

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

## INDEX TO ISSUE OF OCTOBER 4, 1935.

FCC Grants Five Licenses In Brooklyn Radio Row.....	2
Shanghai Plans New 10,000-Watt Radio Station.....	2
S O S May now Be Received On Automatic Receiver.....	3
World News Stimulates Radio In Austria.....	3
Broadcasters Turn To Colleges For Trained Youths.....	4
Prall Explains Stay Order For Attorneys.....	6
Tradesmen First Guests Of New WGN.....	6
FCC Names Assistant Counsel In Telephone Inquiry.....	7
Radio Device Helps Guard U.S. Gold Reserve.....	7
Newfoundlanders Prefer All-Wave Receivers.....	8
FCC Charged With Censorship On Its Own News.....	8
Educational Station Wins Scrap With Commercial.....	9
Sarnoff Finds U.S. Still Leads In Radio.....	10
REA Cites Scarcity Of Radios On The Farm.....	11
Industry Notes.....	11
Applications Granted By FCC Broadcast Division.....	12

No. 865

*J.H.*  
*G.D.* *P.G.* *Er.*

## FCC GRANTS FIVE LICENSES IN BROOKLYN RADIO ROW

Terminating a battle of several months for broadcasting privileges in Brooklyn, N. Y., the Federal Communications Commission this week granted the applications of five stations and denied the requests of five others. The order becomes effective at 3 A.M. November 15.

The Brooklyn Broadcasting Corporation and The Brooklyn Daily Eagle applications were approved, the two stations to share time equally. Both will operate on 1,400 kc. frequency.

The Rensselaer Polytechnic Institute, Troy, Station WHAZ; the Fifth Avenue Broadcasting Corporation, Station WFAB, and the People's Pulpit Association, Brooklyn, Station WBBR, were granted renewal of their license.

The following applications were denied:

United States Broadcasting Corporation, Brooklyn, Station WARD, four separate applications; Voice of Brooklyn, Inc., Brooklyn, Station WLTH, two applications; Paramount Broadcasting Corporation, Brooklyn, Station WVFW, three applications; Arde Bulova and Norman K. Winston, Brooklyn, and Debs Memorial Radio Fund, Inc., New York City.

To the Brooklyn Broadcasting Station, WBBC, was assigned the facilities of Stations WARD and WVFW, while to The Brooklyn Daily Eagle was granted a construction permit for a new station, utilizing the facilities of Stations WARD, WBBC, WVFW and WLTH.

A Commission Examiner several months ago told the Commission that if The Daily Eagle application was denied that channel should be assigned to Bulova and Winston. Both applicants, his report said, showed equally sound plans and financial responsibility.

X X X X X X X X

## SHANGHAI PLANS NEW 10,000-WATT RADIO STATION

A contract for the construction of a 10,000-watt broadcasting station at Shanghai have been let to the "Telefunken" German interests, according to a report to the U. S. Bureau of Foreign and Domestic Commerce.

The station, with two iron towers weighing 40 tons each, will be the second largest in China, being second to the 75,000-watt transmitter at Nanking.

X X X X X X X X

## S O S MAY NOW BE RECEIVED ON AUTOMATIC RECEIVER

Standards for an automatic alarm receiver to be used by American ships which carry only one radio operator were approved this week by the Telegraph Division of the Federal Communications Commission in the interest of safety of life and property at sea.

Regulations annexed to the International Telecommunication Convention, Madrid, 1932, provide for an automatic alarm signal to consist of twelve dashes sent in one minute, the duration of each dash being four seconds and the duration of interval between two dashes one second. The purpose of this special signal is to set into operation the auto-alarm apparatus on a ship to give the alarm. The alarm signal shall, as a general rule, immediately precede the distress call sent by radiotelegraphy on 500 kilocycles.

At the present time there are about 1500 ships of the United States voluntarily equipped with apparatus for radio-communication. Many of these ships only carry one radio operator and obviously cannot maintain a continuous listening watch. In case of distress, a vessel of this type might be in the immediate vicinity of the vessel sending out distress signals and would not be advised of the circumstances. Should the auto-alarm receiver be installed, the transmission of alarm signals by the vessel in distress would serve to arouse the operator of the nearby vessel and thus obtain its assistance.

X X X X X X X X X

## WORLD NEWS STIMULATES RADIO IN AUSTRIA

As a reaction to recent world developments, a notable stimulation in interest in radio broadcasting is evident in Austria, according to a report to the Commerce Department from Commercial Attache Gardner Richardson, Vienna. On December 31, 1934, he points out, the number of licensed radio sets in the country totaled 527,295 compared with 507,489 on December 31, 1933, an increase of 19,816.

Radio receiving set owners in Austria, the report states, are subject to a listeners' fee, the proceeds of which are used to finance the only Austrian and government controlled broadcasting company, the "Ravag."

Importation of radio sets into Austria is subject to special permits and these are granted for sample sets only. Imports of radio parts not manufactured in Austria have increased greatly.

X X X X X X X X X

## BROADCASTERS TURN TO COLLEGES FOR TRAINED YOUTHS

College yells may become the sign-off announcements of American broadcasting stations because of the increasing tendency of broadcasters to turn to the universities for trained young men in practically every field of radio.

As another semester opens, it is apparent that the advanced schools all over the country are going in more than ever for special courses in broadcasting, including announcing, radio advertising, script writing, play production, and broadcasting technique. This training service is additional to the increasing use of broadcasting by colleges and universities in the traditional liberal arts courses.

For years broadcasters salvaged their talent from other professions because no institutions of repute were offering to train the youth. Announcers for the most part were young men who had been taught to make the most of their vocal chords in singing lessons; advertising writers were trained chiefly in the art of printed advertising.

Among the regular higher educational institutions, exclusive of specialized schools, offering courses in the radio field this Fall are: New York University, Boston University, the University of Southern California, the University of Denver, Ogelthorpe University, Northwestern, Iowa State University, Drake, Kansas State, Boston University, Michigan, Syracuse, Rochester, Akron, and Western Reserve.

An explanation of the attitude of the educators in entering this new field may be found in a statement by Dr. H. C. Harshbarger, Assistant Professor of Speech at Iowa State University. He refers also to the value of operating a broadcasting station in conjunction with the courses.

"The university station should provide a laboratory in which gifted students can train themselves for radio careers", he said. "I am quite aware that all mortals seem to feel that they are God's gift to radio, and that all students who get into the departmental courses think of themselves as the logical successors to Graham McNamee.

"Probably, too, beginners in dramatic art feel that the Barrymores are really wasting their time, and similarly it is no doubt true that students of banking feel that until they can take the place of J. Pierpont Morgan that the finances of the world will remain in fairly bad shape. But it is reasonable to hope that the student of broadcasting will have the same relation

to radio that the student of acting has to the theater, the student of government to politics, and so through the entire range of subjects in which students interest themselves. Certainly as teachers we owe ambitious and talented students the wisest direction we can give them.

"Another reason for my conviction of the necessity of using the university station as a laboratory for talented students is the nature of the radio industry. No medium of communication can use up so many ideas and so much talent in the course of a year. Week in and week out, regardless of whether you operate the largest network or the lowliest hundred-watter, whether you are in business for money or for education, your primary problem is to hold the audience. To hold that audience requires the use of all the brains and imagination which can be brought to bear. If the broadcasting industry in America is to maintain and elevate its program standards it must have trained young men and women who possess imagination, brains, and energy."

An indication of the nature of a general course in radio broadcasting may be found in the following explanation by Prof. H. B. Summers, of the Department of Public Speaking at Kansas State College of Agriculture and Applied Science, which offers three courses: radio speaking and announcing, the radio program, and program participation. He says:

"The most practical feature of our courses as they now stand is the presentation over the college radio station, KSAC, of seven student programs each week; prepared, directed and presented entirely by students. Five of these programs are of the informative type, each covering current news and timely discussions in some given field, such as national affairs, news of the colleges, etc. On each, from four to six students are used; one presenting a review of the news of the week, with comments; a second (usually) presenting a feature-type talk, stressing novelty, humor or human-interest elements; and others presenting either more serious talks, or using dialogue, dramatic, interview or forum methods of presenting information.

"The six program includes ten minutes of music, and a 20-minute period modeled after the 'March of Time' broadcasts, but taking up high lights in historical events which occurred during the corresponding seven days. The seventh program includes 20 minutes of music, and a ten-minute dramatic presentation, with scenes laid in college settings.

"All of these programs are student planned and student directed. Continuities for all programs are prepared entirely by students. And only students take part in the programs themselves, as directors, continuity writers, speakers, musicians, or actors. Probably from the standpoint of actual student participation, our courses here go about as far as do any offered in any college in the country - at least, as far as I have been able to discover."

X X X X X X X X X X

## PRALL EXPLAINS STAY ORDER FOR ATTORNEYS

Following publication of a report that ten attorneys with the Federal Communications Commission had been given permanent appointments by Executive Order although they were out-classed in a competitive examination, Chairman Anning S. Prall issued a statement defending the order (See last news letter).

"For nearly a year these attorneys have been doing highly specialized and valuable work for the Communications Commission", he said. "To have displaced them would unquestionably have slowed down and restricted the efficiency of the Commission.

"It is interesting to note that all of the ten attorneys who were old enough to do so performed work of a civil or military character during the World War. The one woman included in the ten had two brothers in the active military service, one of whom is now a totally disabled veteran while the other met his death in the service."

The ten attorneys appointed on a permanent basis by virtue of the Executive Order, effective October 1 are the following:

Walter D. Humphrey, James A. Kennedy, George M. Harrington, Abe L. Stein, Basil P. Cooper, James L. McDowell, Annie Perry Neal, Robert M. Fenton, Frank U. Fletcher and Melvin H. Dalberg.

X X X X X X X X X

## TRADESMEN FIRST GUESTS OF NEW WGN

Workers who built the new Chicago Tribune's WGN radio building were the honored guests at the two-hour dedication program last Tuesday night, October 2, in which they were introduced to something of the mysteries of this radio world which they had housed so beautifully in silver and blue and softly changing colors.

Half of the 550 engineers, artists, and artisans who have worked for 276 days on this structure which combines the latest technique of the radio laboratories and the enduring beauty of stone that has been characterized as 'frozen music' were with their families.

"This means more than just giving you the first show here", said Col. Robert R. McCormick, editor and publisher of The Tribune, who has watched the progress of these men at their work with keen interest. "This is a celebration where you in front turn over this building to the people on the stage."

X X X X X X X X X

## FCC NAMES ASSISTANT COUNSEL IN TELEPHONE INQUIRY

Samuel Becker was appointed Assistant Special Counsel October 3rd at a salary of \$9,000 per annum, to be in full charge of the legal work incident to the special investigation by the Federal Communications Commission of the American Telephone and Telegraph Co. His appointment is effective October 15, 1935, and he will serve in that capacity until the appointment of the Special Counsel when he will assume the duties of First Assistant to the Special Counsel.

Mr. Becker, who is 32 years old, was born and reared in Milwaukee, Wis. After completing the public school courses of Milwaukee, he attended the University of Wisconsin where he received his A.B. degree in 1922. Then he attended the Harvard Law School and received his LL.B. in 1925, and in 1926 Harvard conferred on him the degree of Doctor of Juridical Science.

While attending Harvard in the year 1925-26, Mr. Becker was Research Assistant to Professor Bohlen, and reporter for the Law of Torts for the American Law Institute. During the year 1926-27, he was Assistant Professor of Law at the School of Law, Tulane University at New Orleans.

From 1927 to 1931 Mr. Becker practiced law in Milwaukee, after which he was appointed Executive Counsel to Governor Lafollette during the term of 1931-1932. During that period he was also Special Counsel for the State of Wisconsin in several important cases, and also assisted the Public Service Commission in its investigation of the telephone company's rates.

Subsequently he was Counsel in the Public Works Administration. In 1934 he returned to Wisconsin and was employed by the PWA as Counsel for Wisconsin, and on August 5, 1935, he was appointed General Counsel to the Power Division of the PWA.

X X X X X X X X

## RADIO DEVICE HELPS GUARD U.S. GOLD RESERVE

Sensitive "radio ears" will do their part in guarding the Treasury's gold bullion at the projected new vaults under construction in San Francisco and Fort Knox, Ky. While these vaults will be built of the most impregnable steel and concrete and will be guarded day and night, an elaborate system of mechanical alarms will be installed to supplement the human guards.

Throughout the whole building at Fort Knox, for instance, sensitive microphones will be installed and connected to a central guard room. These will record the most trivial sounds and warn the guards of any unusual noises.

X X X X X X X X

## NEWFOUNDLANDERS PREFER ALL-WAVE RECEIVERS

That radio is making steady progress in Newfoundland is shown in a report from Vice Consul C. C. Sundell, St. John's made public by the Commerce Department.

It is conservatively estimated, the report states, that there are at the present time more than 8,000 receiving sets in use in the Island, most of which are all-wave. Of these, over 80 percent are of American origin. The number of new sets is constantly being augmented by imports from the United States, such importation being encouraged by the reduced 1935 customs tariff and the fact that there is no preferential tariff on sets imported from Great Britain.

The receiving sets enjoying the greatest popularity in Newfoundland are the all-wave table models, the report states, pointing out that this is due primarily to the standard of living of the masses which precludes the sale of the more expensive models.

An expert of the British Broadcasting Corporation is now making a survey of the technical end of the unification of broadcasting in the Island, with the view to determining just where in Newfoundland a broadcasting station should be established to serve the entire Island, the Vice Consul reported.

X X X X X X X X

## FCC CHARGED WITH CENSORSHIP ON ITS OWN NEWS

Although the Federal Communications Commission is specifically forbidden from censoring radio programs by the Communications Act, it is now being charged with censoring the news reports of its own actions.

The latest complaint comes from Editor & Publisher, trade organ of the American Newspaper Publishers' Association. It follows closely a similar protest from Variety, trade periodical of the amusement business.

James J. Butler, Washington correspondent of Editor & Publisher, in a story to his paper says:

"A censorship has been imposed at the Federal Communications Commission to prevent inquisitive newspaper correspondents from obtaining information with which to interpret and elaborate upon fragmentary facts disclosed in the Commission's official handouts, it was discovered this week.

"A blunt refusal to open Commission minutes to public inspection was voiced by Herbert L. Pettey, secretary of the government body, when a representative for a Pacific Coast paper attempted to find out what action had been taken on the appeal of a broadcasting station from an adverse decision of the Broadcast Division. Pettey's action conflicts with Commission rules as well as with provisions of the 1934 Communications Act.

"Admitting that the documents 'technically' are available for examination by the public, Pettey announced he has no intention of allowing newspaper correspondents to have access to the records because great inconvenience would result. Furthermore, the Commission official declared, newspapermen are furnished with all the information the government agency believes they require, through the medium of daily and weekly mimeographed statements.

"The latest incident in a series of moves to throw a veil of secrecy around Commission activities had the effect of partially concealing from the public the fact that Commissioner Irving Stewart at a recent meeting had severely criticized his colleagues for failure to observe official regulations and established policies. Although Stewart's remarks were offered for the official minutes, no hint of the criticism reached the public through official channels.

"Under established procedure, a brief record of action on pending applications by various Commission divisions is sent to the press room each week to be mimeographed and distributed to correspondents. Supplementing this service, the FCC releases in similar fashion hand-picked information, such as Examiners' reports, statements of grounds for decisions, and new applications filed by existing broadcasting stations, license-seekers, and telephone and telegraph companies.

"The formal 'handouts' contain only the most essential details, containing little if any background. Additional information, however, is contained in the Commission minutes which this week Secretary Pettey announced would not be opened to newspapermen. With a few specific exceptions, Commission documents, under the printed rules and regulations governing practice and procedure of the FCC are to be made available for public inspection."

X X X X X X X X

#### EDUCATIONAL STATION WINS SCRAP WITH COMMERCIAL

The University of Illinois, which operates an educational station, WILL, at Urbana, Ill., won the first round of a scrap with a commercial station, WIBW, of Topeka, Kans., this week when Examiner Seward recommended that the Federal Communications Commission reaffirm its grant of an increase in power for WILL.

The Topeka Broadcasting Association, which is owned by Senator Arthur Capper's publications, protested against the original grant on the ground that it would impair the value of WIBW as an advertising medium. WILL sells no time. Owners of WIBW said that about \$250,000 had been invested in the station and that a substantial audience had been built up among the farm population of the Middle West. Evidence offered indicated possible interference in the central part of Missouri and the southern part of Iowa.

Examiner Seward held, however, that WIBW failed to show that the increase of WILL's power from 250 watts to 1 KW, daytime, and a shift from 890 to 580 kc. "would curtail the advertising business of the protestant to any appreciable extent."

Denial of an application of WSYR-WSYU, Syracuse, N.Y. for an increase in power from 250 watts to 1 KW on 570 kc. was recommended by Examiner Walker while admitting that the extra service was needed. Granting of the application, he said, would further increase the over-quota condition of New York State.

X X X X X X X X X

#### SARNOFF FINDS U.S. STILL LEADS IN RADIO

Radio transmission and radio research in the United States are still well in advance of Europe's, despite recent progress there, David Sarnoff, President of the Radio Corporation of America, declared on his return to New York early in October after two months abroad. Mr. Sarnoff visited England, France, Belgium, Holland, Austria, Hungary, and Czecho Slovakia.

"I studied the technical developments in the important radio laboratories in Europe", he said, "and saw their latest television experiments. While interesting research work is being done along these lines in several European countries, the progress being made in our own country, is in advance of anything I saw abroad. America continues to lead the world in radio.

"There are three fundamental differences between radio in Europe and in the United States.

"First: European listeners are required to have a government license and must pay an annual fee for the privilege of listening.

"Second: The prices paid by the public for radio receiving sets and radio tubes, are very much higher abroad than they are at home.

"Third: Broadcast transmission in Europe, is generally a government monopoly and the radio programs are under strict governmental control and censorship. In England, the B.B.C., while government owned, is nevertheless permitted to exercise a measure of freedom; but in other European countries, especially where dictatorship is the order of the day, radio is primarily

used for propaganda purposes and to perpetuate the power of those in control. In such countries, no word of opposition to those in control may be uttered, nor may any difference with their opinions be expressed. It is significant that in countries where the freedom of radio is prohibited, the freedom of the press has likewise been abolished."

X X X X X X X X

#### REA CITES SCARCITY OF RADIOS ON THE FARM

The Rural Electrification Administration is going to help the radio industry sell more receivers to the farmers, it appears from a pamphlet issued by the REA on "What Every Farm Leader Should Know About Rural Electrification."

By means of an illustrated chart under the heading "Too Many Farms Are Behind The Times", the REA pamphlet shows eight radio tubes on the side of farms without radios and only two on the side of farms with sets. The tubes, a footnote explains, each represent 10 per cent of all farms.

All of which means that only 20 per cent of the farms of the nation are equipped with radio receivers. Yet the same chart shows that 60 per cent of the farms have cars and 35 percent have telephones.

X X X X X X X X

:::: \_\_\_\_\_ ::::  
 :::: INDUSTRY NOTES ::::  
 :::: \_\_\_\_\_ ::::

The Federal Communications Commission announced on October 2 that the time for filing reports required by Commission Order No. 13, requiring holding companies to file reports for 1934 with the FCC by October 15, has been extended 45 days due to a delay in printing the forms. The extension applies only to those companies required to file reports on Form H.

-----

The City of Boston designated Stations WNAC and WAAB, of the Yankee Network, as official radio stations of the city, September 30. Mayor Mansfield placed at the side of The Yankee Network headquarters entrance a bronze plaque, bearing the device of the City of Boston.

X X X X X X X X

10/4/35

APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

KMLB, Liner's Broadcasting Station, Inc., Monroe, La., CP to make changes in eqpt. and change method of modulation from low to high; WOOD, Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich., authority to install automatic frequency control; same for WXYZ, Detroit, Mich; WFBC, Greenville News-Piedmont Co., Greenville, S. C., Mod. of CP approving transmitter site at Piedmont Highway, U.S. 29, Greenville, S.C., extend commencement date to 30 days after grant and completion date to 180 days thereafter; WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa., Mod. of CP to extend completion date to Jan. 17/1936; WHN, Marcus Loew Booking Agency, New York City, renewal of license for the regular period; 1010 kc., 1 KW, unlimited; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., license to cover CP authorizing changes in equipment and increase in day power to 250 watts.

Also WJAY, The Cleveland Radio Broadcasting Corp., Cleveland, Ohio, CP to install new equipment, move studio location locally and transmitter locally to site to be determined with Commission's approval; KINY, Edwin A. Kraft, d/b as Northwest Radio Advertising Co., Juneau, Alaska, Mod. of license to change name from Edwin A. Kraft, d/b as Northwest Radio Advertising Co. to Edwin A. Kraft; KSO, Cedar Rapids Broadcast Co., Des Moines, Ia., Mod. of CP approving transm. site locally extend commencement date to 60 days after grant and completion date to 180 days thereafter; KQV, KQV Broadcasting Co., Pittsburgh, Pa., Mod. of CP to extend completion date to Jan. 19,36; WTAQ, Gillette Rubber Co., Green Bay, Wis., consent to voluntary assignment of CP to WHBY, Inc.; WNYC, City of New York, Dept. of Plant & Structures, New York City, CP to move transmitter locally foot of Greenpoint Ave. and East River, Brooklyn, and make changes in antenna.

Also, New, Brown Radio Service & Lab. (Gordon P. Brown, Owner), Rochester, N. Y., CP amended, removed from hearing docket and granted, for new station to operate on 1210 kc., 100 watts daytime; New, Don Lee Broadcasting System, Portable-Mobile (Los Angeles) Granted CP (Temp.b/c Pickup); freqs. 1646, 2090, 2190, 2830 kc., 100 watts; KNEF, Radio Service Corp. of Utah, Portable-Mobile (Salt Lake City, Utah) license to cover CP (Temp. b/c pickup); freqs. 1646, 2090, 2830 kc., 200 watts; WOEG, General Electric Co., Portable-Mobile, Schenectady, N.Y., license to cover CP for temp. broadcast pickup service; freqs. 1606, 2020, 2102 and 2760 kc., 50 watts.

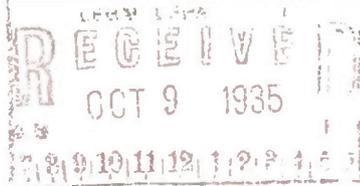
X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL—Not for Publication**



INDEX TO ISSUE OF OCTOBER 8, 1935.

FCC Issues Rules Governing Radios Aboard Lifeboats.....	2
Another President's Son Enters The Radio Industry.....	3
More Power Recommended For WSAR By Examiner.....	3
Television Held Delayed By A. T. & T.-FCC Scrap.....	4
Bauer Takes Oath As FCC Head Attorney.....	5
Illustrated Radio Lecture Tried In School.....	5
Los Angeles Times Builds Modern Broadcasting Studio.....	6
India Seeks Better Broadcast Facilities.....	6
N. Y. Papers Not Yet Sold On Facsimile Radio.....	7
Amateurs Create Relief Problem In New York.....	8
British Add 28,000 Radios In One Month.....	8
N. Y. Times Notes "Small Boom" In Radio.....	9
Payne Says Educators Are Dissatisfied.....	10
A.C.L.U. Studying Radio Complaints.....	10
Industry Notes.....	11
Zenith Reports \$65,422 Profit For Quarter.....	12

No. 866

*W. J. P. G. G. G.*

October 8, 1935

## FCC ISSUES RULES GOVERNING RADIOS ABOARD LIFEBOATS

Not many years ago the flashing of an S O S signal from an ocean-going vessel in distress was a novelty. Today it is an ordinary occurrence, just as the reception of the best in entertainment via the ether waves.

Unknown to the layman, however, considerable progress has been made in the engineering phases of radio communication aboard ships. An indication of the development was the order issued last week by the Federal Communications Commission governing installation of transmission equipment aboard motor-driven lifeboats.

No longer are radio transmitters aboard passenger-carrying vessels considered sufficient protection against the hazards of an ocean voyage. The Department of Commerce requires that power life-boats on ocean steam vessels of more than 2500 gross tons, carrying passengers, must have radio equipment if the ship's route takes it more than 200 miles from shore.

The FCC regulations, issued in compliance with the Commerce Department's order, states, among other more technical matters, that:

Radio installations on a motor lifeboat must be in proper operating condition at all times while the ship is under way.

The power of the transmitter must not be less than 75 watts.

The antenna shall consist of a single wire inverted L or T not less than 20 feet above the water line.

The receiver must have a frequency range at least 350 to 550 kc.

Whatever type of power supply is used, it must be sufficient to operate the entire radio equipment for a continuous period of at least six hours.

Care is advised in installation so that rough seas will not put the equipment out of operation.

Inspections and tests, similar to those required of the ship radio system, are applied to the lifeboat equipment.

10/8/35

Because the lifeboat radio apparatus will be more exposed to rough weather than the sheltered equipment aboard the ship, the FCC requires that storage batteries be mounted in cabinets which will provide protection against salt water spray and high seas.

Protection of the radio operator from the elements is also required when the lifeboat is afloat.

X X X X X X X X

#### ANOTHER PRESIDENT'S SON ENTERS THE RADIO INDUSTRY

Elliott Roosevelt, 27-year old son of the President, has quit the field of aviation for radio. Announcement was made last week that he had been named Vice-President in Charge of Sales Promotion for the Wouthwest Broadcasting System, which operates a chain of stations in Texas and Oklahoma.

Oddly enough, Herbert Hoover, Jr., while his father was in the White House, also entered the radio field though as a communications engineer for the Transcontinental and Western Air Line.

Young Roosevelt resigned as consultant of the Aero-nautical Chamber of Commerce upon taking his new job. He will maintain headquarters in Fort Worth.

X X X X X X X X

#### MORE POWER RECOMMENDED FOR WSAR BY EXAMINER

An increase in power from 250 watts to 1 KW for WSAR, Fall River, Mass., was recommended last week by Examiner Dalberg in a report to the Federal Communications Commission. He found that the grant would not cause any interference with other outlets and would broaden the service area of WSAR.

Denial of a request for a construction permit to erect a new station for operation at Los Angeles on 820 kc. with 250 watts power, sharing time with WHAS, Louisville, was urged in a report filed by Examiner Seward. He said that serious interference would result, and that insufficient need was shown by the applicant.

X X X X X X X X

## TELEVISION HELD DELAYED BY A.T.&amp;T.--FCC SCRAP

Television has been shunted far into the future, by decision of the American Telephone and Telegraph Co. to delay indefinitely installation of the world's first coaxial cable, according to Newsdom. It continues:

"There can be no nationwide television, no pictures by radio, without the coaxial cable. There will be no coaxial cable, not even on an experimental basis, according to A. T. & T. officials, until the Federal Communications Commission relaxes its regulations. The Commission insists as firmly that its rules were fair, and that they would stand.

"The upshot of the clash not only was to defer actual television for many years, but to make impossible preliminary research on an actual television transmitting line.

"The coaxial cable in reality is a hollow brass pipe, sheathed in lead, carrying electrical impulses over a wider band than ever has been possible before. It is the only method by which television pictures can be piped overland long distances. The cable can be used, in addition, for carrying hundreds of telephone conversations and more hundreds of telegraph messages simultaneously.

"The cable was developed in the laboratories of the A. T. & T. and patented by the telephone company. It intended to install the first length of the cable between Philadelphia, headquarters of television research, and New York, center of artistic talent. The total cost, including experimentation, was to have been nearly \$1,000,000.

"The Western Union and Postal Telegraph companies protested vigorously when the plans were revealed, but withdrew their objections when the A. T. & T. offered to erect the coaxial plant on a purely experimental basis.

"The Communications Commission then held a hearing last Spring, after which it was decided the cable could be laid, only if the A. T. & T. made it available to all television experimenters, competitors or otherwise.

"The effect of the decision, according to an FCC expert, was to void the coaxial patents and make the cable available to anyone, once it were constructed.

"Since then the A. T. & T. has made no move to install the line. An official said it did not intend to give away the fruits of its own labors to rivals."

X X X X X X X X

## BAUER TAKES OATH AS FCC HEAD ATTORNEY

William H. Bayer took the oath of office October 5 as Head Attorney in the Law Department of the Federal Communications Commission. His salary will be \$6,500 per annum. He has been employed as a specialist on patent cases for 13 years in the Department of Justice.

Mr. Bauer was born in Lowell, Ohio in 1888. After completing the public school courses in Ohio he came to Washington and attended the Bliss Electrical School at Takoma Park, Md., and then entered George Washington University where he was a student for some time. Then he attended Georgetown University where he received his LL.B degree, his LL.M. degree, and his Master of Patent Laws, the latter conferred on him in 1916-17.

In 1922 Mr. Bauer was employed by the Department of Justice as a patent attorney to handle electrical matters including radio. From 1922 to 1927 he prepared and prosecuted patent cases pertaining to radio and other electrical communication devices. He also served as government counsel in infringement cases before the Court of Claims. The subject matter in those cases included radio devices, such as condensers, transmitters and combined electrical mechanical equipment, such as gun-firing controls on U. S. battleships and torpedoes. For five years while employed by the Department of Justice Mr. Bauer also acted as legal adviser to the Navy Department in patent matters.

X X X X X X X X

## ILLUSTRATED RADIO LECTURE TRIED IN SCHOOL

An innovation in educational methods, which will enable school pupils at widely scattered points to listen to illustrated radio lectures, was demonstrated privately this week in Philadelphia under the sponsorship of the Pennsylvania Arts and Sciences Society.

Daniel Garber, head of the faculty of the Pennsylvania Academy of the Fine Arts, broadcast from a studio of Station WIP a talk on some of the best known paintings by "later American artists" in the academy's possession. In another room an invited group of educators and leaders in the arts and sciences sat before a screen on which were projected, by means of slides, the pictures Mr. Garber was describing.

"Now take this work by Childe Hassam, for instance", the lecturer said.

The eyes of the spectators, who might just as well have been many miles away, followed the picture on the screen while the artist's voice directed them from one point to another.

X X X X X X X X

## LOS ANGELES TIMES BUILDS MODERN BROADCASTING STUDIO

A thoroughly modern studio with the latest radio equipment has been installed by the Los Angeles Times in its clock tower. The Times, which has been broadcasting news reports four times daily, plans to expand its radio service to include interviews and varied entertainment.

"The two broadcasting rooms are located on the sixth floor of the clock tower of the new Times Building and have been specially sound-proofed to shut out outside noises and acoustically treated to give life-like and brilliant reproduction. The new broadcasting suite overlooks the modernistic auditorium which occupies a large part of the fifth floor in the new home of the 'Times'. Both the stage of the auditorium and the private banquet room on the same floor have been wired for radio so that programs originating in either place may be put on the air over Southern California radio stations by remote control lines connected with the 'Times.'"

X X X X X X

## INDIA SEEKS BETTER BROADCAST FACILITIES

Seeking to bring about an improvement in radio broadcasting in India, the Government has recently engaged a radio expert on a five-year contract to supervise broadcasting services, according to a report to the Commerce Department from Trade Commissioner G. C. Howard, Calcutta.

This expert was formerly with the British Broadcasting Corporation and is to make his headquarters at Delhi. The principal problems before him are (1) the establishment of services in the vernacular for all India, allowing for the cultural and linguistic claims of each area; (2) to make short-wave services of Great Britain and Europe available by relaying these to Indian listeners as alternative programs; and (3) to interpret India to the world through the facilities that short-wave system will offer to listeners of other countries.

Two broadcasting stations are operated by the Government in Calcutta and Bombay. It is planned to build a new station at Delhi which when completed will be the most powerful in India. A new powerful station at Madras has also been sanctioned and it is anticipated that small stations will be established for village welfare work, the report states.

The expenditures of the Indian broadcasting stations are met by an allotment of a large portion of the import duty on radio sets and the license fees collected. The number of radio receiving sets in India has markedly increased in the last few years. During 1934-35 it is estimated that the total number of licenses issued reached 16,500 compared with 11,810 in the preceding year.

X X X X X X X X

10/8/35

## N. Y. PAPERS NOT YET SOLD ON FACSIMILE RADIO

Despite published reports to the contrary, New York newspapers are not yet "sold" on installing radio facsimile transmission equipment, according to Editor & Publisher.

"Advances made to leading New York newspaper publishers by David Sarnoff, RCA President and Chairman of the Board of NBC, for immediate promotion of facsimile transmission of 36-page 8 x 11 newspapers has the publishers thinking - but not acting", the trade organ states.

"Efforts of Henry Kittridge Norton, executive assistant to Mr. Sarnoff, to sell the idea to the newspapers were interpreted this week by radio publications as if the publishers had actively taken the initiative and were anxiously awaiting Mr. Sarnoff's approval of their plans. Conversations with the men in question, however, revealed that Mr. Norton's services have so far been those of supersalesmen with publishers as unsold prospects.

"The conversations of the publishers with Mr. Norton have been pervaded with the feeling by the newspapermen that facsimile is a development which they do not want to get out of control, but at the same time they have not been satisfied with Mr. Sarnoff's efforts to show what facsimile has to offer the large metropolitan papers with many editions and blanket circulation, both morning and afternoon.

"Mr. Norton as Mr. Sarnoff's representative, has had continuing talks with Arthur Sulzberger, publisher of the New York Times; Karl Bickel, radio executive for Scripps-Howard; Howard Davis, Business Manager of the New York Herald-Tribune, and T. J. White, General Manager of Hearst Enterprises.

Originally Mr. Norton presented a detailed plan in which the Times and the Sun, the World-Telegram and the Herald Tribune, the American and the Journal were to team up and share the ether, 'publishing' nearly 24 hours a day. Publication would consist of placing in 25,000 homes a facsimile receiver which receives a radio beam and transforms it into a facsimile newspaper, silently and continuously delivered into the home. A stylus would be actuated by the present radio equipment and the cost to the subscriber would be about \$8 a month and the cost to the newspapers, \$3 in addition for each set, a total of \$75,000 for a month."

X X X X X X X X X

## AMATEURS CREATE RELIEF PROBLEM IN NEW YORK

The large number of young persons who are flocking to New York in the hope of taking part in the amateur programs broadcast by numerous radio stations and who soon find themselves stranded in New York, is presenting a perplexing problem to the Emergency Relief Bureau, according to the New York Times.

The records of the Emergency Relief Bureau show that some 300 of these out-of-town seekers for radio fame weekly find themselves destitute in New York City and without prospect of earning a livelihood. The Emergency Relief Bureau's problem is serious in view of the fact that transient relief may be cut off at any time.

"Weekly amateur programs offered by radio stations lure ambitious young persons from all over the country with small monetary prizes for winners and in some cases a week's engagement at one of the local theatres", the Times reports. "The Emergency Relief Bureau has found that few of the amateurs, even the winners, are able to obtain steady employment. The bureau has laid the situation before Major Edward Bowes as the originator of the amateur hour. "He disclaimed any responsibility for the influx of young persons aspiring to appear in radio programs.

"We are very particular that nobody except residents of New York City shall appear in our amateur programs", said Major Bowes. "I announce at every weekly program that only local residents are eligible.

"However, every radio station in the United States now has an amateur hour and I don't want to be blamed for the silly things others do. Many of the stations invite persons from out of town to appear in their amateur programs. Others send for them. Many of these people, when stranded in New York City, come crying into my office. But I adhere to the rule that we give an audition only to residents of New York City. I was criticized recently because I refused to give a hearing to two blind young men who came here seeking to appear in an amateur program."

X X X X X X X X X X

## BRITISH ADD 28,000 RADIOS IN ONE MONTH

Over 28,000 new radio licenses were taken out in the United Kingdom during August. Approximately 289,105 licenses were issued by the Post Office during August, representing a net increase of 28,787 in the number of license holders during the month, after making allowance for expired licenses and renewals. The total number of licenses in force at the end of last month was 7,175,116, compared with 6,428,961 at the end of August 1934, an increase of 746,155.

X X X X X X X

10/8/35

N. Y. TIMES NOTES "SMALL BOOM" IN RADIO

Confirming previous reports from all factions in the radio industry, Orrin E. Dunlap, Jr., Radio Editor of the New York Times, on October 6 devoted two columns to the "boom" in the industry. He said in part:

"Radio industrialists are happier than they have been since the days before their business hit rock bottom in March, 1931. At present they are enjoying what is described as 'a small boom', which has all the ear-marks of spreading over into 1936 as a real boom. There are no labor troubles, no strikes, no overproduction. Wage scales are in general reported to be higher than in the Blue Eagle days. Capital and labor are both benefiting from the gains.

"Having swung into the final quarter of 1935, plans for 1936 are beginning to take shape. The outlook is bright. There are several reasons for optimism.

"A Presidential campaign always gives impetus to the radio business. On top of that, the radio men are inclined to believe Jim Braddock and Joe Louis will confront each other under the glare of a roped arena. A championship fight always spurs the radio business; it has never failed since the memorable 'battle of a century' between Jack Dempsey and Georges Carpentier at Boyle's Thirty Acres, July 2, 1921. That was the first fight broadcast. It gave the radio industry a grand push when it needed some such event to start it on the way.

"Right now factories are busiest since 1930', said Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association. 'The public is buying. There are now 50,000 factory employees, compared with a normal of 40,000. Sales are 20 per cent ahead of last year and it seems safe to believe that the total number of sets sold in 1935 will cross the five-million mark.

"Automobile sets made their appearance about five years ago. Many in the industry were skeptical that radio could 'pave the highways with melody', but it has and, according to the statistics of the Radio Manufacturers' Association, it is believed 1,250,000 automotive radios will be sold in 1935. This compares with about 700,000 auto radios in 1934.

"Farmers are buying radios. The majority of manufacturers report increased activity in this market. Turn-ins on new sets reveal many of the rural residents have not acquired new radios for ten years. It is believed that thousands during the depression never recharged the batteries once they ran down. But now with windmill devices for automatic recharging,

new low consumption tubes and improved batteries, the rural sections are casting aside the obsolete apparatus. Increased purchasing power is the real cause of revival. There are trade estimates that the farm market this year will absorb at least 700,000 new radio sets."

X X X X X X X X X X

#### PAYNE SAYS EDUCATORS ARE DISSATISFIED

After a poll of 200 of the country's leading educators and bar association presidents, George Henry Payne, member of the Federal Communications Commission, declared this week there is widespread conviction that radio has not met its responsibilities as a medium for the spread of culture, and that broadcasting is in need of a thorough house-cleaning, according to Editor & Publisher.

His unofficial poll has been in progress for less than one month, but already has brought more than a 50 per cent response. Comments continue to come and the final number of replies is likely to be much closer to 100 per cent.

Copies of a speech delivered by Commissioner Payne, August 21 to a gathering of agricultural paper editors at Cornell University, Ithaca, N. Y., were sent to representative educators and to lawyers' organizations, to serve as a basis for their written observations. In the speech the Commissioner took broadcasters to task for the poor quality of programs, criticized the commercialization of radio entertainment, and contrasted the positions occupied by broadcasters on the one hand, and newspapers on the other.

X X X X X X X X X X

#### A.C.L.U. STUDYING RADIO COMPLAINTS

"Legislation to force the Federal Communications Commission to make public any complaints it gets against alleged radio censorship will be introduced in the next session of Congress", according to Variety. Backing the move is the American Civil Liberties Union, which claims the FCC buries complaints in its files without allowing anyone to get a glimpse of them.

"In connection with that and other proposed legislation, the A.C.L.U. is having one of its research attorneys, make a field study of radio censorship cases. Will be ready by the end of the year for pamphlet form. Exactly what the study will contain, and whether radio will be damned or whitewashed, is not certain because the study is still incomplete."

X X X X X X X X

::: \_\_\_\_\_ :::  
 ::: INDUSTRY NOTES :::  
 ::: \_\_\_\_\_ :::

The British Broadcasting Corporation has appointed Felix Greene as permanent representative in North America, with headquarters in New York, to facilitate negotiations with broadcasting organizations in the United States and Canada. NBC and CBS recently sent similar representatives to London.

-----

The Telegraph Division of the Federal Communications Commission has issued technical requirements for radio equipment aboard lifeboats on ocean vessels of more than 2500 gross tons. The order is labelled Rule 281 $\frac{1}{2}$ .

-----

It is rumored that a son of John D. Rockefeller, jr., is preparing to publish a new radio magazine, of which Curtis Mitchell, formerly with "Radio Stars Magazine", will be editor.

-----

Installation of two-way permanent lines between stations of the Mutual Broadcasting System was completed and placed in use on October 6.

-----

Misrepresentation in the sale of drug products is prohibited in a cease and desist order issued by the Federal Trade Commission against Frank A. Scervini, of 100 Fifth Avenue, New York City, trading as the F. & S. Manufacturing Co. Scervini is ordered to stop advertising himself, by radio or otherwise, as a manufacturer of pharmaceutical and druggist supplies, including gelatin capsules containing various medical compounds, until he owns and controls a factory in which these products are made.

-----

Transradio Press claims to have beaten the press services on the actual invasion of Ethiopian territory by the Italians. The flash was carried by Transradio circuits at 3:03 A.M. Tuesday, October 1.

-----

Along with several stations, two more newspapers with stations have subscribed to Transradio Press Service, according to Herbert Moore, President of Transradio. They are the Tampa Times, which has a joint arrangement but will use it only for

10/8/35

its station, WDAE, and the Roanoke Times and World-News which will use Transradio over its WDBJ;

-----

Curt Peterson, for the past four years Assistant Program Manager of the National Broadcasting Company in New York, has resigned from that post to become Director of Radio for the Marschalk and Pratt advertising agency of New York City. Peterson will have complete charge of all radio activities for the agency, reorganizing and expanding the radio department in line with the agency's growing list of air accounts. His resignation becomes effective October 21, and he will assume his new duties immediately thereafter.

-----

August returns of Great Britain's radio trade show a favorable balance of £37,331, according to statistics issued by the Department of Overseas Trade, London. This compares with an adverse balance of £26,889 in the same month last year. Increases in exports were partly accounted for by the shipment of transmitting apparatus to British India, and of valves and components to South Africa, Australia, Canada, and New Zealand. Radiograms were exported largely to South Africa. Imports of components from Canada during the month amounted to £1,299.

X X X X X X X X

#### ZENITH REPORTS \$65,422 PROFIT FOR QUARTER

Zenith Radio Corporation had a net operating profit for the quarter ended July 31, 1935, of \$65,422,46 after all charge-offs, including liberal depreciation, excise taxes and royalties but before Federal profit taxes from which the total mentioned above was prepared, according to Hugh Robertson, Vice-President and Treasurer.

The company, a pioneer in short wave reception announced in June a new line of standard electric sets and a line of farm home receivers. Production and shipments were the largest in the months of July and August this year of any July and August in the history of its business, both in units and dollars of sale. Production for the month of July exceeded that of any previous month in the company's history by 34 percent. This record was again exceeded in the month of August.

Shipments in September showed an increase over July and August and the company already has substantial orders on hand from its distributors for October delivery.

X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

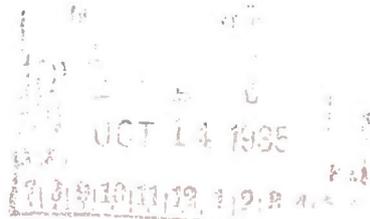
WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

## INDEX TO ISSUE OF OCTOBER 11, 1935

Program Censorship By FCC Again Rises As An Issue.....	2
French Government "Listens In" On The World Of Radio.....	4
War Flashes Focus Spotlight On Broadened News Service.....	5
Counsel Argue Plea Of Milwaukee Journal For Second Station.....	6
Far Reaching Possibilities Seen In British War Sanction.....	6
NBC Asks Permit To Sell Recorded Programs Over Continent.....	7
Radio Exports Increase Sharply In August.....	7
British Have No Plan For Television Service To Empire.....	8
New Station Is Recommended For Schenectady, N. Y.....	8
Walker Warns Phone Industry Of Possible Government Operation...	9
Industry Notes.....	11
27 Executives Cleared Of Dual Jobs By FCC Ruling.....	11
RCA Executives Note Upturn In Radio Industry.....	12
Applications Granted By FCC Broadcast Division.....	12

No. 867



*[Handwritten signatures and initials in red and black ink]*

## PROGRAM CENSORSHIP BY FCC AGAIN RISES AS AN ISSUE

While the right of the Federal Government to censor broadcasting programs has been the subject of debate ever since the establishment of the Federal Radio Commission, it has recently developed into a serious issue as the Federal Communications Commission threatens stations with cancellation of licenses.

With such Republicans as Senator Schall, of Minnesota, periodically charging that the New Deal is attempting to control both the press and the broadcasting stations of the country, the FCC is being watched closely for any missteps that may put it on the Congressional carpet.

The Communications Commission is between the devil and the deep blue sea in the matter as failure to censor offensive programs brings protests from organized educators, politicians, and often listeners, whereas too strict a control of broadcasting content arouses cries from those who, sincerely or otherwise, fear destruction of "freedom of the air".

So far the Commission's censorship of programs has been confined largely to the type of sponsorship. Their guns have been directed against questionable medical advertising.

Temporary licenses were issued recently to a score of stations on request of the FCC Legal Department, which wanted to consult the Federal Trade Commission and the Food and Drug Administration.

Some of these stations, it was learned, were under scrutiny because they carried programs sponsored by the Congoin Co., marketers of herb tea, of Los Angeles. This company was cited in a fraud order issued late in September by the Post Office Department.

Twenty-one stations were cited earlier in the Summer for carrying programs sponsored by producers of Marmola (an anti-fat remedy), but 17 were subsequently released after they had dropped the account. A fourth, KMBC, of Kansas City, Mo., was likewise cleared later on the same grounds, and a hearing was to be held this week on the three pending cases.

Judge E. O. Sykes, Chairman of the Broadcast Division of the Commission, has meanwhile been conferring with representatives of the Federal Trade Commission and the Food and Drug Administration in an effort to work out a liason for more rigid control of advertising over the air.

Just how far this control may be extended over program types irrespective of sponsorship is a subject for speculation.

The American Bar Association's Committee on Communications recently took cognizance of the issue in a report which stated:

"It has always been recognized that there is an inevitable conflict between the censorship provision of the law and the Commission's established policy of interpreting 'public convenience, necessity, and interest' broadly enough to include consideration of program service. The proposal of the Commission for a conference, under its direction, on the subject of programs indicates a tendency to extend this interpretation still further. It may, therefore, be confidently expected that the issue of indirect government censorship of broadcasting will take a more conspicuous place than ever before in the deliberations of the next session of Congress, and may even result in legislative action."

A statement by Anning S. Prall, Chairman of the Communications Commission, during a recent address, that the "editor of the air . . . has a distinct responsibility to his auditors . . . like the editor of the press" brought an immediate protest from David Lawrence, editor of the United States News. He said:

"Nowhere in the law can there be found warrant for the statement that in what the broadcaster 'publishes' he is obliged 'to comply with the mandate of serving public interest, convenience, and necessity.' If there were a 'mandate', who, in a politically partisan administration, is to make the rules or issue the instructions. To issue them means censorship - the route to repression as practised today in fascist Germany and in fascist Italy."

The National Committee on Education by Radio, in calling attention to the increasing controversy over the censorship issue, cited the Communications Act of 1934, Section 307(a) in support of the Commission's position. The section reads:

"The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act."

The Committee then comments as follows:

"Those conversant with the early history of radio will realize that the establishment of a licensing authority became necessary to eliminate the chaos which developed. The desire of large numbers of individuals and organizations to operate stations, coupled with the physical limitations to the number of stations which could be operated, made it necessary to establish the

Federal Radio Commission. In order to protect the public against unnecessary stations as well as those whose programs did not serve the best interests of the public, the standard of 'public convenience, interest, or necessity' was made the basis for the Commission's power. How would the Commission allocate the relatively few available broadcasting frequencies among the myriad of applicants without considering their past conduct?

"Obviously, according to some definitions, this might be considered as censorship. However, it is not censorship in advance, but is in reality a necessary measure of the ability of the applicant to interpret 'public interest, convenience, and necessity' in an acceptable manner. While most of us may deplore the fact that complete freedom of speech by radio is impossible, we still believe that the differences between the newspaper and the radio are so great, both as to the number possible and the amount which each one can publish, that to expect the radio to parallel the press in every respect would be to attempt to abrogate the laws of science."

X X X X X X X X X

#### FRENCH GOVERNMENT "LISTENS IN" ON THE WORLD OF RADIO

Not to be caught napping over any developments either in world news or technical improvements in radio broadcasting, the French Government has installed a listening station at Bicetre, just south of Paris, with cable connections to the French Ministry.

Assistant Trade Commissioner Lestrade Brown, of Paris, explains the move thus:

"By the new device it is proposed to 'control' all kinds of news and information by wireless by speedy transmission to the Ministry where, in a specially fitted room, girls having a knowledge of shorthand and of at least three important languages and equipped with earphones and silent typewriters 'take down' whatever is signalled as sufficiently important. It is claimed that an account of any important news or statement can be placed before the Minister within 25 minutes of its reception at Bicetre. The system is not to be used only for political affairs, a sharp look-out for any information bearing on the improvement of wireless generally will be kept. One of the other casements will be used for listening to foreign musical programs, as well as for the control of French broadcasting generally, while the third will be partly used by the staff and partly as a special listening cell for the Minister himself on important occasions."

X X X X X X X X X

10/11/35

## WAR FLASHES FOCUS SPOTLIGHT ON BROADENED NEWS SERVICE

The Italo-Ethiopian War, while far removed geographically from the United States, is bringing out developments in the broadcasting of spot news almost over-night.

The public demand for latest news on the advance of Mussolini's army in Africa have caused broadcasting stations the country over to broaden their news services to include frequent flashes in addition to periodical bulletins throughout the day. Commentators at night give summaries and round-ups.

While the breaking away from the Press-Radio Bureau set-up, established as a compromise plan to end a war between newspapers and broadcasting stations, has been apparent for several months, it has become more pronounced since radio took over the job of "covering" the Italo-Ethiopian war.

Variety reports from New York that the war news service "has served to administer the death blow to the rules and regulations prescribed by the newspaper clan for newscasting."

The Press-Radio Bureau is given a lease on life until April by Newsdom, which observes "the growing indications that the Press-Radio Bureau is about to fold up and silently depart the business channels of newscasting."

Stations are buying additional news services in increasing numbers from United Press, International News, and Transradio. A survey conducted by a major advertising agency in September disclosed that some 400 stations are broadcasting news reports daily, and that 320 of these have sponsors.

The Associated Press was unofficially reported to have decided at its last directors' meeting to resume the policy of allowing members to broadcast news through stations which they owned or in which they have an interest. At the same time the A.P. reaffirmed its ban on using its news service for commercial broadcasts.

As news broadcasts grow in public interest, advertisers naturally turn to them as to the newspapers themselves. Besides the numerous local advertisers who are hooked up with newscasting, the following national advertisers are affiliated with spot news broadcasts:

Standard Oil of N. J. (Esso); Continental Baking Co., R. C. Remedies, Sun Oil, Texaco (Montana); Alka Seltzer (West Coast); Mennen's Shaving Products; Davis Baking Powder; Eisenlar Cigars; Williamsomatic Oil Stove; Household Finance; Crazy Crystals.

X X X X X X X X X X

## COUNSEL ARGUE PLEA OF MILWAUKEE JOURNAL FOR SECOND STATION

The Broadcast Division of the Federal Communications Commission on October 10 listened to arguments for and against granting an application of the Milwaukee Journal to establish a second regional station to supplement WTMJ. Denial of the application had been recommended by Examiner Hyde.

Ben Fisher, counsel for the Journal, told the Commission that 125 small advertisers who were unable to pay the higher rates of existing stations stood ready to take time on the proposed station, which would operate with 1 KW on 1010 kc. Civic and religious groups also wanted an outlet, he said. He also pointed out that Wisconsin is under-quota and has no clear channel.

As counsel for five other stations objecting to the grant, George Strong and Horace Lohnes argued that the new station would cut in on their own service. The stations are WHOX, Knoxville; WHN, New York; WHO, Davenport, Ia.; KGGF, Coffeyville, Kans.; and WCFL, Chicago.

X X X X X X X X

## FAR REACHING POSSIBILITIES SEEN IN BRITISH WAR SANCTION

American broadcasters, as well as those in foreign countries, took a personal interest in the Italo-Ethiopian war this week when Great Britain utilized radio censorship to impose its first sanction on Italy.

The British Government's action in shutting off a broadcast intended by Il Duce's envoy at Geneva for the ears of an American radio audience was unprecedented in international diplomacy. It was a revelation of the latent power in radio as an instrument of international propaganda.

Baron Aloisi was standing at the microphone to broadcast his message to the United States via short-wave stations in England and the RCA station on Long Island when the British Post Office Department refused to relay the address. He was to have engaged in a chatty dialogue with Edgar Mowrer, United States newspaper man.

Columbia Broadcasting System officials knew nothing of the cancellation until informed by RCA engineers that the expected broadcast could not be picked up from the BBC station. They recalled that the Ethiopian side of the controversy was broadcast a few nights earlier without interference.

It was recalled that some weeks before the Italo-Ethiopian war actually began, England protested to the Italian Government against anti-British broadcasts over Italian local stations.

X X X X X X X X

## NBC ASKS PERMIT TO SELL RECORDED PROGRAMS OVER CONTINENT

American listeners with all-wave sets may shortly be surprised to hear American programs when they tune in Mexican or Canadian stations. The National Broadcasting Company has applied to the Federal Communications Commission for permission to supply programs recorded in this country to stations in Canada, Mexico, Cuba, and Puerto Rico, as well as in the United States. The programs would consist of music, drama and educational and entertainment features, the application states, and would be both sponsored and sustaining.

A hint of new kinds of recordings is given when the NBC states that it wants permission to use cylinders, metal or translucent film, or other media, as well as electrical transcriptions. The recording would be done by the Radio Corporation of America.

The programs would be produced wherever NBC has outlets, if the Commission approves, and would be rushed to clients via both train and airplane.

X X X X X X X X X X

## RADIO EXPORTS INCREASE SHARPLY IN AUGUST

American radio exports during August, 1935, increased sharply over recent months and for the first time since last March passed a total of two million dollars, according to the Radio Manufacturers' Association. The increased exports were principally in sets and parts, but American tube sales continue to show a loss in the foreign field as compared with 1934.

The August 1935 report of the U. S. Bureau of Foreign & Domestic Commerce reported total radio exports of \$2,051,579, compared with \$2,040,412 in August 1934.

During August 1935 there were exported 44,896 receiving sets, valued at \$1,167,141, as compared with 41,067 sets, valued at \$1,096,674 in August 1934.

Exports of receiving tubes during August 1935 were 515,653, valued at \$223,010, as against 625,719 tubes, valued at \$306,865 in August 1934.

Exports of receiving set components during August 1935 were \$449,990, compared with \$422,901 in August 1934.

There were 12,511 loud speakers valued at \$34,349 exported in August 1935, compared with 7,968 valued at \$22,751 in August 1934.

August exports of other radio accessories were \$37,319 against 64,982 in August 1934, and there were exports in August 1935 of \$139,770 in transmitting apparatus against \$126,239 in August 1934.

X X X X X X X X

## BRITISH HAVE NO PLAN FOR TELEVISION SERVICE TO EMPIRE

Although the British Broadcasting Corporation is taking the lead in bringing television to the public, it has no immediate intention of providing the service to the British Empire on a scale comparable to broadcasting.

Explaining its plan for television, the BBC says:

"In response to inquiries as to whether there is any likelihood of an Empire Television Service being provided, the BBC states that there are no plans for a television service to the Empire. Since such inquiries probably result from the inherent necessity of transmitting high-definition television on short wavelengths, the BBC thinks it may clarify the position to point out that the transmission of high-definition television necessitates that use of a very wide frequency band (more than ten times that required for sound broadcasting), which it is only practicable to obtain on wavelengths below 10 metres - much shorter than those which can be used for the Empire Service. The wavebands in which the Empire Service channels are allotted are already fully occupied with transmitters separated from each other by about 10 kcs.

"An ultra-short wavelength of about seven metres will be used for the proposed experimental high-definition television service to London. As envisaged in the 'Report of the Television Committee', which was presented to Parliament by the Postmaster-General in January, this service will be in the nature of a public experiment and the radius covered is not expected to be more than about twenty-five miles."

X X X X X X X X

## NEW STATION IS RECOMMENDED FOR SCHENECTADY, N.Y.

A permit to erect a new broadcasting station at Schenectady, N. Y., for operation on 1240 kc., with 1 KW power and unlimited time, was recommended to the Federal Communications Commission this week by Examiner P. W. Seward.

The Knox Broadcasting Company, which filed the application proposed to spend \$47,097 in installing the station. A survey has uncovered 29½ hours of advertising time a week ready to go on the station. James E. Knox is President of the company and owns 50½ per cent of the stock.

Examiner Seward held that a need for the service exists and that the applicant is qualified to meet it. He suggested that protests may be filed by the following stations: WNBC, Binghamton, N.Y., which is applying for 1240 kc., frequency; and WNEW, Newark, N. J.

X X X X X X X X

## WALKER WARNS PHONE INDUSTRY OF POSSIBLE GOVERNMENT OPERATION

The telephone industry was warned by Paul A. Walker, Chairman of the Telephone Division of the Federal Communications Commission on October 10 that it is "performing a function which could be exercised by the State itself" and advised that "the best results of telephone management and control can be achieved through a frank recognition by both the utility managements and the regulating commissions of the trusteeship in the utility for the public."

Walker's address, made before the United States Independent Telephone Association in Chicago, was considered significant in view of the FCC's contemplated American Telephone & Telegraph Company inquiry.

Highlights of his address follow:

"As a utility commissioner, with both State and Federal Commission experience, my conception of the office of a utility regulating commissioner is that it should function primarily in the public behalf, and most certainly for the assistance of the patrons of the utilities regulated. Experience has shown that this conception of the office, broadly interpreted and judiciously executed, works to the best interests of both the patrons of the utility and the utility itself.

"Those who claim to be the owners and operators of communication and the telephone industry are after all in the broader sense of the word merely trustees in a great public utility enterprise.

"Those in control of utilities must not overlook the vast contributions by the public to the utilities in the form of free use of public property, of local protection, and of the assignment of the sovereign right of eminent domain. These and other contributions made and privileges granted by the public through the government place upon the utility directors and managers an essential function of the State, and one which the State itself would carry on if private enterprise were not available for performing these services.

"Individual research and experimentation must be encouraged to guarantee improvement and development of the telephone industry. This can be possible only when free competition is preserved. If any single industry is to get a strangle hold on the communications field, the opportunities for constructive research and experimentation will be lessened.

"Just recently the Federal Communications Commission granted permission for the construction of a coaxial cable between New York and Philadelphia. The permission was given, however, with the understanding that the cable should be accessible to all reliable persons interested in experimentation,

upon reasonable terms, the Commission having in mind particularly television and such regulation as might prevent any one company gaining a complete monopoly in that field. This case may possibly also furnish an interesting experiment in testing the willingness and sincerity of cooperation with governmental regulation.

"While the telephone industry lends itself to a natural monopoly, in that duplication of telephones in the same residence or business house generally proves an inconvenience and added expense, nevertheless that healthy competition furnished by the Independent telephones through the establishment and maintenance of plants in communities within or adjacent to those operated by the larger systems has had a healthy effect on the telephone industry and has immensely aided its development and its progress.

"No system of regulation can ever supply the incentive to development and advancement which can be furnished by healthy competition through the Independent telephone plants and the Independent manufacturers of telephone equipment. Therefore, I am glad to add what encouragement I can to the Independent telephone industry, including both the plants which render telephone service and the plants which develop and manufacture telephone equipment.

"The point I hope to stress and to leave with you for your thought and for your helpful cooperation is the proper attitude of the regulating and operating agencies toward the public and the mutual duty to serve the public, to the end that the greatest good for the greatest number may be accomplished.

"Communication is just in its infancy. Telephone usage, so far as long distance is concerned, is but a small fraction of what it should be. Statistics showing the average number of toll calls originating per month for the year 1934 for the Class A and B companies reporting to the Federal Communications Commission to be about one toll call for every two persons per month reflect, in my opinion, a woefully inadequate use and utilization of the long distance telephone, and the failure to talk over these long distance wires more frequently cannot be charged to the telephone users. Something must be done to bring long distance service within the daily reach of the average person. That something is the problem primarily for the telephone industry. Lower charges and more nearly uniform charges may be possible answer to the question. The fact remains that so long as long distance communication is so expensive a large part of the public must be denied its use. This is an undesirable condition and one which demands the most earnest consideration of both the telephone industry and those who are charged with its regulation."

X X X X X X X X

: : : :  
: : : : INDUSTRY NOTES : : : :  
: : : :  
: : : :

The National Broadcasting Company has set up two groups of stations for the southern Ohio-Indiana coverage, effective November 1, because WLW has been unable to handle certain NBC commercial accounts. The two groups are Basic Group A, consisting of WLW or WSAI, and Basic Group B, consisting of WCKY, WHIO and WIRE. Either may be used by the Red or Blue NBC networks.

-----

Three Philadelphia stations have recognized the American Telegraphists Association, Inc., of New York, which is seeking to unionize local radio stations and to supplant company unions. They are WDAS, WPEN, and WRAX.

-----

The Texaco Company has signed up a unique radio program. For 13 weeks it will sponsor broadcasts from the Hippodrome Theater every Tuesday. "Jumbo" will be played twice daily every other day for public admission.

-----

The 16th anniversary of the Radio Corporation of America was to be marked Sunday, October 13, with special broadcasts over an NBC-WEAF hookup from Addis Ababa, Berlin, New York, and Hollywood. The program is scheduled for 2 to 3 P.M. EST.

X X X X X X X X X X

### 27 EXECUTIVES CLEARED OF DUAL JOBS BY FCC RULING

The Federal Communications Commission late this week announced the names of 27 executives in the communications field that it had found are "not seeking to hold positions as officer or director in more than one carrier" subject to the Communications Act of 1934. They are:

James F. Behan, Louis Corner, Jr., David C. Cox, Manton Davis, W. J. Dodge, Charles de Y. Elkus, Robert F. Estabrook, G. B. Foscue, James G. Harbord, Nathan Hayward, Albert R. Henry, Legrand W. Howell, Leonard H. Kinnard, Wilbert Ernest Macfarlane, Fred E. Meinholtz, R. D. Miller, Joseph Pierson, William A. Prince, Ben S. Read, E. Charles Ryan, Arthur B. Tuttle, Phil M. Watson, John H. Wharton, William A. Winterbottom, Fred H. Wirths, William T. Wood, George J. Yundt.

The Commission found the following have died since filing applications: A. D. Burke, Richard D. Gilliam, B. L. Kilgour and Austin Y. Tuel.

X X X X X X X X

## RCA EXECUTIVES NOTE UPTURN IN RADIO INDUSTRY

"What is ahead of American industry is more important than what is behind it", said David Sarnoff, President of the Radio Corporation, in speaking to more than 1500 radio dealers of the New York and New Jersey areas last Wednesday night at the Waldorf-Astoria Hotel, New York City.

Research, in which the United States is leading the world, is paving the way for the industrial revival, Mr. Sarnoff asserted. Signs of the upturn already are visible in the radio industry and others.

E. T. Cunningham, President of the RCA Manufacturing Company, also spoke briefly and Gen. James G. Harbord, Chairman of the Board of RCA, was introduced from the speakers' table. The dinner was sponsored jointly by Bruno-New York and Krich-Radisco, wholesale distributors for RCA, and the RCA Manufacturing Co. to celebrate the success of the new line of RCA radio receivers and tubes. It was devoted primarily to entertainment.

X X X X X X X X X

## APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

WIBA, Badger Broadcasting Co., Inc., Madison, Wis., CP to make changes in eqpt. install new antenna system and increase power to 1 KW night, 5 KW day; WDZ, James L. Bush, Tuscola, Ill., Mod. of CP approving antenna and transmitter sites  $1\frac{1}{2}$  mi. north of Tuscola, extend commencement date to 30 days after grant and completion date to 180 days thereafter; WJW, WJW, Inc., Akron, Ohio, license to cover CP authorizing installation of new eqpt. and increasing day power to 250 watts, 1210 kc., 100 watts night; KIUN, Jack W. Hawkins & Barner H. Hubbs, Pecoa, Texas, license to cover CP, 1420 kc., 100 w. unlt'd. time; WLBF, WLBG Broadcasting Co. Kansas City, Kans., license to cover CP, 1420 kc., 100 watts, unlt'd. time; WKAQ, Radio Corp. of Porto Rico, San Juan, P.R., CP to move transmitter locally and make changes in antenna.

Also, WNBZ, d/b as Smith & Mace, Saranac Lake, N.Y., license to cover CP authorizing changes in eqpt. and increase in day power to 100 watts, 1290 kc., daytime hours; KALB, Alexandria Brdcstg. Co., Inc., Alexandria, La., license to cover CP, 1420 kc. 100 watts daytime; KELD, T. H. Barton, El Dorado, Ark., license to cover CP, 1370 kc., 100 watts, unlt'd; WTAW, Agr. & Mech. College of Texas College Station, Tex., Mod. of Lic. to make changes in specified hours; WLEZ, The Norfolk Daily News (Portable), Norfolk, Neb., Mod. of Lic. (Temp. B/c pickup), to add freqs. 1622, 2060, 2790 kc.; WCBA, B. Bryan Musselman, Allentown, Pa., Mod. of lic. to increase power from 250 watts to 500 watts for auxiliary transmitter; WSAN, WSAN, Inc., Allentown, Pa., Mod. of Lic. to increase power of auxiliary transm. from 250 w. to 500 watts for auxiliary transm.; WEED, William Avera Wynne, Rocky Mount, N. C., Mod. of Lic. to change studio location to just outside of Rocky Mount.

X X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

## INDEX TO ISSUE OF OCTOBER 15, 1935

U. S. Takes Lead Trying To Solve Radio Fading.....	2
New 100-Watter Recommended For Detroit Suburb.....	3
Philco Applies For Television Frequency.....	4
Newspaper Advertising Still Leads Radio Five-To-One.....	4
WMCA To Broadcast Congressional Patents Hearing.....	5
RCA-Victor Sponsors Philadelphia Orchestra Tour.....	5
Columbia Issues Explanatory Literature For Stockholders.....	6
Radio Saved The Music World In Depression, Elman Says.....	6
Communications Neutrality Not Yet Considered By FCC.....	7
To Sound Industry Out On NRA Legislation.....	8
Hearst Gets New Short-Wave News Transmitter Permit.....	8
Super-Power Expansion May Bring Many 500,000-Watters.....	9
International Broadcasts Daily Become More Commonplace.....	10
Radio Engineers To Meet Next Month.....	10
FCC Grants Oral Argument For Mass. and Conn. Stations.....	10
Atlas Buys Large R-K-O Block From RCA.....	11
Senator Wheeler's Daughter To Be Married.....	11
Suit Attacks Tele-Flash Bootleg News.....	12
Service Men Meet October 27.....	12

No. 868

*Handwritten signatures and initials:*  
1 Oct. g  
g  
g  
g  
g

October 15, 1935.

## U. S. TAKES LEAD TRYING TO SOLVE RADIO FADING

The mysterious fading on high frequencies which has been the cause of so much annoyance to short-wave listeners during the past six months, has assumed such proportions that Dr. J. H. Dellinger, in charge of the radio laboratories of the U. S. Bureau of Standards, in Washington, has asked the broadcasters and listeners throughout the United States to report to him personally any unusual fading or atmospheric inconsistencies. Dr. Dellinger especially requests that there be a close observance of air conditions between Monday, October 21st, and Friday, October 25th, at which time he figures the next general upset will take place.

A record which the Government has been keeping since last March shows that the disturbance in the atmosphere has repeated itself with regularity occurring about every 53 days, which, roughly, is seven weeks. The sun is strongly suspected of having something to do with it inasmuch as the intervals of disturbance are separated in time by twice the sun's rotation period.

"It involves all high frequency radio transmission over the illuminated path of the globe and not the dark path", Dr. Dellinger explained. "The radio evidence of the phenomenon is a sudden disappearance of high frequency, long distance radio signals for several minutes, the complete process of fading out and reappearing occupying about 15 minutes."

That something unusual has been going on in the air has been the cause of much speculation among most broadcasters and listeners in the short-wave band. This has been particularly noticeable on the English and German transmissions which ordinarily are highly satisfactory but have faded and disappeared completely on occasions resulting in very poor reception at times during the past six months. Thus any explanation which the Government experts may have to offer as a result of their observations will be eagerly awaited by both the industry and the listeners.

X X X X X X X X

## NEW 100-WATTER RECOMMENDED FOR DETROIT SUBURB

Favorable recommendation has been made to the Federal Communications Commission by P. W. Seward, Examiner, on the application of the Wayne Broadcasting Company, to construct a new 100-watt station, 1370 kc., daytime hours of operation only, at Hamtramck, Mich., situated within the incorporated limits of Detroit.

The Wayne Broadcasting Company is a co-partnership composed of Henry Lewandowski, Anton Lewandowski, Zigmund Lewandowski and Edmund Meurer, who reside in Hamtramck and Detroit. The three partners first named are now engaged in a partnership in the publication of a weekly newspaper and in the job and commercial printing business.

The financial statement introduced by the three Lewandowski Brothers shows \$8,500.00 cash on hand with total assets estimated at \$46,715,70. The printing business which they conduct produces approximately \$15,000.00 a year net income, equally distributed between the three. Financial statement introduced by the partner, Meurer, also engaged in the printing business, shows \$2,000.00 cash, \$1,300.00 liquid assets, with total assets estimated at \$17,000.00. Cash and liquid assets of all partners, available for the establishment of the proposed station, are \$11,800.00.

Station WSPD, at Toledo, Ohio, is 52 miles from Hamtramck and the recommended separation is 91 miles. This station operates on 1240 kc, 1 KW night and 2.5 KW until local sunset. Station WHK, at Cleveland, Ohio, is 93 miles from Hamtramck and the recommended separation is 104. This station operates on the frequency of 1390 kc. with 1 KW night and 2.5 KW until local sunset.

"In the case of these two stations, that is WSPD and WHK, due to the nature of the intervening terrain, the conductivity which is known to exist in this territory and the fact that the stations are operating on adjacent channels, it is not expected that serious or objectionable interference would result if this application (Wayne Broadcasting Co.) be granted", the Examiner reports.

"Station WSPD, at Toledo, Ohio, has an application to increase day power to 5 kilowatts. The actual separation is 52 miles and the recommended separation for such operation would be 108 miles. Because of the conductivity and the frequency separation, it is not expected that objectionable interference would result in case both applications be granted."

X X X X X X X X X X X

## PHILCO APPLIES FOR TELEVISION FREQUENCY

The Philco Radio & Television Corporation, of Philadelphia, has applied to the Federal Communications Commission for a construction permit for a new special experimental station to be operated on 4200-56000, 60000-86000 kc., 250 watts.

It is presumed that this is in anticipation of the completion of the experimental coaxial cable which the American Telephone & Telegraph Company expects to lay down between New York and Philadelphia the principal purpose of which is to transmit television images. Both Philco and the Radio Corporation of America are said to be making elaborate preparations to participate in these television-coaxial cable experiments.

The Philadelphia Storage Battery Company has also asked the Commission that its radio station license W3XE be assigned hereafter to the Philco Radio & Television Corporation.

X X X X X X X X X X

## NEWSPAPER ADVERTISING STILL LEADS RADIO FIVE-TO-ONE

Despite its phenomenal growth in recent years, radio broadcasting is still far behind the newspapers of the country in total advertising income, pointed out Dr. Orestes Caldwell, former Federal Radio Commissioner, addressing the American Institute of Radio Engineers at Springfield, Mass., last night.

Compared with the \$485,000,000 advertising business done by the newspapers this year, radio broadcasting will do about \$100,000,000 during the 1935-36 season, said Dr. Caldwell, indicating the opportunity that lies ahead of radio as new services now in sight, are developed, revolutionizing the advertising art.

Dr. Caldwell itemized the present billion-dollar total advertising bill of the nation as follows:

Radio Broadcasting	\$100,000,000
Periodicals	125,000,000
Newspapers	485,000,000
Outdoor advertising	25,000,000
Direct Mail	<u>365,000,000</u>
Total Advertising	\$1,100,000,000
Outlay in U.S.	

X X X X X X X X X X

10/15/35

WMCA TO BROADCAST CONGRESSIONAL PATENTS HEARING

Public hearings of the Special Congressional Committee on Patents will be broadcast over WMCA, New York, each afternoon this week at 2:15 o'clock. At least thirty witnesses for the radio, electric and motion picture industries will face the microphone during the course of the investigation.

Representative William I. Sirovich, Chairman of the Committee, will preside at the hearings which will be held in the Fifth Avenue Hotel in New York. Other members of the committee include: Fritz G. Lanham, Texas; Braswell Deen, Georgia; Thomas O'Malley, Wisconsin; Matthew A. Dunn, Pennsylvania; Charles J. Golden, California; Charles Kramer, California; J. Burrwood Daly, Pennsylvania; Randolph Perkins, New Jersey; Clarence J. McLeod, Michigan; Fred A. Hartley, Jr., New Jersey; L. C. Arends, Illinois; Ralph E. Church, Illinois; R. T. Buckler, Minnesota; Thomas R. Amlie, Wisconsin; and Robert Robins, Secretary.

X X X X X X X X

RCA-VICTOR SPONSORS PHILADELPHIA ORCHESTRA TOUR

Although much publicity has been given to the forthcoming transcontinental tour of Leopold Stokowski and the Philadelphia Orchestra, the first in the history of the organization and the most extended trip to be made by a major symphony orchestra in many years, it apparently is not so generally known that the sponsorship of the RCA-Victor Company makes the trip possible.

The full orchestra of 100 musicians will visit the following cities: Hartford, Conn., Montreal and Toronto, Canada; Chicago, St. Louis; Atlanta, Birmingham; New Orleans; Dallas, Texas; Los Angeles; Seattle; San Francisco; Portland, Ore.; Denver; Salt Lake City; Kansas City; Ann Arbor, Mich.; Des Moines; Minneapolis; and Milwaukee.

The tour is planned to take the Philadelphia Orchestra to those musical centers which have known the organization only through broadcasts and recordings in the past.

The trip will be under the joint management of George Engles, Vice-President of the National Broadcasting Company, and Charles L. Wagner, of New York.

X X X X X X X X X X

10/15/35

COLUMBIA ISSUES EXPLANATORY LITERATURE FOR STOCKHOLDERS

A booklet entitled "Where Is The Columbia Network Heard?" is being sent to stockholders of the Columbia Broadcasting System this month along with their dividend checks. It is the first of a series of informative pieces designed to acquaint stockholders with different phases of the broadcasting business.

"These booklets regard the stockholder as a person with a triple personality", Dorothy Sutherland of the Columbia Trade News Division explains. "First, as a part owner of the business, and therefore an individual with more than average interest in its technicalities. Second, as a member of the general public and a radio listener. Third, as a public relations representative who, consciously or unconsciously, molds opinion in his own business and social circles.

"The booklets are designed to be easily understood by the woman stockholder who has little knowledge of business, while at the same time to be sufficiently sophisticated to interest the experienced corporation executive."

X X X X X X X X

RADIO SAVED THE MUSIC WORLD IN DEPRESSION, ELMAN SAYS

"It was radio broadcasting that saved the music world during this severe depression", Mischa Elman, world-famous violin virtuoso, said at an interview during his rehearsal for his appearance as soloist in the second of the General Motors concerts last Sunday night.

Elman said that the limited group of supporters of musical enterprises, like symphony orchestras and opera companies, in the days before radio broadcasting, probably would have failed to carry their organizations through the worst test of the panic. The added strength furnished directly and indirectly by the outlying audience, built up by consistent broadcasting of good music by leading musical bodies, supplied just the additional financial help needed to carry these organizations through, he said.

"As well-known instances of what I mean", Elman continued, "I refer to the successful public appeals for direct money gifts made by the organizations supporting the Metropolitan Opera Company and the New York Philharmonic Symphony Orchestra."

X X X X X X X X

## COMMUNICATIONS NEUTRALITY NOT YET CONSIDERED BY FCC

Although the town was buzzing with rumors that the Federal Communications Commission would do this, that or the other in enforcing neutrality in communications affecting either Italy or Ethiopia, it is learned on high authority that as yet the matter has not been officially brought to the attention of the Commission and if the question of a communications curb has been raised with regard to Great Britain, for its refusal to rebroadcast the speech from Geneva, chief Italian envoy to the League of Nations meeting, the discussion is being carried on by the State Department.

An important development of the situation is understood to be a study being undertaken by the Navy Department of possible action by the United States looking toward the banning of any messages, regarded or intended to be inflammatory, from a belligerent power. Such a censorship would be exercised strictly by this Government.

It is believed Sec. 606 (paragraphs a and b) of the Communications Act dealing with War Emergency powers would give the President plenty of authority to deal with the situation. Also, that stations throughout the United States would do well to play no favorites in broadcasting speeches in connection with the Italo-Ethiopian War since stations must be operated in the public interest. However, as yet the Communications Commission has not taken up any of these matters.

The Columbia Broadcasting System, in what is declared to be a spirit of fair play, last Sunday succeeded in relaying over a coast-to-coast network the Italian side of the Ethiopian controversy by Baron Aloisi. It was picked up direct from Rome for Columbia by the RCA receiving station at Riverhead, L.I.

As is known, this was the speech that Great Britain refused to relay through London although it had previously permitted the Ethiopian side of the question to go through to this country.

The arbitrary position taken by the British Government served to speed up the establishment of a radio-telephone circuit from France to the United States. Although there is no reason to believe that France would have acted any differently than England, since the two countries are apparently allies in the present trouble, nevertheless it is the viewpoint of the Federal Communications Commission, apparently, that England should not have a monopoly.

Long before the Ethiopian trouble came up, the French Government complained to the United States that they were at a disadvantage having their commercial business clear through England, that that country thus had access to their trade agreements and asked the State Department to use their good

offices in bringing about the establishment of a direct radio-telephone circuit to France.

The State Department turned to the Communications Commission which requested that the American Telephone & Telegraph Co. establish such a circuit. The Telephone Company was reluctant to do this but in view of the official request have now agreed, it is said, to connect the two countries with radio-telephone but this will not become an actuality until a new station has been erected in Paris to connect with the A. T. & T. station at Lawrenceville, N. J., adjacent to New York City.

X X X X X X X X X

#### TO SOUND INDUSTRY OUT ON NRA LEGISLATION

Major George Berry, of the Department of Commerce, whose title is Advisor of Industrial Cooperation, and said to have previously been strongly affiliated with the American Federation of Labor, has invited the National Association of Broadcasters and the Radio Manufacturers' Association, along with the other principal industries, to participate in a conference to be held at an early date in Washington. The object of this meeting will be to sound out industry with regard to a permanent NRA.

Major Berry will endeavor to determine for the guidance of the Administration whether industry wants the Government to support legislation which would accomplish the same purposes as outlined in the Codes of Fair Competition. It is expected that the Conference will be timed so as to be able to give President Roosevelt the answer upon his return to Washington.

X X X X X X X X X X

#### HEARST GETS NEW SHORT-WAVE NEWS TRANSMITTER PERMIT

Station WEEK, Hearst Radio, Inc., Tinley Park, Ill., has been granted a license by the Federal Communications Commission to operate a high frequency station for the purpose of transmitting press dispatches.

The license covers construction permit (fixed public press-point-to-point telegraph) and operation on frequencies of 9230, 9390, 10090 kilocycles day only; 7625, 7640 kilocycles, 5 kilowatts power, unlimited time; provided however, that authority to operate on these frequencies during the period between two hours before local sunset and two hours after local sunset is granted on a temporary basis and may be canceled without advance notice.

X X X X X X X X X X

10/15/35

SUPER-POWER EXPANSION MAY BRING MANY 500,000-WATTS

Far-reaching changes in the technical broadcasting structure, possibly including authorization of perhaps two dozen stations with super-power of 500,000 watts and the licensing of additional local stations, may grow out of current technical investigations being conducted by the Federal Communications Commission.

Designed to take advantage of technical advances made in broadcasting since the sweeping reallocation of facilities in 1928, a new program is being considered in its preliminary stages by FCC technicians. Anything of the magnitude being discussed - and pondered by many in the industry - would inevitably result in a reshaping of the entire broadcasting setup. Introduction of additional 500,000-watt stations, for example, obviously would lead to realignment of networks, rate schedules and services to conform with the changed technical coverage picture.

Here, according to Broadcasting Magazine, are the salient features of the proposals advanced, discussed and being considered by the FCC Engineering Department, for changes in the technical broadcasting structure designed to make it accord with modern engineering technique:

1. Reduction in the number of clear channels from 40 to possibly 25 with a minimum power of 500,000 watts on remaining clear channels strategically located.
2. Simultaneous operation with maximum power of 50,000 watts on clear channels not permitted to increase to 500,000 watts.
3. Opening of perhaps three channels in the new portion of the broadcast band between 1500 and 1600 kc. for local stations, with the possibility of licensing up to 50 new stations on each wave.
4. Horizontal increases in night powers from 1,000 watts to 5,000 watts on certain of the regional channels.
5. Retention of the so-called "high-fidelity" stations in the band from 1500 to 1600 kc.

X X X X X X X X

## INTERNATIONAL BROADCASTS DAILY BECOME MORE COMMONPLACE

No so long ago the relaying of a foreign program in this country was considered quite an achievement, but today it is an accepted marvel that occasions no more wonder than radio itself.

A new standard in globe-circling by radio will be set on October 27, however, when the NBC-WEAF network is linked with stations in 31 countries, from 12:30 to 1 P.M. EST, in presenting choral groups singing their native songs.

The Columbia Broadcasting System during the year ending last September picked up programs from 25 countries and spanned the ocean 144 times. Although the relays were made under varying weather conditions, only five broadcasts were adjudged unsatisfactory by CBS.

The NBC broadcast will utilize most of the short-wave stations in the world in addition to the regular broadcasting channel stations. The central point for all cues and switches will be in Berlin, Germany.

So that the entire program may girdle the globe with split-second accuracy, all cues for switches from country to country will be spoken in the language of the country where the program originates and will then be repeated in French

X X X X X X X X

## RADIO ENGINEERS TO MEET NEXT MONTH

The radio industry experts of America and Canada will exchange engineering and promotion ideas during the Fall meeting of the Institute of Radio Engineers at Rochester, N. Y., November 18 to 20.

X X X X X X X X X X

## FCC GRANTS ORAL ARGUMENT FOR MASS. AND CONN. STATIONS

The Federal Communications Commission has granted oral argument to be held on December 4, 1935, on the application of the Hartford Broadcasting Co., Inc., Hartford, Conn., Worcester Broadcasting Co., Inc., Worcester, Mass., and the Hartford Times, Inc., Hartford, Conn., for a new station, frequency 1200 kilocycles, 100 watts unlimited time.

X X X X X X X X X X

## ATLAS BUYS LARGE R-K-O BLOCK FROM RCA

David Sarnoff, President of the Radio Corporation of America, and Floyd B. Odlum, President of Atlas Corporation, announced the sale by the Radio Corporation and the purchase by Atlas of a substantial portion of the Radio Corporation holdings in the Radio-Keith-Orpheum Corporation, with an option to purchase the remainder. Mr. Odlum stated that this purchase was made on behalf of Atlas Corporation and Lehman Brothers.

Proceedings are now pending for the reorganization of RKO. It is expected that a plan of reorganization will be promulgated shortly in these proceedings.

Merlin H. Aylesworth, President of R-K-O, expressed his gratification with the closing of the transaction.

Commenting upon this, the New York Times said:

"Once more the Radio Corporation stocks have experienced a sharp movement on the stock market while the stockholders can only conjecture to the prospects relating to dividend arrears. Yesterday the Class B preferred stock rose  $5\frac{1}{4}$  point, on the self-evident hopes of speculators that the deal for sale of the company's R-K-O holdings to outside interests might serve to clear up the back dividends. Similar market activity, with advances and declines both making wide swings, occurred before the arrears on the A preferred stock were cleared early this year. Now the guessing that characterized market opinion on the R.C.A. stocks at that time has been resumed."

At the end of 1934, the RCA owned 48.6 per cent of the no par common shares of Radio-Keith-Orpheum, in addition to 84 per cent of the 10 year debentures. The Atlas Corporation is said to have made a great fortune during the depression in picking out what it believed to be promising stock which later would achieve greater value.

X X X X X X X X

## SENATOR WHEELER'S DAUGHTER TO BE MARRIED

Senator Wheeler, of Montana, Chairman of the Interstate Commerce Committee, and Mrs. Wheeler, have announced the engagement of their daughter, Miss Elizabeth Wheeler, to Edwin Colman of Rockford, Ill.

X X X X X X X X

## SUIT ATTACKS TELE-FLASH BOOTLEG NEWS

The National Exhibition Company, owner of the Polo Grounds and the New York Giants, which for many years has opposed the broadcasting of its baseball games, has filed an injunction suit to restrain alleged "bootleg" broadcasts of baseball games and other sporting events from the Polo Grounds. The suit also asks \$500,000 damages on the ground that unauthorized broadcasts that have been made have cut into the plaintiff's receipts.

The suit is brought against Tele-Flash, Inc., the "Morning Telegraph", Morning Telegraph Sport News, Inc., and the New York Telephone Company. The complaint was filed in the County Clerk's office when the defendants had the suit transferred to the Federal Court.

The Morning Telegraph Sport News, Inc., said to be affiliated with the newspaper of that name, is alleged to have acquired Tele-Flash, Inc. The telephone company is made a defendant on the ground that the alleged broadcasting is made possible through telephone wires with loud-speakers attached, which are installed in the premises of subscribers to the Tele-Flash service. The defendants are alleged to have 300 subscribers at present.

Although the complaint says that the plaintiff has investigated the broadcasts, "the method of acquiring the simultaneous description of baseball games is at present unknown to the plaintiff." The defendants are charged with conspiring to carry out the broadcasting with full knowledge that the broadcasting right is the sole property of the plaintiff. It is alleged that in some underhand way the descriptions of the games have been "stolen or bootlegged."

X X X X X X X X

## SERVICE MEN MEET OCTOBER 27

The annual New York convention and radio parts show of the Institute of Radio Service Men will be held October 25-27 at the Hotel Pennsylvania in New York City. A representative display of exhibits and a large attendance is promised. During the service men's convention, on October 26, there will be a meeting of the RMA Service Section of which F. B. Ostman, of Camden, N. J., is Chairman.

X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

## INDEX TO ISSUE OF OCTOBER 18, 1935

Great Secret Intercity S-W Crook-Catching Police Net Soon.....	2
Sarnoff Analyzes Radio And Public Opinion.....	4
"Marmola" Hearing Ends; Decision May Be Delayed Several Weeks..	5
Jolliffe Denies Sweeping Equipment Order Is Contemplated.....	6
At Crossroads In Utilities Regulation, FCC Member Admits.....	7
Johnstone And Poppele, N.J. Police-Radio Survey Advisors.....	8
New And Larger Quarters For TACO.....	8
Says FCC Will Take No Action To Enforce Neutrality On Ether....	9
American Bar Association Honors Spearman.....	9
Antenna Improvement More Important Than Power, Says FCC.....	10
Hauptmann Broadcasts Upheld In Court Opinion.....	10
Industry Notes.....	11
Applications Granted By FCC Broadcast Division.....	11

No. 869

*[Handwritten signatures and initials at the bottom of the page]*

## GREAT SECRET INTERCITY S-W CROOK-CATCHING POLICE NET SOON

It has been learned on excellent authority that rules and regulations have been tentatively drawn up by the Federal Communications Commission for a proposed nation-wide intercity police short-wave radio-telegraph system which would mark the greatest step forward in the history of the United States in national criminal apprehension. Secrecy is to be the main objective of the new criminal network and for this reason radio-telegraph instead of radiophone, will be used. Even should the crooks with short-wave sets locate the frequencies, which will be difficult because they will be interchangeable, they would probably find themselves up against deciphering the secret code.

The plan for coordinating the work of the short-wave police radio stations in the various cities was submitted to the Commission by the Associated Police Communications Officers to the Communications Commission through the International Association of Chiefs of Police and the Commission's redraft of the proposal was endorsed by the Associated Police Communications Officers at their national convention in Indianapolis last week.

Thus far no publicity has been given to the matter but in well-informed circles, it is believed to be but a question of a short time until a formal announcement is made with regard to the new intercity short-wave police communications system which may be in operation within the next year.

Acting in an advisory capacity to the Police Communications Officers in developing the proposal have been E. K. Jett, Assistant Chief Engineer of the Federal Communications Commission, in charge of police radio, and E. P. Coffey, in charge of radio for the Bureau of Investigation, Department of Justice.

Although the exact details of the new network are not known, the plan will probably involve the use of a zone control broadcasting station in the geographical center of each State, or zone, and the use of secondary stations. Since in practically all cases the capital city of each State in the United States is near the center of the State, and because of the availability of a complete record, it is believed that whenever possible, the police zone control station will be located in the capital. Also the capital city is usually a large city, or the location of a State police radio station, and would have additional radio facilities to handle the greater volume of communication work that would fall to the zone control station. The zone control

station would handle all communications between the smaller stations within its zone or State.

The proposed intercity radio police system will probably be modeled largely along the lines of the Naval Communications service which is constantly in touch with work all over the world. The secondary stations of the police system would probably be in the larger cities of the State.

The plan does not involve the use of Municipal and State police frequencies or main police transmitters now in use.

An advantage of radio-telegraph, as against radio-telephone, in addition to its assurance of secrecy through the use of codes, is that automatic systems of reception could be used to provide written records which would not require the presence of a listener or operator. This would be extremely important in smaller cities where the police force is smaller and those connected with it have numerous duties.

Owing to the difficulties of enunciation and comprehension, radiotelegraphy is considered more accurate than radiotelephony. This would be particularly noticeable when receiving messages containing legal terms, symbols, numbers, names of persons and code. Radiotelegraphy enables communication at greater distances more economically.

Finally, radiotelegraphy occupies less "space" in the ether, suffers less from, and creates less radio interference than does radiotelephony. A reason that the Communications Commission will have to act quickly in approving the intercity police communications plan, and it is inconceivable that the Commission would reject it, is that the construction and operation of the proposed stations must be commenced within the near future; otherwise the frequency spectrum will be more crowded, making it difficult, if not impossible, to obtain the required channels of communication.

To show the tremendously rapid growth in the use of radio frequencies by the nations of the world during the last few years, a comparison between the original international frequency list established by the Berne Bureau, the world's radio headquarters, in December 1933, is illuminating. In the original list of December, 1928, a total of approximately 1700 radio stations were listed. Five years later the number of stations were about 17,000, or a ten-fold increase. No check has been made of the number of assignments today, but it is known to be considerably greater than before.

At the outset it is figured that three frequencies would have to be provided for daylight communication and three additional frequencies for night communication. The frequencies would have to provide reliable signals, when a reasonable amount of power is used, over a daylight path of at least 250 miles.

10/18/35

It is made plain that the new intercity system is in no way to take the place of or conflict with the proposed broadcasting system which the Department of Justice is now believed to be working out to flash to the police departments of the nation emergency messages and information relating to serious crimes.

The Associated Police Communications Officers at their recent Indianapolis meeting elected Capt. Robert L. Batts, of Indianapolis, President of the Association, and decided to hold their next meeting at Davenport, Iowa.

X X X X X X X X

#### SARNOFF ANALYZES RADIO AND PUBLIC OPINION

"The interests of the public impose distinct obligations on three factors concerned in the relationship of radio to public opinion", David Sarnoff, President of the Radio Corporation, said yesterday in an address in the Fifth Annual Forum on Current Problems, in New York City.

"Upon the speaker before the microphone", Mr. Sarnoff asserted, "rests the responsibility for a fair and sincere statement of the subject in the light of his convictions. Upon the management of broadcasting stations rests the responsibility to see that both sides of a matter affecting the national welfare are given a fair opportunity to utilize the facilities of radio. Finally, upon the public itself rests the responsibility to discriminate between statesmanship and partisanship; between faith and prejudice; between sincerity and hypocrisy; between heated argument and cold fact."

Those who have no faith in the capacity of the public to distinguish between the true and the false - when full information is available - will have no hope for any democratic form of society, Mr. Sarnoff said.

"Public opinion may not always be infallible, but happily the records of democracy show that on great national issues it has risen triumphant over sophistry and demagoguery", the RCA President concluded. "Where politics or government have temporarily swerved a nation from its true course an aroused public opinion has ultimately expressed itself and pointed the way to the right road. Without such freedom of expression there can be no democracy."

X X X X X X X X

"MARMOLA" HEARING ENDS; DECISION MAY BE DELAYED SEVERAL MONTHS

A voluminous record of testimony on questionable advertising over the air was accumulated by the Broadcast Division of the Federal Communications Commission during a five-day hearing, October 14-18, inclusive, on the applications for license renewals by KNX, Hollywood, Cal., KFRC, San Francisco, and WTMJ, Milwaukee.

FCC officials predicted that no decision may be forthcoming before the first of next year because of the volume of testimony and the issues involved.

The names of nearly fifty products whose advertising claims are disapproved by FCC counsel, at least, were injected into the hearing as witnesses and counsel for the three stations sought to defend their records on the ground that they had checked on the sponsors with various governmental agencies, such as the Food & Drug Administration, the Federal Trade Commission, and the Post Office Department.

The principal product complained of by the Commission's counsel was "Marmola", (which claims to reduce obesity or unusual fatness). None of the three stations involved has carried the "Marmola" program since last Spring, but the Commission case is based on broadcasts during January, February and March.

George B. Porter, FCC counsel, placed Dr. William Earl Clarke, Washington physician, on the stand to testify that "Marmola" contains a half grain of thyroid, a powerful drug which should not be administered to an obese patient except after a thorough diagnosis and only then by a reputable physician. He said that harmful results could be expected if a patient followed the advice of the "Marmola" distributors and took four tablets daily.

He also produced evidence that the Federal Trade Commission several years ago had issued a cease and desist order against the Raladam Company for making certain claims when it handled "Marmola". Though the order was appealed and the FTC reversed on technical grounds, subsequently by the United States Supreme Court, Porter pointed out that the court had agreed that the use of the drug was harmful.

Witnesses for the stations admitted that the objectionable program was carried but insisted that they had checked with several governmental agencies, such as the Post Office Department, the Federal Trade Commission, and the Food & Drug Administration before accepting the account. They added that the program was dropped prior to an inquiry by the Communications Commission.

The licenses of eighteen other stations which had also carried the "Marmola" program have been renewed after being held up by the FCC because the account was dropped.

Counsel for the Commission, however, complained against other programs the stations have carried but have since barred, such as those sponsored by "Congoin" (A South American herb tea), "Commanders" (a vitamin tablet), and Sterling Company (lead advertising in which prizes are offered for sales contests).

Station KNX was singled out, in addition, for complaints against 25 or 30 other past accounts, such as "Ironizer", "Electronometer", "Curarinea", "Kal", "Venus Tablets", "P.T.M. Tablets", "Calogen" and "Calwhey".

Assisting Attorney Porter in the case was A. G. Haley of the Communications Commission Legal Division. The stations were represented by Paul Segal for KNX; Duke M. Patrick, for KFRC; and Ben S. Fisher, for WTMJ.

X X X X X X X X

#### JOLLIFFE DENIES SWEEPING EQUIPMENT ORDER IS CONTEMPLATED

Answering rumors that the Engineering Division of the Federal Communications Commission was preparing to recommend new regulations which would require many broadcasting stations to install new equipment, Dr. C. B. Jolliffe, Chief Engineer of the Commission, stated that no such proposals are contemplated.

"We, of course, expect stations to keep abreast of engineering developments, and most of them have done so", he said. "Broadcasting stations on the whole are in very good condition, technically speaking."

Dr. Jolliffe explained that whenever a station with obsolete equipment applies for a renewal of license, the Engineering Division may insist that its apparatus be modernized before the license is renewed. But this, he explained, has always been the Division's policy.

The FCC only this week issued an order setting up minimum antenna heights to be required in new station construction (reported elsewhere in this issue), but Dr. Jolliffe pointed out that it applied only to new installations.

"Although most stations are adequately equipped today", he said, "that doesn't mean that they can keep the same equipment without modernizing it for several years. We expect them to keep their equipment up-to-date on their own initiative."

X X X X X X X X

## AT CROSSROADS IN UTILITIES REGULATION, FCC MEMBER ADMITS

In a lengthy address (twenty-eight mimeographed pages), delivered at the convention of the National Association of Railroad and Utilities Commissioners at Nashville, Tenn., Paul A. Walker, Chairman of the Telephone Division of the Federal Communications Commission discussed "Federal and State Jurisdiction over Telephone Companies as Affected by the Communications Act".

Commission Walker said:

"The approach to the subject under discussion this morning should be fundamental. It should strike at the root of the problem of regulation itself.

"While there is no longer room for debate on the necessity for regulation of telephone utilities, the spirit of that regulation is a matter of very grave concern. We are still at the crossroads. Public regulation of utilities is on trial today as never before. A question mark hangs ominously before the word 'regulation'. Everywhere the public is asking, can regulation succeed? We are truly engaged in a great conflict which shall determine whether the regulation we now exercise or any regulation can long justify its existence.

"There is no slackening of the public demand for the results hoped for through utility regulation. The policy of 'laissez-faire' has long since been abandoned. The question now is, shall government regulation succeed, or what substitute shall be offered if it fails?

"Our approach to the question, however, is one of confidence. Those of us who have been on the firing line believe that public regulation can and must succeed."

Commissioner Walker remarked that manifestly, a detailed and specific account of an investigation of the nature and magnitude of the telephone investigation, at this stage, is a difficult matter.

"The primary and ultimate concern of the general public in this investigation will be the determination of whether the American Telephone and Telegraph Company and its subsidiaries, which dominate and control the telephone field, are supplying telephone service to their patrons at the minimum cost consistent with adequate quality of service and accessibility of service to all who desire and are entitled to such service", Commissioner Walker explained. "The answers to all the inquiries made in this investigation must be more or less predicated upon the objective of the lowest practicable rates consistent with adequate service.

"Apparently appreciating that regulation may eventually be a reality, there has begun what appears to be a nation-wide propaganda against regulation.

"Immediately following the announcement of the telephone investigation some months ago, there began skillfully defised propaganda to discourage and to discount, if not to thwart, the investigation. That propaganda has persisted to the present time, and has likewise entered into other activities of the American Telephone and Telegraph Company."

"We are face to face with the most dangerous and subtle organized attack against utility regulation the country has ever known. Federal and State Commissioners will be compelled to give such satisfactory account of their performance as will not only justify regulation but will bring to their support additional necessary legislation and facilities for carrying on their work."

"The problem is not one for weak hearts or irresolute minds. Successful cooperation calls for united zeal in the cause of regulation, wisdom in planning and carrying out the work of regulation, and courage in the execution of the duties of the respective Federal and State Commissions."

"While the telephone investigation is vital, it must not be permitted to crowd out everything else. The whole field of telephone regulation, under the Communications Act, is built around effective cooperation between Federal and State Commissions. If that fails, regulation fails."

X X X X X X X X X X

#### JOHNSTONE AND POPPELE, N.J. POLICE-RADIO SURVEY ADVISORS

Two WOR officials have been appointed advisors to the Police Radio Survey Commission of New Jersey, it was announced on Wednesday. They are G. W. Johnstone, Director of Public Relations, and J. R. Poppele, Chief Engineer of the station. The Commission, authorized by the State Legislature and appointed by Governor Harold G. Hoffman, has been created to combat crime in New Jersey. Plans are being made to set up a State-wide radio telegraph hook-up to aid police in barring escape paths of fugitive criminals.

X X X X X X X X

#### NEW AND LARGER QUARTERS FOR TACO

Forced to seek larger space for increased production whereby to meet the growing demand of old and new customers alike for TACO all-wave noiseless antenna kits, components and allied products, Technical Appliance Corporation has moved from Long Island City to 17 East 16th St., New York. The new quarters provide three times as much floor space, while new machinery permits stepping up production some 300 per cent. Also, the new location is more convenient for callers and for shipments.

X X X X X X X X

## SAYS FCC WILL TAKE NO ACTION TO ENFORCE NEUTRALITY ON ETHER

The Federal Communications Commission will take no steps nor issue any regulations to require broadcasting stations to observe neutrality during the Italo-Ethiopian War, according to Chairman Anning S. Prall.

"We have discussed the matter since the President issued his neutrality statement", Prall said, "and we intend to follow the general policy he has outlined. However, we don't contemplate any interference with broadcasts, nor do we expect to issue any regulations governing broadcasts."

The Communications Commission, moreover, does not intend to make any protest against the censorship of addresses by representatives of either of the warring countries that are intended to reach the United States via short-wave. Such action, as that of the British Post Office Department in refusing to transmit an address of Baron Aloisi, the Italian diplomat, from Geneva to the Columbia Broadcasting System, he said, is outside the jurisdiction of the FCC.

Prall expressed the view that if any protest is to be made, it must come from the State Department. The latter is understood to have considered the question, but has decided not to make any formal complaint.

Some United States government officials hold that Great Britain violated telecommunication convention treaty adopted in Madrid in 1932 by the United States, Great Britain, Italy and other countries. Section 27 of this treaty states that whenever any signatory nation suspends the services of international telecommunication, it must notify "immediately" the other contracting nations. The American government received no such notice.

X X X X X X X X

## AMERICAN BAR ASSOCIATION HONORS SPEARMAN

Paul D. P. Spearman, of Washington, former General Counsel of the Federal Communications Commission, now engaged in private law practice, has been appointed a member of the American Bar Association's Standing Committee on Communications.

John W. Guider, also of Washington, was reappointed Chairman of the Committee. Guider has been a member of the American Bar Association since 1929 and has been a member of the committee of which he is now Chairman since 1931.

The activities and plans of the Communications Commission will be the subject of special study by the committee, especially wherein these represent departures from the practices of the old Federal Radio Commission.

X X X X X X X X

## ANTENNA IMPROVEMENT MORE IMPORTANT THAN POWER, SAYS FCC

A review of the antenna systems employed by broadcast stations reveals that there are now many antennas in use that the radiating efficiency does not comply with the requirements of good engineering practice the Federal Communications Commission has discovered.

"In many cases a material improvement in the coverage of the station could be accomplished by erecting an efficient radiating system. This increase in coverage may be more than could be accomplished by doubling the power", a statement from the Engineering Division of the Commission sets forth.

"It is the obligation of the licensee of every station to make efficient usage of the assignment granted by the Commission. It is not the intention of the Commission at this time to require all stations with questionable radiating systems to install antennas having the required efficiency, but it is the intention not to grant additional facilities to licensees of broadcast stations unless they are making efficient usage of the assignment already granted. That is, the licensee of a broadcast station requesting more power, change in time of operation, different frequency, or move of the transmitter, must have an antenna for the assignment requested that meets with the minimum requirements before favorable consideration will be given."

A graph has been sent to all broadcasting stations showing the minimum physical height of antenna proper or minimum effective field intensity that stations must have before additional facilities will be granted.

Before any change is made in the antenna, details should be submitted by stations to the Commission for approval in order that it may be definitely determined that the installation will meet the requirements and that it does not constitute an objectionable hazard to air commerce.

X X X X X X X X

## HAUPTMANN BROADCASTS UPHELD IN COURT OPINION

In the Court of Appeals opinion in the Hauptmann case, the court ruled that it did not find anything irregular in the conduct of the press in its reporting of the trial, nor of the radio broadcasts.

Some question was raised with regard to the propriety of the latter, which was said to have been done without the knowledge of the court.

X X X X X X X X X X

::: \_\_\_\_\_ :::  
 ::: INDUSTRY NOTES :::  
 ::: \_\_\_\_\_ :::

Reports of several large companies indicate increasingly better business conditions.

Sales billed by the General Electric Co. in the first nine months of 1935 amounted to \$149,173,275, compared with \$121,735,123 in the corresponding period in 1934, Gerard Swope, President, announced. Net profit for the nine months was \$17,205,332, compared with \$11,714,247 available for the common stock a year before.

-----

A consolidated statement of earnings of the Bell System for the first eight months of 1935, accompanying quarterly dividend checks mailed to stockholders, shows consolidated net income equal to \$4.28 a share earned on 18,662,275 shares of capital stock of the American Telephone and Telegraph Company, compared with \$3.85 a share for the first eight months of 1934.

The net income of the American Telephone & Telegraph Co. for the first nine months of 1935 was \$90,634,658, compared with \$90,085,802 for the 1934 period.

-----

Orders received by the Westinghouse Electric & Manufacturing Co. in the third quarter of 1935 amounted to \$30,497,620 an increase of 21 per cent over orders of \$25,213,271 received in the third quarter last year.

-----

William N. Wisner, father of Frank Wisner, Chief of Public Relations for the Federal Communications Commission, died October 16 at Upperco, Baltimore County, Md.

-----

The Radio Corporation of America is applying part of the proceeds of the sale of a portion of its interest in the Radio-Keith-Orpheum Corporation to the retirement of \$4,000,000 outstanding 5 per cent debentures due from 1936 to 1942.

-----

The application of Virgil V. Evans (WMHS), Huntsville, Ala., for a construction permit to remove his station to Chattanooga for daytime operation, has been dismissed with prejudice. This followed a motion made by the attorney representing the applicant which was later joined in by counsel for the Commission, who added the prejudice stipulation. WBHS is a 100 watt station operating on a frequency of 1200 kc.

The third quarter melon of the American Society of Composers, Authors and Publishers for 1935 is \$800,500.97. This is a seasonal lower figure than the second quarter, which did not take in the slower Summer months. The second quarter of this year gave the Society \$860,105 for dividends.

Half of the total sum available for dividends goes to the publishers and the other half is divided among the author and composer members, each individual writer or publisher member receiving checks according to the respective classification.

-----

Gerard Swope, President of the General Electric Company, in New York defended the pooling of patents, citing as an example the pooling of communication patents after the World War when the Radio Corporation of America was formed.

"It was the only way that we could develop the art of radio transmission to its present height", he told the Congressional Committee which is investigating proposed patent legislation.

X X X X X X X X X X X X

#### APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

WMAZ, Southern Broadcasting Co., Inc., Macon, Ga., Cp to make changes in eqpt.; NEW, J. B. Roberts, Gastonia, N. C., CP for new station, 1420 kc. 100 watts unlt'd., transmitter and studio location to be determined subject to Commission's approval; KGER, Consolidated Brdcstg. Corp., Ltd., Long Beach, Cal., renewal of license for a period of 60 days, 1360 kc., 1 KW unlt'd.; KGIR, KGIR, Inc., Butte, Mont., renewal of license, 1340 kc., 1 KW -  $1\frac{1}{2}$  KW from local sunrise to local sunset only, unlt'd. time; WNEW, Wodaam Corp., Newark, N.J., renewal of license, 1250 kc., 1 KW, with an additional  $1\frac{1}{2}$  KW from local sunrise to local sunset only; shares with WHBI. WHBI 1/7 time and 6/7 time WNEW; KGB, Don Lee Brdcstg. System, San Diego, Cal., renewal of license for a period of 60 days 1330 kc., 1 KW unlt'd.

KFAB, KFAB Brdcstg. Co., Lincoln, Neb., extension of special exp. auth. to operate synchronously with Station WBBM from local sunset at Lincoln to midnight from 9/k/35 to Feb. 1,36; WSFA, Montgomery Brdcstg Co., Inc., Montgomery, Ala., Auth. to determine operating power by direct measurement of antenna input; WMAQ, National Broadcasting Co., Inc., Chicago, Ill., license to cover CP, 670 kc., 50 KW, unlimited time; WPRP, Julio M. Conesa, Ponce, P. R., Mod. of CP to extend completion date to 12/18/35; WFLA-WSUN, Clearwater Chamber of Commerce & St. Petersburg Chamber of Commerce, Clearwater, Fla., license to cover CP, 620 kc., 1 KW night, 5 KW day, unlt'd. time; WISN, Hearst Radio, Inc., Milwaukee, Wis., license to cover special temp. auth. to use the formerly licensed main transm. as auxiliary transmitter of Station WISN, to be operated with power of 250 watts at Milwaukee; WKBV, KNOX Radio Corp., Richmond, Ind., CP to move transmitter location to 2 miles north of Richmond, and install new radiating system.

X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

*See file*  
*10/22/35*

INDEX TO ISSUE OF OCTOBER 22, 1935.

*10/22/35*

FCC Member Hits Anti-Coaxial Cable Propaganda.....	2
Government Copyright Suit Again Goes Over.....	3
Year's Set Sales May Exceed All-Time Peak.....	4
Kansas City Station Loses Highest Court Appeal.....	4
FCC and FTC Members Discuss Radio Advertising.....	5
Labor Protest May Bring Congressional Radio Inquiry.....	5
Chicago Decided On For Next Broadcasters' Convention.....	6
WLWL-WWL Catholic Station Hearings To Resume.....	7
Sees Radio Helpful To Newspaper Sales.....	7
Radio & Television Corp. Files Securities For Registration.....	8
Navy Department Buys Land For Radio Station.....	8
Winterbottom Points To U.S. Communications Independence.....	9
Industry Notes.....	11
WSPD To Measure Power Through Antenna.....	12
Jewett To Put New Life Into N. Y. Museum.....	12

No. 870

*See file*  
*10/22/35*

*10/22/35*

October 22, 1935

## FCC MEMBER HITS ANTI-COAXIAL CABLE PROPAGANDA

That organized propaganda was being directed at the Federal Communications Commission in connection with granting of the application for the experimental coaxial cable, for the transmission of television between New York and Philadelphia, was revealed in the address which Commissioner Paul A. Walker, of the Federal Communications Commission, delivered before the National Association of Railroad and Utilities Commissioners, at Nashville, Tenn., last week.

"The application of the American Telephone and Telegraph Company and the New York Telephone Company to build the coaxial cable was made some months ago", Mr. Walker said. "That application was presented as an emergency application. Multiplied telephone facilities and perhaps television transmission would be effected with the building of the coaxial cable. The application was promptly granted by the Federal Communications Commission, with restrictions against monopoly.

"I referred to this coaxial cable application as an interesting experiment in testing the sincerity of the willingness, so often publicly expressed by the telephone utility, of cooperation with governmental regulation. Within the current month, however, the country has been flooded with an apparently organized propaganda against the Federal Commission's order. It is said that the American Telephone and Telegraph Company is to shunt television far into the future and to deny nation-wide television and pictures by radio unless there can be a relaxation of regulations of the Federal Commission.

"The coaxial cable, it is said, is in reality a hollow brass pipe, sheathed in lead, carrying electrical impulses over a wider band than has ever been possible before. It is, it is said, the only method by which television pictures can be piped overland long distances. Not only is the Bell Telephone Laboratories, Inc., to be given sole credit for the development and patenting of this cable, but the American Telephone and Telegraph Company is to be given sole control and exclusive use of its operation, or the country is to be denied its use altogether.

"Parenthetically, an article by a member of the technical staff of the Bell Telephone Laboratories, Inc., in the August 17, 1935, issue of 'Telephony', describes the coaxial cable to be built under the Commission's order and calls attention specifically to the fact that the conception of the

coaxial cable and its practical application, in some situations at least, have been known since the time of Lord Rayleigh in the middle of the last century."

Commissioner Walker said that the construction of the coaxial cable was for experimental purposes and for the transmission of common carrier messages during the period of experimentation.

"This coaxial cable is expected to have a transmission capacity of some 30 times that of the ordinary telephone wire, and to be able to transmit television images. The Commission granted the application, but with restrictions as to use, including the proviso that other persons might be permitted experimental transmission upon the payment of reasonable charges therefor, and required that the applicants accept the proviso of the order before beginning construction of the cable. The Commission had in mind particularly television and such regulation as might prevent any one company gaining a complete monopoly in that field."

X X X X X X X X

#### GOVERNMENT COPYRIGHT SUIT AGAIN GOES OVER

By agreement of counsel, the Government's anti-trust suit against the American Society of Composers, the continuance of which was set for November 4th, has now been postponed until Tuesday, January 7th. The reason given by the Government for this is that there are two other anti-trust suits ahead of the ASCAP litigation and that January will be the earliest time that the suit, which began last June but which was postponed until November after an eight-day trial, can be resumed.

An observer, who is usually well informed, commenting upon the January 7th date, expressed the opinion that there would be a further adjournment and that the suit might never come to trial.

Somewhat the same impression is conveyed in an article in this week's Saturday Evening Post (Oct. 19) entitled, "Trouble in Tin Pan Alley" by Alva Johnston. Mr. Johnston refers to the abrupt termination of last June's hearings in the anti-trust suit, which he said was rushed to trial on the grounds of public urgency, as "the Government's about face". Mr. Johnson describes the recent signing-up of agreements of Broadcasters with the Composers "as another surrender."

X X X X X X X X X X

## YEAR'S SET SALES MAY EXCEED ALL-TIME PEAK

Sales of radio sets give indication that this year may surpass the all-time peak established in 1929. Sales for some months of the current year have been double those of the like months last year and production has ranged from 25 to 40 per cent more than a year ago in units, while the gain in dollar volume has been less, according to a survey just completed by Dun & Bradstreet, Inc.

Over-production worries have disappeared from the industry and the chief concern is now centered upon maintaining shipment schedules, for it is reported that some business has been lost through inability to make deliveries.

"Deferred demand, which has been accumulating for more than four years", according to the survey, "now is working aggressively in favor of the radio industry. Distribution has broadened almost without interruption since last Winter and the heaviest buying season of the year has opened auspiciously."

It is said that buyers are interested almost exclusively in all-wave sets, and it is estimated that sales for 1935 will total 5,300,000 sets, as compared with some 4,084,000 sets sold in 1934.

Based on the presumption that sets not equipped with all-wave facilities are obsolete, estimates on the percentage of those to the total home units now in use range from 40 to 80 per cent. Fully 30 to 50 per cent of the radios now providing family entertainment and instruction have been in almost continuous service for more than five years.

X X X X X X X X X

## KANSAS CITY STATION LOSES HIGHEST COURT APPEAL

Terminating a long legal fight, the United States Supreme Court has declined to grant an appeal to Station WREN, of Kansas City, to intercede in the case of Station WHB, of Kansas City, Kans., which had applied for an experimental license for evening hours.

When the former Radio Commission refused WREN's request to intervene in the case, the station appealed to the Supreme Court of the District of Columbia for an injunction. The District Supreme Court denied the motion of the Commission to dismiss the case, following which the Commission filed an appeal in the Court of Appeals of the District, this court finally overruling the District Supreme Court.

X X X X X X X X X

## FCC AND FTC MEMBERS DISCUSS RADIO ADVERTISING

A conference was held last week by Chairman Ewin L. Davis, of the Federal Trade Commission, and Commissioner Eugene Ol Sykes, of the Federal Communications Commission, with regard to their respective jurisdiction in the matter of radio advertising control. The powers of the two Federal bodies overlap in this matter.

"It was simply an informal talk", said Judge Sykes. "We wanted to ascertain if our various departments were doing their work without any lost motion. We found that they were cooperating very well.

"Judge Sykes said that no new policy has been evolved with regard to the control of radio advertising but that the facilities of both Commissions are to be made more interchangeable in the future than in the past."

X X X X X X X X

## LABOR PROTEST MAY BRING CONGRESSIONAL RADIO INQUIRY

It is predicted that the recent resolution criticizing the governmental radio control, passed by the International Typographical Union and the American Federation of Labor, will bring about a Congressional investigation of the Federal Communications Commission during the next session of Congress, which convenes in January.

The resolution passed by the Typographical Union at its meeting in Montreal, where members attacked the "monopolistic control" of radio in defense of newspaper and magazines advertising, favors a Federal broadcasting system similar to that of Great Britain and Canada.

The Typographical Union introduced a similar resolution at the meeting of the American Federation of Labor at Atlantic City last week, but the Federation passed a compromised resolution by simply going on record as against "monopolistic control".

A representative of the Federation said that as a result of this he believed two distinct fights would be waged against the broadcasting industry, the Typographical Union initiating a campaign for government ownership, while the Federation itself would launch an attack on the networks.

The resolution passed by the Typographical Union at Atlantic City is as follows:

"Whereas, the Congress of the United States recognizing the importance of radio communication has specifically reserved control of radio to Congress and specified that radio broadcasting licenses be issued only to serve public interest; and

"Whereas, contrary to the pronounced intent of the Congress two monopolistic groups now virtually dominate American radio broadcasting and use these radio facilities, the property of the people, simply as a means for additional enrichment rather than to serve public interest; and

"Whereas, In their mad desire for additional enrichment these radio monopolists have been able to divert almost \$100,000,000 of advertising from newspapers and magazines to radio, thereby depriving some 40,000 or more skilled printing trade workers of much needed employment opportunities; and

"Whereas, these radio monopolists now operate theaters to which are exclusively invited - free - those who advertise by radio and friends of those advertising agencies, which agencies control the placing of the advertising; and

"Whereas, it is apparent that public interest will not be served by those who seek only additional enrichment for themselves and render no service in the public interest; and experience has proven that public interest will only be served by having the government, as is done in Great Britain, Canada, and most all other countries, exclusively operate such radio broadcasting stations as are necessary to truly serve public interest; therefore, be it

"Resolved, that the I.T.U. authorize and direct its officers to petition the Congress of the United States for the enactment of legislation wherein all existing radio broadcasting licenses be cancelled at the expiration of the present license period and that all radio broadcasting thereafter be operated exclusively by a governmental agency, to be set up by action of Congress, with commercial advertising on such radio stations restricted to not more than two hours of each day of which not more than one hour be used for advertising after sundown; and be it further,

"Resolved, that all local unions and state or regional conferences be directed to interview the Congressmen and United States Senators from their respective districts and states, and secure from them a pledge, if possible, that they will work in Congress for the enactment of the legislation herein proposed."

X X X X X X X X

#### CHICAGO DECIDED ON FOR NEXT BROADCASTERS' CONVENTION

The next annual convention of the National Association of Broadcasters will be held in Chicago. The exact date has not been set, but according to James W. Baldwin, Managing Director of the Association, it will be during the latter part of July.

X X X X X X X X X X

## WLWL-WWL CATHOLIC STATION HEARINGS TO RESUME

The hearing in the case of the Paulist Fathers' station, WLWL, in New York, and WWL, Loyola University, operated by the Jesuit Fathers (New Orleans), which began last June and which was postponed until Fall, will be resumed in Washington Thursday morning, October 24th, at 10 o'clock.

WLWL, in New York, seeks unlimited time on 810 kc., which would involve moving of WWL, in New Orleans, to the 810 kilocycle channel and to operate simultaneously with WLWL. Granting of the application would require a change in the allocation of Stations WNYC, New York City; WOV, New York City; WCCO, Minneapolis; WFAA, Dallas; WBAT, Fort Worth; WPG, Atlantic City, and WWL.

A complicating factor in the case has been the unwillingness of WWL, at New Orleans, to change its present frequency in order to accommodate WLWL, of New York City. A serious difference of opinion apparently arose between the Jesuit Fathers backing up their radio station on the one hand, and the Paulist Fathers fighting for theirs, on the other. So far as known, this difference of opinion has not been reconciled.

George O. Sutton, counsel for Father J. B. Harney, of WLWL, said he believed the hearings would probably last a week or more.

X X X X X X X X X X

## SEES RADIO HELPFUL TO NEWSPAPER SALES

J. A. Swan, Promotion Manager of the Des Moines Register and Tribune, addressing the Fall meeting of the Newspaper Advertising Executive Association at Chicago, said that his paper had found that radio will not sell newspapers, but will "open doors to salesmen".

Although the Inland Daily Press Association at Chicago passed a resolution condemning the broadcasting of news, a number of members dissented. Mr. Swan and Forrest Geneva, also of the Register and Tribune, declared that radio news broadcasts were rather aids than rivals of the newspapers. They expressed the opinion that the public appetite for news is whetted by radio flashes and that this causes the circulation to rise.

The resolution, which was introduced by Linwood I. Noyes, publisher of the Ironwood, Mich., Globe, and President of the Inland Press Association, urged newspapers and news-gathering organizations to "cooperate in developing an equitable plan for the broadcasting of news bulletins at regular intervals as a public service in the name of the participating groups."

10/22/35

"I cannot \* \* \* see why newspapers do not rebel at the selling of news to advertisers for broadcast purposes by agencies which are supplying them with news for legitimate publication", Mr. Noyes declared.

"The Associated Press alone has had the fortitude to prohibit the use of Associated Press news for commercially-sponsored programs and its directors should be complimented for their far-reaching decisions to refuse to impair public confidence in Associated Press news reports."

Noyes declared that "concerted action on the part of newspapers could influence the policies of the United Press and the International News Service" to end the sale of their news reports to advertisers.

X X X X X X X X X X

#### RADIO & TELEVISION CORP. FILES SECURITIES FOR REGISTRATION

Among the securities for which registration is pending at the Securities and Exchange Commission in Washington, are those of the American Radio & Television Corporation of New York, New York, seeking to issue 300,000 shares of \$1 par value common stock, to be offered at par. Stone & Company, of New York City, is the principal underwriter and Joseph LaVia, also of New York, is President of the Corporation. The securities were filed for registration October 12th.

X X X X X X X X X X

#### NAVY DEPARTMENT BUYS LAND FOR RADIO STATION

The Navy Department announced the acquisition of 550 acres of land near Cheltenham, Md., north of Brandywine on the Crain Highway, where it will build a naval radio receiving station at the cost of about \$175,000.

The land, which includes a strip of 100 feet wide for a roadway, was purchased for \$16,886.

X X X X X X X X X X

## WINTERBOTTOM POINTS TO U.S. COMMUNICATIONS INDEPENDENCE

The discussion which has flared up over the cancellation by the British Post Office of a scheduled radio speech by the Italian Delegate at Geneva calls attention strongly to the complete communications independence the United States has achieved through radio since the World War, William A. Winterbottom, Vice-President and General Manager of R.C.A. Communications, said.

"The highly developed receiving stations of the RCA system can 'hear' any country, anywhere, that can get a radio wave to them", Mr. Winterbottom pointed out. "Both sides of a topic in which America is interested are available. If direct information does not come from one source, other nations are ready to send it."

The broadcast over an American network of a speech by Baron Aloisi, direct from Rome, on October 13th, was cited as an excellent example by Mr. Winterbottom. A London radio station first was scheduled to send across the Atlantic the address which Baron Aloisi was to make in Geneva. On the day the talk was scheduled, however, the British Post Office advised that its radio facilities would not be available for the speech. Whether this was the result of technical difficulties or the applications of sanctions to which England considered itself obligated as a member of the League of Nations, it did not prevent America from eventually hearing the speech.

Baron Aloisi returned to Rome and made his deferred address -- direct to America from a station in his own country. It was received with complete success by the RCA station at Riverhead, L. I., and distributed over the Columbia network for which it was originally scheduled. This organization, which previously had broadcast a statement from the Ethiopian delegate to Geneva, was thus enabled to present both sides of the question, in line with the policy of American broadcasters.

"There is a sharp contrast", said Mr. Winterbottom, "between the communications situation of our country today and that before 1920. In 1920 we had direct cable communication with England and France, in Europe, and with relatively few nations elsewhere. In that year radio communication really got started in the United States, under a program of development of an American company, the Radio Corporation of America. Today, this one company -- and it is now only one of several in the field in America -- maintains 56 direct radio circuits that connect the United States and its insular territories with 47 countries.

"From halting beginnings, international radio communications circuits have been brought to high efficiency in the last fifteen years. An example of that was the recent demonstration

10/22/35

at the Alberteum Fair in Brussels from which a radio message was sent twice around the world in one minute and 40 seconds. America's radio communication system played an important part in that accomplishment."

The United States has heard the voices of Premier Mussolini and Haile Selassie, direct from their capitals. In the case of Haile Selassie the reception was especially remarkable because his voice came from a station in the heart of Africa, with scarcely one-fifth the power of a standard modern short-wave transmitter.

"When America desires news by telegraph from any corner of the world now she can reach out and get it", Mr. Winterbottom said. "The same is true of speeches from other countries.

"It is not generally appreciated that R.C.A. Communications has handled the great majority of international broadcast events, brought to this country from the four corners of the world for both of the great American broadcasting networks. This service is not dependent upon a single radio channel between England and America. For instance, during 1934 my company handled the reception or transmission of 715 international programs. In 1935, to date, we have handled 480 such program, which have been received direct from, or sent direct to, such widely scattered places as Buenos Aires, Rio de Janeiro, Rome, Moscow, Geneva, Berlin, Madrid, Brussels, Addis Ababa, Tokyo, Manila, Shanghai, Honolulu and the Fiji Islands. For 18 months R.C.A. Communications handled all of the many programs exchanged between this country and the Byrd Expedition in the Antarctic.

"The advantages of such a communication system, which hurls its signals to inland cities or coastal points with equal ease, is indifferent to political boundaries, or the necessity for the relay or examination of messages enroute, are obvious.

"Nor is this world-wide system, which maintains regular communication with so many foreign lands, limited in its service to those places. These extensive, point-to-point facilities are capable of reaching out to still more remote places on the earth's face, when there is need or desire to have direct word from them in this country. Indeed, there seems to be no end of the things that modern radio communication can pull out of its hat, on request, even to bringing radio photos of military action in Ethiopia within twenty-four hours."

X X X X X X X X X X

:::  
 ::: INDUSTRY NOTES :::  
 :::

O. K. Bevins, of Fort Thomas, Ky., formerly an air mail pilot, crashed to his death near Mason, Ohio, last Friday while flying in a heavy fog. Residents near the scene of the crash told Marshal Richard Cox the plane struck an antenna-tower of the Crosley Radio Corp., and then smashed to the earth about 600 ft. away.

-----

What electrical engineers are doing to music is told by John Mills, a member of the technical staff of the Bell Telephone Laboratories, in a new book, "A Fugue In Cycles And Bels". Mr. Mills declares that electrical and synthetic music is in the future. The book is published by D. Van Nostrand Company, Inc., 250 Fourth Avenue, New York City, and the price is \$3.00.

-----

WOR commercial programs for the four Summer months of 1935 showed an increase of 70% over 1934. The four months given were June, July, August and September, when a total of 676 hours and 53 minutes were used for commercial programs, compared to 397 hours and 47 minutes in 1934 for the same period. This shows an increase of 279 hours and 6 minutes.

-----

The British Broadcasting Company announces that, contrary to certain reports, it has no intention of dismantling the long-wave transmitter at Droitwich, which at present radiates the National program daily on a wavelength of 1,500 metres with a power of 150 kilowatts in the aerial. No reconstruction of the station has been carried out nor is it intended. Contrary to reports, the plant at Droitwich is not out of date but is, in the opinion of the BBC, an example of the most modern technique in the design and construction of a long-wave broadcasting transmitter.

-----

Lester Gootlieb, former radio editor of News-Week magazine, has replaced H. Bruce Fouche, in the Press Department of WOR, handling all commercial accounts.

-----

Aviation officials from Latin-America countries, visiting the United States as part of the celebration of Air Navigation Week, were the guests of Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, and David

10/22/35

Sarnoff, President, at a dinner last Friday night on the 64th floor of the RCA Building. General Harbord was toastmaster.

Informal discussion centered on the advance of radio in its relation to aviation. The Latin-American delegates, on their way to New York from Washington, had visited the RCA Manufacturing plant at Camden, N. J., and observed the latest developments in radio equipment.

X X X X X X X X X

#### WSPD TO MEASURE POWER THROUGH ANTENNA

Station WSPD, the Toledo Broadcasting Co., at Toledo, Ohio, has applied for authority to determine operating power by direct measurement of antenna.

X X X X X X X X X X

#### JEWETT TO PUT NEW LIFE INTO N. Y. MUSEUM

The election of Dr. Frank B. Jewett, President of the Bell Laboratories, President of the New York Museum of Science and Industry is expected to be a forerunner of considerable expansion of the project.

The museum will be established in new permanent quarters in the exhibition galleries known as the Forum in the RCA Building of Rockefeller Center, and a long-term program of development will be initiated.

The new Trustees elected were Gerard Swope, President of the General Electric Company; Thomas J. Watson, President of International Business Machine Company; Newcomb Carlton, Chairman of Western Union Telegraph Company; Edward R. Stettinius, Jr., Chairman of the Finance Committee of the United States Steel Corporation, and Nelson A. Rockefeller, son of John D. Rockefeller, Jr.

The museum is endowed by a large bequest left by Henry R. Towne, who was instrumental in the formation in 1914 of an association to establish and maintain a scientific museum.

X X X X X X X X X

"Years ago we made telephones", said the Boston lawyer, who is a former president of the Radio Manufacturers' Association, and the Audial Research Foundation, formed to protect independent manufacturers in their relation to patent pools.

"We sold this equipment mostly to mills for both inside service and service between building and building outside. The outside circuits were owned by the Bell companies, and they informed us that they could not give us their wires but felt that in the interests of service they should control all the machines."

Driven from the telephone business, the Samson Company eventually went into other lines, among them the building of amplification systems and public address systems which the company sold in great quantities to schools and theatres.

"The Electrical Research Products Company never threatened us directly", Mr. Colby said. "However, its representatives told these various school authorities and theatre owners that if they bought equipment other than that developed by Western Electric they would bring a suit in the courts. That constituted intimidation such as the small theatre owner could not resist, and the result was that we as well as other independents lost that business.

"The point I wish to make is this", he continued, "No great public utility existing by reason of a franchise granted by the people should be allowed to utilize by-products having nothing to do with the franchise to compete with and drive out of business independent private companies not existing under a monopoly provided by a franchise."

In answer to questions by Representative Randolph Perkins of New Jersey, Mr. Colby said that he could not state that Western Electric or its subsidiary had forced his company to close its doors.

Joseph A. Numero, official of the Cinema Supplies Co. of Minneapolis, testified that his company had gone through experiences similar to those of the Samson Company. He added that the company was still in business and admitted that he was not in litigation with members of the patent pool over ten alleged infringements.

X X X X X X X X X X

George Bijur, who has resigned as Columbia Director of Sales, will head his own organization, specializing in advertising and sales promotion counsel. Offices will be opened November 25 at 110 West 40th Street. Among his clients will be the Bijur Lubricating Corporation, of Long Island City, automotive and industrial equipment manufacturers, and Bing & Bing, Inc., builders and operators of real estate and hotels.

X X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

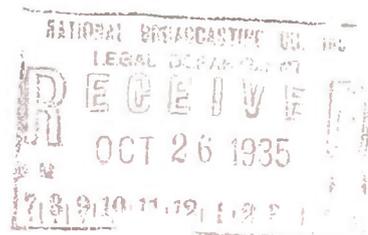
WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

INDEX TO ISSUE OF OCTOBER 26, 1935

Westinghouse Stations Seek Television Channels.....	2
McNary Given Leave.....	3
Short-Wave Set Demand Brings Radio Boom.....	4
Grebe Dies - Only 40 Years Old.....	5
FCC Makes Antenna Improvement Compulsory.....	6
Sees Broadcasters Censorship Responsibilities Heavy.....	6
Crosley To Add Three High Frequency Pick-Up Transmitters.....	7
Hearing Opens On WLWL Request For Full Time.....	8
Southern Stations' Power Request Vetoed.....	8
FCC To Investigate U.S. Angle Of British Radio Censorship.....	9
Would Allow Michigan State College To Change Frequency.....	9
Zworykin Describes New Television Tube.....	10
Officials Barred In Interlocking Directorate Ruling.....	10
Frank Black Decorated By French Government.....	11
Cy Colby Accuses E.R.P.I. Of Forcing Him Out Of Business.....	11

No. 871



*J. L. [unclear]*  
*[unclear]*  
*[unclear]*

## WESTINGHOUSE STATIONS SEEK TELEVISION CHANNELS

KDKA and its related Westinghouse stations, WBZ in Boston, and KYW in Philadelphia, are hunting for clear television channels, according to S. H. Steinhauser, Radio Editor of the Pittsburgh Press. Which explains, in a few words the addition of Ultrashortwave Station W8XKA as the second complement of KDKA; Shortwave station W8XK is the other.

"Located atop the Grant Building in Pittsburgh, the tiny ultrashortwave transmitter looks like an insulated box less than three feet square," Mr. Steinhauser writes. "Extending towards the sky, is what resembles a flag pole but is an antenna.

"In the ultra high frequencies of the 5 meter band reached by the new shortwave unit, stations are 100 kilocycles apart. The waveband itself is 5000 kilocycles wide. On the standard wave band stations are operating on 'split hairs', often riding on each other's carrierwave. The standard band is 100 kilocycles wide, or one-fiftieth the width of the ultra shortwave band.

"Which is a way of saying - and we hope in non-technical language - on the authority of those who know radio's technicalities, that W8XKA in Pittsburgh, W1XKA in Boston, and W3XKA in Philadelphia, are searching for a place in the air where there is no interference. And that little word 'n' means just what it says. If there is the slightest disturbance to interfere with broadcasting of a television picture or scene there will be no television.

"Television has been 'just around the corner' for several years. This column has always insisted that it was years and years away. Today that is truer than ever, the American Telephone and Telegraph Company having dropped its plans to lay a 'coaxial cable' between New York and Philadelphia. The Communications Commission set certain conditions for the use of the cable and its sponsors didn't care to comply. They knew that use of a cable meant wired sending of pictures, which is not television.

"KDKA and its associated stations would like to reach above and beyond earthly interference. The experimental stations, now in operation are for that purpose and nothing else.

10/26/35

What they will add to the science of broadcasting 'remains to be seen' and that's no joke.

"If you want to hear either of the Westinghouse ultrashortwave stations you'll find them operating on 55.5 megacycles on your all-wave sets."

X X X X X X X X

### McNARY GIVEN LEAVE

James C. McNary, Technical Director of the National Association of Broadcasters, has been given a leave of absence by the Association to act as technical adviser to the clear channel group in connection with the study being given to the secondary coverage survey by the Federal Communications Commission.

This secondary coverage survey was undertaken more than a year ago under a cooperative arrangement between the FCC and a group of stations. At the second conference held in November 1934, between representatives of the Commission and the stations, Mr. McNary was designated as coordinator by all participants and has been closely identified with the collection of technical data since that time.

The fact finding survey having been completed, the next step involves interpretations of the data which have been collected. To perform this task, certain of the participating stations have requested that Mr. McNary be relieved by the National Association of Broadcasters so that he may devote his full time in their interests. It was explained by James W. Baldwin, Managing Director, that under this arrangement the NAB is not committed to any proposals which may be made.

There are several conflicting reports regarding the clear channel survey. One is that the Commission will issue a preliminary order. Another is that it will be 30 days before the engineering results can be appraised and another 30 days before the Commission will be heard from.

X X X X X X X X X

## SHORT-WAVE SET DEMAND BRINGS RADIO BOOM

The fact that sales of radio sets this year may surpass the all-time peak established in 1929, is attributed by Dun & Bradstreet, Inc., in their survey to the popularity of the all-wave set. Some of the leading manufacturers, according to this agency, have completed plans to expand production from 60 to 100 per cent next year in order to meet the growing demand for short-wave models.

With buyers interested almost exclusively in all-wave radio sets, sales for the nine months of 1935 have averaged 40 to 80 per cent in excess of the comparative 1934 totals. Taking 30 per cent as the increase for this year, which would be low, in view of the heavy movement during the final quarter, sales for 1935 will reach 5,309,000 units, based on 1934 sales of 4,084,000. This would establish a new high, as it would surpass the record of 4,438,000 units which has held since 1929.

The popular response to the introduction of metal tubes has brought new delivery difficulties, while the backlog of orders has become heavier, because of the general desire to replace obsolete sets with models equipped for either all-wave reception or with one or more frequency bands.

In fact, the huge potential replacement market which has been created by the perfection of sets affording users the benefits of short and long wave reception is considered sufficient to sustain demand at a broadening rate until television or some other outstanding idea will have invaded the market. The stronger financial position of the buying public is indicated by the attitude of finance companies that now are soliciting radio paper, after a decided lack of interest in it for more than three years.

The increased output has been chiefly in the more expensive models, particularly the console type, the larger size of all receivers indicating the passing of the small midget, with its limitations as to tone, volume and selectivity.

The insatiable avidity with which the growing "audience of the air" follows either old favorites or new programs is revealed by the expansion in radio network advertising. For each month this year broadcast advertising has surpassed that of all comparative periods, reaching an all-time high of \$4,822,000 in March. In spite of the seasonal downtrend that followed, the total for the eight months of 1935 was \$31,615,000, a gain of 18.4 over 1934, and a rise of 66.6 per cent and 14.9 per cent from 1933 and 1932.

X X X X X X X X

10/26/35

GREBE DIES - ONLY 40 YEARS OLD

Although only 40 years old, though one of the pioneers of radio, Alfred H. Grebe, President of the old Grebe Radio Company, one of the first to enter the radio manufacturing and broadcasting field, died following an operation, in New York, Thursday.

Mr. Grebe first became fascinated with the mechanics of wireless as the age of 14 and by the time he was 15 he was a licensed commercial operator. At the request of friends he made a few receiving sets for them when the radio fever first began to take hold of the nation. After making a few of these machines, Mr. Grebe decided to go into commercial production of radio sets.

To stimulate public interest in radio, Mr. Grebe established several broadcasting stations, including WAHG, WBOQ, and several experimental stations. The first-named station derives its last three initials from those of Mr. Grebe. On Nov. 1, 1926, WAHG became one of the first commercial stations under the name of WABC. The Atlantic Broadcasting Corporation, with Mr. Grebe as President, operated it until the Columbia Broadcasting System, the present owners, acquired the station in January, 1929.

Many programs broadcast from WABC during its early history drew letters of appreciation from all parts of the nation and from Alaska.

Mr. Grebe was born in Richmond Hill, L.I. in 1895, a member of a family that was among the early settlers in that area. His birthplace is now the site on which stands his radio factory, surmounted by the massive radio towers of his original radio station. Self-educated, Mr. Grebe devoted a large part of his life to radio research.

Surviving are his widow, two daughters and a son. Funeral services will be held on Sunday at 2:30 P.M. at the Grebe home at 88-89 195th Place, Hollis, L. I., (on Oct. 27).

X X X X X X X X

## FCC MAKES ANTENNA IMPROVEMENT COMPULSORY

As a further step in its campaign to require broadcasters to improve their antenna systems, the Federal Communications Commission has adopted the following rules:

"(a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the location of the station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station.

"(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice;

"(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns except upon written application to and authority from the Commission.

"(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to Section 303(q) of the Communications Act of 1934."

X X X X X X X X

## SEES BROADCASTERS CENSORSHIP RESPONSIBILITIES HEAVY

If, in many ways, the broadcasters seem unduly timid - if they shy at the serious discussion of important controversial matters, particularly when they involve any of the popular taboos, while tolerating all sorts of cheap vulgarity in programs of alleged entertainment, it must be remembered that a network, and also each individual station associated with it, may be held liable by the courts for any defamatory utterance it sends out, even though it may show that it had no possible way of knowing that such defamation was contemplated, Henry A. Bellows writes in the November issue of Harper's Monthly Magazine. Likewise, it is liable in the court of public opinion for anything that may be regarded as offensive - and the radio audience is a very different matter from the more or less selected body of readers of any publication.

"The fact that broadcasting is inherently a limited monopoly - as the press, for example, is not - lays a heavy burden of social responsibility on the broadcasters, and particularly on the heads of the two major networks", Mr. Bellows goes on. "The potential discretionary power today in the hands of Mr. Aylesworth and Mr. Paley, presidents of the two chain companies, is probably a good deal more than any two private indi-

viduals ought to have. That they have so far used it on the whole discreetly does not materially alter the case. The principal restraining influences are two: sensitiveness to public opinion, and, still more, the ever-present fear that the government may commandeer some or all of their facilities. But even with these restrictions, the opportunity for effective censorship through exclusion is very broad, and any such concentration of power in the hands of people who use it in connection with money-making has manifest dangers.

"These dangers are certainly not lessened by the fact that the networks and stations alike, as commercial undertakings, are solely dependent on advertising revenues. That, up to now, there has been singularly little complaint, or ground for it, of influence by the advertisers over the non-commercial policies of the broadcasters is thoroughly creditable to both; but the fact remains that every cent that goes to defray the cost of radio programs and facilities comes out of some advertiser's pocket. The reader of a newspaper at least pays his two or three cents for it, and the newspaper publisher with a large paid circulation is emboldened thereby in an emergency to look his advertisers squarely in the eye. A radio station, despite repeated efforts to prove the contrary, has no such dependable measure of its acceptance by the public, nor do its listeners directly contribute a single penny toward its maintenance. So far the advertisers have commendably kept hands off, but their control of the purse-strings puts yet another load of social responsibility on the broadcaster's shoulders.

"Enough has been said - and the incidents could be multiplied indefinitely - to demonstrate that the only possible answer to the question 'Is radio censored?' is an unqualified 'Yes'. It is censored by the Federal Communications Commission, despite the law, through interference with program quality and content, made possible by the threat of refusal to renew licenses; it is censored by the broadcasters themselves because, owing to the limitation of facilities, they cannot do otherwise."

(The title of Mr. Bellows' article from which the above is taken, is "Is Radio Censored?").

X X X X X X X X X

#### CROSLY TO ADD THREE HIGH FREQUENCY PICK-UP TRANSMITTERS

For the purpose of picking up outside broadcasts of football matches, golf tournaments, and other events where wires are not available, and for the purpose of transmitting them to the main sending station of WLW, at Cincinnati, the Crosley Radio Corporation has applied to the Federal Communications Commission for construction permits and licenses for three new portable-mobile transmitters to be operated experimentally. They request 31,100, 34,600, 37,600, 40,600 kilocycles with 5, 1 and 2 watts respectively.

X X X X X X X X

## HEARING OPENS ON WLWL REQUEST FOR FULL TIME

Two Catholic broadcasting stations are fighting for better facilities, and scrapping between themselves, in a hearing involving more than three score stations before the Broadcast Division of the Federal Communications Commission. The hearing opened yesterday (Oct. 24) and was expected to continue into next week.

WLWL, operated by the Missionary Society of St. Paul the Apostle, New York, is seeking to change its frequency from 1100 kc. to 810 kc. with unlimited time and its present 5 KW power. WWL, operated by Loyola University, a Jesuit institution, at New Orleans, wants permanent authority to operate full time on 850 kc. with 10 KW.

The hearing is likely to have repercussions at the next session of Congress because of the influence of Father J. B. Harney, of WLWL, who has been a leader in the demand for more broadcasting facilities for educational and religious stations.

George O. Sutton, attorney for WLWL, presented several Catholic clergymen, representing Cardinal Hayes, Bishop Malloy, of Brooklyn, and Bishop Walsh, of Newark, to show that all Catholic interests in the vicinity of New York City are cooperating in utilizing WLWL.

He also introduced evidence that WWL, while an educational station, has been carrying accounts sponsored by patent medicine firms and similar remedies. Dr. Matthew White Perry, prominent Washington physician, testified as to the falsity of the sponsors' claims and the valuelessness of the products.

Engineering testimony was offered to show that WCCO, of Minneapolis, one of the two stations operating on the clear channel of 810 kc., is not heard distinctly in New York. WNYC, operated by the city of New York, is the other station on 810 kc. It operates daytime with 500 watts.

X X X X X X X X

## SOUTHERN STATIONS' POWER REQUEST VETOED

Examiner Ralph L. Walker, recommended that the application of the Pape Broadcasting Corporation, Inc., Station WALA, of Mobile, Ala., and the Eagle Broadcasting Co., KGFI, of Corpus Christi, Texas, for power increases be denied.

WALA, operating on 1380 kc., with 500 watts power at night, sought to have this increased to 1000 watts. KGFI, on 1500 kc., with 100 watts night, requested the frequency of 1380 kc., now being used by WALA, and 1000 watts power at night.

The Commission, having failed to reach a finding that the granting of the application would serve public interest, had designated them for a hearing.

John M. Littlepage and Thomas P. Littlepage, Jr., appeared for Station WALA, W. E. Pope for Station KGFI, and Frank D. Scott, for Station KMBC.

X X X X X X X X

#### FCC TO INVESTIGATE U.S. ANGLE OF BRITISH RADIO CENSORSHIP

After once deciding to have nothing to do with Great Britain's cancellation of the transmission of a radio broadcast by Baron Aloisi, Italian diplomat, from Geneva, the Federal Communications Commission voted on October 23rd to investigate the American Angle of the censorship of ether waves.

A resolution, proposed by Commissioner George Henry Payne, read as follows:

"I move that the Commission obtain the facts as far as they relate to the American communications companies under regulation of this Commission, as to the alleged cancellation of a broadcast to this country from Geneva by Delegate Baron Pompeo Aloisi on October 10, 1935."

Earlier, Anning S. Prall, Chairman of the Commission, declared that the Commission considered the matter something for the State Department to investigate.

The broadcast was picked up by the RCA Communications station at Riverhead, L.I., and to have been rebroadcast by the Columbia Broadcasting System.

X X X X X X X X

#### WOULD ALLOW MICHIGAN STATE COLLEGE TO CHANGE FREQUENCY

A favorable recommendation has been made by P. W. Seward, Examiner of the Federal Communications Commission, on the application of WKAR, owned and operated by the Michigan State College, at East Lansing, Mich., for a change of frequency from 1040 kc. to 850 kc., with 1000 watts power to operate daytime until sunset with WWL, New Orleans, which would share the 850 kc. channel. Station WKAR, operating on its present frequency, experiences serious interference from other stations in the delivery of its programs to the farmers, particularly from Station WTIC, Hartford, Conn., in the late afternoon, and CKLW, Windsor, Ontario, operating on the same frequency.

The Examiner's conclusion was that the interests of no existing station would be adversely affected by reason of interference if the application were granted, adding that no interference would be expected with Stations WENR and WLS, Chicago, if the Michigan College station operated to local sunset only.

X X X X X X X X

ZWORYKIN DESCRIBES NEW TELEVISION TUBE

A small radio tube, which catches an energizing light or radio impulse and multiplies it millions of times was described and demonstrated before the Institute of Radio Engineers at 330 West 42nd St., New York City, last night (Oct. 22) by Dr. V. K. Zworykin, Dr. George A. Morton and Louis Malter of the RCA Laboratories.

Tests made indicate application of the tube to any problem of electrical amplification requiring exceedingly high "gain" at noise levels far below the present types of amplifying tubes, including television scanning.

The device is suitable for amplifying either direct current, or alternating current of any frequency, and the circuit in which it operates is one of extreme simplicity. The tube marks a distinct advance in the utilization of what technicians refer to as "secondary emission", a principle by which the impact of electrons emitted by a cathode release other electrons from a series of succeeding electrodes in every increasing volume.

The new tube may be provided with either a photo-electric cathode or the usual thermionic cathode, such as that used in the radio tubes of home receivers. In a demonstration of the new device, the RCA scientists employed a tube with photo-electric cathode. The energizing impulses were provided by a neon glow tube, connected to the magnetic pick-up of an electric phonograph. The dull light thus generated, fluctuating in accordance with the music of the record, was focussed on the photoelectric element of the new tube, which converted it into electrical energy and amplified it enormously. It produced an output of two to three watts for the direct operation of a loud-speaker, through which the recorded music was reproduced.

X X X X X X X X

OFFICIALS BARRED IN INTERLOCKING DIRECTORATE RULING

The Federal Communications Commission on October 23rd, denied the applications of eight more persons connected with the American Telephone and Telegraph Company and its subsidiaries to serve as officers or directors of more than one company. They are:

Charles P. Cooper, Bancroft Gherardi, Robert H. Straham, Robert W. Curran, David F. Houston, Eugene S. Wilson, W. Cameron Forbes, Arthur W. Page.

An order is to be issued by the Commission, in keeping with the foregoing action, making the effective date 60 days hence.

X X X X X X X

## FRANK BLACK DECORATED BY FRENCH GOVERNMENT

American broadcasting was honored by a foreign government last Wednesday (Oct. 23) when Dr. Frank Black, General Music Director of the National Broadcasting Company, was made an Officer with Palms of the French Academy.

On behalf of the French Minister of Public Instruction, Dr. Isidor Philipp who just arrived on the S.S. "Normandie", himself an Officer of the French Academy and an Officer of the Legion of Honor, presented Dr. Black with this distinguished French decoration. The decoration which accompanied Dr. Black's commission by the French Academy consists of crossed silver palm leaves set in rubies.

This honor has been conferred upon the radio conductor in recognition of his services to French artists and for promoting a wider knowledge of French music in the United States via radio.

As a personal tribute to Dr. Black, Dr. Philipp presented him with a first edition of Mendelssohn's "Italian Symphony" which Camille Saint-Saens had bequeathed to him, and a photostatic copy of the manuscript score of Granados' opera, "Goyescas", which that Spanish composer had autographed and presented to Philipp just before setting sail on his last and fatal ocean voyage.

X X X X X X X X

## CY COLBY ACCUSES E.R.P.I. OF FORCING HIM OUT OF BUSINESS

C. C. Colby, now an attorney in Boston, and for a number of years President of the Samson Electric Company, testifying before the House Patents Committee, of which Congressman William I. Sirovich, is Chairman, in New York City, indirectly charged Electrical Research Products, Inc., with forcing his company out of existence two years ago after a manufacturing career of about fifty years.

Mr. Colby told the history of his company, of its loss of business through what he charges was the intimidation of his logical customers - small theatres all over this country - by representatives of the Electrical Research Products, Inc., a subsidiary of Western Electric. The subsidiary, he said, deals in sound equipment for theatres and other developments from the researches of Bell Laboratories.

This intimidation was made possible, Mr. Colby said, because "E.R.P.I." as the bi-products corporation is called, controlled patents enough so that its representatives could threaten theatre owners with suits for infringement.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

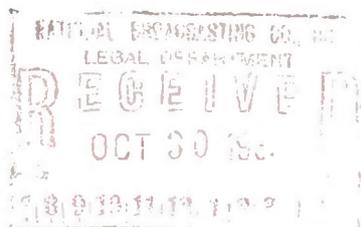
WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

## INDEX TO ISSUE OF OCTOBER 29, 1935.

Quota Facilities Due And Assigned To Broadcast Stations.....	2
Caldwell Warns Public Against Radio Gyps.....	3 -
Senator Investigated In Radio Case.....	4 =
American Radios Lead In India.....	5
New Cleveland Station Sought.....	5
Protest WLW Cutting Off Washington Commentators.....	6
Dr. Jolliffe Resigns To Become Chief Engineer For RCA.....	7
Eastern Stations Apply For Experimental Permits.....	7
A. T. & T. Asks For Rehearing On FCC Coaxial Cable Order.....	8
Would Deny Suburban Chicago Station Application.....	8
College President Praise Payne's Demand For Better Programs..	9
Industry Notes.....	11
Ask Bid For Installing Radio System In India Fort.....	12
55% Increase In Volume Of Columbia Business.....	12

No. 872



*g l. d m s d [signature]*

October 29, 1935.

QUOTA FACILITIES DUE AND ASSIGNED TO BROADCAST STATIONS

The following quota facilities due and assigned to broadcast stations are in effect as of October 21, 1935:

<u>FIRST ZONE - NIGHT</u>				<u>FIRST ZONE - DAY</u>			
State	Due	Assign.	Units over or under	State	Due	Assign.	Units over or under
Conn.	2.13	1.92	- 0.21	Conn.	3.85	3.44	- 0.41
Del.	0.32	0.20	- 0.12	Del.	0.57	0.33	- 0.24
D.C.	0.64	0.60	- 0.04	D.C.	1.16	0.90	- 0.26
Maine	1.06	0.99	- 0.07	Maine	1.91	1.42	- 0.49
Md.	2.16	1.98	- 0.18	Md.	3.91	4.10	+ 0.19
Mass.	5.63	5.16	- 0.47	Mass.	10.17	6.75	- 3.42
N.H.	0.62	0.43	- 0.19	N.H.	1.11	0.80	- 0.31
N.J.	5.36	4.105	- 1.255	N.J.	9.67	5.055	- 4.615
N.Y.	16.69	18.23	+ 1.54	N.Y.	30.14	21.16	- 8.98
R.I.	0.91	0.90	- 0.01	R.I.	1.65	1.00	- 0.65
Vt.	0.48	0.56	- 0.08	Vt.	0.86	0.86	- 0.00
<b>Total</b>	<b>36.00</b>	<b>35.075</b>	<b>- 0.925</b>	<b>Total</b>	<b>65.00</b>	<b>45.815</b>	<b>-19.185</b>
<u>SECOND ZONE - NIGHT</u>				<u>SECOND ZONE - DAY</u>			
Ky.	3.38	3.95	+ 0.57	Ky.	6.10	4.25	- 1.85
Mich.	6.25	5.05	- 1.20	Mich.	11.28	6.66	- 4.62
Ohio	8.58	9.83	+ 1.25	Ohio	15.50	12.31	- 3.19
Pa.	12.43	12.38	- 0.05	Pa.	22.45	14.85	- 7.60
Va.	3.13	4.65	+ 1.52	Va.	5.64	6.19	+ 0.55
W.Va.	2.23	2.19	- 0.04	W.Va.	4.03	4.30	+ 0.27
<b>Total</b>	<b>36.00</b>	<b>38.05</b>	<b>+ 2.05</b>	<b>Total</b>	<b>65.00</b>	<b>48.56</b>	<b>-16.44</b>
<u>THIRD ZONE - NIGHT</u>				<u>THIRD ZONE - DAY</u>			
Ala.	3.32	2.735	- 0.585	Ala.	5.99	4.685	- 1.305
Ark.	2.32	2.67	+ 0.35	Ark.	4.19	4.75	+ 0.56
Fla.	1.84	3.65	+ 1.81	Fla.	3.32	5.30	+ 1.98
Ga.	3.64	4.26	+ 0.62	Ga.	6.58	5.20	- 1.38
La.	2.63	5.40	+ 2.77	La.	4.75	5.60	+ 0.85
Miss.	2.52	1.32	- 1.20	Miss.	4.55	2.42	- 2.13
N.Car.	3.97	4.19	+ 0.22	N.Car.	7.17	4.85	- 2.32
Okla.	3.00	3.51	+ 0.51	Okla.	5.42	5.20	- 0.22
S.Car.	2.18	1.30	- 0.88	S.Car.	3.93	2.70	- 1.23
Tenn.	3.28	6.05	+ 2.77	Tenn.	5.92	7.65	+ 1.73
Texas	7.30	11.14	+ 3.84	Texas	13.18	14.06	+ 0.88
<b>Total</b>	<b>36.00</b>	<b>46.225</b>	<b>+10.225</b>	<b>Total</b>	<b>65.00</b>	<b>62.415</b>	<b>- 2.585</b>

FOURTH ZONE - NIGHTFOURTH ZONE - DAY

State	Due	Assign.	Units over or under	State	Due	Assign.	Units over or under
Ill.	10.14	11.14	+ 1.00	Ill.	18.30	15.82	- 2.48
Ind.	4.30	3.64	- 0.66	Ind.	7.77	5.69	- 2.08
Iowa	3.28	5.37	+ 2.09	Iowa	5.93	8.26	+ 2.33
Kans.	2.50	2.49	- 0.01	Kans.	4.51	3.77	- 0.74
Minn.	3.41	4.18	+ 0.77	Minn.	6.15	5.77	- 0.38
Mo.	4.82	5.24	+ 0.42	Mo.	8.70	9.64	+ 0.94
Nebr.	1.83	2.21	+ 0.38	Nebr.	3.30	6.02	+ 2.72
N.Dak.	0.90	0.90	+ 0.00	N.Dak.	1.63	1.35	- 0.28
S.Dak.	0.92	0.86	- 0.06	S. Dak.	1.66	2.13	+ 0.47
Wisc.	3.90	3.37	- 0.53	Wisc.	7.05	6.43	- 0.62
<b>Total</b>	<b>36.00</b>	<b>39.40</b>	<b>+ 3.40</b>	<b>Total</b>	<b>65.00</b>	<b>64.83</b>	<b>- 0.17</b>

FIFTH ZONE - NIGHTFIFTH ZONE - DAY

State	Due	Assign.	Units over or under	State	Due	Assign.	Units over or under
Ariz.	1.32	1.27	- 0.05	Ariz.	2.38	1.69	- 0.69
Calif.	17.18	19.47	+ 2.29	Calif.	31.02	23.37	- 7.65
Colo.	3.13	4.61	+ 1.48	Colo.	5.66	5.25	- 0.41
Idaho	1.35	1.50	+ 0.15	Idaho	2.43	2.05	- 0.38
Mont.	1.63	2.15	+ 0.52	Mont.	2.94	2.95	+ 0.01
Nev.	0.27	0.30	+ 0.03	Nev.	0.49	0.30	- 0.19
N.Mex.	1.28	1.13	- 0.15	N.Mex.	2.31	2.95	+ 0.64
Ore.	2.89	4.12	+ 1.23	Ore.	5.21	6.19	+ 0.98
Utah	1.54	3.30	+ 1.76	Utah	2.78	3.30	+ 0.52
Wash.	4.73	7.63	+ 2.90	Wash.	8.54	9.39	+ 0.85
Wyo.	0.68	0.40	- 0.28	Wyo.	1.24	0.40	- 0.84
<b>Total</b>	<b>36.00</b>	<b>45.88</b>	<b>+ 8.88</b>	<b>Total</b>	<b>65.00</b>	<b>57.84</b>	<b>- 7.16</b>

X X X X X X X X X X

CALDWELL WARNS PUBLIC AGAINST RADIO GYPS

Orestes H. Caldwell, addressing the New York convention of Radio Service Men, outlined some of the gyp practices now being used to mislead innocent purchasers.

"Seven-tube" radio sets are advertised at bargain prices, but on examination it may be found that one or two of the tubes are not even connected and have no part in the set's operation. A receiver found on the cut-price market this year employs one metal tube with eight prongs, but only two of the prongs are wired up, and inside the tube a jumber wire connects the prongs together. Obviously the tube is a dummy, and is there only to mislead the unwary. The new metal tubes make it more difficult than ever to detect deceptions of this kind, since the operation of the tube filament cannot be seen, although after a few minutes its heating can be felt. Another "racket" is to point out the new plugged-in resistors, condensers, etc., to the customer as "metal tubes" and to count these as "tubes" in adding up an impressive total of tube equipment!

Name os leading brands are simulated by hyphenating them with qualifying adjectives, to make the purchaser think he is getting a standard set. Standard sets are broken up, and the cabinet, chassis and speaker are combined with "loft-made" parts, so that the unprincipled seller then has three complete sets on each of which he can point out the genuine trade-marked component, intimating that each whole set is factory-assembled.

Street-hawkers are gypping the public with "static eliminators" and interference removers. Most of these highly-colored containers are filled only with sand, and their attachments are useless. They are demonstrated, however, on curb-side autos with the aid of an ingenious tension switch, which automatically introduces fearful interference when the "eliminator" is out of circuit, but wipes the circuit clear of noise when the gadget is inserted in the antenna.

X X X X X X X X X

#### SENATOR INVESTIGATED IN RADIO CASE

The income tax returns for 1930 of former Senator James E. Watson, of Indiana, and Republican leader of the Senate, is under investigation, the allegation being made that he received a fee for securing a license agreement for the old Grigsby-Grunow Company, a matter of \$73,000, which he failed to report in his income return. The investigation followed the indictment of Jacob R. Finkelstein, former campaign manager, for the Indiana political leader. Mr. Finkelstein was indicted Oct. 25 in Chicago for alleged failure to pay \$39,028 in income taxes in 1929 and 1930. His income for those years was \$190,593, and \$96,752, the Government alleges.

The Government charged that Finkelstein reported no taxable income in those years, but that he had in fact received at least half of two fees, one of \$50,000, and the other of \$23,000, paid by B. J. Grigsby, a radio executive, to Mr. Watson.

Mr. Watson's attorney, Samuel A. King, who is a brother of Senator King, said that the sums in question were a direct gift, not fees, from Mr. Grigsby to Mr. Watson, made in recognition of the introduction of Mr. Grigsby by Mrs. Watson to officials of the Radio Corporation of America. An agreement between the RCA-Grigsby-Grunow radio interests covering the usage of patented articles resulted, Mr. King said.

"This is simply a dispute between an American taxpayer and the Government", Mr. Watson said. "The Government claims I owe it more money than I know I owe it. I thought the matter had been disposed of. The matter was called to my attention a year and a half ago. I then went to the income tax unit and demanded a hearing, which was granted.

"I explained that my tax returns had been made out by Mr. Packard, who was employed by the income tax unit and that I had given him my full returns. Subsequently, another member of the unit came to me and I went over with him my income. He told me that out of abundance of caution I should pay \$200 more tax. This I did and I thought the entire matter had been adjusted. I am not conscious of having violated any law or made any mistake.

"I was Republican leader of the Senate. I would have been a great fool to engage in tax evasion. Even if I had had no moral scruples, I would have had too much political sense for that."

Another report stated that Senator Watson had received a fee of \$73,000, which he had split with Mr. Finkelstein, and an additional \$28,000 profit on 500 shares of Grigsby-Grunow stock which he also had divided with Finkelstein. The Senator was quoted as saying that he had given the latter half of the last named amount simply out of friendship because Mr. Finkelstein had given him half of a previous fee of \$25,000, though the Senator did not say how the \$25,000 had been earned.

X X X X X X X X X X

#### AMERICAN RADIOS LEAD IN INDIA

United States manufacturers of radio sets have made notable progress in India, a report to the Commerce Department from its Calcutta office shows.

The Dutch interests producing the "Philips" radio are becoming increasingly active in the Indian market. They are sending representatives to various parts of the country and are conducting an extensive advertising campaign. While sales of Philips radios have gradually increased in the past three years, the total in 1934-35 represented only 10 per cent of the Indian demand as compared with 30 per cent for American radios.

X X X X X X X X X X

#### NEW CLEVELAND STATION SOUGHT

The American Broadcasting Corporation of Cleveland has applied for a construction permit to erect a new broadcast station in Cleveland, to be operated on 880 kilocycles, 1000 watts power, unlimited time.

X X X X X X X X X X

## PROTEST WLW CUTTING OFF WASHINGTON COMMENTATORS

Protests were lodged with the Federal Communications Commission by prominent Senators and Representatives resulting from the action of Station WLW, in Cincinnati, discontinuing for one broadcast a twice-a-week program of news comment by Drew Pearson and Robert S. Allen, co-authors of the daily newspaper column, "Washington Merry-Go-Round", allegedly because of reference which did not meet the station's approval.

The program was omitted last Saturday night and reinstated Tuesday. The 500,000-watt station gave no explanation for either the omission or the resumption.

Complaints were made to the Commission by Chairman Fletcher (D., Fla.) of the Senate Banking Committee, Chairman Wheeler (D., Mont.) of the Senate Interstate Commerce Committee, Senators Norris (R., Neb.), Nye (R., N.D.), Clark (D., Mo.) and Byrnes (D., S.C.), and Representatives Maverick (D., Tex.) and Bland (D., Va.). Some of the protests asked revocation of the station's license.

Chairman Anning S. Prall of the Communications Commission said he regarded the matter as one to be settled by the station and the program's sponsor, the Gruen Watch Co., of Cincinnati. The Commission, he said, probably will take no action.

"The dispute is strictly one involving continuity of the program, in which the Commission has no official interest", Prall said.

WLW, it was reported, had threatened to discontinue the Pearson-Allen program after a recent broadcast in which the columnists said the LeBlond Machine Co., of Cincinnati, was manufacturing a large number of metal lathes to be shipped to Italy, probably for use in munitions manufacture.

In the broadcast of Oct. 15, the commentators made what apparently were regarded as uncomplimentary references to Joseph Green, of Cincinnati, a State Department official, and recalled a story often repeated in Washington that the grandfather of Secretary of State Hull once killed a personal enemy. The Mutual Broadcasting Co. then was notified that WLW had decided to discontinue the broadcasts.

Senator Fletcher's wire said he regarded exclusion of the program as an "unwarranted invasion" of the right of free speech. Representative Maverick said he was a good friend of Secretary Hull and did not believe the program was offensive to the Secretary.

"Even if it was offensive to Mr. Hull, there is no reason why the program should be denied the freedom of the air", he said.

Senators Wheeler, Nye, Byrnes and Clark wired their protest from aboard the ship on which they are bound for the Philippines.

The American Civil Liberties Union recently charged that WLW had issued orders to news broadcasters to refrain from mentioning strikes.

X X X X X X X

#### DR. JOLLIFFE RESIGNS TO BECOME CHIEF ENGINEER FOR RCA

Dr. C. B. Jolliffe, Chief Engineer of the Federal Communications Commission, will tender his resignation tomorrow (October 30) to accept the position of Chief Engineer of the Radio Corporation of America in charge of the allocation of frequencies.

One of the outstanding radio engineers in the country, Dr. Jolliffe has been with the Communications Commission and its predecessor, the Federal Radio Commission, for five and a half years. His position with RCA will place him in control of the allocation of all frequencies held by RCA subsidiaries.

Dr. Jolliffe will leave the Commission about the middle of next month or possibly as soon as his successor can be chosen.

It could not be learned, prior to the Commission's acceptance of the resignation, who may be named to replace Dr. Jolliffe. The name of Dr. J. H. Dellinger, Chief of Radio Research at the Bureau of Standards, has been mentioned, as it was when Dr. Jolliffe was originally appointed by the Federal Radio Commission. However, there has been no indication that Dr. Dellinger would accept the post if offered to him.

Dr. Jolliffe has two assistants, either of whom is in line for promotion. They are Andrew Ring, Broadcast Engineer, and Lieut. E. K. Jett, Short Wave Engineer.

X X X X X X X X X

#### EASTERN STATIONS APPLY FOR EXPERIMENTAL PERMITS

The Shepard Broadcasting Service at Quincy, Mass., E. Anthony & Sons at Fairhaven, Mass., and the Monumental Radio Co., at Baltimore, Md., have applied for construction permits for general experimental stations for 31600, 35600, 38600, 41000 kilocycles, 500 watts, 100 watts and 300 watts respectively.

X X X X X X X X X

10/29/35

A. T. & T. ASKS FOR REHEARING ON FCC COAXIAL CABLE ORDER

Discontent of the American Telephone & Telegraph Co. with the order of the Federal Communications Commission in the coaxial cable case took definite form today (Oct. 29) when a petition for rehearing was filed.

Commissioner Paul A. Walker, Chairman of the Telegraph Division of the Commission, said that no decision probably will be reached as to whether the case shall be reopened for two weeks or more.

The petition was filed as a protest to an authorization of the Commission last Spring to the A. T. & T. The order permitted the telephone company to install the coaxial cable, upon which possibly depends the success of commercial television, between New York and Philadelphia but denied the A.T.&T. exclusive right to experiment on the cable. Since then the telephone company has refused to make the installation and threatened to drop the experiments.

The A. T. & T. in its petition asks the Communications Commission to dismiss the order and to grant a rehearing. It explains it has no objection to a reasonable order, or a modification of the previous order, although at the same time the telephone company questions the jurisdiction of the Communications Commission in the matter.

The FCC order would confiscate property of the A. T. & T. without due process of law and violates the spirit of the Fifth Amendment to the Constitution, the petition contends, in that it would make the coaxial cable available to rival communications companies.

X X X X X X X X

WOULD DENY SURBURBAN CHICAGO STATION APPLICATION

An unfavorable recommendation was made by Examiner Ralph L. Walker with regard to the Hammond-Calumet broadcasting station to construct a new station at Hammond, Indiana, for daytime operation only on 1480 kc. with 5000 watts power. In his conclusions Examiner Walker states that this entire district, a short distance outside the corporate limits of Chicago, receives consistently satisfactory service from one station located in Indiana and at least ten stations located in and around Chicago.

X' X X X X X X X X

## COLLEGE PRESIDENT PRAISE PAYNE'S DEMAND FOR BETTER PROGRAMS

College presidents from all parts of the country have sent letters to Commissioner George Henry Payne, of the Federal Communications Commission, praising his advocacy of better radio programs in an address at Cornell University August 31.

Commissioner Payne in his talk expressed the opinion that broadcasting stations should be required to qualify as to program standards in the same way they are compelled to adhere to technical standards. Under the present law the FCC has no direct control of programs although they are often considered when a station seeks a license renewal. Payne also stated that stations should be obliged to assign substantial time to educational and cultural programs.

After sending copies of his address to prominent educators, Commissioner Payne made public the following replies:

George W. Rightmire, President, Ohio State University, Columbus, Ohio: "I do hope that the Commission is finding it possible to do something about much of the advertising and unappealing types of programs that are quite in evidence on any evening one cares to listen. I realize also that the Commission has a rather thorny field before it, since great interests became vested before it occurred to Congress to create a Commission with such general authority, and I hope that gradually much improvement may be noted."

J. C. Hardy, President, Baylor College, Bolton, Texas: "I agree with your position entirely. In some way, this whole set-up must be changed. Education and genuine culture must have a better chance to be propagated through this great agency. It is a disgrace to the intelligence of our statesmanship that this greatest of agencies has been allowed to be reverted and diverted to a commercial end."

Walter Dill Scott, President, Northwestern University, Evanston, Illinois: "I am much impressed with the philosophy underlying your statement. The radio is a monster that may degenerate into a displeasing but profitable advertising medium, or it may develop into a great social asset to America. If the Commission stands firm to your attitude the best is sure to be attained."

W. M. Jardine, President, University of Wichita, Wichita, Kansas: "I am genuinely in sympathy with the idea that you express of enlarging the educational and cultural aspects of programs on the air. If this cannot be accomplished cooperatively with broadcasting stations and financial sponsors of programs, then the Commission should be clothed with the necessary authority to compel such improvement."

10/29/35

W. M. Lewis, President, Lafayette College, Easton, Pa.: "I am glad that you said what you did. I have taken occasion in public addresses to express the same thought. Radio is altogether too important an agency for influencing the public to be misused. The stand which you have taken should mean much in the creation of better program standards."

R. B. von Klein Smidt, President, University of Southern California, Los Angeles, Calif.: "I agree with you that the colleges and university should be depended upon to keep their radio programs on a high level, but whom can we depend upon to eliminate the worse than trash that occupies so many hours of every day? This, I suspect, is your job and you have my best wishes in it."

Dixon Ryan Fox, President, Union College, Schenectady, N. Y.: "I am sure that all of us who are concerned with education heartily approve the tone and spirit of your recent address at Cornell. The air is common property and the granting of a license to broadcast is the granting of a franchise. A franchise should not be granted by the United States Government except when a certain amount of public benefit is anticipated, and the franchise should be revoked when the implied contract is not fulfilled. To insure continuous fulfillment the Government should insist that a proper proportion of time should be devoted to the increase of knowledge and cultivation among the American people. Only under this guaranty will the people, ultimately, permit the use of the air predominantly for private profit. Thus far price in time and standards exacted from broadcasters can be confused with censorship only in muddled minds."

Bruce E. Mahen, Chairman of Senate Board on Radio, State University of Iowa: "Mr. Payne's position regarding the improvement of broadcasting deserves the commendation of all who are interested in raising the standards of programs on the air. Educators generally would support the position Commissioner Payne has taken, I think."

J. C. Futrall, President, University of Arkansas, Fayetteville, Arkansas: "In my opinion about 90% of the stuff that goes out over the radio of the United States now is worthless trash. Personally, I rarely listen to the radio except for some particular thing that I happen to know is coming on at a certain hour, such as an address by the President of the United States, a music program of unusual value, an important football game, etc."

X X X X X X X X

: : : :  
 : : : : INDUSTRY NOTES : : : :  
 : : : :

Martin Courtney, of Toledo, Ohio, who had previously applied for a construction permit for a new station to be operated on 1290 kilocycles, 100 watts power with unlimited time, has amended his application for a change of frequency from 1290 to 1420 kc.

-----

The Bureau of Foreign & Domestic Commerce has issued a revised report on the radio markets of Turkey. It is dated October 27 and the price is 25 cents.

-----

Dr. William C. Bagley, Professor of Education at Teachers College, Columbia University, received the Columbia Broadcasting System medal for distinguished contribution to radio art as Chairman of the Board of Consultants of the American School of the Air.

-----

Among duties assigned to Jackson Elliott, Assistant General Manager and Assistant Secretary of the Associated Press, who hereafter will give his full time to the latter position, will be the supervision of news broadcasts.

-----

Among those who had table reservations at the Velvet Ball and Debutante Cotillion at the Waldorf-Astoria in New York last week, were Mrs. David Sarnoff, wife of the President of the Radio Corporation of America, Mrs. Frank Mason, wife of the Vice-President in Charge of Public Relations of the National Broadcasting Company, and the box-holders included Mrs. Franklin D. Roosevelt and Mrs. William S. Paley, wife of the President of the Columbia Broadcasting System.

-----

Only routine business was transacted last week at the meeting of Directors of the Radio Corporation of America. "As a result, the holders of Class B preferred stock must await further developments before learning what form the inevitable program of providing for \$20-a-share dividend arrears will take", the N. Y. Times reports. "Wall Street observers feel that there may be no news on this before the end of the year.\* \* \* The Atlas-Lehman option on the remaining holdings of the corporation in R-K-O. may have been exercised by that time."

X X X X X X X X X X

10/29/35

## ASK BID FOR INSTALLING RADIO SYSTEM IN INDIA FORT

British soldiers propose to install, in the barracks in the Fort, at Ferozepore, India, about 50 miles from Lahore in the Punjab Province of India, a radio receiving and relay system similar to the one installed at Woolwich near London, in England, 1931.

To this end Captain J. M. Lyons, M.C., R.A., Commanding 20/21st Medium Battery R.A., Ferozepore, Punjab, India, has asked Andrew Cruse, Chief, Electrical Division Bureau of Foreign and Domestic Commerce, Department of Commerce, to assist him in securing bids from American radio manufacturers. The specifications are set forth in detail in a special radio Markets Supplement on India captioned "Ferozepore Radio Scheme" and the price is 25 cents per copy.

X X X X X X X X

## 55% INCREASE IN VOLUME OF COLUMBIA BUSINESS

The highest September in the history of the Columbia Network was recorded last month with total billings of \$1,086,900 running 55.2% higher than the total for September 1934, according to a statement from that organization. This scores the twenty-fourth consecutive monthly gain for CBS. Figures for the first nine months of this year show a total of \$12,098,925 - an increase of 24.5% over 1934 - a considerable higher gain than that registered by either the Red or Blue Network for the year to date.

An analysis of CBS industry classifications for nine months of 1935 indicates strong gains in drugs and toilet goods, lubricants and fuel, confectionery and soft drinks, automotive, radio, stationery and publishers, and paints.

Automotive and confectionery and soft drink billings are more than 50% higher than last year. Drugs and toilet goods are 32% higher. Lubricants and fuels are more than 3½ times larger than for 1934.

The increased number of publishers using CBS broadcast facilities brings that total up 139% over the figure for last year.

X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

## INDEX TO ISSUE OF NOVEMBER 1, 1935.

Commissioner Payne Sees Commercial Radio Threatening FCC.....	2
WDAS Files Answer In Waring's Phonograph Record Suit.....	4
Modified Radio Resolution Adopted By A. F. of L.....	5
Ultra S-W Telephony For Norway.....	5
A. T. & T. Wins First Decision In Scrap Over Printer.....	6
Foreign and Domestic S-W Data In Radio Institute Bulletin.....	6
Radio Editor Says Wired Radio Has Decided "To Go Ahead".....	7
FCC Chief Engineership Vacancy Causes Speculation.....	9
Coaxial Television Hearing Set.....	9
WNYC Fights For Renewal As WLWL Seeks Channel Transfer.....	10
Denial Of Permit For New Television Station Recommended.....	10
Metal Tubes Newspaper Campaign Started.....	11
Applications Granted By FCC Broadcast Division.....	11
John Wanamaker Uses High Fidelity Station.....	12

No. 873

*g* *dm* *St* *L* *Spent*

## COMMISSIONER PAYNE SEES COMMERCIAL RADIO THREATENING FCC

George Henry Payne, Federal Communications Commissioner, this week (October 31) stirred up another tempest in the radio broadcasting industry by charging in an address before the Columbia School of Journalism that commercial broadcasters are trying to bulldoze the FCC.

Commissioner Payne, whose previous criticism of broadcasting in an address at Cornell University aroused a storm of criticism and a flood of endorsements, went even further in his New York speech in warning broadcasters that the public might force commercialism out of radio.

His address was termed, "The Fourth Estate and the Fifth Estate (radio-- so-called)".

Payne blamed much of the "rising tide of criticism" of radio programs on the old Federal Radio Commission, which preceded the FCC.

"Having gotten into the frame of mind that anything was acceptable to the public if it was accepted by the old Radio Commission", he said, "the broadcast industry seemed to have assumed that all they had to do, in view of the new and drastic law and the changed personnel, was to treat the new personnel as they had treated the old Commission and everything would be a 'joke'." *"joke"*

Commissioner Payne said that the idea of creating a "Fifth Estate" for the radio industry "would, in view of its ignorance of our political and social development, be trivial if it were not for the fact that simultaneously with this suggestion there is in progress an obvious, practical, pragmatic endeavor on the part of those controlling commercial broadcasters to make the Federal Communications Commission a subservient instrument to commercial radio".

Other highlights of Commissioner Payne's lengthy address follow:

"The Federal Communications Commission has been established now sixteen months. In that time it has had to meet many serious problems. One of the gravest of these has been the rising tide of criticism against the character of many of the programs on the air and the inability of those interested in cultural and educational programs to have any effect on the general situation. What I considered a most harmless speech at Cornell University last August, was immediately seized on as an attack on the commercial interests. Far from having an animus in the

matter, I had felt at the time that I was really making a contribution in their behalf by pointing out the danger of not meeting the criticisms of the educational forces.

"In all fairness to the actual leaders in broadcasting, I must say that no word of criticism came from them; but from the subordinates there was an amusing outburst at the idea that a Federal Communications Commissioner should assume to have any thoughts on the subject of reform.

"Now it being granted that the radio does not fulfill the ideal we might expect, we must, in all fairness, present the other side of the picture.

"This country is not inclined to accept the British system where the radio is completely controlled by the Government, where no advertisements are permitted and where the programs are supported by a tax on the radio sets.

"Aside from the fear of political propoganda if we should have a government-owned broadcasting system, we have the fact that under our system the commercial broadcasters have shown considerable energy and even, at times, imagination, and have produced some very able programs.

"The American public is a generous public, a little childish at times in its delight over novelties, as one learns when one travels in Europe and sees one's countrymen in touring bodies, making shrill sounds of delight over some ancient cathedral or architectural wonder; but whatever childish qualities they have, they are the qualities of the heart. They are willing to give credit where credit is due and to see that the other fellow gets the proper return for his labor, his ingenuity and his inventions.

"If there is evident on the part of the broadcasters an intention to increase the educational and cultural qualities of the programs, if there is observable a desire to reform the advertising methods and inundations with which the public is afflicted, the present system will be maintained, I believe.

"On the other hand, if there is an arrogant assumption of political power, if there is, instead of reform, increased lobbying activity, the indignation that now is unspoken, except by educators and publicists, will spread.

"Now, then, what are the differences between this Fourth Estate of Burke and the Fifth Estate of the commercial broadcasting propagandists?

"If a person has grievances that he thinks should be communicated to the public, he is at liberty, if he possesses the resources, to publish a paper anywhere in the country, even in the smallest hamlet, in order to disseminate his views. A similar course is absolutely impossible in the case of radio

broadcasting. There are only 90 channels in this country over which broadcasting may be done. On these channels there are altogether 629 broadcasting stations, the great majority of which are limited in power and range, reaching only the people within a comparatively short distance from the stations.

"As it is, from an engineering point of view, this country already has a great many more stations than good service justifies. It is plain that a person cannot open a station of his own in the same manner that he can publish a newspaper of his own in order to communicate his views, no matter how valid and necessary the information which he wishes to convey to the public may be."

X X X X X X X X X

#### WDAS FILES ANSWER IN WARING'S PHONOGRAPH RECORD SUIT

Fred Waring, orchestra conductor, had no control over the records he made for RCA Victor Company after his services were paid for, counsel for WDAS, Philadelphia, declared in an answer to Waring's suit in the Common Pleas Court.

The answer points out that Waring did not own the copyright of the songs in dispute, "I'm Young and Healthy" and "You're Getting To Be a Habit With Me", but that the copyright proprietor, M. Witmark & Sons, grant RCA Victor Company the right to use the musical compositions.

The RCA Victor Company, National Broadcasting Company, and the National Association of Broadcasters are aligned with WDAS in defending the suit because of the far reaching effect the decision may have on the broadcasting of phonograph records. James W. Baldwin, Managing Director of NAB, has been conferring with WDAS attorneys in the case.

WDAS further points out that it held a license from the American Society of Composers, Authors, and Publishers to perform such musical compositions, and it previously had been granted the performing rights by the authors of the words and music.

Waring, after playing the selections for RCA Victor Company, "had no rights of any kind in said records", the answer sets forth, "and RCA Victor Company, Inc., was not bound to plaintiff by contract or otherwise to limit in any way the use which purchasers of said records might make thereof."

WDAS ridiculed the claims of the orchestra leader that he has been "for a long time past a unique and individual artist and performer" and responded that "musical selections can be and have been interpreted, rendered, played and performed by other musicians and orchestras in the same or similar manner as interpreted, rendered, played and performed by the plaintiff."

11/1/35

The defendant admitted that the records in question carried the following statement, "This record is not licensed for radio broadcast", but contended that this was immaterial in view of the ASCAP license and other circumstances.

X X X X X X X X

MODIFIED RADIO RESOLUTION ADOPTED BY A. F. OF L.

The sting was taken out of a resolution condemning present radio control and offered at the recent American Federation of Labor convention by the International Typographical Union (see release of October 22), the report of proceedings just released shows.

In place of the resolution demanding that Congress proceed at once to nationalize radio, the American Federation of Labor adopted a substitute committee report directing William Green, President of the A. F. of L., to make a study and to introduce appropriate corrective legislation in Congress.

The amended resolution asserted that "available information" indicates "the ownership and control of radio broadcasting is rapidly passing into the hands of the daily newspaper publishers."

The committee expressed the belief that radio and newspapers and all sources of public information "should be freed from monopolistic control."

Delegate Howard, of the Typographical Union, in speaking on the resolution, pointed out that 100 radio stations were owned or controlled by newspapers at the beginning of 1934 and 34 more were added during the year.

He also warned the delegates against the adverse effects on the printing trades of the advent of facsimile radio by means of which the morning newspaper might be transmitted directly to the homes via the ether.

X X X X X X X X X X

ULTRA S-W TELEPHONY FOR NORWAY

The Norwegian Administration is at present making important trials in the field of short wave telephony. The transmitters have a power of 10 to 15 watts; the wave length utilized is 1.7 meters.

X X X X X X X X

## A. T. &amp; T. WINS FIRST DECISION IN SCRAP OVER PRINTER

Dismissal of the complaint of Leon Cammen against the American Telephone and Telegraph Company in a legal battle over telegraph printers was recommended October 25 by Chief Examiner Davis G. Arnold following a hearing. Cammen, who said he holds a patent and patent applications covering telegraph printers, complained of discrimination by the defendant and of the A. T. & T. rates. If the latter were changed, he said, he would be able to place his printer on the market.

The Chief Examiner of the Federal Communications Commission held that Cammen "Does not have a printer capable of being used on the circuits of the defendant" and that, therefore, the charges that the tariffs of the A. T. & T. are unjust could not be sustained.

Harvey Hoshour and Frank Quigley appeared as counsel for the A. T. & T.

X X X X X X X X

## FOREIGN AND DOMESTIC S-W DATA IN RADIO INSTITUTE BULLETIN

An average of forty-five outstanding network radio programs for each day of the month in the fields of music, informative talks, variety, comedy and drama, together with foreign and domestic short-wave data, are listed in the November program bulletin issued by The Radio Institute of Audible Arts, founded by Philco Radio & Television Corporation to stimulate wider appreciation of worthwhile programs on the radio.

Important musical events on the radio are discussed in considerable detail by Pitts Sanborn, well known music critic and Director of the Institute, and noteworthy sports and special events to be broadcast are also listed.

A similar listing of thirty-nine foreign short-wave stations best heard at this time of the year, with their location, call letters, wave lengths and hours on the air, is included. In recognition of growing public interest in short-wave programs of foreign origin, this listing is supplemented by descriptions of some forthcoming short-wave programs of special interest to American listeners.

X X X X X X X X

11/1/35

## RADIO EDITOR SAYS WIRED RADIO HAS DECIDED "TO GO AHEAD"

The inside story of experiments under way near Cleveland on which the success or failure of wired radio may depend is told by Norman Siegel, Radio Editor of the Cleveland Press, in a copyright article for Every-Week Magazine, a NEA feature. The article follows in part:

"Leaving the speculative for the factual, wired radio is now in operation in the suburban Lakewood section of Cleveland, O., which is being used as the proving ground for the system. Upon its success there depends the future of this new radio industry.

"To date it has stood up under a preliminary test, one in which 700 Lakewood families participated. As a result of their response during a three-month experiment, which was started the end of last March, the wired radio backers have gone forward with their plans and are now operating on a regular daily schedule in that part of Cleveland.

"The system as it is now operated can be termed a super phonograph. Its programs are nearly 100 per cent recorded and over 90 per cent musical. All that the listener has to do is tune in. Somebody in a studio at the other end of the line does the changing of the records.

"The programs are broadcast from a central radio plant similar in appearance to any space radio studio. But they are transmitted over light and phone lines, through sub-stations of these two power divisions, directly to receiving sets in the homes of listeners purchasing the service.

"Wired radio programs carry no commercial announcements. They are not sponsored like the big broadcasts of space radio. As a result the system's clients pay a monthly fee to keep the service in operation.

"The principle of wired radio is a technical outgrowth of the last war. It was developed by an officer in the United States Signal Corps who sold his idea to the North American Co., a utility colossus which owns, controls or has a working arrangement with 27 per cent of the American power industry. The depression pigeon-holed the idea until it was brought out for a public test early this year.

"Through Muzak, Inc., an Ohio subsidiary of Wired Radio, Inc., in turn a subsidiary of North American, the test was conducted. It showed that the sets were used on an average of 3½ hours a day and were in use about the same times of the day as space radio; that is, the hours from 6 to 10 were most popular.

"The wired radio sets are made in the east by another North American subsidiary. They are rented, not sold, to the public. Rental runs from \$2 to \$5 a month, depending on the size of the set. The large sets use a penny's worth of current in two hours, while the small table set runs 4½ hours for the same sum.

"Most of the programs are recorded. They're on special wide-range recordings made by the Music Publishers, Inc., also a North American subsidiary. Regular recordings are also used. As a result the Muzak library of recordings in its Cleveland studios is probably the largest in the world, more than 8,000 titles being listed in the catalogue.

"The system now offers 270 hours of programs each week, broadcasting on three different channels.

"Originally all of the programs relayed by wired radio were recordings. However, live talent has been added to the schedule through the medium of news reports, dramas and household programs. Six five-minute periods a day are devoted to the news flashes of the United Press Service. At 7 P.M., 10 minutes is devoted to sports flashes.

"Muzak engineers claim that two more channels can be added immediately and eventually the number may be extended to 21. That would mean 21 programs coming over your power line along with your electric light current. Each program, however, is sent out over a different frequency and the set acts as a filter, unscrambling them over the various channels in the receiver.

"The system practically eliminates static. As the programs do not travel through space, they are not affected by the elements. They come through as clearly in the Summer as in the Winter months.

"Under the present method of operation the system will be run as an individual unit in each town in which it is offered to the public. However, engineers claim that it could be linked into a nation-wide network, with programs originating at a central point for the entire nation. As long as recordings form the greater part of the programs this won't be necessary, for once a master recording is made, the records cost little to put out.

"Waddill Catchings, former New York broker and Warner Bros. and Chrysler Corp. Director, is head of Wired Radio, Inc. Harris D. H. Connick, former film man, is associated with the venture as Vice-President and Tom J. Smith, Jr., former head of a large Cleveland electrical manufacturing organization, is head of Muzak, the direct operating unit of the outfit.

"According to the wired radio heads, the system is not really in competition with space radio. In fact, one brief period a day is devoted to calling attention to the good programs being broadcast over space radio. The idea of the wired radio system is primarily to give people good music at all hours, with a minimum of talk."

## FCC CHIEF ENGINEERSHIP VACANCY CAUSES SPECULATION

Although several names have been mentioned for the post, there is uncertainty as to who will succeed Dr. C. B. Jolliffe, Chief Engineer of the Federal Communications Commission, who resigned to take charge of the Central Frequency Bureau of the Radio Corporation of America. Considerable sentiment has been expressed in favor of Lieut. E. K. Jett, who has served under Dr. Jolliffe as Short Wave Engineer, and the name of Andrew Ring, Broadcasting Engineer, continues to be mentioned. Dr. J. H. Dellinger, head of the Research Laboratory of the Bureau of Standards, who served for a few months as the first Chief Engineer of the Commission, said definitely that he did not aspire to succeed Dr. Jolliffe.

One observer recalled the fact that the appointment of Dr. Jolliffe as Chief Engineer had been questioned at the time because of his lack of experience in the telephone field, being entirely a radio man. It was pointed out that the entire engineering staff, although the Communications Commission now has to do with telegraph and telephone as well as radio, had been inherited from the old Radio Commission. The thought was advanced that perhaps the new Chief Engineer to succeed Dr. Jolliffe would have to have telephone and telegraph, as well as radio training.

One radio authority in Washington said he believed the appointment was of such importance, in view of the telephone investigation and other matters before the Commission, that it might be dictated by the White House. The position of Assistant Chief Engineer of the Communications Commission is also open, due to the recent resignation of W. G. H. Finch who retired to go into business for himself.

X X X X X X X X

## COAXIAL TELEVISION REHEARING SET

Although Commissioner Paul A. Walker, Chairman of the Telephone Division of the Commission, said that probably no decision would be reached as to whether or not the American Telephone & Telegraph Company would be granted a rehearing in the case of the coaxial cable between New York and Philadelphia, the Federal Communications Commission performed an about face several hours later by announcing that a second hearing would be held on Monday, November 25.

The A. T. & T. objects to making the coaxial cable, which would carry television images, telegraph and telephone messages, available to rival communications companies.

X X X X X X X X

## WNYC FIGHTS FOR RENEWAL AS WLWL SEEKS CHANNEL TRANSFER

Having run nine days, the hearing brought about by the application of WLWL, operated by the Paulist Society in New York, for a transfer from 1100 kc. to 810 kc., unlimited time, was drawing to a close today (November 1) before the Broadcast Division of the Federal Communications Commission.

Outstanding in the mass of testimony offered during the past week was that of officials of WNYC, the New York City Municipal station, which is seeking a renewal of license to operate on the same channel requested by WLWL.

A dozen representations of WNYC and the Department of Plant and Structures, which operates the station, took the stand to defend the record of the station which some time ago was reported preparing to close down. Among WNYC witnesses were Fred J. H. Kracke, Commissioner in charge of the station, various stations and department officials, and Chalmers D. Clifton, Regional Director of the Federal Music Project of WPA. The burden of testimony was that the station is serving a great need in broadcasting non-commercial programs.

Other witnesses heard during the week in the case involving some three score stations were: John Iraci, President of the International Broadcasting Corporation, which operates WOV, New York; Martin Campbell, General Manager of WFAA, Dallas, Tex.; H. B. Hough, General Manager of WBAP, Fort Worth, Tex.; John B. McCormack, General Manager of KWKH, Shreveport, La.; Credofitch Harris, General Manager, WHAS, Louisville, Ky.; Arthur C. Pritchard, for WWL, and Glenn D. Gillett, for WBAP and WFAA.

The Communications Commission will probably not reach a decision for several weeks.

X X X X X X X X

## DENIAL OF PERMIT FOR NEW TELEVISION STATION RECOMMENDED

On the ground that the frequency of 2000-2100 kc. requested is not adapted for television, Examiner R. H. Hyde recommended in a report to the Federal Communications Commission October 28 that the National Television Corporation of New York, be denied a permit to construct a new experimental station.

Examiner Hyde said that the evidence offered does not indicate that the granting of the permit "would contribute substantially toward the progress of the radio art." Other frequencies, he said, are proving better suited to visual broadcastin.

X X X X X X X X

## METAL TUBES NEWSPAPER CAMPAIGN STARTED

"Forty-seven radio manufacturers now use Metal Tubes", a page advertisement sets forth in the New York Times of today (Friday, November 1).

"Look who they are", the advertisement went on and then listed the following manufacturers who use the tubes:

Atwater Kent Mfg. Co.; Air-King Products Co., Inc.; Automatic Radio Mfg. Co., Inc.; Belmont Radio Corp.; Capehart Corp.; Case Electric Corp.; Clinton Mfg. Co.; Continental Radio & Television Corp. (Admiral); Corona Radio & Television Corp.; Crosley Radio Corp.; Detrola Radio Corp.; Electrical Research Laboratories (Sentinel); Emerson Radio & Phonograph Corp.; Fada Radio & Electric Co.; Fairbanks-Morse Home Appliances, Inc.; Freed Mfg. Co., Inc. (Freed-Eisemann); Garod Radio Corp.; General Electric Co.; General Household Utilities Corp. (Grunow); Gilfillan Bros., Inc.; Hallicrafters, Inc. (Super Sky Rider); Halson Radio Mfg. Corp.; Horn Radio Mfg. Co. (Tiffany Tone); Howard Radio Co.

Also, International Radio Corp.; Kingston Radio Co., Inc.; LeWol Mfg. Co. (Pacific); Midwest Radio Corp.; Mission Bell Radio Mfg. Co.; Noblitt-Sparks Industries (Arvin); Packard Bell Co.; Pilot Radio Corp.; Radio Products (Admiral); RCA Victor; Remler Co., Ltd.; Simplex Radio Co.; Sparks-Withington Co. (Spartan); Stewart-Warner Corp.; Stromberg-Carlson Telephone Mfg. Co.; Trav'ler Co.; Troy Radio Mfg. Co.; United American Bosch Corp. (Bosch); United Scientific Laboratories (DeWald); Warwick Mfg. Co.; Wells-Gardner & Co.; Westinghouse Electric & Mfg. Co.; and Wilcox-Gay Corp.

"And other manufacturers will shortly offer sets with Metal Tubes", "Be modern - get a radio set with Metal Tubes", the page advertisement concludes.

X X X X X X X X X X

## APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

WHEC, WHEC, Inc., Rochester, N. Y., CP to move transmitter locally and install new equipment; WJR, WJR, The Goodwill Station, Detroit, Mich.; authority to determine licensed power by direct measurement of antenna input; WMBR, Florida Broadcastg. Co., Jacksonville, Fla., Mod. of CP to move transmitter locally, extend commencement date to 30 days after grant and completion date to 6 months thereafter; WSPD, The Toledo Broadcasting Co., Toledo, Ohio, authority to determine licensed power by direct measurement of antenna input; WMAQ, National Broadcasting Co., Inc. Chicago, Ill., license to use old main transmitter for auxiliary purposes; KEHE, Evening Herald Pub. Co., Los Angeles, Cal.,

renewal of license for the regular period; WEMP, Milwaukee Broadcasting Co., Milwaukee, Wis., license to cover CP covering new station, 1310 kc., 100 watts, daytime; KSUN, Copper Electric Co., Inc., Lowell, Ariz., Mod. of license to change hours of operation from daytime to unlimited; WAAW, Omaha Grain Exchange, Omaha, Neb., extension of present license for period of 60 days; New, Don Lee Broadcasting System, Portable-Mobile (San Francisco), CP, freqs. 31100, 34600, 37600, 40600 kc., 100 watts; New, WCBD, Inc., Portable-Mobile (Waukegan, Ill.), CP (Exp. Gen. Exp.) service, freqs. 31100, 34600, 37600, 40600 kc., 5 watts; New, Scranton Broadcasters, Inc., Portable (Scranton, Pa.), CP (Exp. Gen. Exp.), freqs. 31100, 34600, 37600, 40600 kc., 100 watts; New, RCA Manufacturing Co., Inc., Camden, N. J., license to cover CP for visual broadcasting service, freqs. 42000-56000, 60000-86000 kc., 30 KW; KIEO, Airfan Radio Corp, Ltd. Portable (San Diego, Cal.), Mod. of license (Temp. B/C pickup) to add freqs. 1606, 2020, 2102, 2760 kc. and delete 3150 kc.; also granted renewal of license in accordance with Mod.; KIFT, Julius Brunton & Sons Co., Mobile (San Francisco), Mod. of license (Temp. B/C pickup), to add freqs. 1622, 2060, 2790 kc. Also granted renewal of license for the period ending Nov. 1, 1936; WIEF, Miami Brdcstg. Co., Miami, Fla. (Portable-Mobile) renewal of broadcast pickup station license in accordance with modification granted Oct. 22, 1935.

X X X X X X X X X X

#### JOHN WANAMAKER USES HIGH FIDELITY STATION

"Wanamaker's On the Air Again!" And how! "Over the latest development in radio . . . The True Fidelity Station W2XR - 1550 Kilocycles", quoting from an ad in the Sept. 16 New York Sun.

"Thanks, Mr. Wanamaker", Ray Sutcliffe, Editor of Radio Retailing, writes. "Here's an interesting new trend, a boost for the newer sets (old receivers can't make this grade). We tuned in the other night and the tone performance was truly remarkable.

"This is John Hogan's station under the company name: Scientific Broadcasting Service. Located on Long Island - 1000 watts, 20 kc. channel - eastern dealers should get it, on this new broad channel, high fidelity side of their modern sets, over a 400 mile radius, night-time reception. Tune it in on your next demo., Monday to Friday, from seven to eight P.M. eastern time."

X X X X X X X X X X