than those of European nations.

Mr. Cohan declared that he was somewhat disappointed in the public response to television in England, the country which admittedly is in advance of other nations in that field. While the BBC engineers were making highly satisfactory advances, he said, the public seemed to be just curious rather than evincing a real program interest in television.

"It wasn't possible to get actual figures on the number of home sets in operation", he added, "and the estimates ranged from 3,000 to 10,000. I believe the lower figure is probably the more accurate."

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April 12, 1938.

McNINCH HEADS PROBE AS HOUSE HEARS NEW BLAST

The authorized investigation by the Federal Communications Commission into chain broadcasting and charges of monopoly within the radio industry will be conducted under the thumb of Chairman Frank R. McNinch, it became apparent this week, when the Special Committee elected him Chairman.

While designated originally as only an ex-officio member of the Committee, Chairman McNinch was chosen to head the same by Commissioners Eugene O. Sykes, Thad H. Brown, and Paul A. Walker. Commissioner Brown was elected Vice-Chairman at the same time.

The date of the inquiry was still indefinite, but it became more apparent that the Commission has no intention of opening hearings until after Congress adjourns.

"The Committee directed the staff to report at the earliest possible date a list of all contracts relative to chain broadcasting", a FCC statement said, "now on file with the Commission, together with an analysis or brief summary of the terms of such contracts."

Coincident with the FCC announcement, Representative Connery (D.), of Massachusetts, blasted the Commission and the House Rules Committee for blocking a Congressional inquiry as proposed originally by his late brother.

After inserting in the Record, letters and newspaper clippings in which Chairman O'Connor, of the Rules Committee, was quoted as saying he would push the Congressional inquiry, Representative Connery said:

"Congress has had presented to it ample evidence of the deplorable conditions prevailing in the Federal Communications Commission. The facts concerning the monopolistic control of radio broadcasting on the part of a privileged few, residing in New York City, who control, through ownership and lease, the more important and powerful stations, and through network affiliations those radio stations using more than 90 percent of the power used at night for the broadcasting of radio programs, have been presented to this House. The absolute refusal of the Commission to bar from the radio those programs which were not only sensuous and blood curdling, but, actually obscene, indecent, and profane, has been defended on the basis that the Congress has denied to the Commission the right to censor programs.

Incidentally these programs which I have reference to were so much more objectionable than the program recently broadcast by Mae West that there is really no comparison.

"However, the Congress has specifically provided that radio franchises shall be issued only when public interest, convenience, or necessity will be served, and surely radio stations broadcasting obscene, indecent, or profane programs into decent self-respecting American homes are not serving either public interest, convenience, or necessity.

"Two years ago my late brother, Congressman William P. Connery, Jr., demonstrated that those whom the Federal Communications Commission had licensed to operate radio broadcasting stations had little respect for the decencies which should prevail when they, one might well say, protected the principal part of the radio monopoly, the National Broadcasting Co., from punishment for broadcasting into American homes programs which were indecent and profane.

"Later, other similar programs were called to the attention of the Commission, but no action was or apparently could be taken. The question arises, Are the majority of the Federal Communications Commission, in reality, free agents? Some of the programs were so obscene, profane, or indecent that the Post Office Department officially ruled that they were not mailable.

"Hearings of the House Appropriations Committee show that the Federal Communications Commission has sat silently by while a privileged few, through their ability and their willingness to dispense large sums of money, have gobbled up control through ownership or lease or network affiliations of all the clear channel stations, almost all of the regional stations, and a large number of even the 100-watt stations.

"There are but a few radio stations licensed to operate at night with power in excess of 1,000 watts which are wholly free agents and which can actually serve public interest, convenience, or necessity, because of the domination or control, in many instances resting in the hands of persons residing hundreds, yes, thousands of miles away. Naturally, those who are not conversant with or have no interest in the affairs of any particular community cannot serve public interest, convenience, or necessity.

"Those Members of the House who have looked into this question of radio monopoly and indecent radio programs read with pleasure the well-publicized address of Chairman McNinch, some months ago, wherein he stated that he would have the Commission investigate radio monopoly and chain broadcasting. However, it would appear that the influence of the radio monopolists, who probably realized what such an investigation would mean, soon brought about a change of heart on the part of Chairman McNinch.

"Two months after Chairman McNinch had publicly stated he would instigate this investigation, during which time he had taken no action, we find the Chairman reported in the Washington Herald as voting against a resolution, presented by Commissioner Craven and seconded by Commissioner Payne, calling for the appointment by the Commission of a committee to investigate monopolistic conditions in radio and chain broadcasting. Chairman McNinch attempted to have the Craven resolution set aside in favor of an investigation by a few Department employees. However, when a majority of the Commission refused to table the Craven resolution to investigate the radio monopoly, those who opposed the investigation, under the leadership of Commissioner Case, succeeded in delaying action for a few days. At the next meeting we find Chairman McNinch presenting a substitute for the Craven resolution which provides for a committee of the Commission, to be appointed by Chairman McNinch, to investigate radio monopoly.

"The honesty of purpose of this investigation, voted by the Commission, can well be judged by considering the background and the interest of those members of the Commission whom Chairman McNinch appointed to conduct this investigation.

"We find that Chairman McNinch has appointed as a committee to investigate radio monopoly and chain broadcasting the two members, who, more than all other members combined, made radio monopoly a reality, and who have at all times refused on one pretext or another to penalize those radio stations which have broadcast indecent, profane, or otherwise objectionable programs. He turned over control of this so-called investigation to the only two members of the Commission whom President Roosevelt inherited from the administrations of Coolidge and Hoover, namely Commissioners Sykes and Brown.

"This deliberate attempt to hoodwink the Congress and to whitewash the actions of those, who, through their control of money have created this radio monopoly, those who have trafficked in and been enriched through the granting, sale, and purchase of radio franchises, which property the Congress specifically reserved to the American people, is apparently made with the pious belief that such a Commission investigation will forestall a constructive and factual investigation on the part of the Congress itself.

"Such investigation, or possibly whitewash, by the Commission itself is apparently resented by those members of the Commission who, honestly minded and with nothing to hide or to have whitewashed, are not fearful of or afraid of a Congressional inquiry. This present minority, at least, is willing to have the Commission declare itself whether or not it fears an investigation on the part of either branch of Congress."

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CASE HEADS SUPER-POWER COMMITTEE

The sub-committee of the Federal Communications Commission to investigate super-power has elected Commissioner Norman S. Case as Chairman of the committee and Commissioner T.A.M. Craven as Vice-Chairman. Commissioner George Henry Payne is the third member of the sub-committee. The hearings will begin on May 16th.

Commissioner Case was formerly a member of the FCC Broadcast Division, abolished by Chairman Frank R. McNinch last Fall. Chairman McNinch will serve as ex officio member of the super-power investigating committee.

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CONGRESSMEN'S RADIO SPEECHES ADD TO CAPITOL WORK

The frequency with which members of Congress go on the air is adding to the work of legislative employees in the U. S. Capitol and to the costs of the Federal Government, it was disclosed this week.

Joseph Sinott, House doorkeeper, told a sub-committee of the House Appropriations Committee, that most members who speak over the radio have copies of their speeches printed and mailed home to their constituents in case they didn't tune in.

This adds to the work of the folding room, Mr. Sinott said, where the speeches are prepared for mailing.

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RADIO REPRESENTED AT GRIDIRON CLUB DINNER

Prominent persons in the broadcasting and radio industry were guests at the semi-annual Gridiron Club dinner Saturday night in Washington. Among those present were the following:

Thad H. Brown, Federal Communications Commissioner; Gene Buck, President, American Society of Composers; Louis G. Caldwell, radio counsel; John W. Guider, radio counsel; Alfred J. McCosker, President, WOR Broadcasting Co.; E. F. McDonald, Jr., President, Zenith Radio Corporation; Frank Russell, Washington, Vice-President, National Broadcasting Company; Kurt G. Sell, German Broadcasting Co.

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MACKAY LOSES APPEAL IN FIGHT WITH RCA

The Mackay Radio & Telegraph Company this week lost another round with the Federal Communications Commission and the Radio Corporation of America in its attempt to establish radio communication connections with foreign points now served by R.C.A. Communications, Inc.

The United States Court of Appeals of the District of Columbia on Monday upheld an FCC order refusing Mackay a license to maintain service with Oslo, Norway.

The court held that there is nothing in the Communications Act which requires the FCC to insist upon competition in the radio communications field and that the FCC order was therefore not arbitrary.

The opinion also pointed out that radio traffic between the United States and Norway is small.

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PAYNE TURNED DOWN ON MONOPOLY RESOLUTION

Commissioner George Henry Payne, who was the only member of the Federal Communications Commission who voted against the McNinch resolution for an investigation of chain broadcasting and monopoly charges, last week was blocked in a move to inform Congress that the Commission would welcome a Congressional inquiry of the FCC and the industry.

Commissioner Payne, who supported Commdr. T.A.M. Craven in his original resolution proposing a monopoly probe, had Commissioner Craven's support in return. All other members of the Commission, however, voted to postpone action, temporarily tabling the resolution, which read as follows:

"Whereas there have appeared in print representations that this Commission or members thereof are opposed to an investigation by Congress; and

"Whereas the members of this Commission neither fear an investigation nor wish to see it blocked; and

"Whereas the recent proposal of the Commission to conduct an investigation of its own has been criticized as an effort to forestall Congressional inquiry and as an attempt to investigate itself; Therefore be it

"Resolved, That the Chairman of the Rules Committee of the House of Representatives be notified that this Commission is not only not opposed to such a Congressional inquiry, but welcomes it both as to the entire subject of communications and the Commission itself."

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LONGER LICENSES FAVORED BY PUBLISHERS' ORGAN

Endorsement of the plea of William S. Paley, President of the Columbia Broadcasting System, for longer broadcasting licenses than six months was given last week by Editor & Publisher in the following editorial:

"The essential delicacy of the position of American broadcasting can be sensed from the annual report this week of William S. Paley, President of the Columbia Broadcasting System. He points out that the present American system of regulating radio is an outgrowth of the necessity of policing against interference of broadcasts, and plainly implies a belief and a hope that the present system is not the last word.

"Also engaging his attention is the potential menace of censorship, for which he urged wider public interest. It is linked with the licensing system, tightly under present rules, and we agree with the CBS head that it need not be and probably should not be.

"The present short-term licenses are a formidable barrier to comfortable operation of radio stations as newspaper adjuncts. There is always the peril that a politically-minded Commission can make the renewal of a newspaper-owned radio license conditional upon 'good behavior' of the editorial owner, and while we know of no such black-jacking to date, its possibility is always present.

"There may be sound reasons why long-term licenses cannot be granted, removing them definitely from the political arena, and making them revocable if the Commission can establish in open court that the licensee is not adhering to the conditions upon which short-term licenses are now held. If there are such reasons, we have not heard them. The fondness of Congress and the executive for short-term licenses can probably be traced to the belief that radio stations with a sword hanging continually overhead will not be likely to offend the politicians in the fashion made familiar by untrammelled newspapers."

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The New Zealand Government, Post and Telegraph Department, will purchase radio short-wave transmitters, direction finders and short-wave receivers, the U. S. Commerce Department reports.

"Specifications have been received for radio equipment on which quotations are desired delivered at Wellington", the report states. "Quotations will be received to noon May 10, 1938, Interested firms may receive a copy of the specifications by writing to the Electrical Division, Bureau of Foreign and Domestic Commerce, Washington, Department of Commerce, or through any of the District Offices."

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4/12/38

TELEVISION-TELEPHONE SERVICE INAUGURATED IN GERMANY

A new telephone-television cable which permits simultaneously transmission of television conversation and 30 ordinary long distance telephone conversations has been added to the service between Leipzig and Berlin, according to a report by the American Consulate at Leipzig made public by the Department of Commerce.

It is claimed that this development is only in its primary stage and that the system can be ultimately extended to permit 200 simultaneous long distance telephone conversations, the report stated.

The new innovation was achieved by the joint cooperation of the German Reichs-Post and a Berlin firm which specializes in this field.

Many visitors at the Leipzig Spring Fair, which was recently concluded, are reported to have used the service.

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RADIO BIBLIOGRAPHY ISSUED BY COMMERCE DEPARTMENT

A comprehensive bibliography of radio publications, covering sixty-four pages, was issued this week by the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce.

Books and periodicals included are those that:

1. Are solely devoted to a strictly radio subject, or as much to radio as to any other subject. Non-radio developments arising from radio research are not considered suitable for listing.
2. Have been published or revised since 1933, with exception of any previously published that have not been rendered obsolete by later publications from any source.
3. Are published in the English language, and
4. Constitute a standard reference, text, or reading instructive as to radio subjects, including history.

Shall I get a copy? DC

Yes.

Yes - L and see route around

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BBC GETS BIGGER FEE SHARE FOR EXPANSIONS

The British Broadcasting Corporation will get a larger share of the radio set license fees this year than heretofore to pay for expansions of its short-wave and television services, according to a report of the American Commercial Attache at London.

About a third of the revenue heretofore allocated to the British Treasury will be allocated to the BBC this year, the report states.

"On a basis of the past year's income", the report explains, "this will amount to a sum of something more than £360,000 and presumably, the reason the Government has been so willing to release this sum from the Treasury to the broadcasting operations is because of the foreign language broadcasts newly undertaken and the planned expansion for television transmissions. Both of these activities are considered as a legitimate charge, or at least warranting financial support on the part of the Government.

"More current developments with regard to the BBC not covered in the annual report for 1937 include further foreign language broadcast services. The programs in Arabic were started before the end of the year and comment concerning these has been reported previously. It is now definitely announced that a broadcast service of news bulletins in Spanish and Portuguese, specially designed for listeners in Central and South America will be broadcast daily on two short wave transmitters, beginning in mid-March.

"There is also the question of BBC difficulties with the Musician's Union, based upon a demand by the musicians for higher remuneration for broadcasting services. This difficulty is not completely settled as yet.

"A further announcement concerns the erection of a new headquarters for Northern Ireland at Belfast, which will be started soon and will consist of a rather large six-story building near the business center of the city, with all necessary facilities for the various radio services.

"Another current activity of the BBC is the opening of a travelling exhibition, which is designed to demonstrate to the public the actual operation of radio broadcasting. During the coming Spring and Summer, this will be used at Glasgow Empire Exhibition and thereafter, it will be sent to other parts of the country where active interest is displayed."

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COSTA RICAN S-W STATION MARKS TENTH ANNIVERSARY

Claiming rivalry with the United States, England, and Holland in pioneering work in short-wave broadcasting, Costa Rica is preparing for the forthcoming tenth anniversary on May 4 of Station T14-NRH, "The Voice of Costa Rica", at Heredia.

The Chicago Short Wave Radio Club, in publicizing the anniversary, observes:

"When the British Broadcasting Corporation was transmitting experimentally on short waves nearly ten years ago over their experimental short-wave station G5SW at Chelmsford, near London, England - when the Philips Radio Laboratories at Eindhoven, Holland, were doing the same thing over Stations PCJJ and PHI when the Westinghouse Electric and Manufacturing Company at Pittsburgh, Pennsylvania, was conducting experimental transmissions over W8XK and when the General Electric Company made occasional tests with their Station W2XAF at Schenectady, New York - a radio wizard, 'The Marconi of Costa Rica' - not a company or a large organization with unlimited resources at their disposal, but one single man - was establishing his country on the same level of radio with England, Holland, and the United States of America, pioneering the short-waves along with organizations of international fame in what was then the almost unknown city of Heredia.

"'A prophet is not without honor save in his own country.' But in the case of Amando Cespedes Marin of Heredia, Costa Rica, 'a prophet is not without honor.' In his own country, Sr. Cespedes has been royally honored but his accomplishments are even better known and appreciated in the outside world."

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The French War Minister and the Air Minister have submitted to the Chamber of Deputies a project of law with a view to increasing the well-being of the French Army, and tending to develop cooperative regimental organizations of recreation, the U. S. Commercial Attache at Paris reports. Such cooperative organizations will include amusement halls to be satisfactorily provided with phonographs, pianos, and particularly, with radio sets. This arrangement, of course, will probably mean an increase in radio sales.

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NEW KNX TRANSMITTER TO BE PLACED IN OPERATION SOON

A new 50,000 watt transmitter, which is being constructed at Torrance, Cal., at a cost of more than a quarter of a million dollars, in conjunction with Columbia's new KNX Hollywood studios, will be in operation by late Summer or early Fall, according to A. B. Chamberlain, Columbia's Chief Engineer.

The transmitter project will include an antenna system consisting of a 490-foot uniform cross-section guyed vertical steel mast and a ground system of more than 120,000 feet of copper wire. A circular transmitter building to house the equipment will be built in modern design and so arranged that most of the operation will be visible to the public.

"The site, which is approximately fifteen miles southwest of Hollywood, was selected after months of search and is ideal for transmitting purposes", said Chamberlain, "not only from the point of view of the conductivity of the soil on which it stands, but also because of its position in regard to the populous areas of Southern California. Owing to the peculiar topography of the coast line near which it is situated, it will be possible to transmit to southernmost California chiefly over salt water, which is ideal for sending purposes.

"The combination of antennae and ground system, and the inclusion of all desirable features of transmitter design known to the art, including negative feed-back which reduces harmonic distortion and carrier hum to a minimum, will make the transmitter project one of the most efficient in the country."

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The East Ham District Society requests American radio catalogs to be sent for their library in care of Racio 2C3Q, 62 Bedford Road, Walthamstow E17, London, England. They inquire whether any U.S.A. Manufacturers of communication receivers, also tube manufacturers, could arrange for London representatives to give demonstrations of equipment for next season as these dates must be booked in advance.

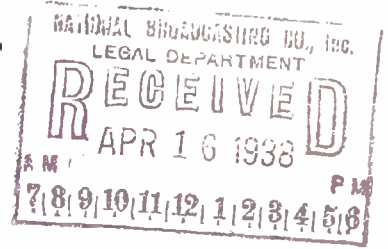
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J. Hall

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J. Hall

FCC ACTION AND EXCESS VALUES HIT BY EXAMINER

The Federal Communications Commission came in for implied criticism and "trafficking in licenses" for a direct attack this week in an otherwise unimportant report by Examiner P. W. Seward on an application for authority to sell a station.

The applicant, J. Laurence Martin, sought to sell Station KRAQ, Sante Fe, New Mexico, to I. E. Lambert for \$14,000 or \$1,000 less than he paid for the station two years ago. The Examiner held that the inclusion of \$5,500 as "going concern value" was improper and could not be sanctioned by the FCC without violating Section 301 of the Communications Act.

Yet the Examiner noted that the Commission had approved the previous sale of the station for \$15,000 without holding a hearing and the present owner insisted that he paid \$5,000 for going concern value when he bought the radio outlet. The original cost of all equipment is \$6,594.28, which Examiner Seward said "is considered the going value of this station in successful operation."

Citing the language of the Communications Act and various court decisions supporting his opinion, Examiner Seward said:

"It would be a direct violation of the law to allow - in addition to the value of the properties as a business in operation - 'going concern value' as a separate item to be read into a balance sheet in an attempt to enhance the sale value of the station. To do so would permit the licensee to sell his right to use the frequency assigned by the license, or receive money for divesting himself of the license.

"The Congress established this Commission as a governmental agency to administer the Communications Act and to enforce provisions thereof. Whenever a licensee attempts to sell his radio station and transfer the license held by him for any amount of money in excess of the value of his station as a going concern, it appears necessary, under the Act, for this Commission to ascertain for what purpose this excess is being paid, and if it appears that such excess is being paid because the licensee is transferring his license to the purchaser of his station, or for any other purpose in violation of the Act, it becomes the duty of this Commission to prohibit such by refusing to give its consent in writing to the transfer.

"It is elementary that a business man does not ordinarily pay any amount of money unless he receives something in return therefor, and if the original cost and present value of the radio station here involved, exclusive of the item of \$5,000 claimed as additional going concern value, is but \$7,194.28, then for what purpose is the additional \$6,805.72 being paid, if it be not as consideration for the transfer of the license from the Assignor to the Assignee. It appears futile to argue that this sum of money is being paid for any other purpose than the transfer of the license, which amounts to a trading and trafficking in radio frequencies, which is prohibited by the law.

"The fact that this Commission approved the sale of this station at some time in the past for \$15,000 is not controlling or even persuasive as fixing the value of the station or that this application should be granted, as each must be determined upon the facts adduced in connection therewith."

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NBC HIT IN HOUSE FOR SAITO "PANAY" BROADCAST

An exchange of correspondence between Representative Phillips (D.), of Connecticut, and Frank M. Russell, Vice-President of the National Broadcasting Company in Washington, relative to the broadcast of a talk on the "Panay" bombing by Japanese Ambassador Saito, was inserted in the Congressional Record April 13th by Congressman Phillips.

"Mr. Speaker, this correspondence calls attention to a very serious situation", Representative Phillips said. "Shortly after the sinking of the 'Panay' the Japanese Ambassador addressed the people of the United States over the radio appealing, as it were, to the people of the United States over the heads, so to speak, of the President and the Secretary of State, and without that radio system getting in contact with either the President or the Secretary of State and getting permission for such broadcast.

"I think this is an outrageous situation which certainly would not be allowed in any European country, as affecting the Department of State there and one that I do not think should be allowed here. I believe you will agree that any radio station before permitting a foreign ambassador to address the people of the United States over the heads, as it were, of the Secretary of State and the President, should first have permission so to do from those high officials of the United States. I call the attention of the Members of the House to this correspondence of mine with an official of the National Broadcasting Co., bringing out these facts, which I think you will agree are reprehensible."

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FCC APPROVES ROOSEVELT DEAL AT LARGE PROFIT

The Federal Communications Commission this week approved the purchase of Station KFJZ, Fort Worth, Texas, by Mrs. Ruth Googins Roosevelt, wife of Elliott Roosevelt, second son of the President, and Manager of Hearst Radio, Inc., for \$57,000.

While the FCC in its statement of facts and grounds for decision does not set forth clearly what it considers the present value of the station, its figures on investments indicate that Mrs. Roosevelt is paying a substantial amount for goodwill or "going concern value" despite the provisions of the Communications Act.

The balance sheet of the Forth Worth Broadcasters, Inc., former owner of the station, as of May 31, 1937, just before the Roosevelt offer was made, showed total assets of \$46,845.49 and total liabilities of \$12,863.69, the report states.

Among the assets listed is \$8,623.03 as money invested by R. S. Bishop, President and Treasurer, "in building the station from a new to a going concern" and \$13,397.60 "representing the estimated value of contracts which have been procured for the sale of time."

Bishop paid \$31,500 for his stock in 1932 and since paid an additional \$11,761 into the corporation's operating capital.

An inventory of the station property shows that the studio and technical equipment originally cost a total of \$12,219.86, has a total depreciated value of \$8,263.03 and a total replacement value of \$11,480.01. All of the property owned by the licensee corporation, including technical equipment, furniture and fixtures, real estate and buildings, originally cost a total of \$18,779.21, has a total depreciated value of \$12,676.38 and a total replacement value of \$18,730.01.

Pursuant to the granting of this application, Mrs. Roosevelt will own 313 shares of the stock, Mr. Roosevelt one share, and Mr. Harry Hutchinson one share. Mr. Roosevelt will be the President and Secretary-Treasurer of the corporation, and Mrs. Roosevelt will be the Vice-President. All of the proposed officers and stockholders are citizens of the United States.

Mrs. Roosevelt has assets in excess of \$89,500, the FCC found, consisting of real estate, including a 1,500 acre ranch, live stock and other assets including cash. Mr. Roosevelt's annual income is in excess of \$20,000 and one-half of this sum is available for the operation of the station. If

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necessary, his entire income will be made available for this purpose. Over a 3-year period Mrs. Roosevelt, the proposed transferee, is prepared to invest the sum of \$60,000, if necessary to insure the successful operation of the station.

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NAB BOARD TO CONSIDER REPORTS ON APRIL 30

The Board of Directors of the National Association of Broadcasters will decide on April 30 whether to go forward at once with plans for setting up an elaborate organization of administration or to postpone the expansion until the hiring of a permanent paid president.

Mark F. Ethridge, Acting President of the NAB, has called the meeting to hear reports of special committees set up the latter part of March. The Executive Committee will meet on April 29th and be prepared to make recommendations to the Board.

Under the original reorganization plan, the NAB would have Directors of Labor, Relations, Research, Engineering, Public Relations, Law and Education, as well as a permanent paid Secretary-Treasurer. The budget, including the President's salary, would run around \$250,000 a year.

It is understood, however, some members of the Executive Committee believe that the NAB should move slowly and not establish a large headquarters staff until after the permanent president is chosen.

The Legislative Committee met at NAB headquarters on Saturday, April 9, to consider a number of legislative matters now pending in the Congress and the State Legislatures. The Committee formulated plans for presenting the views of the Association at the hearing to be held shortly on the Chavez-McAdoo bill by the subcommittee headed by Senator Bone of Washington. The Chavez-McAdoo bill provides for the establishment of a Government broadcasting station in California. The Committee also considered the Duffy Copyright Bill and decided to press for action upon the measure during the present session of Congress.

A meeting of the subcommittee of the Committee of Independent Non-network Broadcasters was held at NAB headquarters on Monday, April 11th, to study data received from stations interested in the negotiations with the American Federation of Musicians.

The NAB has accepted an invitation of the Radio Manufacturers' Association to meet with a special committee to discuss plans for closer cooperation between these two radio organizations. The committee will meet at New York on April 19th.

"Every effort is being made to speed up the establishment of essential services in the headquarters office and all Committees are taking an active part in the Association's affairs", a NAB statement said. "The membership is growing daily and the Association is now assured of having adequate revenue to commence putting into effect the reorganization proposals adopted at the February meeting."

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PAYNE BLASTS COLLEAGUES AS RESOLUTION LOSES

Commissioner George Henry Payne this week issued a broadside against his colleagues on the Federal Communications Commission, and particularly Paul A. Walker, after the FCC had rejected his resolution inviting a Congressional inquiry by a vote of 5 to 2.

The resolution (the text of which was carried in the previous news letter) proposed that the Commission notify the House Rules Committee that it would welcome an inquiry as urged in pending resolutions.

Only Commissioner T.A.M. Craven voted with Commissioner Payne, Chairman Frank R. McNinch and Commissioners Eugene O. Sykes, Thad H. Brown, Norman Case, and Walker voting in the negative.

Following the meeting both Commissioners Walker and Payne issued statements to the press explaining their points of view.

Commissioner Payne suggested that a rumored "leak" in the Walker report on the FCC telephone investigation was responsible for the February-March stock market slump and expressed surprise that Commissioner Walker would not want the matter investigated by Congress. He further charged that some members of the Commission are actively opposing a Congressional inquiry of radio and the FCC.

"Whether an investigation of a governmental agency created by Congress should be made, is wholly a matter for the judgment of the Congress itself", Commissioner Walker said in a formal statement. "This Commission should neither advocate nor oppose such investigation. If at any time the Congress should see fit to enter upon an investigation in which this Commission may be concerned or by which it may be affected, this Commission

should expect to offer every facility at its command in assisting in the active prosecution of such an investigation and in making immediately available all the facts pertaining thereto."

Chairman Walker's statement was concurred in by Chairman McNinch and Commissioners Sykes, Brown and Case.

Commissioner Payne's statement followed that of Mr. Walker's. He declared that "I am particularly amazed at Commissioner Walker's attitude in view of the fact that he formally called the attention of the Commission to a leak in the A. T. & T. investigation report.

Commissioner Walker's memorandum is understood to have been delivered to the Commission about March 21st. The A. T. & T. report was confidentially given each Commissioner in February.

"This leak, it would seem", Commissioner Payne continued, "was in part responsible for the fact that the A. T. & T. securities led the stock market downward during February and March, assisting in producing a crash that brought suffering to thousands and constituting a most disgraceful incident in the history of stock manipulation."

Commissioner Payne asserted that "I have been informed that during this period one block of 7,000 shares of A. T. & T. stock was offered at a half-point below the market. Under these circumstances, it appears to me that Commissioner Walker should have issued not an excuse for voting against the resolution, but a demand of Congress that there should be such an investigation."

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NEWSPAPER GIVEN FREQUENCY IN RIVAL APPLICATIONS

Continuing its new policy of friendliness toward newspaper applicants, the Federal Communications Commission this week granted the application of the Sharon Herald Broadcasting Co., Sharon, Pa., for a construction permit to operate on 780 kc. with 250 watts power daytime.

Simultaneously the FCC rejected the application of Allen T. Simmons, of Akron, O., for the same facilities.

The Commission said that the erection of the station in Ohio would cause interference with Stations WJR and WBBM. It stated, however, that "a need for local broadcast service exists in both communities but the need is greater at Sharon, Pa., than in Mansfield, O."

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CUT-RATE STATION PROPOSAL BLOCKED BY COMMISSION

The proposal of an applicant to offer cut rates for radio advertisers who have found the rates of two existing stations in San Diego, Calif., high was rejected by the Federal Communications Commission this week.

Denying the application of the Pacific Acceptance Corporation to erect a new broadcasting station at San Diego for operation daytime only on 1200 kc. with 100 watts power, the Commission ruled:

"While the two regional stations now licensed to operate in San Diego are affiliated with chains, those stations now devote a considerable portion of their time to programs of local character and it is not shown that these facilities are not capable of rendering, or are not actually rendering, an adequate local service. The low rates that the applicant intends to effect would quite probably afford a radio-advertising outlet to commercial organizations that have found the higher rates of the two existing stations uneconomical. Where the existing facilities are adequate to meet the need for local program service, the mere desire of commercial organizations for a low rate transmitting service for radio-advertising does not by itself justify the granting of additional facilities."

The applicant proposed to sell program time to commercial advertisers at about \$8 per hour and announcements of 75 to 100 words at \$1 per announcement. The rate for program time is about one-third of the lowest rates fixed by KGB and KFSD in the rate schedules of those stations that were submitted in evidence. The applicant's proposed rate for 100-word announcements is about two-thirds of the lowest rates fixed by KGB, and less than one-half of the lowest rates fixed by KFSD.

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The Federal Communications Commission this week set for oral argument on April 28th at 10 A.M., the motions of The Western Union Telegraph Company and R.C.A.C., Inc., praying for permanent suspension of part (2) of the order of the Commission, Telegraph Division, of June 14, 1937, or for a reopening of the matter for further evidence, and the opposition of the Cable and Radio Users' Protective Committee to said motions. The Commission directed that said part (2) of the said order of the Commission, Telegraph Division, of June 14, 1937, be further suspended for a period of sixty days from May 12, 1938, (July 11, 1938).

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"TELEVISION TODAY" AS SEEN BY THE BRITISH

The British public has become "television conscious" and the television service of the British Broadcasting Corporation now offers "something for everybody", according to a resume of "Television Today" in the BBC's 1938 handbook just issued.

"What does the BBC television offer today?" asks the handbook, and then proceeds with the answer:

"The aim is 'something for everybody'. Approximately two and a half hours of 'live' material, as distinct from film, is available on home screens every week-day, as well as one hour on Sunday evenings. On week-day mornings there is an hour of demonstration films transmitted for trade purposes. The studio programs range from tap-dancing and the lightest type of variety act to grand opera and drama. They include illustrated talks, music, ballet, revue, art exhibitions, fashion parades and frequent appearances in person of people in the news. Current news-reels are shown daily, and Mickey Mouse and other cartoon films are frequently included.

"But studio and film transmissions are only half the story. In the Spring of 1937 a new field was opened up with the purchase by the BBC of a mobile television unit, constructed by the Marconi-E.M.I. Television Company, Ltd., which made television possible from practically any point within 20 miles or so of the transmitting station. Mobile television was gloriously inaugurated on Coronation Day. Despite bad weather conditions, the whole of the Coronation Procession was televised from Apsley Gate, Hyde Park Corner, and it is estimated that more than 10,000 people found an opportunity to see the picture on a television screen. Three Emitron cameras were used: two on the plinth gave general views of the procession, and a third, at pavement level, showed the procession in close-up with clear glimpses of the King and Queen.

"In the first year of its existence the mobile unit has added success to success, and the failures have been few. Viewers in their homes have watched at the moment of happening Wimbledon tennis, the Lord Mayor's Show, the Cenotaph Ceremony on Armistice Day, film-making at Pinewood, Denham and Elstree, Pets' Corner at the Zoo and an Omnibus Pageant at Chiswick.

When in central London, the mobile unit is linked to the transmitting station by a special television cable, installed by the Post Office, which conveys the pictures to the Alexandra Palace control room for re-transmission to viewers. Outside the central area the unit employs its own radio transmitter, the signals being picked up on a radio receiver at the television station and re-radiated.

"In addition to the outside broadcasts from the mobile unit, the television programs include what are known as 'local O.B.s' from Alexandra Park. In effect the Park, with its grassy slopes, woodland and lake, becomes an outdoor 'studio'. The studio cameras are taken into the open, but in all other respects these features are controlled and produced as indoor shows. The park 'studio' has made it possible to show model yacht-racing on the lake, sheep-dog trials, fire-fighting demonstrations, car parades, lessons in horse riding, archery and golf, and the Television Garden tended and described by C. H. Middleton.

"The viewer at home can watch these animated and changing scenes by operating two or three switches. The pictures are small (10 x 8 in.), but regular viewers know how satisfying such a picture can be when seen under home viewing conditions. It is nearly double the size of the full-plate photographs published in the illustrated weeklies; the definition at a distance of four or five feet leaves nothing to be desired, and, perhaps the most important point of all, there is no flicker. Add to this the fact that, owing to the use of ultra-short waves for transmission, the sound reproduction is, if anything, superior to that of ordinary broadcasting, and it will be realized that the owner of a television set is a person to be envied."

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TELEVISION TO BE INSTALLED IN THREE FRENCH STATIONS

Special cables which will make television available to three radio stations in the southwestern part of France is now in the process of construction, according to a report to the Department of Commerce from the office of the American Commercial Attache at Paris.

The cables which will join Paris to Bordeaux, passing by way of Limoges and branching off to Birve-Toulouse, will service three television screens which will be installed at Toulouse, Bordeaux, and Limoges, the report stated.

A frequency of four million cycles per second will be permitted by the cable which is to run underground, and telephone conversations, radio broadcasts, and television can be transmitted simultaneously over great distances, according to the report.

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The Crosley Radio Corporation, Cincinnati, has applied to the Federal Communications Commission for experimental authorization to operate a facsimile station via WLW from 12 midnight to 6 A.M. on 700 kc. with 50 kw. power, until August 1st.

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NBC ADVISORY COUNCIL HOLDS 11TH MEETING

"While there may be peace on earth in some parts of the world, there is war in the ether, over a large part of the globe", David Sarnoff, Chairman of the Board of the NBC, told the National Broadcasting Company Advisory Council at the eleventh meeting of the Council, held at Radio City this week.

Members of the Council met with NBC officials to discuss the problems and developments of radio. A part of the meeting was given over to a demonstration of television and facsimile transmission.

The Council, organized virtually at the inception of the National Broadcasting Company, is composed of outstanding citizens who give NBC the benefit of their counsel on matters of policy.

Mr. Sarnoff's warning that there was "war in the ether" was made during a general discussion of recent developments in the field of international shortwave broadcasting, during which he commented on the political and other propaganda emanating from powerful radio stations in foreign countries.

The members of the Council also discussed the question of controversial subjects on the air, and endorsed the company's policy of permitting the discussion of such subjects only during sustaining program periods where the company affords opportunities for discussion by speakers on different sides of the question.

The Council also endorsed the company's policy which requires that a commercial sponsor who presents a controversial subject on his program must provide a similar opportunity to the opposition for reply during his sponsored time.

William Green, President of the American Federation of Labor, suggested that the NBC look into the possibility of providing vocational education over the air in order to give training to unemployed young men and women who may thus be better prepared for employment when the opportunity offers.

Mr. Sarnoff reviewed the status and progress of radio in our country as well as in other parts of the world and dwelt generally on the social significance of radio, including facsimile and television.

Following the luncheon, a demonstration of the operation of radio's latest developments in the fields of facsimile and television was made to the members of the Council, and Lenox Lohr, President of NBC, explained the technical, program and other problems connected with these developments. Among the subjects discussed at the Council meeting were supervision of programs generally, and educational programs in particular.

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THREE-DAY FETE TO MARK WMCA DEDICATION

Programs designed to represent the "cross-roads of the world" will feature the three day dedication ceremonies scheduled for the official opening of WMCA's new Broadway studios on Thursday, Friday and Saturday, April 21, 22 and 23rd. Arrangements have been concluded for the participation of personalities of the entertainment world, as well as business, political, sports, religious and royalty circles.

Postmaster General James A. Farley; former Mayor of New York City, James J. Walker, and President of Madison Square Garden, Col. John Reed Kilpatrick, will act as masters of ceremonies. Benediction and blessings of the new studios will be made by Most Reverend Stephen J. Donahue, Auxiliary Bishop of New York and Rabbi Stephen S. Wise of the Free Synagogue.

Salutes to the new studios, which occupy the block from 51st to 52nd Streets on Broadway, will come from Philadelphia, Washington, New England, Cincinnati, Hollywood and London. A United Airliner on a transcontinental trip will broadcast from the plane to WMCA. Another remote broadcast is scheduled from the "Queen Mary" two days out at sea. There will also be an "alumni" night presenting radio stars who got their start on WMCA and an "ASCAP" program with famous composers participating.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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HAVANA TREATY HELD UP AS CAIRO MEETING ENDS

A broadening of the short-wave broadcast band was reported to be the major accomplishment of the International Telecommunications Conference just concluded at Cairo, Egypt, as the State Department and the Federal Communications Commission continued this week to hold up the Havana treaty covering allocations of broadcasting facilities on the North American continent.

Senator Wallace White (R.), of Maine, who was Chairman of the American delegation to Cairo, was back at the Capitol this week, but most of the United States delegates, including the technical experts were not due in Washington until the latter part of the month.

Senator White declined to discuss the specific allocations within the short-wave band until the return of the FCC technicians, but Broadcasting magazine reported that it had learned directly from Cairo that the following new channels have been added to the short-wave band:

6000-6200, 9500-9700, 17750-17850 and 21450-21750 kc. Other short-wave broadcast channel groups remain the same as under the Madrid Treaty. The effect of the widening is to make available 50 to 200 kc. space for additional channels in the enlarged bands. These will be available to countries in the regular routine of prior registration at the Berne Bureau of the International Telegraph Union.

European countries, in order to make provision for more local broadcast services, agreed to the use of channels between 1500 and 1560 kc. in some regions while in others the entire band from 1500-1600 kc. will be used on a shared basis with fixed and mobile services.

Agreement was reached at the conference on assignment of frequencies between 25,000 and 58,500 kc. as follows:

25,600-26,600, broadcasting; 26,600-27,500 fixed (U.S. reservation for broadcasting); 27,500-28,000, radio air soundings in Europe, and U. S. radio soundings fixed and mobile; 28,000-30,000, amateurs; above 30,000, regional in Americas - and in Europe; 30,000-32,000, low power stations; 32,000-32,500 maritime beacons; 32,500-40,000 aeronautics; 40,000-40,500, fixed and mobile; 40,500-58,500, television and low power stations.

Senator White said that the Cairo convention will not be ready to make a report to present to the Senate at this session. He expressed interest, however, in the delay in submitting the Havana treaty, which was drawn up last Fall, and indicated he might try to dislodge the latter from the State Department.

Meanwhile, new rules and regulations drafted by FCC experts as a basis for reallocations are being held up until the Havana treaty is signed as the snake-up in American broadcasting cannot be effected until the treaty is agreed to.

While the State Department is officially silent on the reasons for the delay, it is understood that Chairman Frank R. McNinch is the key man whose word is awaited to release the document.

Rome was selected as the place for the next International Telecommunications Conference. Senator White said that the Cairo conference completed its task of nearly 10 weeks in "good order", greatly improved spectrum allocations, stiffened radio tolerance requirements and provided for inter-continental aviation, especially for Polar, North Atlantic, Pan American and Transpacific flights.

Sailing from Alexandria, Egypt, April 6th on the "Excambion", due in New York April 28th, were Rear Admiral S. C. Hooper, who had been placed in charge when Senator White departed, together with E. K. Jett, FCC Chief Engineer and a delegate, and most of the others who attended the Cairo parley. Left behind to clear up final details of American participation were Francis C. deWolf, of the State Department, a delegate; Lieut. Comdr. E. M. Webster, FCC engineer, and Gerald C. Gross, Chief of the FCC International Section. They were scheduled to leave Alexandria April 16 on the "Exorchorda". Comdr. Joseph R. Redmond, of the Navy, is staying abroad until May 12 on leave.

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PUBLISHERS TO CONSIDER BAN ON RADIO COLUMNS

With radio columns eliminated from the five Los Angeles newspapers last week, it was reported that a similar national policy will be considered by the American Newspaper Publishers' Association in New York April 26-29.

Radio columns were dropped from the five Los Angeles dailies although each paper continues to publish program logs. The decision was reached by publishers not only as a matter of economy but because they feel readers have little interest in the chatter items, according to Editor and Publisher. Under the new arrangement the log is supplied all papers by an outside agency with papers paying their pro rata share of the expense. Papers involved are the Times, Examiner, Herald and Express, Daily News and Evening News.

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BASEBALL BROADCASTS BECOME BIG-TIME BUSINESS

With the opening of the big league baseball season this week, the radio spotlight was thrown on the growth of baseball broadcasts within the last few years to a big-time business in which sponsors will spend more than \$1,500,000.

Fans who depend upon their radios to follow the great American game, however, will have to take their amusement along with frequent announcements on "Wheaties", gasoline, automobile tires, soap and a variety of other products.

All told more than 100 broadcasting stations will carry the big league baseball games to arm-chair fans, while scores of smaller stations will broadcast contests in the minor leagues.

So large has the business of baseball broadcasting become that a conference was held last week in Chicago of more than 100 baseball announcers along with representatives of organized baseball and the five major sponsors.

General Mills, of Minneapolis, pioneer in promoting baseball broadcasting on a national scale, plans to spend more than a million dollars alone on radio coverage of the big league diamonds this season. It has lined up 75 stations to carry the broadcasts. In a number of cities, however, it will share sponsorship with other advertisers.

Socony-Vacuum Oil Co., New York, has doubled its appropriation this year for baseball sponsorship. It will share credit with General Mills on 26 stations and broadcast along on 19 others this season.

B. F. Goodrich Rubber Co., Akron, O., will share sponsorship with General Mills on 20 stations, while Proctor & Gamble, Cincinnati, will enter the business for this first time this season with joint sponsorship with General Mills in two cities.

Other advertisers that will join with General Mills in scattered broadcasts are: Atlantic Refining Co., Philadelphia; Coca Cola Distributing Co., Dallas; Standard Oil Company of Kentucky, and William Simmons Brewing Co., Buffalo, N. Y.

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Greece has made its entry into the world of broadcasting, and now transmits daily on a wavelength of 499.2 m. from the 15 KW station in Athens. This station, which is to serve temporarily, pending the erection of a permanent 100 KW transmitter, was inaugurated on the occasion of the National Holiday on March 25th, when King George of Greece broadcast an address to the nation.

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FLORIDA MAKES BID FOR PAN AMERICAN STATION

While Congress appears in no hurry to authorize construction of a Government-owned Pan American short-wave station, individual members are using the proposal as a means of promoting their own districts.

Representative Green (D.), of Florida, this week introduced a bill in the House to establish the station in Florida. His proposal obviously was inspired by the move in the Senate to have the station built in California.

Although the House Naval Affairs Committee shows little indication of holding a hearing on the Celler Bill to establish a Pan American station in Washington in accordance with the original agreement at Montevideo, Senators McAdoo (D.), of California, and Chavez (D.), of New Mexico, have been promised a hearing by the Senate Naval Affairs Committee sometime in May.

Senator Bone (D.), of Washington, has been named Chairman of a sub-committee to conduct the Senate inquiry.

The reorganized National Association of Broadcasters meanwhile is preparing to oppose the bill and similar proposals on the ground that it would be the first step toward government operation of broadcasting stations in this country.

John J. Kennedy, of Charlestown, W. Va., is Chairman of the NAB Legislative Committee.

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OHIO U. OFFERS TEN RADIO COURSES

Ohio State University, Columbus, O., is offering ten courses in radio, six departments cooperating under the direction of a radio education committee appointed by President George W. Rightmire. The departments of Business Organization, Education, Electrical Engineering, Journalism, Music and Speech give courses for students interested in instruction for broadcasting service.

Included among the courses are the following typical ones: radio advertising, radio in education, radio management and program direction, radio broadcasting problems, advanced theoretical study of electrical engineering practice and equipment; writing for the radio, music in radio broadcasting, and radio speaking.

Students in many of these classes aid in producing programs which are broadcast from WOSU, the University radio station.

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FCC CHIEF ENGINEER'S DUTIES ARE INCREASED

Relieving itself of further minor details of administration, the Federal Communications Commission has increased the duties and authority of its Chief Engineer in technical matters associated with station operations.

An amendment to Order 28, paragraph 2, broadens the powers of the Chief Engineer to cover the following:

- "(r) Extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission.
- "(s) Changes in equipment necessary to comply with technical requirements specified in authorizations, orders, rules or releases (except formal applications).
- "(t) Representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications).
- "(u) Operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location."

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ANGELL HEADS SPEAKERS OF RADIO INSTITUTE

Dr. James R. Angell, educational counselor for the National Broadcasting Company, will be the dinner speaker at Ohio State University's ninth annual Institute for Education by Radio, May 2-4, in Columbus, Ohio. Dr. Angell, former President of Yale University, will talk on "The Puzzling Perplexity That Is Radio", the night of May 3rd.

The institute will bring together broadcasters and educators for discussion of mutual problems in the techniques of education by radio. Dr. W. W. Charters and I. Keith Tyler, both of Ohio State's Bureau of Educational Research, are Director and Secretary, respectively, of the Institute.

A major part of the three-day program will be devoted to work study groups, with the following subjects and leaders:

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Agricultural broadcasts - Wallace Kadderly, Acting Chief of Radio Service, U. S. Department of Agriculture.

School broadcasts - Paul T. Rankin, Supervising Director of Research and Informational Service, Detroit Public Schools.

Radio courses in universities - Cline M. Koon, New York City.

Research in radio education - Frank N. Stanton, Manager of Market Research Division, Columbia Broadcasting System.

Technical radio developments - J. H. Dellinger, Chief of Radio Section, U. S. Bureau of Standards.

Broadcasts for general education - Sterling Fisher, Director of Radio Talks and Education, Columbia Broadcasting System.

These work-study groups will be held on the afternoons of both May 2 and 3.

At the opening morning session of May 2, Professor Boyd H. Bode, Ohio State University, will discuss "A Fundamental Need of General Education". A panel discussion, "How Radio Can Serve This Need", will follow, with these participants:

E. M. Kirby, Educational Director, Station WSM, Nashville; Harold B. McCarty, Program Director, Station WHA, University of Wisconsin; Allen Miller, Director, University Broadcasting Council, Chicago; Julius F. Seebach, Jr., Program Director, Mutual Broadcasting System; Judith Waller, Educational Director, Central Division, National Broadcasting Company; Byron B. Williams, Program Director, Station WOSU, Ohio State University.

Four sections on special problems are planned the evening of May 2nd. One will be a closed meeting of the National Association of Educational Broadcasters, President Carl Menzer presiding. Other conferences that evening with their leaders are: "Educational Broadcasts by Commercial Stations", Judith Waller, NBC; "Educational Broadcasts by Adult Organizations", Ned H. Dearborn, Dean, Division of General Education, New York University; "Utilization of School Broadcasts", Paul Reed, Supervisor of Visual and Radio Education, Rochester Public Schools.

Following Dr. Angell's address at the dinner meeting May 3rd, the following round table discussions will be conducted:

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"Listener Participation", Joseph Ries, Educational Director, Station WLW, Cincinnati.

"Dramatic Programs", Philip Cohen, New York University Workshop.

"Music Programs", Ernest La Prade, Director of Music Research, National Broadcasting Company.

"Science Programs", Harry A. Carpenter, Specialist in Science, Rochester Public Schools.

"Discussion Programs", Alice Keliher, Chairman of Commission on Human Relations, Progressive Education Association.

"Handling Controversial Issues", Frederic A. Willis, Assistant to the President, Columbia Broadcasting System.

"Training and Selection of College Faculty Members for Broadcasting", Robert J. Coleman, Program Director, Station WKAR, Michigan State College.

"The Radio Workshop", B. H. Darrow, Educational Director, Station WBEN, Buffalo.

Franklin Dunham, Educational Director for the National Broadcasting Company will lead the morning session May 4th, devoted to "Planning for the Listener". An international contribution will come in the talk on "Planning Broadcasts for Women in Great Britain", by Elise Sprott, British Broadcasting Corporation. Other talks that morning: "Planning International Broadcasts", Cesar Saerchinger, National Broadcasting Company, and "Informing the Listener", Robert Stephan, Radio Editor, Cleveland Plain Dealer.

H. V. Kaltenborn, news commentator for the Columbia Broadcasting System, will preside at the closing session the afternoon of May 4th, devoted to a demonstration and discussion of awards for the Institute's second exhibition of recordings of educational radio programs.

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 ::: TRADE NOTES :::
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The Federal Communications Commission this week scheduled an informal conference for April 21st between its Engineer and Law Departments and a Committee of ship owners with reference to paragraph 12 (c) of the ship safety rules.

An address on "Radio for Newspapers" and a "clinical discussion" of radio are on the program of the National Newspaper Promotion Association April 24-28 at the Waldorf-Astoria Hotel in New York City.

R. C. A. Communications, Inc. this week reported a February gross income of \$362,031 as compared with \$410,862 in the corresponding month of 1937. The comparative net incomes are \$14,484 and \$88,873.

The contract of International News Service was upheld in Los Angeles Superior Court in a decision handed down last week by Judge Thomas C. Gould in a suit against Radio Station KMTR, Beverly Hills, Cal. INS instituted the suit to recover on an alleged breach of contract and sought \$1,260 as the balance due for service rendered and also the sum of \$2,361.86 in damages. Judge Gould ordered a judgment entered against the radio station for both amounts in full.

David Sarnoff, President of the Radio Corporation of America, will head a distinguished list of speakers who will discuss the general subject of "Democracy and American Ideals" over the NBC-Blue Network on Thursday, April 28, from 1:00 to 2:00 P.M., EST. The RCA President has chosen as his subject, "The American System of Broadcasting".

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CUT-RATE SALES OF RADIOS IN N.Y. ARE UPHELD

Paving the way for a continuation of the price war in radio set sales in New York, the State Supreme Court refused an application for an injunction to restrain dealers from selling radios at cut rates in violation of the Feld-Crawford Fair Trade Act.

Justice Mortimer B. Patterson ruled that the State law had collapsed and that retail dealers no longer have to sell radio equipment at the prices fixed by the manufacturers.

The Court denied an application by Ray Kline and Jack Cooper, independent retailers, for a temporary injunction to restrain the Davega City Radio Corporation and the Vim Radio and Sporting Goods Stores Corporation from selling at cut prices in their White Plains branches. Violation of the State act and of contractual agreements were alleged.

"Efforts to enforce the Feld-Crawford Act, as applied to the sale of radios, has failed utterly and the industry is in a wholly chaotic and demoralized condition", the Justice wrote. "Observance of the (price) contracts seems to be the rare exception. There are many causes for this.

"The manufacturers or distributors themselves are largely to blame, notwithstanding that the primary aim of the law was to protect the good-will of the producers; the general economic conditions; the depressed market for radios and the advent of new models, rendering the old and out-moded unmarketable at anywhere near the prices as fixed have all contributed to this condition.

"The very contracts upon which the plaintiffs predicate this action permit discounts from list prices under the guise of so-called trade-in allowances. This opens the door wide to the greatest abuses and has resulted in a condition where the law is of little, if any, value for the protection of the retailer.

"Then, too, the manufacturer has contributed to the present condition by greatly reducing the cost price to the retailer without in turn reducing the price for which the retailer can sell. Manufacturers have made reductions up to 30 percent in the wholesale price of radios to dealers, but did not take the trouble to reduce the fictitious retail prices prescribed by their contracts."

Remarking that the plaintiffs also had sold at out prices and were in court with "unclean hands", Justice Patterson continued:

"It would seem that the collapse of the retail radio price structure and the general disregard of all list prices since the promulgation of the contracts in question has made selling at competitive levels an economic necessity.

"Were the injunction granted, it could afford no appreciable relief to the plaintiffs, as it would mean merely the elimination of a couple of competitors in a field in which it is represented there are 5,000 radio dealers who are competing with the plaintiffs and defendants."

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THEME SONG WRITTEN FOR WMCA DEDICATION

The schedule of evening ceremonies for the three-day dedication of the new studios of WMCA, New York, to be given Thursday, Friday, and Saturday of this week, includes a theme song entitled "At The Top of the Dial", written especially for the occasion by Nat Brusiloff. The complete program covers a two-hour period on each of the three nights.

Greetings by Donald Flamm, President of WMCA, at 9:40 P.M., EST, Thursday, will be followed by an address by Postmaster General James A. Farley.

Among other speakers on the program during the three-day dedicatory ceremonies are: John J. Bennett, New York Attorney General; Governor George H. Earle, from Philadelphia; David Sarnoff, President of the Radio Corporation of America; Alfred J. McCosker, President of WOR; Thad H. Brown, Federal Communications Commissioner; James J. Walker, former Mayor of New York; Representative Bruce Barton (R.), of New York; Harold G. Hoffman, former Governor of New Jersey; Senator Royal S. Copeland (D.), of New York; and Grover Whalen, of New York.

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MARCH RADIO SALES BELOW LAST YEAR

Reports from dealers on sales of radio sets during March show that 18 percent fewer units were sold in the country at large than during the same period of 1937, according to Radio Retailing, monthly business barometer, which stands at 82, compared with a year ago taken as 100. In many cities, however, particularly those of smaller size, dealers were able to produce increases in both unit and dollar sales by staging special sales or taking advantage of special offerings from manufacturers.

Reports from the Far Western and Southern States, although incomplete, indicate that sales there were well above the national average, and in some districts above the March, 1937, unit sales. Similarly, reports from Pennsylvania, Iowa, the New England States, compared in many cases favorably with last year.

Declines were larges in industrial towns and cities or in districts where Government spending has been stopped or drastically reduced. In suburban areas affected by big-city bargain sales, dealers appear divided into two classes: the ones who cleared their stocks through bargain sales and the ones who sat tight. Inventories are lower than a year ago, with fewer sets in dealer stocks for the country at large.

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NBC SETS REGULAR TELEVISION SCHEDULE

The first public announcement of a schedule of RCA high definition television broadcasts for the New York City area was made this week when the Radio Corporation of America and the National Broadcasting Company revealed plans for a four-week period of experimental transmissions from Station W2XBS in the Empire State tower. The schedule of five full hour broadcasts a week will begin April 19.

In resuming field tests after being off the air for several months, NBC will radiate two series of broadcasts, one to be given at an afternoon hour and the other during the evening. Living talent shows and selected films are to be broadcast from the NBC studios in Radio City on Tuesday and Thursday evenings between eight o'clock and nine o'clock. The live entertainment will include dramatic productions adapted for television, a variety of educational features and at least one musical show. News reels and educational films also will be used in this series. These television programs, although strictly experimental, will be broadcast under conditions as near as possible to those governing a regular public service.

Afternoon broadcasts, on Tuesdays, Wednesdays and Thursdays beginning at three o'clock, will consist entirely of intricate test charts and still pictures. Of no entertainment value but of great assistance in judging quality of transmitted pictures and testing performance of receivers, these images are to be put on the air for the sole benefit of television experimenters.

The announced series of television broadcasts is primarily for the use of NBC and RCA officials and engineers with receivers in their homes. Amateurs in the Metropolitan area, however, who are building, or have built, receivers will also be able to look in on the telecasts and judge the success of their efforts.

A triple purpose is to be served by the forthcoming television broadcasts. The W2XBS transmitter has been off the air for several months during a period of extensive engineering redesign. Several important changes have been made in the system of transmission and the twenty hours on the air will give RCA and NBC engineers a chance to observe the results of their work.

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MAGNETIC STORM SLIGHT, RADIO MEN SAY

The magnetic storm which began early Friday was viewed by New York radio men not as a major disturbance but one of ordinary proportions, contrary to reports that the storm was one of the most severe of the twentieth century, according to the New York Times. Representatives of the Radiomarine Corporation, Western Union and American Telephone and Telegraph Company said that traffic between America and Europe, and over the land wires of the country, went on much as usual. The transoceanic radio men revealed that the storm had caused a few shifts in short-wave lengths, away from channels that were most disturbed to ones less affected, but traffic was not tied up.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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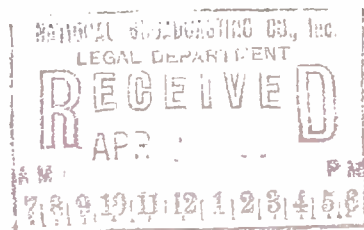
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TWO PRESS STATIONS APPROVED; OTHERS ON THE WAY

Pursuing its recently adopted policy of no discrimination toward newspaper applicants for broadcasting facilities, the Federal Communications Commission this week approved two requests for new stations which will be operated by publishers and granted a power increase to a third press applicant.

The applicants and the facilities allocated are:

Northwestern Publishing Co., of Danville, Ill., which publishes the only local newspaper in Danville; 1500 kc., 250 watts power, daytime.

The Champaign News-Gazette, Inc., which operates WDWS, Champaign, Ill., was allowed a power and time increase from 100 watts daytime to 250 watts, unlimited hours, on 1370 kc.

William F. Maag, Jr., General Manager of the Youngstown Vindicator, Youngstown, O.; 1420 kc., 100 watts, daytime.

The Danville station, incidentally, will be owned by the Gannett Company, of which Frank E. Gannett, one of the severest critics of President Roosevelt, is President.

Simultaneously, Examiner Tyler Berry recommended that the application of Harry M. Ayres, the owner of the Consolidated Publishing Co., of Anniston, Ala., for a construction permit be granted. The application is for 1420 kc., with 100 watts power daytime. The applicant publishes the Anniston Star, a daily newspaper.

The grants this week are the first since the Communications Commission reversed its attitude with respect to newspaper-owned stations and approved the sale of Station WHBC, Canton, O., to the Canton Repository, a Brush-Moore syndicate property. Other favorable grants are expected, however, and the number of newspaper-controlled stations, now approximately 200, is likely to grow by leaps and bounds within the year.

The granting of the Danville application also modifies the policy announced by Chairman Frank R. McNinch several months ago in that it permits the newspaper to have a monopoly on news dissemination in the town of 36,765. The Northwestern Publishing Company publishes the only local newspaper in Danville and it will operate the only radio station.

Chairman McNinch's statement, made in connection with the rejection of the application of Station WSMB, New Orleans, for a second outlet, was directed specifically at the control of more than one radio station by a licensee. The implication, however, was that the FCC wished to guard against any local monopoly.

Senator Wheeler (D.), of Montana, some months ago frequently assailed what he called a monopoly in news dissemination and promised to sponsor legislation divorcing newspapers and radio stations. Since he has been so widely acclaimed by newspapers for his stand on the Supreme Court reform bill and the President's Government Reorganization proposal, however, he has had nothing more to say about the matter.

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RADIO COMPETITION DEMANDED IN HOUSE BILL

An amendment to the Communications Act which would force the Federal Communications Commission to consider competition in foreign radio telegraph communication to be in the public interest was proposed in the House this week by Representative Sadowski (D.), of Michigan.

Apparently an answer to the ruling of the United States Court of Appeals of the District of Columbia in the Mackay-Radio Corporation of America case, the measure reads:

"It is hereby declared to be the intention and policy of the Congress to prevent monopoly and to encourage competition in direct foreign radio telegraph communication and, for the purpose of this act, in considering applications for licenses to engage in direct foreign radio telegraph communication, or applications for modifications or renewals of such licenses, the FCC shall consider competition in such communication to be in the public interest."

The Mackay Radio & Telegraph Company has been trying unsuccessfully for some time to obtain FCC permission to establish radio communication points on foreign capitals now served by R.C.A. Communications, Inc.

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During February there was a net increase of 25,247 in the number of radio receiving licenses in Great Britain, according to the U. S. Commerce Department. The approximate total number of licenses in force at the end of February was 8,563,200 compared with 8,086,300 one year earlier or an increase of 476,900 during the 12 months.

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FCC TESTING TWO-WAY LOUD SPEAKER COMMUNICATION

The Federal Communications Commission disclosed this week that it has been making tests of apparatus recently put on the market to provide two-way loud speaker communication by employing radio frequency currents.

"Numerous inquiries have been received as to whether the Commission has issued any ruling concerning devices of this nature", the FCC explained. "Investigation of one sample of such equipment indicates that under some circumstances it may produce serious interference to radio communication services. However, if correctly designed filters are installed and are in proper operation, it appears that the possibilities of interference to radio-communication will be reduced to a minimum.

"The Commission will be glad to test samples of such equipment if sent to its offices in Washington, D. C., to determine whether such equipment when properly installed and operated would be capable of causing objectionable interference.

"It will be appreciated if manufacturers of this class of equipment will cooperate by installing adequate filtering in their apparatus. The Commission will be glad to furnish an opinion as to the type of filter which may be used for the practical elimination from the device of interference potentialities.

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"WILLARD HOTEL CASE" APPLICANT LOSES

Despite a reorganization and a change in its name, an applicant for a new radio station in Schenectady, N. Y., involved in the famed "Willard Hotel Case" in 1935, was again given an adverse report this week by Examiner Melvin H. Dalberg.

The first application, in which rumors of attempted bribery were alleged, was made under the name of the Knox Broadcasting Corporation. The more recent request came under the name of the Tri-City Broadcasting Co. Facilities requested are 950 kc., 1 KW power, unlimited time.

Without referring to the "Willard Hotel Case", the Examiner found that the operation of the station would be interfered with by WRC, of Washington, and CRCK, Charlesbourg, Quebec, Canada.

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62 PARTICIPANTS IN SUPER-POWER HEARING

The Federal Communications Commission has been notified that 62 applicants want to be heard in connection with super-power hearings now scheduled for May 16th.

Included in the 62 notices of intention to appear, however, were two requests for postponement of the hearing, filed on behalf of the National Broadcasting Co., and by Louis D. Caldwell, attorney, on behalf of 12 stations.

Both requests asked for an extension of the hearing date for a period not less than 30 days, declaring there had not been sufficient time between the notice of the hearing mailed out by the Commission on April 4th and the date of the hearing to collect sufficient information to be presented on behalf of the broadcasters.

The applicants for extension said certain information considered necessary for use at the hearing and now being collected by the Commission will not be available until just before the hearing and possibly later. They referred to the Commission's investigation on chain broadcasting and monopoly in the broadcasting industry.

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EUROPEAN RADIO PATENT POOL LOSES SUIT

The European Patent Pool, represented by Philips Gloeilampen Fabriek, has just lost another suit for patent infringement, this time against the Luxor Radio Company, Motala, Sweden, the American Commercial Attache at Stockholm reports. This decision represents another loss for the Patent Pool in a long series of court reverses during the past two years.

The suit originally involved alleged infringement of five different Swedish patents covering various radio improvements for which the Patent Pool claimed the sole rights for Sweden. In the course of the litigation Philips withdrew one of the patents from the suit and conceded any damages on the remaining four. The court found for the defendant and ordered the plaintiff to pay the defendant's costs, 22,000 crowns (present rate of exchange: 3.87½ Swedish crowns to \$1.00 U. S. currency).

The Luxor Radio Company assembles its sets from parts almost entirely of American origin.

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A. T. & T. STOCKHOLDERS RAP ONE-MAN FCC REPORT

Stockholders of the American Telephone & Telegraph Company, meeting in New York in annual session this week, gave full approval of the policies of the management and denounced the proposed reorganization and rate slash proposed by Paul A. Walker in the "proposed" FCC report to Congress.

The stockholders, who collected quarterly dividends at the rate of \$9 per share a year, applauded Walter S. Gifford, President of the A. T. & T., when he assailed the Walker report and the FCC investigator 'as one "not of impartial investigators but of partisans and prosecutors". He contended the information assembled was neither accurate nor comprehensive.

The stockholders were told by Mr. Gifford that if telephone rates were cut 25 percent, as suggested by Mr. Walker, "there would be practically no earnings".

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RADIO-DRIVEN AUTOS SEEN BY TRAFFIC ENGINEER

The automobile of the near future may draw its electrical motive power from radio waves, William A. Van Duzer, Washington Traffic Director, told the Greater New York Safety Council this week.

"Think of the advantage of never running out of gasoline, and no frozen radiators", he observed in picturing electric motor vehicles operated indirectly by water power. "This development is no greater than the rise from the horse and buggy to the present automobile."

Such strides had been made in the last thirty years in radio and transmission of electricity without wires that it was only another step to vehicles with electric motors, the energy for which would be transmitted by ethereal waves, he said.

"I believe it is possible, by the use of photo-electric cells, to prevent motor vehicles from running through red lights or stop signs", he added. "It may also be possible, by similar method, to control the speed, to coordinate the movement of vehicles on a street where the traffic lights are arranged for progressive control, and to warn drivers when they cross or get too close to the center line on hill crests."

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FCC PAVES WAY FOR SALE OF WMAL

Purchase by The Evening Star Newspaper Co., of Washington, D. C., of Station WMAL was assured this week when the Federal Communications Commission handed down a decision declaring that upon the facts, the Commission has no jurisdiction over the purchase by the Evening Star Company of the control of the M. A. Leese Corporation., owners of the station, from the heirs of the M. A. Leese estate. The terms have not been disclosed.

Under a contract entered into between The Star company and the Leese heirs, it is stipulated that if the Communications Commission interposed no objection or made no ruling forbidding the sale, The Star company would purchase the station within ten days after the Communications Commission had made known its findings. The Commission having rendered such findings, the terms of the purchase contract will be carried out.

Station WMAL is now operated by the National Broadcasting Company under an operating lease from the M. A. Leese Radio Corporation. This operating lease, it was said, is not affected under the purchase contract. The lease expires February 1, 1941.

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RADIO CLERGYMEN TO HOLD CONFERENCE

"Many of our pastors are using the modern, swift means of radio communication to tell the world of the death and resurrection of Jesus Christ - before it is too late", Herman H. Hohenstein, Chairman of the Lutheran Synodical Radio Conference, announces. "For their mutual encouragement, a radio meeting, known as the Synodical Radio Conference, will be held Thursday, June 16, 7:30 P.M. in connection with Delegate Synod, at St. Louis. This fourth triennial radio conference will be composed of one representative from each of the present broadcasting units, and one representative from each of the Synodical Districts in North America. Not only broadcasting pastors and teachers, but also laymen interested in broadcasting are heartily invited to attend these meetings.

"The purpose of the organization is to promote the preaching of the Gospel by means of radio. Inasmuch as the broadcasting pastors in various parts of the United States preach the precious Gospel of the grace of God to millions of persons, the deliberations of the Synodical Radio Conference will be of great importance."

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4/22/38

UNIQUE CARD MAKES TIME DIFFERENCES EASY

A unique and useful "Time Finder" has been developed by the National Broadcasting Company to simplify the task of comparing times in various parts of the country with Eastern Daylight Saving Time in New York.

E.P.H. James, NBC Promotion Manager, in explaining the card, said:

"You remember that popular song 'When It's Night Time in Italy, It's Wednesday Over Here?'

"It might be the theme song for Daylight Saving in the broadcasting world! Network schedules are usually quoted in New York Time, and it's anybody's guess when your program is heard in Little Rock, Ark., Charlotte, N. C., or Portland, Ore. Up to now, you've just had to figure it out for yourself, and we know by experience that it can be very confusing at times.

"We puzzled a lot over ways and means of simplifying this problem, and did a little inventing in our spare time. The enclosed Time Finder (which was sent) is the result."

Directions for using the card, as given by Mr. James are:

"Just slide the card up so that the name of the city in which you are interested is just underneath the words 'New York City' on the celluloid envelope - and you will find all the local times in that city in the slot at the right, under the corresponding New York times."

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TWO NEW STATIONS RECOMMENDED BY FCC EXAMINERS

Construction permits for the erection of new broadcasting stations in Mobile, Ala., and Vernon, Tex., were recommended to the Federal Communications Commission this week by Examiners.

Applicants are: S. B. Quigley, of Mobile, who asked for 1200 kc. with 100 watts power, daytime, and Northwestern Broadcasting Co., of Vernon, which requested 1500 kc., 100 watts power, unlimited time.

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CAPITAL POLICE STATION GETS FAN MAIL

The law's voice can reach almost as far as the law's long arm - if the National Capital's Station WPDW fan mail means anything.

For example, in Agnew Road, Forest Hill, London, England, a British amateur sits at his short-wave receiver, hearing, as plainly as if it came from his own neighborhood, the broadcast:

"Look out for and arrest light-skinned colored man, squint in left eye, walks with a limp, 5 feet 10 inches, etc. . . . Wanted for purse-snatching at Seventh Street and Pennsylvania Avenue, N.W. That is all."

The amateur jots down the message, the time and the wave band at which it was received. He writes to the Police Department's broadcasting station in Washington to verify it for several reasons - to prove the efficiency of his own receiver, to collect a bit of data on long-range transmission, or to satisfy his own curiosity.

The Washington police station has received several such communications from England, and many others from remote sections of the United States and Canada. A man from Burlington, Vt., wrote to ask if the department was still holding those "two purse-snatchers at Fourteenth and P Streets", and another in Leithbridge, Alberta, wanted to know if the police caught those "prowlers" at Sixteenth Street and Columbia Road, N.W.

Lt. James L. Kelly and his staff of assistants answer as many of the communications as possible - for they are enthusiasts themselves, men with a hobby as well as a vocation, who put in the regulation hours and don't count overtime spent in pursuit of a calling which fascinates them.

The announcers, or "dispatchers", sometimes receive calls of a personal nature, although there are no crooners among them. The other night a girl telephoned the station and asked to speak to "that handsome man up there."

"What handsome man?" she was asked.

"The one who's broadcasting - I like his voice."

It seems that police broadcasting stations have their regular fans - radio listeners outside the utility circle of scout cars and cruisers, motorcycles, police boats and Fire Department cars.

A policeman wrote from Norfolk that he listened to many broadcasts, and added, "I'd rather hear your station than any I know."

Installed in January, 1931, the station recently added equipment linking it to the system of Maryland State Police, which connects with Pennsylvania and Delaware systems.

Thus a message reporting the theft of an automobile here, for example, will be picked up by Maryland police and rebroadcast. A few minutes after the lookout goes on the air here, it is repeated back, sometimes as often as nine times, in the big receiver at the local station which is tuned in on Maryland.

Broadcasters accustomed to swift results in their war on crime are still a bit surprised by the fan mail which drifts in from the far places. After all, the fact that small boys have broken a window on P Street, or a dead cat has been reported in an alley at rear of _____ I Street should be of purely local interest. It seems incredible when these occurrences are heard around the world.

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PATENT MAKES RADIO WAVE CONVERSION EASY

A United States patent covering an electronic device said to be capable of almost directly converting any form of electric power into any other form, or of "manufacturing" radio waves from light socket current with a minimum of other apparatus requirements has been given by Dr. Sydney N. Baruch, New York research engineer, according to the New York Times.

Constructed as a metal or glass bulb, with several internal electrodes and elements, this tube is said to convert alternating into direct current, or vice versa, or to create from a source of electric power of any type electric pulsations of any desired number per second.

The device appears to act as a kind of universal key to anything that is wanted in the line of electric or radio power when the correct controlling features are provided, the inventor says. Dr. Baruch asserted that his patent, No. 2,113,392 of April 5, 1938, issue, covers these control features.

Employed as a part of a broadcasting station, Dr. Baruch maintains, that "about 75 per cent of the apparatus normally found necessary to generate the waves is unnecessary and may be discarded" when this device is used.

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4/22/38

HUGE LOUDSPEAKERS TO CARRY HITLER'S SPEECHES

In order to enable all Germans to listen to the Fuehrer's speeches, it has been decided to erect 6,000 "Reich Loudspeaker-Pillars" (Reichslautsprechersaeulen) in the larger German cities, according to the U. S. Commercial Attache at Berlin. A smaller type of public loudspeaker has been developed for towns and villages. The local radio commissioners of the Nazi Party will be responsible for the erection and operation of these loudspeakers on the spot.

The bigger type is an illuminated sexangular pillar which can also be used for advertising. It will be leased out to restaurants and cafes and will thus, as the official statement puts it, "contribute toward increasing their turnover". It is stressed, however, that as the number of these pillars will be limited to 6,000 for all of Germany, they will not compete with other advertising media. Although the statement itself is reticent in this respect, the obvious implication is that the revenue from the lease of these advertising loudspeakers will flow into the treasury of the Nazi Party and possibly provide the necessary funds for their manufacture.

The smaller type is a pillar in "mushroom" form which does not carry any advertising. It is to be used in small towns and villages and is intended to carry the Fuehrer's voice even to the remotest corners of Germany.

A special six-year plan has been evolved for the completion of the scheme. A special company controlled by the Party - the "Reichs-Lautsprechersaeulen-Treuhand G.m.b.H." - is in charge of the execution of this project.

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Alfred J. McCosker, President of WOR and Chairman of the Board of the Mutual Broadcasting System; William S. Paley, President of the Columbia Broadcasting System, and David Sarnoff, President of the Radio Corporation of America and Chairman of the Board of the National Broadcasting Company, on May 4th will address the Women's National Radio Committee luncheon on the St. Regis Roof.

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4/22/38

CBS PLANS UNIQUE EDUCATIONAL SERIES

The recently announced plans of the Columbia Broadcasting System's Adult Education Board, embodying a new concept of learning through the medium of radio, have reached fruition in three separate series of unique character and scope, "Americans at Work", "Adventures in Science", and "Living History", the first of which is to be launched over the nationwide Columbia network Thursday, April 28th.

"Americans at Work", designed to give the radio audience a comprehensive and engrossing picture of the nation in all fields of endeavor, will be given on the opening date from 9:30 to 10:00 P.M., EST, and each Thursday thereafter at the same time. The subject of the first dramatization is "Sandhog", an enlightening and entertaining exposition on the men who dig our tunnels.

"Living History" and "Adventures in Science" will be given in quarter-hour periods shortly thereafter. Each of these will have a commentator distinguished in his field to give authoritative interpretations.

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According to press reports, the Societa Marelli of Sesto San Giovanni (Milan), a well-known Italian radio manufacturing company, is opening a new plant at Rifredi near Florence, for the manufacture of radio tubes.

It is stated that the building of this plant will begin in June, and that when working at full capacity, it will provide work for 500 to 600 operatives, the majority of whom will be women.

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April 26, 1938.

POSTPONEMENT OF SUPER-POWER HEARING EXPECTED

The public hearing scheduled to begin May 16 is expected to be postponed this week until June 6th by the Federal Communications Commission. Formal announcement will be made within a few days.

The action follows the filing of a petition with the FCC by twelve clear channel stations asking the postponement "for such reasonable period (not less than 30 days) as the Commission shall determine."

One effect of the postponement will be to delay the inquiry until after Congress adjourns. Members from rural districts in particular have been outspokenly antagonistic toward proposals for establishing super-power stations over the country because of the economic effect they would have on low-power local and regional outlets.

Sixty odd notices of intention to appear at the super-power hearing have been received by the Commission to date, and others are expected before the inquiry gets under way.

Two of the more pertinent reasons set forth by the clear channel stations in their request for postponement of the super-power hearing were:

"Important evidence bearing on certain of the issues specified in the notice of hearing will not be available to interested parties until on or just before May 16, 1938, and perhaps not until later, and in any event will not be available soon enough to permit petitioners and other interested parties to check its accuracy and, if necessary, to secure evidence in rebuttal. Petitioners refer particularly to the questionnaire sent to all broadcast licensees pursuant to the Commission's Order No. 38, adopted March 23, 1938, requiring certain information to be filed by April 25, 1938, and to any further questionnaires or requests for information of similar character that may hereafter be sent to broadcast licensees. Petitioners are informed and believe that such information, when received, is to be summarized and analyzed by the Commission's staff and that, because of the vast amount of work involved, such summaries and analyses will probably not be completed or made available to interested parties until on or just before May 16, 1938, and perhaps not until later. Petitioners also have reference to

other preparation, particularly of a technical character, now understood to be in process in the Commission's staff.

"Other proceedings now pending before the Commission involve inter-related or closely related issues. Petitioners refer particularly to

- "a. The pending revision of the Commission's regulations under which, on information and belief, the maximum authorized power of regional and local stations will be substantially increased, and
- "b. The pending investigation of chain broadcasting pursuant to the Commission's Order No. 37 adopted March 18, 1938, Issue No. 3 of which has to do with the same subject matter as Issue No. 9 herein, namely, so-called network program duplication."

Fourteen clear channel stations have filed a joint written appearance with the Commission and a summary of the evidence which they propose to submit at the time of the hearing.

The appearance outlines the testimony in favor of increasing the minimum power limitations from 50 KW. The adequacy of the present daytime and nighttime service and the interference from foreign stations are also brought into issue by the appearance. Another section of the appearance deals with the economic and social factors.

The appearance was filed on behalf of Stations KFI, Los Angeles, Cal.; WSM, Nashville, Tenn.; WLW, Cincinnati, Ohio; WGN, Chicago, Ill.; WSB, Atlanta, Ga.; WJR, Detroit, Mich.; WBAP, Fort Worth, Texas; WFAA, Dallas, Texas; WHAS, Louisville, Ky.; WWL, New Orleans, La.; WLS, Chicago, Ill.; WHO, Des Moines, Iowa; WHAM, Rochester, N. Y.; and WOAI, San Antonio, Texas.

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REVISED RULES ON POLICE EMERGENCY SERVICE OUT

The latest rules governing police radio stations in emergency service have been issued by the Federal Communications Commission.

Zone and inter-zone stations are defined, and the power and frequency limitations of each class of station are set forth.

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NEW TELEVISION TESTS GET EXAMINER'S O.K.

New experiments in visual broadcasting, with particular attention directed toward the use of double beam cathode ray systems, were given a favorable report this week by Examiner R. H. Hyde of the Federal Communications Commission.

Recommending that Allen B. DuMont Laboratories, Inc., of Upper Montclair, N. J., be granted a permit to construct and operate a television station on a band of from 42,000 to 56,000 kc., between midnight and 9 A.M., Examiner Hyde found that the applicant has an adequate staff of competent engineers to carry on the proposed research program.

Sixteen objectives are set forth by the applicant in his study of television. They are:

"First, investigation of the use of double beam cathode ray receivers for producing three-dimensional pictures. This undertaking will require the use of electromagnetic deflection of the two beams in the system to avoid interaction between fields which would result from the use of electro magnetic deflection. It will also present considerable difficulty in obtaining proper register of patterns;

"Second, development of a double beam receiver with reciprocal scanning to reduce flicker. More even illumination of the picture simultaneously from top and bottom is expected to assist in accomplishing the elimination of flicker. Applicant's engineers believe that with the reciprocal method using double beam principles, received pictures can be effectively illuminated top and bottom simultaneously more nearly simulating present motion picture projection where the entire picture is illumined intermittently but completely at a given time. The applicant hopes through successful working out of experiments in this line to provide a basis for reduction in necessary transmission band width by one-half and a simplification in receiving equipment;

"Third, investigation toward expansion of the principles involved in multiple beam transmission to permit television in color;

"Fourth, investigation of synchronizing methods with a view of discovering a simpler substitute for the interlaced system now in use. In this connection applicant's projected double beam transmission affords some promise of simplification of synchronizing methods through elimination of synchronizing pulses required in existing systems;

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"Fifth, transmission of synchronized pulses on the audio carrier to eliminate necessity of amplitude separation in the visual receiver;

"Sixth, transmission of automatic volume control signal and automatic background control on the audio carrier to prevent distortion on the visual channel;

"Seventh, cooperation with other experimenters in investigation of television, particularly in the manufacture of cathode ray tubes and associated equipment, such as applicant has heretofore supplied for experimenters in various parts of the country;

"Eighth, study of transmission characteristics and field patterns for ultra-high frequencies, particularly the effect on coverage which might be caused by a large hill adjacent to the applicant's site;

"Ninth, study of reflected signals and other ghost effects;

"Tenth, investigation of proper design and construction of suitable cathode ray equipment for transmitters and receivers;

"Eleventh, investigation of the use of cathode ray tubes in the monitoring of ultra-high frequency transmitted radio signals;

"Twelfth, promotion of interest in television work;

"Thirteenth, study of the advantages of horizontal and vertical polarization of transmitted signals;

"Fourteenth, further research in various phases of television;

"Fifteenth, research to qualify applicant to contribute to formulation of suitable standards for television in the United States; and

"Sixteenth, investigation of a system to transmit the horizontal sweep signals by way of the actual carrier."

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INTERNATIONAL COMMITTEE DUE TO REPORT THIS WEEK

The special Inter-Departmental Committee named by President Roosevelt to study international broadcasting of this and other countries, particularly that directed to the Latin Americas, is expected to make its report to the White House this week.

While the findings of the Committee have not been disclosed, indications are that the government group headed by Chairman Frank R. McNinch, of the Federal Communications Commission, will recommend more Government-prepared short-wave programs but will not endorse the erection of a Government-owned Pan American station at this time.

The Committee has made a thorough study of the types of programs broadcast by international stations in the United States as contrasted with those emanating in Rome and Berlin for South American consumption.

The United States Office of Education, of which Dr. John W. Studebaker is Commissioner, is likely to have the job of supervising whatever programs the Government sponsors.

Unless and until a Pan American station is erected, most of the Government's programs are likely to be carried over the Pan American frequencies recently lent to General Electric and the World Wide Broadcasting Foundation.

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RULES ON EDUCATIONAL STATIONS ISSUED

The Federal Communications Commission has issued regulations governing the establishment and operation of non-commercial educational broadcast stations. These regulations follow the recent action of the Commission setting aside a band of high frequencies for the exclusive use of stations engaged solely in non-profit educational broadcasting.

These rules provide that transmitter installation shall be in accordance with "good engineering practices as specified from time to time by the Commission"; govern the location of transmitters and antennae; and provide for the elimination of harmonics and spurious radiations. Generally the rules require that non-commercial educational broadcast stations shall be operated in accordance with the standards heretofore set up by the Commission governing commercial broadcast stations.

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A.P. TURNS DOWN SPONSORED NEWS PROPOSAL

The Associated Press will continue its policy of restricting the sale of its news to newspapers, its Board of Directors decided in New York this week.

By a voice vote the Directors rejected a proposal that members be permitted to sell the A.P. news for commercial sponsorship over the radio. The action followed a warm debate. The issue was presented by Frank B. Noyes, the retiring president.

Proponents argued that such a plan would enable the Associated Press to make needed increases in revenue, through extra assessments on papers using news for radio purposes.

Opponents contended the plan might raise suspicions, however unfounded, that radio sponsors were influencing the news.

Both the United Press and the International News Service now sell their news directly to broadcasting stations for commercial sponsorship.

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FCC SENDS OUT QUESTIONNAIRE TO STATIONS

Continuing to gather data in anticipation of the investigation of chain broadcasting and monopoly charges, the Federal Communications Commission this week sent out an extensive questionnaire to all broadcasting licensees operating on the band 550-1600 kc.

The order specified that the information must be furnished the Commission not later than May 18th. The data requested has to do with program service and personnel.

Stations are instructed to give a complete break-down and analysis of their programs for the week of March 6, including various types of music, dramatic programs, news reports, religious and educational programs, children's programs, special events, sustaining features, and live talent programs taken from the networks.

Information is requested as to the total employees of the station for the same week, classified as to departments and executives of each.

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FCC O.K.'S SALE OF CHURCH STATION FOR TEN TIMES COST

The sale of a broadcasting station, which cost \$4,422 originally, for \$50,000 by the Exchange Avenue Baptist Church or Oklahoma City, Okla., to the Plaza Court Broadcasting Company, a business organization, was approved this week by the Federal Communications Commission.

"Station KFXR has been operated by the church since 1927", the FCC report stated. "The original cost of the equipment of Station KFXR is estimated as \$4,422.000, the present value thereof \$3,011.00, and the replacement cost \$4,067.00. The average annual income from the operation of the station since 1932 is between \$7,000 and \$8,000.

"On March 11, 1936, the church adopted a resolution instructing the Radio Committee to receive bids and sell Station KFXR. This resolution was based upon a joint report of the Board of Deacons and Radio Committee, which report included the following statement:

"There has been, and is, various and sundry opinion, in the church and out of the church for a period of years, concerning our radio station. A study of the church records and general information received from the leadership of the church, reveal that the radio station has been a continual source of annoyance and agitation since it was first commercialized. Not only in the church but in our city, this annoyance has grown no better through the years. All of us are well aware that the membership of the church as a whole are anxious to do the right thing. It is granted by all of us that there are some members of this church who are honest and sincere in believing that the church should not sell the radio. Others are equally honest and sincere in believing that the church should sell, and that the church, as such, should go out of the radio business. There is, in our city and in the business world of this city, similar opinions existing. We all agree that so long as the station is owned by the church and operated by anybody, even the pastor, that it will be a continual source of annoyance and agitation, both in and out of the church."

Subsequently the Radio Committee reported to the church that it had entered into a contract to sell Station KFXR to the Plaza Court Broadcasting Company for the sum of \$50,000 cash, the contract providing for the broadcast of Sunday morning services of the church for a period of 7½ years from the time of the sale, and that the sale was conditional upon the

approval of the Federal Communications Commission of the transfer of Station KFXR to the Plaza Court Broadcasting Company.

It was also reported by the Committee that the Plaza Court Broadcasting Company had agreed by contract to make settlement with B. C. Thomason, a member of the church, for his lease-agreement of Station KFXR by payment to Mr. Thomason of \$15,000. The Committee recommended that the sale be consummated with the view of paying certain outstanding indebtedness of the church, including a mortgage of \$19,000.

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 :::: TRADE NOTES ::::
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The Columbia Broadcasting System this week told how it had linked up 101 stations over-night to broadcast a special five-nation program on the Austrian crisis March 11th. It also listed 22 special programs on the same subject carried by an average of 66 CBS stations from March 11th to April 10th.

The Zenith Foundation has issued a booklet on "What Well Known Scientists Say About Telepathy" as a promotion of its weekly radio program. The booklet contains reprints of radio addresses and interviews given on the Zenith program in 1937 and 1938.

Station WMFF, at Plattsburgh, N. Y., on May 1st will become affiliated with the NBC-Blue network. WMFF, which will be NBC's 151st affiliate, serves an area with a population of 129,000. It operates full-time on 1310 kilocycles, with day-time power of 250 watts and night power of 100 watts. It is owned and operated by the Plattsburgh Broadcasting Corporation.

An increase in power for Station KSO, Des Moines, Iowa, from 500-2 $\frac{1}{2}$ KW to 1 KW-5KW, unlimited time, was recommended to the Federal Communications Commission this week by Examiner Robert L. Irwin.

Following refusal of American offers to purchase it, the Italian Government has decided to convert Guglielmo Marconi's famous yacht "Elettra" into a wireless museum. It has also decreed that henceforth April 25th, Marconi's birth date, shall be observed as a national holiday.

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WMCA DEDICATION BRINGS MANY CONGRATULATIONS

Congratulations were still being heaped on Donald Flamm, President of Station WMCA, New York, this week for the success of the three-day dedication of the station's new \$250,000 studios over the week-end.

The celebration marked the entrance of James A. Farley, Postmaster General and Chairman of the Democratic National Committee, into the novel role of master of ceremonies. Others who served in a similar capacity were James J. Walker, former Mayor of New York City, and John Reed Kilpatrick, President of Madison Square Garden.

Other famous persons who attended were Attorney General John J. Bennett, David Sarnoff, Judge Ferdinand Pecora, Alfred J. McCosker, Thad Brown, Lowell Thomas, Billy Rose, Grover Whalen, Newbold Morris, and Dean Frederick T. Robinson.

While WMCA has now settled down again to its daily routine of furnishing blase New York with entertainment, memory of the celebration lingers on.

As Mr. Flamm put it: "It is more than a memory. The dedication merely marks another chapter in WMCA's history for all who turn to the top of the dial. The new WMCA will, even more than in the past, reflect the sparkling tempo of New York, the Empire City of the World!"

During the three-day period salutes came from Washington, Boston, Philadelphia, Cincinnati, Hollywood, and other American cities and in the studios, Broadway itself gave a rousing welcome to the new WMCA.

In its double column ad in the New York Times Monday written by Al Turner, the Pilot Radio Corporation announced that:

"WMCA's Donald Flamm wins Pilot Radio Award of Merit for outstanding achievement among 'guiding geniuses' of radio . . . A tribute to his accomplishment is the dedication of the gorgeous new WMCA studios . . . At 32, Mr. Flamm is one of the youngest, as well as most progressive, 'big moguls' of broadcasting."

Along with the announcement appeared Don Flamm's latest picture.

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INDEPENDENTS AND MUSICIANS AGREE

The week-long conferences between the National Committee of the Independent Broadcasters and the Executive Board of the American Federation of Musicians ended Saturday with the completion and acceptance of a plan modeled along the lines of the agreement executed some months ago between the Independent Radio Network Affiliates and the A. F. of M.

It is estimated that several hundred more union musicians will be placed to work in independent stations through this agreement. It is understood that the basis of allocation is to be 5½ per cent of the gross yearly income for each independent station covered by the plan. There are approximately 386 independent stations. However, many of these have yearly grosses so small that they will be unaffected by the agreement.

The agreement contains provision that it shall not be effective unless a majority of independent stations substantial enough to satisfy the A. F. of M. approves the plan within the time period set by the musicians' organizations. The Executive Board of the Federation still was in session late Saturday and at that hour this time period had not been determined. President Weber, however, in a talk to Motion Picture Daily, said, "Undue delay by the stations in accepting the plan will not be tolerated." He added that he expected the plan to be in operation before the next meeting of the A. F. of M., which will be held at Tampa in June.

Members of the Independent Broadcasters' Committee, nine in number, left Saturday for their homes, the exceptions being Vice-Chairman Harold A. Lafount, WELI, and Jack R. Howard, WCPO, who will remain in New York for several more days to continued deliberations with the Federation.

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MARCONI AWARD GOES TO SARNOFF

David Sarnoff, President of the Radio Corporation of America, was named Sunday as the recipient of the Marconi Memorial Award for 1939. The award, for distinguished service to radio, has been established to perpetuate the memory of the famous Italian inventor. Premier Mussolini is contributing a medal which will be presented April 25, next year, the anniversary of Marconi's death.

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WSXL GETS TWO NEW TRANSMITTERS

Two new 25,000-watt transmitters, enabling American radio programs to penetrate every country of Europe and all parts of South and Central America, have been installed and will go into operation in the immediate future at the National Broadcasting Company's international short-wave station, WEXAL, Bound Brook, New Jersey.

Designed and built by NBC engineers, the new transmitters will operate through four directive beam systems and two non-directive antennae, occupying twenty-four acres at Bound Brook. Plans are under way, said O. B. Hanson, NBC Vice-President and Chief Engineer, to sharpen the directive beams so as to concentrate radio energy even more toward European and South American countries covered by NBC's transmissions in six languages.

Incorporating the latest developments in high frequency transmission, the new NBC short-wave transmitters will deliver international programs with higher field strength and greatly improved fidelity, said Mr. Hanson. The output stage of each of the transmitters consists of two water-cooled tubes delivering a maximum of 12,500 watts each to any one of the seven antenna systems. These tubes are excited by two other high frequency tubes newly developed for this purpose. The modulating stage consists of two great water-cooled tubes, each doing the work previously done by six tubes. Design of the transmitters, Hanson added, will greatly reduce background noises in the short-wave transmission.

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MORE CALIFORNIA PAPERS DROP RADIO COLUMNS

Dropping of radio comment columns in Los Angeles has spread to the six outlying papers of Col. Ira C. Copley's Southern California Associated Newspapers group, according to Editor & Publisher. The papers are: the Glendale News-Press, Alhambra Post-Advocate, San Pedro News-Pilot, Culver City Star-News, Monrovia News-Post and Redondo Beach Breeze. As in the case of the metropolitan papers, the Copley group will continue to run station logs. Space saved amounts to from one to two columns daily for each paper.

"Reaction to the elimination by Los Angeles newspapers of the radio comment columns April has been more favorable than the publishers anticipated, a check this week revealed", Editor & Publisher said.

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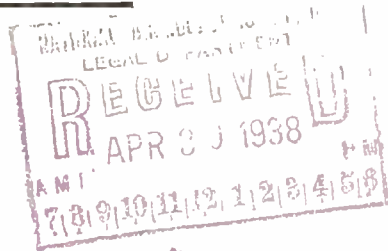
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EXHIBIT SELL-OUT FORESHADOWS SUCCESSFUL RMA MEET

The annual conclave of the entire radio industry will occur again at Chicago during the week beginning Tuesday, June 7. The Fourteenth Annual Convention of the Radio Manufacturers' Association, opening that day, and the National Parts Trade Show beginning the day following, promise to rally all radio interests. Exhibit space for the parts show, sponsored jointly by the RMA and the Sales Managers' Club, has been sold out. The membership meetings will be held Tuesday and Wednesday. A "radio special" train will be run from New York.

Details of the convention are being arranged by President Leslie F. Muter and Vice-President Bond Geddes, who is now in Chicago at work on the preliminaries. A. S. Wells, of Chicago, is Chairman of the Entertainment Committee and will be assisted by the following RMA Directors: Paul V. Galvin, Peter L. Jensen, James S. Knowlson, Ernest Alschuler, J. J. Kahn, and Paul B. Klugh.

The tentative convention program follows:

Tuesday, June 7

- 10:00 A.M. - Meeting, RMA Board of Directors
- 10:30 A.M. - Meeting, RMA Sound Engineering Committee, Chairman Hugh S. Knowles
- 12:30 P.M. - Membership Luncheon Meeting followed by Annual Business Meeting of members.
- 2:30 P.M. - Set Division meeting, Chairman Arthur T. Murray
- 2:30 P.M. - Tube Division meeting, Chairman B. G. Erskine
- 2:30 P.M. - Parts and Accessory Division, Chairman Arthur Moss
- 2:30 P.M. - Amplifier & Sound Equipment Division, Chairman Peter L. Jensen

Wednesday, June 8

- 10:00 A.M. - Radio Parts Manufacturers' National Trade Show Opening, Exhibition Hall, Stevens Hotel
- 12:15 P.M. - Credit Committee, Luncheon Meeting, Eastern and Western Divisions, Chairman P. C. Lenz; Vice Chairman Victor Mucher and S. K. Hughes.
Business Session with National Credit Office following luncheon
- 12:30 P.M. - Luncheon Meeting, New Board of Directors - Election of President and other officers

Wednesday, June 8 (Continued)

2:00 P.M. -- Volume Control Committee, Chairman Victor Mucher
7:00 P.M. -- Annual Cabaret and Industry Banquet.

Thursday, June 9

Radio Industries Golf Tournament, Calumet Country Club.
Luncheon at Clubhouse at 12:30 P.M. and dinner at 7:30 P.M.

Saturday, June 11

10:00 A.M. -- RMA Service Section, Western Division, Chairman J. N. Golten.

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PUBLISHERS JOIN FIGHT ON GOVERNMENT IN RADIO

American broadcasters this week received unexpected support in their fight against Government invasion of commercial radio from the country's newspaper publishers.

The Radio Committee of the American Newspaper Publishers' Association in a report, warned against the use of the ether waves by the Federal Government for political purposes.

"The inescapable task of the American press", the Committee said, "is to guard against encroachment upon American democracy by the Federal Government with radio as an instrument of political power.

"In the totalitarian countries", the report continued, "radio has been made an instrument of dictatorship by which not only the freedom, but the very soul of the press has been destroyed.

"* * * seeing that in other countries, radio has been used as a weapon to destroy liberty, we must solemnly undertake to see that it shall not happen here.

"* * * aside from the use of radio in our own country, the press of America must recognize the terrific potentialities of radio as an instrument of propaganda by which nation speaks to nation.

"The radio stations of Germany, Italy, Russia and Japan are being extensively and intensively used to influence the people of other countries."

The Committee expressed hope "that the vigilance of the American newspapers toward the developments in radio may be co-ordinated into a constant and effective opposition to all tendencies toward the misuse of radio, especially by any dominant political interest.

"Without any partisanship", it said, "it may be legitimately pointed out in this connection that the present national administration has made very extensive use of the radio to explain and defend its policies; and only recently the President of the United States made his eleventh 'fireside talk' to the Nation, using 400 out of the 700 radio stations in the country for the purpose.

"This is a precedent which, in future years, might encourage dictatorship."

The Committee suggested that future studies "be directed toward keeping the final control of radio in the hands of Congress, as the elected representatives of the people, rather than in the hands of the administration in power.

"The present system of Federal licensing for a six-month period should be carefully studied", it said. "There is always the possibility that the short-term license makes the broadcasters unduly sensitive, if not subservient, to the administration in power. * * *"

"Advertising revenue chiefly supports American broadcasting. For 1937, this revenue was estimated at \$141,000,000", the report continued. "The question is whether the broadcasters should enjoy the use of a domain which belongs to the people without paying for the privilege."

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RADIO-WIRE RATE INCREASE DENIED

The Federal Communications Commission this week denied requests for increases amounting to 15 percent in radio and telegraph rates.

Petitions for the increases had been filed by the Postal Telegraph and Cable Co., Mackay Radio and Telegraph Company of California, Mackay Radio and Telegraph Company of Delaware, Western Union Telegraph Co., and R. C. A. Communications, Inc.

Chairman McNinch and Commissioners Payne, Sykes, Brown and Walker voted to deny the petitions, while Commissioners Craven and Case voted for the increases on a temporary basis for one year.

The Co-operative Committee of the National Association of Railroad and Utilities Commissioners concurred in the denial of the petitions, it was announced.

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SARNOFF DEFENDS PROFITS OF RADIO STATIONS

David Sarnoff, President of the Radio Corporation of America, assailed "the attitude in some quarters of the Government" against earnings from broadcasting this week in an address at the Town Hall luncheon in the Hotel Astor, New York City.

Citing methods of indirect censorship that the Federal Government may exert over radio, despite the prohibition against direct censorship, Mr. Sarnoff said:

"Fear of disapproval can blue-pencil a dozen programs for every one that an official censor might object to. While practically nobody advocates a pre-program blue-pencil in the hands of Government, few realize that post-program discipline by the Government can be a form of censorship that is all the more severe because it is undefined.

"Another aspect of government supervision over broadcasting which is in effect a form of censorship is the attitude in some quarters of the Government toward the profits earned by broadcasters.

"While stations and networks represent substantial investments, broadcasting is essentially a personal service business. The earnings of stations cannot be judged on the basis of their investment any more than those of a lawyer, doctor, theatrical producer or publisher. Income results, not from studios and transmitters, but from programs.

"It is a strange assumption that the less money a broadcasting company makes, the better the public will be served. This attitude is contrary to all sound business principles and experience. In what way is it conceivable that the public will be given better programs if the broadcaster is deprived of both the incentive and the means to improve his facilities and service?

"Adequate profits mean the continuance of private investment and increased enterprise. Losses mean poorer programs, and, when private resources fail, government ownership. If Government regulation of the economics of broadcasting results in a no-profit industry, investors may prefer to exchange their broadcasting equities for government securities. Then we shall have government ownership and 100 percent control of broadcasting. Any further discussion of censorship would then be purely academic. We would have broadcasting of the government, by the government, and for the government.

"We have but to look to the autocracies of Europe to see what such governmental control of broadcasting may mean."

Mr. Sarnoff also said that the present system of granting six-months licenses to broadcasting stations leaves the door open "for an indirect and insidious censorship."

He pointed out that, while the law empowers the Federal Communications Commission to license broadcasting stations for periods not exceeding three years, the Commission, in practice, grants licenses for only six months. Twice a year, therefore, the owner of the station, Mr. Sarnoff said, finds his investment in jeopardy.

"Freedom of the air is inseparable from the freedom of thought, of speech, of worship, of education and of the press. These are the cornerstones of our American democracy. What helps one helps all; what injures one is an encroachment upon all; what destroys one destroys all, and thereby destroys democracy itself.

"A free system of broadcasting can survive only under a democratic form of Government, but it is no less true that democratic government itself will survive only if broadcasting is kept free,

"American broadcasting asks no special privileges. It deserves none. It needs none. All it asks is the preservation of the American spirit of freedom."

In a democracy, Mr. Sarnoff said, it is the power of public opinion rather than a Government tribunal which enforces standards of public expression.

"If freedom means anything", he said, "it means freedom to make mistakes as well as to do the right thing. Broadcasters have made mistakes, plenty of them. That is the way they learned to be broadcasters. I want them left free to make more mistakes. That is the way they will learn to be better broadcasters.

"There should be no censorship by intimidation or economic pressure. The station license should carry a longer term than six months. It should be revocable only for cause, and these causes should be clearly defined in advance."

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Jesse L. Lasky, according to an Associated Press report, has announced that effective next Saturday he would resign as associate producer for the RKO studio to devote his time "to other activities in both the fields of motion pictures and radio."

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POWER HEARING BROADENED TO COVER NEW RULES

The Federal Communications Commission on Thursday postponed the date for the super-power hearing from May 16 to June 6, delayed indefinitely the hearing on 15 requests for 500 KW permits, and broadened the inquiry to cover the new regulations just completed by the FCC engineering staff.

The order was issued, however, before the draft of the new proposed rules, which will be the basis for one phase of the hearing. FCC officials said the regulations would be released within a few days.

Notices will be sent to all broadcasters of the June 6 hearing on the new regulations as soon as they are released.

The effect of the FCC order is to postpone indefinitely the establishing of regularly-licensed super-power stations over the country until a thorough investigation of the economic phases of such action.

Immediately following the hearing on the new regulations the special FCC committee headed by Commissioner Norman Case will consider the application of WLW, Cincinnati, for renewal of its experimental 500 KW. license.

The FCC broadened the authorization of the special committee, which includes Commissioners T.A.M. Craven and George Henry Payne and Chairman Frank R. McNinch as ex-officio member, to conduct the inquiry on the new regulations as well as the revision of Rule 117 and the experimental super-power licenses.

The Commission in a formal announcement of the June 6 hearing stated that it had decided to combine the hearings on new regulations and Rule 117 in order "to conserve expense and facilitate progress".

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RADIO OCCUPIES MUCH OF ANPA'S ATTENTION IN N. Y.

Radio and its effect on the press occupied much of the time and attention of the nation's newspaper publishers during the convention of the American Newspaper Publishers' Association in New York this week.

Besides releasing a lengthy criticism of the radio set-up, the publishers frequently discussed radio as a business rival but insisted that freedom of the air as well as freedom of the press should be maintained.

Elish Hanson, counsel of the ANPA, assailed the recent FCC rebuke of the NBC for the Mae West broadcast.

"There may have been a question of taste", he said, "but the listener who was offended could have turned off that station just as an irate subscriber could turn down his future subscriptions to your paper. If sufficiently offended, the listener could have objected to buying the particular product which was advertised or could have refused to listen to the station in the future.

"But I see no occasion for any official Pecksniff in Washington issuing an order which was equivalent to a command, or threatening to issue such an order, to bar Mae West or any other person forever from the radio channels of this country.

"I would like to see a Radio Commissioner or a Communications Commissioner or any other Government agency tell any newspaper publisher sitting in this room he couldn't run an editorial or article by any outstanding correspondent or writer at any time in the future - or else."

Frank E. Tripp, General Manager of the Gannett newspapers, urged the publishers to give greater support to the Bureau of Advertising of the ANPA as a "united front" for the purpose of "selling" newspaper advertising in both large and small newspapers. Charging that radio had "raided" newspaper advertisers instead of developing new business, he warned that the newspapers must adopt new methods of showing advertisers how newspaper advertising can be used successfully.

J. M. Bunting, General Manager of The Bloomington (Ill.) Daily Pantagraph, asserted that newspapers, by publishing free radio programs and publicity, were helping the radio take millions of dollars in advertising away from the newspapers. He urged that this free publicity be discontinued. He said that his paper had not printed a free radio program for six years, but that its circulation had increased whereas the average circulation of its competitors, which do print the programs, had decreased in comparison with previous high marks.

Merlin H. Aylesworth, publisher of The World-Telegram (New York) Scripps-Howard paper, and former President of the National Broadcasting Company, took issue with Mr. Bunting. According to Mr. Aylesworth, radio is a complementary medium, and is neither a menace nor a dangerous competitor to the newspapers. He said he was not at all alarmed by the situation when he moved from radio to the newspapers himself.

Lorrin P. Thurston, President and General Manager of The Honolulu (Hawaii) Daily Advertiser, and A. L. Miller, publisher of The Battle Creek (Mich.) Enquirer and News, both of which own their own radio stations, said the stations were helpful rather than detrimental to the papers.

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NEWSPAPER-PRESS DISSOLUTION REVIVED IN SENATE

On the heels of a reversal of policy by the Federal Communications Commission regarding newspaper ownership of radio stations, agitation for divorcing the two means of news dissemination was revived in the Senate this week.

Despite the change in the attitude of Senator Wheeler (D.), of Montana, the idea of enacting a law to prevent newspaper from monopolizing the broadcasting industry is by no means dead, Senator Minton (D.), of Indiana, a spokesman of the Administration, indicated in an attack on the press Thursday.

Senator Minton's chief fire was directed against the report of the Radio Committee of the American Newspaper Publishers' Association (see story elsewhere in this issue) and at the alarm of the press that the Government might control broadcasting.

Senator Norris (Independent), of Nebraska, interrupted Senator Minton's tirade, to suggest:

"Since radio is rapidly getting into the hands of the newspapers, I wonder if the Senator has given any thought to whether it would be a wise move on the part of Congress to prevent one of these news agencies from acquiring ownership of the other; in other words, to prevent a newspaper from owning a radio station. That could be very easily determined by Congress, so that we would have at least two means of getting the news to the people."

Senator Minton remarked that such a bill, the Wearin measure, is now pending in the House, and added: "And I think it is probably more justified now that the press is trying to strangle radio."

Commenting on the suggestion of the publishers that the six-months licensing system of the Communications Commission "should be carefully studied", the Senator said:

"Yes, it should be studied carefully in order to see that the 33-1/3 percent of the stations which are now owned by the newspapers are cleaned up, and the newspapers are put out of the radio business."

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Purchasers of radio sets in Canada are now required to produce or buy a license before they can obtain delivery from the manufacturer. A Government order also makes it an offense for a person to install or operate more than one set in his home, without obtaining extra licenses; and dealers and service men are prohibited from servicing or repairing sets unless the owners produce their licenses.

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FTC PLACES BAN ON TELEVISION INSTITUTE

Prohibiting certain unfair methods of competition in the sale of correspondence courses of study in radio and television, and in the sale of equipment for radio and television, an order has been entered by the Federal Trade Commission against American Television Institute, Inc., 433 East Erie St., Chicago, and its officers, U. A. Sarabria, R. B. Fullerton and A. H. Zamotany.

Under the order the respondents are barred from representing in advertisements inserted in classified advertising pages of newspapers and magazines, under such headings as "Help Wanted" or "Men Wanted", that employment will be offered to persons who answer such advertisements.

The order prohibits the respondents from making other representations, including the following.

That they select and train a limited number of persons for positions in radio television and that students are trained at the respondents' expense; that they operate a widespread employment agency or that students are placed in paying positions upon graduation; that they operate radio television broadcasting stations and that there is a shortage of radio television operators; that their place of business is larger or that they have greater business facilities than actually is the case, and that any of the respondents or their agents or employees are engineers of television broadcasting stations.

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WEEKLY INDUSTRY STATISTICS TO AVOID RADIO DUMPING

Prevention of over-production of receiving sets is the major object of a plan adopted by the Board of Directors of the Radio Manufacturers' Association at its New York meeting to provide for exchange between members of weekly production and inventory statistics. It will be instituted as soon as possible.

The statistics project was planned by a special committee of which Henry C. Bonfig, of Camden, N. J., is Chairman, and including James M. Skinner, of Philadelphia; James S. Knowlson, of Chicago, and S. T. Thompson, of Long Island City, N.Y. Weekly statistics will be gathered, covering factory production periods from Saturday morning through each Friday night, inclusive. The statistics will include figures on weekly sales to retailers; wholesalers and branch inventory; factory finished goods inventory, and factory shipments to wholesalers and wholesale branches, together with total factory cabinet commitments.

Manufacturers will be enabled to check their production with the market requirements more closely and avoid merchandising difficulties, including "dumping", which have occurred in former years.

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: : : TRADE NOTES : : :
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Frank D. Scott, Chicago radio manufacturer, has "perfected a new device which gets radio programs in such a way that the listener hears only the music - eliminating all advertising blurbs", according to Leonard Lyons, New York columnist.

One of Washington's recent visitors was Gladstone Murray, General Manager of the Canadian Broadcasting Corp., "czar" of Dominion radio. Until Mr. Murray (whose full name is William Ewart Gladstone Murray) entered upon his present post at Ottawa, he was Director of Public Relations for the Government-controlled British Broadcasting Corp. at London. He once did newspaper work in this country.

The Crosley Radio Corp., of Cincinnati, reported this week net loss of \$25,774 for the three months ending March 31, compared with net profit of \$218,440 during the comparative quarter last year, before deduction of \$250,000 flood loss.

The possibilities of radio facsimile transmission as an agency of the daily press were explained and demonstrated at Radio City Thursday by Major Lenox R. Lohr, President of the National Broadcasting Company, after a luncheon to publishers attending the current ANPA meetings. The newsmen were taken to NBC's studio 3C where facsimile reproduction was in progress, and where samples of experimental facsimile broadcasts by RCA transmitters and receivers were hung on the walls for inspection.

The Federal Communications Commission has directed that all licenses for radio stations in Alaska expiring June 1, 1938, be extended to January 1, 1939; that licenses expiring June 1, 1939, be extended to January 1, 1940; that licenses issued between now and January 1, 1939, be issued for the period ending January 1, 1940, and that the normal expiration date for licenses for stations other than broadcast and amateur in Alaska be January 1st hereafter.

A preliminary conference for consideration of a minimum wage in the radio manufacturing industry under the Walsh-Healey Act was held this week at the Department of Labor by L. Metcalfe Walling, Administrator of the law providing for minimum wages under Government contracts in excess of \$10,000.

A meeting of the special RMA Committee of which Octave Blake of South Plainfield is Chairman, having charge of the negotiations relating to the Walsh-Healey Act will be held in New York on Thursday, May 19. The questions involved then will be reported to the RMA Board of Directors at its meeting on June 7 in Chicago. The formal public hearing is expected to be scheduled later in June.