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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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FCC TURNS ATTENTION TO LOW-POWER GADGETS

The Federal Communications Commission this week proposed to begin regulation of numerous low-power devices using radio frequencies to forestall their encroachment as interference in the field of radio reception.

An informal conference of radio manufacturers was scheduled by FCC Chief Engineer E. K. Jett for 10 o'clock, September 19th in the Commission offices.

Tentative regulations, which would limit the power of the increasing radio gadgets - such as remote control devices, electric eyes, etc., - to one billionth of a watt power, have been drafted by the Engineer Department and submitted to manufacturers for criticism.

Information has reached the FCC that manufacturers are preparing to pour many new radio devices on the market this Fall, and engineers are afraid that they may get out of bounds and become a nuisance to radio listeners.

So far the radio gadgets have not caused any serious trouble, it was said, although they are increasing in number and variety. Among the latest are push buttons which enable a listener to tune his receiver via radio frequencies.

Others open garage doors and perform many household services as if by magic.

Commission engineers have been conducting experiments on many of the devices for the past few weeks and have found that some of them definitely cause interference with radio reception because of their power. Some of these gadgets are not yet on the market, it was said.

In the proposed new regulations, the Engineering Department has prepared a technical formula which will limit the field which could be covered by such apparatus, and it is for the purpose of determining the lowest power that these devices can be used and still be put on the market to meet the public demand that the Commission decided to bring in the manufacturers.

Generally speaking, at this time it is intended to limit the radio emission to one-billionth of a watt, which is below the emission of the electric light socket when turned on or off and which makes an audible click in the home receiver. The effective distance of the radio wave would be approximately 100 feet. The limitation proposed, it was said, also would permit the apparatus

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to emit waves slightly above the noise levels in metropolitan centers, such noises being caused by electrical apparatus in ordinary daily use such as elevators, automobile ignition systems, electrical therapeutic apparatus, etc., but below which the apparatus would not be effective.

Under the terms of the proposed rules any apparatus which uses a signal greater than that proposed, approximately one-billionth of a watt for a distance of 100 feet, would have to have a license for operation.

Bond Geddes, Executive Vice President of the Radio Manufacturers' Association, has notified all RMA members of the forthcoming FCC conference. W.R.G. Baker, of the RMA Engineer Department and General Electric Co., Bridgeport, will name a committee to participate in the proceedings.

The proposed rules of the FCC engineers read, in part, as follows:

"Pending the acquiring of more complete information regarding the character and effects of the radiation involved, the terms 'radio communication' or 'communication by radio', and 'apparatus for the transmission of energy or communications or signals by radio' as used in Sections 3 and 301 of the Communications Act of 1934, as amended, are considered not to extend to or include apparatus which generates a radio frequency field and utilizes only a small part of this field in the functioning of the apparatus, provided:

- "(1) That such apparatus shall be operated with the minimum power possible to accomplish the desired purpose.
- "(2) That the best engineering principles shall be utilized in the generation of radio frequency currents so as to guard against interference to established radio services, particularly on the fundamental and harmonic frequencies.
- "(3) That the apparatus shall conform to such engineering standards as may from time to time be promulgated by the Commission.

"For the purpose of facilitating compliance with said conditions, the Commission will inspect and test any such apparatus submitted to it, and on the basis of such inspection and test, formulate and publish findings as to whether or not such apparatus does or does not comply with said conditions.

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CONGRESSIONAL PROBE OF ASCAP ASKED BY NAB

The National Association of Broadcasters this week renewed its battle with the American Society of Composers, Authors and Publishers as Neville Miller, President of the trade association urged the Federal Monopoly Committee to investigate the entire music copyright controversy.

Addressing his letter to Senator O'Mahoney (D.), of Wyoming, Chairman of the Committee, Mr. Miller said:

"The radio industry urges that your Committee extend its aid to the thousands of citizens of the United States who at present are helpless because of operations by a monopolistic copyright pool. The art of creating new music has been stifled. The incentive of all but a few of our citizens to exercise their artistic and creative ability has been destroyed. The control over the development of the new music of the nation has become vested in the hands of a self-perpetuating monopolistic group. This group is represented by the American Society of Composers, Authors and Publishers.

"The attached factual statement is supported by the records. Stripped of camouflage, the facts establish the truth of the foregoing and demonstrate the vicious results achieved. The radio industry is the largest user of music in the United States. It is seriously concerned over the impediments to the development of new music as well as over the ever increasing monetary demands of the 'pool'. Many recriminations have been hurled at the industry because of its efforts to combat the increasing power of the combine whose officials repeatedly have announced their intention of enforcing reprisals against the industry in the form of drastically increased license rates. Yet in the face of these threats, the industry believes it is charged with a duty in the public interest, convenience and necessity to lend its aid in exposing practices which deprive the great mass of our citizens of rights accorded them by existing laws. As in the case of every monopoly prosecuted by the United States under the anti-trust laws, many excuses in defense of their practices have been advanced as reasons why the monopoly should be continued, even though the Congress has decreed monopoly by combination to be illegal. Assistant Attorney General Thurman Arnold, now in charge of the Anti-Trust Division of the Department of Justice, stated in a public announcement August 1st that

"The Sherman Act is not a method of directing or planning the future; instead, it is a means of keeping a competitive situation open so that those who can offer services at less cost are not impeded by agreements, boycotts, black-lists, expulsions from societies or organized activities of any character. The economic conditions are

surveyed not with an idea of planning a solution, but with the idea of keeping the situation free from restraint.'

"This declaration by Mr. Arnold represents a restatement of the law repeatedly expressed by the Supreme Court in anti-trust decisions and it is our belief that it should be enforced unqualifiedly without discrimination or mental reservation. The National Association of Broadcasters will be happy to cooperate with your Committee, to the end that the creative genius of the masses may be stimulated by the return of the right to display their talents in a market freed from restraints created by a price-fixing pool and their works made available to the public."

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U.S. RADIOS PROVE POPULAR IN INDIA

With the opening of the remodeled Calcutta radio station, more interest is being shown in this section (Calcutta) than ever before, according to a report to the Department of Commerce from the American Trade Commissioner at Calcutta.

Although dealers report that this is definitely a bad period for radio sales, yet inquiries are more prevalent than they have been for some time. They are building up a prospect file which will, no doubt, result in increased sales during the coming cool weather months, the report states.

Dealers also state that American radios are very popular, but place a lot of emphasis on the fact that American manufacturers are still trying to sell receiving sets in India without the proper wave length. With the completion of the All-India radio program, some time next year, sets with the ordinary broadcast band will be useless, they declare. They urge American manufacturers to offer only those sets on the India market having a range of from 13 to 556 meters, except those of short wave length for the short wave fans.

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Great Britain has organized a volunteer civilian wireless reserve corps to work with the Royal Air Force "in case of emergency". Sir Kingsley Wood, Secretary of State for Air, said that short wave amateurs throughout the country would be trained by the Air Ministry and later incorporated into the R.A.F. volunteer reserve.

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NBC TELEVISION SHOWS OPENED TO PUBLIC

Regularly conducted tours for the public of "behind-the-scenes" television were inaugurated by the National Broadcasting Company at Radio City this week.

The tours give visitors an opportunity not only to view real telecasts, but to participate in television demonstrations themselves during their visit to the studio. Each group appears before the camera for the party following, which sees the first group on receivers in an adjoining room.

The exhibit includes a complete television studio. This is a self-contained unit, entirely separate from the one now in use for the current experimental telecasts by NBC-RCA over Station W2XBS atop the Empire State Tower; an explanation of the fundamentals of television is provided, together with an opportunity to examine the apparatus at close range. Television reception is shown on RCA experimental receivers, and there is a display of miniature settings, backgrounds and special visual effects used in television.

As with the NBC Studio Tours, which attracted nearly 3,000,000 visitors since their inauguration four and a half years ago, there will be an admission charge for the television exhibit.

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NuTONE CHIMES SIGNS FTC STIPULATION

Misrepresentation of a device advertised as being capable of improving radio reception will be discontinued by NuTone Chimes, Inc., 317 Sycamore St., Cincinnati, under a stipulation it has entered into with the Federal Trade Commission.

The respondent company will cease advertising that the device, designated Tune-A-Tube, will make old radios work like new; restore life to a radio having a poor, distorted tone; increase in any degree the reception range or volume of any set, or improve the reception of a radio beyond eliminating some of the interference caused by broadcasting stations.

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FCC STUDY OF SHIP RADIO PROGRESSES SLOWLY

The Federal Communications Commission's study of the problem of equipping ships operating on inland waterways with wireless probably will not reach the Chesapeake Bay areas until the first of the year, according to Commissioner Thad A. Brown, who is conducting the investigation on behalf of the Commission.

Commissioner Brown has just returned to Washington from the Great Lakes area where he has been conducting hearings for several weeks at Cleveland, Ohio, and Detroit, Mich. However, he said that it was impossible to complete the taking of testimony there at this time, as enough masters and mates of the ships operating on the lakes were not available. The hearings will be resumed in that area in November, after shipping has been tied up for the Winter.

Generally speaking, the operators of ships which have wireless favor it and the majority, it was indicated, are in favor of the code instead of the telephone. Passenger ships operating on the lakes are required to have wireless under the law, but it is the only inland waterway on which passenger ships have to be so equipped. The inquiry there at this time concerned particularly a study of the need on freight ships and yachts.

The present ship wireless inquiry is a fact-finding one and is being made in conformity with a resolution of Congress which has directed that the report and recommendations be made to Congress by January, 1940.

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FORESTRY STATIONS NOW IN EMERGENCY SERVICE

The Federal Communications Commission this week amended Paragraph 3 of Order No. 28 by including forestry stations in the emergency service, the paragraph as amended to read as follows:

- "(3) That a Commissioner, to be selected and appointed by subsequent order or orders of the Commission, is hereby authorized to hear and determine, order, certify, report or otherwise act upon all applications for aeronautical, aircraft, geophysical, motion picture, airport, aeronautical point to point, municipal and state police, forestry, marine relay, marine fire, and emergency and special emergency radio facilities."

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NAB CLASHES WITH MOVIES ON PUBLICITY

Organized broadcasters and the motion picture industry crossed horns this week in an exchange over advertising.

Ed Kirby, NAB Public Relations Director, in a letter to Howard Dietz, Metro-Goldwyn Mayer official and Chairman of the "Movies Are Your Best Entertainment Campaign", complained against the restriction of the advertising campaign to newspapers.

The Kirby letter, which follows, in part, carried a threat of a ban in future free radio publicity for film stars.

"We do not seek to divert one penny of your present appropriation, but what we do attempt, frankly, is to clarify the confused thinking of your committee in its appraisal of the radio medium", the letter said.

"The radio industry has never taken the position that the motion picture industry should ever spend a dollar in radio at the expense of a dollar pulled out of a newspaper appropriation. We have observed that motion picture promotion especially requires newspaper art and notice and permanence of display for playing dates and location.

"We have likewise been of the opinion that radio brings a new dimension and a new characteristic to motion picture exploitation and we have felt too, that radio in many areas was reaching new audiences for motion picture theatres, was developing new tastes through new approaches possible only through radio. We have felt that such new and additional contributions to motion picture merchandising were deserving of some economic return, the same way in which the newspapers justly charge for and earn a fair return for the services they render in the visual field.

"Even though your statement fails to reflect such an evaluation of radio's effectiveness, the vigorous activity on the part of producers and exploitation men to secure plugs for stars, stories, and songs indicate very clearly indeed that radio offers a new and important value in the exploitation of motion pictures and motion picture personalities. In fact, the record of the past few years will indicate, we believe, that motion picture people have been more alert to the promotional value of radio than have broadcasters themselves. Otherwise it is to be doubted if broadcasters would have permitted many of the indulgent Hollywood exploitations to have come through their transmitters, without cost and with little restriction."

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BRITISH PLAN SECOND TELEVISION STATION

The British Broadcasting Corporation is getting ready to open a second British television station with a coaxial cable connection between London and Birmingham, where the station is to be built.

The new station will be strategically located so as to serve millions of potential listeners in the British "Midlands", as the station in Alexandra Palace, London, has been for the millions of London residents.

Extensions of the cables to Manchester and Newcastle, two other key British cities, are also being prepared, the BBC reports.

A move is also on foot to supply television equipment to British motion-picture houses so that they may show spot news events as they occur, it is also reported. Such a suggestion has been made by Mark Ostrer, Chairman of the Gaumont-British Picture Corporation, leading British motion-picture producer.

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MARINERS APPRECIATE U.S. RADIO WARNINGS

America's hordes of small craft mariners, as well as larger vessels, are using the U.S. Lighthouse Service's new radio broadcasts and are finding them invaluable, according to the U.S. Department of Commerce, which comments:

"Early in 1937 the Lighthouse Service utilized an existing radiophone station at Sault Ste. Marie Lighthouse Depot, Mich., for the broadcasting of urgent notices to Mariners. Through cooperation of the United States Weather Bureau and United States Hydrographic Office there was included in each broadcast weather forecast and hydrographic information.

"This service was later extended to other lake stations and to coastal stations. The United States Coast Guard and United States Lighthouse Service arranged in April 1938 to coordinate broadcasts from stations of both services, and now considerable parts of the Great Lakes, the Atlantic, Gulf, and Pacific coasts are served by regular twice daily radiophone broadcasts of marine information which can be received by any marine craft with a simple radio receiver. Broadcasts are made in plain language, on 2662 kc. in all areas except the Great Lakes, where they are made on 2572 kc. Except on the Great Lakes, special advisory storm warnings are broadcast every 2 hours, when issued,

"The service was originally intended chiefly to serve the many small marine craft not equipped with radiotelegraph apparatus or operators, and vessels which depended upon radiophone rather than radiotelegraph communication, but reports from users have indicated considerable use by other vessels as well, because of the convenience to the navigator of using the direct radiophone announcements."

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TRADE NOTES

Donald Flamm, President of WMCA, New York, has announced the appointment of Lee Grant as Musical Director. Mr. Grant directed radio's only three-hour commercial variety show, "Grandstand and Bandstand".

After four weeks of exhaustive tests, under the supervision of E. K. Cohan, CBS Director of Engineering, the new 50,000-watt KNX transmitter at Torrance, Calif., will be officially placed in operation on Friday, September 16th. The celebration is to take the form of an 800-place dinner in the Torrance Civic Auditorium featuring entertainment by CBS stars. The affair will be broadcast over the KNX-Columbia Pacific Coast network. Extensive field tests during the last month have shown the signal intensity of the new transmitter to exceed by several percent the specifications laid down for it last year.

The monthly index of general advertising activity in July in Printers Ink, out this week, registered a drop of 18.4 percent below the like month of 1937. The index was off 2.6 percent from June. All five components of the index were below a year ago. The index of outdoor advertising was off 9.8 percent in July from a year ago and 2.5 percent under June.

U.S. patents for a long distance ultra-short wave communicating system, which through further research may produce a simplified method of network interconnection of television stations, have been issued to Dr. Vladimar K. Zworykin, noted engineer, and assigned to the Radio Corporation of America.

A. L. Schapiro, counsel for the trustee in bankruptcy of the Grigsby-Grunow Co., former manufacturer of radios and refrigerators has announced that settlement of Government tax claims last week has opened the way for further payments to bondholders and creditors of the bankrupt firm. Bondholders have received so far 40 cents on the dollar and general creditors have received 25 cents. In addition to certain real estate still to be liquidated, some \$900,000 will remain for bondholders and general creditors after settling the tax claims. Mr. Schapiro stated that the real estate was worth about \$750,000.

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BROADCASTING ABROAD - EGYPT

Up to May 31, 1934, broadcasting in Egypt was conducted by 21 unofficial private stations in Cairo, Alexandria, Port Said, and in the provinces, which operated intermittently as advertising media, the majority of their programs were made up of Arabic and European phonograph records. The quality of the transmission was poor and there was no publication of programs in the local press. All of these stations were closed on May 31, 1934, to make way for Egyptian State Broadcasting.

Egyptian State Broadcasting, through the Marconi Wireless Telegraph Company, Ltd., of London, now operates all broadcasting. The Marconi Company has a 10-year monopolistic concession, to operate as agents for the Egyptian Government, receiving 60 percent of the listener's license fees. The main studios are in Cairo in a specially constructed building.

Egyptian State Broadcasting is modelled after British Broadcasting Corporation. There is no advertising, and private broadcasting is not permitted. The construction of a new station of 100,000 watts has been authorized and will be completed by the Government within about 2 years. Subsequently it is expected there will be a short-wave station.

Two simultaneous programs in Arabic and European languages are broadcast daily. Hours vary with time of year but are usually from 7 A.M. to 11:30 P.M. (Egyptian Time), with intervals morning and afternoon.

Programs are general, with considerable emphasis on spoken features in Arabic. There is general complaint, listeners demanding a larger proportion of music.

The Egyptian State Broadcasting has its own library which is composed of a substantial number of classical and dance music records. They buy periodically new records and also receive on loan from various local phonograph distributors the latest dance features which secure some advertisement since the title, number and make of each record is broadcast.

A limited number of transcriptions, chiefly from American sources, are also purchased by the Egyptian State Broadcasting from time to time, though the prices of American transcriptions are rather high, hence the extensive use of phonograph records.

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DUE TO THE LABOR DAY HOLIDAY AND THE FACT THAT THE GOVERNMENT OFFICES WILL BE CLOSED, THERE WILL BE NO ISSUE OF THIS SERVICE ON TUESDAY, SEPTEMBER 6TH.

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HEINL RADIO BUSINESS LETTER

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SEP 12 1938
FEDERAL BUREAU OF INVESTIGATION
U. S. DEPARTMENT OF JUSTICE

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LATEST BRITISH TELEVISION EQUIPMENT EXHIBITED

For a large portion of the visitors at the Radiolympia, London's annual radio exhibition, which has just closed, were the season's new television receivers.

A description of some of the outstanding models was carried in the current issue of World-Radio, organ of the British Broadcasting Corporation.

"A feature of the 1938/9 television equipment is the variety of forms in which it can be obtained. There are, for example, very compact table models, not very much larger than ordinary broadcast receivers--instruments standing about two feet in height--yet giving a full 10 in. by 8 in. picture and also incorporating an efficient all-wave broadcast receiver. Others, yielding an 8 in. by 6 in. picture, but without a broadcast receiver, are still more compact, and there are yet smaller "vision units" which can be plugged into any ordinary A.C. mains broadcast set, when they will reproduce the picture portion of the television programme and also the sound accompaniment, which is heard through the medium of the speaker in the radio set.

"The next class consists of the console models which, as their name implies, are more massive instruments, mounted in floor cabinets standing some four feet or more in height. They, also, are available both with and without all-wave broadcast receivers."

"Then come the television-radio-gramophone models--truly universal home entertainers--comprising a television equipment, usually giving a 10in. by 8 in. picture, an all-wave broadcast receiver, and an electrically-driven turntable with pick-up for the reproduction of gramophone records. Apparatus in this class is obtainable at prices in the region of £75.

"The aristocrats of the television equipments are those termed "projection models" in which the actual image is produced in a comparatively small cathode-ray tube, and is projected on to a viewing screen giving a large picture size. One model, at least, has alternative screens so that pictures either 18 in. by 15 in. or 24 in. by 19in. can be obtained. Instruments of this class also incorporate an all-wave, high-fidelity broadcast receiver, and in some models this also includes push-button tuning and wave-change switching.

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"Turning now to the more technical details of the sets, it should be stated that, with one exception, the television receivers to be shown employ cathode-ray tubes for generating the image. The exception is an example of a receiver using the mechanico-optical system.

"This instrument incorporates a number of interesting features which make possible reproduction of the picture on a 24 in. by 20 in. screen without employing high voltages. Among these features is a method of light focussing with cylindrical lenses which permits the use of a very small scanning system; a paraffin cell and quartz crystal to control the beam; and a high intensity of illumination.

"In the cathode-ray equipments, three methods of viewing are available. In many receivers the picture is viewed on the screen of the cathode-ray tube direct, the tube being mounted in the cabinet horizontally, that is, with the screen vertical. This arrangement is the most convenient for the table and the smaller floor models.

"The second arrangement, known as "indirect" viewing, is that in which the cathode-ray tube is mounted vertically, with the screen end pointing upwards. The picture is then viewed in a mirror fitted inside the lid of the cabinet, which is partly raised so that the mirror is at an angle of 45 degrees during television reception.

"The third method of viewing the picture is by projection, of which brief mention has already been made. Here, the cathode-ray tube is of miniature dimensions, but by the use of very high operating voltages the fine image is of extreme brilliance. A system of lenses, or of mirrors and lenses, projects the picture on to the back of a large translucent viewing screen and owing to the high intrinsic brilliance of the original image, a very great degree of enlargement can be obtained without reducing the brightness of the picture below a comfortable normal level.

"Considerable progress has obviously been made towards simplification of controls. The variables in a television set, omitting any broadcast or gramophone sections which may be included in the equipment, are the tuning, picture brightness, contrast or "light and shade," the positioning and proportions of the picture, and the synchronising and control of the scanning arrangements. Early forms of television receivers contained provision for individual adjustment of all these variables, at least, and the panel was almost alarmingly equipped with control knobs.

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"Last year saw a substantial measure of simplification, and this year the number of visible controls in most models is further reduced. Improved methods of controlling the beam and its movement within the cathode-ray tube--resulting, in part, from advances in the design of the tubes themselves and to the more general adoption of magnetic methods of deflection, and other circuit improvements--have rendered it unnecessary for viewers to make many of these adjustments, and it has therefore, been possible to make many of the controls either pre-set or semi-variable, and to relegate them either to the back of the set or even to positions inside the cabinet, since usually they can be adjusted once and for all by the installing engineer when the set is originally put into service.

"As a result, the majority of the television receivers to be seen at Radiolympia have only three main controls, and some have only two. These generally provide adjustment of tuning occasional adjustment of brightness and contrast. Operation is, therefore, an extremely easy matter. It is necessary merely to switch on the set, and to make any necessary small adjustment of the tuning by turning the tuning knob until the sound accompaniment is heard at its best, and thereafter to set the sound volume control at the most enjoyable level. Brightness and contrast controls, where provided, are merely used occasionally to give a picture quality which best suits the programme item being received or the individual preference of the viewer.

"In some sets the vision tuning is accurately pre-set, and the sensitivity of the receiver can also be pre-set to suit the reception conditions prevailing in the locality where the set is used, so that the local field strength and the characteristics of the aerial can be taken into consideration. Provision is also made, in some equipments, for a simple modification of the receiver to permit television to be received in districts well beyond what is considered the normal "service area" of the television transmitter.

"Individual manufacturers also claim improvements in detailed design which greatly enhance the performance of their receivers. Advance in the design and manufacture of cathode-ray tubes and better ray control have resulted in a higher standard of picture brightness and detail. The various causes of picture distortion, such as those which result in the picture appearing to be produced on a surface curved like a pin-cushion, can now be avoided, while absolute steadiness of the picture and freedom from horizontal lines across the image have also been achieved. Another point to which careful attention has been given is the angle of vision, and it is now possible to view the picture anywhere within an angle of 120 degrees with experiencing distortion.

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FCC DELAYS MONOPOLY HEARING ANNOUNCEMENT

While the broadcasting industry prepared for a long-hearlded investigation of the charges of monopoly hurled against chain networks and others, the Federal Communications Commission this week delayed announcing a date for the hearings to begin.

Broadcasting circles had expected 30-day notices of the hearing to be sent out shortly after the return of Chairman Frank R. McNinch, but no action was taken this week and no official explanation was given for the delay.

Indications were the inquiry will not start before mid-October and may be later. Some announcement is expected next week by the FCC.

William j. Dempsey, special counsel for the probe, flew to New York over the week-end.

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NBC BILLINGS SET NEW HIGH IN AUGUST

Billings of the National Broadcasting Company for August rose 5.6 per cent over the same period a year ago to \$2,941,099, and all-time high for the month. August billings in 1937 were \$2,784,977. It was the ninth successive month that NBC gross revenue has exceeded that for the corresponding period of the previous year.

Cumulative billings for the first eight months of 1938 totalled \$26,923,483, up 5.8 per cent over the \$25,440,534 total for the same period of 1937.

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SEARS, ROEBUCK DROPS "ALL-WAVE" CLAIMS

Sears, Roebuck & Co., Chicago, has entered into stipulations with the Federal Trade Commission to discontinue misleading representations in the sale of certain of its products, namely, radios and food tablets.

The respondent company, under one stipulation, will cease advertising radio receiving sets by use of the words "All Wave" or "All Wave Reception", either alone or in connection with other words when they refer to sets incapable of reception over the entire meter range covering all broadcast transmissions.

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FCC DEMANDS TOLERANCE IN CHURCH BROADCASTS

Enunciating a policy of religious freedom on the air, the Federal Communications Commission this week refused to grant an application to the Young People's Association for the Propagation of the Gospel, of Philadelphia.

The applicant has asked for 1220 kc. with 1 kw. power, unlimited time.

"The facilities of the station are to be used primarily for the dissemination of religious programs to advance the fundamentalist interpretation of the Bible, "the FCC report stated. "The applicant stated, however, that in connection with religious broadcasts the station's facilities would be extended only to those whose tenets and beliefs in the interpretation of the Bible coincide with those of the applicant. On the other hand, no restriction is placed on the use of the station's time by those not having the same beliefs as the applicant when the program to be broadcast is devoted to civic and charitable purposes.

"Where the facilities of a station are devoted primarily to one purpose and the station serves as a mouthpiece for a definite group or organization it cannot be said to be serving the general public. That being the case, if one group or organization is entitled to a station facility for the dissemination of its principles, then other associations of equal magnitude would be entitled to station licenses on the same grounds. Obviously, there are not a sufficient number of broadcasting channels to give each group a station license. The Commission has accordingly consider that the interests of the listening public are paramount to the interests of the individual applicant in determining whether public interest would best be served by granting an application. This principle, enunciated by the Commission, was upheld by the United States Court of Appeals for the District of Columbia in the case of Chicago Federation of Labor v. Federal Radio Commission.

"Again, where the applicant, as in the instant case, seeks to extend the use of the station's facilities for religious purposes only to those whose religious beliefs are in accord with those of the applicant, the Commission has heretofore held, as in the Wilbur Glenn Voliva decision (Station WCBF, Docket No. 4901), that:

"There is no room for the operation of broadcasting stations exclusively by, or in the private interests of, individuals or groups so far as the nature of the programs are concerned. There is not room in the broadcast band for every school of thought, religious, political, social and economic, each to have its separate broadcasting station, its mouthpiece in the ether. If franchises are extended to some, it gives

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them an unfair advantage over others and results in a corresponding cutting down of general public service stations. It favors the interests and desires of a portion of the listening public at the expense of the rest. Propaganda stations (a term which is here used for the sake of convenience and not in a derogatory sense) are not consistent with the most beneficial sort of discussion of public questions. As a general rule, postulated on the laws of nature as well as on the standard of public interest, convenience of necessity, particular doctrines, creeds and beliefs must find their way into the market of ideas by the existing public service stations, and if they are of sufficient importance to the listening public the microphone will undoubtedly be available. If it is not, a well-founded complaint will receive the careful consideration of the Commission in its future action with reference to the station complained of.

"The contention may be made that propaganda stations are as well able as other stations to accompany their messages with entertainment and other program features of interest to the public. Even if this were true, the fact remains that the station is used for what is essentially a private purpose for a substantial portion of the time and, in addition, is constantly subject to the very human temptation not to be fair to opposing schools of thought and their representatives."

The United States Court of Appeals for the District of Columbia supported the Commission in the above contention when, KFKB Broadcasting Association v. Federal Radio Commission, the court stated that:

"When Congress provided that the question whether a license should be issued or renewed should be dependent upon a finding of public interest, convenience or necessity, it very evidently had in mind that broadcasting should not be a mere adjunct of a particular business but should be of a public character. Obviously, there is no room in the broadcast band for every business or school of thought."

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CBS AUGUST BILLINGS TOTAL \$1,423,865

Gross time sales on the Columbia Network for August, 1937, totaled \$1,423,865, up 4.1% over July, and represented the second best August in CBS history. This record was topped only by August, 1937, when sales of \$1,955,280 soared 58.6% over the same month of the previous year. Cumulative total for the first eight months of '38 rose to \$18,373,777, compared with \$18,746,957 a year ago.

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FCC DELAYS MONOPOLY HEARING ANNOUNCEMENT

While the broadcasting industry prepared for a long-heralded investigation of the charges of monopoly hurled against chain networks and others, the Federal Communications Commission this week delayed announcing a date for the hearings to begin.

Broadcasting circles had expected 30-day notices of the hearing to be sent out shortly after the return of Chairman Frank R. McNinch, but no action was taken this week and no official explanation was given for the delay.

Indications were the inquiry will not start before mid-October and maybe later. Some announcement is expected next week by the FCC.

William J. Dempsey, Special Counsel for the probe, flew to New York over the week-end.

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PURCHASE OF WFAB BY DEBS FUND APPROVED

The Federal Communications Commission this week approved the purchase of Station WFAB, New York City, by the Debs Memorial Radio Fund, Inc., which operates WEVD. The price is \$85,000.

Station WFAB, which has been sharing time with WEVD, WHAZ, Troy, N. Y., and WBBR, Brooklyn, on 1300 kc., will be taken off the air and its operating time absorbed by WEVD.

The original cost of WFAB, according to the FCC report was \$68,616.05. The net worth of the Debs Memorial Fund, it stated, is approximately \$183,678.22. It had a profit last year of \$17,433.89 from the operation of WEVD.

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FCC AMENDS RULE ON EMERGENCY SERVICE

The Federal Communications Commission this week amended Section 111.10 of the Emergency Service Rules to include the following provision:

"A blanket application may be submitted by a single applicant for a license or modification of license, covering both the fixed transmitter and mobile or portable mobile transmitters used in a single coordinated communication system."

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NBC OFFICIALS, EDITOR TO LECTURE ON RADIO

Three officials of the National Broadcasting Company, Orrin E. Dunlap, Jr., Radio Editor of the New York Times, and other experts on broadcasting will lecture at the College of the City of New York this Fall in connection with a course in "Radio Broadcasting: Theory and Practice".

The new course will be conducted by Seymour N. Spiegel, Program Director of the Municipal Broadcasting System. It is designed to equip students for careers in radio, and the NBC men chosen work daily at highly strategic jobs in the preparation and presentation of broadcasts.

The first to be heard will be J. Harrison Hartley, Assistant Director of Special Events. This division at NBC is responsible for on-the-spot radio reports of events attracting public attention in politics, sports, aviation, and other occasions of news interest. The next NBC speaker will be Stockton Helffrich, who is Assistant Manager of the Script Division, which is responsible for every written word which is prepared for the NBC networks. The third lecturer from NBC represents that phase of broadcasting which is most familiar to the public, announcing.

Among others to be heard during the course will be Homer Fickett, Director of the March of Time program; Felix Greene, U. S. representative of the British Broadcasting Corporation; Dr. Herman Hettinger, Professor of Merchandising, Wharton School, University of Pennsylvania, and Dr. Clyde Miller of Columbia University, Secretary of the Institute for Propaganda Analysis.

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MUTUAL BILLINGS UP 22% THIS YEAR

A. 22.7 percent increase in time billings for the first eight months of 1938 is reported for the Mutual Broadcasting System in comparison with the same period in 1937.

Total billings for this period in 1938 were \$1,673,913.08. For the first eight months in 1937 they were \$1,363,707.21. Total billings for last August were \$164,625.80. For the same month in 1937 they were \$96,629.27.

The percentage of increase for August, 1938, over the same period in 1937 is 70.4 percent. July, 1938 billings totalled \$167,108.

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POLITICS, PROPAGANDA RULED OUT OF U.S. STUDIO

Politics and propaganda are taboo in the new Interior Department broadcasting studios recently opened.

Shannon Allen, a former NBC announcer, who is in charge of the studio, has announced rules that are intended to keep the broadcasts free of criticism. The programs, most of which are sponsored by the U. S. Office of Education, are intended to be educational in character.

The studio, which cost \$100,000, has no Government-owned transmitter, but can be hooked up to commercial stations and networks.

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WIFE OF EX-COMMISSIONER LAFOUNT DIES

Mrs. Alma Robinson Lafount, wife of former Radio Commissioner Harold A. Lafount died Thursday at the Washington Sanitarium.

Born at Montpelier, Idaho, 54 years ago, Mrs. Lafount was graduated from the Utah State Agricultural College at Logan, Utah. For many years she lived at Salt Lake City where she was active in various auxiliary organizations of the Church of Jesus Christ of Latter Day Saints. She was also active in behalf of the Children's Hospital of that city.

Mr. Lafount is now associated with the Bulova radio organization which is building a chain in New England and on the Atlantic Seaboard.

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TWO NEW STATIONS AUTHORIZED; SIX ARE DENIED

Continuing its task of clearing up an accumulated Summer docket, the Federal Communications Commission this week granted construction permits for establishment of two new broadcasting stations and denied a half-dozen other applications for new facilities.

The new stations are: F. C. Todd, Gastonia, N.C.; 1420 kc., 100-250 watts, power, unlimited time, and Y. W. Scarborough and J. W. Orvin, Charleston, S. C., 1210 kc., 100-250 watts power, unlimited time.

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::: TRADE NOTES :::
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Deadline set by the American Federation of Musicians for the completion of contracts between its local unions and the non-network broadcasters has again been postponed, from Sept. 1 to Sept. 23. Deadline had previously been set up a month from Aug. 1, to give the committee representing these independent broadcasters more time to get the stations and unions together.

Addresses by radio executives and high-ranking officials of Utah and a special musical salute will herald inauguration of service of a new five kilowatt transmitter and antenna at Station KDYL, NBC affiliate in Salt Lake City, on Tuesday, September 13. The dedicatory program will be heard from 11 P.M. until midnight EST, over the NBC-Red-Network.

Following the recent resignation of J. K. Craig from the managership of Radio Sales, San Francisco office, the Columbia Broadcasting System has consolidated that office with its network sales force in San Francisco. Personnel of the office now includes Henry M. Jackson, Sales Manager; Clyde F. Coombs and Charles E. Morin, salesmen. Radio Sales, Inc., is a CBS division representing owned and operated members of the network. A. E. Joscelyn heads the New York office.

The International Telephone and Telegraph Corporation reports that its telephone operating subsidiaries in nine countries gained 40,500 telephones in the first seven months compared with a gain of 36,500 in the same period of 1937. All major companies reported increases. The largest gains were contributed by the United River Plate system in Argentina and by the Shanghai Telephone Company which has now regained practically all of the telephones which were withdrawn from service last year when hostilities centered around Shanghai.

James R. Sheffield, former Ambassador to Mexico and a Director of the Radio Corporation of America, died last week at Saranac Lake, N. Y. He is understood to have been responsible for the appointment of William D. L. Starbuck to the Federal Radio Commission, which preceded the Federal Communications Commission. Mr. Starbuck represented the New York zone for several years on the Commission.

The Seattle Broadcasting Co.'s \$250,000 damage suit against Senator Homer T. Bone, Saul Haas, United States Collector of Internal Revenue, and others was dismissed this week on stipulation of counsel, in Tacoma, Wash. The company accused Bone of using his influence as a member of the Senate Committee on Interstate Commerce to further a conspiracy to compel the Columbia Broadcasting System to terminate its contract with Station KOL, operated by the plaintiff, and give it to Station KIRO, one of the defendants, in which Bone was alleged to have an interest.

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CIRCULAR RAPS BROADCASTERS AND PUBLISHERS

Under the letter head "Educational Broadcasting, Lakewood, Ohio", A. Ballard Walton has sent out circular letters this month to non-commercial broadcasters reading as follows:

"Publishers and broadcasters who sell space and time to tricky advertisers and suppress the reports of the Federal Trade Commission, are a menace to clean business and to sound economics.

"If the freedom of radio and press to give or to suppress, is exercised in the interests of national advertisers, then a Democracy might even be destroyed by private interests, and a supposedly free people might become builders of wealth and power for those who buy national publicity.

"Such freedom and power are too dangerous to go unchallenged by a Government such as ours that was originally established for the purpose of promoting and protecting the general welfare of all its people."

In a footnote to a copy sent the Heintz News Service, Mr. Walton asks that "your clients be informed that the McGraw-Hill Co. has never removed the 'Racketeer' label pinned on me by its Electrical Merchandising for June, 1932".

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ZENITH REPORTS PROFIT OF \$124,806

Zenith Radio Corporation reports a consolidated operating profit for the first quarter ended July 31, 1938, of its current fiscal year amounting to \$124,806, after depreciation, excise taxes and liberal reserves but before provision for Federal income and excess profits taxes or undistributed profits taxes, as per the Company's books, according to Hugh Robertson, Vice-President and Treasurer.

"Zenith's new line is being well received by the trade", Mr. Robertson said. "Distributors' orders now on hand and being received for future delivery indicate steady production and shipment for the balance of the calendar year. It is the consensus of opinion that the company will do a larger percentage of the total business of the industry this year than ever before. Irrespective of this optimistic outlook the management continues to exercise a conservative policy of manufacturing only against orders received or the movement of merchandise in the territory, to the end that there be no excessive inventories or distress selling."

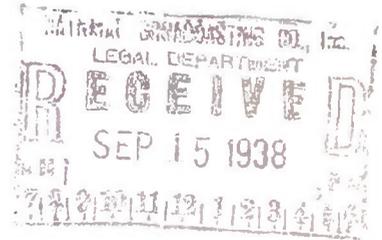
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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CLEAR CHANNEL GROUP SUMS UP ITS CASE

Louis G. Caldwell, counsel for the Clear Channel Group of radio stations, last week submitted to the Federal Communications Commission a 216-page printed book as "The Case for Clear Channels and High Power".

The voluminous brief was submitted in behalf of 14 clear channel stations - KFI, WSM, WLW, WGN, WSB, WJR, WBAP, WFAA, WHAS, WWL, WHO, WHAM, and WOAI - in connection with the hearings held this summer relative to proposals to alter the present FCC policies on clear channels and power limitation.

Recommendations from the three-man committee to the full commission are expected to be made early this fall. The FCC will then decide whether it will change its own rule restricting broadcasting stations to 50 kw. power to permit super-power stations to arise and whether regional stations will be able to break down the restricted clear channels.

Mr. Caldwell's brief is divided into three parts, covering the following general subjects:

"The inadequacy of existing broadcast service in the United States."

"The necessity for preserving clear channels."

"The necessity for increased power for clear channel groups."

After pointing out by figures and charts how the nation's 700 odd broadcasting stations are concentrated in cities and towns, leaving sparsely settled areas poorly served or not at all, Mr. Caldwell blasts the argument of low-powered broadcasters that the county could not support the increased broadcasting service and that the super-power stations would put the regionals and locals out of business.

"If broadcasting should do nothing more than hold the ground already gained", he said, "as one of the five major advertising media, the industry can amply afford expenditures for improvement in service to the public.

"The overwhelming weight of the evidence, however, is to the effect that the upward trend will continue."

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The Clear Channel Group's counsel, after analyzing the argument of the opponents of super-power, said:

"There would seem to be no possible danger of extinction of any regional station due to the increased power, and clearly no danger of depriving any city of its local outlets for self-expression.

"Much of what has been said by opponents of increased power has been based on fallacies. One is that power is the determining factor instead of adequate signal strength (from whatever cause) and program merit. Another (and closely related) fallacy is that the advertiser will seek more potential coverage as against actual listeners. . .

"A third fallacy is that advertisers restrict themselves to one medium, whereas in fact they endeavor to reach all classes and sections of the public, and for this purpose need a variety of media, including two or more of the same kind. One illustration of this is the analogy of newspaper and magazine coverage."

Arguing against any further break-down of the exclusive clear channels, Mr. Caldwell remained the FCC of the chaos of 1926 and quoted from past engineering reports of the commission favoring protection of the clear channels.

Mr. Caldwell likewise scoffed at the suggestion that super-power might give this class of stations a monopoly that would have serious social consequences.

"The issue seems to imply", he said, "that the licensees of clear channel stations will use them for what might be called editorial or political purposes. It is difficult to believe that such an implication was intended, and certainly there is no basis in fact or in the past performance of these stations (or any group of broadcast station, for that matter) for believing there is danger of this sort.

"The entire industry has a remarkable record in voluntarily choosing to keep stations free from partisan uses, and to endeavor to be impartial on political or other uses.

"Except for the requirement to be fair to opposing candidates for public office, the law did not require them to do this. It is very much to the interest of all classes of stations to adhere to the same policy in the future.

"With a substantial number of clear channels kept under independent ownership, and permitted to be strong enough to compete vigorously with each other and with any radio organization that may develop, there is no danger of this sort in the Class L stations."

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NAB DISCOUNT REPORTED NEWS SURVEY

In connection with publication of a survey of news broadcasting, Neville Miller, President of the NAB, has issued the following statement:

"Word has reached me that there has been published in certain sections of the press, a survey of radio news broadcasting, purporting to be a report of a survey conducted by the National Association of Broadcasters. No such survey has been released from the headquarters of the NAB, the only agency in radio empowered to release such an Association report. Any report purporting to be based on the findings of such a survey is orphan, unauthorized and misleading.

"All shades of public opinion have freely attested to the fairness of American radio in its handling of news, political candidates, and controversial issues.

"Radio is pioneering in a new field. There naturally will be differences of opinion as to standards and policies. Broadcasters do not propose, however, to await investigation, but do propose to give careful consideration to every problem of the industry, and to criticisms from within and from without.

"But we assuredly will not accept any judgment in regard to news 'Bias' which is not based on a full study of the problem including the standards by which news 'bias' is to be adjudged."

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TO ATTEND BRUSSELS BROADCAST MEETING

Kenneth H. Berkeley, general manager of Station WRC and WMAL, will study European methods of broadcasting on a month's tour of continental cities. His selection was made by Lenox R. Lohr, President of the National Broadcasting Company.

Mr. Berkeley, a native Washingtonian, will observe European program methods as well as engineering facilities on his trip. In addition, he will discuss means of better and more frequent exchange of programs between the United States and various other countries.

While in Europe he is scheduled to attend the meeting of the International Broadcast Union which will be held in Brussels in October. During his trip Mr. Berkeley will visit, in addition to Brussels, Moscow, Stockholm, London, Paris, Berlin, Geneva and Rome.

Present plans call for Mr. Berkeley to sail from New York on September 21st. He will be accompanied on his trip through the various capitals by Dr. Max Jordan, NBC's European representative. Mrs. Berkeley will accompany the NBC official on his trip.

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THREE STATIONS AUTHORIZED; TWO GO TO PRESS

The Federal Communications Commission this week granted construction permits for three new broadcasting stations; two of them to newspaper publishers.

The Petersburg Newspaper Corporation, of Petersburg, Virginia, won a three-cornered fight for a new station in Petersburg. The applicant publishes a daily newspaper, the Program-Index. The station will operate on 1210 kc. with 100-125 watts power, unlimited time. Other applicants for the facilities were John Stewart Bryan, Richmond publisher, and Havens & Martin.

R. H. Nichols, editor and publisher of the Vernon Daily Record, Vernon, Texas, is one of the owners of a station authorized at Vernon. The facilities are 1500 kc., 100 watts power, unlimited time.

The third station authorized went to the Carolina Advertising Corporation, at Columbia, South Carolina. The owners are in the insurance business. The station will operate on 1370 kc., with 100-125 watts power, unlimited time.

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SCHOOL RADIO GROUPS TO DOUBLE THIS YEAR

School-radio producing groups now numbering about 350 will probably double during this school year, the U. S. office of Education reported the State radio councils in which all major noncommercial organizations plan public-interest programs are making definite progress. All of the major broadcasting networks are displaying interest in carrying and improving educational program, the statement said.

"Reservation by the Federal Communications Commission early this year of 25 channels in the ultra-high frequency band for nonprofit educational broadcasting has stimulated many requests from educational groups for use of such channels," the office of Education added.

"New York City has been granted permission to set up a station for broadcasts which school officials hope will reach its entire school population. Cleveland, Ohio will operate a high-frequency station this year. A score of other city and county school systems, colleges and universities are considering making application for station-construction permits. One or two radio equipment companies are ready to quote prices on transmitting and receiving apparatus, and the Office of Education is gathering information to guide schools in making use of this new educational facility."

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NAB SURVEYS RADIO TIME GIVEN TO MOVIES

Following up its complaint against the motion picture industry giving the lion's share of advertising in its current promotion campaign to the newspapers, the National Association of Broadcasters this week announced that it was making a survey of "the amount of time given to motion picture exploitation by radio stations."

Questionnaires are being mailed to all member stations, it was said.

"Upon these findings NAB hopes to evolve a sounder and more equitable relationship between the two industries", he added.

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BBC PONDERES TELEVISION FOR PROVINCES

The possibilities of extending the British Broadcasting Corporation's television service to the British Provinces were discussed by the Deputy Director-General of the BBC, C. G. Graves, in a talk that he broadcast on the eve of the opening of this year's Radio Exhibition at Olympia, London.

"We are all looking forward to the time when television can be extended to other parts of the country," he said. "The problem of carrying the programmes to Birmingham, or other important centre, either by cable or wireless link, is not an easy one. At present the BBC is eagerly awaiting the result of experiments which the Post Office are to carry out."

Mr. Graves added that, though extension of the service will take time and monies, "we know that difficulties will be smoothed out, so that we can look forward ultimately to a national television service."

In the meantime, recent and contemplated developments at Alexandra Palace, the headquarters of the British television service, include the purchase of a second mobile unit, which will enable the number of outside broadcasts in the programmes to be increased, and a scheme--to be undertaken in the near future--for the conversion into a studio of the old theatre at Alexandra Palace.

"When the studio is complete," the Deputy Director-General stated, "we shall again extend the programme hours."

Mr. Graves ended by saying that with the help of listeners and the wireless trade a great national industry was built up. "The so-called fairy story of television," he said, "has come true."

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RMA SUBMITS TELEVISION STANDARDS TO FCC

Proposed television transmission standards were submitted to the Federal Communications Commission by the Radio Manufacturers Association this week.

The proposed television transmission standards were submitted to the FCC with the approval of the RMA board of directors and also of the special RMA television committee, of which A. F. Murray, of Philadelphia, is chairman, and also were approved by the RMA membership. The proposed standards are before the FCC for approval in the present experimental development of television, and the RMA is prepared to demonstrate that the standards are practical and in the public interest.

The RMA television standards represent a tremendous amount of work of the best engineering and executive talent of the RMA and the radio industry, covering a period of many months, with most difficult and complicated problems involved. A few television interests which are not technically among RMA membership participated in the preparation of the proposed standards.

To handle the increasing amount of work by the RMA on television, three new engineering committees are in process of formation by Dr. W. R. G. Baker of Bridgeport, Connecticut, chairman of the RMA engineering department. The three new sub-committees are being appointed on (1) television interference, (2) television transmitters, and (3) television receivers. The respective sub-committee chairmen appointed by RMA Chairman Baker are Messrs. J. E. Brown, of Zenith Radio Corporation of Chicago, E. W. Engstrom, of RCA Manufacturing Company of Camden, N.J., and I. J. Kaar, of General Electric Company of Bridgeport, Conn.

The proposed standards are as follow:

"The standard television channel shall not be less than 6 megacycles in width.

" It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25Mc. shall be superseded.)

"It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

"It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

"It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power.

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"It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

"It shall be standard to use 441 lines per frame.

"The standard picture aspect ratio shall be 4:3.

"If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard to use not less than 20% nor more than 25% of the total amplitude for synchronizing pulses.

"It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

"The standard synchronizing signals shall be as shown on Drawing T-111.

"If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard for the signal amplitude to drop to 25% or less of peak amplitude for maximum white.

"It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

"It shall be standard to have the radiated power for the picture approximately the same as the sound.

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RADIO REFERENCE BIBLIOGRAPHY IS ISSUED

A current radio reference bibliography was issued this week by the electrical division of the U. S. Bureau of Foreign and Domestic Commerce.

The list includes publications bearing on any phase of radio, issued since 1933 or known to be current, both government and private.

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 ::: TRADE NOTES :::
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The strike of Twin City Newspaper Guild members of the staff of Radio Station WTCN, Minneapolis, was settled late last week and strikers returned to work. Terms include the 5-day, 40-hour week, dismissal indemnities up to 12 weeks and overtime arrangement and pay increase for all strikers. The management recognizes the guild as the bargaining agent for the strikers but does not grant the guild shop.

William Hard, radio commentator, has been paid \$5,000 by the Republican National Committee for his work in behalf of the committee, a report filed in the House of Representatives last week was disclosed.

An informal hearing before Chief Engineer E. K. Jett on proposals to change FCC professional radio operator rules is to be resumed in the FCC offices on Wednesday of this week.

First Pacific Coast demonstration of facsimile broadcasting was presented at the California State Fair at Sacramento, September 3 to 12 inclusive, by the McClatchy Broadcasting Company. The organization is an affiliate of McClatchy Newspapers, publishers of the Sacramento Bee, Fresno Bee and Modesto Bee.

The demonstration, conducted at the fair grounds over a wire connection, was preliminary to nightly broadcasting planned to start at an early date, it was announced by G. C. Hamilton, general manager of the McClatchy organization. Broadcasting tests will be under an experimental license granted Station KFBK, Sacramento, and KMJ, Fresno.

Radio comment and publicity stories were eliminated last week by two Fort Wayne dailies--the News-Sentinel and the Journal-Gazette. The ban, agreed upon several days ago by representatives of both newspapers, does not apply to daily radio programs.

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LOST BUOY BROADCASTS ITS POSITION AT SEA

When a ship locates her position by signals from a buoy, that is not news, but when a buoy goes astray and is tracked down from signals it sends to the ship, that is news.

Leo Otis Colbert, Director of the U. S. Coast and Survey, is responsible for the story, that, according to this standard, is news. He reports that the survey ship Lydonia, in command of Lieut. Comdr. R. P. Ryman, on returning to her working grounds off the New York coast recently, found that one of her sone radio buoys had disappeared.

This buoy had been "planted" at a determined position, together with another similarly placed buoy, for use in fixing the positions of innumerable soundings made the Lydonia in the course of her surveying operations far out of sight of land. This is done by throwing TNT bombs overboard at intervals, to explode under water while the soundings are taken on receiving these sound impulses from the bombs. The sone radio buoys broadcasts the return signals by radio to the ship. As the speed of sound in seawater is known, the distance of the ship from the buoys is determined by the time interval between the firing of the bomb and the receipt of the radio signal abroad ship.

Thus, the ship was able to retrieve the buoy from these signals, for each time a bomb was thrown overboard from the Lydonia, that lost sone radio buoy broadcast its distance away from the ship. When recovered the buoy had drifted some 25 miles.

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"DEAD MIKE" BROADCASTS PROFANITY

Profane language that startled staid New England radio listeners was attributed to an "over-sensitive" "dead" microphone.

The profanity escaped from a studio in WBZ, Boston, when an announcer, sorting a card file while awaiting to identify the station at 10 p.m. (E.S.T.), became exasperated at a mistake.

Apologizing to the listeners, John A. Holman, general manager of the station, explained that actually the microphone was "dead" but through some unexplainable phenomenon carried the words out over the air.

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PUBLISHERS' ORGAN RAPS BASEBALL DECISION

Editor & Publisher in a current editorial entitled "Who Owns the News?" discusses the recent Pittsburgh baseball broadcast litigation thus:

"A Federal Court in Pittsburgh recently added another layer to the strata of legalistic reasoning upon the ownership of news. The judge enjoined a radio station from broadcasting reports of the Pittsburgh National League ball games, on the ground that the news was the property of the baseball club. The latter, incidentally, had already contracted for the sale of the broadcasting privilege to the National Broadcasting Company, which, in turn, was using it as a vehicle for the sale of advertising time.

"The ruling has unplumbed possibilities. If a baseball club has ownership rights in the news created by its employes and those of a similar organization during two hours of an afternoon, and can sell shares in that ownership, what are the rights of individuals and other organizations to news of their activities?

"Can the Mayor establish a municipal broadcasting station as the sole news distributor of city information?

"Can a theater limit the attendance of drama critics at its productions to those of one newspaper or a selected group of newspapers or radio stations? The analogy would seem to hold.

"The problem raised in Pittsburgh is one that will rise increasingly. It is inherent in the sale of news as a carrier of radio advertising. News is impotent unless it is early and exclusive, especially over the air, and if it is to have commercial value for radio, its exclusiveness must be legally protected. How this can be squared with the decisions affecting public and newspaper rights in news, we do not see. It is our belief that the courts will eventually find it contrary to public policy that news should be sold for commercial air sponsorship--thereby doing several years late what newspapers and news services should have determined at the beginning.

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The government of Chile has adopted drastic measures against newspapers and broadcast stations publishing or transmitting "false, alarming or tendentious news" in connection with the situations created by last Monday's National Socialist (Nacista) Party revolt.

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LISTENERS EASY MARK FOR RADIO, PSYCHOLOGIST FUNDS

"Americans do not know how to guess and they are easy marks for veiled suggestions over the radio", Howard W. Blakeslee, Science Editor of the Associated Press, reports from Columbus, Ohio.

"These two psychological findings from study of a million members of a radio audience were reported to the American Psychological Association here by Louis D. Goodfellow of Northwestern University, he explained. The association closed its annual meeting today at Ohio State University.

The studies were made on telepathy broadcasts recently. He found no evidence of telepathy, Dr. Goodfellow reported, but some mass psychological traits became evident.

Each broadcast, he explained, was two works, like "heads and tails," or "star and cross." "Senders," persons who concentrated on thinking of one or the other work in a chosen pair, sat in the studio while the radio audience at given signals tried to guess the work in the senders' minds.

The guessers, the psychologist explained, preferred the mixed combinations and carried this preference too far.

"There is a widespread misconception among laymen," he said, "regarding probability, namely that the occurrence of a chance event reduces the probability of the same event occurring a second time."

The veiled suggestions that swayed the guesses, he said, were innocent, those who wrote the script not being aware of them. One script started, he explained, with these words:

"Alone in a room high above the streets of Chicago there are 10 senders, five men and five women----"

The words that night were "star and cross." The audience got the idea of "star" from the description of the high place and repetition of "five", the number of points in a star. As a result the majority started their guesses with "star." This was wrong, as "cross" happened to be the first word "sent."

Fifty-seven per cent of the audience was wrong, Dr. Goodfellow said, a number altogether too high for chance among so many persons.

As a test this opening sentence was repeated at a later broadcast, and on a night when "star" was the first word. That night the audience again favored "star" and the 56 per cent guessed right. This again was too much margin to be accounted for by chance alone.

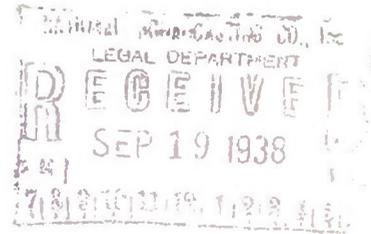
Tests at Northwestern, meanwhile, said Dr. Goodfellow, showed more people like the work "cross" than "star," and it not influenced beforehand will start by guessing "cross" first.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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September 16, 1938

EXAMINER O.K.'S G. E. TELEVISION SYSTEM PLAN

Bringing the advent of television as a medium of public entertainment a little closer, General Electric Company this week cleared the first hurdle in its plan to set up an extensive television system embracing three cities.

Examiner R. H. Hyde recommended to the Federal Communications Commission that it grant permits for television stations in Albany, New York, Bridgeport, Connecticut, and Schenectady, New York.

While General Electric has been experimenting with visual broadcasting in its laboratories for some time, it has operated no television stations.

General Electric's proposal, as outlined by C. A. Priest, design engineer, is to develop a complete television broadcasting system, suitable for taking visual and sound programs from any desired source and broadcasting them in a manner suitable for entertainment in homes over a considerable area.

The proposed main station at Albany is intended to provide a high signal level to the entire New York state capital district, i. e., Albany, Troy, and Schenectady. The site selected for the transmitter, which is a 10 kw visual transmitter with a 3 kw aural unit, to operate between 66 and 72 megacycles, is in the Helderberg Hills about 12 miles west of Albany. The proposed location was selected as being the highest suitable point near applicant's Schenectady works.

The second application is for a relay visual station to transmit programs from the studio to the main transmitter site. It is to use a sharply directive beam and, in applicant's opinion, will constitute an essential link in a complete television system. The site of this transmitter is in General Electric's Schenectady works.

The third application is for a station to be located at Bridgeport to provide a locally controlled source of signal for receiver manufacturing activities. This location is a sufficient distance from the station proposed to be located in Albany to permit a study of the effect of simultaneous operation of two transmitters on the same frequency.

The fourth application is for a low-powered station for preliminary testing prior to actual testing of the proposed higher-powered station and thereafter for advanced developmental work.

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The location proposed for this transmitter is in applicant's Schenectady plant. This site is convenient to General Electric's engineering and research laboratories, where its program of advanced television development is to be carried out, and is a suitable site for propagation of signals over a limited area as contemplated in this particular application.

The television system which General Electric proposes to complete is similar in general plan to television systems of Radio Corporation of America and National Broadcasting Company, but contemplates a number of detail variations, different, according to applicant's witnesses, from any other system known to them. It is an all electric system and is designed to produce a picture having a definition of 441 lines interlaced, 30 frames per second, 60 fields per second, aspect ratio 4 to 3. Equipment which the applicant is now using for laboratory experiments employs positive modulation, so-called "wave-shaped" separation and synchronizing signals as contrasted to amplitude separation.

"The applicant expects to overcome some of the difficulties encountered through developmental work and field tests," Examiner Hyde stated. "Construction of vacuum tubes which would exhibit more favorable characteristics would make the transmitter problem simpler and easier of solution. Development of wide-band output coupling circuits whereby the required band-width might be obtained without sacrificing plate efficiency, as at present, would be very desirable. The applicant's engineers believe that improvement in transmission fidelity may be obtained by extending the visual frequency range up to approximately 4 megacycles and transmitting this band with the required fidelity so that complete utilization may be made of a 441 line picture. Transmission of modulation will be attempted in a 6-megacycle channel by means of single side-band transmission.

"Two principal research objectives were set up by applicant's witness for accomplishment through operation of similar stations at Schenectady and Bridgeport. The first is investigation of probable diurnal and seasonal signal strength variations, both toward and away from the ocean. The second is investigation of services areas of two stations operating on the same channel. This study is to include determination of the amount of interference permissible, necessary geographical separation to prevent interference, and use of directive antennas to restrict interference. Adequate equipment is to be provided for tests of results of operations, and data obtained is to be made available to the Commission."

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A further increase in the number of radio licenses in Sweden was recorded during the second quarter of 1938, when 21,453 new licenses were issued. On June 30, the total number of licenses thus stood at 1,156,781, or 184.1 per thousand inhabitants. For the capital of Stockholm the corresponding figure was 247.2 licenses per thousand.

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FCC BAR GROUP PROPOSES CHANGES IN RULES

Drastic changes in the proposed FCC rules of practice and procedure were proposed this week by the committee on practice and procedure of the Federal Communications Bar Association.

Subject to criticism of members and final approval by the executive committee, the report seeks, on the whole, to make FCC rules of practice conform to those of the Federal courts. One of the main objectives is to center responsibility on the FCC rather than on subordinates.

The lawyers proposed that the Commission itself designate the examiner or commissioner, as well as the subject matter, for each hearing. Under the present system the examiners take cases in routine fashion.

Repeal of the "two-year rule", which bars FCC legal employees from practicing before the Commission for two years after their retirement, was urged by the committee. The FCC's own committee on rules already has proposed this amendment.

A proposal that the FCC by formal order seal certain documents from public inspection was included in the lengthy recommendations.

A hearing before a commissioner, sometime after the Bar Association's rules are submitted about mid-October, was asked by the committee.

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HEARST SELLS THREE MORE STATIONS FOR \$400,000

Approval of the Federal Communications Commission of the reported sales of three more of its radio stations by Hearst Radio, Inc., is expected to be asked shortly.

E. M. Stoer, comptroller of the Hearst properties, this week confirmed reports that KTSA, San Antonio, KNOW, Austin, and WACO, Waco, all of Texas, has been sold for approximately \$400,000.

Negotiations also were reported under way by the Hearst organization to sell KOMA, Oklahoma City, and KYA, San Francisco. Elliott Roosevelt, son of the President, will remain as head of Hearst Radio despite the partial liquidation, it was said.

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RADIO SET SALES GAIN FOR AUGUST

Retail sales of radio sets during August not only held the four-point gain made in July but climbed slightly further--to within a fraction of 92 per cent--the highest point reached this year in comparison with last year's sales for the same month, which always are represented by the 100 per cent level in Radio Retailing's barometer.

This sales performance must be considered as most encouraging in view of the fact that August is one of the most doubtful radio months of the year. In that month weather, and particularly vacations, have a decided influence on consumer buying, and it is an established fact that during August selling on the part of many dealers is at lowest ebb.

"Careful study of retailers' sales reports from individual States reveals that a general leveling off of highly contrasting sales curves is in progress," says Radio Retailing. "It will be recalled that during the early months of the year set sales held up surprisingly well in some States, here and there even staying above the 1937 unit sales. In other States sales dropped drastically and down to rather hopeless levels. Those apparent inconsistencies in sales performance now have disappeared almost entirely."

Instances of sales curves coming down to meet the average for the entire country are Pacific Coast States, a few of the States below the Mason and Dixon line and one or two of the Northwestern granary States.

Among the States that appear to be pulling up nicely out of a deep set sales depression Ohio and Michigan very definitely lead the procession. Although reports from those States still show spotty conditions, there are enough dealers equalling last year's sales or even topping them to indicate that improving conditions in the steel, automobile and allied industries are having a favorable effect on set sales.

That some reflection of increased industrial activity appears in sales reports of dealers who are operating in factory cities of Illinois, Pennsylvania, New York and New Jersey, while sales in the rural areas of those same States are not yet up to the national average.

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The FCC accounting department plans to propose that a conference of broadcasting executives be held next month to discuss plans for setting up a permanent system of collecting data on operations of stations and networks.

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9/16/38

PIONEER RADIO OPERATOR DIES IN BOSTON

Harry R. Chetham of Somerville, chief radio operator of the Boston Police and Fire Departments and a pioneer radio operator, died Wednesday in Chelsea Naval Hospital.

He was born forty-eight years ago in Central Falls, R. I., and became interested in radio as a boy when he built a crude coherer set and spark-coil transmitter. This equipment including other things which he built while radio was in its infancy, is in the National Smithsonian Institution at Washington.

Twenty-five years ago, Mr. Chetham installed a radio communicating apparatus on Penikese Island in Boston harbor, then inhabited by a leper colony. For this work, he received a gold tablet from the Veteran Wireless Operators Association of New York. Among his other accomplishments was his other work in receiving messages from the sinking Titanic. Later he received the world famous message from the rescue ship Carpathia, "Major Archie Butts not among the survivors."

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GROUP CALLED FOR SESSION ON COPYRIGHT

Neville Miller, President of the National Association of Broadcasters, has called a meeting of the NAB executive committee for September 26 to discuss the troublesome problem of music copyrights.

Members of the executive committee are Mark Ethridge, AHAS, Louisville, former NAB president, and Edwin W. Craig, WSM, Nashville, clear-channel representatives; Walter J. Damm, WTMJ, Milwaukee, and Frank M. Russell, NBC vice-president representing WRC, Washington, regional representatives; John Elmer, WCBM, Baltimore, and Herb Hollister, KANS, Wichita, local representatives.

In addition to copyright the committee is expected to discuss NAB's participation in the chain-monopoly investigation of the FCC, national and state legislation, and numerous other subjects accumulated since Mr. Miller assumed office last July 1. It will be his first meeting with the committee as NAB head.

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The FCC this week issued a statement announcing that certain equipment of a score of radio manufacturers had been approved for use by regular broadcast stations.

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9/18/38

FCC GETS READY FOR MID-OCTOBER HEARING

The Federal Communications Commission this week was putting finishing touches on its formal notice of a chain-monopoly hearing that is expected to start either October 17 or 24. An Announcement was expected momentarily.

Several meetings have been held on the matter, it is understood, and William Dempsey, special counsel for the inquiry, has completed his preliminary investigation. The notice will schedule the hearing not less than 30 days from the time of its / insurance.

Chairman Frank R. McNinch, who is taking personal control of the inquiry, hopes to have legislation, or at least a partial report, ready for submission to Congress when it convenes January 3.

The hearing probably will be limited to networks, but affiliated stations doubtless will be included in the scope of the inquiry due to their economic interests in the chains. The independent Radio Network Affiliates already have made pland to participate.

The networks, while not viewing the probe with particular alarm, are anxiously awaiting the bill of particulars, which may not be released before next week, so that they may know the scope of the hearing.

CBS has retained John J. Burns, former general counsel of the Securities & Exchange Commission, as its chief counsel. He will assisted by Duke M. Patrick, former Radio Commission general counsel and regular Washington attorney for CBS. Burns and Patrick will be assisted by Joseph H. Ream, general attorney of CBS in New York, and Paul A. Porter, Washington staff counsel.

NBC's case is being handled under the supervision of A. L. Ashby, vice-president and general counsel of New York, and Philip J. Hennessey Jr., Washington attorney, formerly on Mr. Ashby's staff.

Preparations for MBS are being handled by Louis G. Caldwell, Washington attorney and former Radio Commission general counsel, and his associate, Reed T. Rollo.

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Charles E. Saltzman, son of General Saltzman, former chairman of the Federal Radio Commission, has been promoted to secretary of the New York Stock Exchange.

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NBC FLATLY FOR SUPER-POWER; AFFILIATES PROTEST

The National Broadcasting Company and some of its affiliated stations are not in accord on the question of whether or not the Federal Communications Commission should rescind its present limitation of station power to 50 kw. and authorize the operation of super-power stations.

NBC last week filed a brief with the FCC stating flatly that it favored super-power station operations despite warnings at the summer hearings that such stations might endanger the business of networks.

After copies of the brief had been sent to all NBC affiliated stations by Keith Kiggins, station relations manager, Samuel Rosenbaum, president of WFIL, Philadelphia, and chairman of the Independent Radio Network Affiliates, said that some of the NBC affiliates had complained.

The stations, he said, took exception to the "excess enthusiasm" of NBC for super-power although it recognized that the network was speaking only for itself.

A decision on the super-power issue and the WLW experimental permit case are expected from the FCC three-man committee this fall. A final determination by the commission, however, is not expected before early next year.

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FCC AGAIN EXTENDS RULE ON MONITORS

The Federal Communications Commission this week further extended the working date of Rule 981 for a period of six months from September 15. This rule requires all relay, international, television, facsimile, high frequency and experimental broadcast stations to have a frequency monitor in operation. It was originally effective September 15, 1936. However, the working date has been extended from time to time for the reason that monitors meeting the requirements are not commercially available. The monitors required by this rule do not have to be approved by the Commission but shall have an accuracy of at least one-half the tolerance allowed for the class of station with which used.

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Dr. William Bierman of New York of the American Congress of Physical Therapy this week in Chicago sponsored a resolution asking the Federal Communications Commission for a separate medical hearing on allotment of short-wave lengths for medical use.

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APPEALS COURT TO RULE ON FCC CONTROL OF ADS

The United States Court of Appeals in the District of Columbia this fall will rule on the question of whether or not the Federal Communications Commission has authority to control indirectly the advertising policies of a broadcasting station.

The issue has been placed squarely before the court by attorneys for Stations WLTH and WARD, of Brooklyn, which were ordered off the air last year following several years of controversy.

Attorneys Paul M. Segal, George S. Smith and Harry P. Warner contended the FCC order terminating the licenses of WLTH and WARD and giving their facilities to WBBC, a third Brooklyn time-sharing station, "is a flat abuse of the power given the Commission by the law and directly flaunts the caution" imposed by the Court upon the Commission in the so-called WCFL case of several years ago.

The deletions were ordered, it was argued, by such a "juggling of orders, corrected orders, referenda and meetings as to require detailed analysis to reveal the essential nullity of the Commission's action." It was added that the Commission made no adequate findings that the stations had failed in their duties or that the successful station is better equipped to perform them "but the Commission attempted to dispose of the appellants through something bordering closely on invective."

In support of its contention that the Commission is without authority to regulate the Broadcasting of advertising of proprietary medicines, the brief stated the jurisdiction of the FCC in the administration of broadcasting is limited to its licensing activities and regulations incident to them. "The statute gives the Commission no authority whatsoever to regulate advertising," it was contended. "This is confirmed by the legislative history of the act and the several provisions within the statute."

Pointing out that the law specifically prohibits the exercise of any power of censorship by the Commission, the brief contended that the broadcast of commercial medical programs cannot by any stretch of the imagination be construed as "obscure, indecent or amount to profane language." Stating that the jurisdiction of the Commission to safeguard the "public health and safety" was doubted, the attorneys sought to show that such a protection is afforded by the Federal Trade Commission.

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With old favorites returning after Summer vacations and numerous new programs making their network debuts, October will find the National Broadcasting Company presenting the most comprehensive series of commercial broadcasts in its history, according to an NBC statement.

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TRADE NOTES

R. J. Barrett, Jr., in charge of WOR's Chicago office, died Wednesday morning (September 14) at the Michael Reese Hospital in Chicago, from complications resulting from a mastoid operation. Mr. Barrett is survived by his wife and three daughters. Funeral services are tentatively announced for Friday from his home in Chicago.

Mr. Barrett joined the WOR staff on February 1, 1937 and since that time had been in charge of sales and operations in Chicago and the Middle West. He attended the University of Illinois and had, at one time, been radio buyer for Blakett-Sample-Hummert, Inc.

He first entered radio with the National Broadcasting Company in Chicago in 1933 when he held various positions in the traffic and sales departments.

When KGGM, Albuquerque, New Mexico, joins the Columbia Broadcasting System September 25, the network will total 115 stations. KGGM, hitherto an independent station, operates full time on 1000-watt power at 1230 kilocycles. It will become a member of the CBS mountain Group. WGAN, Portland, Maine, is another station lately added to Columbia's web. A new outlet, it is licensed to operate with 500 watts at 640 kilocycles. It became a CBS member August 28.

Joseph R. Rollins, advertising manager for the Atlantic Refining Company, announced last week that 168 inter-collegiate football games will be broadcast play-by-play this fall under the sponsorship of the refining company. The broadcasts will be from games ranging from Massachusetts to Florida in the East and as far west as Ohio, Rollins said. Fifty announcers are now in Philadelphia attending a "broadcast school" under the direction of Les Quailey, of the N. W. Ayer & Son radio department. N. W. Ayer is in charge of programs and contracts arrangements. The broadcasts will be supplemented with a newspaper campaign, it was announced.

The man in the street had his say about television this week when NBC conducted its first television sidewalk interview with random passersby in Rockefeller Plaza with the use of the company's new mobile television station. The interviews were broadcast to the Metropolitan Area over Station W2XBS, as part of the current series of RCA-NBC television experiments.

SARNOFF RAPS "PROGRESS" OF BBC TELEVISION

Before sailing for home, David Sarnoff, president of the Radio Corporation of America, in an interview with a correspondent of the New York Times in London commented that television in Great Britain, though available to the public for some time, has only a comparatively small number of patrons.

The loudly heralded progress of British television, he said was more apparent than real, for although there are regular subsidized programs here, there are only about five thousand sets in use in the entire country after two years' service.

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PUBLIC UTILITY DENIED CP FOR SECOND TIME

For the second time the Federal Communications Commission this week denied a construction permit for a new broadcasting station to the Food Terminal Broadcasting Co., of Cleveland, Ohio. The applicant had obtained a rehearing following the first denial.

Reviewing the factors in the case, the FCC held that the station would render no new service and that Cleveland already is adequately served. In a statement of policy the commission said:

"The frequencies available for assignment to broadcast stations being limited, public interest would be best served by an allocation of facilities to those who will, where need exists, render a broad, general public service. No need exists for an additional station in the area which would be served upon the basis of program service intended to be rendered by the applicant."

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The heart beats of an unborn infant who will not see the light of day for at least another month were broadcasts to a curiously awaiting radio public by Station WMAL, Washington, this week from the bedside of an expectant mother in Georgetown University Hospital.

The unusual sounds of the fetal heart--beating at the rate of 140 to 160 clicks a minute--were explained by Dr. John R. Cavanagh, in charge of the dispensary at Georgetown Hospital, during the first broadcast of this kind in Washington. It was a unique demonstration arranged in connection with the third annual alumni clinic now being conducted by the School of Medicine.

The heart beats of this unborn baby climaxed a series of cardiac sounds, some normal and others abnormal, as the physician hears and interprets them through his stethoscope. Several attempts had to be made before the sounds of the fetal heart could be heard successfully for the reason Dr. Cavanagh explained, that the unborn baby was extremely restless at the time

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9/16/38

"HAMS" READY TO PROTECT NATIONAL CAPITAL

Earthquake or tornado, fire or flood--some day they may strike Washington, destroy all lines of communication and isolate the Capital from the rest of the United States.

Unlikely, perhaps, but the unexpected sometimes happens, and a little group of local "hams" is going to be prepared.

Roy C. Corderman, of 4401 Leland Street, Chevy Chase, Md., is the recently appointed emergency co-ordinator of the Washington area for the American Radio Relay League. The lengthy title merely means that in case disaster overtakes the city, Corderman will direct 40 amateur radio operators in maintaining contact with the outside world.

Military and naval establishment centered here would bear the brunt of the emergency communications problem, but the amateur radio operators would form an essential second line of defense.

Corderman is prepared, even if Washington's entire power system breaks down. "I have a portable set that works on two ordinary storage batteries. At Trials not long ago, I reached a point 400 miles distant," he said. "That's one of the things we want to encourage; the building of portable sets. They may come in useful some day.

"Our experience in the Midwestern floods of 1936 and to a lesser extent in 1937 showed us the necessity of preliminary organization," Corderman said. "The President himself suggested it. Emergency co-ordinators are being appointed in every part of the country. It's all being done through the American Radio Relay League, the organization of "hams."

For nearly 30 of his 40 years, Corderman has made a hobby of radio. Surrounded by instruments he largely built himself, he has talked to other "hams" in 89 countries in every continent, and within the Arctic and Antarctic Circles.

"Only this morning, I talked to Madagascar," he said yesterday. "Australia? Why, that's a daily occurrence."

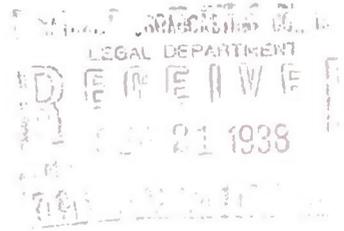
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September 20, 1938

OUTPUT AND SALES OF RADIOS FAR BELOW 1937

While broadcasters made substantial gains in time sales, radio set sales during the first half of this year fell far below 1937, according to a comprehensive survey made by Dun & Bradstreet, Inc., and released this week.

Concluding a dull half-year in all divisions except broadcasting, radio opened its 1939 season with outlook brightest in many months, the report states. Rising consumer incomes, the revival in home building, and improved prospects for automobile sales were counted upon to stimulate demand for all types of receivers. Extension of rural power programs promised a broadening on the potential market for electrically-operate sets. Reduced inventory holdings and more comprehensive price agreements testified to the industry's progress in putting its own house in order.

Results for the first six months of the year showed distributors' sales off as much as 60 per cent against 1937 totals, with the average drop between 25 and 45 per cent. Manufacturers' output reflected the severe curtailment in schedules instituted in the last quarter of 1937 in order to hold stocks to current ordering levels. Narrowing of the gap from the previous year's level during the latter part of the period failed to raise the half-year total to within 70 per cent of the 1937 comparative.

In contrast to the poor showing in the production and distribution divisions, broadcasting succeeded in chalking up sales gains over peaks established a year earlier. Billings of the major networks for the six-month period totalled \$37,947,000, an increase of 6 per cent over the \$35,918,000 for the first half of 1937. Television drew a little nearer to the popular market, with the scheduling of regular broadcasts in several cities and retailing of home receivers for \$125 to \$150.

Against the peak levels recorded in early 1937, production figures for the first half of 1938 made poor comparisons. As new orders arrived slowly from dealers heavily stocked with new and repossessed models, producers held schedules to a minimum to avoid further inventory building. For the industry as a whole, output averaged 30 to 40 per cent below the same period of the previous year. Manufacturers in the low-priced field were able to report operations maintained at a somewhat higher rate than the average, but even in these lines production was down 10 to 25 per cent.

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Dealer response to initial showings of 1939 models led many producers to revise upward working schedules planned for the Summer and Fall. Careful to keep operations in line with actual orders, however, manufacturers preferred to lose business, if necessary, than to build up reserve stocks against potential demand. On the basis of the improved trend in inquiries and orders, the trade estimated that approximately 4,000,000 sets would be produced between July 1 and the year-end.

Through advertising revenue evidenced a downtrend from month to month, cumulative broadcast billings from January through July still showed substantial gain over the 1937 period. Network sales for the seven months, compiled by Publishers' Information Bureau, totalled \$42,440,323, 4 per cent more than in the previous year. Billings in the first quarter, the highest three-month total ever recorded, were responsible for the year-to-year increase; from April through July only May chalked up a gain over the 1937 comparative.

In the first six months of 1938, retail sales of radios ranged from 25 to 45 per cent below the corresponding period of 1937. Introduction of new models in July, combined with an improvement in consumer sentiment and purchasing power, helped to raise sales totals in most districts during July and August. Results for these months were generally the best so far this year. Some centers in the West and South reported volume substantially ahead of the 1937 comparative, but the average for the country as a whole remained 15 to 25 per cent under a year ago.

Price-cuts and consumer, emphasis on medium and low-priced merchandise were responsible for the sharp contraction in dollar volume in the first half of the year against the 1937 showing. Most dealers found unit sales up to or no more than 10 per cent below the previous year. Demand centered on table models ranging in price from \$20 to \$35, with low-priced combination radio and phonograph models next in popularity.

Refinements in remote control and automatic tuning were the chief sales attractions of the 1939 models. Time and energy savers in the form of program pre-selectors and remote control boxes were stressed in various lines. Further perfection of button-tuning models promised scientific accuracy in tuning. In television, new devices designed to improve both transmission and reception were featured.

Price reductions accompanied the improvements in styling and mechanization on the 1939 models. The average price of all models dropped to \$57.60 for 1938-1939, compared with \$67.50 in the season preceding, and \$65 two years ago, according to Radio Today. A separate compilation for consoles, showing an average price of \$100.50 against \$116 on 1938 lines, indicated that the larger volume of small table models was not alone responsible for the lower average price.

Stability in the price structure was counted upon through new fair trade contracts submitted to dealers by manufacturers. These established the maximum amount that might be deducted from the list price for trade-ins or any other reason. Following the price demoralization of the first part of the year, the new regulations were regarded by producers and dealers alike as a significant step forward.

More careful supervision of credits and an improvement in consumer income contributed to a quickening of retail collections during July and August. Repossessions fell off sharply. Manufacturers and wholesalers classed payments as fair to satisfactory, despite a continued sluggishness in some retail accounts.

During the first seven months of 1938, the number of applications by radio manufacturing concerns for reorganization under Section 77-B compared rather unfavorably with last year. There were 4 such applications this year in seven months, compared with 5 in all of 1937, 4 in each of the two preceding years (1936 and 1935), and 1 in 1934. Since the New Bankruptcy Act became operative, a total of 18 cases have been recorded.

Failures during the seven months also showed an increased rate, a total of 45 making the monthly average 6.4, compared with 4.3 per month in 1937. Approximately half of this year's failures, however, occurred during January and February, the monthly average from March through July dropping to 4.8

Complete insolvency record for the radio industry from 1930 to July, 1938, inclusive, as compiled by Dun & Bradstreet, Inc., shows:

MANUFACTURERS

Year	Number	Liabilities
1930.	40	\$3,522,400
1931.	35	4,088,445
1932.	39	2,039,000
1933.	31	3,705,529
1934.	12	1,244,000
1935.	7	156,000
1936.	6	274,000
1937.	5	109,000
1938*	6	385,000

WHOLESALERS AND RETAILERS

Year	Number	Liabilities
1930.	217	\$2,071,392
1931.	160	4,979,359
1932.	164	1,969,000
1933.	109	1,813,980
1934.	48	2,296,000
1935.	48	450,000

Year	Number	Liabilities
1936.	48	\$ 547,000
1937.	46	517,000
1938*	39	271,000

— (*) January to July, inclusive

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CROSLEY MAY ENTER AUTOMOBILE FIELD

The Crosley Radio Corporation, Cincinnati, has called a special meeting of stockholders September 23 to vote on a proposed amendment of incorporation articles to permit possible entry in the automobile field.

Letters sent to shareholders said the purpose of the amendment was to "broaden the activities in which the company is authorized to engage, so that the company will be able if conditions warrant, to enter the automobile industry, when * * * such entry appears desirable."

The amendment proposes to drop the name "radio" from the company title.

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KCMO WINS THREE-CORNERED FIGHT FOR 1450kc.

KCMO, of Kansas City, Mo., this week won a three-cornered scrap for 1450 kc. when the Federal Communications Commission granted its application for a construction permit to change from 1370 to 1450 kc., install a directional antenna for night use, and increase power from 100 watts to 1 kw., unlimited time.

At the same time the FCC denied the applications of L.L. Coryell & Son, and KFOR, both of Lincoln, Nebr., for the same wave-length.

In its grounds for decision the Commission said:

"The granting of the Cornbelt Broadcasting Corporation KFOR application would not have the effect of establishing or augmenting competitive conditions. Under such circumstances, the Commission will not authorize additional facilities unless a compelling public need is shown. This applicant failed to show a compelling need for the service proposed to be rendered on the frequency applied for.

"The showing made by L.L. Coryell and Son as to the public need in the Lincoln area for the service proposed on the frequency

1450 kilocycles was not sufficiently strong as to justify the Commission in departing from its allocation values.

"Granting the application of KCMO Broadcasting Company will not result in interference to any existing station nor will it cause impairment to the service of existing Kansas City stations.

"Although the service of KCMO, operating at nighttime as proposed, will be limited within the 4.1 millivolt per meter contour, a compelling need exists to afford the people of the Kansas City area the meritorious program service of this existing station and granting the application will tend toward a fair, efficient and equitable distribution of radio facilities."

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MINTON SAYS BIG PAPERS WOULD MUZZLE RADIO

Senator Minton (Democrat), of Indiana, speaking at Louisville last week renewed his criticism of newspapers and their publishers, saying that "big town papers like the Chicago Tribune" had sought "to censor free speech on the radio."

Minton announced his speech as a reply to a radio address three weeks ago by Col. Robert R. McCormick, publisher of the Tribune. Col. McCormick called Senator Minton "the outstanding spokesman for a Government censorship of newspapers."

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FATHER CURRAN ASKS REMOVAL OF MCNINCH

The Rev. Edward Lodge Curran, president of the International Catholic Truth Society, 407 Bergen Street, Brooklyn, sent a telegram Sunday night to President Roosevelt asking him to remove Frank R. McNinch, chairman, from the Federal Communications Commission on the ground that he had failed to conduct a forthright investigation of "the radio monopoly" and was "purging" from his staff commission aides determined to press the investigation.

"The loyal members of the commission, to whom Chairman McNinch objects, are determined not to be a party to his subtle efforts to minimize and, if possible, to nullify your own public demands for a thorough and genuine investigation of the admitted unsavory conditions existing in radio broadcasting," Father Curran said in his message.

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The World Wide Broadcasting Corporation, of Boston, which operates WIXAL, has applied to the FCC for a construction permit to build a new international broadcast station for operation on 11730 and 15130 kc. with 20 kw. power.

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PARLEY HELD ON RULES FOR LOW-WAVE DEVICES

Chief Engineer E. K. Jett, of the Federal Communications Commission, held a conference this week with representatives of the Radio Manufacturers Association and various manufacturers on proposed FCC regulations to cover the numerous low frequency radio devices. The objective of the proposed rules is to prevent the growing use of low frequency radio devices from causing interference with radio reception.

The Radio Manufacturers Association was the first organization called on at the conference. G. E. Gustafson, of Chicago, chairman of a special RMA engineering committee, expressed approval of the proposed rules and regulations. Other members of the committee were J. E. Brown, E. T. Dickey, L. C. F. Horle, David Grimes, and A. F. Van Dyck.

About seventy-five engineers, scientists and commercial representatives attended the conference. There were representatives of the National Association of Broadcasters, telephone diathermy, railroad signal and other interests. Chief Engineer Jett and Assistant Chief Andrew Ring conducted the conference.

That the proposed rules and regulations for operation of low power radio frequency devices would be temporary, to gain experience in actual operation, was stressed by Chief Engineer Jett. He also stated that the proposed regulations did not include diathermy equipment, for which new legislative authority has been recommended by the Commission. Mr. Jett also explained that there will be no requirement for compulsory inspection and approval by the FCC of low power devices but provision only for cooperative consideration with manufacturers of such apparatus.

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PRESIDENT AFFIRMS INTER-AMERICAN RADIO AGREEMENT

The agreement reached by the Inter-American Radio Communications Convention in Havana last December has been affirmed by President Roosevelt for the United States.

The agreement provides for establishment of an inter-American radio office to prepare radio conferences, publish the conference discussions and exchange radio data and general information.

The State Department said it was designed "for a better understanding and a raising of the standards of radio communications in the American Continent and for the improvement of engineering practice." It calls for arbitration of disputes among

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the signatory States involving radio.

In addition to this country the following nations participated in the convention; Brazil, Canada, Colombia, Cuba, Chile, Dominican Republic, Guatemala, Haiti, Mexico, Nicaragua, Panama, Peru, Uruguay and Venezuela.

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MONOPOLY HEARINGS SET FOR OCTOBER 24

Monday, October 24, has been fixed as the date for the commencement of hearings in connection with the Federal Communications Commission's investigation into chain or network broadcasting, monopoly in the broadcasting industry. The hearings will be held at the Commission's offices in Washington, D. C.

At the hearings, it is expected that there will be represented not only the networks, licensees individually or by organizations representing various groups, such as the network affiliates and the so-called independent stations which have no network affiliations, etc., and the transcription companies, but also many persons, organizations and groups having a special interest in the investigation because of the present and future importance of radio broadcasting. It will not, therefore, be possible to estimate how long the hearing will take until after all of the responses to the notice of hearings have been filed and analyzed. As soon as possible thereafter the order in which matters will be gone into and appearances called will be decided by the committee in charge of the hearings.

The three so-called national networks, NBC, CBS, and Mutual, as well as some 15 regional networks, have been directed by letter, mailed with notices of the setting of the date of the hearings, to appear at the hearing and present evidence through qualified witnesses covering their corporate and financial history, all phases of network operations, including relations with affiliates and with each other, with advertisers and advertising agencies and with telephone and telegraph companies, as well as facts as to their ownership and control.

Companies engaged in the production and distribution of electrical transcriptions and recordings for broadcasts purposes have been requested to produce evidence at the hearing with respect to their relations with, and the extent to which they control or are controlled by, (through stock ownership, contract, or otherwise) broadcast stations and networks. The quality of such recordings and transcriptions both from the technical and the program standpoint will also be investigated. The monopoly hearings Committee believes that the growth and the extent of use of this type of program is a matter not only of interest but of great importance in broadcasting today and should be given attention in its study of the industry.

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With the notice of hearings mailed today (Tuesday) to each broadcast station licensee, a letter was sent advising all licensees that in addition to other matters to be covered the committee planned to make an exhaustive inquiry into the question of contracts, agreements and other arrangements with third parties affecting the management, operation, or control of broadcast stations. This phase of the investigation which will explore the field of so-called "lease" and "management" contracts under which persons other than authorized licensees may exercise influence over station management, operation, or control, is deemed most important. Licensees are directed to supply the Commission by September 30 with a complete verified statement as to this matter and during the course of the hearing many of them will be interrogated fully about it.

All licenses are also directed to furnish the Commission with detailed information with respect to their use of electrical transcriptions and other recordings for broadcast purposes.

Multiple ownership and concentration of control of stations in the same or affiliated interests will also be a subject of inquiry at the hearing. By direction of the Committee a questionnaire was recently sent to corporations shown by Commission records to own an interest in or exercise control over broadcast stations. Returns from this questionnaire as well as these records are expected to provide a basis for the introduction of revealing evidence bearing on this subject.

A procedure for dealing with patent and copyright questions, insofar as they affect the broadcasting industry, is now being studied by the Committee in cooperation with the Temporary National Economic Committee which was organized pursuant to the recent Congressional resolution authorizing a general monopoly investigation.

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(More see next page)

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TRADE NOTES

The Pennsylvania State Democratic Committee is sponsoring a series of radio broadcasts for the rest of the 1938 political campaign to give "the people's side of the news."

Chairman David L. Lawrence sent cards to registered Democrats which said, in part, that "since many of our newspapers refuse to give the Democratic side of any story, the Democratic State Committee will inaugurate a four-a-week radio program which will give the people's side of the news."

Following encouraging experiments with facsimile transmissions to airplanes in flight, W. G. H. Finch, president of the Finch Telecommunications Laboratories Inc., has increased the engineering staff at his Bendix, N.J., plant and has announced the purchase of a single motored monoplane to continue facsimile tests. Experimental facsimile tests between airplane and ground have been expected to be used by commercial air lines.

Beginning this week, the Chicago Herald & Examiner which recently changed from standard to tabloid size, went on the air with a daily sponsored broadcast designed to introduce Herald & Examiner feature writers to the listening public. The broadcast is heard each evening over WMAQ. With Ulmer Turner, radio editor and newscaster for the paper, handling introductions, the program will introduce many of the paper's by-line writers.

General Electric Company's Fall campaign for its Beam-a-scope radios will start the latter part of this month, using more than 100 newspapers. Maxon, Inc., is the agency.

Allegedly disseminating false advertisements for the purpose of inducing the purchase of Kolynos tooth paste, Kolynos Company, New Haven, Connecticut, is named respondent in a complaint issued by the Federal Trade Commission. The respondent company advertises in newspapers and magazines and by means of continuities broadcast from radio stations.

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CALCUTTA STATIONS OPENS RADIO MARKET

With the opening of the remodeled Calcutta radio station scheduled this month, more interest in radio is being shown in that section of India that ever before, according to the American Trade Commissioner. Dealers report that while this is definitely a bad period for radio sales, inquiries are more prevalent than they have been for some time. They are building up a prospect file which will, no doubt, result in increased sales during the coming cool weather months. They also state that American radios are very popular but place a lot of emphasis on the fact that American manufacturers are still trying to sell receiving sets in India without the proper wave lengths. With the completion of All-India Radio programs sometime next year, sets with the ordinary broadcast band will be useless, according to most contacts. Therefore, it is proper to again stress the fact that American manufacturers offer only those sets on the Indian market having a range from 13 to 556 meters, except, of course, those of short wave for the short wave fans.

According to one authority, the Commissioner said, automobile sets will become very popular in India in the next several years, if the various road schemes now under consideration and construction materialize as planned. However, he is of the opinion that it is much too early to embark on such a venture at this time as many of the plans cover a period of 5 to 7 years and in view of this, automobile travel across and throughout India has not become a popular everyday occurrence.

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I.T & T. EARNINGS SHOW GAIN FOR HALF YEAR

Consolidated net income of the International Telephone and Telegraph Corporation and subsidiaries for the six months ended June 30, last, amounted to \$4,379,757 as compared with \$4,285,854 for the first half of 1937, according to a statement sent to stockholders this week by Sosthenes Behn, President.

Gross earnings included gross profit on sales amounted to \$32,792,649 for the six months ended June 30, 1938 as compared with \$30,071,973 for the corresponding period in 1937. However, taxes increased \$1,024,199 and foreign currency variations caused a charge to the income account for 1938 of a net exchange loss of \$895,241 as compared with a net exchange profit of \$385,516 for the same period in 1937. These exchange items result mainly from the translation of net current assets of foreign subsidiaries from foreign currencies into terms of U.S. dollars. Other items of expense and interest charges showed a net increase of \$321,817.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

~~CONFIDENTIAL~~ — Not for Publication

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CHAIN INQUIRY TO COVER 13 SPECIFIC POINTS

As both the networks and the Federal Communications Commission prepared this week for the opening of the FCC chain-monopoly hearing on October 24, the commission disclosed that 13 specific points will be covered in the investigation.

They are:

1. "The contractual rights and obligations of stations engaged in chain broadcasting, arising out of their network agreements.
2. "The extent of the control of programs, advertising contracts and other matters exercised in practice by stations engaged in chain broadcasting.
3. "The nature and extent of network program duplication by stations serving the same area.
4. "Contract provisions in network agreements providing for exclusive affiliation with a single network and also provisions restricting networks from affiliation with other stations in a given area.
5. "The extent to which single chains or networks have exclusive coverage in any service area.
6. "Program policies adopted by the various national and other networks and chains, with respect to character of programs, diversification, and accomodation of program characteristics to the requirements of the area to be served.
- 7.. "The number and location of stations licensed to or affiliated with each of the various national and other networks. The number of hours and the specified time which such networks control over the station affiliates and the number of hours and the specified time actually used by such netowrks.
8. "The rights and obligations of stations engaged in chain broadcasting so far as advertisers having network contracts are concerned.
9. "Nature of service rendered by each station licensed to a chain or network organization, particularly with respect to amount of program origination by network purposes by such stations.

10. "Competitive practices of stations engaged in chain broadcasting as compared with such practices in the broadcasting industry generally.
11. "Effect of chain broadcasting upon stations not affiliated with or licensed to any chain or network organization.
12. "Practices or agreements in restraint of trade or furtherance of monopoly in connection with chain broadcasting.
13. "Extent and effects of concentration of control of stations locally, regionally or nationally in the same or affiliated interests, by means of chain or network contracts or agreements, management contracts or agreements, common ownership or other means or devices, particularly in so far as the same tends toward or results in restraint of trade or monopoly."

At the same time the commission disclosed a letter it had sent to all radio networks asking that their evidence concern itself with 20 specific points of inquiry.

Based on the 13 major bases for the inquiry, the communication to the networks asks for detailed data on corporate set-ups, contracts and relations with affiliates, any tie-ups between the networks and advertising agencies, and other matters.

Of more public interest is the twentieth point on which the FCC asks evidence. It is:

"Extent of program duplication in the primary and secondary service areas of stations carrying the network programs, particularly the percentage of population in the primary service area of each network station which may receive a network program as primary service from such station and from other network stations, the percentage of secondary service area of each network station which receives a network program as secondary service from such station and from other network stations, the number and extent of such duplications and amount of duplication required for adequate service on chain programs. The primary and secondary service areas shall be considered as defined in the Commission's proposed Rules and Regulations governing standard broadcast stations and Standards of Good Engineering Practices concerning the same."

A second letter sent by the commission to all standard broadcast stations says in part:

"The Commission in its investigation under Order No. 37 plans to make a comprehensive study of all contracts, agreements and other arrangements between licensees of broadcast stations and other persons or organizations which involve the management, control,

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or, operation of such stations. You are therefore directed to file within ten days from the date hereof, in triplicate, with the Commission copies of all such contracts or agreements affecting your station and a memorandum stating the substance of any such contract, agreement, or arrangement which has not been reduced to writing, together with a verified statement setting forth in detail the manner and extent to which the same effect in practice the management, control or operation of your station. This statement should include the names and addresses of the persons or organizations who are parties to the same. Any of this information which may have already been filed with the Commission will require that you present through a qualified witness or witnesses at the hearing any further information with respect to this matter.

"If you have access to or possess any evidence bearing on any phase of the investigation which you believe should be presented for the consideration of the Commission, a notice of appearance should be filed in conformity with the notice of hearing, which is enclosed herewith.

"You are also directed to file at the same time a detailed statement, properly verified, covering the kind and amount of electrical transcriptions or other recordings your station has used and now uses for program purposes, and your past and present relations with, and extent to which through stock ownership, contract or otherwise you control or are controlled by companies engaged in producing or distributing such recordings.

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NBC S-W STATION GIVEN TWO MORE CHANNELS

Station W3XAL, operated by the National Broadcasting Company at Bound Brook, New Jersey, this week was granted modification of its license authorizing use of frequencies 9670 and 21,630 kc. on a temporary basis only and subject to cancellation by the FCC at any time without notice.

The grant apparently is on the same terms as the Pan American short-wave allocations made to the World-Wide Broadcasting Foundation (WIXAL) and General Electric (W2XAF and W2XAD) early this year.

Station WIXAL already was broadcasting on 17,780 and 6,100.

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The application of the United States Broadcasting Company to erect a new broadcasting station in Washington, D.C., has been dismissed by the Federal Trade Commission with prejudice

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FOREIGN COUNTRIES STEAL U.S. RADIO TRADE NAMES

The Radio Manufacturers Association has been advised by several members that there is apparently an epidemic in several foreign countries of pirating of trade marks and trade names of American companies, according to Boyd Geddis, executive vice-president. Chairman Thompson of the RMA Export Committee has suggested to RMA members that they take immediate steps to protect their trade names in foreign countries at the risk of having unscrupulous native concerns steal their trade marks.

The situation has been called to the attention of U. S. Bureau of Foreign and Domestic Commerce and all possible official assistance is being given to protect American trade names abroad. The U. S. Bureau of Foreign and Domestic Commerce recently, at the request of RMA, made a world-wide survey of radio trade names .

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FALSE TUBE CLAIM BRINGS FTC COMPLAINT

Misrepresentation of the number of tubes contained in Kadette radio sets is alleged by the Federal Trade Commission in a complaint issued against International Radio Corporation, 559 Williams Street, Ann Arbor, Michigan; Wieboldt Stores, Inc., 76 Ninth Avenue, New York.

The respondent companies allegedly advertised the sets as being equipped some with 10 and some with 11 active, fully functioning tubes necessary for the proper reception, tone, volume, and performance of such sets. According to the complaint, such representations are false and misleading in that the sets are not equipped with 10 and 11 active, necessary fully functioning tubes, but contain two or more ballast or non-functioning tubes.

It is alleged that the respondent companies have acted together and cooperated with each other in the false advertising practices charged in the complaint. Twenty days are allowed for answering the complaint.

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Internal Revenue collections of the 5 per cent federal excise tax on radio and phonograph apparatus in August 1938 were \$399,828.47, a decrease of 47.5 per cent as compared with the August 1937 excise taxes of \$761,882.87. The collections were substantially larger than those in the preceding month of July and were larger than in any month of 1938 except last June. The August excise taxes on mechanical refrigerators also showed a relative decline, the refrigerator taxes being \$418,762.09 compared with \$895,323.53 in August 1937.

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CLEVELAND HAS BIG PLANS FOR EDUCATIONAL STATION

Plans for the operation of the first educational short-wave broadcasting station to be authorized by the Federal Communications Commission following the allocation of 25 ultra-high frequencies for education use are described in the current issue of "Education by Radio", organ of the National Committee on Education by Radio.

The station is being built by the Cleveland board of education and will operate on 41.5 megacycles with 500 watts power.

Describing the plans for the station, H. M. Buckley, assistant superintendent of Cleveland schools, says:

"The radio program which has been planned for the new station, WBOE, is essentially an extension and expansion of the work which has been found effective in the elementary schools. In addition, some broadcasts will be given in the junior and senior high schools, such as "The News of the Day." Some phases of administration and general supervision will be conducted over the radio. Special supervision of groups of teachers in specific subjects will be attempted.

The elementary subjects for which scripts, teacher guides, and pupil work sheets have been prepared and which will be broadcast through out the year are as follows:

Grade 1	Music	Safety			
Grade 2	Music	Safety	Arithmetic		
Grade 3	Music	Safety	Science		
Grade 4	Music	Healty	Science	Geography	
Grade 5	Handcraft	History	Science	Spelling	
Grade 6	Handcraft	Art	English	Spelling	Handwriting

"The effective use of the radio in junior and senior high schools waits upon some satisfactory solution for the problem of scheduling. We expect to make recordings to determine how far they can serve as a substitute for repetitions of a given broadcast, otherwise necessary for the courses having a number of sections meeting at different hours in the same high school.

"Plans have been made to use the radio for various parent groups. These groups will need to meet in the school building because the ordinary commercial sets will not pick up the ultra-high frequency broadcasts. Adapters are coming onto the market which may overcome this handicap.

"Your Child and His School is a series which has been prepared for parents of primary pupils. These scripts are the work of the Paul Revere Curriculum Center. Parents of kindergarten and pre-school children will be given talks on the health and training of the infant.

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"It is expected that some stimulation and sense of unity may be given to such clubs as the Science Club, Art Club, Airplane Club, and the like. A single club in an individual building should find the reports of other clubs of value.

"It cannot be too strongly emphasized that all effective radio work in the schools will teach discrimination in radio listening. This implies that interesting science, rich humor, and all other cultural values will be incorporated into the school broadcasting program.

"The radio is certain to become the most effective instrument for the interpretation of the work of the schools to the community. Furthermore, since almost 50 percent of our American adult population ceased its formal education at the sixth grade level, there is an important field for the radio in adult education.

Personnel and equipment--The leading educators, not only of the United States, but of the civilized world, are quite well convinced that the radio will become increasingly significant in organized education. They are, therefore, concerned with the service that the radio can render which cannot be done as well or better without it, and they want to know the requirements in personnel and equipment for the operation of a radio station by a public school system.

"So far as practicable, the plan in Cleveland will be to conduct the station with the addition of the fewest numbers. The station is to become an instrument in the hands of the supervisory and teaching staffs. The regular staff, therefore, will be responsible for its operation, with few exceptions.

"The problem of station management in a public school system is of minor significance compared with the commercial station so far as financing, publicity, and audience are concerned. We are not now considering measurement and evaluation as a part of station management, since evaluation concerns the entire supervisory staff which make use of the station. In evaluation, we shall include a much larger factor of experienced professional judgment than has been the common practice. We desire qualitative as well as quantitative evaluation. There are many values which figures or numbers will neither reveal nor express.

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Television Station W9XAT, Minneapolis, was ruled off the air formally this week when the Federal Communications Commission refused to renew its license. The applicant, George W. Young, presented no evidence in support of his applications.

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TELEVISION, PRESS-BUTTON TUNING FEATURE PARIS SHOW

As was true at the Radiolympia exhibit in London this fall, television receivers and push-button radio sets were the features of the Paris Wireless Exhibition this month, according to a correspondent of World-Radio, BCC organ.

"The most important feature of the attractions from the point of progress was undoubtedly television," he said. "At previous exhibitions two or three television sets had been demonstrated more or less satisfactorily, and at the Paris Exhibition last year a studio had also been shown in operation. No studio is shown at this year's exhibition, nor are spectators televised (another feature of the Paris Exhibition). There are, however, about half-a-dozen booths, containing from one to four television sets each, where demonstrations are given daily throughout the exhibition. One booth contains the exhibit of the P.T.T. and the others the exhibits of private firms. Some are provided with seats, and in others spectators are expected to walk slowly between railings in order to give more people a chance of seeing the pictures. The transmissions--the characteristics of which are 455-line pictures, 50 frames per second, wavelengths (vision) 6.52 m. and (sound) 7.14 m., power 25 kw--come from the Eiffel Tower, and consist partly of telecinema and partly direct vision.

"Apart from the demonstration booths, there were only two or three television sets on show, and even these were not priced. I made a few inquiries, but was informed that the prices had not yet been fixed. The controls on all sets were very simple, but I noticed a certain amount of distortion near the edges in some of the pictures. Both direct and indirect (mirror) reception were on view, but there did not seem to be any difference in the quality of the results.

"Some of the cheap radio sets of previous years have disappeared altogether, but the inexpensive sets of to-day incorporate many improvements that were found only in the higher-priced sets two years ago.

"The most noticeable feature of the Exhibition from the point of view of the purchaser is the prevalence of the press-button system of tuning. This system, which appeared at the Paris Wireless Exhibition two years ago in a very timid way, on one or two stalls at the most, became well in evidence at the Foire de Paris earlier this year, and it is therefore no surprise to find that it is now to be seen on every stall. The number of stations available by pressing a button varies from five to eleven, as a general rule, with another button to be pressed if free tuning is required. A press-button all-wave set cost from Frs. 1,000 upwards with a very good choice between Frs. 1,500 and Frs. 2,000. There are several varieties of automatic tuning, but it is obvious that this Press-the-button-and-we-do-the-rest system has come to stay.

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 : : : TRADE NOTES : : :
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H. K. Boice, this week announced his resignation as vice-president in charge of sales of the Columbia Broadcasting System, effective October 20. Mr. Boice's plans will be announced shortly.

Prosperous industrial and farming areas of Michigan, with a total population of more than 600,000, will receive improved service from the National Broadcasting Company beginning Sunday, September 25, when the 4-station Michigan Radio Network becomes affiliated with the NBC-Blue Network, bringing the sum total of stations affiliated with NBC to 158.

Argentina will begin receiving a new series from NBC this week when daily summaries of news in the United States were short-waved to Buenos Aires for rebroadcasting through the cooperation of Radio Splendid, powerful Buenos Aires station.

International Radio Corporation and Subsidiaries--this week reported for the year ending July 31: net income, \$99,040, equ 1 to 52 cents each on 188,400 capital shares, compared with \$180,401, or 96 cents a share, in preceding year.

Dissemination of false advertisements concerning a medicinal preparation designated Gardner's Food Herbs is alleged by the Federal Trade Commission in a complaint issued against Gardner Remedies, Inc., Bigelow Building, Seattle, Washington. The respondent company advertises its preparation by means of radio broadcasts and in newspapers and other publications, according to the complaint.

Nearly a day's time in wages and construction work on one of the buildings at the New York World's Fair 1939 was saved this week when radio facsimile equipment, being used in test transmissions at the Fair grounds, was pressed into service to rush an urgently needed architect's drawing from Philadelphia.

The RMA board of directors will meet on Wednesday, Oct. 12, at the Hote Roosevelt in New York City. This is the regular fall meeting of the RMA directorate to plan the association's services and working program for the coming year. Promotion activities of the association, merchandising and many other industry problems, including the new federal wage-hour law, will be considered by the RMA board.

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FCC TO PROBE COPYRIGHTS IN MONOPOLY HEARING

The row between the National Association of Broadcasters and the American Society of Authors, Composers, and Publishers is likely to be aired before the FCC monopoly investigating committee during scheduled hearings.

The commission in its announcement of plans for the hearing did not mention the ASCAP directly but had this to say of the copyright situation:

"A procedure for dealing with patent and copyright questions, insofar as they affect the broadcasting industry, is now being studied by the committee in cooperation with the Temporary National Economic Committee which was organized pursuant to the recent Congressional resolution authorizing a general monopoly investigation. Representatives of both Committees agreed that such a procedure should be developed cooperatively in view of the Temporary National Economic Committee's plan to make a general study of patents and copyrights. When developments in working out such a procedure warrant, a public announcement concerning the same will be made."

Neville Miller, president of the NAB, recently addressed a letter to Senate Monopoly Committee, which set up the National Economic Committee, and asked that it look into the music copyright controversy.

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O'CONNOR'S DEFEAT A BLOW TO RADIO FOES

The defeat of Representative John J. O'Connor, of New York, for renomination on the Democratic ticket this week brought no tears to broadcasting circles that had opposed a congressional investigation of the industry.

O'Connor, as chairman of the powerful House Rules Committee, brought out the Connery resolution toward the end of the last session after it had been bottled up for almost two years. He then tried unsuccessfully to put it through the House.

Even though he wins the election as a Republican or an independent, he will lose his place as chairman of the Rules Committee. Representative Sabath (Democrat), of Illinois, is in line for the post, but he may be passed over for a younger ranking Democrat.

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TWO COMMISSIONERS OUT FOR HEALTH CHECK

Chairman Frank P. McNinch, of the Federal Communications Commission, returned to Naval Hospital in Washington this week for a health examination, but it was said that he was not ill.

Physicians who attended him during his illness this summer suggested that he return for the examination. He was expected back at his office next week.

Norman Case, another member of the Commission, was expected to go to John Hopkins or a Boston hospital for an examination because of an arthritis attack. He has been absent from his office for a week due to his illness.

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BBC READY FOR WAR-TIME OPERATION

The British Broadcasting Corporation, which supplies Britain with all its radio entertainment and news, is prepared to go on a war basis under which it will scrap all regular programs and supply news broadcasts at fifteen-minute intervals, The World's Press, news trade paper of the British press.

Although the BBC said this week is following its traditional policy of not talking for publication, the magazine says that plans have been made and the bulletins will be broadcast on a twenty-four hour basis. The BBC news program is a completely colorless, completely factual, summary of what has happened--or what has officially been said to have happened.

Already it has been decided that the normal news bulletins broadcast thrice daily, starting at 6 P.M., will be supplemented by additional broadcasts at 10:30 A.M., and 1 P.M. during the European crisis, while the normal Sunday broadcast will be supplemented by two additional news programs. It is said that the BBC is prepared to switch over to a war basis at fifteen minutes' notice.

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An advertising campaign using newspapers and college football programs and alumni magazines will be run by the Atlantic Refining Company during the Fall to tie in with its broadcasts of 168 football games. Merchandising activities will seek a direct response from the radio audience and dealer support for the programs. A new type of contest in which contestants will write titles for cartoons on football will be used in the advertising copy, which will begin Sept. 28 and run for eight weeks. Prizes will include automobiles and cash. N. W. Ayer & Son, Inc., is the agency.

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S-W LISTENERS GET NEWS FIRST HAND THESE DAYS

While the major networks are doing an excellent service in bringing news reports to the American nation on the international situation, short-wave listeners have had the advantage of being able to tune in directly to the principal capitals concerned for almost constant news announcements or official statements.

With the return of colder weather reception of broadcasts from Europe has been clear and loud. An interested listener could tune in Prague, Berlin, Rome, London, and Paris at almost anytime of the night and hear some news regarding the Czech crisis.

The networks, however, have been alert to the news interest in the European situation and have carried direct broadcasts from the capital involved as well as almost continual news flashes and comments.

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BROADCASTERS AND "HAMS" AID IN NEW ENGLAND FLOOD

Broadcasting stations and scattered amateur radio operators played an important role this week in gathering and disseminating news on the disastrous storm and flood that swept New England.

Typical of the service was the activity of Station WJZ, New York, which broadcast eye-witness reports on flood conditions from strategic points over New England.

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The ideas of dealers on the amount of money spent in national advertising by a company whose products they handle vary widely, if a contest conducted by RCA-Victor can be taken as an example. The company recently offered awards for the best guesses as to how much money it has spent in the last ten years in advertising, in which the RCA-Victor name or the trade-mark or Nipper, the dog listening to "His Master's Voice," appears. Guesses ranged from \$1,034 to \$300,000,00. And possibly with his tongue in his cheek, one dealer guessed the staggering figure of \$88,000,000. The winners will be announced next week.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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PRESIDENT WOULD DIRECT RADIO IN CASE OF WAR

As war clouds gather over Europe again, broadcasters of this country for the first time are studying provisions of the Communications Act which deal with the operation of radio stations during a war in which the United States is engaged.

The President would be the supreme dictator of broadcasting and radio communication facilities in the event of war involving this nation.

All present rules of the Federal Communications Commission could be suspended or amended by executive order of the Chief Executive.

Broadcasters who comply with the order, however, would be freed of responsibility for any civil or criminal penalties that existing laws could provide, and they would be compensated for their facilities by a congressional appropriation.

Presumably the FCC would retain its administrative function and the President probably would act through it.

Just how far the President might go in exercising censorship over the material broadcasts is conjectural. Broadcasting, as it exists today, was unknown when the United States was in the World War so that there are no precedents.

The President, however, would be empowered to close any stations he saw fit without hearing or he could turn over the facilities to a government department for use.

The test of the section (606) of the Communications Act dealing with the war emergency powers of the President follows:

(a) "During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or

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liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) "It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communications by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: Provided, That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) "Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) "The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145 of the Judicial Code, as amended."

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HOME OF COMMISSIONER CASE RAZED BY FLOOD

The Providence home of Commissioner Norman S. Case was destroyed last week by the flood which followed the hurricane in New England, according to an unofficial report to the Federal Communications Commission.

Commissioner Case, who has been ill, left the house only twenty minutes before it was swept away, the report stated.

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EXAMINER ACQUITS APPLICANT OF MORAL TURPITUDE

In recommending that the Federal Communications Commission grant a construction permit to Harold H. Thoms, of Asheville, N.C., Examiner George H. Hill this week acquitted the applicant of any moral turpitude although the FCC early this year refused the grant.

Because Thoms was convicted of a North Carolina statute because of something he published in the Asheville Daily News during a bitter political campaign, the commission held that he lacked "the character and qualifications required of a licensee".

The case went to the courts but was remanded to the commission with its consent for a further hearing on the single issue of the applicant's character.

After a number of the town's leading citizens came to Thoms' defense, the examiner found that the conviction involved no moral turpitude and that Thoms was of good character and reputation.

There is now one situation in Asheville, WWNC, Thoms' application is for 1370 kc. with 100 watts power, unlimited time.

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STATION URGED AS SAFEGUARD AGAINST DISASTERS

Construction permits for a special emergency fixed radio communication station and an emergency portable-mobile unit were recommended to the Federal Communications Commission this week by Examiner Robert L. Irwin for the Southern California Edison Company.

"Earthquakes, high winds, sleet storms, floods and brush fires at times are consistent sources of disruption of the applicant's transmission system," the examiner said. "In order that the applicant may be in a position to restore its service as rapidly as possible it proposes to establish sixteen special emergency fixed stations and forty special emergency portable-mobile stations, each to be located in a given area over the applicant's territory. It is expected that if this service is inaugurated, the public will be afforded a more efficient transmission system during emergencies. In addition, it has been shown that the applicant's system would be an effective element in a general aero alarm system in the event of a national emergency."

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A new folder listing all broadcasting stations in the United States and Canada has been issued by the National Broadcasting Company. The folder also shows the assignment of frequencies by the FCC to various services from 10 kc. to 300 megacycles.

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MCGRADY LAUDS ARBITRATION IN LABOR DISPUTES

Voluntary arbitration of industrial disputes is the only rational solution to the American capital-labor problem. Edward F. McGrady, former assistant Secretary of Labor and now voice president of RCA and a director of NBC, declared Tuesday in a dinner given at his honor in New York by the American Arbitration Association.

"Industrial peace is not a God-given product," he said. "It must be cultivated and worked for constantly. Let me put it this way. Conciliation, mediation and voluntary arbitration are the marks of civilization. They are the enemies of distrust and force. They do away with the fang and the claw.

"The time is here for the universal institution of mediation, conciliation and voluntary arbitration as the methods for settling industrial disputes. An agreement reached on equitable grounds is far better than one arrived at by force or legal technicality."

Mr. McGrady praised the work of the American Arbitration Association in settling labor disputes.

"For thirteen years now," he said, "this association has been promoting the use of peaceful and voluntary arbitration in the commercial field, that is, among business firms and groups, throughout the United States. That the association's work has been successful goes without saying; but what is more to the point is the fact that, annually, many millions of dollars have been saved for American business through the use of arbitration to avoid the enormous waste that results from litigation.

"Commercial practices of whole industries have been changed and improved through the good offices of this Association. Good will has replaced rancor, goods have moved, employment has been maintained, and profits have been made in hundreds of cases where lawsuits would have meant stagnation of business and long-lasting ill feeling."

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REGIONAL NET OPENED IN NEW YORK STATE

A new regional New York State radio chain was established Sunday when the newly organized Empire State Network got under way. Comprised of six up-State stations, it is headed by Harold E. Smith, who is organizing a complete sales organization. The stations include WABY and WOKO, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo.

Mr. Smith's first move was to appoint the Loew-owned metropolitan station, WHN, as the only New York City outlet for the network programs.

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The deal designating WHN as exclusive New York outlet was consummated by Mr. Smith; Herbert L. Pettey, associate director, and Frank Roehrenbeck, general manager of the Loew station.

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EDITOR & PUBLISHER EXPLAINS RADIO NEWS BANS

The point of view of publishers who have eliminated all radio news and publicity columns from their newspapers is explained in the following editorial in Editor & Publishers, just out:

"More than 100 newspapers are said to have discontinued publication of radio comment columns. There have been several reasons, both editorial and commercial, for this step. First is that too many of the columns had degenerated from news and critical comment to a haven for handouts. Second is that publication of these columns, free in newspapers, has been used as an inducement by radio salesmen for the creation of radio advertising. Third has been the need for drastic economy in newspaper operation, in directions which would have the least harmful effect upon the newspapers' reader service.

"In our opinion, there has been news in the radio industry from the beginning. There is news in radio programs, though we can find little enough under the present method of eliminating almost all identifying characteristics. The problem has arisen solely because advertisers using the radio, and their advertising agencies, have not regarded newspaper mention as news, but as an element of commercial value.

"A service rendered purely for the benefit of readers has been converted by competitive elements into a sales weapon. An advertiser who has used newspaper space is solicited by the radio salesman with the argument that he can divert his appropriation from newspaper space, get the benefit of radio time and at the same time retain his character in newspapers through news mentions in the radio columns. We have heard it argued to such an advertiser that his radio time cost him nothing, if the free space in newspapers were measured at space rates!

"What advertising value these program and column mentions have, we nor anybody else, can say with conviction. If they do sell goods, as the time salesmen and agencies claim, it seems to us that the advertising agency and all its works can be plausibly called a tremendous economic waste. If these puffs are commercial advertising, of value of the firms they mention, why bother with pictures, color, psychology, market surveys, and all the rest of the trappings that keep advertising agencies busy?

"The answer is that puffs don't sell goods. They give their subject a sense of public importance, flatter his vanity, and help

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to sell him the idea of something for nothing. Experience has demonstrated that there is much more to advertising than mere mention of name. There are sound reasons for market investigations, technical skill in attracting readers, and for most other agency services. There is no sound basis in commerce or ethics for the promise or donation, in conjunction with a radio contract, of free newspaper space.

"Newspapers which eliminate the abuse of their advertising and reader confidence are not boy-cotting radio, in any sense. They are cutting from their own structure a service which had been perverted to their disadvantage, and which has become a fraud on their readers. They are making radio stand on its own feet as an advertising medium. We haven't heard the end of the story yet, but we don't believe newspapers will retrace that step."

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FCC EXPEDITES EMERGENCY APPLICATIONS

The Federal Communications Commission this week called the attention of all licensees of radio facilities in the Middle Atlantic and New England States to the fact that the Commission will expedite the consideration of all requests from existing stations for operation beyond the terms of the licenses for rendering assistance in the emergency existent by reason of the hurricane and floods in certain of these states. Many requests for special operation have already been received and handled promptly.

Rule 23 of the Commission's Rules and Regulations provides for emergency communication beyond and above those authorized by the license during a period of emergency where normal communication facilities are disrupted. Under this rule broadcast stations may handle messages concerning safety of life and property, amateurs may engage in the transmission of such messages and other stations may communicate to points not specified in the license, and in general stations may engage in whatever operations are required to best assure safety of life and prevention of loss of property.

Those persons possessing radio facilities near these areas who from experience know that they may be of assistance in the work but have not been able to make use of the facilities due to failure to contact the responsible parties engaged in the emergency work, may contact the Commission for any requests they have for the use of such facilities in the area.

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Announcement was made this week of the selection of the 1937-38 Sales Promotion Campaign of the Mutual Broadcasting System as one of the fifty direct mail leaders of 1938 by Direct Mail Advertising Association Headquarters, Pennsylvania Hotel, New York.

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RADIO, PRESS PROMOTING WAR, SAYS PREACHER

"Exploiters of patriotism" are trying to draw America into another world conflict, the Rev. Orris G. Robinson charged Sunday from the pulpit of Calvary Methodist Episcopal Church, Washington, D.C.

"Let us resolve to explode the hollow lies and shams of these 'exploiters of patriotism,'" urged the clergyman, adding, "I have it on good authority that there was begun in this country a short time ago, with the co-operation of the press and radio, a wide educational campaign to change the public's attitude regarding war.

"Recalling the war hysteria of '17 and '18, he told the congregation that lest we forget, "overnight, through the propaganda of press, pulpit and Wall Street, we were swept into a self-made hell. Our resources were given freely for a pound of fish, never to be collected."

"Lest we forget," he concluded, "civilization is again at stake, with these 'exploiters of patriotism' and war-madness again at work. As Christians, we must see that such a debacle does not happen again."

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RADIO OFFERS ONLY OUTLET FOR PRAGUE NEWS

With all wire communications cut off, the only news that came out of Prague regarding the Czechoslovakia crisis over the week-end was by short-wave radio. A broadcast from Prague on Sunday, in fact, aroused Hitler to make a reply to the German people via radio on Monday. By this time, however, wireless communication had been restored.

The government short-wave radio station at Prague, Czechoslovakia, whose call letters are OLR4A, stayed on the air without interruption again Saturday, the New York Times noted, repeating its performance of Friday when news bulletins were announced at regular intervals and occasional messages of importance were broadcast in the midst of musical numbers.

During the afternoon and early evening the station was on antenna that "beamed" its waves to Central European listeners. During this period its broadcast, which on Friday were in Czech, Slovak, Ruthenian and English, were made in Central European languages.

At 7:40 p.m., however, the station bade farewell to its European listeners and changed its antenna to beam its waves to listeners in "North America and Canada," as the announcement had it. The first news broadcast of the evening for American listeners was at 7:55 p.m.

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Between announcements of actions taken by the Czech Government in the Sudeten crisis and of air-raid precautions and military moves, the station broadcast musical numbers. In the midst of these it broadcast a program of swing music by an American Negro swing band, currently engaged at one of the so-called "subterranean cafes"--cellar cafes without windows.

The station was heard in this country on 25.34 meters, 11.83 megacycles. During the evening and the early morning until 4 a.m. its signals are heard without perceptible interference. At 4, however, the signal fades and interference makes the announcements unintelligible.

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BBC WOULD ENTERTAIN IN CASE OF WAR

It is believed the British Broadcasting Corporation has completed its plans for the organization of musical and other entertainment programs would continue on the air because suspension might demoralize the public, the New York Times reports from London.

If there is another war the conflict probably will extend to the air in transmissions of propaganda to foreign countries and in efforts to jam hostile transmitters.

The wave length in the medium wave band is particularly liable to interference so the use of ultra-short waves for news broadcasts is being considered.

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Lieut. James L. Kelley, 40, builder and director of WPDW, Washington police radio station, this week was demoted to private and placed on foot patrol duty by Maj. Ernest W. Brown, chief of police.

Kelley, termed "one of the best radio men in the country" by Inspector L. I. H. Edwards, assistant superintendent of police, personally drew the plans and installed the police radio system in 1930. He saved the District nearly \$100,000 by his knowledge and ability to manufacture radio transmitters and receivers.

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: : : TRADE NOTES : : :
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Two minutes before the CBS network was to close down at 2 a.m. Monday, word came from the State Department sources and the staff of WJSV, CBS Washington station, that a crucial message from President Roosevelt would be available for broadcast an hour later. In those two minutes arrangements were completed to keep the network on the air throughout the U.S. Thus Columbia, and its international shortwave transmitter W2XE, were the only facilities on the air to carry the peace plea at 3 a.m.

Continued decrease in American radio exports was reflected in the latest July 1938 report of the U.S. Bureau of Foreign and Domestic Commerce. The July export decrease was 38 percent, total radio exports in July amounting to \$1,620,670 compared with \$2,624,569 in July 1937.

Fifteen years of service to radio were celebrated last Thursday by Alfred J. McCosker, president of WOR and chairman of the board of the Mutual Broadcasting System.

A series of broadcasts dealing with the lives of eminent Catholic literary figures of the last half century has been announced as one of the major features of the course in radio work to be offered at Catholic University, Washington, during the coming year.

Station WOL last week started broadcasting from its new \$50,000 transmitter in Chillum, Md., on 1,230 kilocycles with 1000 watts of power.

The station formerly broadcast on 1,310 kilocycles with 100 watts power.

William H. Priess, president of the International Television Radio Corporation, Jersey City, N.J., has announced that the corporation has completed an arrangement with the investment firm of Mayhew & Reily, of New York and Washington, for the distribution of 1,000,000 shares of its \$1 par value common stock.

The issue has been registered with the Securities and Exchange Commission and public offering will be made by the underwriters in the near future.

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NBC PLANS COMPLETE LATIN AMERICA SCHEDULE

The most comprehensive schedule of American shortwave broadcasts to Latin America ever attempted will be launched by the National Broadcasting Company as a result of assignment by the Federal Communications Commission to NBC of two new shortwave frequencies, it was announced this week by Frank E. Mason, NBC vice-president and director of the International Division.

The two additional frequencies, 9670 kilocycles or 31.02 meters, and 21,630 kilocycles or 13.76 meters, fill out NBC's complement of wavelengths necessary to render year-round day and night service to Latin America as well as European listeners on a regular schedule.

The assignment of the new frequencies, which were made available for international broadcasting by the Cairo radio conference earlier this year, follows the rapid increase in the popularity of NBC's programs with foreign listeners. As evidence of this, letters received by NBC's shortwave stations W3XAL and W3XL have increased tenfold in the past few months, with particular tribute being paid to the news broadcasts in six languages.

Listeners in all parts of the world, and particularly in Europe, have written NBC that these American news reports provide a most trustworthy source of information, as European news distribution is generally subject to government control.

The new 21,630 kilocycles frequency will be used by NBC during the daytime to carry to Latin America the programs which are now beamed toward Europe on 17,780 kilocycles in English, French, German and Italian. All of these nationalities have large representation in South America.

The new 9670 kilocycle frequency will be used to put a better signal into the lower half of South America during evening hours, while the present 6100 kilocycle frequency will be concentrated during the same hours on Latin American listeners nearer to the United States. The same programs, broadcast in English, Spanish and Portuguese, will be heard on these two frequencies.

Operation on the new frequencies will begin immediately, Mr. Mason said. New directional antennae will be installed as quickly as possible so that maximum efficiency in transmission in transmission may be obtained.

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I.T.& T. STOCKHOLDERS GET POSTAL PLAN

The international Telephone and Telegraph Corporation has agreed to submit to its stockholders for their approval that part of the plan submitted by the various bondholders committees of the Postal Telegraph and Cable Corporation for the reorganization of the corporation, which contemplates under a holding company set-up the continuance of the relations between All American Cables and the Commercial Cables and Mackay Radio interests which have existed since before 1938. The acceptance of the plan of the I.T. T. is subject to the consummation of various traffic agreements.

The plan contemplates that the I.T.T. will hold two-thirds of the stock interest in the joint cable and radio properties and that the one-third stock interest will be distributed to Postal bondholders. The Postal bondholders will also receive \$8,107,228. of 4% cumulative income debentures of the Commercial Cables and Mackay Radio properties, and the I.T.T. will receive \$3,293,561. of 4% Cumulative income debentures of the All America Cables properties, and the Postal bondholders will receive \$1,013,403. of All America Cables debentures.

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RADIO "HAMS" AND STUDY OF RADIO

American radio amateurs in thirty States have enabled Harvard scientists to learn new facts about the behavior of the electrified "E" layer some seventy-four miles above the earth, according to Science Service.

Transmission on the ultra-high frequency band of fifty-six to sixty megacycles, a band contemplated for television transmission, has been found to have amazingly long pick-up, 2,500 miles in an extreme case.

More than 700 contacts between amateurs on this band on the night of June 5 showed receptions of these supposed line-of-sight frequencies over distances of 600 miles in many cases. In exceptional cases reception was obtained over distances of over 1,400 miles, report J.A. Pierce and H.R. Mimmo of Cruft Laboratory, Harvard University, in the Physical Review, published today.

Working with amateur contacts assembled by the American Radio Relay League, the Harvard scientists, from the data thus gathered, discovered that two happenings on June 5 led to the amazing distance or DX, reception.

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RADIO RECOGNITION SEEN IN GEDDES A.T.A.E. ELECTION

Bond Geddes, Executive Vice-president of the Radio Manufacturers Association, has been elected to the board of directors of the American Trade Association Executives, the national organization of trade associations. This is a high honor for Mr. Geddes and also recognition of RMA. At the recent national convention of the trade organization at Pittsburgh, Mr. Geddes was one of the six directors chosen for the governing board of organized industry.

Although composed of over 500 commercial bodies representing the automobile, steel, agriculture, aluminum, chemical and other essential industries, the American Trade Association through the election of Geddes will have a representative of the radio industry on its directorate for the first time. Also his selection was due to the fact that he has been active in the legislative and committee work of the national and also Washington organization of trade association executives.

Mr. Geddes has been in charge at the Radio Manufacturers Association now for 11 years. Before that he was manager of the Washington Bureau of the United Press and political news chief at the Capitol for the Associated Press. He served his newspaper apprenticeship on the Omaha Bee, Los Angeles Times, and other papers. Mr. Geddes is also a lawyer and a member of the D.C. Federal Bar Association.

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BBC LIFTS BAN ON BROADCAST RECORDINGS

The British Broadcasting Corporation this week announced that because of the importance of Prime Minister Neville Chamberlain's address to the world, it had suspended its long-standing ban on recordings of a broadcast speech--the ban that prevented the sale in London of phonograph records of King Edward VIII's farewell message.

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GERMAN TELEVISION SERVICE EXTENDED TO MUNICH

The German television-telephone service which has been in operation between Berlin, Leipzig, and Nurnberg for some time already has now been extended to Munich. The service was opened to the general public on July 13, at 8 a.m.

"The picture seems to have improved, the World-Radio observes. "The image is now black and white, although the added brilliance makes the flicker from the 25 frames more noticeable. 180-line definition has been adhered to, as this is the standard for all German television-telephony.

"The introduction of a loud-speaking telephone greatly enhanced the enjoyment and the visibility at the television-telephone. A simple arrangement is used where the moving coil loudspeaker is alternately a loudspeaker and a microphone. There is slight distortion across the picture, which tends to make one's acquaintances seem fatter and broader in the face than you know them to be. The connection between Berlin and Munich is entirely by cable.

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REOPENING OF "BROOKLYN CASE" REQUESTED

Stations WBBC and WVFW, of Brooklyn, and the Federal Communications Commission joined this week in asking the Court of Appeals for the District of Columbia to remand for further hearing before the FCC a case involving a ruling made more than a year ago by the commission barring stations WLTH and WARD from the air.

Officials of the FCC said that the purpose of the request was to allow a new statement of fact to be prepared.

The suit arose from the efforts of the commission to untangle a snarl among four Brooklyn stations, WBBC, WVFW, WLTH and WARD, to which had been awarded a single channel, each using the channel one-fourth of the time. The stations began trying to get additional time and there were numerous hearings.

A year ago the commission decided to eliminate WLTH and WARD and give their time to WBBC. Stations WLTH and WARD took the matter to court, where it has been for more than six months.

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A new 5-kW transmitting station at Redmoss, near Aberdeen, Scotland, was put into service by the BBC on September 9, replacing the 1-kW transmitter that has been serving the Aberdeen district for fifteen years. The old transmitter's wavelength of 233.5 meters (1,285 Kc/s) is retained by the new station.

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WISCONSIN SEEKS CHICAGO STATION'S WAVE

"The sovereign state of Wisconsin has just made application to the Federal Communications Commission, in the name of radio station WHA, University of Wisconsin, for the right to broadcast with 50,000 watts power and for unlimited hours on the 670 kilocycle clear-channel frequency now being used by WMAQ, a station in Chicago owned and operated by the National Broadcasting Company," the National Committee on Education by Radio comments. "This is the major step in a long-planned program to give the state of Wisconsin adequate facilities with which to serve its citizens day and night. The application is certain to arouse historic legal controversy which may be decided ultimately by the Supreme Court.

"The controversy centers around the question of which is more in the public interest--a commercial station admittedly putting on good programs and serving a large audience, or a state-owned station supported by public taxation and dedicated exclusively to the service of the citizens of the state. It is likely also to provide an acid test of the adequacy of present methods used by the Communications Commission in determining what constitutes the public interest, convenience, and necessity in broadcasting.

"This application represents a continuation of the tradition of pioneering in radio which Wisconsin has established. In 1919 the university began regular telephonic broadcasts, thus making WHA the oldest broadcasting station in the country. In 1922 the university broadcast what is without doubt the first music appreciation course ever to be heard on the air. The station was among the first to carry weather reports and agricultural information. It has been among the leaders in introducing other innovations.

"In making the present application, Wisconsin has no ill will for the National Broadcasting Company or for WMAQ. However, of all frequencies, the 670 kilocycle one is most practicable for Wisconsin and, therefore, under the compulsion of the present system of allocation, the state has no alternative but to seek that channel.

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The construction of the large 120 kilowatt broadcasting station at Etimesud, near Ankara, has been completed and taken over by the Government. The station broadcasts both on long and short waves. The long wave transmissions will be made on 1,629 meters and the short wave on 19.74 meters during the day and 31.70 meters at night. The long wave transmitter has been arranged so that it can broadcast from 100 to 2,000 meters. It is understood that the station will ordinarily operate on 60 kilowatts.

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NAB HEAD LAUDS PRESS AND RADIO ON WAR NEWS

Lauding the activities of the American press and radio in their comprehensive reporting of the war crisis as the "greatest news coverage in the history of the world," Neville Miller, president of the National Association of Broadcasters, this week declared that "as a result, the American people are the most highly informed people in the world."

"Whatever direction public opinion here is taking, is based upon complete knowledge of the facts," he said. "In furnishing information from all quarters, the press and radio of America are living up to their highest ideals of service in a democracy.

"No one living or gone before has ever seen such a remarkable demonstration of enterprise in gathering and disseminating the news. We are witnessing and we are hearing the footsteps of history as it touches dangerously near the brink of war. If war is averted, it will be due largely to the force of an informed public opinion. And we have just reason to be proud of the contributions press and radio in this country are making for the world's welfare. They have shown what joint cooperation can do. And they have re-emphasized the importance of each means of communication.

"If one may risk a prophesy from their enterprise, it is this: The veil of diplomatic secrecy which has darkened the understanding of peoples through history, is being torn apart. As the work of press and radio continues, perhaps at some later century down through the years, the world will read and speak the same language. And that language will be the language of peace--for through communication they will have learned to know one another."

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MARCONI TABLETS FOR FRANCE, NEWFOUNDLAND

Two of the late Marchese Marconi's outstanding achievements--his first broadcast across the Channel, and his first transatlantic broadcast--are to be commemorated in France and in Newfoundland, World-Radio reports.

A Committee has been formed in France to raise funds for the erection of a monument at Wimereux, the little costal resort near Boulogne, to commemorate the historic transmission of the first wireless telegraph message. It was on March 27, 1899, that the Marchese Marconi transmitted his first wireless message from Dover to Wimereux, as a gesture of homage to his famous precursor M. Edouard Branly, the discoverer of the coherer.

The Canadian Marconi Company is to undertake the erection, this year, of a suitable monument at Signal Hill, St. John's, Newfoundland, where Marconi received the first transatlantic wireless message.

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O'NEILL PLAY BASIS OF FCC CENSORSHIP TEST

Eugene O'Neill Pulitzer prize play, "Beyond the Horizon" is the basis of a citation issued this week by the Federal Communications Commission against Station WTCN, Minneapolis, in what is admittedly a test of what constitutes profanity on the air.

WTCN's application for renewal of license was set for hearing by the FCC along with those of eight other stations which are alleged to have violated FCC rules or the Communications Act.

The National Broadcasting Company, which carried the O'Neill play on its Blue Network, probably will participate in the WTCN test case although it has not been cited by the commission.

Before setting the case for hearing, the FCC obtained a copy of the continuity used in the broadcast. The action was taken because of complaint from a listener. Officials of the FCC indicated that they are planning no punitive action against the Minneapolis station but wish merely to establish a precedent of what constitutes profanity on the air.

The words objected to in the play were "God" and "damn" although they were not used jointly.

Among other stations summoned for a hearing was WCAM, operated by the City of Camden, N.J. The station is charged with leasing its entire time and the FCC wishes to investigate the management control.

In setting the WCAM renewal for hearing, the FCC took into account the 10-year contract made by the city with Mack Radio Sales Company of Camden, for lease of 1300 of the station's 1500 hours of operation per year at \$20,000. Because this issue is involved in the forthcoming monopoly investigation, it was decided to turn the whole matter over to the committee in charge of that proceeding.

Several other stations were designated for hearing because of general program services, including medical broadcasts. KFOX, Long Beach and KYA, San Francisco, were set for hearing due to program service but more particularly a program of the Basic Science Institute. WNEL and WKAQ, both of San Juan, P.R., were given temporary licenses because of allegedly generally lax operations including block sale of time. KLCN, Blytheville, Arkansas, WJRD, Tuscaloosa, Alabama, and WJBW, New Orleans, were designated largely because of alleged violation of FCC technical regulations.

It was also learned that a number of letters have been received by the FCC against a recent Judge Rutherford Jehovah's Witnesses program broadcast in the Midwest. The Commission has asked the stations involved to submit the continuity, but no course of action has been decided upon. In the past other complaints have been made against the anti-Catholic broadcasts of this religious group.

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EDUCATION OFFICE EXPANDS RADIO ACTIVITIES

Through a recent \$200,000 WPA grant, the U.S. Office of Education is expanding its radio activities under the direction of William Dow Boutwell, it was announced this week.

New programs are planned and the staff which prepares them for broadcasting over commercial networks has been expanded. Part of the WPA grant, moreover, will go to educational institutions for the promotion of courses in radio programming and management.

These include: University of Florida, Indiana State Teachers College, University of Kentucky, Louisiana State, University of Minnesota, University of Oklahoma, University of South Carolina, University of Indiana, Bureau of Adult Education of the New York State Educational Department and the Department of Public Instruction, Schenectady.

The Federal Educational Radio Project under Dr. John W. Studebaker, Commissioner of Education, will share in the grants and expand the script exchange organized last year to make available to schools, colleges and radio stations educational programs for local production. Funds have been collected from industry to support this venture as a means of developing educational radio programs. To date 185 scripts have been prepared and 145,000 copies distributed for use on 148 radio stations.

To its staff the Radio division has just added Gilbert Seldes, television director of CBS and a noted author, who will work on a parttime basis writing a new series titled Immigrants All-Americans All which on November 14 will replace the Brave New World on CBS Monday's 10:30-11 p.m. (EST) and run for 26 weeks. The series will be devoted to dramatizations of contributions the various races have made to American life.

Mr. Boutwell announced the addition of three more experienced radio people to his Washington staff. They are Irve Tunick, formerly continuity director of WINS, New York, Osmund Molarsky, script writer, and Selma Goldstone, writer formerly with Roger White Productions, New York.

The staff now numbers 157 engaged in writing, production research and the operation of Script Exchange. About 40 of these are stationed in New York under the direction of Philip Cohen, who has just returned from London where he made a three-month study of BBC under a Rockefeller Foundation scholarship. Mr. Cohen is assisted as director by Mitchell Grayson, formerly in the cast of the Broadway production Having a Wonderful Time.

In addition to the Immigrants All series, the project will continue The World Is Yours now on NBC-Red, Sundays, 4:30-5 p.m.

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 :::: TRADE NOTES :::
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Neville Miller, President of the National Association of Broadcasters, is one of the four speakers who will discuss radio's effect on public opinion when Lyman Bryson's "The People's Platform" is heard over the Columbia network on Sunday, October 2. (WABC-CBS, 7:00 to 7:30 P.M., EST)

The Burma Independent Wireless Subdivision, Rangoon, Burma, in connection with Government radio broadcasting in Burma, is planning to make provisions of supplies of battery operated receiving sets for villages, and desires catalogs and descriptive information, together with prices, the Commerce Department reports. The sets must be of simple construction and relatively low cost. There is heavy rainfall from May to October, and very high humidity, and special insulation of parts is indispensable to satisfactory service.

A Washington attorney has filed an application with the FCC for a permit to construct a new radio station in the Capital to operate on 1,310 kilocycles with 100 watts power at night and 250 watts during the day, unlimited time. The frequency and facilities are the same as were used by Station WOL until last week. The commission will hold a hearing on the application.

Formal announcement in the style of engraved invitations was made this week by the Wilkins Coffee Company, of Washington, that it would sponsor a series of radio broadcasts over Station WRC by Sil Willmott Lewis, Washington correspondent of the London Daily Times, on Mondays, Wednesdays, and Fridays, 7:45 p.m., beginning next week.

A series of articles of United States short-wave broadcasting stations has begun in World-Radio, organ of the British Broadcasting Corporation. The first was on W2XE, CBS outlet, of Wayne, N.J.

A further increase in the number of radio licenses in Sweden was recorded during the second quarter of 1938, when 21,453 new licenses were issued. On June 30, the total number of licenses thus stood at 1,156,781, or 184.1 per thousand inhabitants. For the capital of Stockholm the corresponding figure was 247.2 licenses per thousand.

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CRAVEN DISSENTS AS FCC GRANTS WHBF APPLICATION

Commissioner T.A.M. Craven, formerly chief engineer of the FCC, this week dissented when the commission granted a construction permit to Station WHBF, Rock Island, Illinois allowing it to transfer from 1210 to 1240 kc. and to increase its power from 100 watts to 1kw.

Said the commission in justification of its grant:

"The record establishes that by granting this application the service of WHBF will be extended to serve a greatly increased population during daytime hours; the nighttime signal will be extended to serve a substantially increased population; the past program service of WHBF has been meritorious and in the public interest, and this service will be extended; WHBF, operating as at present, is unable to adequately serve the Rock Island, Illinois, Area; operating as proposed the station will more efficiently serve this area.

Craven in his dissenting said:

"In my opinion the evidence in this case does not indicate a paramount need for the operation of Station WHBF on the frequency of 1240 kc in the Tri-City area. The evidence does indicate, however, that necessary improvement to the service of WHBF in the Tri-City area can be accomplished by a proper application of sound engineering utilizing the frequency of 1210 kc now assigned that station. In view of these circumstances, and in view of the inherent technical limitations of the broadcast frequency band, and in consideration of the duties of the Communications Commission in administering the policy specified by Congress in Section 307 (b) of the Communications Act of 1934, as amended, it is my opinion that the instant application should be denied.

Chairman McNinch and Commissioners Norman Case and George Henry Payne were absent when the action was taken.

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KDKA USE BLIMP TO FIND TRANSMITTER SITE

A 15-foot-long blimp sailed into the sky this week carrying a 1,000-foot antenna on an aerial survey of several possible sites for a proposed new transmitter to strengthen the primary broadcast signals of station KdKa, the world's first commercial radio broadcaster, Pittsburgh.

Ealter C. Evans, manager of the radio division of the Westinghouse Electric & Manufacturing Company, owners of the station, authorized the experimental studies following filing with the Federal Communications Commission of an application for

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permission to move the transmitting plant from its present site at Saxonburg, 23 miles from Pittsburg.

Westinghouse radio engineers are using the gas-filled balloon antenna to determine the broadcasting efficiency of several sites under consideration.

The proposed change to within 10 miles of the city's center, they explained, would strengthen KDKA's signal strength in the metropolitan area several times, marking another advance in the station's 18 years of broadcast pioneering. During these years its power has increased from 500 watts to 50,000 watts.

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MULTI-MICROPHONE FOUND SUCCESSFUL BY BBC

During the last three years broadcasting by the British Broadcasting Corporation of big-scale musical shows has been the subject of a number of experiments in studio technique. Some of the complicated productions such as operettas and light and comic operas which, at one time, were broadcast from a number of isolated studios linked to a remote dramatic-control panel, are now handled in one large studio: in these operetta-type productions the "multi-studio" method has been replaced by what is known as the "multi-microphone technique."

The studio used is actually a converted theatre--St. George's Hall, the headquarters of the BBC'S Variety Department, where music-hall and variety programs are also performed before an audience. By means of collapsible rostrums, the stage space in St. George's Hall can be extended over the area occupied by the orchestral well, which means that the studio can be used for every type of show--from a light operatic performance, with a large chorus and augmented orchestra, to a small-scale revue with a dance-band combination, or an intimate cabaret act.

The "multi-microphone" equipment consists of seven ribbon microphones and a six-table gramophone unit, which are controlled by the microphone technician, or balancer, by means of an eight-channel 'mixing' unit, housed in a glass-fronted listening cubicle high above floor level on the side of the stage. From this vantage point the balancer and the producer can see and hear cast, chorus, and orchestra throughout the course of the programme. In direct communication with the listening cubicle is a remote listening room, which is equipped with a microphone connected to a loudspeaker in the theatre, thus enabling the producer, if he so desires, to direct rehearsals while listening to them under the conditions of the ordinary listener.

Additional reverberation can be obtained by means of a remote 'atmosphere' microphone, so placed that it cannot pick up

direct sound. When a definite 'echo' effect is required, the 'atmosphere microphone is placed in an adjacent cement-walled passage. When partial segregation of any scene or effect is necessary, rock-wool tents or mobile screens are used.

It has been found that apparent changes in acoustics, in perspective, and in quality can be obtained by microphone placing and mixing. In order to simplify the 'positioning' of artists, a non-absorbent canvas carpet, marked out in numbered spaces, is used, and on this carpet there are red lines indicating the axis of the microphone, and also the approximate limits within which artists must work. At rehearsals, therefore, artists may be given fixed positions.

Essentially, the system consists of using different microphones in such a way that the listener is helped to visualise the action as it would appear upon the stage. Changes of sound are denoted by altering the acoustical 'colour'; dramatic effect can be heightened by changing over from one arrangement of microphones to another. The standard lay-out makes use of five microphones: one for the orchestra, three at varying heights and distances for the artist, and the 'atmosphere' microphone previously referred to. The three microphones for the artists are not used simultaneously, but any one of them can be selected to give the required effect. The 'atmosphere' microphone helps when required, to give a strikingly realistic impression that the performance is taking place in a hall having acoustics quite different from those of St. George's Hall.

Two members of the BBC production staff--Rex Haworth and Gordon McConnel, working in collaboration with F.W. Alexander, a BBC research engineer--have carried out the experiments. In 1934, Gordon McConnel visited Italy to examine the methods of technicians there. He found that Dott. Ing. Tutino, the leading expert of E.I.A.R., the Italian Broadcasting organization, had adopted and developed to a fine art a 'multi-microphone' technique. Subsequently, by pooling ideas, the foundations of the present St. George's Hall system were laid.

Recordings have been made of important productions so as to form a historical record of the progress that has been made.

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NBC SCORES SCOOP ON PEACE AGREEMENT

The National Broadcasting Company, which has been giving its listeners an intensive coverage of the European crisis, claimed a scoop on Thursday night when it broadcast over 158 stations the full text of the peace agreement signed by Chamberlain, Delaider, Mussolini, and Hitler at Munich.

Max Jordan, NBC continental representative, read the complete text starting at 7:44 p.m., beating its earliest competitor by 46 minutes and its next rival by two hours and sixteen minutes.

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MCGRADY OF RCA LAUDED BY WASHINGTON POST

Following is an editorial which appeared in the Washington Post following the testimonial dinner given by the American Arbitration Association in New York this week for Edward F. McGrady, vice-president of RCA:

"The American Arbitration Association made a wise choice when it bestowed its first medal for distinguished service in industrial arbitration upon Edward F. McGrady, former Assistant Secretary of Labor, and now vice-president of the Radio Corporation of America.

"Mr. McGrady possesses that rare combination of a thorough and sympathetic knowledge of labor problems and an understanding of the economic limits to which industry can reasonably be asked to go in making concessions. And equally as important as his specialized knowledge is his evident ability to inspire confidence in both employers and employees.

"One of the outstanding features of the dinner given in his honor was the varied character of the representation. Men and women who regard themselves as belonging to antagonistic economic and social groups were present. According to the American Arbitration Association the dinner was attended by A.F. of L. and C.I.O. leaders, by bankers, prominent industrialists and representatives of many different industries. "Bankers and stonecutters "rubbed elbows," it was stated, "garment workers and important industrialists supped together on the same food."

"The contacts made through friendly intercourse on a purely social occasion such as this may be most useful in furthering cooperation between labor and capital for industrial peace. Preliminary friendly contacts are especially valuable in providing a basis for the voluntary settlement of differences which Mr. McGrady urges as a substitute for force and as the best possible method of promoting peace and goodwill in industry.

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Illness of Commissioner Norman S. Case, chairman of the FCC Superpower Committee, has resulted in delaying consideration of the Committee's report on the application of WLW for renewal of its special experimental license to continue with power of 500,000 watts.

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