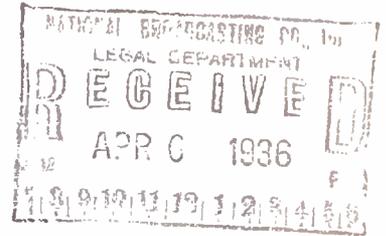


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



*A. S. A.
J. J. all*

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BBC FACES POLICY CHANGES IN RENEWAL OF CHARTER

Some significant changes in policy but a continuation of the major principles of Government monopoly and non-commercialism are proposed in recommendations of a special Parliament Committee for adoption before the present Royal Charter of the British Broadcasting Corporation expires at the end of 1936. The Committee, under the Chairmanship of Viscount Ullswater, made a thorough investigation of the work of the BBC during the past nine years, and then proposed that it be granted a new ten-year charter with certain revisions.

After referring to "the influence of broadcasting on the mind and spirit of the nation", the Committee said, in its report that "a great debt of gratitude is owed to the wisdom which founded the British Broadcasting Corporation in its present form, and to the prudence and idealism which have characterized its operations." The BBC exercises a monopoly on broadcasting in Great Britain and Northern Ireland.

The Committee describes its recommendations as "directed towards the further strengthening and securing of the position which the broadcasting service in Great Britain has happily achieved in the few years of its history." The Committee recommended that:

The Charter of the BBC, with certain modifications, be extended for ten years as from January 1 next.

The Governors be appointed in future by the Crown on the recommendation of the Prime Minister. Their number be increased from five to seven.

Technical control under the Wireless Telegraphy Acts, as well as the administration of the wireless license system, should remain with the Postmaster-General. Responsibility for what the Committee describe as "the cultural side of broadcasting" should be transferred to a Cabinet Minister in the House of Commons, who should be selected by the Prime Minister, preferably a senior member of the Government, free from heavy departmental responsibilities.

The license fee should remain at ten shillings a year. Not less than seventy-five per cent of the license revenue, after the Post Office costs have been covered, be allocated to the BBC, which should meantime receive an increased share of the revenue in 1936. The remaining twenty-five per cent would be potentially available, as required for broadcasting purposes, including television.

The present policy of decentralisation and of using regional program material be continued.

Direct advertisement be excluded as heretofore from BBC programs.

The Committee endorse the value of school broadcasting. It "looks forward to the time when every school will have wireless receiving apparatus as part of its normal equipment".

The Committee attaches great importance to the maintenance and development of the Empire Service. "The Empire Service should be recognized as an important, normal function of the broadcasting organization in this country. In the interests of British prestige and influence in world affairs the appropriate use of languages other than English should be encouraged."

Relay exchanges should be owned and operated by the Post Office. Their programs should be controlled by the BBC.

The BBC in commenting on the proposals said, in part:

"There is not likely to be a major difference of opinion on these recommendations, except over the length of life for the new Charter. A longer period has important advantages when it comes to planning the future of a costly and swiftly expanding service.

"The fairness of returning more of their ten shillings to listeners in the shape of better programs and other advantages is uncontroversial. Last year the BBC took 5s.2d., and the balance went to the State, partly to pay for the service of the Post Office, but largely for general revenue purposes. Since the Charter was granted £9,782,000, drawn from license fees, has gone to the Exchequer.

"There are, however, several proposals advanced by the Committee which will not be received without opposition. The suggestion that the number of Governors be increased from five to seven will not recommend itself to everyone experienced in the ways of committees.

"Some controversy may be aroused by the Committee's recommendation that relay exchanges should be owned by the Post Office and their programs controlled by the BBC. The significance of this may not be obvious to all listeners, but it ought to be understood. A relay system means the provision for a number of listeners - say, all the tenants of a large block of flats - of broadcasting facilities from some central source. Each individual subscriber has a loudspeaker but not a receiving set of his own, and is free to choose one of two or three programs (and no others) provided from the central source. The practice is spreading of taking one of these alternative programs from foreign stations, some of which sell "time on the air" to advertisers. Unless, therefore, the Committee's recommendation is accepted, we may have the progressive introduction into the country of programs which

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would be excluded from the national system on account of advertising and other undesirable qualities."

In addition to its charter, the BBC holds a license and agreement from the Postmaster-General, under the terms of which it actually operates. Certain reservations are made by the Postmaster-General under these terms: for instance, the Corporation must refrain from broadcasting any matter, either particular or general, if the Postmaster-General requires it. No case has as yet arisen, however, in which the Postmaster-General has found it necessary to exercise these powers, which, it is fully recognized, are intended to operate only in an emergency.

At the end of February, 1936, 7,529,724 listener licenses were in force, compared with 6,912,502 at the end of February, 1935. In addition, 44,069 free licenses have been issued to blind persons. It is estimated that approximately five persons have access to each licensed wireless receiver, thus making the total potential audience of the BBC approximately 37,500,000. The population of Great Britain and Northern Ireland at the end of 1933 was estimated at 46,600,000.

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NBC PONDERES EXPANDING SOUTH AMERICAN SERVICE

Pleased with the results of placing transcriptions of American sponsored programs on South American broadcasting stations, the National Broadcasting Company is reported considering building up a Pan American coverage via short-wave.

Although Federal Communications Commission rules now prohibit short-wave stations in this country from selling time to commercial sponsors, NBC is working on an idea that will presumably increase its revenue and greatly broaden the markets of its advertisers. It is said to be ready to organize a special department for the purpose of selling time and programs for foreign stations, especially those in Latin American countries.

The network would benefit whether the American advertisers place their accounts on South American stations via transcriptions, as has General Motors, or pay to have the RCA short-wave transmitter at Riverhead, L. I., pick up commercial programs from NBC and transmit them to South American stations for rebroadcasting. Local announcements would be made in Spanish.

NBC also could expect to develop a foreign market for personal appearance bookings by the NBC Artists Service.

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ASCAP GROSS REVENUE \$4,505,829 FOR 1935

Broadcasters engaged in a prolonged fight over copyright fees levied by the American Society of Authors, Composers, and Publishers and Warner Brothers were interested to learn this week that ASCAP had a record-breaking gross income of \$4,505,829 in 1935 from all sources. Dividends disbursed to members totalled \$3,262,556.

The figures were disclosed at an annual meeting in New York, generally labelled as the tamest gathering of ASCAP in years. Other figures showed that ASCAP issued 23,137 licenses to music users in 1935 as against 20,733 in 1934.

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U. S. CONSULS TO GET NEWS VIA SHORT-WAVE CIRCUIT

The United States Diplomatic Corps, scattered to the four corners of the world, will be kept informed promptly of the latest moves of Congress and other national news via a short-wave broadcasting circuit being formed by the State Department at Washington.

Wilbur J. Carr, Assistant Secretary of State, this week disclosed that a test service has been operated already to Paris, Berlin, Rome, and Geneva. The circuit now will be extended to either other large foreign cities, where U. S. Diplomatic agents are stationed. Short-wave receiving apparatus is en route to Sydney, Australia; Calcutta, India; Santiago, Chile; London; Buenos Aires; Rio de Janeiro; Lima, Peru; and Cairo, Egypt.

Naval radio facilities will be used to receive the messages in China and the Panama Canal Zone and by naval vessels wherever they are stationed for transmission to the consular officers in their territory.

The news broadcasts will emanate from Station NAA, the naval transmitter located at Arlington, Va., just outside of Washington. They will be broadcast nightly at 7 o'clock in Morse code. Each receiving station in the chain will translate the messages, mimeograph them, and distribute them by fast mail to the various Embassies, Legations, and Consulates within their areas. The news bulletins, containing about 1,500 words, will be compiled and edited by Howard Bucknell of the State Department's Division of Current Information.

While the official announcement said nothing about secret or diplomatic code messages, observers pointed out that it would be a simple matter for broadcasts to contain such material if properly guarded by code. The service might prove especially valuable in time of war or international emergency and would make the State Department independent of the cable or even radio communication circuits that might be controlled at one end by hostile governments.

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MORE RESIGNATIONS SEEN IN NBC OVERHAULING

The resignations of Richard C. Patterson, Jr., as Vice-President, and Donald S. Shaw as Eastern Sales Manager of the National Broadcasting Company within a fortnight give some credence to rumors in broadcasting circles that a general shakeup in NBC personnel is in prospect. One report is that Maj. Lenox R. Lohr, new NBC President, is examining the network's employee list with the idea of reducing perhaps as much as 20 per cent, by dismissing both executives and minor employees.

Major Lohr has already started merging departments under a single head with the aim of achieving greater efficiency, economy, and mobility. He is now establishing a General Service Department, combining several former departments, under Walter G. Preston, Jr.

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FLOOD DAMAGE EXPECTED TO BOOST RADIO MARKET

Radio manufacturers and broadcasters expected to profit from the old adage that it's an ill wind that benefits no one.

Because damage done by floods over the East is estimated at approximately \$500,000,000, replacements in household furnishings, radio sets, etcetera, will be in order as soon as relief money is made available.

Broadcasters should get more advertising and manufacturers more orders for radio receivers as a result.

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ORCHESTRA LEADERS BACK DALY BILL AT HEARING

Copyright hearings before the House Patents Committee continued this week with only one session being devoted to legislation of interest to broadcasters.

Fred Waring, President of the National Performing Artists' Association, Guy Lombardo, Frank Crummit, and others, testified in behalf of the Daly Bill to restrict the use of phonograph records for broadcasting. The Daly Bill is an outgrowth of the litigation between Fred Waring and Station WDAS, Philadelphia.

The hearing, now occupied with copyright problems of libraries, newspapers, and periodicals, is due to end April 15th.

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PETTEY'S RESIGNATION AROUSES SPECULATION

The unexpected resignation of Herbert L. Pettey, as Secretary of the Federal Communications Commission, has aroused speculation in broadcasting and political circles as to the reason for his sudden departure and as to his successor.

Mr. Pettey's resignation was announced in New York on April 1st by Louis K. Sidney, General Director of the Marcus Loew station, WHN, in New York City, with which the retiring FCC Secretary will go on May 1st as Director in Charge of Sales and Promotion. Announcement was withheld at the FCC until after WHN had issued a release.

Because Mr. Pettey was generally expected to take over the job of obtaining radio time for the Democratic National Committee in the 1936 campaign as he did in 1932, his acceptance of a non-political post gave credence to rumors that he is no longer on as good terms with Postmaster General James A. Farley as he was four years ago, at which time he was known as "Farley's Fair-Haired Boy."

While there was no indication that political pressure had been brought to bear, Mr. Pettey got himself neatly out of a political hot spot by quitting the FCC at this time. The youthful FCC Secretary has apparently been involved in every incident that made the Commission a target of Congressional and public criticism during the three years of his incumbency. The most recent case was the "Willard Hotel incident".

Mr. Pettey first stirred up a mild tempest when he retained his association with the Democratic National Committee after taking the job as FCC Secretary. During the last three years he has many times aroused the antagonism of newspaper men because of his efforts to impose censorship upon FCC activities, and at one time both the Chicago Tribune and the New York Herald-Tribune were running a series of articles attacking the FCC and Pettey simultaneously.

G. Franklin Wisner, a very able newspaper man, formerly of the Baltimore Sun, was obviously hamstrung in his efforts to improve public relations with the FCC by Pettey's dictatorial and censorship tactics.

Mr. Pettey goes with WHN shortly after its power has been increased to 5,000 watts. The New York station is engaged in enlarging its staff, and it is reported that it may soon become the key to another national network.

Before going with the Democratic National Committee, Mr. Pettey was with the RCA Victor Company, and prior to that he was Kansas City film distributor for Metro-Goldwyn-Mayer.

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No one has been mentioned prominently as yet as a possible successor to Mr. Pettey. The job, prior to President Roosevelt's inauguration, was under Civil Service; now it is a political plum paying \$7,500 a year.

John B. Reynolds, able Assistant Secretary, according to best advices, has little chance under the present administration as he is a Republican. It is doubtful whether he would want the job at this time, moreover, because of the threatening Congressional inquiries of the FCC.

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NBC SEEN ACQUIRING YANKEE NET; GETS THREE STATIONS

The affiliation of three of the Yankee Network stations with the National Broadcasting Company has led to reports that NBC will eventually absorb the New England chain owned by John Shepard, 3rd, President of the Shepard Broadcasting Service.

NBC first acquired Station WNAC, Boston, although the operation may not begin before Fall on the WEAJ network. A few days later it was announced that an agreement had been reached between Maj. Lenox R. Lohr, President of NBC, and Mr. Shepard, for linking WEAN, Providence, and WICC, Bridgeport-New Haven, Conn., with the NBC-WJZ network. The latter will not become effective until January 1, 1937.

NBC took over WNAC after the Columbia Broadcasting System had obtained a 5-year lease on WEEI, Boston, from the Edison Electric Illuminating Co., reputedly at \$225,000 a year. Station WEEI has been affiliated with the NBC-WEAJ network.

Because of the CBS action, the affiliation of WNAC with NBC was not unexpected. However, when NBC began to intensify its coverage in the New England area by adding WEAN and WICC to its Blue chain, the broadcasting industry began to take notice.

Station WICC, established in 1926, is owned by the Southern Connecticut Broadcasting Corp., a subsidiary of the Shepard Broadcasting Service. WEAN, established in 1922, is owned outright by the Shepard Broadcasting Service.

Both NBC and Hearst Radio, Inc., are reported to have made bids for WEEI before CBS obtained its 5-year lease.

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EXAMINER BLOCKS NEW STATION ASSOCIATION

An ambitious plan to establish eight 100-watt broadcasting stations in the Northwest and Middle West under an "Association" arrangement struck a snag this week when Examiner P. W. Seward recommended that all applications be rejected by the Federal Communications Commission.

The organizers in the joint enterprise were listed as Robert J. Dean, Emmons L. Abeles, Dr. F. Koren, and M. L. Finkelstein & Sons, Inc., operating under different assumed trade names in each community. Attached to each of the eight applications were similar copies of "Articles of Association", which appeared to be a partnership agreement among the applicants.

Towns in which the stations were to be located included Winona and Mankato, Minn.; Fort Dodge and Clinton, Ia.; Hastings and Grand Island, Nebr.; Appleton and Wausau, Wis.

Examiner Sewart also recommended adversely against a ninth application, filed by the Northern Broadcasting Co., Inc., of Wausau, Wis., for a permit to erect a 100-watt station.

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COAXIAL CABLE USE IN BERLIN VISUAL CIRCUIT DESCRIBED

As the American Telephone & Telegraph Company is preparing to construct a coaxial cable between New York and Philadelphia for use in television experiments, the Bureau of Foreign and Domestic Commerce at Washington this week issued a report on the coaxial cable used on the Berlin-Leipzig television circuit.

Douglas P. Miller, Acting Commercial Attache stationed at Berlin, cabled the following description of the cable:

"Siemens and Halske coaxial cable, constructed with a newly invented insulation called 'styroflex' is constructed as follows: Inner copper wire of 5 millimeters diameter following the longitudinal axis of the cable, is kept in place by 'styroflex' spiral; around both is a 'styroflex' sleeve; then a sleeve of spiral wound flat copper bands held together with copper foil, then a linen sleeve and finally a lead jacket. How 'styroflex' is made is not known. It is transparent, flexible, and thin as paper. Cable will handle 4,000 kilocycles now occupied as follows: 100 talking bands, up to 1,000 kilocycles; television band from 1,000 to 1,500 kilocycles, now used to produce 40,000 joint picture, or the equivalent of 180 lines 25 changes per second. A claim of direct scanning is made, although a sign in the broadcast office reads: 'Post Office Department cannot guarantee that the picture appearing is of the person talking.'

"Authorities claim this cable will later be used for television band of 2,000 to 4,000 kilocycles, 380 to 400 lines, 25 changes per second. Siemens and Halske have a new cable called 'symmetrische' which they claim is as good or better than but different from coaxial, in that 'styroflex' makes possible two longitudinal wires in core, one of which is to handle the return circuit instead of the use of the spiral wound copper sleeve for this purpose."

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FIELD INTENSITY INCREASED BY USE OF MAST ANTENNA

The field intensity produced by a radio transmitting station was increased from 50 to 100 per cent by substituting a high vertical mast antenna for an inverted L antenna, in experiments recently conducted by the National Bureau of Standards in cooperation with Station WBT, Charlotte, N. C., the Department of Commerce revealed this week.

Continuous field intensity records from each of these antennas were made at seven different distances, varying from 43 to 546 miles. Measurements were also made at eight points on a circle one mile from the transmitting station. The latter measurements indicated that the field intensity at one mile was almost doubled by substituting the high mast for the inverted L antenna. The same antenna change increased the field intensity at most of the distant points about 1.5 times, and reduced the amplitude of the fading at the first three receiving points, 43 to 88 miles distant, it was stated.

With either antenna the frequency of the fading was greater at the first three receiving stations than at the more distant ones. This rapid type of fading seemed to be produced largely by interference of ground and sky waves, both being appreciable components of the received fields at these nearby stations. The frequency of the fading was not appreciably changed by the substitution of the mast for the L antenna, according to the Standards Bureau.

During some of the tests four wires with a spacing of 90 degrees were dropped from cross arms at the top of the mast to increase its top capacity. This arrangement did not appreciably increase the field intensities at one mile or greater distances, but decreased the fading at the first three receiving stations, the Commerce Department announcement stated.

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LOUIS CALDWELL STAGES ONE-MAN GRIDIRON FOR VANDENBERG

A dinner that set columnists commenting on its uniqueness was held last week by Louis G. Caldwell, Washington attorney for Station WGN, Chicago, and former General Counsel of the Federal Radio Commission, in honor of Senator Vandenberg, of Michigan, strong contender for the Republican nomination for President.

Helen Essary in the Washington Times described it as a "One-Man Gridiron Dinner" and "the most brilliant satirical party official Washington has seen in years." Like the famed Gridiron dinner held annually by Washington newspaper men, the private dinner was interrupted with brilliant skits and stunts that kept the 50 guests in an uproar.

Long a friend of Senator Vandenberg, Mr. Caldwell would be certain to be offered a high position in the Federal Communications Commission were the Michigan Senator to become President.

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LISTENERS URGED TO EXPRESS PROGRAM APPROVAL

Urging listeners "to protect our investment in radio", Pitts Sanborn, prominent music critic and Director of The Radio Institute of the Audible Arts, addressed the National Conference of Music Educators in New York, March 31st, on the subject of "Radio and Music Appreciation."

The best way to protect the investment in good music and entertainment, Mr. Sanborn pointed out, is to write expressions of approval to the broadcasting companies. "Such a policy helps to insure the high quality of future performances", he said. "Radio entertainers who know that they have a large and appreciative audience, will make especially enthusiastic efforts to please that audience. Radio sponsors and stations that get support for a fine program are likely to keep that program on the air and produce more of the same kind", he told the educators.

"That is the way", he continued, "in which we can protect our investment in radio. We all have our ideas of what radio should be. There are certain practices we would like to see adopted, certain programs we would like to hear. If we want those programs presented and those practices adopted, it is highly desirable that we communicate our wishes to the broadcasters."

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RADIO UNIONS MERGE; TO AFFILIATE WITH A. F. OF L.

The Electrical and Radio Workers Union and the National Radio and Allied Trades have merged, according to the Radio Manufacturers' Association news bulletin. The new industrial union will be known as the Electrical and Radio Workers of America and will seek a charter from the American Federation of Labor. The new union will take the place of the National Radio and Allied Trades, which has left the A. F. of L. because it would not grant an industrial union charter.

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18% INCREASE IN RADIO SALES SEEN THIS YEAR

Sales of radio sets are expected to show a gain of 18 per cent this year over last, according to J. G. Donley in a copyright dispatch syndicated out of New York. He predicted that the largest gain will be in the sale of auto radios.

"At present there are some 3,000,000 sets installed in private cars, trucks, and busses", he wrote, "and the trade estimates that 1,500,000 auto radios will be sold this year, which will mean a 50 per cent increase in the number in use, if all the old ones stay on the job."

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DEPOSITS OF CLASS B RCA STOCK REPORTED SLOW

The following appeared in the financial columns of the New York Times on April 3rd:

"While deposits and proxies together appear to be sufficient to enable the Special Committee created by the Radio Corporation of America for the purpose to obtain ratification of the reorganization plan to be voted on at a meeting of stockholders next Tuesday, deposits of Class B preferred stock thus far reported to the New York Stock Exchange are a fraction under 30 per cent, with the result that the Committee is desirous of obtaining greater acceptance by deposit before proceeding with the plan. In such cases, deposits are generally larger proportionately in the last few days than the day-by-day deposits after a plan has been promulgated. There is believed, however, to be no doubt that the time for deposits will be extended."

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The Federal Communications Commission this week issued a summary of monthly reports of large telephone carriers in the United States for 1934 and 1935 on a large tabular chart. The compilation covers reports of revenue and expenses of 57 telephone carriers, each having annual operating revenues in excess of \$250,000. Copies may be obtained from the FCC.

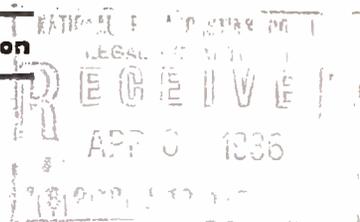
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SWEEPING INQUIRY SET BY FCC AS CRAVEN CITES RADIO PROBLEMS

Probably the most far-reaching inquiry in the comparatively brief history of broadcasting has been scheduled to begin June 15th by the Federal Communications Commission on the basis of a demand by Commdr. T.A.M. Craven, FCC engineer, for a basis for long-time policies in future allocation of limited facilities in the fields of broadcasting, television, and radio communication.

The hearing, it is expected, will take precedence over all previously-proposed allocations or shake-ups in the broadcasting field. It will, however, doubtless be but the forerunner of more special investigations of the present set-up.

Commander Craven's report, made to the full Commission, was rather general in its recommendations and will be followed, he said, by supplementary proposals to each of the divisions of the FCC charged with control of broadcasting, telephone, and telegraph operations.

"The necessity for this report arises from the limitation in the number of radio frequency channels which may be available for the various classes of communication service", Craven explained.

"While an emphasis may seem to have been placed upon broadcasting, the primary purpose of this report is to illustrate the effect that broadcasting requirements have upon the solution of problems involved in other services of equal, if not greater, importance, such as in the case of safety of life and property services.

"The Engineering Department reports that radio, by reason of recent technical progress, has arrived at a cross-roads in its application to the service of the public. The Federal Communications Commission is therefore confronted with some pressing problems of basic importance, the successful solution of which will constitute another milestone in the history of communications.

"The ultimate engineering solution of these radio problems is somewhat complicated by the national policy yet to be adopted with respect to land lines. For example, if radio is to be encouraged as a method of competition with domestic wire telephone and wire telegraph services, the need throughout the entire spectrum for radio frequency channels for such competition may be so great as to limit the use of radio for other services, such as aviation, marine, visual, and aural broadcasting, police communications, emergency and safety of life services, and other such needed communications which cannot be easily accomplished through use of land lines.

"If, on the other hand, radio is to be reserved primarily for communication needs of the public, which cannot satisfactorily be fulfilled by wire, the solution of the radio problem, while still difficult is more easily comprehended.

"The Engineering Department is inclined to the view that the Federal Communications Commission, by reason of the existing technical limitations inherent in radio, will deem it safe to proceed with a tentative solution of the pressing radio problems on the basis that, for the present at least, radio should be reserved primarily for services which are dependent upon radio rather than wire, and secondarily to permit a controlled amount of radio competition with the land wires and submarine cables by public service communication companies.

"In other words, the Engineering Department is of the opinion that the present development of radio has not sufficiently advanced to permit it to become a factor of comprehensive competition with the land line systems of the country, and if radio is ever to be seriously considered as such a factor, it first will be necessary for a vast amount of technical progress and scientific development to be accomplished.

"Therefore, the Engineering Department believes it to be the desire of the Commission that, pending additional scientific development, nothing should prevent the use of radio for services for which it naturally is suited, and also that progress should not be impeded in the general application of radio to all public services as may be needed."

Commdr. Craven set forth four important technical problems requiring the attention of the Communications Commission. They are:

"1. Providing new radio frequency channels for public services in classes of communication other than broadcasting, as well as providing for all classes of radio service in the interest of safety of life and property.

"2. Frequency allocation improvements to the existing broadcast structure - 550 to 1600 kc.

"3. Visual broadcasting (television and facsimile).

"4. Aural broadcasting on frequencies above 1600 kc."

Explaining the problems, he said:

"Peculiarly, the solution of these four broad problems is so intrinsically interrelated that none of them should be decided upon without consideration of the other three.

"In addition to the foregoing, the decision of the President of the United States with respect to the stated requirements of the various governmental departments for radio frequencies in the newly developed portion of the spectrum for safety of life and property, will have an important influence on the action which can logically be taken by the FCC.

"Of the problems confronting the Commission, visual broadcasting perhaps most complicates the situation by reason of two factors, namely:

"1. The technical requirement for an extremely large portion of the limited other spectrum, thus restricting the amount which would be available for services other than broadcasting.

"2. The economics of visual broadcasting, including the possible economic effect it may have upon existing aural broadcasting and the existing receiver manufacturing industry, as well as the newspaper and motion picture industries.

"If more data were available with respect to these two factors of visual broadcasting, the FCC might have sufficient detailed information to warrant its proceeding immediately with confidence in the solution of the other three radio problems on a more permanent basis; but visual broadcasting is still deep in the experimental status from both technical and economic stand-points.

"The other three problems are not quite so complex as visual broadcasting, and while there is still insufficient data regarding wave propagation in large portions of the spectrum, there is enough information relative to propagation in certain portions of the spectrum to permit more definite progress along specific lines, and in this connection at present there appears to be a need for opening new portions of this spectrum in the service of the public. Furthermore, the possible intrenchment of various developed services by vast expenditures of money is a factor of compelling importance."

Commdr. Craven suggested three courses open to the Commission but dismissed the first and second as foolhardy and illogical, respectively. The courses are:

1. Proceed immediately with the solution of the four problems on the assumption that visual broadcasting will either be on a limited scale or that it will have to await further apparatus development to permit it to use frequencies higher than are now practicable with existing vacuum tubes.

2. Delay immediate solution of the four problems until more is known of visual broadcasting and until vacuum tube development on the higher frequencies is further advanced and until further data with respect to wave propagation is accumulated.

3. Proceed upon the doctrine of "evolution and experimentation" by encouraging development and use of frequencies along definite lines as may be indicated from time to time from accumulated data and by holding informal hearings as necessary to facilitate progress in detail."

The Chief Engineer then recommended a 14-point program to the FCC as a basis for attacking the solution of the problems confronting the Commission and the radio industry. They are, in brief:

1. In new allocations or in reallocations of radio frequencies, proceed upon the basis of "evolution, experimentation, and voluntary action" rather than by radical and enforced costly changes.

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2. Encourage communication development along specific lines as may be indicated from time to time from accumulated data and evidence obtained at informal engineering meetings.

3. Hold an informal engineering hearing before the Commission en banc for the purpose of:

(a) Determining in a preliminary manner the most probable future needs of the various services for frequencies above 30,000 kc.; (b) securing for the public and the FCC a keener insight of the conflicting problems which confront the industry and the regulatory body in the application of new frequencies; (c) guiding experimentation along more definite lines; (d) reviewing frequency allocations to services in the radio spectrum below 30,000 kc.

(The fourth recommendation was deleted from the report made available to the press - R.D.H.)

5. The Engineering Department should prepare minor modifications of existing regulations for experimental operation above 30,000 kc., to be effective immediately, but designed to encourage progress while avoiding illogical "intrenchment" pending final determination of the problems.

6. (Also missing - R.D.H.)

7. Engineering Department to prepare modifications of existing regulations pertaining to frequencies for various classes of broadcasting stations between 550 and 1600 kc.

8. Hold a general hearing on the modifications resulting from the proposal in No. 7.

9. Encourage standardization of visual broadcast transmission performance by authorizing the Engineering Department to cooperate with the Radio Manufacturers' Association and licensees of experimental television stations.

10. Encourage development of coaxial cables for use in television.

11. Continue television station licensing on experimental basis only and making more stringent requirements relative to operation.

12. At proper time promulgate visual broadcast transmission performance standards provided Radio Manufacturers' Association recommendations are not satisfactory, and to hold a hearing on subject.

13. After standards are adopted, continue policy of keeping visual broadcasting on an experimental basis until sufficient data is accumulated with respect to economic factors and possible economic effect on other broadcast services and upon newspapers and motion pictures.

14. Continue to encourage aural broadcasting on an experimental basis on frequencies above 30,000 kc. When sufficient data is available on this and other services, the Federal Communications Commission should consider the desirability of commercial aural broadcasting on frequencies above 30,000 kc."

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4/7/36

PETTEY'S BROTHER-IN-LAW HANDLES RADIO FOR DEMOCRATS

William Dolph, Sales Manager of Station WOL, Washington, is acting somewhat in the same capacity as his brother-in-law, Herbert L. Pettey, retiring Secretary of the Federal Communications Commission, did in the 1932 presidential campaign, it was learned this week.

Mr. Dolph has taken over the job of handling radio hookups for the Democratic National Committee during the present campaign, but he has refused to give up his WOL connection. The political job, consequently, is on a part-time basis.

Mr. Pettey was expected to return to the job up until the time he announced his resignation from the FCC to join the executive staff of WHN, New York City. The FCC has not yet selected his successor.

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ASSOCIATION VENTURE GETS SECOND SET-BACK AT FCC

The sponsors of a proposed association of new 100-watt broadcasting stations got their second reversal in a week when Examiner Melvin H. Dalberg recommended that the Mason City Broadcast Co., Mason City, Ia., be denied a permit to operate on 1420 kc.

The organizers, listed as Emmons L. Abeles, Robert J. Dean, F. K. Koren, and M. L. Finkelstein & Sons, were turned down a few days earlier on applications to build seven small stations in the Northwest and Middle West.

The Examiner also ruled against the Northern Iowa Broadcasting Company for the same facilities, but approved the application of the Mason City Globe-Gazette Co., which publishes a daily newspaper, for a construction permit to use 1210 kc. with 100 watts power, unlimited hours.

Examiner John P. Bramhall reported adversely on the application of Station WPAR, Parkersburg, W. Va., to increase its daytime power from 100 to 250 watts.

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4/7/36

HEARST AWAITS DECISION ON BID TO BUY WMAL

After several days hearing before Justice Bailey in District of Columbia Supreme Court, Elisha Hanson, attorney for William Randolph Hearst, said he would file a brief before April 15th in support of Mr. Hearst's suit to force the heirs of M.A. Leese to sell him Station WMAL, Washington, for \$250,000.

Hearst Radio, Inc., won the first skirmish when Justice Bailey over-ruled the heirs and granted Mr. Hanson's motion to try the case on its merits.

Also interested in Station WMAL is the Washington Evening Star, which is understood to be willing to pay \$200,000 for the station. Mr. Leese, before his death, tried to sell the station to the Star and stated he wanted the newspaper to be given the first opportunity to buy it whenever it should be sold.

Station WMAL is now affiliated with the National Broadcasting System along with WRC, Washington.

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BRINKLEY CAMPAIGN RECALLED IN LONDON REVIEW

The unsuccessful Kansas gubernatorial campaign of Dr. John R. Brinkley, goat-gland specialist and former Kansas broadcaster, who now operates XERA, and XEAW, Mexican border stations, was recalled by Franklyn Waltman, political staff writer, in a news story on Governor Landon in the Washington Post.

Writing under a Topeka date line, Waltman quoted one of the Governor's aides as saying:

"If they can dig up anything on Alf Landon, then they're good. He was twice opposed for the governorship by Doc Brinkley, the goat-gland specialist, and the doc was out to get Landon. He charged him with everything in sight - being dominated by the interests, beholden to Standard Oil and a lot more. If none of the mud thrown at Landon in those two campaigns stuck, it is unlikely men with any regard for the truth will make anything stick."

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RED TAPE AGAIN BALKS GOOD PUBLICITY FOR THE FCC

The Federal Communications Commission by poor teamwork this week missed fire on another chance for good publicity on the report of Commdr. T.A.M. Craven, Chief Engineer, by taking a couple of days to decide whether to release the report and by failing to take their Press Relations Chief, Frank Wisner, into their confidence.

As a consequence, although the wire services were able to get something on the far-reaching recommendations last Saturday, and Chairman Prall was waid to have loaned his copy to a favored few, newspaper men who went to the FCC on Monday were given a run-around until late in the afternoon, when Commissioner George Henry Payne; upon returning to his office, made his copy of the carefully-guarded report available.

By that time most newspaper men interested in the report didn't care whether the FCC released it or not.

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KENNEDY EXPLAINS RCA PLAN AT STOCKHOLDERS MEETING

Joseph P. Kennedy, former Chairman of the Securities & Exchange Commission, whose plan for recapitalization of the Radio Corporation of America was approved by the Directors January 31st, was to attend a special meeting of the company April 7th in New York City.

While the New York Stock Exchange reported April 6 that 299,389 certificates of deposit for RCA Class B preferred shares, or 39 per cent of that stock, had been listed, late deposits under the plan brought total deposits of this class of stock close to 50 per cent with the likelihood that it would surpass a majority before the meeting, according to the New York Times.

Deposits and proxies for Class B shares and for common and Class A preferred shares were, for each class, close to 60 per cent of the total shares outstanding, it was indicated. This would assure ratification of the plan, the Times said, but it is likely that deposits of Class B preferred shares will be permitted for an extended period.

In brief, the plan calls for retirement of all Class A preferred shares; borrowing of \$10,000,000 at $2\frac{1}{2}$ per cent from banks; exchange of Class B preferred shares at the rate of 1-1/5 shares of new convertible preferred stock and one common share for each preferred share, and the right for five years to convert each new preferred share into five common shares.

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FCC FIXES STRICTER MARKINGS ON INDICATORS

The Federal Communications Commission has issued the following instructions to all manufacturers of broadcast equipment:

"It has come to the attention of the Commission that in several cases the instruments supplied with broadcast transmitters for indicating the plate current and plate voltage of the last radio stage and the antenna current, have such scale divisions that where indications fall between divisions, it is impossible to estimate the reading within plus or minus 2%, which is the accuracy required for these instruments.

"The scale divisions should be as small as practical and of such value as to permit accurate interpolation at a glance.

"Attention is also invited to the requirement that the full scale readings of the direct current instrument shall not exceed five times and the full scale reading of the antenna ammeter shall not exceed three times the minimum normal indications.

"The function of each instrument shall be permanently and plainly marked thereon or on the panel immediately adjacent thereto.

"All future equipments should be supplied with instruments in accordance with the above. Broadcast stations employing instruments which do not meet these requirements will be cited for violation of Rule 143. In the case of equipment of approved manufacture, the question of the cost of replacement must be settled between the vendor and vendee."

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C.C.I.R. COMMITTEE MEETINGS SCHEDULED

The Chairmen of Committees A and D preparing for the Fourth Meeting of the C.C.I.R. have agreed on a schedule for the next meeting of their committees as follows:

Committee A (Organization and Technical), 10 A.M.,
Thursday, April 16
Committee D (Broadcasting Questions), 10 A.M.,
Friday, April 17.

Both meetings will be held at the Institute of Radio Engineers, Room 2604 McGraw-Hill Building, 330 W. 42nd Street, New York, N. Y.

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4/7/36

INDUSTRY NOTES

Charging unfair representations in aid of the sale of "Sunlife Chlorophyllian Oil", advertised by radio and other media as "captured sunlight" for treatment of certain diseases, the Federal Trade Commission has issued a complaint against Sunlife Chlorophyllian Laboratories, Ltd., 2702 South Hill Street, Los Angeles, distributors of the preparation. The complaint also names as respondents the following members of the firm: C. C. Miller, W. B. Mather, W. M. Louisson, D. A. Lester, L. D. Marr and H. M. Young.

The Siamese Government has increased the import duty on parts and accessories of telephone, telegraph and radio apparatus from 5 percent ad valorem to 25 percent ad valorem according to the Board of Trade Journal, London.

The Mutual Broadcasting System's gross billing for March for four basic stations, WOR, WLW, WGN and CKLW reached \$173,117.73, surpassing the previous high mark by \$5,000. This does not include affiliated stations.

Jack T. Nelson on April 1st resigned as Radio Director of Lennen & Mitchell to join Kenyon & Eckhardt, Inc., in a similar capacity.

Lenox R. Lohr, President of the National Broadcasting Company, and William S. Paley, President of the Columbia Broadcasting System, will serve as co-chairmen of the Radio Broadcasting Committee of the Citizens Family Welfare campaign to raise \$1,500,000 for the support of private family welfare agencies.

Douglas Coulter, Vice-President in Charge of Radio at N. W. Ayer & Son, Inc., will join the Columbia Broadcasting System on April 13th as Assistant Director of Broadcasts under W. B. Lewis. Mr. Coulter has been connected with N. W. Ayer for eleven years.

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RADIO BROADCASTING MAKING PROGRESS IN BRAZIL

Notable progress has been made in the field of radio broadcasting in Brazil during recent years both as regards number of stations and the quality of programs, according to Trade Commissioner J. W. Ives, Rio de Janeiro, in a report made public by the Commerce Department.

There were only 23 broadcasting stations operating in the country in 1931. The majority of these stations were poorly equipped and offered little in the way of studio programs, broadcasts consisting chiefly of phonograph records. At the close of 1935, the number of stations had increased to 57, of which at least 20 were well equipped for both studio and record broadcasts, and maintained more or less regular schedules on the air, it was stated.

With one exception, all of the stations currently operating in Brazil, broadcast on long wave. The use of the radio as an advertising medium has been steadily increasing following the improvement in broadcasting facilities and the upward trend in the sale of receiving sets. It is estimated that advertising revenues of broadcasting stations now aggregate around \$83,000 per month of which 70 per cent is accounted for by stations in Rio de Janeiro and Sao Paulo.

The greatest deterrent to more widespread use of radio time for advertising, it is pointed out, is the lack of anything approaching a national network and the restricted coverage afforded by the majority of the individual stations.

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MARYLAND LINKING POLICE RADIO NET WITH D. C.

Work has started at Laurel, Md. on the first of a series of State police broadcasting stations which, when completed, will form the basic link of an interlocking network of police radio stations in Maryland, the District of Columbia, and nearby States.

Messages will be broadcast to Maryland State Policemen and will be picked up and rebroadcast by the city police stations, which form a different system. The Washington police radio station will enlist the aid of the Maryland broadcasting system in apprehending criminals escaping from the National Capital.

Maryland has not yet decided how many State radio stations to construct. There may be seven, one at each sub-station, if the system proves successful.

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4/7/36

APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

April 3 - WMAZ, Southeastern Broadcasting Co., Inc., Macon, Ga., CP to install auxiliary transmitter to operate with 500 watts for auxiliary purposes; KWSC, State College of Wash., Pullman, Wash., CP to make changes in eqpt. and increase day power from 2 to 5 KW, subject to Rules 131, 132 and 139; KFJB, Marshall Electric Co., Inc. Marshalltown, Ia., CP to make changes in equipment; WCLO, Gazette Printing Co., Janesville, Wis., CP to make changes in eqpt., erect new radiating system, increase day power from 100 w. to 250 w. and move transmitter to site to be determined in Janesville; WSBC, WSBC, Inc., Chicago, Ill., CP to move transmitter approximately 3-3/8 miles to West Town Office Bldg., 2400 Madison St., Chicago, and erect vertical radiator; WJAR, The Outlet Co., Providence, R. I., Mod. of CP to make changes in equipment; WHDH, Matheson Radio Co., Inc., Boston, Mass., temporary license to cover CP authorizing changes in equipment; also authority to determine operating power by direct measurement of antenna input in accordance with terms of Rule 137.

Also. WSYR-WSYU, Central New York Broadcasting Corp., Syracuse, N. Y., Mod. of CP to move transmitter from Nedrow, N.Y. to Syracuse, extend commencement date to one month after grant and completion date to six months thereafter; KIEM, Redwood Broadcasting Co., Inc., Eureka, Cal., license to cover CP authorizing installation of new eqpt.; change in freq. from local to regional channel and power from 100 to 500 watts, also move of transmitter, 1450 kc., unlt'd. time; WIEK, Atlantic Brdcstg. Corp., Portable-Mobile (N.Y. City), license to cover CP (Temp. Broadcast pickup), freqs. 1646, 2090, 2190, 2830 kc., 100 watts.

Also, WSAI, The Crosley Radio Corp., Cincinnati, Ohio, license to cover CP authorizing move of transmitter and changes in equipment, 1330 kc., 1 KW night, 2½ KW day, unlt'd; WCRW, Clinton R. White, Chicago, Ill., Mod. of license to change specified hours deleting from 12 midnight to 1 AM operating time; KIRO, Queen City Broadcasting Co., Seattle, Wash., authority to install automatic frequency control; W9XOK, The Star Chronicle Pub. Co., St. Louis, Mo., license to cover CP, freqs., 31600, 35600, 39600, 41000 kc., 100 w.; KFYO, T. E. Kirksey, tr. as Kirksey Bros., Lubbock, Tex., consent to voluntary assignment of license to the Plains Radio Broadcasting Co., a Texas Corp.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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ACCEPTANCE OF "ALL-WAVE" DESIGNATION BY FTC SEEN

An outstanding point of discussion at a three-hour hearing at the Federal Trade Commission last Tuesday morning on proposed trade-practice rules submitted by the Radio Manufacturers' Association was whether or not the advertising of radio sets as "all-wave", covering a continuous spectrum of frequencies from 540 to 18,000 kc. conveyed the proper impression of their performance to the buying public. The proponents of the all-wave designation claimed that while there were a few programs broadcast outside of the 540-18,000 kc. range that this was a fair designation in the present state of the art. This was almost unanimously borne out by testimony of Government officials and radio industry representatives.

That the proposed trade practice rules would be adopted with few changes was indicated by their endorsement by Secretary of Commerce Daniel C. Roper, and Andrew Ring, Acting Chief Engineer of the Federal Communications Commission. Secretary Roper urged that they be adopted without change. Mr. Ring wrote that the 540-18,000 kc. designation was proper at this time.

The RMA committee in charge of the proceeding before the Trade Commission consisted of James M. Skinner, of Philadelphia, Chairman, and James L. Schwank, of Philadelphia, Commander E. F. McDonald, Jr., and A. S. Wells, of Chicago, and George A. Scoville, of Rochester, N. Y. Leslie F. Muter, of Chicago, President of the Association, was present. Witnesses for the industry were presented by Bond Geddes, Executive Vice-President, and Judge John W. Van Allen, counsel, of Buffalo, also participated in the proceedings.

Mr. Skinner, the first witness, who is President of the Philadelphia Storage Battery Company, said that the 540-18,000 kc. range was a correct definition of an all-wave set. W. W. Bays, Commission Attorney, asked him how he knew a set could bring in those frequencies. Mr. Skinner replied because that was the way it was designed. Mr. Bays wanted to know if each set was tested individually and how. He asked if a five-tube set would be able to pick up Japan and Australia.

"Yes", Mr. Skinner replied, "but not as well as a 12-tube set."

A provision was urged by H. J. Kenner, of the New York City Better Business Bureau which would prohibit disparagement of or attacking competitors. As an "unfortunate" example of this he cited the recent controversy between the metal and glass tube manufacturers. Mr. Kenner said that the manufacturer should set the good example to the dealer. He declared that certain radio

advertising copy was misleading. As an instance, the speaker referred to the RCA Victor advertising of the "Magic Brain" and "Magic Eye" sets in which the impression was conveyed that the buyer could get these in the lower priced receivers. //

The endorsement of the proposed rules by Secretary of Commerce Roper was read by Andrew W. Cruse, Chief of the Commerce Department Electrical Division. "I approve the recommendations submitted", Secretary Roper wrote, "and hope they will be adopted without change, provided the radio manufacturers have no objection."

While the 540-18,000 kc. designation "all-wave" description might do for the present, H. Diamond, an engineer of the Bureau of Standards, believed it would have to be revised later. He suggested that the designation be "Standard All-Wave" set. R. L. Clark, of the Federal Communications Commission, said he considered the all-wave designation satisfactory.

Dr. J. H. Dellinger, of the Bureau of Standards, said that technically "he couldn't see" the 540-18,000 all-wave designation but inferred that as a commercial designation it was probably fair. During the course of his remarks Dr. Dellinger spoke of a noise suppressor which had been invented by J. J. Lamb for high frequency sets. "It is an ingenious device for sharp sudden impulses", Dr. Dellinger explained with apparent enthusiasm, and it deals especially with such interference as automobile ignition."

Asked by Dr. W. R. G. Baker, Vice-President of RCA Victor, what his specification of an "all-wave" set was, Dr. Dellinger replied, "That varies with the viewpoint. To me an all-wave set would range from 15 kc. to 2,000,000 kc." Dr. Baker replied that the Commission was trying to define the term for the consumer adding: "It is not practicable to build a radio set to cover the technical term of 'all-wave'." The Bureau of Standards expert agreed to this. However harking back to the suggestion of Mr. Diamond, Dr. Dellinger observed, "The word 'standard' is good. The word 'all' isn't." Dr. Baker contended that "all-wave" was understood and accepted by the consumer, that it had been adopted upon the recommendation of the Federal Communications Commission, and that the definition was adequate in the present state of the art.

Mr. Geddes in presenting data on all-wave sets throughout the world to the Trade Commission, included magazines of foreign countries carrying references to "all-wave" sets showing that the expression was universally used. Mr. Skinner said, in conclusion, that all the manufacturers wanted to do was to prevent dealers calling sets which didn't have the 540-18,000 kc. range "all-wave" sets.

Mrs. S. P. Muchmore, Assistant Manager of the Washington Better Business Bureau, said that in trade practice in other industries that tolerances were allowed from 2% to 15% such as the expression "all-wool". This she said had been approved by the Federal Trade Commission and that like tolerance, she believed, should be shown in the expression "all-wave".

At the conclusion of the hearing, Judge George McCorkle, Director of Trade Practice Conferences, said the proposed rules would be submitted to the Federal Trade Commission, along with their recommendations, and later, after the Commission has given the matter its attention the rules, if changed, will be sent to the Radio Manufacturers' Association for acceptance. When an agreement is reached by those two bodies, then a copy of the revised rules will be sent to every member of the industry requesting their acceptance.

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RMA MEMBERSHIP MEETING JUNE 18-19 IN CHICAGO

Directors of the Radio Manufacturers' Association, meeting in Washington this week, scheduled the Twelfth Annual Meeting of RMA for June 18-19 at the Stevens Hotel in Chicago. The meeting will come between the Republican and Democratic National Conventions.

Bond Geddes, Executive Vice-President, said the program will include the usual business sessions, election of officers, a golf tournament, and a concluding banquet.

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PUBLISHERS' BATTLE SEEN OVER RADIO-PRESS BUREAU

A spirited battle among members of the American Newspaper Publishers' Association is expected at the annual meeting on April 20th because of widening divergences of opinion on the relationship of broadcasting and newspaper publishing. Whether the Press-Radio Bureau will be continued and whether the publishers will try to enforce a ban against the sale of wire news reports to stations for sponsorship are questions that may split the association.

E. H. Harris, Chairman of the Publishers' National Radio Committee, is leading the fight to force United Press and International News Service out of the field of marketing their services to radio stations. Aligned with him is the Associated Press, which is prohibited by his charter from selling news.

Stating that the two independent press associations will resist any restrictive ANPS policies, Newsdom said, in an editorial:

"It is now an old story that radio flashes help rather than hinder the progressive newspaper. We only hope that the publishers attending the convention will realize it and will put their thumbs down on the Press-Radio Bureau.

"In the final analysis, the bureau is a veiled monopoly aimed at the independent press associations."

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4/10/36

KVOS-AP CASES CARRIED TO U. S. SUPREME COURT

The United States Supreme Court has been asked to review an injunction granted by the Ninth Circuit Court of Appeals restraining Station KVOS, Bellingham, Wash., from broadcasting Associated Press news reports until 18 hours after publication.

An appeal filed by KVOS asserted "the Circuit Court has erroneously and improvidently usurped the functions of Congress" in granting the temporary restraining order.

"Newspapers", its petition said, "are entitled to protection up to the time of publication, but no longer; they are entitled to protection as long as news events remain confidential and within their own circle, as against competitive news gathering agencies and others, but never past the point of publication, and in no case, after distribution and sale."

The litigation was started by the Associated Press, which contended the radio station was "pirating" news dispatches from the Seattle Post-Intelligencer, the Seattle Times and the Bellingham Herald, all Associated Press members.

The Federal District Court for Western Washington dismissed the press association's bill of complaint, but was reversed by the Appellate Court. The Supreme Court probably will announce within a month whether it will review the controversy.

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CBS MAKES DEAL WITH MCA AFTER AFM DIFFICULTIES

Columbia Broadcasting System is turning over the job of orchestral bookings to the Music Corporation of America as soon as present contracts expire. The deal, it is reported, was inspired by the demands of the American Federation of Musicians.

Joseph Weber, President of AFM, is reported to have advised CBS it would have to give up its booking of bands because of unfair competition created by the network being able to sell broadcast periods in conjunction with bands booked at night clubs or hotels. CBS also is said to have had trouble with James Petrillo, head of the Chicago branch of the AFM.

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RADIO INDUSTRY STUDIES IMPLICATIONS IN CRAVEN REPORT

Engineers in all branches of the radio industry were closely scrutinizing this week the general report of Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission, which led the FCC to call a public hearing for a sweeping inquiry into radio problems and policies on June 15th.

The consensus was that the report is an excellent bit of diplomatic writing in that it adopts both the conservative and the progressive views of the industry at once. While proposing to protect the status quo, it suggests that experiments and evolution be allowed free rein.

The industry will await with keen interest the subsequent reports, which Commander Craven explained will go into more detailed recommendations for the benefit of the several divisions charged with control of communications.

Finally, the decisions as to policies must come from the Commission itself, the report indicated, and they must be flexible enough to be changed as technical progress in the art of radio transmission continues.

The report should serve a dual purpose in this presidential election year in that it will please most of the industry, including established wire services who are threatened with radio competition, and it should forestall any further demands from Congress for an investigation or a reallocation of broadcasting facilities at least until next year.

Several days after the report was submitted to the FCC, mimeographed digests were made available to the press with recommendations renumbered so that the deletion of two controversial proposals would not be apparent.

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RADIO COLUMNS REAPPEAR IN HEARST NEWSPAPERS

After abruptly ordering all radio columns eliminated from his string of newspapers, William Randolph Hearst is apparently letting them creep back in one by one, just as often occurs on Hearst papers after an efficiency man has dismissed employees in an economy drive.

Radio columns have reappeared in the New York American and the Baltimore American and are expected to return to other Hearst papers shortly.

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7, 1935

NBC DROPS HOSTESSES, BONUSES IN ECONOMY MOVE

Continuing the economy curtailments instituted when Maj. Lenox Lohr became President, the National Broadcasting Company is making further reductions almost weekly in the New York headquarters. The reported goal is a saving of \$1,000,000 a year in operating expenses.

About 25 hostesses, constituting the entire force, were given two weeks' salary and dismissed this week following a consolidation of office personnel and service units. Pages will replace the hostesses and will do messenger service as well. NBC has employed hostesses since 1925, when WEAJ hired the first, at 195 Broadway.

In another reduction, NBC is reported to have placed all time salesmen on a strict salary basis, withdrawing all previous bonuses and commissions. Salaries were said to have been raised, however, as a partial compensation.

Major Lohr meanwhile resumed direct supervision of station relations in a move to make more personal contacts with station executives. He is planning to make a tour this Summer of NBC owned and affiliated outlets over the country.

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INSULL CHAIN SIGNS 20TH STATION

Radio station WKBB, Dubuque, Iowa, will serve the Affiliated Broadcasting Company as the outlet for ABC programs in the Dubuque area when this newest of regional networks begins operations the latter part of this month, it was announced April 9th at the network headquarters in the Civic Opera Building, Chicago. WKBB, which will be connected with the Wisconsin group of ABC stations, is the twentieth station to affiliate itself with the new radio chain of which Samuel Insull is President,

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RCA TELEVISION PROJECT PROGRESSING

The Radio Corporation of America's three-point plan for television development is proceeding on schedule, according to an RCA announcement. The transmitter, located in the Empire State Building, New York City, is being installed. The television studio, which is located in the NBC plant at Radio City, and which will be connected by radio with the transmitter, is nearing completion.

When everything is in readiness for emission of pictures, a number of test receivers will be operated by technicians of the RCA Engineering organization, throughout the New York area. These field tests will begin toward the latter part of the year. In this way, the various problems involved in television transmission and reception, from the technical standpoint, will be studied.

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MILLS DENIES BAN ON MARION DAVIES' SONG PLUGS

The American Society of Composers, Authors, and Publishers is not blocking song plugs of the new Marion Davies motion picture, as reported by an amusements periodical, according to E. C. Mills, General Manager of ASCAP. The refuted report which was reprinted in this letter last week was that ASCAP's ban was an outgrowth of the copyright fight because Warner Brothers released the motion picture.

The report also inferred that Warner Brothers and Hearst might align themselves against NBC and CBS and ASCAP.

"ASCAP is not 'blocking' any song plugs on any music at any time or under any circumstances", Mr. Mills said. "Broadcasters themselves, individually, who do not hold license of the Music Publishers Holding Corporation are not including any compositions controlled by that corporation in their programs and quite properly, as to do so in the absence of a license from the copyright owner would constitute infringements of copyrights.

"ASCAP has nothing whatever to do with the matter, directly or indirectly. The Music Publishers Holding Corporation and its respective subsidiaries are not members of ASCAP. Therefore, broadcasters who do not hold the license of the Music Publishers Holding Corporation very properly refrain from the public performance of any of their respective copyrighted musical works.

"As a matter of fact, ASCAP enjoys the very friendliest relationship with all of the radio stations presently affiliated with the Hearst interests."

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RCA RECAPITALIZATION APPROVED; KENNEDY GETS \$150,000

The recapitalization plan of the Radio Corporation of America was approved by a stockholders' vote of 11,341,635 to 11,312 or 1,000 to 1 at a special meeting April 7th in New York City. At a Directors' session after the meeting of stockholders the plan was declared operative, and the time for the deposit of Class B Preferred shares in exchange for the new \$3.50 dividend in First Preferred shares was extended to May 1st.

Joseph P. Kennedy, former Chairman of the Securities and Exchange Commission, disclosed that he received a fee of \$150,000 to devise the recapitalization plan. He said \$30,000 of this was used to pay for statistical and accounting services.

The Recapitalization Plan provides for the redemption of all the outstanding 7 per cent. "A" Preferred stock of RCA at the redemption value of \$55 a share, plus accrued dividends. Cash in the treasury and ten million dollars borrowed from banks at an interest rate of 2-1/2 per cent a year is to be used for this.

The bank loans are for five years with the right of prepayment at any time. Redemption of the "A" Preferred stock will eliminate annual dividend requirements of \$1,734,600. The interest on the ten million dollar bank loan amounts to only \$250,000 a year.

The second principal provision of the Recapitalization Plan is for the exchange of "B" Preferred shares at the rate of 1-1/5 shares of a new \$3.50 Cumulative Convertible First Preferred and one share of Common for each share of "B" Preferred. The new First Preferred will bear dividends from April 1, 1936. It will rank ahead of all other classes of stock, will have one vote per share, and will be callable at \$100. For a period of 5 years it will be convertible at the rate of 5 shares of Common stock for each share of First Preferred.

David Sarnoff, President of RCA, in a report to the stockholders called attention to the progress made by RCA in research, development, and organization and cited the need for an American communications policy.

Speaking of RCA experiments in television, he said that tests of the visual broadcasting transmitter being installed atop the Empire State Building will start June 29th.

Newton D. Baker, Cornelius N. Bliss, Bertram Cutler and General James G. Harbord were unanimously re-elected Directors for three-year terms. Although Rockefeller Center has sold its entire holdings of 100,000 shares of Class A stock, Mr. Cutler, who owns 200 Class B Preferred shares and who is considered to be a representative of the Rockefeller interests, remains on the Board.

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AUSTRALIAN RADIO INDUSTRY PREFERS AMERICAN TUBES

While the sale of American-made radio receiving sets in Australia in any volume is impossible under existing tariff conditions, there is a substantial demand in that market for American-made parts, especially tubes, according to a report to the Department of Commerce from Assistant Trade Commissioner W. C. Flake, Sydney.

In the fiscal year ended June 30, 1935, Australian imports of tubes were valued at £327,390 (\$11,272,000) against £191,122 (\$765,000) in the preceding fiscal year. American makes accounted for £135,055 (\$524,000) and £125,364 (\$501,000), respectively, in the two periods. Total imports of other radio parts were valued at £73,232 (\$284,140) in the 1934-35 period compared with £41,207 (\$164,828) in the preceding fiscal year of which the United States accounted for £43,034 (\$167,000) and £27,253 (\$109,000) respectively.

Domestic production of receiving sets in Australia in 1935 is estimated to have amounted to approximately 145,000 units, a total of 30 per cent less than the preceding year's output. However, the outlook for 1936 is more promising, the report points out. Manufacturers are now giving much attention to the all-wave receiver and it is anticipated that a substantial demand will develop for this type. Another favorable factor is the establishment of broadcasting stations in smaller cities and towns, thus providing better reception for the four-tube sets popular in the farming communities. The sale of automobile radios is also increasing and it is predicted in trade circles that domestic production in 1936 may approximate 175,000 receiving sets, it was stated.

At the end of 1935 there were 770,152 licensed radio sets in operation in Australia compared with 681,634 at the close of 1934 and 337,654 in 1931. The number of new listeners' licenses issued during 1935 totaled 169,621.

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<p> ::: ::: INDUSTRY NOTES ::: ::: </p>

Federal Communications Commission hearings in the American Telephone and Telegraph investigation will not be resumed before 10 A.M., April 20th, instead of April 14th, as previously scheduled, it was announced this week.

Dorman D. Israel has been appointed Chief Engineer of the Emerson Radio & Phonograph Company, New York. He was formerly connected with Crosley Radio Corp.

The Daily News Corporation, St. Paul, Minn., has filed an appeal in the United States Court of Appeals of the District of Columbia against an order of the FCC of March 19th granting a construction permit for the erection of a new station at St. Paul to use 1370 kc., 100 watts, unlimited time. The plaintiff contends it had a similar application pending since August 14, 1935.

The Mutual Broadcasting System is negotiating with WOL, Washington, to join its network.

C. Ellsworth Wylie, General Manager and Sales Manager of the Don Lee Broadcasting System for several years, has opened his own advertising agency under the name of C. Ellsworth Wylie Co., with offices in the Beau Arts Building, Los Angeles. Mr. Wylie resigned from the Don Lee organization the first of March.

Four music publishing subsidiaries of Warner Bros. Pictures, Inc., Harms, Inc., M. Witmark & Sons, Remick Music Corp. and T. B. Harms Co., have filed 36 more suits for alleged infringement of their copyrights against radio stations, night clubs, hotels and restaurants in and out of New York. The smallest amount of damages demanded is \$250, the largest \$10,000.

The final performance of the Philco Amateur Series, which has been broadcast over Station WIP, Philadelphia, during the past Winter, was presented Saturday, April 4th. So popular were these programs with the Philco employees, and so great was the demand for tickets, that it was necessary to engage the Metropolitan Opera House, the largest theater in Philadelphia, for the last show in order to accommodate the crowd.

John T. Rose, of Endicott, N. Y., was elected President of the Institute of Radio Service Men, Inc., last week at the Association's Fourth Annual Convention and Trade Show held at the Hotel Sherman in Chicago. He succeeds Edgar C. Arnold as head of the IRSM. Elected Vice-President was Harold Nitze, of Sheboygan, Wis., who succeeds Victor Gassere. Joseph E. Kamys of Chicago was re-elected Secretary-Treasurer. Ken Hathaway is Executive Secretary of the IRSM.

Harry E. Lawrence, 32-year-old electrical engineer employed by the National Broadcasting Company, was killed by an electric shock April 8th, while experimenting with a charged condenser in the broadcasting company's experimental television transmitting station on the eighty-fifth floor of the Empire State Building, New York City.

A new high-power broadcasting station at Lahti, Finland, was completed just before Christmas. It is broadcasting on a wavelength of 1,807 meters, with an aerial output of 220 kw. Subsequent to field strength measurements which are at the moment being carried out in the East Karelia province, it will be decided whether the output should be increased to 500 kw. or a new station (50 Kw) erected in Karelia.

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REDUCTION OF ELECTRICAL INTERFERENCE DISCUSSED

A general plan for reducing and possibly eliminating electrical interference to radio reception at its source is discussed in a preliminary draft of the United States report to be made at the Fourth Meeting of the International Broadcasting Union next year at Bucharest.

The suggested report, as released by the Federal Communications Commission, states, in part:

"Interference to radio reception caused by electrical machinery is assuming greater importance daily because of the increasing use of electrical equipment in industry and the professions, as evidenced by the recent widespread interference caused by diathermy equipment. The problem is one which naturally involves the manufacturers and users of electrical equipment, the manufacturers of radio apparatus, radio operating companies, and all government regulatory bodies, as well as the branches of the engineering profession, responsible for the design and operation of such equipment.

"Radio dealers and manufacturers, because of the affects on the sale of receivers and the satisfaction which customers derive from their use, are particularly interested in the reduction of electrical interference. Public utilities and operating companies are also interested because of their natural desire to retain the confidence and good will of the public. All users of electrical apparatus capable of causing interference to radio reception are similarly interested.

"Although theoretically it would be possible to equip all appliances and electrical devices in such manner as to prevent interference to radio reception, this would involve increased cost to the public and would not be entirely satisfactory, since devices entirely free from radio interferences when new must be maintained in first-class condition as long as they are in use if interference is to be completely prevented.

"Although it appears impossible and impracticable to eliminate all possible sources of interference, it is appreciated that some general method of approach should be established for use as a guide in adjusting specific cases as they arise. In the United States this work has been coordinated in a Committee on Radio Electrical Coordination of the American Standards Association, an effort being made to assure representation of all organizations interested in radio electrical interference problems.

"The scope of work undertaken by this committee includes the general subject of this question which is limited particularly to methods of eliminating radio electrical interference at its source. The problem may be divided into two separate parts:

"1. The inclusion of interference suppression devices in the design of electrical apparatus so as to prevent the continued manufacture, distribution, and sale of equipment causing interference.

"2. The locating of existing interference caused by apparatus already in use, and the determination of the necessary corrective measures to eliminate it.

"The first problem requires collaboration on the part of engineers and manufacturers of radio and electrical devices; the second, collaboration between manufacturers, users of electrical apparatus, organizations engaged in radio service, the manufacturers of radio interference suppression protective devices, and regulatory bodies.

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2400 CALIFORNIA STREET

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COPYRIGHT PROBLEM ATTACKED ON THREE FRONTS

Broadcasters this week are watching developments in the copyright battle on three fronts in the hope that one or the other will produce a solution to the musical problem advantageous to them. The fronts are:

The House Patents Committee expects to conclude prolonged hearings on copyright legislation on Wednesday, April 15th, and to meet shortly thereafter in executive session in an effort to report a bill.

James W. Baldwin, Managing Director of the National Association of Broadcasters, is putting the finishing touches on a report to NAB Directors under instructions given him at the February meeting in Chicago.

Sol A. Rosenblatt, known to the radio industry as the NRA Administration of the Broadcasting Code, has been retained by Associated Radio Stations to promote a new copyright plan developed under the leadership of Powel Crosley, Jr., President of WLW, Cincinnati.

A bitter battle between members of the House Patents Committee and a possible deadlock for the session is expected when the Committee meets in executive session to decide on its report to the House. Three bills are before the Committee, but it is likely that, if any measure is reported, it will be a new proposal embodying some of the features of all three pending bills.

The bills are the Duffy Bill, which has passed the Senate and has the support of the broadcasters; the Sirovich Bill, which is advocated by the American Society of Composers, Authors and Publishers, and the Daly Bill, sponsored by the National Performing Artists' Association.

Because Congressional leaders tentatively have set the adjournment date around the first of June, highly controversial bills are likely to be side-tracked until a non-election year. Consequently, unless the House Patents Committee can report a compromise measure somewhat agreeable to all factions, its chances of passage this year are remote.

Even if an amended Duffy Bill, for instance, should pass the House, it might be held up in the Senate because of the difference of opinion among Senators and certain members of the House on copyright matters.

Supporting the Duffy Bill on the House Committee are Representatives Deen (D.), of Georgia, O'Malley (D.), of Wisconsin, and Church (R.), of Illinois.

Baldwin's report to the NAB Directors at a meeting to be called within a week or so will set forth the detailed plan for establishing a corporation to purchase, sell, lease, and license performing rights, compile and distribute information on availability of copyrighted music, procure foreign, as well as domestic copyrights, and to set up an open pool.

The aim of the plan is to enable broadcasters to shake themselves loose from dependence of organized copyright holders, such as ASCAP and Warner Brothers' music publishing houses, for musical compositions.

The solution being backed by Crosley and Associated Radio Stations is understood to embody a legislative proposal and a "per piece" plan for payment of use of copyrighted music by broadcasting stations. The proposal, it is said, is to set forth the stipulations of copyright rates in the law so that they cannot be changed from time to time by the copyright owners.

A governmental bureau, probably under supervision of the Federal Communications Commission, would be set up to administer the law.

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NEW INTERIOR BUILDING TO HAVE RADIO STUDIO

The Federal Government, already a larger user of free time on the air, is to have its first private broadcasting studio in the new Interior Department Building under construction in Washington.

Secretary Ickes, who is a staunch believer in the efficacy of radio as evidenced by the \$75,000 WPA grant to the U. S. Office of Education for an educational radio series now under way, is said to be responsible for the studio idea. The studio was not included in the original layout, but Secretary Ickes obtained an allowance of about \$38,000 from the fund of \$200,000 allotted for "extras", it was said, to build a large and small studio, a control room, a reception room, and offices for handling broadcasts.

It is presumed that under such an arrangement the Interior Department would need only to hook-up its studio with one of the major networks to reach a national audience.

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When completed it is expected that the broadcasting outlay will be under the direction of the Office of Education as it is taking the lead in utilizing radio facilities among the governmental agencies.

Besides the WPA series, the Office of Education presents "Education in the News" on an NBC-WEAF network Mondays at 7:45 P.M., and has charge of a program on the NBC "Farm and Home Hour" one day a month for the Future Farmers of America.

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WRVA'S WOODEN TOWER RIDES OUT WINTER WINDS

The all-wooden tower erected last Spring by Station WRVA, Richmond, Va., a novelty in radio transmitting equipment, successfully rode out "one of the worst Winter seasons experienced in this section of the country in thirty years", according to C. T. Lucy, Manager of the station.

It was the first Winter for the wooden tower, and both the builders and the industry watched with interest to see if it could withstand the wintry gales.

A gigantic tripod, the tower rises 320 feet from the ground and is constructed entirely of wood. Although wooden radio towers have been in use in Europe for several years, WRVA was the first station in this country to experiment with it.

European radio engineers contend that a wooden tower absorbs fewer radio waves than do steel towers and consequently permit the transmission of stronger signals.

Station WRVA has extended its service area considerably since the installation of the wooden tower. Field strength measurements have shown an approximate increase in the station's dependable nighttime service of 400 per cent and a jump in daytime service of 300 per cent.

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WNAC, Boston, which will leave the Columbia Broadcasting System in the Fall to join the NBC-Red network, has applied to the Federal Communications Commission for a construction permit to increase its daytime power from 2½ KW to 5 KW. Its nighttime power of 1 KW would remain unchanged.

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FCC WINKS AT BRINKLEY PROGRAMS ON KANSAS STATION

Despite the fact that Dr. John R. Brinkley's Kansas broadcasting station was put off the air by the old Federal Radio Commission, and the fact of complaints that his Mexican border stations are a nuisance to American broadcasters and listeners alike, the Federal Communications Commission has decided to overlook the broadcasting of Brinkley programs over KFBI, Abilene, Kans.

Explaining the grounds for its decision to renew the license of KFBI this week, the FCC cited evidence that the station had been broadcasting programs for the Brinkley Hospital, Del Rio, Texas, daily except Sunday from October 8, 1934, to February 8, 1935.

Similar to the programs that aroused the American Medical Society and public health authorities several years ago when Dr. Brinkley, "the goat-gland specialist", was a Kansas broadcaster, the KFBI continuities were likewise held objectionable by the FCC.

"The Brinkley program consisted of a dissertation on the symptoms of and treatment for cancer and of the diseases of the prostate gland, with offers to send a 'Doctor's Book', which advises the patient of the symptoms of said diseases and how the patient may diagnose his ailments - together with claims of methods and offers of cures without surgical operations", the FCC report stated.

"In these programs the ordinary commercial methods of direct advertising and selling commercial wares were resorted to. Such methods were adjudged by the U. S. District Court of Kansas, First Division, as being not only in conflict with the ethics of the medical profession, but in conflict with the best interests of the public."

Evidence also showed that KFBI broadcast "Omar" programs, which the FCC labelled as "of the ordinary fortune telling type, and various so-called herb-reducing cures.

"The evidence shows that Station XEPN, Piedras Negras, Mexico, rebroadcast the KFBI Brinkley program by picking up the program on a receiving set and feeding it simultaneously into the transmitter of XEPN. . . The Brinkley broadcasts were also carried by telephone wires from Del Rio, Texas, to the transmitter of KFBI, at Abilene, Kans.

"While there was strong circumstances pointing to the fact that the KFBI station management had knowledge of the rebroadcast, he testified that he did not arrange for the rebroadcast of the Brinkley program and that he did not know that XEPN was rebroadcasting the Brinkley program."

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After citing all this evidence, however, the FCC pointed out that "Except as indicated above, the programs carried by the station have been diverse and generally meritorious."

Station KFBI is operated by the Farmers & Bankers Life Insurance Company, of Wichita, Kans.

While the FCC has cited many stations for questionable programs since its creation, it has not yet ordered one off the air.

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GLANCE AT RADIO FUTURE IN BBC ANNUAL

Will the listener of the future watch an orchestra playing throughout an entire concert? Will talks be accompanied by continuous or intermittent pictures showing the speaker or documentary material which illustrates his theme? What will be the effect on speakers if they have to consider the appearance which they are presenting to unseen listeners? These are some of the most interesting questions discussed in the British Broadcasting Company Annual for 1936.

The largest section of the Annual deals with British broadcasting in 1935, subdivided under program headings, such as music, drama, variety, and talks, and contains, in addition, informative articles on engineering, finance, and public relations. The whole division forms a comprehensive survey of the activities of the BBC during 1935.

A special section is devoted to the Empire Broadcasting Service. Here many of the technical difficulties of a short-wave broadcasting service are outlined, and the main principles which underlie the policy of the staff of the Empire Department in program building are fully explained.

The messages broadcast to the Empire by King George V on the occasion of his Silver Jubilee on May 6, 1936, and on Christmas Day are reproduced in extenso.

The Annual is profusely illustrated throughout and handsomely bound. Its price is two shillings and sixpence, or three shillings, post free.

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N. Y. C. STATION TO USE MICRO-RAY BEAM

New York City will possess, before the end of the year, the first micro-ray beam radio link for regular service in this country, it was announced last week by Frederick J. H. Kracke, Commissioner of Plant and Structures.

The beam will function without direct wiring between the Municipal Building in City Hall Park and the transmitting plant for Station WNYC now under construction in Greenpoint. Mr. Kracke explained that while the beam link will be used only in an emergency, it will be a permanent feature of the station's equipment and available for regular scheduled programs.

A concave series of wires installed on the roof of the Municipal Building will be "aimed" at the two 300-foot steel towers, resembling miniature Eiffel Towers, on the Greenpoint waterfront opposite East Twenty-third Street, Manhattan. The distance is slightly more than two miles with ideal visibility, a vital factor.

Pope Pius XI operates a comparable micro-ray beam link between the Vatican and his Summer resident in Castle Gondolfo, but the device has been confined in this country to experimental uses. The municipal beam will have a wave length around the 20-centimeter band and a power unit of about 1.1 watts.

Commissioner Kracke declared that "neither rain, nor fog, smoke nor lightning will affect transmission". Provision will be made for an auxiliary gasoline motor to create power in case the electric service is disrupted.

It is estimated that each tower will weigh 32,000 pounds. The radio transmission from them will give WNYC complete coverage of the city and for seventy-five miles out on Long Island on a single kilowatt power unit.

The Greenpoint transmitting station will cost about \$125,000 and is expected to be ready for use late this Summer.

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Station WCKY, owned by L. B. Wilson, Inc., Covington, Kentucky, has asked the Federal Communications Commission for permission to increase its power from 5 KW to 50 KW day and night.

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RADIO SPECIALISTS TO STUDY ECLIPSE IN SIBERIA

A group of Harvard scientists now en route to Siberia on the S.S. "Washington" to observe the solar eclipse on June 19th includes four radio specialists who will study the effect of the eclipse on radio signals, according to Ralph R. Beal, Research Supervisor of the Radio Corporation of America.

"Augmenting their own study of the behavior of radio waves in space", Mr. Beal said, "the RCA laboratories will assist the Siberian Expedition of Cruft Laboratory of Harvard University in making measurements on the reflection of radio waves from the ionosphere at Ak-Bulak, in northwestern Russian Turkestan. The RCA laboratories are intensely interested in solar phenomena of all kinds because the more accurately they can be measured and understood, the more efficiently wave-lengths employed in long distance communication can be selected for various times of day and different seasons of the year."

"The ionosphere is that region of the earth's outer atmosphere from which short waves are reflected and refracted in their transit over long distances. It is known to consist of several 'layers', varying in distance from the earth's surface. The 'layers' act differently upon radio waves of different lengths.

"The radio engineers of the expedition will make 'soundings' of the ionosphere by sending radio impulses upward and measuring the time required for the waves to echo back to earth. It is expected that the results of these tests will be significant in two respects; first, they will contribute to present knowledge of the effect of the sun upon the ionized layers of atmosphere and, second, the results probably will throw considerable light upon the nature of the radiation from the sun."

Mr. Beal pointed out that RCA has for years been making observations on the effect of solar activity on radio transmission in its laboratories at Long Island, California, Puerto Rico, Hawaii and the Philippines. A large amount of information has already been gathered, he said, which is now used daily in the commercial operation of long range radiotelegraph circuits. The reports that will come from Siberia this June are expected to be of additional value because a total eclipse provides an opportunity to observe through a very wide range of changing conditions within a very short space of time.

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ABC NETWORK GOES ON AIR APRIL 18

The Affiliated Broadcasting Company will begin operations on Saturday, April 18th, with a full day's program schedule that will run from 8 A.M., to 1 A.M., EST. The ABC network reaches from Chicago's loop to the Twin Cities on the north to Evansville on the southeast and to St. Louis on the southwest, carrying programs to the twenty member stations service a large midwestern audience.

Typical of the regular program service that will be offered by the network are the first day's broadcasts. The more than twenty musical programs range from the simplest hymns and folk songs to tricky syncopated rhythms and include blues singers, string ensembles, Hill Billies, male octettes, negro choruses, rhumba band, piano duo, new type of organist, symphony orchestra, and a number of Chicago's popular dance bands.

The opening day's schedule contains women's programs dealing with food, fashions, and other feminine concerns; music and drama for the youngsters; a play-by-play account of the ball game between the Chicago Cubs and the Cincinnati Reds, broadcast direct from Wrigley Field in Chicago; a half-dozen assorted dramatic presentations ranging from farce to tragedy; a sports summary, a dramatization of the day's news highlights; and a number of authoritative speakers on various topics.

Armand Buisseret has been appointed musical director of the network and will have full charge of all musical programs in addition to acting as conductor of the ABC Symphony Orchestra.

Son of the Armand Buisseret who for thirty-six years conducted the orchestra at Chicago's Grand Opera House, Buisseret studied the violin, first under his father and later with Leopold Kramer, concert meister of the Chicago Symphony Orchestra. He is no newcomer to radio, having been on the air as violinist and conductor from various Chicago stations.

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BELLOWS-EELLS WEDDING IN ASHEVILLE, N. C.

Mrs. Alice Rickey Eells, daughter of Mr. and Mrs. Harry Norris Rickey, of Washington, and Mr. Henry Adams Bellows, of Minneapolis, were married at Grove Park Inn, Asheville, N. C., at noon April 13th.

Mr. Bellows, now connected with General Mills, Inc., is well known in the radio industry, having successively served as President of WCCO, Minneapolis, Vice-President of the Columbia Broadcasting System, and Chairman of the Legislative Committee of National Association of Broadcasters.

After a wedding trip in the East, Mr. and Mrs. Bellows will go to Mr. Bellows' Summer home on Lake Minnetonka, Minn.

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MACKAY MOVING INTO NEW BRENTWOOD STATION

Four new direct radiotelegraph circuits between the United States and other countries were opened by the Mackay Radio and Telegraph Company during March, exchanging all classes of telegraph messages with Czechoslovakia, Brazil, Haiti and El Salvador. In Brazil Mackay Radio operates with the radio associate of the International Telephone and Telegraph Corporation. In Czechoslovakia, Haiti and El Salvador the service is conducted with the radio stations and telegraph systems of the respective Government communication administrations.

The operation of the company's transoceanic services are being transferred to the giant new Brentwood, L. I. station from the famous Sayville station, which Mackay Radio has outgrown. This move is a gradual one because of the extraordinary precaution against any momentary lapse of the radio service on any circuit. It is expected, however, that the Brentwood station will be in full operation late this year, and Sayville will have been replaced by a new and completely modern station which will be considerably larger and more powerful.

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NBC APPLIES FOR 500,000 WATTS ON WJZ

The National Broadcasting Company filed April 13th with the Federal Communications Commission an application for increase of power on Station WJZ, New York, to 500,000 watts. The company also applied for permission to erect a new antenna in the form of a slender steel tower 640 feet high,

"We hope the Commission will grant permission to start work on the tower immediately", Lenox R. Lohr, NBC President, said. "This up-to-date antenna system will increase the efficiency of the present 50,000 watt transmitter, and minimize fading, assuring improvement of reception in the metropolitan New York area from the key station of the NBC-Blue network. It is expected the tower will be ready in time to help us celebrate the tenth anniversary of the National Broadcasting Company next November.

"The population of approximately 20,000,000 within the primary service area of WJZ amply justifies this step to provide greater broadcasting efficiency", Mr. Lohr said. "The proposal is the outgrowth of the studies of coverage problems in the sector comprising New York, New Jersey, Pennsylvania and Southwestern Connecticut, which the NBC has been conducting for years. RCA and NBC engineers are now at work correlating the design of the proposed new transmitting plant so that the company may proceed promptly upon receiving the approval of the FCC.

"David Sarnoff, President of the Radio Corporation of America, has pledged the full cooperation of the RCA Manufacturing Company in producing the equipment which the NBC intends to install, starting as soon as word is received to go ahead."

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NBC engineers, under the direction of O. B. Hanson, Chief Engineer, and Raymond F. Guy, Radio Facilities Engineer of NBC, are collaborating with RCA engineers in planning the new antenna system and transmitting equipment, which will be the latest type produced by the RCA Manufacturing Company.

"The antenna system proposed", said Mr. Hanson, "is a slender steel tower of approximately 8 feet cross-section from top to bottom, held in position by means of two sets of guy wires. The ground system will comprise a vast buried network of copper ribbon of 85,000 feet. Directly under the antenna there will be a copper screen 150 feet in diameter, to minimize any losses which might occur in the earth at this point.

"The tower structure will be connected with the transmitting apparatus by means of a concentric tube transmission line 10 inches in diameter and 600 feet long. This will provide the maximum efficiency in energy transfer with the utmost reduction in fading and in the radiation of spurious frequencies."

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FCC TO ASK MORE MONEY FOR PHONE INQUIRY

Federal Communications Commission officials said this week that President Roosevelt probably would be asked to decide whether more funds should be sought to continue the \$750,000 investigation of the American Telephone and Telegraph Company.

The Commission has spent about \$335,000, and unless Congress appropriates further funds the investigation will end July 1st.

With the present appropriation, it was said, hearings can be continued intermittently for only two more months.

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The International News Service on April 12th began furnishing WMCA with news of the world. Operating from the opening of the station to closing, the two leased printer circuits will furnish the radio station with a full day and night news report. News reports will be broadcast four times a day.

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REED ANALYZES RADIO'S EFFECT ON POLITICS

The radio has revolutionized the technique of the political campaign, according to Thomas H. Reed, Chairman of the Committee on Civic Education by Radio, whose study of "Civic Education by Radio" has just been published by The Radio Institute of the Audible Arts.

According to Dr. Reed, one of the greatest achievements of radio has been "to put leather lungs out of business."

"The radio audience not being a mass audience", he says, "is not to be influenced by bellowing, arm waving, or even by any of the subtler physical arts by which a speaker sways a crowd. The radio audience is made up of myriads of individuals and small family groups. No one likes violent noises in his living room, and even small noises reach portentous volume as they emerge from a 'loud-speaker'.

"The mere strength of wind and nasal resonance have ceased to be factors in politics to the manifest advantage of democracy. Today, any man who has something to say, and can get a chance on the air, can say it to his countrymen without regard to whether his voice is a light tenor or a rumbling bass."

Dr. Reed gives credit to the American broadcasting system for the degree to which the air is open to the expression of varying opinions. Speaking from experience gained during the presentation of approximately 200 broadcasts sponsored by the Committee on Civic Education by Radio, he reports that there has never been any attempt on the part of the broadcasting companies to limit freedom of speech on these programs.

Dr. Reed's brochure is the ninth in a series of authoritative studies of the educational and cultural aspects of radio published by The Radio Institute of the Audible Arts. The Institute was founded over a year ago by Philco Radio & Television Corporation to encourage the fullest use of the radio as an instrument of education and entertainment.

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PRESIDENTIAL ANNOUNCER GIVES TIPS ON RADIO SPEECH

While aspirants for public office from the presidency down are making a study of the technique of speaking over the radio, Carleton Smith, Manager of Station WMAL, Washington, D. C. and National Broadcasting Company's presidential announcer, has prepared some tips to both listeners and speakers on the subject.

Realizing that much of President Roosevelt's popularity is due to his ability to transmit his personality over the air, G.O.P. contenders are training themselves toward the same end. Governor Alfred M. Landon is reported to be taking lessons in microphone delivery from a Chicago radio director, and even Herbert Hoover has noticeably altered his style of speaking over the air since he was President.

"A primary consideration in speech that is well spoken" said Announcer Smith in a recent address to George Washington University students, "is the cultivated use of the voice. And in no place is good speaking style more important than on the radio.

"Personality plays a big part in radio speech. Smiles - actual smiles - seem to make themselves 'heard' on the air. The widening of the mouth in a smile affects the sound of your voice in a way which is definitely pleasing when it comes through the loud speaker. The speech and pronunciation of any locality is acceptable when it is uttered in a well-modulated voice and without striking or discordant localisms.

"The ablest radio speakers have gained confidence in speech delivery and skill of tongue by much practice and by much ear experience.

"In preparing an address for the radio you should be guided by the same fundamental principles that you would use in preparing for any kind of public speaking. But your audience is different. It is made up of people of all ages, both sexes, of people in all kinds of work. Your talk on the air will be heard by strangers - persons who won't overlook your little faults in grammar, pronunciation, and enunciation. The radio audience is more critical of your mistakes than your friends would be.

"Radio addresses should be written and timed carefully in advance of the broadcast. Very few persons are capable of speaking extemporaneously and still keep within the definite time limits of radio periods. And broadcasting today is a split-second operation - it must necessarily be so, especially in network broadcasting.

"I believe it is generally considered to be wise, when speaking without a visible audience, that is, in the studio, to speak in conversational style. Speak naturally, don't shout, don't whisper, and your listeners will understand your message more clearly and readily. The speaker should be seated comfortably with his breathing free, then smile and proceed.

"And I should like to say that the radio operator who monitors the program and the announcer or other persons supervising the broadcast can be of much help to the radio speech maker. Different types of microphones and other radio equipment have different characteristics and those experienced in radio can help you in adjusting the microphone to your voice for the best results.

"In making an address from the studio many speakers find it helpful to visualize some particular party which may be listening in and in their minds address themselves directly to that party.

"It is generally considered wise to keep your words and language simple. The radio is not a good place to try out the big and seldom-used words in your vocabulary unless you're quite sure of yourself. Reading the speech aloud before you go on the air will show you whether certain words and phrases should be changed or deleted for clarity.

"Radio is no doubt responsible for the short, meaty introductions and speeches in vogue today. Not so long ago, 15 and even 30 minute introductions were not uncommon and orators on the hustings rambled on and on at great length. The time limitations of radio have shown these same speakers that by choosing their ideas and words carefully they can transmit their thoughts much more simply and plainly and usually with better results in less time."

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HEARST ACQUIRES OKLAHOMA CITY STATION

Continuing to acquire broadcasting stations for a potential network, Hearst Radio, Inc., this week obtained an option on Station KOMA, Oklahoma City, Okla. KOMA forthwith filed an application with the Federal Communications Commission for permission to transfer its license to the Hearst subsidiary.

So far the FCC has not approved Hearst's purchase of four Texas stations from the Southwest Broadcasting System, and the publisher is awaiting a decision of the District of Columbia Supreme Court on his suit to force the heirs of M. A. Leese to sell him WMAL, Washington, D. C.

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SUBCOMMITTEES ON RADIO-EDUCATION TO MEET

Two sub-committee meetings of the Radio-Education Committee named last December by the Federal Communications Commission have been scheduled for this month in anticipation of a second general committee session.

The Technical Subcommittee will meet on April 24 to prepare a report on the general projects suggested at the first full committee meeting. On April 27th the Conflicts Subcommittee will meet to recommend policies for the committee relative to handling complaints and other matters that have arisen.

When the radio-education projects are prepared, they will be submitted to prospective financial sponsors.

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AFM RECALLS ALL STATION LICENSES

Broadcasters who have been having endless troubles with music copyright owners are now running into difficulties with the musicians.

The American Federation of Musicians this week notified all radio stations and networks holding AFM band-booking franchises that the licenses have been recalled and are to be turned in. Notices were signed by Joseph N. Weber, President of the Federation. Columbia Artists' Bureau only last week went out of the field by arranging a deal with Music Corporation of America. National Broadcasting Company and the AFM are now discussing the status of this network's standing insofar as band work will definitely be out of the field within two weeks.

AFM stated that the reason the franchises are being withdrawn is that the musicians felt that the broadcasters offered too much competition to other bookers by placing their network and remote broadcasting facilities at the disposal of any spot buying a station or network-managed band. Result has been that the musicians have been feeling a squeeze; that a select group has been getting the choice bookings and that it has become increasingly difficult for bands to build themselves up. It was also felt, it is said, that broadcasters should only broadcast and not book bands.

Another point which was not confirmed, was that there was a definite possibility of broadcasters sponsoring a rump union. This could easily come about, it is pointed out, through a condition which might arise when the broadcasters found themselves in control of the majority of choice radio band bookings, club and hotel bookings and studio staff jobs.

In addition to NBC and CBS, WHN, New York; WOR, Newark; WSAI, Cincinnati; WLW, Cincinnati; WMC, Memphis; WCAM, Camden and WLS, Chicago and others have been affected.

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RADIO OFFERS CHALLENGE TO EDUCATION, SAYS HARBORD

Increasing use of radio in education, both directly in the schools and on a broader scale in the homes, is apparent today and looms larger in the future, Gen. James G. Harbord, Chairman of the Board, Radio Corporation of America, said at an anniversary of the University of Chattanooga, April 17th.

"The future of radio's educational influence is even brighter than its present", he asserted. "The day will come when television will add sight broadcasting to the basic service of sound broadcasting.

"No one can say when television will be ready for the homes of the United States; we are just about to launch our first experimental field tests. But think what an impetus will be given to radio's educational uses when television finally is ready as a practical service.

"Pupils in our schools and listeners in fireside arm-chairs can watch, as well as hear, important current events, the symphony orchestra, an opera, a drama. A lecturer on architecture can show his hearers the buildings he is describing. They can see the paintings about which an art critic is talking.

"The radio facilities of today, and those that are still to come, offer a challenge as well as an opportunity. It is vital that radio be kept free, in accordance with the democratic principles under which it has developed in America, and not be made the tool of propaganda which it, as well as the press, has become under dictatorships abroad. It must interest a multitude, because in speaking only to the few it would sacrifice the very power which sets it apart from other methods of conveying information and makes it so valuable to education.

"The challenge is being well met, the opportunity well fulfilled. Educational broadcasting does not stop with programs heard in classrooms. No one who tunes his home receiver with even a reasonable discretion need lack in the United States today for valuable information and cultural influences, or for authoritative discussions that help him apply what he is learning, or has learned, in school to the rapidly moving modern world with which radio keeps step. With such results attained in a decade since network broadcasting was inaugurated we can look forward confidently to the future of radio in education."

The voice of radio in its educational application can never take the place of the classroom teacher and the printed word, General Harbord said. Radio is most successful when it heightens the desire of its hearers for more study and more reading. He said that broadcasters realize and accept their responsibilities, that they have studied and continue to study the educational problem.

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Every year sees an improvement, he asserted, and advances already made represent a large achievement. He cited that twenty per cent of the programs of the National Broadcasting Company now are put on for an educational purpose, including religion, which is presented without any denominational tinge. Fully fifty per cent of the programs have educational value, including "some music, but no jazz."

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"BROOKLYN CASES" HEARING SET FOR MAY 18

The Federal Communications Commission this week postponed from May 7th to May 18th the hearings on all applications involved in the so-called "Brooklyn case".

The latest applications, which center about the previously-ordered deletion of three Brooklyn stations, are from WLTH and WARD for voluntary assignment of their licenses to Kings Broadcasting Corporation.

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U. S. ALL-WAVE RECEIVER POPULAR IN BRITAIN

The American radio industry has benefitted from the British short-wave service, according to the British Broadcasting Corporation Annual just issued. The yearbook states:

"Not only does the design of the short-wave receiver play a large part in the amount of interference a listener will experience, but it also materially affects the general standard of reception of the Empire Service. The Empire Broadcasting Service has considerably increased the sale of American all-wave receivers, not only in the U.S.A. but also in Empire countries. The 1935 Olympia Radio Exhibition, however, showed that the British manufacturer is at last making an effort to meet the demand for British receivers suitable for use in Empire countries to receive the short-wave service from Daventry. The production of good receivers at a price the Empire listener can pay is a most important factor of the development of the Empire Service."

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HOUSE COMMITTEE TO MEET APRIL 20 ON COPYRIGHT BILLS

The first executive session on the three pending copyright bills, on which extensive hearings were held, has been scheduled for April 20th by the House Patents Committee, as Directors of the National Association of Broadcasters prepare to receive the recommendations of their Managing Director, James W. Baldwin, on copyright matters April 27th in Chicago.

The future course of the Patents Committee is conjectural in view of the divergence of opinion among its members. Broadcasters are fearful that a sub-committee may be set up to draft its report, and that this sub-committee will be 3-2 against the Duffy Bill which they espouse. The Sirovich and Daly bills also are before the Committee.

If appointed, such a sub-committee probably would comprise Chairman Sirovich and Representatives Lanham (D.), of Texas, and Daly (D.), of Pennsylvania. Deen (D.), of Georgia, and O'Malley (D.), of Wisconsin. The first three are antagonistic toward the Duffy Bill, while the latter two favor it.

The copyright problem will loom large on the agenda of the Fourteenth Annual Convention of the NAB, scheduled this week to be held in Chicago on July 5, 6, 7 and 8 at a hotel to be announced later. The Directors, it is expected, will have a recommendation to make to the full convention upon the basis of Mr. Baldwin's report.

E. C. Mills, General Manager of ASCAP, has invited NAB to copy ASCAP indexes of and to all musical compositions, Mr. Baldwin said. This will make available to broadcasters an index of 25,000 active musical selections and furnish essential groundwork if a per piece system of copyright fees is adopted eventually.

The final hearing before the House Patents Committee was occupied with repeat arguments by Dr. Wallace McClure, of the State Department, and Nathan Burkan, ASCAP general counsel, on April 15th. Dr. McClure reiterated previous testimony favoring deletion of the \$250 minimum penalty for copyright infringement, as provided in the Duffy Bill, and United States entrance into the International Copyright Union.

Mr. Burkan again opposed American participation in the Berne Convention and attacked the Duffy Bill and some of its sponsors.

Copies of the hearings, which began February 25th, are now available in printed form at the Patents Committee room.

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BRAZIL AN OUTSTANDING MARKET FOR RADIOS

That Brazil is today one of the world's best markets for radio receiving sets is revealed in a report to the Department of Commerce from its Rio de Janeiro office. It is estimated that the number of receiving sets in use throughout the Republic totals approximately 300,000, the great bulk of which are in the Federal District, the State of Rio de Janeiro and the State of Sao Paulo. The demand thus far in the interior of the country has been small, it is pointed out.

The recent appreciably increase in the sale of radio receivers in the Brazilian market, according to the report, may be attributed to improved economic conditions and a notable advance in local radio broadcasting.

American radio sets control the greater part of the market, but the Dutch make "Philips" ranks as the individual set most in demand, accounting for about 10 per cent of total sales. The success of the Philips radio is due entirely to the extremely liberal terms granted Brazilian dealers, the report shows.

It is the consensus of the local trade, however, that unless the Philips set is improved considerably, dealers will be inclined to overlook the credit concessions in favor of American sets which unquestionably enjoy a greater popularity in the market by virtue of superior performance and better service facilities, according to the report.

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DOZEN BROADCAST STATIONS MAY APPLY FOR SUPER-POWER

"Super-power" broadcasting stations, such as the new 500-kw transmitter proposed for WJZ, New York, constitute the best possible remedy for radio interference and noises that disturb listeners, said Dr. Orestes H. Caldwell, editor of Radio Today, and former Federal Radio Commissioner, addressing the joint committee on radio interference of the Edison Electric Institute, the National Electrical Manufacturers' Association, and the Radio Manufacturers' Association, meeting at New York City Thursday afternoon, April 16..

Strong broadcasting signals from such super-power stations override local interference and electrical noises and bring the splendid programs of great artists to the listener free of irritating disturbances, explained Dr. Caldwell.

WJS's proposed increase of power to 500 kw marks the start of a veritable high-power parade on the part of ten or twelve broadcasting stations, commented the former Radio

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Commissioner who has long been an advocate of the highest possible radio powers on all clear channels. He urged that the Federal Communications Commission, instead of being slow to grant permission for high power, should require all stations on clear channels to go to 500 kw.

Farm and rural listeners will be the first to benefit if 500-kw powers are generally adopted by broadcasters, said Dr. Caldwell. About 40% of the nation's population lives on the farm or in rural communities, most of which are far removed from any broadcast station. With 500-kw transmitters, however, these farmers and rural listeners, who are far from movies and other amusements, can depend upon their radios for entertainment, news and market information, he added.

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PRATT FINISHES WORK AS NAB ATTORNEY

After only two months' work, Elmer W. Pratt, Washington radio attorney and former Examiner for the Federal Radio Commission, this week resigned as Special Counsel for the National Association of Broadcasters. He has returned to private practice.

James W. Baldwin, Managing Director of the NAB, explained that Mr. Pratt had finished his work on State and Municipal taxation and that he was leaving NAB with the friendliest attitude.

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RADIO SET TABULATION EXPECTED ANY DAY NOW

While originally scheduled to be released early in February, the tabular report of radio sets in operation in States and cities throughout the country is expected to be released to the industry the latter part of this week or early next.

Copies are now in the hands of the Committee of Fifteen, comprising five from each of the following organizations: National Association of Broadcasters, American Association of Advertising Agencies, and Association of National Advertisers.

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GENERAL MOTORS BUYS CROSLEY PLANT

The General Motors Corporation has re-entered the radio industry through the purchase of the Kokomo division of the Crosley Radio Corporation at Kokomo, Ind., effective May 1st, it was announced April 16th in New York. General Motors will produce automobile radios at the plant. The price paid for the plant was not disclosed.

The last venture of General Motors in the radio business - General Motors Radio Corporation - was liquidated in 1933. It produced a general line of radios, including household sets, for several years.

Alfred P. Sloan, Jr., President of General Motors, said that a "rapidly increasing number of cars sold by General Motors dealers throughout the country are being initially equipped with radios."

The statement issued by General Motors said:

"The Kokomo plant will be known as the Delco Radio Division and will operate as a subsidiary of the Delco-Remy Division. It will manufacture automobile radios for General Motors cars. The corporation will continue, however, to purchase a considerable portion of its automobile radio requirements from outside radio manufacturers.

"Ray C. Ellis, now a member of the engineering staff of General Motors, will be General Manager of the new division.

"Output of the new division will be sold to the various automobile manufacturing divisions of General Motors for installation as initial equipment of new cars at the factory and to General Motors dealers through established channels."

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REPORT OF C.C.I.R. LISBON MEETING PRINTED

The report of the United States delegation and appended documents incident to the third meeting of the International Radio Consulting Committee (C.C.I.R.), which was held at Lisbon, Portugal, September 22, to October 10, 1934, has been printed, the State Department announced this week. A limited number of copies are available at the Superintendent of Documents, Government Printing Office, at 50 cents a copy.

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 ::: INDUSTRY NOTES :::
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The Federal Communications Commission this week issued a list of all March alterations and corrections to the roll of broadcasting stations of the United States dated January 1, 1936.

The Bureau of Foreign and Domestic Commerce has issued radio market reports on Siam, Haiti, and Martinique. Copies may be obtained at 25 cents each from the Department of Commerce.

Anning S. Prall, Chairman of the Federal Communications Commission, will be heard over combined NBC-Red and Blue and CBS networks on Wednesday, April 22, from 2 to 2:30 P.M., EST, when he presents the annual awards offered by the Women's National Radio Committee for the year's outstanding radio program, in the Hotel Astor, New York City.

W. Ray Wilson, free lance radio writer for a number of Chicago radio stations and advertising agencies, has been appointed continuity editor of the Affiliated Broadcasting Company. Malcolm Eagle, ABC Production Manager, has appointed Bob White, Max Vinsonhaler, and Edwin Burke as members of his staff.

An elaborate brochure, telling the story of the success of the Ward Baking Company with its children's program "News of Youth", on the Columbia network has been issued by Victor M. Ratner, Director of Sales Promotion for the network. It is labelled "Ward's Scoop."

Among those whose applications for permission to hold executive positions with more than one carrier under Section 212 of the Communications Act of 1934 will be heard in New York April 21st, are Clarence H. Mackay, President of the Mackay Radio & Telegraph Co. The hearing will be in Room 901, Federal Building, New York City, at 10 A.M.

Charles O'Connor, NBC announcer, and Miss Emily Ryan, daughter of Police Inspector Thomas T. Ryan, will be married on Wednesday, April 22, at St. Bartholomew's R.C. Church in Elmhurst, L. I.

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QUARTERLY JOURNAL ON RADIO OUT JULY 1

The first issue of the new "RCA Review, A Quarterly Journal of Radio Progress" will be published under date of July 1.

All of the articles in the "RCA Review" will be from the pens of RCA employees, many of them being reprinted from journals of radio, sound motion picture, acoustical and optical engineering societies. The magazine will be issued every three months by the RCA Institutes Technical Press, a new department of the RCA Institutes.

Charles J. Pannill, President of R.C.A. Institutes and Radiomarine Corporation of America, is Chairman of the Board of Editors, which also includes Ralph R. Beal, RCA Research Supervisor; H. H. Beverage, RCAC Chief Research Engineer; L. F. Byrnes, RMCA Chief Engineer; L. M. Clement, RCAM Vice-President in Charge of Research and Engineering; Victor Division; Dr. Alfred N. Goldsmith, Chairman of the Board of Editors of I.R.E.; Harry G. Grover, RCA General Patent Attorney; O. B. Hanson, NBC Chief Engineer; Dr. Charles B. Jolliffe, Engineer-in-Charge, RCA Frequency Bureau; Frank E. Mullen, Manager, RCA Department of Information; Dr. C. H. Taylor, RCAC Vice-President in Charge of Engineering; Arthur Van Dyck, Engineer, RCA License Laboratories; and J. C. Warner, RCAM Vice-President, Radiotron Division, W. S. Fitzpatrick, R.C.A. Institutes, is Secretary.

In addition to the "RCA Review", the RCA Institutes Technical Press also will publish books and pamphlets on radio and kindred subjects from time to time. The subscription price for the new quarterly is \$1.50 a year.

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NOVEL AERIAL ON NEW BRITISH STATION

A novel aerial is used on the new high-powered regional transmitter open by the British Broadcasting Corporation at Lisborn, Northern Ireland, late in March.

A 475-foot steel mast constitutes the aerial. It is surmounted by a sliding top mast which has an additional maximum height of 75 feet. This top mast is adjusted in height to suit the wavelength on which the station operates. The top mast again is surmounted by a ring 26 feet in diameter, a combination which, to non-technical eyes, BBC engineers explain, is "For the purpose of reducing the length of top mast necessary by about 25 feet."

The new station, which operates on a wavelength of 307.1 metres with a power of 100 KW in the aerial, is designed mainly for the benefit of listeners in Northern Ireland, and replaces the 1 KW transmitter which has been in operation since 1924.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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WORLD-WIDE CONCERTS, NEWS REPORTING RECOMMENDED

Hook-ups of the world's principal broadcasting systems to transmit concerts for universal appreciation and news reporting for international, rather than national, consumption are visualized by broadcasters preparing for the Cairo Radio Conference.

Preliminary recommendations by a section on programs to the recent International Radiobroadcasting Meeting at Paris have just reached this country and are being distributed by the American committee organized by the Federal Communications Commission.

Among the proposals made to the Paris meeting were that more world-wide concerts be broadcast, that the principal nations be invited to participate in exchanges of news reporting, celebrations of national holidays, and brief reports on industrial activities.

European countries have already started exchanging programs on a rather broad scale, and the networks in this country pick up programs from Great Britain and the continent frequently. There have been few international relays, in which all countries participate, however. One was the "Youth Sings Across the Frontiers" last October.

Enlarging upon the world-wide concert plan, the committee reporting to the Paris meeting said that the music should consist of one of these three kinds: (a) orchestra music of special character; (b) typical national music; and (c) famous soloists.

"The meeting suggests that the first of these world-wide concerts be organized by the United States of America on September 20, 1936", the report issued by the FCC states. "The second should be the National Broadcasting Associations of the Republic of Argentine during the month of February, 1937; the third by the NIROM (Dutch East Indian Radio Omroep Maatschappij - Dutch East Indies)."

Should reception conditions not permit the third concert, the report adds, "It will be replaced by a transmission of negro music originating in the Belgian Congo."

"The program section likewise examined other forms of intercontinental relays which could take place at any moment and in any country", the report continued. "It recommends to the general assembly to invite all broadcast organizations of the world to develop the exchange of relays including:

"(a) Spoken reporting, news events; (b) national manifestations or national holidays; (c) short spoken reports on large industrial activities."

As the expenses of the international broadcasts, the program section recommended that "whenever international communications are involved the expenses of intercontinental commercial circuits be borne in equal shares by the organizations which participate in the relays with their own circuits.

"The program section recommends to the general assembly of the union to compile as soon as possible a list of important events which will be repeated at regular intervals and which might be susceptible to provide suitable material for world-wide broadcasts", the report adds:

The section also recommended that "in all countries reporters on radiobroadcasting ought to be put on an equal footing with the members of the press in matters concerning facilities generally accorded to same for the collection on the spot of useful information to enable them to fulfill their mission."

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CANADIAN PRESS OFFERS FREE NEWS TO RADIO

News for Canadian radio stations will be provided free of charge by the Canadian Press, dominion counterpart of the Associated Press, if a proposal submitted to a House of Commons Radio Committee investigating the present Canadian radio setup is accepted.

At a hearing held in Ottawa, a delegation representing the Canadian Press offered to provide free of cost, for transmission to all stations in Canada, material for a series of three additional news broadcasts to supplement the single broadcast now carried each evening.

The Canadian Press delegation explained why it offered the news service gratis: In 1924 the \$50,000 annual grant from the government was discontinued at the request of the Canadian Press itself, believing that a subsidy from the government might jeopardize its freedom.

For the same reason the Canadian Press refused to accept any fee for the news bulletins which have been supplied during the past three years.

One reason for the Canadian Press offer, it was explained, was to offset the news broadcasts from outside sources, particularly the United States.

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RADIO NOISES KILLED BY SILENCER ON RECEIVER

Development of a silencer on a novel radio receiving set by James J. Lamb, of the American Radio Relay League laboratory in Hartford, Conn., is attracting attention in the radio manufacturing industry.

First described by Dr. J. H. Dellinger, of the U. S. Bureau of Standards, at a recent RMA hearing before the Federal Trade Commission, the device is explained in more detail by a report from the ARRL headquarters.

The silencer is said to make noise "commit suicide" before it has a chance to mar reception and to diminish fading in short-wave programs by making a strong signal kill a weak one before it reaches the loudspeaker.

The trick is accomplished by the use of what radio engineers call "dual diversity reception". Because of costs and difficulty of operation it has been confined heretofore almost entirely to commercial radio.

The use of two receiving sets, each with an antenna placed in a different location, is the basis of the diversity system of eliminating fading. A radio signal, it is well known to engineers, seldom fades simultaneously in two antenna locations, even when the wires are a relatively small distance apart.

In this new advance toward better reception, the magic is to pick up the signal waves on two or more antenna systems and then combine them in a single receiver circuit. The simple solution of hooking two aeriels to one set is impractical, for the two signals carried in would interfere with each other to such an extent that the net result, emitting as sound from the speaker, would be worse than before.

Combining of the two signals must take place in the receiver circuit where radio frequency phase differences are no longer of any consequence, Mr. Lamb explained. This point is close to the end of the route a signal takes through a set, at the output of the last detector. The two receivers, then, must be tuned exactly in accord, controlling the frequency of both signals until the last detector is reached before combining them. Here they fight it out; it is the survival of the fittest, for only the fit emerges from the speaker.

If one signal fades as it contacts the antenna, it is allowed to continue through the receiver until it is ready to be translated into sound. But at this point it dies, becomes nothing and is denied the chance of spoiling a program.

Tracing the signals through the twin sets, the dual diversity circuit, Mr. Lamb pointed to the entrance of the two signals through both antennas, touching first the radio frequency

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amplifiers and then proceeding to the mixers which match up the radio frequencies of the twin signals.

Here the new development, yet unnamed other than an automatic synchronizer, comes into play. Tuning both sets is done with a single knob on a five-gang condenser; one condenser on each of the radio frequency amplifiers, one on each of the mixers and the last on the single high frequency oscillator.

This oscillator, a mutual part of both sets, is the new device to synchronize the two receivers, keeping them operating identically. With both receivers still working independently of each other but in perfect harmony, the twin signals advance to the last detector and are combined. The best signal wins every time, and pours through the loud speaker in sound.

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HARRIS TO URGE CONTINUATION OF PRESS-RADIO BUREAU

Broadcasters and publishers alike are awaiting with interest the report of E. H. Harris, of the Publishers' Radio Committee, to the American Newspaper Publishers' Association on Wednesday in New York City.

Continuation of the Press-Radio Bureau, though perhaps with some changes in operation, is expected to be recommended by Mr. Harris. The cooperation of the Associated Press, the United Press, and International News Service has been assured although the two latter will continue to sell news to radio stations for sponsorship.

One report is that Mr. Harris aims ultimately at placing the radio-press supervision under the control of the Federal Communications Commission with a regulation that would enable stations to charge higher rates for periods next to news reports but not actually sell the news programs to advertisers.

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Radio programs are to be sent from Tokyo to India, Siberia and South America. This follows successful broadcasts during the last four months to Canada, the United States and Hawaii. The services to India and Siberia are to begin next month, and that to South America this month. The Foreign Office is considering, in this connection the establishment of a new department for overseas broadcasts to supply official news.

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GIFFORD-BECKER CLASH MARKS REOPENING OF PHONE PROBE

A clash between Samuel Becker, Special Counsel of the Federal Communications Commission, and Walter S. Gifford, President of the American Telephone and Telegraph Company, over charges made by A. T. & T. to operating companies, marked the reopening of the telephone inquiry April 20th.

The theory of service charges between the A. T. & T. and its twenty-one associated companies was argued for more than five hours after Mr. Becker had challenged the \$13,000,000 collected annually by the telephone company.

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CBS MARCH BILLINGS BREAK ALL-TIME RADIO RECORD

With March billings of \$2,172,382, the Columbia Broadcasting System has reported the best month in the history of any radio network. This figure represents an 18.7% increase over March, 1935, and is the first time that a single national network has passed the \$2,000,000 mark.

The NBC-Red network time sales for March were \$1,913,837, the NBC-Blue network \$1,122,516. The total NBC billings were \$3,036,353, showing a 4 per cent increase over March, 1935.

CBS time sales for the first quarter set another record for all networks. With a 13.9% increase over the same three months in 1935, Columbia finished the first quarter of this year with total billings of \$5,982,551. The previous record of \$5,538,879 was Columbia's last quarter of 1935.

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COMMITTEES ON C.C.I.R. TO MEET THURSDAY

The Third General Meeting of the Committees preparing for the Fourth Meeting of the C.C.I.R. will be held in the offices of the Federal Communications Commission, Room 1413, New Post Office Building, 12th and Pennsylvania Avenue, N. W., Washington, D. C., on Thursday, April 23rd, at 10 A.M.

It is expected at this meeting to complete the preliminary preparatory work on the eighteen questions pending for the Fourth Meeting of the C.C.I.R.

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RADIO NO MENACE TO PRESS, SAYS NEWSPAPER ANALYST

Under a full-page heading, "Radio No Serious Menace - Weston", Editor & Publisher in its April 18th issue carries a story under the signature of Samuel P. Weston, newspaper analyst. The article says, in part:

"It must be evident that the competition involves the major factor of advertising to a marked degree. Yet it is my opinion that the newspapers are unduly alarmed. They have always had competition from other media. They always will have. They have had it from magazines, from billboards, from street car cards, direct mail, etc. After all, it boils down to the consideration of what is the best medium. Newspapers always have been and always will be, from the very nature of the newspaper's intrinsic function as a permanent vehicle for the dissemination of news, preeminent as a vehicle for the advertiser's commercial announcements.

"The newspaper is a tangible, measurable commodity, recording news in a permanent form. The radio is an intangible, perishable and impermanent medium. Civilization, however, is founded on and depends for its existence on tangible records. The sense of visualization, moreover, is the most essential of all human faculties. I have never thought, nor do I now think, that radio is completely a serious menace to newspapers. In fact, it is my opinion that when the newspapers get their house in order, they will find themselves increasingly more stable as financial undertakings.

"It is equally evident to me that those engaged in the radio industry have been guilty of what the late Adolph Ochs so aptly called 'loose thinking'. The terrific turnover of radio advertising certainly indicates some great fault, either in radio as a medium, or in the methods employed. Presently radio advertising is going through the era of distortion, of super-superlatives and half truths. The medical mumbo-jumbo and fear psychology of present-day radio advertising is not far removed from the state of mind which seemed to characterize the newspaper advertising of 30 years ago when the Old Doctor took half a page to warn men about venereal diseases, promote electric belts, trusses, regulatives, life savers, colored pills, and what not.

"If the number of radio advertisers who are on the air constantly are correct, we, as a nation, are in dire physical straits. Between our teeth and our stomachs, we need immediate attention. Acidity and the acid nerve of our advertising agencies seems to be our dreadful fate."

In the same issue, but under a different heading. Robert S. Mann discusses NBC's recent survey of newspaper-radio competition and reports issued under the title of "Straight Across the Board." He says, in part:

"The conclusion is - that there is no battle. That when newspaper representatives and salesmen of broadcast time go forth to do or die, with their charts and tables and presentations, their efforts may sway an individual advertisers from one medium to the other; but not the industry of which he is part. That the growth of network radio, throughout the whole range of advertising industries, is inexorably expressed by a typical 'rate-of-growth' curve expressed in percentages and fractions of percents, and charted neatly in a sweeping curve on page after page.

"Frankly, we are still skeptical of the extent to which this conclusion can be carried, despite - or perhaps because of - the exactness with which the conclusions are pinned down to an unvarying mathematical formula. And we can't help wondering if NBC really wanted to argue so positively that 'radio's share of the total spent in advertising a class of products' has absolutely, positively no relation to 'its success as a medium for those products.'"

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HAMILTON INSTITUTE SEES RECORD RADIO YEAR

The outlook for the radio industry in 1936 is favorable, with prospects for a new record year, the Alexander Hamilton Institute finds.

It has been estimated that of the 31,300,000 homes in the United States 22,400,000, or 71.5 per cent of the total are equipped with radios.

In 1935 the number of radio sets purchased for replacement amounted to 2,664,000. If the gain in 1935 over the previous year is taken as the minimum increase, the replacement demand in 1936, is expected to total approximately 3,100,000 sets.

New owner purchases in 1935 totaled 986,000. While the number of radio sets bought by new owners has shown a steady decrease for the last two years, it is reasonable to assume that the current year will see a halt in this trend. New owner purchases are expected to at least hold at the 1935 level, with the prospects favorable for some increase.

Automobile radio set sales in 1936 can be estimated at about 1,400,000. Exports in 1935 were slightly lower than in the previous year. The prospects for 1936 are favorable for a moderate increase.

Taking into consideration the replacement and the new-owner demand for the home, the automobile and the export radio market, the prospects are that radio set sales in the current year will reach the new record high figure of about 6,120,000 sets.

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NEW RADIO DEVICE CALLED AID TO WEATHER FORECASTS

The California Institute of Technology, Pasadena, Cal., this week exhibited a tiny instrument, weighing less than a pound, which will automatically radio the temperature, humidity, and barometric pressure at altitudes to 90,000 feet.

Prof. Irving P. Krick, leader in the air-mass analysis method of weather forecasting, declared it a great forward stride in weather determination.

"The radiometograph can be sent up with small free balloons in stormy weather when airplane flights are impossible", he said. "It also can be sent up from ships at sea.

"Its cost is less than an airplane flight, so if one is not recovered its loss will not be great.

"Recording devices small enough to be sent up with free balloons are now in use, but they must be recovered for a reading."

Breaks in the radio signals are noted on a recording receiving set on the ground and can be measured to determine the changes in temperature, humidity and barometric pressures.

The instrument was designed by Capt. O. C. Maier, of the Army Signal Corps, and L. E. Wood, of the Institute.

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RADIO USED TO HEAT MOSCOW COPS' CLOTHES

Electrical heating of airmen's clothing has been successfully practiced for some time. A correspondent of World-Radio, the official foreign and technical journal of the British Broadcasting Corporation, describes a proposal to render the lives of Moscow traffic policemen more bearable, in a somewhat similar manner, during the appalling cold in which they have to perform their duties. They are to be provided with greatcoats interlined with wire-netting, which will be heated by wireless from a neighboring station. The account concludes with the naive remark: "The results of such an experiment will be interesting to watch."

To this the BBC editors add:

"We can imagine that a policeman who was endeavoring to deal with a bad traffic jam what time an engineer at the station made an error in the frequency or power he was putting out, would be intensely interesting to watch."

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Besides Anning S. Prall, Chairman of the Federal Communications Commission, speakers at the meeting of the Women's National Radio Committee in New York on Wednesday will be William S. Paley, President of Columbia Broadcasting System; Lenox R. Lohr, President, National Broadcasting Company; and Alfred J. McCosker, President of the Mutual Broadcasting System. The three networks will broadcast the speeches and awards for five radio programs adjudged the best of the year from 2 to 2:30 P.M. EST.

E. I. DuPont de Nemours and Company, which offered a technical pamphlet to the Columbia network audience on the April 1st broadcast of "The Cavalcade of America", was astonished to receive nearly ten thousand requests, coming from all parts of the country.

Fifth editors of farm papers from twenty-six States and Canada on April 19th were guests of the Radio Corporation of America at the studios in Radio City. On April 20th they were guests of RCA in Philadelphia, where they were joined by the Hon. Henry A. Wallace, Secretary of Agriculture.

The Mergenthaler Linotype Company is offering a cash prize of \$500 and a trip to New York City to the person who writes the best thirty-minute radio script on the subject "Salute to the Modern Newspaper" - the script which best dramatizes newspaper development through the last half century.

The National Broadcasting Company will present the program centered about the winning script as a net-work sustaining feature. It will also be available to independent stations.

Three major awards for excellence in advertising art were given to the Columbia Broadcasting System by the Art Directors Club at the opening of its 15th Anniversary Exhibition in New York, April 16th. The Club medal for the best photographic illustration was awarded to Anton Bruehl's photograph of an African drummer, used in Columbia's advertisement "Black Magic - and White". The other awards were for the best photographic illustration in trade publications, and the best booklet in the exhibition.

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WPA RADIO PROGRAM HAS WIDELY VARIED PAYROLL

The payroll of the participants in the WPA radio project sponsored by the United States Office of Education with a \$75,000 grant is widely varied, according to William Dow Boutwell, Director.

The list comprises six paid Supervisors, receiving as much as \$3,600 a year, in addition to pay from private employment, 36 relief workers drawing "security" wages, and a varying number of unpaid volunteers. Rudolf Schramm, Washington orchestra director, is the Supervisor being paid the \$3,600 salary although he is simultaneously paid for a network broadcasting program originating in the National Capital.

Mr. Boutwell, answering criticism of the project, said that its primary purpose is not to take men from relief rolls but to stimulate public interest in education and news.

The volunteer workers participating in the project are amateurs who work on the programs for the radio experience involved, and are unpaid, said Mr. Boutwell, in answering criticisms that participants in the programs are in some cases unpaid.

Mr. Boutwell pointed to the fact that while WPA contributed \$75,000 to the project, NBC was giving free time that, at present rates, would bring \$200,000 per year. He said:

"There is not another WPA project in the entire country in which private enterprise has contributed to such a huge extent."

Criticisms had been directed at the initial program because of the grade of the material presented because Doris Rook, one of the two speaking participants, was unpaid (she was Miss Information); at the fact that Mr. Schramm, furnishing incidental music for background purposes, was a highly paid NBC staff man; because \$75,000 had been allotted for a project at present employing fewer than 50 workers, and at the fact that more than two months had been consumed in preparation before the first program was presented on the air.

Answering the latter point, Mr. Boutwell pointed out that much more than two months' time was usually spent by advertising agencies and other groups in preparing good radio programs, and that, when considered from all practical aspects of production, audition, creation of material, etc., the combined efforts of 36 people to produce such programs as the first WPA effort were not unusual.

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DAILY TELEVISION TESTS IN PARIS NOW

M. Mandel, the French Minister of P. T. T., states that daily television transmissions from the Eiffel Tower are being made on a wavelength of 8 meters between 4 and 4:30 P.M., coupled with sound broadcasts from Paris PTT. The Sunday transmissions from 5:30 to 7:30 P.M., and the free public viewing-rooms, will be continued.

Several French firms - some of which advertise receivers that they will make to order - are experimenting with television. One concern has constructed a number of sets of its own design, but has not yet put them on the market or fixed a price for them. Each unit is a combined sight-and-sound receiver. The manufacturers carry out their experiments from their own private transmitter, using a wavelength of 7 meters, and are preparing to give a public demonstration very shortly.

Inquiries are being made in France as to whether television will be available for publicity transmission, presumably on the lines of the publicity films seen during the intervals at cinemas. It appears certain, however, that television will be under the strict control of the State, and that private enterprises will not be allowed to develop without supervision.

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Variety tells this one:

"Major Bowes was approached by a serious fan immediately after a broadcast a couple of weeks ago and asked, since he now counts his listeners in the millions, why he doesn't run for the presidency of the United States.

"Bowes, also serious, replied:

"I don't think I can spare the time to go into politics."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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HIGH FREQUENCIES AGAIN DISTURBED BY THE SUN

Short-wave broadcasting and commercial radio communication in the high frequencies was seriously disrupted and for awhile practically non-existent this week by another disturbance in the ionosphere, some 200 miles above the earth's surface.

The United States Bureau of Standards, which has been making a special study of the relation between magnetic disturbances, sun-spots, and radio transmission gathered much more data on the latest outburst, the most serious since October 24, 1935.

As yet the source of the trouble has not been definitely traced, and operators of high frequency transmitters have no recourse but to send out signals on lower frequencies. Even substantial increases in power do no good as the signals merely break through the ionized layer and are lost in space.

Dr. J. H. Dellinger, Chief of the Radio Section of the Bureau of Standards, first disclosed the action of the ionosphere, formerly known as the Kennelly-Heaviside layer, in the magazine Science, last Fall. He cited similar occurrences on March 20, May 12, July 6, and August 30, 1935.

As explained by S. S. Kirby, Associate Physicist at the Bureau of Standards, there are three ionized regions above the earth. The last, or highest of these, acts as a wall to reflect the high radio frequencies. When this ionized region, for reasons as yet undetermined, loses much of its ionization density, it no longer stops the radio signals or reflects them back to the earth for reception at some other point on the globe.

The ionosphere, which is actually extremely rarefied atmosphere - too thin to sustain human life - might be called "charged air", Mr. Kirby said. When it no longer reflects radio signals, it loses part of this "charge" or ionization density.

Long wave broadcasting or low or medium frequency radio transmission is not disturbed by the change in the ionosphere as the signals do not shoot up so high when transmitted.

The latest disturbance began April 18th and reached its maximum intensity April 21-22.

While physicists at the Bureau have no means of checking on conditions in the ionosphere over the globe, they are reasonably confident that the disturbance is world-wide though not as serious

near the equator as near the North and South Poles. The condition is much worse in the daylight than at night.

The Bureau of Standards scientists hope to learn from their accumulated data not only what causes the density changes in the ionosphere but to determine the relations between magnetic disturbances, sun-spot activity, and poor high-frequency radio transmission.

A Bureau of Standards report on the October 24th disturbance stated:

"At the time of a radio fadeout there is doubtless some eruption on the sun much more sudden than the growth of a sun-spot, which abruptly changes the rate at which the sun sends certain waves or particles into the earth's atmosphere. Such eruptions also produce magnetic disturbances.

"There has hitherto been no way of identifying particular magnetic disturbances associated with such eruptions. The radio effects, on the other hand, are easily identified, and further study of them may furnish means of closer insight into the mysteries of magnetic disturbances and other effects closely related to events on or in the sun."

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STATION CLAMOR FOR SUPER-POWER AWAITS WJZ GRANT

Several of the country's leading broadcasting stations are awaiting with keen interest the action of the Federal Communications Commission on the application of the National Broadcasting Company for 500,000 watts power for WJZ, New York. If the FCC grants a permit for this second super-power station, broadcasters believe the way will be opened for several more at strategic points throughout the United States. Station WHO, Des Moines, also is awaiting action on a similar request.

Station WLW, Cincinnati, is the only station now holding a permit to broadcast with 500,000 watts. Admittedly an experiment at the beginning, the station has proved its ability to operate with ultra high power without disturbing other broadcasting stations, as had been feared.

Among the other stations reported ready to make applications for super-power permits, if the FCC shows a disposition to act favorably on the move for higher power, are WGN, Chicago, and KFI, Los Angeles.

If super-power stations are authorized on the East and West Coasts and in the Northwest, applications for similar grants are sure to come from stations in the South and possibly Southwest. Among the stations suggested as candidates for the honor are WSM, Nashville, and WSB, Atlanta.

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PRALL GUARANTEES FREE SPEECH IN PROGRAM AWARDS

Freedom of speech over the air, with safeguards, commensurate with freedom of the press, was promised by Anning S. Prall, Chairman of the Federal Communications Commission, in an address at New York City, April 22nd, in connection with the presentation of awards for outstanding radio programs by the Women's National Radio Committee.

"In the conduct of the press and the radio, our fundamental obligation is to respect freedom of speech", he said. "The search for truth shall keep us free.

"The freedom of the press within the legal limitations to which I have referred, which conditions bespeak the wisdom of experience, is a precious inheritance. That freedom must be extended to the radio. To the defense of that freedom of the press and the radio, we pledge, as did our forefathers, our lives and our sacred honor.

"It is inconceivable that, as in the dictator-ridden countries of Europe, or even in England where the radio is under state control, there could be imposed by the Communications Commission regulations that would mean a denial of the same degree of free speech over the radio as is enjoyed by the press of our country.

"But while that liberty should be granted and maintained, a degree of reasonable restriction should be preserved. Namely, the protection of the government and its processes including judicial action from violent disruption, and unlawfully created disrespect; the protection of individuals in good name and business reputation; and the protection of the morals of the public and of its right not to be defrauded or deceived."

The program awards were:

The best educational program, "America's Town Meeting of the Air", NBC-Blue network feature.

The best children's program, "Wilderness Road", a Columbia Broadcasting System production.

The best non-musical program, the Fleischmann Variety Hour with Rudy Vallee on the NBC-Red network.

The Cities Service Concert, heard over the NBC-Red network was chosen to receive the award for light music programs.

In the field of serious music no award was made because, as Mme. Yolanda Mero-Irion, founder and Advisory Chairman of the Women's National Radio Committee, explained, "none of the features considered conformed to the standards established by the Committee."

Runners-up in the field of children's programs were the NBC Appreciation Hour and the Singing Lady, heard over the NBC-Blue network, and the American School of the Air of CBS.

Honorable mention in education went to the American School of the Air, which placed second, and NBC's University of Chicago Round Table, third.

There were several subdivisions in the general classification of non-musical. Comedy was one, with Jack Benny leading, Fred Allen (both of NBC) a close second, and Burns and Allen (CBS) third.

In the drama division, Leslie Howard, of CBS, led with NBC Radio Guild and CBS's Lux Theatre of the Air runners-up. Ranking dramatic serials were One Man's Family, Today's Children, Vic and Sade and Forever Young, all NBC.

The Columbia Experimental Dramas under the direction of Irving Reis also came in for favorable mention. Among news commentators, Gabriel Heatter, week-end broadcaster over the NBC-Blue network, and Edwin C. Hill, also NBC, placed first and second, with Boake Carter of Columbia third.

Fred Waring and His Pennsylvanians of NBC ranked second in the light music division. Honorable mention in the serious music group went to the Ford Sunday Hour, CBS (which ranked second to NBC's General Motors) and to Frank Black's NBC String Symphony.

Awards were accepted by Edgar Kobak, Vice-President of Lord and Thomas advertising agency, for the Cities Service Concert; George V. Denny, Chairman of the program, for America's Town Meeting of the Air; E. T. Smith, Vice-President of Standard Brands, for Rudy Vallee's Variety Hour; and William S. Paley, President of CBS, for "Wilderness Road."

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PAN AMERICAN GETS STATIONS FOR ATLANTIC FLIGHTS

Pan American Airways, Inc., this week was granted two permits by the Telegraph Division of the Federal Communications Commission for construction of aeronautical radio communication stations in anticipation of a trans-Atlantic clipper service similar to that recently inaugurated over the Pacific. One of the stations is to be located at Port Washington, N. Y., and the other "somewhere between Southampton and Amagansett, Long Island, N.Y.

Plans for the trans-Atlantic service were disclosed when the FCC began inquiring as to the necessity for the stations.

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COPYRIGHT SUB-COMMITTEE EMBROILED IN FIGHT

A sub-committee of the House Patents Committee held two executive meetings this week in an unsuccessful effort to reach an agreement on the three pending copyright bills, and scheduled the next session for Monday morning.

Appointment of the Sub-Committee was announced April 22nd after the full Committee had fought over what action should be taken. Fruitless moves were made to report out a bill immediately and then to appoint the ranking members of the Committee on a Sub-Committee.

Chairman Sirovich, of the full Committee, who is an outspoken foe of the Duffy Bill, endorsed by organized broadcasters, and a friend of ASCAP, was not placed on the Sub-Committee. Instead, the chairmanship was given to Representative Lanham, of Texas.

The other members are Representatives Deen, of Georgia; O'Malley, of Wisconsin; Kramer, of California; Daly, of Pennsylvania; Barry, of New York; Perkins, of New Jersey; McLeod, of Michigan; Hartley, of New Jersey; and Risk, of Rhode Island.

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FORMER SENATOR DILL APPLIES FOR CAPITAL STATION

Should the Federal Communications Commission act favorably on an application just received, former Senator Clarence C. Dill, now a Washington, D. C., attorney, would be in a unique position in the National Capital.

Senator Dill has filed an application for a permit to operate a radio station in the District of Columbia, using 100 watts power and the 1,310-kilocycle wave band now occupied by WOL. The application is conditional, however, upon FCC approval of WOL's request for a shift in frequency to 1,230 kc. with 1,000 watts power. A hearing on the latter application has been set for May 20th.

A rival applicant for WOL's wavelength is William Dolph, at present Sales Manager of WOL, and recently appointed Radio Director for the Democratic National Committee. He is also a brother-in-law of Herbert L. Pettey, retiring Secretary of the FCC.

Senator Dill a few years ago was the most powerful legislator handling radio matters in Congress. He was co-author of the Radio and Communications Act, creating the old Federal Radio Commission and its successor. Since retiring from politics he has represented various radio interests before the FCC.

Retired members of Congress have become engaged in divers pursuits in Washington, but Senator Dill is the first to seek the role of a broadcaster.

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GERMAN S-W STATIONS URGE REBROADCAST BY U. S. OUTLETS

Long-wave broadcasting stations in the United States are being invited by the German Broadcasting System to pick up and rebroadcast programs transmitted by German short-wave stations for American listeners. Apparently a move to improve German-American relations, the invitation is the first to come formally from a European nation.

In an effort to avoid any obstacles to the rebroadcasts, the German Broadcasting System has agreed to withhold any musical numbers that might cause American stations trouble with the copyright owners. This gesture was made after a Washington, D. C. station was forced to cut off a German program suddenly on account of a musical piece that the U. S. station was unlicensed to broadcast.

Kurt G. Sell, American representative of the German Broadcasting System, addressed a letter to stations in this country recently calling attention to a special preview broadcast of forthcoming Olympic Games by the German short-wave station DJD, Berlin, on 25.49 meters, or 11.77 megacycles.

Explaining that the time had been fixed for the convenience of American listeners at 9:15 P.M., EST, he added:

"We urge you take one or all of these programs for rebroadcast. If you have not tuned in on DJD so far, you will be surprised at the fine reception one is able to get on that wavelength. The talks will last from 10 to 15 minutes, will be in the English language only and will contain nothing which might interfere with your present copyright problems, that is, no copyrighted music will be played. If you decide to take one or several and wish to have your station mentioned in these broadcasts from Berlin, please let me know and I shall notify Berlin."

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THREE LICENSES RENEWED AS WEVD CHANGES REQUEST

The licenses of Stations WHAZ, Troy, N. Y., WFAB, New York City, and WBBR, Brooklyn, N. Y., this week were renewed by the Federal Communications Commission because WEVD, one of the stations involved in the "Brooklyn case", had amended its application from asking 1300 kc. to 1400 kc.

The Commission will hold a rehearing on the "Brooklyn case" on May 7th.

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PRESS-RADIO BUREAU EXPANSION PROPOSED TO ANPA

Expansion of the Press-Radio Bureau's service so as to enlist more broadcasting stations and constant vigilance upon the part of publishers to prevent government officials or advertisers from restricting the freedom of the air were recommended to the American Newspaper Publishers' Association April 23rd in New York City.

E. H. Harris, Chairman of the Publishers' Radio Committee, also urged the newspaper owners to continue their fight against illegal broadcasting of their news.

The Committee advocated adoption of a resolution that the Press-Radio Bureau be continued for another year. The Committee advocated study of means to cut the Bureau's distribution costs, so that more radio stations in the South and West, which cannot afford to pay the wire costs from New York, will use the service.

Mr. Harris in his report emphasized the power which has been granted by Congress to the Federal Communications Commission over the radio, telegraph and telephone, as well as "dictatorial powers assumed" by the Commission, and charged that this situation had opened the door "for the Government to attempt to intimidate the press."

The Committee report asserted that the press and radio should cooperate in the public good and for the benefit of the country as a whole. Pointing out that the operation of broadcast stations was in the nature of a monopoly of the air controlled by private capital under government domination, Mr. Harris said that its monopolistic feature was its greatest weakness. This was so, he explained, because broadcast stations must always be licensed by the government, and because they can operate only in a very limited number of radio channels, opening the door "for control as to who shall speak and in some cases what shall be said."

"Some groups affiliated with the radio industry and some connected with the government", he continued, "have gone so far as to state that radio broadcasting and its affiliates, facsimile printing and television, eventually will supplant the newspapers.

"The fallacy of these statements is apparent at a glance. With the ratification of the first amendment to our Constitution, the press was freed not only of licensing but of any governmental control whatever.

"Journalism could not exist if it were subject to a government license. Radio broadcasting, facsimile printing and television by their very nature must always be under government license. Attempts of radio to function in the field of journalism must fail because a government license destroys the freedom on which any journalistic endeavor rests.

"If radio broadcasting, facsimile printing and television ever jeopardize the functions of the press, they will do so only when these facilities are used for propaganda purposes to retard the work of the press, and the press by a lack of vigilance has aided in its own destruction.

"The control of debate, the utilization of radio for government propaganda, and censorship of news over the air are possibilities in radio, even probabilities. They are unthinkable as to the press."

Mr. Harris pointed out that steps have already been taken in the direction of control, propaganda and censorship of radio. Saying that the efforts of the Committee to keep the presentation of news over the air free from censorship and to protect the property rights of newspapers in news which they have gathered, have led to false charges that the newspapers are warring against radio, he went on:

"As an indication that there is no hostile feeling on the part of the press toward radio, it is only necessary to point out that the newspapers and press associations during the last two years have made available the entire news services of the three press associations to all broadcasting stations without charge. Thereby they are offering protection to all radio stations on news throughout the twenty-four hours of the day and night. The only conditions are that this news shall not be commingled with advertising or connected with an advertising program and that it be broadcast in the form given and at periods of value to the listening public."

Mr. Harris attacked the practice of some broadcasters and some news agencies which supply the news of selling news programs for sponsorship by advertisers.

"The sale of news to any broadcasting station or to any advertiser for sponsorship over the air", he said "is just as unsound as if the newspapers sold news to their advertisers and then permitted them to commingle this news in their advertising copy. How long would the newspapers hold the confidence of the public as media for the dissemination of information if they adopted such a policy? The same principle is applicable to radio stations which permit such a policy."

In urging the expansion of the Press-Radio Bureau, Mr. Harris said that the National Broadcasting System has expressed its desire to continue it and finance it for another year.

He recommended that the Committee be authorized to take up with such stations plans for a more economical distribution of the Bureau reports, and that The Associated Press, United Press and the International News Service be requested to continue to cooperate by supplying its news reports to the Bureau.

The resolution offered by the Harris Committee follows:

"Resolved, that the Press-Radio Bureau be continued for another year and that The Associated Press, the United Press and the International News Service be requested to cooperate with the Bureau during that period, so that its news reports may be available to all radio broadcast stations desire to use them."

It was to be acted upon today, April 24th.

FCC PERMITS MILITARY TESTS BY RADIO-TELEGRAPH

Operators of radio-telegraph and radio-telephone stations this week were informed by the Federal Communications Commission that they may engage in military and naval tests, providing they obtain government authorization and FCC approval.

The training is expected to make the wireless communication facilities susceptible to immediate adaption to emergency measures in case of war.

The FCC order reads:

"Rule 212(a) The licensee of any radio-telegraph or radio-telephone station, other than broadcast, may, if proper notice from authorized government representatives is filed with and approved by the Commission, utilize such stations for military or naval test communications (messages not necessary for the conduct of ordinary governmental business) in preparation for national defense during the period or periods stated in said notice subject to the sole condition that no interference of any service of another country will result therefrom. Nothing herein or in any other regulation of the Commission shall be construed to require any such station to participate in any such test."

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FIVE MC CLATCHY STATIONS JOIN NBC NETWORK

The National Broadcasting Company this week continued its expansion program by adding five McClatchy-owned newspaper stations to its list of affiliated outlets. The stations are now associated with the Columbia Broadcasting System through the Don Lee network. This action came close on the heels of a tie-up with three Yankee Network stations - WNAC, Boston; WEAN, Providence, and WICC, Bridgeport-New Haven.

These stations, all owned and operated by the McClatchy Newspapers, consist of the following: KFBK, Sacramento, 5,000 watts; KMJ, Fresno, 1,000 watts; KOH, Reno, Nevada's only station, 500 watts; and KWG, Stockton and KERN, Bakersfield, Cal., both 100 watts. These stations serve the productive Sacramento and San Joaquin Valleys, and adjacent Nevada, which is approximately the same territory covered by the McClatchy newspapers: the Sacramento Bee, the Fresno Bee and the Modesto Bee.

The Sacramento Bee was the first newspaper to build and operate a broadcasting station on the Pacific Coast. What was later to become KFBK was started by this newspaper in 1920, a five-watt station later discontinued by popular request because

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its strength interfered with the reception of distant stations. The station was re-established in 1923, and is the only station on record to jump its power from 100 watts directly to 5,000 watts.

The four California stations, KFBK; KMJ, KWG and KERN, will join NBC's networks January 1, 1937, or as soon as existing commitments expire. KOH, Reno, will become an NBC station February 15, 1937. These five stations at present are associated with the Columbia Broadcasting System through the Don Lee network. Four of these stations will be optional Red or Blue network stations, taking sustaining and commercial programs from both circuits. KERN, the fifth, will be added to the NBC-Blue network.

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NBC CONTINUES "ECONOMY" DISMISSALS

As a part of a general reorganization plan to effect economies, and to divert the savings from those economies to other expansion moves, National Broadcasting Company last week let out about 50 people, mainly in the general service department and mainly in the way of page boys and reception clerks, according to Billboard. This follows the release of 15 or 18 hostesses. Dismissals were in the press, sales and music departments, in addition to the service department affected. The Program and Artists' Bureau setups will next be given a pruning, it was added.

Major Lenox Lohr, NBC President, who is instituting the cutting down of personnel, is said to believe that the network was previously overburdened as to staff and that there was far too much waste motion. The cutting down, it is felt, will bring about not only a centralization in the various departments, but an improvement in efficiency. Major Lohr is said to have established the fact that, before this cutting was instituted, NBC had twice as many employees as CBS and didn't need them.

In the newly set up general service department, of which Walter Preston is head, about 30 page boys were let out, with another half dozen expected to be dropped this week. In addition, a number of cleaners and porters were discharged.

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Radio market reports were issued this week by the Bureau of Foreign and Domestic Commerce on the following: Austria, Philippine Islands, Morocco, and Greece. Copies are available at 25 cents each.

Harry G. Ommerle, formerly Assistant Director of the Radio Department of N. W. Ayer & Son, Inc., will join the Columbia Broadcasting System on Monday, April 27th, as Assistant Director of Program Service. Mr. Ommerle was with N. W. Ayer for five years.

Economy Rubber Products Co., 600 Burkhardt Ave., Dayton, Ohio, selling "Tiger-Grip Tire Patches", has been ordered by the Federal Trade Commission to cease and desist from making exaggerated and misleading representations as to the value and efficiency of its product, and concerning the earnings of its salesmen in advertisements or circulars, on labels, or by radio broadcasts.

Neal Gordon Keehn, formerly Assistant Manager and Program Director of WCLO, Janesville, Wis., has joined the headquarters production staff of the Affiliated Broadcasting Co., in Chicago.

David F. Crosier, for the past six years Radio Director of Pedlar & Ryan, Inc., New York, has joined ABC's New York sales staff. Previously Mr. Crosier was with the Columbia Broadcasting System and prior to that spent many years in the publishing field.

C. L. Moon, formerly national representative for the New York Evening Post and World Telegram, previously identified with the magazine field, has been appointed Eastern representative of the Roesler station representative organization. Mr. Moon's headquarters are located in the Lincoln Building in New York City.

"Philips do Brasil", the branch sales organization in Brazil of the Philips Company of Holland, has just been conceded a banking charter by the Federal Government for the ostensible purpose of engaging in discounting and other banking activities in connection with the financing of instalment sales of radios, according to an announcement this week by Andrew W. Cruse, Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce.

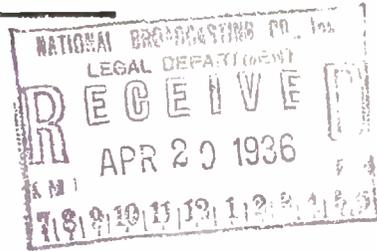
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HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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April 28, 1936

BALDWIN PROPOSES "BUREAU OF COPYRIGHTS" FOR NAB

Creation of a Bureau of Copyrights within the National Association of Broadcasters was proposed Monday, April 27, to the NAB Board of Directors by James W. Baldwin, Managing Director, in Chicago as the ultimate solution to the broadcasters' copyright dilemma.

Following out instructions from the Directors, given him in February, Mr. Baldwin submitted a detailed report and three specific recommendations in lieu of establishment of a separate corporation, such as a Radio Program Foundation. The three-point proposal is:

1. Making available to broadcasters a complete and accurate catalog or index of active musical compositions.
2. Creation of a standard library of musical compositions taken, for the most part, from the public domain of music.
3. Establishment of a system for making available to the industry copyrighted musical works on a measured service basis.

Organization of a Bureau of Copyrights, Mr. Baldwin said, necessitates the employment of a Director who should be "a man of high academic training in music who has had extensive practical experience in the field of copyrights and their use in building radio programs." No legal formalities are necessary, he said.

Warning the Directors that "the plan can succeed only if it is adequately financed", the Managing Director explained:

"In the beginning it will be necessary only to provide funds for the employment of a Director of the Bureau of Copyrights and his staff; and necessary office space and equipment. But prosecution of the entire plan will require substantial expenditures, and ways and means should be provided so that the NAB's income will be sufficient to meet them. This is a matter that must be passed upon by the membership."

Mr. Baldwin acknowledges in the report assistance from Walter J. Damm, Milwaukee, "for the musical classifications"; and "the advice and counsel" of Philip G. Loucks and Louis G. Caldwell, Washington radio attorneys.

The report opens with a review of the copyright tangle in which broadcasters find themselves.

"For more than ten years the broadcasting industry in the United States has been endeavoring to solve what it calls the copyright problem", Mr. Baldwin said.

"The industry has at different times both supported and opposed copyright legislation in the Congress. It has instituted a lawsuit against the largest group of copyright proprietors in the world and has aided the Government in its suit against this same group. It has waged fierce fights against groups of copyright proprietors over terms and conditions in contracts and over methods of royalty payments. It has attempted on two occasions to establish and operate its own music source. It has expended many thousands of dollars; consumed many hours in discussion; considered many plans and proposals; and adopted many resolutions and reports. But today the problem remains unsolved.

"The present copyright laws are antiquated and should be revised. The provision of the present law imposing minimum damages for infringement should be repealed. It is an anomaly in our law. No other nation in the world has a similar provision in its copyright laws. Other changes also are needed. But revision of the law, however favorable to broadcasters, will not in and of itself solve the problem.

"A monopoly of music performing rights, if in violation of our laws, should be dissolved by the Government. But dissolution of the monopoly, however sweeping the decree, will not in and of itself solve the problem.

"The broadcasting industry has learned one thing from its ten years of fighting. It has learned that it must give more attention to its own business and less to the business of copyright owners. Nobody knows whether the industry is paying too much or too little for its use of copyrighted music. As long as the present situation exists, nobody can find out.

"Not a single license agreement in existence today holds any promise of a permanent solution of the problem. Not only is this true from the viewpoint of the broadcasters; but it is equally true from the viewpoint of the originator or creator of musical compositions. When broadcasting developed a new market for creative works, it found the author and composer allied with publishers. The publishers are commercial users of musical works in very much the same sense as broadcasters. Unlike conditions of a decade ago, the publisher and broadcaster now compete for the creation of the author and composer. It was simply a fact that the creator had disposed of a part of his valuable performing right to one class of customers before another class had risen to prominence. Broadcasters want, and are willing to pay generously for the works of the creator. Their interest is in the author and composer. They are not concerned with the profits or losses of the publishers or other users.

"The problem has been made to appear more difficult than it really is. There are millions of musical compositions now in existence and many more millions will be written. But of the millions of works in existence, less than 800,000 are currently copyrighted in the United States. Of copyrighted and non-

copyrighted musical works of all classes, about 35,000 compositions are active, that is, in ordinary day to day use. An average broadcasting station, operating full time, will perform about 75,000 separate selections in a year. If the same composition is performed once a week for fifty-two weeks, a library of 1,500 different compositions would supply the needs of a broadcast station. But some numbers are performed more frequently and some less frequently, and 1,500 compositions would not be considered by any broadcaster as an adequate repertory. But, contrary to the popular belief, the broadcaster does not need all of the copyrighted music in the world; nor should he be required to pay for such extensive accessibility.

"The first task of the broadcaster, therefore, is to obtain some estimate of his actual musical needs. Having determined this, he should then set about acquiring on the best terms possible that music which will satisfy his needs. He should not endeavor to influence the price or prices asked by the copyright owner. If the price is disproportionate to the merit or value of a work or works, he has the option to refrain from use. As a member of an industry interested in a never-ending supply of new musical works, the broadcaster is desirous of encouraging the creator. He is interested in encouraging authors and composers to write for radio presentation. He will not forever be interested simply in acquiring performing rights of music written primarily for publication or for the stage, motion picture, dance hall or night club. As an art, broadcasting must develop creations written primarily for radio presentation and adapted to conditions peculiar to broadcasting. Any proper plan devised by broadcasters for the utilization of original creations must inevitably inure to the benefit of authors and composers. The use of such creations should determine the extent of compensation to authors and composers. Merit of such creations should determine the extent of their use."

Regarding the "per-piece" plan, Mr. Baldwin said:

"Much has been said and written about the so-called 'per piece' plan. The plan has been commended as the only sound and scientific method for the licensing of performing rights and, at the same time, it has been condemned as impractical and unworkable. In these discussions mention is seldom made of the fact that so-called 'grand rights' are nearly always obtained on a 'per piece' or a 'per performance' basis. But it is a fact that this method of obtaining 'grand rights' has never been extended to the more extensively used 'small rights'. In existing licensing agreements 'grand rights' are specifically withheld and are available in most instances only upon a 'per performance' basis.

"At the present time broadcasters are at a distinct disadvantage in checking their performances and entering such performances upon their program logs. But if for no other reason than to be in a position to defend against an infringement suit erroneously commenced, the broadcaster must be in a position to make proper entries on his log. This is now virtually impossible and will continue to be impossible until confusion over ownership of performing rights is abated and the stations are in possession of adequate information to check accurately.

"It is a condition precedent to the institution of a 'per piece', 'per performance' or any measured service plan, that each station should have in its possession a complete catalog of the works it is licensed to perform and that accurate entries be kept on program logs at all times. Furthermore, broadcasters have a right to know what they have a right to perform under their licenses. They should not be put to the expensive and almost impossible tasks of trying to ascertain what they have no right to perform. In no other way can the constant danger of infringement, with its unfairness to both the broadcaster and the copyright owner, be avoided."

Discussing the delicate question of who should pay the copyright fees, he said:

"The preceding section deals entirely with the matter of responsibility for clearing performing rights. It does not mention by whom payment of the royalties should be made. Custom in the industry is not uniform. Transcription companies, as a general rule, do not clear performing rights. Network companies clear performing rights for affiliates with respect to certain licensing groups but do not do so with respect to the largest and most important group. As a general proposition the station pays the performing right royalties whether the program is supplied by the network of transcription company.

"The fee must be paid. Whether the fee should be paid by the network or transcription company for all stations taking a given program; whether it should be paid by the stations individually; or whether it should be divided up among the stations and network or transcription companies, is a serious policy question which is now, and perhaps always must be, a matter of private contract between the stations and originating companies directly concerned.

"But this is true. All of the costs which go into program production must be paid by someone. If the originating company is required to add copyright performing fees to its other program production costs then it should have the right to adjust its station agreements to take into consideration this new cost item.

"As pointed out before, this is a matter of contract between stations and originating companies. It would seem, however, that no distinction should be made between copyright costs and other items of cost which go into the production of the entire program.

"In the final analysis the advertiser pays all of the costs which go into the production and broadcasting of his program; and copyright fees are just as much a part of this program cost as is the cost of talent, telephone lines, recording operations, and other items. In a few instances the copyright fee is passed on to the advertiser as a direct charge but the general practice is otherwise. It may be that the time has arrived when the advertiser should pay for the use made of music in his program as a direct charge and under a system whereby he might have the benefits which will accrue from a market in which copyright owners sell their rights in competition with each other and in which prices are fixed by such competition. This is a question of policy which cannot be answered in this report."

FCC INDICATES LINE OF INQUIRY AT JUNE 15 HEARING

The sweeping nature of the informal engineer hearing to be held before the Federal Communications Commission on June 15th upon the recommendation of its Chief Engineer, Commdr. T.A.M. Craven, was disclosed this week as the FCC sent out notices. The hearing, it was explained, will be very broad in its scope, and "neither individual applications nor individual assignments within service bands will be considered."

A five-point purpose of the inquiry was set forth as follows:

- (1) Determining the present and future needs of the various classes of services for frequencies above 30,000 kc., with the view of ultimately allocating such frequencies to services;
- (2) Securing for the public and the Commission a keener insight into the conflicting problems which confront the industry and the regulatory body in the application of the new frequencies to the service of the public;
- (3) Guiding experimentation along more definite lines as may be justified from the evidence presented at the hearing;
- (4) Reviewing present frequency allocations to services in the radio spectrum below 30,000 kc., and
- (5) Assisting the Government in its preparation for the International Telecommunications Conference at Cairo in 1938.

"Questioning will follow three general forms, the FCC explained. Persons who expect to appear in behalf of a particular service, such as maritime, police, aviation, aural broadcasting, or television, the notice said, should be prepared to furnish information along the general lines specified.

The first form, headed "Evaluation of Services from the Standpoint of Public Need and Benefit", comprises:

- "(a) The dependence of the service on radio rather than wire lines.
- "(b) The probable number of people who will receive benefits from the service.
- "(c) The relative social and economic importance of the service, including safety of life and protection of property factors.
- "(d) The probability of practical establishment of the service and the degree of public support which it is likely to receive.
- "(e) The degree to which the service should be made available to the public, that is, whether on a limited scale or on an extended competitive scale.
- "(f) Areas in which service should be provided and, in general, the points to which communication must be maintained."

Technical questions will be concerned with:

"(a) The frequency bands required for a given service and the exact position thereof in the radio frequency spectrum; also the width of communication bands or channels within each portion required for station frequency assignments.

"(b) Suitability and necessity for particular portions of the spectrum for the service involved. This includes propagation characteristics and reliable range data.

"(c) Field intensity required for reliable service.

"(d) The number of stations required to enable efficient service to be rendered.

"(e) The distance over which communication must be maintained.

"(f) The relative amount of radio and other electrical interference likely to be encountered.

"(g) The relative amount of noise which may be tolerated in the rendering of service."

Under the heading "Apparatus Limitations", the Commission will seek information on the following:

"(a) The upper practical limit of the useful radio frequency spectrum and, in general, what higher limit can be expected in the future.

"(b) The operating characteristics of transmitters with respect to external effects and practicability in service for which intended, including frequency tolerances which should be prescribed.

"(c) Types of antennas which are available for service for which intended, and their practical limitations, including the best methods of obtaining the most effective use of frequencies.

"(d) Receivers available and in process of development, including data with respect to selectivity and practical usefulness for the service for which intended."

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PRESS-RADIO BUREAU EXTENSION VOTED UNANIMOUSLY

Adopting the recommendation of E. H. Harris, Chairman of the Publishers' Radio Committee (see April 24 news letter) the American Newspaper Publishers' Association at its closing session in New York City, voted unanimously for extension of the Press-Radio Bureau another year.

The resolution carries with it authorization to expand the service by making it available to radio stations in remote sections of the South and West.

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WNAC, NEW NBC AFFILIATE, GIVEN POWER INCREASE

Station WNAC, Boston, which next Fall leaves the Columbia Broadcasting System to join the NBC-Red network, was granted a daytime power increase from $2\frac{1}{2}$ to 5 KW by the Federal Communications Commission at its last meeting.

At the same time the Commission granted renewal of licenses on a temporary basis to stations involved in the "Brooklyn case", which will come up for a rehearing on May 7th. The stations given extensions are WARD, WBBC, WLTH, and WVFW, all of Brooklyn.

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VISUAL BROADCAST OF OUTDOOR SCENE IS SUCCESSFUL

A successful demonstration of visual broadcasting of an outdoor scene by RCA Victor engineers, in preparation for the \$1,000,000 field tests in June from atop the Empire State Building, New York City, was held April 24 in Camden, N. J.

Orrin E. Dunlap, Jr., Radio Editor of the New York Times, who witnessed the exhibition, described it as follows, in part:

"With the scene illuminated by a brilliant April sun, television outdoors was demonstrated in a mile broadcast with members of the local Fire Department as the actors.

"A special alarm was sent in for the firemen, and as they rushed up to the scene of the 'blaze' the eye of a television camera poked out of a window to record the activity, while a microphone picked up the clang of the bells and roar of the sirens.

"Television spectators a mile across the city watched the 'fire'. In a greenish hued picture, 5 by 7 inches on top of the radio set, the observers saw the fire fighters scale the ladders to extinguish the 'fire' on a roof about 100 feet away from the electric 'eye' of the television camera, known as an iconoscope.

"Smoke curled up from the roof, and the hose 'splashed' water across the television screen. Passers-by who gathered in the street were pictured unbeknown to them, as were automobiles rushing across the Philadelphia-Camden bridge in the background. Even the bill-boards and budding trees showed up clearly in the radio picture. The clamor of the community came clearly over the loud-speaker.

"The latest television receiver at first glance looks like an ordinary console radio, but inside the mechanism is radically different, more complex. There are thirty-three vacuum tubes in the circuit, compared to the average broadcast receiver's twelve. Adding to the complexity are fourteen control knobs, seven white ones arrayed on the front of the cabinet and seven black knobs on the top. They regulate the sound, govern the brilliancy of the picture, focus, synchronize, center the image, regulate its size and generally refine the image.

"Tuning is accomplished by a single knob, because the sound-sight is combined on one wave, and once the sound is accurately turned the picture 'takes care of itself', as the engineers explain the operation. The images travel on a six-meter wave.

"On top of the receiver cabinet, under a hinged cover, is a large funnel-shaped cathode ray tube called a kinescope protruding through a circular opening. The end of this tube is covered with a fluorescent material. There the image is 'painted' electrically. The cover of the set can be raised so that the image from the tube's face is reflected from a mirror to the spectator. These kinescopes are estimated to cost from \$50 to \$100, depending upon the number produced. The cost is taken as an indication of what the multi-tube home-television instruments may sell for, probably \$300 to \$800, according to the engineers, who report no definite retail price has been established.

"As further evidence of television's prowess in handling a 'show', guests were pictured as they stood under the glare of powerful studio lamps. Films were also projected. It is believed that reels will be the backbone of television. In this test Lou Little, football coach, was the featured actor.

"The film is broadcast by television at the rate of thirty pictures a second, although the film passes through the projector at twenty-four pictures a second, because the associated sound is recorded at twenty-four frames a second. What happens to the other six pictures the television engineers hold as a secret, for the sleight-of-hand is one of their tricks. The receiving antenna is only ten feet long.

"Engineers describe the system as 'all electronic'. No mechanical parts are utilized. There are no whirling disks festooned with lenses, as in early television methods. Scanning is now electrical.

"The radio camera's 'eye' is a large, simple-looking 'eyeball', the retina of which is a mica plate covered on one side by millions of particles of light-sensitive material; on the back is platinum. An electron beam sweeps across the optic 10,000 times a second to register the image on the radio 'brain', or transmitter.

"The received picture is comprised of 343 interlaced lines designed to minimize flicker. The green tint of the picture is purposely arranged because the human eye is more sensitive to that color, according to Dr. V. K. Zworykin, inventor of the kinescope and iconoscope. He said the ultimate home-television receiver will probably offer a pale yellow picture."

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BALDWIN REPORT APPROVED BY NAB DIRECTORS

The report and recommendations of James W. Baldwin, Managing Director of the National Association of Broadcasters, regarding the creation of a Bureau of Copyrights within the NAB (see lead story) was approved by the NAB Directors on Tuesday, April 28, according to a telegraphic report from Chicago.

The report will now be submitted to the NAB membership at its convention in Chicago July 5, 6, 7 and 8th. The Directors decided to hold the convention in the Stevens Hotel.

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POLITICS HINTED IN FCC DELAY ON HEARST STATIONS

The apparent caution with which the Federal Communications Commission is considering the applications of Hearst Radio, Inc., for FCC approval of purchase of three Texas stations and an Oklahoma City outlet has led to rumors that the radio ambitions of William Randolph Hearst may run into political obstacles.

The very fact that Hearst is an arch critic of the New Deal and the Roosevelt Administration would induce the FCC to move slowly even if no definite word were passed along from high administrative circles.

With radio in the strategic position that it is during the election campaigns now under way, the FCC would be granting Hearst an additional weapon with which to attack the New Deal should it approve the station purchases.

Neutral observers believe that the Commission is in another tough spot, and whichever course it takes, it will bring down criticism upon itself if not more serious consequences.

The stations which Hearst has bought from Southwest Broadcasting System, subject to FCC approval, are WACO, Waco; KNOW, Austin; KTSA, San Antonio; and KOMA, Oklahoma City, Okla.

Strongly in Hearst's favor is the fact that Elliot Roosevelt, son of the President, is head of the operating company.

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67 MORE SUITS FILED BY WARNER BROS.

Radio stations, night clubs and restaurants throughout the country are made the defendants in 67 more actions filed within the past ten days by Harms, Inc., Remick Music Corp., M. Witmark & Sons, T. B. Harms Co., New World Music Corp. and Music Publishers Holding Corp., all of which are music publishing subsidiaries of Warner Bros. Pictures, Inc. The damages sought in the 67 latest suits total \$102,700. All of the defendants are alleged to have infringed on song copyrights owned by the suing publishers. The amount in each case varies from \$250 to \$10,000.

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TWO NEW STATIONS APPROVED BY EXAMINERS

Construction of new broadcasting stations in Eau Claire, Wis., and Tucumari, New Mexico, was recommended to the Federal Communications Commission this week by Examiners.

The Eau Claire station, if authorized by the FCC, would operate on 1050 kc. with 250 watts, daytime only, under the name of the Central Broadcasting Co. The New Mexico applicant is J. Laurance Martin, who seeks authority to operate on 1200 kc. with 100 watts power, unlimited time.

Examiners recommended adversely against applications to erect a 250-watt station in Winston-Salem, N. C., and a 1 KW station in Pittsburgh, Kansas.

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\$3,000,000 IN PHONE RATE CUTS CLAIMED DURING FCC INQUIRY

Communications Commissioner Paul A. Walker said on Monday, April 27, according to an Associated Press report, that telephone rate slashes resulting in savings to subscribers of more than \$3,000,000 annually had been made since the Federal Communications Commission launched its investigation into the far-flung American Telephone and Telegraph Company last Fall.

Director of the inquiry, Mr. Walker said the reductions included a revision of long-distance charges which cut person-to-person rates at night and inaugurated a new lower rate on Sunday.

"Although this particular concession was initiated by the telephone companies", he said, "it was coincident with the informal inquiries initiated by the Commission with respect to overtime charges on person-to-person calls."

The hearings today (April 28) will start a study of the A. T. & T. long lines department.

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4,500 EDISON MEMORIAL BROADCASTS PLANNED

The radio industry, which in part owes its existence to the genius of Thomas Alva Edison, will pay Edison's memory a mass tribute of more than 4,500 broadcasts during the months of May, June, July and August, The Thomas Alva Edison Foundation announced April 27. Broadcasting officials said this is the largest serial broadcast ever attempted, both in the number of stations participating and in potential listening audience.

The three great major networks - National, Columbia and Mutual - and at least 75 independent stations from coast-to-coast will put on the Edison programs once a week, or oftener, for 18 weeks.

The programs will be dramatic presentation of highlights in Edison's career, acted by a cast which for weeks has studied all available source of Edison biographical material.

Radio's debt to Edison dates from 1886 when he secured a basic wireless patent in connection with his work in developing telegraphy. Mr. Edison, at the time, did not foresee the future of wireless communication. Years later efforts were made by various interests to buy the patent, but he insisted that it be sold to Marconi, and it became the foundation of Marconi's radio patent rights.

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Station WCFL, operated by the Chicago Federation of Labor at Chicago, this week filed an application with the Federal Communications Commission for a construction permit to increase its power from 5 KW to 25 KW.

Charles K. McClatchy, whose five radio stations on the West Coast are to be affiliated shortly with the National Broadcasting Company, died April 27 at the age of 77 in Sacramento.

A general meeting of the Committee preparing for the Fourth Meeting of the C.C.I.R. will be held in the offices of the Federal Communications Commission, Room 1413, at 2 P.M., May 5. At this meeting final action will be taken on Question 7 and 9.

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