

HEINL RADIO BUSINESS LETTER

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No. 1146

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August 2, 1938

FARM RADIOS INCREASE; STILL A MARKET

A material increase in farm radios since 1930 and a huge gain since 1925 is indicated by a special report issued this week by Director William L. Austin, Bureau of the Census, Department of Commerce. This summary presents a condensed statistical history, based upon the results of a special cooperative survey covering 3,000 farms in selected counties of 40 States and upon returns made for those counties in the regular censuses of 1925 and 1930. Percentages given are those for the same counties in the three designated years, so that a fair comparison may be made.

On January 1, 1925, only six percent of the farms in these representative counties had radios. On April 1, 1930, the percentage was 29, while on January 1, 1938, it is reported as 62 percent.

The three Southern geographic divisions - the South Atlantic, East South Central, and West South Central - reported between one and three percent of farms having radios in 1925. These rose, respectively, to 51 percent, 40 percent, and 37 percent in 1938. The proportion having radios in the intermediate period was without exception between these extremes and for each region of the United States showed a consistent and progressive gain.

An increase in the number of farms reporting radios accompanies similar but less striking advance in other farm facilities, such as electric lights, running water in the house, automobiles, telephones, etc. These facilities, together with the value of farm dwellings, are often used as an index of the farmer's scale of living and are recorded periodically by the Census.

The results of the survey are so pronounced that several significant conclusions appear justified, the Census Director said, even though the survey is neither sufficiently representative nor comprehensive to give more than a general indication of the level of living on the farms in the Nation or of the trends. The farms included in the survey are probably somewhat above the average of all farms in the counties included, and those counties, in turn, above the average for the country as a whole.

For the particular farms included in the survey, out of every 10 approximately 7 had autos, 6 radios, and on 4 the operator's dwelling was lighted by electricity. On 3 farms out of every 9, water was piped into the dwelling and on 2 of these into a bathroom. Telephones were on 3 out of every 8 farms, tractors on 1 out of every 3, and motor trucks on 1 out of every 4. The average dwelling contained 6 rooms and was valued at approximately \$1,500. The level of living indicated by these figures is very substantially higher than that for all farms in these counties for 1930. The proportions of farm operators having electric lights, water piped into their dwellings, and water piped into a bathroom are roughly 50 percent greater. The proportion having radios is approximately double. The relative number with autos is about 10 percent greater, with motor trucks 50 percent greater, and with tractors 100 percent greater.

Although judged by this summary the living conditions on farms have definitely improved, a large proportion of the farms are not yet provided with the various facilities which are commonly accepted as requisites for good living. Very striking differences are shown by the survey between various groups. The lack of facilities on the farms of the Southern States is outstanding and, in part, reflects the low level of living of Negro operators. Only 4 out of the 285 Negro and other non-white operators included in the survey and located in the Southern States reported electricity as compared with more than one-third of the white operators in the same area. The differences as regards water piped into the dwelling, bathrooms, and telephones are just as striking. A comparison of the number of rooms and the value of the dwelling also shows the decided contrast between white and Negro operators. The average dwelling of Negro and other non-white operators for all farms included in the survey contained 3.8 rooms and was valued at \$311 as compared with an average of 6.2 rooms and \$1,602 for white operators.

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GREECE PROHIBITS PRIVATE RADIO TRANSMITTERS

The Greek Ministry of Finance has issued an announcement to the effect that the importation from abroad and the use by private individuals of radio transmitting equipment is now strictly prohibited, the U. S. Commerce Department reports. Only Government departments will be allowed to own and operate radio transmitters.

Amateur transmitting is still very little developed in Greece, and the new measure seems destined to eliminate all interest in this field. At present there are only three amateur transmitters in use, which are covered by special licenses, and which apparently will not be affected by the new regulations unless their licenses are revoked specifically.

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WLW HEARING ENDS; LONG DELAY ON DECISION SEEN

With the conclusion of a 10-day hearing on the application of WLW, Cincinnati, for renewal of its 500 KW. experimental license, indications were that the future of super-power in this country will not be determined by the Federal Communications Commission before next year.

While the WLW hearing was concerned only with the Cincinnati station, the decision of the FCC in this case, it is believed, will form the basis for a general policy on super-power.

The same Committee that conducted the WLW inquiry also held hearings on a proposal to raise the present FCC limitation of 50 KW. on regularly-licensed broadcasting stations.

Its findings and recommendations in both inquiries must be passed upon by the full Commission before they become effective. Moreover, it was apparent from the testimony and argument of WLW during the recent hearing that the Nation's Station will carry its case to the courts if the FCC decides not to renew its experimental license.

Andrew D. Ring, Assistant Chief Engineer of FCC, was the final witness of the Commission last Friday following testimony by Robert E. Bausman, Commercial Manager of WIRE, Indianapolis, and Myron E. Elges, of William G. Rambeau Co., New York, representatives of WIRE.

The gist of the testimony of the two commercial radio spokesmen was that WLW competed with WIRE in coverage. Elges, who one time sold time for WLW through Transamerican, said that the Cincinnati's rates are "a little expensive" but that selling was fairly easy because of WLW's claim that it had primary coverage in eight important cities.

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Quoth that whimsical sage of American radio, Harold Hough, when asked by Broadcasting to comment on the Texas elections which assured the governorship for W. Lee O'Daniel, a WBAP flour-selling buildup turned statesman by listener demand:

"He is not a landslide - he is an earthquake, and he is strictly the outcome of radio showmanship, all of which means, I guess, that the few of our remaining radio advertisers will soon turn politicians. Charlie McCarthy will become Emperor of America, and Jack Benny is a cinch for the White House in 1940. Really, Texas is in a terrible turmoil. If the heat doesn't get us, the hill-billies will."

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FCC "HARD-BOILED" IN DENYING FOUR APPLICATIONS

The Federal Communications Commission this week adhered rigidly to previously-stated policies in denying the applications of four important applicants for new broadcasting facilities.

The decisions, grouped in a single order, were that facilities could not be granted: El Paso Broadcasting Co., of El Paso; World Publishing Co., of Tulsa, Okla.; KGKL, Inc., San Angelo, Tex.; and The Tribune Co., Tampa, Fla.

In the El Paso case the FCC reaffirmed its policy of granting more than one station in a city to a single applicant. It was pointed out that Dorrance D. Roderick, a majority stockholder in the El Paso Company, had been granted a permit this year to erect and operate a 100-watt station using 1500 kc.

Regarding KGKL, Inc., the FCC said: "The operation of this station during night-time hours would be expected to cause objectionable interference to the services of Mexican stations (XEFO-XEYO, Mexico City).

Regarding the Tribune Company's application, the FCC stated that Tampa, with three stations, already "has assigned to it an equitable share of broadcast facilities of the regional classification."

Applicants for the Tampa station were S. E. Thomason, Chicago and Tampa publisher, and John Stuart Bryan, President of William and Mary College and Richmond publisher.

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AUSTRALIA PURCHASES RADIO EQUIPMENT TO AID AIRCRAFT

The Government of Australia has awarded contracts for about \$460,000 worth of radio aids to aerial navigation, which will be installed at airports in New South Wales, Queensland, Victoria, South Australia, Tasmania, and the Federal Capital Territory, according to a report to the Department of Commerce by the office of the American Trade Commissioner at Sydney.

The equipment purchased included a supply of ultra-short wave landing beacons for six airports, two-way communication equipment for nine ports, and radio navigation beacons for four ports, according to the report.

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NET AFFILIATES TO HOLD PARLEY AUG. 16-17

All independent radio network affiliates have been invited to a convention in Chicago at the Hotel Stevens August 16-17 to determine what part they will take in the forthcoming chain-monopoly investigation of the FCC this Fall.

The group includes about 275 stations which are affiliated with one of the three major networks but are independently owned. It was organized a year ago under the name of the Independent Radio Network Affiliates.

Decision to hold the Chicago conference was reached last week at a meeting of 18 station executives in New York at the invitation of Mark Ethridge, of WHAS, and Samuel Rosenblum, of WFIL.

It is understood that the consensus of the New York meeting was that the affiliates should stand with the network-owned stations in presenting a united front during the FCC inquiry.

Meanwhile, it was disclosed that John J. Burns, former General Counsel of the Securities & Exchange Commission, had been retained by the Columbia Broadcasting System as its Chief Counsel for the chain investigation.

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STATION CP GRANTED; ANOTHER RECOMMENDED

The Federal Communications Commission this week granted a construction permit for a new broadcasting station in Johnson City, Tenn., and Examiner P. W. Seward recommended a permit for a station in Emporia, Kans.

W. Hanes Lancaster and J. W. Birdwell, of Johnson City, were granted a permit to use 1200 kc., 100-250 watts, unlimited time, over Richard M. Casto, of Johnson City, and the Knoxville Journal Broadcasting Co.

Examiner Seward approved the Emporia Broadcast Company's application for 1370 kw. with 100 watts daytime.

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FINCH GETS PATENT ON FACSIMILE TUBE

W.G.H. Finch, former Assistant Chief Engineer of the Federal Communications Commission and now President of the Finch Telecommunications Laboratories, Inc., New York City, has been awarded a patent on a new simplified and inexpensive gaseous type of facsimile recording tube.

Although this new tube was developed primarily for facsimile reproducing systems it also is particularly useful for sound recording and television, Mr. Finch explained. Prior gas filled tubes, he said, were not satisfactory for high quality facsimile reproduction work due to the intensity of the cross-section of the resultant spot of light focused upon the record sheet which resulted in fringes between the successive scanning lines, causing line by line construction of the picture to be visible to the eye.

In this new type of recording tube a novel source of light is produced having a uniform cross-sectional intensity beam of light but with a predetermined shape. Besides the uniform cross-sectional intensity of the gaseous discharge, the tube maintains a square beam for recording. This square beam of light varying in intensity in accordance with the picture signals is sharply focused by a lens system upon the film mounted upon the drum of the facsimile unit.

An important advantage of the new tube is that it produces this uniform glow across the square aperture so that the lens system may be focused directly upon the aperture so that the image of the light is directly produced upon the film.

The electrodes consist of a cylindrical cathode and a flat plate anode containing the square aperture located directly above the cathode. This cathode is set into supporting insulation material which is mounted upon the extension tube from the glass stem. The insulation member contains the projection or projecting fins used for cooling the electrode.

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Deletion of Station WRDO, Augusta, Me., for violation of FCC regulations and the Communications Act's ban on unauthorized transfers was recommended to the Commission this week by Chief Examiner Davis G. Arnold. WRDO has asked for a license renewal.

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McNINCH OUT OF HOSPITAL, GOES TO BEACH

Chairman Frank R. McNinch, of the Federal Communications Commission, will return to his office "in a week or ten days", his secretary said Tuesday. The Chairman left the Naval Hospital the end of last week, stopped at his desk for a short while, and then left for a beach resort.

Friends denied that he had been very ill and insisted that he has fully recovered from his stomach ailment and will soon be in active charge of the Commission again. He has been away from the FCC a month.

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ABA FAILS TO ACT ON COURT BROADCASTS

There will be no change for the present in the status of courtroom broadcasting, according to Neville Miller, President of the National Association of Broadcasters, who attended the American Bar Association's convention in Cleveland.

The ABA found it difficult to set up an arbitrary rule to govern every situation involving the broadcasting of courtroom trials, police and traffic court hearings, he said.

In many cases, it was pointed out, the widest publicity by press and radio operated distinctly in the public interest as a deterrent of crime, but there were many courtroom situations where the broadcasting of every word spoken would prove hurtful to the public interest and the dignity of the court, the Committee on Cooperation Between Press and Radio and the Bar found.

Complaints were received from some quarters that broadcasting of traffic court pleadings work to the political advantage of the traffic court or police court judge, especially in bringing the name of the judge prominently before the public at election time. But there were other reports indicating that knowledge that traffic violations would be aired had served to cut down traffic infractions and promote a better safety record.

The ABA committee, therefore, found it difficult, without further study, to lay down set rules governing broadcast of judicial proceedings. A special committee will study the problem throughout the coming year. Meanwhile it was recommended that both jurists and broadcasters continue to test each situation in the light of serving the best public interest.

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 :::: TRADE NOTES ::::
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Under a stipulation entered into with the Federal Trade Commission, M. L. Myers, M. L. Rauer and George Wallach, trading as Interstate Radio Company, 2757 Lincoln Ave., Chicago, agree to cease using on their letterheads, circulars and other printed matter the word "manufacturers" to imply that they manufacture the radio sets and premium merchandise they sell, or that they actually own and operate or directly control the factories in which such products are made, when such is not a fact. The respondents, according to the stipulation, represented themselves to be "manufacturers and distributors of radios and premium items" although the products they would be made in plants or factories which they neither owned nor operated.

U. S. commercial radio was only a year old when WAPI, Birmingham, first raised its voice. When the first network program was heard, in 1927, WPAI had already been broadcasting for five long years. This Southland pioneer, now known as the Voice of Alabama, starts its 17th year August 10, as a member of the Columbia Broadcasting System, operating a 5,000-watt transmitter day and night at 1140 kilocycles.

An increase in power from 100-250 watts to 1 KW. and a transfer in frequency from 1200 to 1330 kc. was recommended for WRBL, Columbus, Ga., this week by Examiner Melvin H. Dalberg of the Federal Communications Commission.

The Columbia Broadcasting System has announced the appointment of Dudley H. Fay to its sales staff, effective August 1. Mr. Fay was active with the Curtis Publishing Company, where he represented the Saturday Evening Post, until 1935. For the next two years he served as account executive with J. Walter Thompson Company, Chicago. He has been a member of Time, Inc., since last August. Mr. Fay will handle special sales assignments in the New York office of CBS.

An increase in broadcasting time from daytime to unlimited for WTAD, Quincy, Ill., was recommended this week to the Federal Communications Commission by Examiner John P. Bramhall. The frequency is 900 kc.

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RADIO EXHIBITS PLANNED AT WORLD FAIRS

The story of American system of radio will be told the millions of spectators at both the New York and San Francisco World's Fairs through plans now reaching completion at NAB headquarters.

Although definitely racing against a deadline (the staff of the National Association of Broadcasters was not fully assembled until June 15 last), an effective and dramatic portrayal of the story of radio will reach the eyes and ears of World's Fairs visitors on opening day.

It is possible also that NAB displays will receive active cooperation of the Radio Manufacturers' Association. This will mark the first time that the broadcasting industry, as such, has participated in a World's Fair.

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ARGENTINE TO RAISE CULTURAL LEVEL OF RADIO

The Argentine Government has issued a decree which sharply criticizes the programs of the commercial broadcasting stations in that country, and by the same decree appoints an official committee to study the matter with a view to correcting the situation as soon as possible, according to a report to the Department of Commerce by the office of the American Commercial Attache at Buenos Aires.

The decree was based on a report made to the Government by the Director General of Posts and Telegraphs, who has jurisdiction over broadcasting in that country, the report stated. It was pointed out that in spite of the detailed regulations designed to maintain the Argentine programs on a high cultural level, the stations have not complied therewith to the best public interest.

Since practically all of the commercial stations in Argentina are operating under a temporary concession, subject to revision or cancellation at any time, local observers were of the opinion that the committee's report would recommend a revision of these concessions in order to bring the stations into closer alignment with the Government's views, according to the report.

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JUNE RADIO ADVERTISING BELOW 1937

The monthly index of radio advertising in Printers Ink, out this past week, shows a decrease in June of 2.9 percent from 1937 and an increase of 12.2 percent over May, when corrected for seasonal fluctuations. Time sales in the second quarter were 1.2 percent below the corresponding three months of 1937. This compares with a gain of 11.7 percent for the first quarter of 1938 over the same months of 1937. A study of the graph for several years indicates that the Summer decline is decreasing from year to year.

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AUSTRALIA TO USE RADIO IN DEFENSE PLAN

The greatly enlarged expenditures to be made on defense in Australia will include a substantial amount to provide more radio communication facilities, according to the Sydney Morning Herald.

"Under the new defense program radio services will be highly developed", the paper reports. "In the radio network the high-speed beam services will be allotted key positions, but these will be supplemented by high-powered naval and Air Force stations to be built immediately, and provision will be made for the rapid assembling and erection in Australia of other supplementary transoceanic services should the need arise.

"Special provision will be made for the rapid expansion of the network of small but effective stations for cooperation with units of the Air Force operating from all air stations.

"A system of naval 'spotting' by means of radio direction finding is being evolved to assist the Naval Board in detecting the movements of hostile units within striking distance of the Australian coast, and later an auxiliary service will be developed for 'jamming' communications from hostile stations."

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AIRPORT SEEKS TO BAR TRANSMITTER

The Circuit Court for Prince Georges County, Md., has been asked to issue an injunction against the American Broadcasting Co., Inc., of Washington, to prevent erection of two WOL transmitting towers adjacent to the Queens Chapel Airport, near the intersection of Queens Chapel and Ager Roads.

Owners of the airport, which was licensed by the State Aviation Commission a year ago, contend the broadcasting company failed to comply with a law passed by the 1937 Legislature regulating the height of buildings and other structures near public landing fields.

The suit avers that erection of the towers will interfere with continued operation of the airport because they would be in direct line with the runways.

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FRANCE REDUCES U. S. QUOTA ON RADIO

Official notice has just been received by the State Department that the French Government has now exercised the right of revision in connection with the Trade Agreement. The agreement, concluded in May, 1936, provided for the allocation of the United States in addition to the normal import quotas to which we are now entitled of annual supplementary quotas for certain specified products, including radio apparatus and radio tubes. However, it was further provided that those supplementary quotas would be subject to revision on July 1, 1937, and the first of July of the following years during the life of the agreement.

By this right of revision the supplementary quota on radio tubes, tariff ex 361 bis, has been reduced from 45 quintals to 1 quintal and that on radio apparatus and parts, tariff 524 bis g, from 588 to 1 quintal, effective July 1, 1938. Thus the total quota allotment to the United States, normal and supplementary combined, is now 385 quintals for radio tubes and 3,413 quintals for radio apparatus and parts.

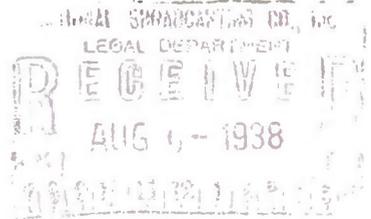
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U.S. STILL AHEAD IN WORLD'S RADIO LISTENERS

Despite rapid strides forward in the radio population of European countries, the United States still holds a commanding lead and possesses almost a third of the receivers of the world, according to Arthur R. Burrows, Director of the International Broadcasting Office at Geneva.

"The world's potential listeners at this moment number at least 350,000,000", he writes in World-Radio, BBC journal. This is a conservative estimate, for the figures received by the International Broadcasting Office at Geneva show that, at the beginning of the present year, the number of receiving sets in use throughout the world was certainly not less than eighty-seven-and-a-quarter millions, and each set is available, on an average, to four persons. Of this number of sets about 31,200,000 existed in Europe (Russia apart), and over 56,000,000 in the rest of the world (Russia included).

"The production of exact statistics relative to wireless audiences is not yet possible, and may not be so for a number of years. There are still several countries where, through the absence of a registration system, only guesses can be made as to the number of receiving sets in use. These estimates get nearer to the truth year by year, by reason of the aid given by production and importation figures; yet it must be some time before one can mention a world figure with complete assurance.

"World-Radio published some weeks ago figures which showed that Germany, at the end of last year, headed the European countries in the matter of the total number of listeners (9,087,454); and that Denmark continued to lead in the proportion of listeners to the total population. A new chart published by the Geneva Office of the I.B.U. within the last few days indicates the position of affairs at the end of 1937 in all countries for which figures are available. This chart shows that the U.S.A. maintains an easy lead in the total number of receiving sets (approximately 26,400,000), but beats Denmark by no great margin in the matter of the proportion of sets to population. The former has 204.33 receivers to each 1,000 persons and the latter 189.96 to each 1,000.

"Great Britain takes third place for 'density' of receiving sets (having 183.58 to each 1,000), and New Zealand fourth place, with 174.19 per thousand. Then follows Sweden, with 170.55; and the Commonwealth of Australia, with 147.32. Germany held fifth place in this group at the beginning of the year, but

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she has made such progress in the first six months of the present year that it will not be at all surprising if she does not go higher when the next chart is prepared.

"Coming now to actual increases in listeners in countries overseas, the United States of America added about sixteen-and-a-half millions last year, the number of receiving sets rising by over 4,150,000. This figure does not take into account the number of wireless sets installed in motor-cars, which is now in excess of five millions. The percentage total increase was about 8.1. This figure, however, does not compare with the growth during 1937 in Australia and New Zealand, possibly because 'saturation point' is nearer at hand in the United States of America, and undoubtedly because the general economic conditions are better at the moment in the Antipodes. The Commonwealth increased its number of listeners from 887,015 to 1,008,595 (which was a gain of 10.2 percent), and New Zealand from 231,364 to 279,054 (which was a gain of over 19 percent). On the other hand, Canada, which at the end of March, 1937, had 1,380,500 licensed receivers, stepped backwards, and was able to count only 1,103,768 receivers at the end of March this year. It is probable that this decline has been due to the campaign conducted a few months ago against certain increases in the license fees. It is difficult to believe that it is more than temporary.

"Amongst the overseas countries possessing a licensing system and a considerable number of listeners Japan figures prominently, as usual. In that country, despite the strain of war, the number of licensed homes rose during 1937 from 2,870,986 to 3,402,489 (which represents an increase of over 18 percent). China, Japan's adversary, reports an increase during the same period of about 10 percent, the returns showing a rise from 500,000 to 600,000. It is evident, however, owing to the fact that Eastern China is one vast battlefield, that the Chinese figures are but approximate ones.

"Passing over for the moment to other countries which have no license system, but an undoubted considerable number of receiving sets, the figures of the South American republics are worthy of examination. The Argentine claims to have increased its receiving sets during the last year from 950,000 to 1,095,000, a figure which is unlikely to be disputed in view of the very general interest now being displayed in broadcasting in that country. Brazil claims half a million receiving sets, and Venezuela an increase during 1937 from 17,810 to 85,000. I have a feeling that in the latter case the figure at the beginning of 1937 should have been 71,810 not 17,810. Unhappily, no returns have been received from Chile, Peru, or Uruguay.

"Turning to the growth of listeners in British Dominions, Colonies, and Mandated Territories not so far mentioned, and taking these figures in a diminishing order, according to the percentage of sets in relation to the population, one finds that Rhodesia (Southern and Northern) raised the number of homes equipped with receivers from 5,920 to 7,805, being a gain of over 30 percent. Kenya Colony, which has its own broadcasting station, despite a widely-dispersed radio audience, increased its 'wirelessly' equipped homes from 2,194 to 2,832, in other words by 29 percent. The Union of South Africa increased its number of licensed receivers from 160,000 to 180,227 - actually an increase of over 12 percent, - but, owing to new census figures, the ratio of listening sets to population appears to have decreased. This is of quite secondary importance.

"Newfoundland, the oldest colony in the British Empire, raised its 'wirelessly' equipped homes from 9,000 to 10,000 (an increase of over 11 percent); Palestine leapt ahead from 20,388 to 28,515 (a gain of over 39 percent). British Honduras more than doubled its number (202 to 485); and Hong Kong finished the year with 8,539, as against 6,868 in the previous year. Ceylon claims a 26 percent increase with a rise from 3,873 to 4,911, and British India an increase of over 33 percent, the actual number being 38,000 at the end of 1936, and 50,680 at the end of 1937. These latter figures may not be satisfying to the enterprising organizers of broadcasting in India, but they represent, nevertheless, as may be judged by comparison with the other figures in this record, a very considerable achievement. Put briefly, 1937 provided throughout the world one of the richest 'vintages' in the history of radio."

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CP GRANTED ILLINOIS COUNTY PUBLIC OFFICIAL

A construction permit for a new broadcasting station at Aurora, Ill., was granted this week by the Federal Communications Commission to a public office holder, Martin R. O'Brien, who was identified as "public administrator" and "a member of the Board of Supervisors" of Kane County.

The FCC statement of facts also disclosed that Mr. O'Brien had arranged a tie-up with the only daily newspaper in the city, the Aurora Beacon News. The FCC discounted a charge by a rival applicant, Jules J. Rubens, that O'Brien was actually acting for the newspaper, which would impose certain restrictions on local advertisers.

The FCC also granted a permit for construction of a broadcasting station at Fayetteville, N.C., by W. C. Ewing and Harry Layman, trading as the Cumberland Broadcasting Co. The facilities are 1340 kc. with 250 watts power.

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ULTRA-HIGH FREQUENCY ORDER EXTENDED SIX MONTHS

The Federal Communications Commission this week extended for six months from October 13 or to April 13, 1939, Order No. 19, as amended, allocating the frequencies from 30,000 to 300,000 kc. to specific services, except insofar as it relates to emergency stations and non-commercial educational broadcast stations.

The recent allocations to emergency stations, which include city and State Police stations, marine fire stations, special emergency stations, and forestry stations, and to educational stations will become effective October 13 as originally scheduled.

The existing licenses of all general experimental stations using any frequencies above 30,000 kc., including television stations, were extended for six months. The new order states, however, that they must not interfere with stations operating in the emergency service or non-commercial educational stations.

The purpose of extending the effective date of Order No. 19, as amended, is to give the Commission additional time to permit careful consideration of the evidence which was presented at the hearing which commenced June 20th. The protestants at this hearing stipulated that they had no objection to the allocation made by the Commission for frequencies between 30,000 and 60,000 kilocycles, inclusive.

"However, due to the large number of stations operating on frequencies above 30,000 kilocycles, and in view of the fact that applications for renewal of General Experimental licenses became due August 1st", the FCC stated, "the Commission is of the opinion that in order to provide a more orderly and effective transition of stations from the Experimental Service and certain classes of Experimental stations in the Broadcast Service to the new frequencies assigned to specific services, and to promulgate new rules and regulations governing the various services, such work may not be completed in all cases prior to October 13, 1938."

On June 22nd last, the Commission adopted Rules and Regulations governing the operation of stations in the Emergency Service which became effective July 1st. The Commission previously had adopted Rules and Regulations governing the operation of Non-Commercial Educational Broadcast stations.

The Commission has under preparation the Rules and Regulations governing the operation of stations in other services and it is anticipated that certain of these will be released in the near future.

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NET REVENUE CLIMBS WITH BIG FALL FORESEEN

Time sales for the three major networks in July continued to climb, reports this week disclosed, as trade organs forecast a record Autumn business.

The Mutual Broadcasting System made the greatest percentage increase last month with \$167,108, or a jump of 64.7 percent over July, 1937. The cumulative total for the seven months of this year was \$1,509,237, a rise of 19.1 percent over the corresponding period last year.

Gross billings of the National Broadcasting Company continued their record climb for the eighth successive month over comparable figures a year ago.

Billings for July were \$2,958,710, a 9.3 percent increase over the \$2,707,450 total for July, 1937. On the other hand, the seasonal drop from the June, 1938, total of \$3,200,569 was 7.6 percent, against a 9.9 percent decline for the same period last year.

Total NBC revenues for the first seven months of 1938 were \$23,982,384, compared to \$22,655,557 for the first seven months of 1937, an increase of 5.9 percent.

Time sales on the Columbia Network last month grossed \$1,367,357 - far ahead of any other July in the company's history except for last year, which sales reached the record high of \$1,988,412.

Cumulative total for the first seven months of 1938, amounting to \$16,948,652, stands 0.9 percent ahead of the same period in 1937.

CBS this week voted a cash dividend of 25 cents a share. It applies to both A and B stock and is payable Sept. 9th.

Consolidated income statement for CBS shows net profits for first 26 weeks of 1938 of \$2,578,200, as compared with \$2,523,800 first half of 1937.

The current issue of Broadcasting meanwhile stated:

"If the present rush of advertisers seeking time on the nationwide networks this Fall and Winter continues, 1938 is going to break all previous records for network time sales. Although it is now only midsummer, already NBC and CBS are haning out the SRO sign for the more preferable evening hours."

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BUREAU OF STANDARDS REPORTS ON RADIO RESEARCH

Technical studies and findings of the Radio Section of the Bureau of Standards during the fiscal year which ended June 30th, were reviewed in the annual report released this week by Dr. J. H. Dellinger, Chief of the Section.

"Among the outstanding results of this year's research on radio wave transmission was the development of means for the determination of long-distance transmission conditions from ionosphere data and vice versa", the report states. "The characteristics of three types of ionosphere anomalies and their radio effects were identified. Ionosphere data were regularly furnished to the public by weekly radio broadcasts and monthly publication. Improvements were made in the monitoring and other details of the expanded service of broadcasting standard frequencies.

"The radio meteorograph was brought to a practical operating stage; our development was put into service by the Navy and the Weather Bureau.

"Assistance was given international radio conference activities and other Governmental radio services. This included representation of the U.S. at a special meeting in London which prepared a Report on Radio Wave Propagation, and leadership in the work of the Interdepartment Radio Advisory Committee. Extensive work was done, through correspondence and visitors, on miscellaneous radio problems of the public."

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FRANCE USES FILMS IN TELEVISION SHOW

Film scenes are now being used in Paris for television and can be seen free of charge, according to the American Commercial Attache, Paris. At present, only news and educational films are being transmitted in this way, but in course of time Paris will doubtless have a more ambitious program.

Two television receivers have been installed in a large room of the town hall of the seventh "arrondissement", 116 rue de Grenelle, near the Ministry of P.T.T., and they are to be operated on Monday, Friday and Saturday from 5 to 7 P.M., on Thursday from 5:30 to 7 p.m., and on Sunday from 6 to 7 p.m.

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ONLY ONE CP FOR HIGH FREQUENCY EDUCATIONAL OUTLET

Although the Federal Communications Commission last January set aside a group of ultra-high frequencies for non-commercial educational broadcasting stations, only one construction permit has been granted.

Seven applications for facilities have been filed with the FCC, but four have been returned for technical corrections. The other two are pending.

WBOE, to be operated by the City Board of Education of Cleveland, was granted a construction permit March 30th for operation on 41,500 kc. with 500 watts power, unlimited time. The Cleveland Board of Education is now seeking a site for the transmitter, but definite plans for construction of the new station have not yet been announced.

Applications were received July 15th from the Board of Education of the City of New York for operation on 41,100 kc., 500 watts unlimited, and The Moody Bible Institute, Chicago, at present operating WMBI, for 41,300 kc., 100 watts unlimited. Applications have been returned to the Minnesota Economic Foundation, Minneapolis, University of Tampa, University of Illinois, and Florida Southern College, Lakeland for revisions.

The FCC has allocated 25 channels in the ultra-high frequency band between 41,000 and 42,000 kc. for assignment to non-commercial educational stations. Power of the stations will range from 100 to 1,000 watts, and they will give purely local service. It is estimated by the FCC that as many as 1,500 stations of this type could be accommodated on the 25 channels.

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SPECIAL RADIO EQUIPMENT ON NEW LINER

The largest liner ever built in an English shipyard, the new Cunard White Star "Mauretania", will be equipped with comprehensive and specially designed Marconi radio equipment to enable the following services to be carried out: reception of press messages, long wave telegraphy, short-wave commercial telephony, continuous distress watch, direction finding, and emergency transmission on 600 meters, according to the London Electrical Review. In connection with these services three separate transmitters will be employed, one for each of the short, medium and long wave channels. The medium and long wave transmitters will be suitable for telegraphy only, and will have 8 spot waves on each transmitter. The short wave transmitter will be suitable for both telegraphy and telephony, and will have 18 spot waves.

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Other apparatus includes the latest pattern direction finder, of the Bellini-Tosi type, with fixed aerial and rotating goniometer, the distress alarm installation, consisting of equipment which will maintain a continuous automatic 600 meters watch, together with a standard spark emergency transmitter, tuned to 600 meters, and complete radio equipment and search lights in the two port and starboard motor launches. Power for the transmitters and receivers will be provided by three dynamos, and the total power used for carrying out all the services concurrently will be less than 30 hp. Sound reproducing equipment will provide entertainment in all parts of the ship from radio, gramophone or microphone sources. A specially designed receiver is incorporated in order to receive broadcast programs, which can be distributed to any of the numerous loudspeakers which will be installed in the public rooms in all parts of the ship.

The echometer sounding device which is being fitted will have a visual indicator and an automatic recorder. The latter, in addition to providing depth indication, will automatically plot a graph of the contours of the sea bed.

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STATION URGED AS AID DURING SNOWS, FLOODS

Heavy snowfalls and destructive floods in Idaho were cited by Examiner John P. Bramhall this week in recommending that Chester Howarth and Clarence Berger be granted a permit for a broadcasting station at Wallace, Idaho.

Filing a favorable report on the application for 1420 kc., 100-250 watts, unlimited time, Examiner Bramhall said:

"An important factor substantiating the need for additional service in the area is that during the Winter there are heavy snow-falls ranging from 4' to 15', which block the highways and prevent the delivery of mail for periods of from two to five days so that communication throughout this area during storms is at a complete standstill. Another factor is that Cour d'Elaine Valley, in which the towns of Wallace and Kellogg and several other communities are located, is frequently subjected to destructive floods which endanger life and destroy much property. A local radio station in this area would be of inestimable value during these floods."

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: : : TRADE NOTES : : :
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David Sarnoff, President of the Radio Corporation of America, sailed on the french liner "Normandie" this week for his annual pleasure and business visit to Europe. He will meet his family in England. While abroad he will discuss the National Broadcasting Company Symphony Orchestra with Arturo Toscanini, and plan the Fall concerts, which will start soon after the conductor's arrival here in mid-October.

The Navy announced this week the USS COLORADO won the highest score in communications competition among battle-ships of the Fleet during the past fiscal year. The COLORADO is commanded by Capt. Thomas W. Withers, Jr., of Hawley, Pa. the U.S.S. OKLAHOMA commanded by Capt. Charles C. Hartigan, of Washington, D.C., was runner-up.

Although Fall plans will not be completed for a month or so, newspapers will continue to be the backbone of the advertising campaign of the Fada Radio and Electric Company, it was said this week at a dealer showing of the new line at the Hotel New York in New York City. A total of 78 new models, ranging in price from \$12.95 to \$229.50, is included in the range. The "Mystic Ear", an attachment which allows one person to hear a radio will be featured in models in two price ranges, \$24.95 and \$29.95. Combination radios and phonographs also are important in the line. Seven models in the \$19.95 price class are presented in catalin, a new plastic.

Philco Radio & Television Corporation this week announced the introduction of a new, self-powered portable radio receiver. Completely contained in a small, fabricoid carrying case, it weights only eighteen pounds. No aerial or ground wires are needed, with a hundred feet of wire built into the set itself. The radio's source of self-power will serve for 250 playing hours before requiring replenishment.

A summons requiring Morris S. Novick Director of WNYC, New York municipal station, to appear next Wednesday before the special investigating committee of the City Council with his records was obtained from Supreme Court Justice Peter Schmuck by Maurice Hellman, Assistant to the Committee. The summons was the latest action resulting from the petition by City Councilman Charles E. Keegan in the investigation of WNYC for an alleged communistic broadcast. Also it is expected a definition of the "sphere and function of a municipal broadcaster" will come out of the investigation, according to Robert Daru, Special Counsel to the Committee.

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HENNESSEY QUILTS NBC FOR PRIVATE PRACTICE

Philip J. Hennessey, Jr., NBC staff attorney in Washington, has resigned, effective August 1st, to enter private practice of law in that city, specializing in radio.

After a vacation, Mr. Hennessey on September 1st will open offices in the Woodward Building, 15th and H Streets, N.W. He will represent NBC owned and operated stations, as well as the networks, on a retainer basis.

Mr. Hennessey has been an NBC attorney since 1929, when he became a member of the New York legal staff under A. L. Ashby, Vice-President and General Counsel. In that post he handled every type of radio litigation, including the Washington work before the FCC. In October, 1935, he was transferred permanently to Washington as a member of the legal staff to aid Frank M. Russell, Washington Vice-President. In that capacity he represented NBC in all FCC matters. Last Winter he was the NBC observer at the Inter-American Radio Conference in Havana.

John Hurley, formerly an announcer on the WRC-WMAL staff in Washington, has been transferred to the Washington office as Legal Assistant. Mr. Hurley was graduated from Georgetown University Law School this year, but passed the District of Columbia bar examinations a year ago.

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RCA'S QUARTERLY PROFIT \$1,086,955

The Radio Corporation of American announced this week a net profit for the quarter ended June 30th of \$1,086,955 after charges, equal after preferred dividends to 2 cents a share on common stock, compared with \$2,404,328, or 11½ cents a common share on a comparable basis in the second quarter of 1937.

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A medical radio telegraph service was put into force in Japan early in June, according to the Japan Weekly Chronicle, Kobe. According to this report, messages may be sent at reduced rates for medical advice in case of an emergency at sea. The usual rate is 25 sen up to 15 words and 5 sen for each additional 5 words, but the special rate is 10 sen and 2 sen, respectively. (100 sen equals 1 yen which equals about U.S. \$0.29). For foreign vessels the usual rate of 24 sen per word is to be halved.

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HOLLYWOOD HONEYMOON OVER, SAYS EDITOR

"When radio first went Hollywood microphone men were glad to put any Hollywoodian on the air any time", Aaron Stein, Radio Editor of Time, writes in the July 25th issue. "Cinema was glad to get the publicity. But soon radio found big money in Hollywood broadcasts, and the radio-cinema honeymoon was over. Last week cinemagnates were shown emphatically that radio is through with giving them anything for the asking. Stations KFI and KECA (NBC's Los Angeles affiliates) refused to donate time for broadcasting the world premiere of "Marie Antoinette" from Hollywood's Carthay Circle, demanded that M-G-M pay regular commercial rates for the air time. NBC took the program as a network sustaining show, but KFI and KECA won their point. They were the only stations paid to carry it. Said KFI-KECA General Manager Harrison Holliway, 'A can of celluloid is the same as a can of beans.'

"Natty, sandy-mustached Manager Holliway is a jealous guardian of the radio time he controls. He tossed a bombshell into the 1936 election campaign with the announcement that KFI and KECA would not carry President Roosevelt's fireside chats during the campaign unless the stations were paid for the time. Well might Manager Holliway vary from the norm. His boss is the stormy petrel of California broadcasting: Earle Charles Anthony, automobile dealer with a State-wide chain of Package agencies, who took up radio in the early days, believing it might provide communication between his agencies.

"Instead of organizing a network like fellow Automobile-Dealer Don Lee (Cadillac, LaSalle, Oldsmobile), husky, bushy-browed Broadcaster Anthony took the station ownership road to radio importance. In 1922 he founded 50-watt KFI, built it to 50,000 watts. He brought fame to his new station, KECA, bought in 1929, with his program of symphonic recordings. A spare-time musician himself, he collaborated with Hula-Expert Johnny Noble on a popular tune, "Coral Isle."

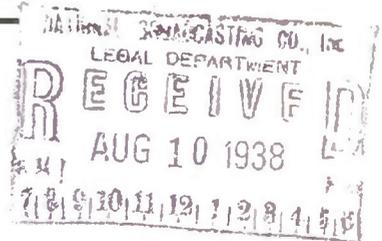
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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No. 1148

Handwritten initials:
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Jm

August 9, 1938.

FOREIGN S-W PROGRAMS SEEN AS EDUCATIONAL AID

Short-wave broadcasts from abroad offer great educational possibilities for this country, although foreign transmission needs to be improved, according to a survey of short-wave reception just completed by Ohio State University.

The survey was concerned chiefly with broadcasts from Latin American countries and only superficially with reception of European stations.

Reporting on the study, made possible by a grant from the Rockefeller Foundation and the lending of receiving equipment by the Zenith Radio Corporation, William Samuel Hendrix, of the Ohio State University staff, said:

"Educators in the United States are beginning to realize that radio can plan an important part in education. Little by little we are learning how to use this new scientific tool in teaching. Very much remains to be done.

"But still more remains to be done in the utilization of the short-wave for purposes of education. Whenever it is possible to receive clearly and consistently shortwave programs from abroad, and experts tell us that will not be long, an enormous new field will be open to the American students. Our project has had to do with programs from abroad in foreign languages, with the exception of course of programs broadcast from Great Britain. However, programs in English from foreign countries to students of other subjects than foreign languages can be arranged as soon as the technical difficulties have been overcome. The European and Spanish American countries would be very happy to present a program in English about any aspect of their cultures and civilizations. The experts in the various fields would be delighted to broadcast to an American audience.

"If there were an organization for the reception of broadcasts in classes of English and comparative literature, one could easily persuade prominent writers abroad to prepare for our students discussions of their own books or discussion of the literature of their time or of their country. European professors of European history would be delighted to speak to American students of history. And so it would be with all the subjects which can be successfully taught over the radio. It is only a question of time, and of a very brief time relatively, before such a series of programs will be possible; but will the United States' high schools, colleges, and universities be prepared to use these broadcasts when they become possible?

"One of the important results of listening to a series of broadcasts from Spanish America, even when they are not planned programs, is the realization which comes to the average American that Spanish America is not one country but a large group of countries who differ greatly from one another and who have their own individuality. The experience of amateur shortwave broadcasts is the same. Through radio they receive a new and accurate idea of what foreign countries are like. This same type of information can be organized and presented to classes in schools and colleges. A series of planned programs from abroad, representing four or five different nations, would be a tremendous stimulus to any group of students. The stimulus will be all the greater when the students realize that these programs have been prepared especially for them and are being addressed to them by a speaker in a foreign land. The Mexican series for 1937-38 was addressed to the students and faculty of Ohio State University as well as to those interested in Mexico in the United States. Whenever that announcement came over the air to the students listening in here, it was easy to see that they got a definite thrill out of it. One would imagine that the same thrill would come to American students listening to lectures prepared especially for them and delivered by foreigners directly to them from abroad whatever the subject might be. Imagine what pleasure the students of modern English drama would have from a talk by George Bernard Shaw on the Shavian theater!"

"The purpose of the project was to determine how clearly and dependably shortwave broadcasts from abroad could be received in the vicinity of Columbus, Ohio; and to determine whether schools and colleges in the United States would be justified in setting up radio receivers for the reception of foreign shortwave broadcasts by foreign language classes. The project was also to determine if possible the type of broadcast usually transmitted by foreign short-wave stations which could be heard in the United States."

After a detailed analysis of the principal Latin American broadcasts heard in this country had been made, the report concludes as follows, in part:

"(1) As yet daytime reception of shortwave broadcasts from abroad are not altogether satisfactory. This is particularly true in the mornings and for our location this unsatisfactory condition continues until about two o'clock in the afternoon, Eastern Standard Time. From that time on reception grows gradually better until by dark it is in general satisfactory.

"(2) It is perfectly obvious from our experience this year that utilization of shortwave reception for foreign language teaching must be based on planned programs. Furthermore, these programs must be to a large extent spoken programs. An analysis of our records for the year shows that most of the programs listened to are music, and one cannot study a foreign language

unless he is listening to the foreign language. The newscasts and other spoken programs during the period of our experiment were not sufficiently constant for us to use them as a basis of foreign language study. Furthermore, several of the newscasts which were available to us were not presented in good, clear Spanish. Several were 'mouthed' and had other qualities than those of good style and clear pronunciation.

"(3) Since planned programs are the basis of education by shortwave radio, it will be necessary if we are to have such training by radio, first, to arrange programs with those countries who have stations which can be heard in the United States. At present the number of countries having stations clearly understandable in this are are few. It is to be hoped that the various countries of Spanish America will perfect their shortwave sending apparatus so that we may hear them clearly and consistently in the United States. When that is done, and only when that is done can be plan a series of programs from various parts of the Spanish-speaking world. Secondly, there must be set up a central office for the organization of these programs. This clearing house will have to fit the programs into school days, which includes several time zones, and also balance these various programs with each other. This general office should be under private control, but should have active governmental support and cooperation.

"(4) A very important part of the problem is to secure the cooperation of school administrators and teachers in the reception of programs when once they have been properly established. To secure this cooperation would be a function of the central office, and support would be forthcoming from the more progressive educational and radio organizations.

"Finally, it may be said that the reception for educational purposes of cultural shortwave broadcasts from abroad will, with few exceptions, depend on better foreign transmitters and on an organization in this country which will plan, arrange, and give proper publicity to suitable programs."

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MUSICIANS POSTPONE INDEPENDENT "DEADLINE"

The American Federation of Musicians has postponed until September 1st the "deadline" for independent broadcasters to sign new AFM contracts, the National Association of Broadcasters announced this week. The decision was reached at a conference last week in New York City between AFM officials and representatives of the National Committee on Independent Broadcasters.

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RCA MFG. CO. SIGNS FTC STIPULATION

RCA Manufacturing Company, Inc., Camden, N. J., has entered into a stipulation with the Federal Trade Commission to discontinue certain misleading representations in the sale of radios and radio accessories.

The company agrees to cease using or cooperating with others in the use of certain advertising matter featuring a purported price figure, either independently or in connection with a pictorial representation of or any allusion to a radio, so as to imply that the set to which such figure purportedly refers can be obtained by a purchaser for the price designated, or that the purchaser can obtain the benefit of the featured price without additional cost, when such is not a fact.

According to the stipulation, the advertised radio was not obtainable at retail for the featured price alone, but the purchaser was required to buy additional equipment at extra cost in order to obtain the benefit of such price. This fact was not properly and conspicuously disclosed in the advertising, according to the stipulation.

The stipulation provides that the featured price, if it refers to the price of the radio alone, shall be accompanied by suitable words, figures or other explanation printed in equally conspicuous type so as to indicate clearly the combined or total price of the radio and accessory, when and if such radio cannot be obtained without such additional equipment at extra cost to the purchaser.

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PUBLISHER GRANTED CP; ANOTHER RECOMMENDED

The Federal Communications Commission this week granted a construction permit to Harry M. Ayres, of Anniston, Ala., publisher of the Anniston Star, a daily newspaper, for building and operating a broadcasting station in Anniston using 1420 kc., with 100 watts power, daytime. There is no other station in the town.

Examiner John P. Bramhall recommended to the FCC that the application of the Eastern Carolina Broadcasting Co., of Goldsboro, N.C., for a construction permit to use 1370 kc. with 100 watts power, unlimited time, be granted. One of the officers of the corporation is Talbot Patrick, local newspaper publisher.

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IMPROVED RADIO RECEPTION AHEAD, SAY SCIENTISTS

Radio reception should be greatly improved during the next five or six years, according to Dr. A. G. McNish, of the Carnegie Institution of Washington, and Dr. Harlan T. Stetson, of the Massachusetts Institute of Technology.

Declaring that the maximum of sunspot activity apparently had passed, they foresaw wet and cool weather for the next several years.

Dr. Stetson declared that the sunspot maximum was reached a year ago when the number of spots on the sun's surface was the largest since 1870. The number declined abruptly until last January when a sudden flare-up occurred. Since then, however, there has been comparatively little activity.

Dr. McNish, specialist in the effects of sunspots on the natural magnetism of the earth, said that the last magnetic storm causing radio and telephone communication troubles occurred in April. Its appearance coincided with discovery of a single large spot on the surface of the sun.

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BBC TO TELEVISION RADIOLYMPIA VISITORS

Visitors to this year's Radiolympia, the annual radio exhibition held at Olympia, London, will be invited to face the BBC's television cameras, so that their friends can see them on demonstration receivers in different parts of the building. The exhibition, the seventeenth to be organized by the Radio Manufacturers' Association, will be held from August 24 to September 3.

A large television studio, fully equipped for actual transmissions, will have glass walls to enable visitors to see in production the programs that will be radiated daily, and which will supplement the normal transmissions from Alexandra Palace. A garden will be laid out in one corner of the studio, for use in broadcasts by C. H. Middleton, famous among British listeners for his talks on gardening. Between five and six hours of television programs will be radiated from the exhibition each day.

BBC mobile television units will be in use during the exhibition period, one being installed at Olympia to relay the programs to Alexandra Palace for re-transmission, and another at the Kennington Oval for the final Test Match, and later at the Zoo to provide two half-hour animal programs daily.

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The BBC's display stand will also emphasize the fact that this year's exhibition will be largely a television Radiolympia. By means of actual equipment and scenic models used at Alexandra Palace, visitors will be shown in detail the various processes that go to build up a television program.

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WNYC INVESTIGATION ATTACKED IN COURT MOVE

A legal move to halt the municipal investigation of Station WNYC, of New York City, was started in the New York Supreme Court this week by Acting Corporation Counsel Frederick Bryan on instructions from Mayor LaGuardia.

On the basis of an allegation that the committee lacks legal power to conduct the WNYC inquiry, Mr. Bryan obtained from Justice Peter Schmuck an order directing the committee to show cause Thursday before Justice Kenneth O'Brien why a subpoena issued for Morris Novick, director of the station, should not be vacated.

Mr. Bryan supported his allegation by citing the fact that the resolution creating the committee and authorizing the investigation never was submitted to Mayor LaGuardia for approval. Contending that no Council resolution is effective without the Mayor's signature, Mr. Bryan declared that the Council's move was ineffective. As in the case of WNYC, the relief investigating resolution never was submitted to the Mayor for his approval.

The WNYC investigation is based on charges that its facilities were used for an allegedly communistic broadcast. As one of its first acts, the committee requested Mr. Novick to appear with his books and records and transcripts of the broadcasts in question.

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In the annual report of John Maxwell, Chief Constable of Manchester, reference is made to the regional scheme for the transmission and reception of police messages by radio. Experiments are being made in the field of ultra-short waves and with small telephone transmitters for use on cars. Should these tests prove successful, it will be possible for messages to be sent to headquarters from these mobile units. (England)

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PRINTER'S INK LOOKS AT PAST AND FUTURE OF RADIO ADS

Reprints of a comprehensive survey of radio advertising, its past, present, and future, as carried in the 50th Anniversary issue of Printer's Ink, are being circulated by E.P.H. James, Promotion Manager of the National Broadcasting Company.

Some of the highlights of the review, other than the historical, follow:

"In less than two decades broadcasting has made available to the advertiser all the ancient and powerful attraction between the speaker and his listener. More. It has performed a unique service by multiplying incalculably the number of individual calls a single speaker can make.

"The salesman who talks in a single day to 20 prospects is exceptional. But broadcasting enables a single personal salesman to speak to a thousand or a million or ten million in the space of a few minutes - and he meets each as an individual or as a member of the intimate family circle.

"That is the peculiar miracle of advertising by radio; the speaking of one person to a millions listeners as though alone and face to face with each one.

"This miracle has not lessened the value of printed advertising in any of its many forms. Rather it has added to their effectiveness by rounding out the functioning of modern advertising - by bringing to advertising the power of the well-spoken selling message directed at listeners who listen by coice and voluntarily.

"Thus broadcast advertising is both a supplementary and a primary instrument in making sales. It is supplementary in that it will never take the place of any other form of advertising. It is primary in that its appeal is the appeal of a personal speaker to an individual listener, something which can be secured in no other form of advertising."

"Broadcast advertising has conformed with most of the recognized practices of the advertising business. Leading advertising agencies now make the building of radio programs quite as much a part of their regular agency function as the preparation of publication advertisements, and emply radio time buyers who operate with their Media Departments.

"Broadcast advertising has been developed from the start with a sharp eye to its relationship with other mediums. Those guiding the network sales and advertising have always stressed the fact that it was not their aim to have broadcast advertising supplant other mediums, but to supplement them in

a program of rounded-out advertising appeal that would increase sales. Today, broadcasting enjoys an unchallenged place among the three or four leading advertising mediums in the United States.

"An important by-product of this attitude of co-operation with other forms of advertising has been the development known as 'broadcast merchandising' - the active tying in of radio with other forms of advertising and promotion."

"No review of broadcast advertising would be complete without reference to television. The RCA engineers have produced a practical television system - NBC is now pioneering in its development as a public service.

"There is little doubt that television will eventually be developed as an advertising medium. Indeed, in this country, where commercial broadcasters support the broadcasting structure, it would be impossible to develop an art like television without the aid of advertisers."

"In fifteen years, then, American business has seen broadcast advertising become, both statistically and by virtue of demonstrated results, one of the three or four major national mediums to reckon with.

"It is a striking development, but probably no more striking than that which lies ahead.

"The friendly but genuine rivalry existing among the major network operators - the Columbia Broadcasting System, the Mutual Broadcasting System, and the National Broadcasting Company - is certain to create still better programs and still better presentations of advertising. The work of individual stations will continue to contribute also to this further progress.

"We are witnessing the completion of a cycle. As the effectiveness of the speaker on his listeners reaches its height, a new element enters to make advertising still more effective.

"'Live' visual advertising is about to be added to the persuasiveness of speech. Advertisers will have at their command an instrument as fantastic as were the inventions of Jules Verne when they first appeared in print.

"The listener will also become a beholder. Every appeal to ear and eye will become possible on an immense scale.

"Such selling, together with the older forms of advertising will arm the business executive, his advertising manager, and his advertising agency with equipment whose completeness leaves nothing to be desired.

"It is impossible at this time, indeed, to imagine what advertising can desire after that!"

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TRADE NOTES

RCA Victor will soon start an extensive advertising and promotional campaign for a new line of battery radio receivers designed for farm and rural use.

Alfred J. McCosker, President of Station WOR and Chairman of the Board of the Mutual Broadcasting System, embarked last Saturday aboard the "Conte di Savoia" of the Italian Lines for Genoa, Italy. There he will meet Mrs. McCosker and together they plan to tour the Italian lake region, spending some time at Villa Vesta by Lake Como.

Appointment of Sherman D. Gregory, now Assistant Manager of Broadcasting for the Westinghouse Electric and Manufacturing Company, as Manager of Station KDKA, Pittsburgh, Blue Network outlet of the National Broadcasting Company, was announced last week at Radio City by A. H. Morton, General Manager of NBC operated stations. Mr. Gregory succeeds A. E. Nelson, recently made Sales Manager of the NBC-Blue Network.

WSA Eye Openers, new trade release from Cincinnati's WSAI, made its initial appearance August 1st. The publication, issued in mimeograph form, is handled by Wilfred Guenther, Station Sales Promotion Manager, and designed especially for agencies, sponsors and potential clients. In the first issue W S A Eye Openers listed recent new business, puffed some of the station's programs and gave a summary of WSAI's standing with other Cincinnati stations with reference to local and national spot quarter hours. The Openers will be a weekly release.

An arrangement has been made by Paramount Pictures, Inc., to purchase an interest in the Allen B. DuMont Laboratories, Inc., holders of basic patents for television transmitting and receiving, according to an announcement this week in New York City by Barney Balaban, President of the motion picture company.

"The DuMont organization has been engaged in and has been successful in the manufacture of scientific and cathode-ray tubes", Mr. Balaban said. "These tubes are the most essential and unusual part of television transmitting and receiving as the art is now developed in England, on the Continent and in this country."

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MONOPOLY PROBE NO "WITCH HUNT", SAYS COLUMNIST

The Congressional investigation of monopolies, which may embrace the broadcasting and radio industries, is definitely no "witch hunt", according to Ernest Lindley, Washington columnist and reputed mouthpiece of the New Deal administration.

Writing in the Washington Post, he said, in part:

The work of the temporary national economic committee - the "monopoly" investigation - is still in the formative stage, but there is nothing in the present attitude or objectives of a majority of the committee members to justify the suspicion that the inquiry is intended to be a "witch hunt".

Those who voice this suspicion greatly underestimate the ability and ambition of the six representatives of the Administration, who, with six members of Congress, make up the committee. The Administration members, at least, are uninterested in such petty and immediate political capital as might be made out of inflicting embarrassment on a few business and financial leaders.

There will be public hearings, and during them various business and financial practices may be ventilated more or less dramatically. But most of the Administration members of the Committee are not politically minded in the narrow sense. It is clear that they are thinking in terms of a comprehensive examination of American business organization and practices.

The central aim of this examination is to find ways of achieving "a fuller and more balanced use" of the Nation's resources. Although this phrase originated with a New Deal economist who is not a member of the committee, it is being used by spokesmen for the committee. As yet, the only official document elaborating the assignment given in the resolution creating the committee is the President's message of April 29 on "Strengthening and Enforcement of the Anti-trust Laws". A confidential memorandum, prepared by another prominent New Dealer at the request of two members of the committee emphasizes that proposed methods of reforming or controlling the business system should have these objectives in mind:

"To provide more goods, better goods and cheaper goods.

"To provide more jobs, better-paying and steadier jobs.

"To provide continuous ready access to capital financing needed to create and maintain additional plant; to provide for the continued development of the arts.

8/9/38

"Where a high degree of competition will accomplish the result that should be the method used. Where a high degree of cartelization under suitable control will accomplish the result, that should be the method. Where quasi-public ownership produces the result, use that. The answers will be different in different fields."

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NBC SIGNS 27 NEW FALL SPONSORS

The biggest year in the history of the National Broadcasting Company is indicated by bookings for new Fall commercial programs, which will go on the air in company with many of the favorites which stayed on the Red and Blue Networks throughout the Summer, a NBC release states.

Present indications are that NBC gross revenue for 1938 will top all previous years. Returns this year, month by month, have invariably exceeded those of last year, which were the best since NBC was founded in 1926.

Returns for the first seven months of 1938 averaged \$3,426,000 per month, as compared with an average of \$3,235,000 for the same period in 1937. The stiffest test, the month of July, was met with an income of \$2,958,710, or an increase of 9.3 percent over July, 1937, previously NBC's best record for that month.

For the Fall, 27 programs which are not now on the air have been booked and negotiations are about to be closed on many others. Practically all of last Winter's stars will be back in their old or in new network spots, and sponsors are busily auditioning new talent as the Summer draws to a close.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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CALM PRECEDES STORM AS FCC AWAITS McNINCH

With a heavy Fall program of activity ahead, the Federal Communications Commission this week was experiencing a calm that heralds a storm as it awaited the return of Chairman Frank R. McNinch.

The Chairman, who has been at a seaside resort following a month's illness, is due at his FCC office the first of next week. One of the first matters to occupy his attention will be the agenda for the Commission's monopoly inquiry, scheduled to begin early next month.

As William J. Dempsey, Special Counsel of the FCC Monopoly Committee, correlated voluminous data gathered by a staff of assistants, the FCC withheld announcements regarding the inquiry until they could be made by the Chairman.

While the monopoly probe will be the most important activity of the FCC this Fall, several other highly important matters will be before the Commission. Final decisions, however, may be postponed until early next year.

The FCC will be confronted with the problem of deciding whether or not to alter its rule respecting super-power after the Special Committee headed by Commissioner Norman S. Case makes its report. This is expected in the early Fall.

On the outcome of this decision will depend the disposition of a dozen applications by broadcasters for authority to raise their power from 50 KW, to 500 KW.

A ruling on the associated issue of whether a station is to be permitted to operate experimentally with 500 KW. is not expected before the first part of 1939.

Although a forecast at this time is no more than a guess, it is believed that the FCC will not alter its rule limiting regular station operation to 50 KW. in view of the Senate's resolution advising such limitation and its own engineering report.

The question of experimental operation, however, is a different issue, and is likely that political factors may enter the picture before a decision is reached.

The Commission has postponed until next Spring the definite allocation of certain services in the ultra-high frequencies, but this does not mean that the matter will be dismissed until that time. FCC engineers will be studying the problem and the complaints raised by the communications companies.

One of the minor matters to be settled by the Commission will be the complaints raised by radio operators against certain of the proposed new rules.

The Commission this week released a summary of the views expressed by witnesses at the July hearing and stated that the inquiry will be resumed September 14th.

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RADIO, FILMS HAVE KILLED CIRCUS, SHOWMEN SAY

The radio and the movies are killing the circus as an American institution, according to the tent showmen. The days of the circus, as a consequence, are numbered, according to Variety.

"What good is a triple-somersault nowadays to the American kids', one vet outdoor impressario wants to know, 'when on the radio, Buck Rogers goes clear to the moon? Even though it's all in fancy, the circus is really an extravaganza originally intended to stir the juvenile senses.

"What crowds do you see these days at the American circuses? They're either extremely old, steeped in the circus tradition, or extremely young, of kindergarten age and intelligence.'

"Outdoor showmen aver that the tip-off comes from the few who come to see the circus arrive in town", Variety continues. "The mechanization of the shows, using tractors instead of horses, further tore down the illusion. The big street parades have gradually been diminished because traffic regulations in any city worth playing for, do not permit tying up the town that way.

"Most all circuses now on the road, as a result, are behind in salaries. The off-business is noticeable in all parts of the country, so it isn't just a regional apathy to the circus."

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ELLIOTT ROOSEVELT IN TEXAS NET ORGANIZATION

The State this week chartered the Texas State Network, Inc., a broadcasting company, incorporated by Elliott Roosevelt, Harry A. Hutchinson and Raymond E. Buck. The firm proposes to operate 23 stations, according to an A.P. report from Austin, Texas.

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INTERNATIONAL PACT ON RADIO AND PEACE IN EFFECT

The U. S. Commerce Department has announced receipt of a report from the American Commercial Attache at Paris to the effect that an international agreement providing for the use of radio in the interests of peace is now in operation.

The decree, as proposed by the French Cabinet, was published recently in France as follows (translated from the French):

"An international convention concerning the use of radio broadcasting facilities in the interests of peace having been signed at Geneva on September 23, 1936, between France, Albania, Austria, Belgium, Brazil, the United Kingdom of Britain and North Ireland, Chili, Colombia, Denmark, the Dominican Republic, Egypt, Spain, Estonia, Greece, India, Lithuania, Luxemburg, Mexico, Norway, New Zealand, The Netherlands, Rumania, Switzerland, Czechoslovakia, Turkey, the U.S.S.R. and Uruguay, and France's ratifications of this convention having been registered at Geneva on March 8, 1938, this convention is to be fully and entirely executed and entered into effect as from May 8, 1938.

"According to the text of the agreement, the nations above-mentioned, having recognized the necessity to avoid, by rules laid down under mutual agreement, radio broadcasting being employed in a manner detrimental to international goodwill, and, moreover, animated by the wish to fully use, by application of the same regulations, the possibilities offered by this means of transmission to foster better mutual comprehension among peoples, decided to call a convention to this end. Each country named a representative at the convention, and the names of the representatives chosen are included in loan report #20722.

"The agreements reached by the convention pertain to such matters as prohibiting, in the respective territories of the above-mentioned countries, broadcasts detrimental to international goodwill among the contracting parties; correcting inexact or erroneous allegations made, which might be detrimental to international goodwill, even if the error is only discovered after the broadcast; all broadcasts to be verified, in times of crisis, by responsible persons. The contracting nations will facilitate broadcasting by their radio services of emissions tending to familiarize audiences with their respective civilizations thus bringing about better mutual understanding. The contracting parties are to arrange all these regulations to be transmitted to the responsible governmental services of their countries.

"All disagreements or discussions that might arise between the contracting nations as to the interpretation or application of the terms of the convention are to be settled either by diplomatic means or according to the dispositions of the parties concerning the settlement of international disagreements.

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CALIFORNIA STATION ASSIGNED TO JOHN P. SCRIPPS

Transfer of Station KHUB, Watsonville, Calif., from Anna Atkinson to John P. Scripps, Treasurer and majority stockholder of the John P. Scripps' Newspapers, Inc., was approved this week by the Federal Communications Commission.

This will be the first venture of Mr. Scripps into broadcasting. He now publishes the Santa Ana Journal, the Ventura Star Free Press, and the Santa Paula Chronicle, and is negotiating for the purchase of the Watsonville Register and the Evening Pajaronian.

The sale price of KHUB is \$35,000.

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N.Y.C. RADIO FIRM NAMED IN FTC COMPLAINT

Unfair competition is alleged by the Federal Trade Commission in a complaint issued against Davega City Radio, Inc., 76 Ninth Ave., New York City, distributor of radio sets and parts.

In its advertising literature, and through other means, the respondent company allegedly represents directly or by inference that its radios are sold at substantial reductions from the usual or ordinary price, leading the prospective purchaser to believe that the radios may be bought at the prices advertised without the purchase of any other article.

The complaint charges that the radios represented by the respondent company as customarily sold at higher prices are not sold for such prices but for sums substantially less, and that the so-called "special prices" advertised are not in any sense reduced prices but are the customary retail prices at which the radios are sold in the usual course of trade by other retail dealers. The radios so advertised, it is alleged, may be purchased at the prices represented only when an aerial or antennae are bought at a further cost of \$3.95 or \$5.00.

According to the complaint, the so-called "special prices" and descriptions of the radios appearing in the respondent company's advertising matter are set forth in prominently large bold face type, while in every instance the reference to the necessary additional purchase of an aerial or antennae appears inconspicuously in much smaller and less prominent type, often in a different part of the advertisement far removed from the prices and descriptions.

Twenty days are allowed the respondent company to answer the complaint.

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GERMANY DISCLOSES DATA ON TELEVISION

To assist in the manufacture of suitable television receiving apparatus the German Post Office's Television Department has made available the exact official data regarding the standard values to be employed in Germany's new high-definition television system, which is to open at or after the Radio Exhibition in August, according to the Berlin correspondent of World-Radio.

"There will be two forms of television broadcasting", he said: "by ultra-short waves from Berlin and from the Feldberg, in the Taunus Mountains (on 45 Meg. for sound and 47.8 Meg. for vision), and from the Brocken (on 40 meg. for sound and 42.8 Meg. for vision). There will also be a system of wired television which will be distributed on a high-frequency carrier over special cables. 'Sound' on the cables will be transmitted on one of the wired-wireless frequencies, whereas 'vision' will be relayed on 3,969 Meg. To make the fullest use of the cable, only one side-band will be transmitted and the carrier may be suppressed. In this manner the cable, which has a band-breadth of 4 meg. can be used: (a) for one 441-line television image, (b) for one 180-line television-telephone conversation, while the frequencies under 1 Meg. remain free for trunk calls.

"For the wired-wireless system it has been decided to employ the synchronization signals as in wireless transmission. In this manner receivers for the wired television and the radio television can be identical, since it is necessary only to alter the first-stage amplifier to adapt it to either system.

"The modulation of the German television transmitters is termed 'positive' - i.e., the maximum is represented by the whitest spot on the screen, the blackest spot being near the minimum. There is also a 'blacker than black' region (this is about one quarter of the total modulation range), which is used for the transmission of the synchronization signals.

"Tests to provide a reliable synchronization signal were carried out during last Winter, and have now been definitely fixed.

"The vision is standardized at 441 lines, 25 frames, interlaced scanning, 50 frame changes of 220.5 lines a second.

"Discussing these decisions in a paper, Dr. Benneitz, head of the Post Office Television Laboratories, referred to the fact that it is now possible to achieve much higher definition in the laboratory, but that it would take many years before the result of these experiments became ripe for practical and public service. The 441-line definition is considered, in Germany at the moment, the best possible compromise between attainable

quality and technical and economic requirements. For home reception and for small screen projection this definition is considered to be sufficient. The necessity for higher definition, however, for large-screen projection reception is recognized. Here the public, Dr. Banneitz says, will always compare the quality of television with that of the cinema, and for that reason work would be continued. Seven-hundred-and-twenty-nine-line definition has already been demonstrated in Berlin on a closed circuit, but experts agree that on a small receiver-screen the higher definition does not give sufficient extra detail to warrant the large additional technical equipment which would be required for transmission.

"Cinema quality is considered to be the ultimate aim of German television engineers, but it will be some years before this is achieved."

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LOHR SAYS AIR FREEDOM IS ESSENTIAL

Freedom of the air as exemplified by the American system of broadcasting is essential to the American form of democracy, Lenox R. Lohr, President of the National Broadcasting Company, told a coast-to-coast audience last Tuesday night.

Speaking at the broadcast in connection with the inauguration of KVOO, Tulsa, Okla., as a full-time station, he pointed out that America depends upon three freedoms - freedom of speech, the press and the air, and an attack upon any of these, he said, would threaten the political philosophy upon which this country was founded.

"Radio in America is not a channel for propaganda", he declared. "The American audience is not compelled to listen to one program, dictated by a Government agency. The listener has the right to select any of the wealth of programs offered by the keenly competitive system of American broadcasting. The thumb and forefinger on the dial become a censor that, under our commercial system of broadcasting, cannot be disregarded. We could not long remain a free people if these fundamental rights were nullified. Our form of government demands freedom of expression for survival. Broadcasters have been conscious for many years of their obligations for public service."

KVOO, a 25,000 watt station known as "The Voice of Oklahoma", was established on January 23, 1925, by William G. Skelly, pioneer station owner in the Southwest. Less than two years later it became an NBC affiliate.

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SAWYER, CROSLY V.P., WINS OHIO NOMINATION

Charles Sawyer, Vice-President of the Crosley Radio Corporation, won the Ohio Democratic gubernatorial nomination this week over Governor Martin L. Davey.

Mr. Sawyer, the second radio figure to win a State political contest this year, was some 30,000 votes ahead of Governor Davey in the latest unofficial returns.

He is one of Ohio's Democratic National Committeemen and, unlike Texas' W. Lee O'Daniel, he has been in politics for 30 years. The Democratic nominee has promised widespread reforms in the State government.

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WORLD FIGURE ON RADIO SETS CHANGED BY GENEVA

M. Dovaz, Vice Director of the International Broadcasting Office at Geneva, has sent out a correction to an estimate of the number of radio receiving sets in the world as carried in the Heintz News Service of August 2nd.

Recalling that the original statement from the Geneva office stated there were at the end of 1937, 87,500,000 registered receiving sets in the world, representing approximately 350,000,000 listeners, the Vice Director said:

"There is an error in this statement due to a miscalculation. The correct number is about 71 millions receivers representing 284 millions of listeners.

"The figures relating to Europe 31,200,000 receiving sets or about 125,000,000 listeners remain unchanged."

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HEARING ON SHIP RADIOS IS POSTPONED

The Federal Communications Commission this week postponed until November 14th a hearing on the power required for ship radio transmitters as provided in Paragraph 12 (c) of the Ship Radio-Telegraph Safety Rules.

The inquiry had previously been scheduled for September 12th.

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8/12/38

NBC'S CHIMES TO BE "BIG BEN" OF NEW YORK

The NBC chimes began sounding the hours Thursday for the thousands of New Yorkers and out-of-town visitors who daily pass through Radio City and the adjacent plaza and walks of Rockefeller Center.

Synchronized with one of the large ornamental clocks overlooking the Sunken Plaza, the familiar chimes, which have identified the two networks of the National Broadcasting Company for more than a decade, will mark each hour between 8 A.M. and 1 A.M. for all in the vicinity of Radio City.

Only recently extended to uses outside radio, the chimes have already been adopted by three large American railroads. For several weeks travelers on the Baltimore and Ohio and Alton systems have been called to meals in the dining cars by the sound of the melodious chimes. This week they were adopted by the New York Central Railroad for the same purpose, and 150 sets of hand-operated chimes are now being placed in service on that road.

To make the chimes sound in the streets about Radio City, a system has been set up including a loudspeaker, three small clocks, and the large ornamental clock in the south facade of the International Building. The loudspeaker is installed behind the grille of the clock face, where two of the smaller clocks are also located.

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CANTOR TO RAISE \$10,000,000 FOR TELEVISION NET

Eddie Cantor plans to raise \$10,000,000 to finance a national television network, he said in an interview this week while passing through Chicago. Mr. Cantor said that his recent visit to England proved to him television would be the newest entertainment industry. England, he added, is five years ahead of this country in the development of television.

Mr. Cantor said he would bring Marcel Hellman, British television expert, to this country this Fall to work out plans for the proposed network.

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CIVILIAN RADIOS TO AID IN COAST AIR DEFENSE

Civilian radio fans will be enlisted this Fall in an important test of radio as a means of warning the Nation against air attacks when the U. S. Army engages in its annual exercises at Fort Bragg, N.C., October 3-17.

Instructions for the maneuvers just issued to Major Gen. George Van Horn Moseley, Commander of the Third Army, besides providing for heavy concentrations of anti-aircraft and air corps defense, call for the installation of an extensive aircraft warning net encircling a vast coastal area in the radius of Fort Bragg.

The function of the net is to warn of the approach of hostile aircraft, to provide for interception by defending pursuit aviation and for defensive fire by anti-aircraft artillery.

The net will consist of 300 stations and will utilize commercial telephone wires together with facilities of the various Federal, State and municipal agencies, and of the railroads and power companies.

This net will be more extensive than the one tested in April on the West Coast and, for the first time, principal reliance will be put on civilian personnel. Results of the test will be employed in formulating plans for such nets as a wartime air defense.

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U.I.R. TO FIGHT BROADCAST PIRACIES

Broadcasting organizations are to adopt measures to stop the unauthorized use of broadcast program material, according to World-Radio. At the recent Summer meeting of the U.I.R. it was reported that the practice had grown up, in certain countries, of recording programs relayed from abroad and of offering the records thus made for sale. This constitutes an unauthorized use of transmissions which have been prepared at considerable expense by broadcasting organizations. To put an end to the abuse it was stated that the means of obtaining international protection of broadcast programs against such use were examined, and definite steps were at once taken with a view to obtaining the required protection.

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 : : : TRADE NOTES : : :
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Neville Miller, President of the National Association of Broadcasters, will make his first public address since he assumed office on Friday, August 19th, from 9 to 9:30 P.M. EST, over the NBC-Blue Network. Mr. Miller will deliver his speech before a gathering of educators on the campus of the Peabody College for Teachers, Nashville, Tenn. The NAB head has taken as his subject, "The Place of Radio in American Life."

T. M. Coffelt, trading as Tune-A-Tube Company, Mt. Washington Station, Cincinnati, engaged in selling a device designated Tune-A-Tube, has entered into a stipulation with the Federal Trade Commission that he will refrain from advertising that the product will cause old radios to work like new, eliminate noise or interference, save current or money, and that the results which may be obtained from use of the device are guaranteed. The respondent also will stop representing, without qualification, that the device will "bring in" foreign stations or double the volume of radio sets.

C. W. Horn, Director of Research and Development at the National Broadcasting Company, sailed for Europe last Wednesday aboard the U.S. liner "Manhattan" for a visit to broadcasting centers there as a part of his regular checkup on facilities for the ever-increasing exchange of international programs. Mr. Horn will be gone about one month, and will visit England, France, Italy and other countries.

Examiner Melvin H. Dalberg this week recommended to the Federal Communications Commission that the application of P. W. Spencer, of Rock Hill, S.C., for a construction permit to use 1500 kc. with 100 watts power, daytime, be granted.

Federal Judge Henry W. Goddard has dismissed a trade mark infringement and unfair competition suit against Emerson Radio & Phonograph Corp., Emerson Television-Radio, Inc., and Benjamin Abrams, brought by the Emerson Electric Mfg. Co., ruling that there was "no evidence of unfair competition". The plaintiff had sought to exclude the defendants from the use of the name Emerson in the sale of radio receivers and had asked for an injunction, accounting of the profits and a judgment for damages. Judge Goddard's decision, after trial, ruled that there was no actual competition or similarity in the products of the plaintiff and the defendants.

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I. T. & T. COMPLETES ARGENTINE PHONE LINE

The International Telephone and Telegraph Corporation reports that through the completion of an 840 mile long distance telephone line extending through the heart of the most productive region of Argentina, President Ortiz and the Governors of four provinces inaugurated on Wednesday a nationwide telephone service in Argentina. The new line established connection between the United River Plate Telephone system, I.T. & T., subsidiary which operates 93 percent of the telephones in Argentina, and the system of Argentina de Telefonos which operates in the northern provinces. It marks the completion of a 3-year program by the I. T. & T. whereby its large system in Buenos Aires and other more populous provinces and other telephone systems of Argentina are now interconnected to provide this flourishing country with telephone facilities adequate to serve rapidly expanding industrial and social needs.

Since 1928, when the I. T. & T. entered the South American field, approximately 700,000 telephones have been interconnected into a continental telephone network through international land lines and through radiotelephone stations which also provide the service with the United States and 93 percent of all the telephones in the world.

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RADIO-PLANES TO BE USED AS ARMY TARGETS

Radio-controlled planes soon may be used by the Army as targets for anti-aircraft practice. The intention to employ real aircraft rather than targets towed by planes was disclosed last week by the War Department's announcement that bids will be received for the small planes. These must have a wingspread of about 12 feet, an overall length of nine feet and a small gasoline motor.

The aircraft must be able to reach an altitude of 12,000 feet, where they would offer relatively the same target to anti-artillery as a pursuit plane, twice the size, at 25,000 feet. Each of the tiny planes is expected to cost between \$800 and \$1,000.

Such miniature ships, flying without human pilots and controlled by radio from the ground, were demonstrated to the Army last year at the Muroc dry lake bed in California. Only certain features of the plane to use an independent target are new, but the novel details have not been revealed.

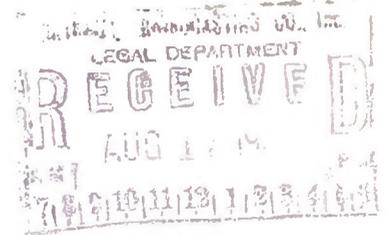
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WESTINGHOUSE BALTIMORE RADIO MOVE COMPLETE SEPT. 15

The removal of the Radio Division of the Westinghouse Electric & Manufacturing Company from Chicopee Falls, Mass., to Baltimore, already partially accomplished, will be finished by the middle of September. The Broadcasting, Engineering, Sales, Drafting and a portion of the Manufacturing Department, formerly at Chicopee Falls, are now operating at the new location. The removal from New England of the remainder of the Manufacturing Department is well under way at this writing.

The reason given by the Westinghouse people for the change was that they will be closer to their customers and supplies in Baltimore and that they were able to secure better manufacturing space in that city. Another reason was that the Broadcasting Department would be able to keep more closely in touch with the Federal Communications Commission in nearby Washington. Also the Radio Division sells radio equipment to the Government which occasions frequent visits of its executives to the Capital.

The Westinghouse stations are KDKA at Pittsburgh, WBZ at Boston, WBZA, Springfield, Mass., and KYW, at Philadelphia. Westinghouse also operates the short-wave stations W8XK, Pittsburgh, and WLXK, Boston.

Walter Evans is the Manager of the Westinghouse Radio Division. Sherman D. Gregory, formerly Assistant Manager of Broadcasting of Westinghouse was recently made Manager of KDKA.

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RADIO INVESTIGATION PROPONENT ON PURGE LIST

President Roosevelt is opposing the re-election of Representative John J. O'Connor, (D.), of New York. The President is backing James H. Fay, Deputy Collector of Internal Revenue for the Third New York District to defeat Mr. O'Connor.

Representative O'Connor, Chairman of the House Rules Committee, has been out of step with the Administration for some time. Mr. O'Connor, among other things, allowed the Connery resolution for an investigation of the radio industry to get through the Rules Committee, making it necessary for the Administration to defeat the resolution on the floor of the House.

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DETROIT DAILIES DROP RADIO COMMENTS

Following similar action which started on the West Coast and is now spreading to other parts of the country, Detroit newspapers are confining radio mention to the printing of programs. All gossip and comment on program features, heretofore used daily and Sunday, is now omitted.

The three Detroit papers entering into the agreement are the News, the Free Press and the Times. The Detroit News goes along with the others notwithstanding the fact that it has its own broadcasting station, WWJ, which is operated as a separate unit in its own building just across the street from the newspaper offices.

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GOVERNMENT OFFICIAL TO VISIT SHORT-WAVE BROADCASTERS

With a view to cooperating more closely with the short-wave broadcasters of the United States, John H. Payne, Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce, will spend the week of August 29th visiting officials of short-wave stations in New York City, Schenectady and Philadelphia.

Mr. Payne was a member of the Government delegation to the Cairo Radio Conference of which Senator Wallace White, of Maine, was Chairman. Before entering the Government service, Mr. Payne spent many years abroad as a representative of Westinghouse. He is making a close study of what other nations are doing in promoting their international interests by means of short-wave broadcasting. He believes that considerable has already been accomplished by the United States along these lines and that much more may be done.

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McNINCH NOW DUE BACK AUG. 22

Chairman Frank R. McNinch of the Federal Communications Commission, it is now reported, expects to be back in his office on Monday, August 22nd. Mr. McNinch is recuperating from his recent illness at a beach in New Jersey.

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8/16/38

RADIO GIVES FIRST NEW YORK POLICE SHOOTING ALARM

There will be no controversy between the newspapers and radio people over the question of who got the first flash through when the madman opened fire at the Police Memorial meeting in Central Park, New York City, shooting two policemen, three civilians and throwing an audience of several thousand persons into an uproar. The radio report in this case was instantaneous as the pistol shot of the maniac and the subsequent fusilade from policemen's pistols, which killed him, were heard as a part of the broadcast of the New York city-owned Station WNYC.

Mayor LaGuardia, who was listening over the radio, and who had heard someone cry following the sho, "My God! Get an ambulance quick", lost no time getting into action. James O'Mara, the master control engineer of Station WNYC, in the Municipal Building several miles away downtown, telephoned police headquarters.

Only a portion of the fatal event came over the air, due to the fact that Thomas Cowan, WNYC announcer in charge of the broadcast at the Memorial stand, signed off almost immediately so that the radio audience would not be alarmed by the terror of the situation. It was, however, the radio alarm which started ambulances to the scene almost as soon as the tragedy had happened.

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DANISH RADIO MONOPOLY PROSPERS

The accounts of "Statsradiofonien", the Danish Government radio broadcasting monopoly, for the fiscal year 1937-38 show total receipts of 6,751,648 kroner (one kroner approximately 22.19 U.S. cents) as compared with 6,289,011 kroner in the preceding fiscal year, the office of the American Commercial Attache, Copenhagen, reports. The surplus amounts to 1,661,413 kroner as against 1,455,988 in 1936-37. The entire surplus will be placed in the building fund for the new radio building, which should be completed by the Spring of 1940.

Denmark had 723,515 radio listeners at the end of March 1938, a gain of 56,112 in the year immediately preceding which is the greatest increase in the last 5 years, 212,834 of the listeners living in Copenhagen.

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8/16/38

PHILCO SERVES REMOVAL NOTICE ON PHILADELPHIA

James M. Skinner, President of the Philadelphia Storage Battery Company, which employed 12,500 Philadelphians, in a strongly worded letter has served notice on Mayor Wilson that the Company will move its plant from Philadelphia if the Philco strike, which has been going on since May 1st, is allowed to continue.

"Terrorism", Mr. Skinner said, "has reached a point where a grave decision confronts us."

Fifty conferences in the 15 weeks of the strike produced a written agreement giving Philco workers at least 20 percent higher wages than the industry outside of this area, the Mayor was told.

That agreement has never even gone before the membership of Local Unions 101, 102 and 108 of the United Electrical, Radio and Machine Workers, C.I.O., Mr. Skinner declared, because the controlling minority prevented such a referendum. This is the same Union which called the Maytag strike in Newton, Iowa, ended only when the Governor called out the National Guard.

Mr. Skinner wrote Mayor Wilson as follows:

"We regret to inform you that the Philadelphia Storage Battery Co. may be forced to move the manufacture of Philco radios and batteries out of Philadelphia.

"The United Electrical, Radio and Machine Workers, Locals 101, 102 and 108, C.I.O. affiliates, called a strike at our plant in the northeast section early in May.

"We have had over 50 conferences with a committee of the Union in an effort to adjust our difficulties in a manner which would keep the company in a competitive position. A joint agreement has been reduced to writing with the Committee, which would give our workers at least 20 per cent. higher wages than the average of the industry outside of this area.

"We feel that the great majority of our workers are eager to accept this agreement and go back to work. However, a small minority of union shop stewards and other self-seekers have succeeded in preventing the submission of this agreement for vote by the workers as a whole.

"This minority union group has instigated a campaign of terrorism against the foremen and supervisors who are working at the plant. The company has brought in no strike-breakers. The only persons working are these foremen and supervisors.

"Not only have they attacked these men physically when they enter and leave the plant, but they also invaded and attacked them in restaurants near the plant. They have attacked their persons and their property at their homes. They have threatened their families.

"They made shambles of one foreman's home in Germantown, breaking windows and throwing paint inside and later telephoning him that if he appeared at the magistrate's hearing he would be killed. Another foreman was ambushed on his way home, severely beaten and had to be taken to the hospital.

"Just yesterday they threw rocks and bricks and milk bottles and actually spit on these foremen and supervisors as they left the plant. Many were hit, and one received a fractured skull.

"Since we have been in business in Philadelphia we have paid over \$80,000,000 in wages to thousands of factory and office employees. At all times our wage scales have been the highest in our industry. Over \$25,000,000 has been spent in advertising Philco over the whole United States, thus enhancing, we think, the fame of the City of Philadelphia in every State of the Union.

"We are reluctant to leave Philadelphia. We are mindful of the loss to the great body of our workers and their families, to the merchants of Philadelphia and to the community at large. We are willing to comply with all laws intended to protect labor. We are willing to give our workers more than these laws require to the utmost limit that will leave us in a competitive position.

"We are not, however, willing to see our workers assaulted and their lives and their property and their families put in jeopardy. We bring this situation to your attention because it has reached a point where a grave decision confronts us. We ask full protection for our workers, their families and their homes because on no other basis can we keep the manufacture of Philcos in Philadelphia."

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The life of vibrator units for automobile radios in English cars has been increased from 1,000 to 5,000 hours by the use of monel reeds which retain spring properties at operating temperatures and withstand failure by fatigue at 100 vibrations per second, the International Nickel Company, advises.

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8/16/38

N.A.B. PRESIDENT PLEDGES PAN AMERICAN SUPPORT

Neville Miller, President of the National Association of Broadcasters, pledged the continued cooperation of American broadcasters in strengthening the ties of friendship between the peoples of North and South America in a letter which has been sent to Secretary of State, Cordell Hull.

Commenting upon the establishment of a Division of Cultural Relations within the State Department, Mr. Miller asserted that the objective of the new Division is one to which every forward-looking American subscribes wholeheartedly.

Mr. Miller's letter to Secretary Hull follows:

"I have read with considerable interest of the establishment of a Division of Cultural Relations within the Department, dedicated to the furtherance of those friendly ties which have always bound the peoples of North and South America together.

"Certainly this is a worthy objective, and one of which every forward-looking American subscribes wholeheartedly.

"As President of the National Association of Broadcasters, let me pledge anew the continued performance of American radio stations and networks as ambassadors of international good-will.

"Our purpose is not one of propaganda by radio. Ours is the purpose to provide a free medium through which our neighbors to the South will learn something of our lives here and of our aspirations; through which, in turn, we may bring to American listeners something of the lives and aspirations of our friends throughout Pan-America.

"Through such a free and unbiased reflection of American and Pan-American ideals, we believe the bonds of democratic liberties which bind us together will be strengthened and broadened, and to such an end American Radio stands united."

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8/16/38

NEW STATION RECOMMENDED FOR ATLANTIC CITY

A favorable recommendation upon the application for a new broadcasting station in Atlantic City by the Press-Union Newspaper Publishing Company has been made by Examiner George H. Hill of the Federal Communications Commission. The power requested was 100 watts nighttime, 250 watts to Local Sunset, frequency 1200 kc. with unlimited hours of operation.

Among Examiner Hill's conclusions were that the applicant is legally, technically, financially and otherwise qualified to construct and operate the proposed station; that there appears to be a need for additional service in the area proposed to be served; that Stations WEST, WKBO, WCAU, WSNJ, WSAL, WTHT, WLVA and WIBX will not sustain any substantial interference from the operation of the proposed station.

Also, that there are no applications pending with which conflict may be had by reason of increased interference from the operation of the proposed station; that the site at which the applicant proposed to construct and operate the station has not been definitely selected, and if the application is granted, it should be contingent upon the selection of an approved transmitter site; that the equipment, including the antenna, which the applicant proposed to use will comply in all respects with the rules and regulations of the Commission, and that there appears to be available economic support and talent to serve the needs of the proposed station.

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SINGAPORE ADOPTS S.W. FOR AMUSEMENT AND PROTECTION

A new short-wave transmitter has been installed at Station ZHL, the Singapore station of the British Malaya Broadcasting Company, and is now due to be tested out, the American Consulate General at Singapore advises. The exact wave-length has not been determined, but tests are being carried out with a view to ascertaining what lengths could be used without interfering with short-wave stations in Rangoon and Hong Kong. Two wave-lengths will be used and they will be in the 49-meter and 31-meter bands. The new transmitting frequencies will be 6.012 meg. and 9.530 meg.

A point emphasized by the British Malaya Broadcasting Company in its announcement of the new short-wave transmission is the fact that many rural parts of the Malay Peninsula are remote and without reliable means of communication with the large urban centers, and in case of a regional disaster or a military attack these remote districts might find themselves entirely cut off from communication except for the short-wave radio.

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 : : : : TRADE NOTES : : : :
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Aboard the "Queen Mary" on the record-breaking trip to England were William S. Paley, President of the Columbia Broadcasting System, and Mrs. Paley.

Boake Carter is off the air for his Summer vacation. He laughed at the idea that what he might have said over the air, or written in his syndicated newspaper column in criticism of the Administration, had anything to do with the fact that he is not renewing his contract with General Foods.

Intended to be a hand-book for those who use the air is a volume by Dr. S. Hettinger, of the University of Pennsylvania, and Walter Neff, former Sales Manager of WOR, entitled, "Practical Radio Advertising". The book sells for \$5.00 and is published by Prentice-Hall. It shows on the national networks, toilet goods lead with food advertising second.

WOR fan mail this year to date shows a substantial increase over the same period last year. The figures are 1938: 843,312; and in 1937: 649,751.

The first license to operate a television theater in America was issued to the Massachusetts Television Institute. Under the terms, the Institute is authorized to give continuous sight-sound performances from 7 to 10 P.M. daily except Sunday. The initial show was held around the middle of July, according to President Porter Evans.

Finishing touches on Philco's nation-wide newspaper advertising campaign are being made this week. Meetings in the South have already been held, with others to follow. Far Western executives will hear the complete advertising plans in Portland, San Francisco, and Los Angeles. The campaign is expected to begin about the first of September.

The Philco campaign will be started with large, 1640-line advertisements by the company in key cities throughout the United States with the rest of the campaign supported by distributor and dealer advertising in every section.

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NATIONAL OCTOBER RADIO WEEK PLANNED

Radio buying needs a tonic, according to O. H. Caldwell, Editor of "Radio Today", who proposes a National Radio Week in October.

"The broadcasters can easily stage a monster affair out of National Radio Week", Mr. Caldwell submits. "They can make radio and radio programs the center of attention this Fall. But the set and parts manufacturers should be eager to play roles too, in this big promotional effort, and to see that the effects of this timely stimulant to sales are felt and shared in by every radio dealer, serviceman and distributor. The electric-light companies, who without lifting a hand, collect as much from radio as do the broadcasters themselves, should be asked to help by devoting local advertising space to radio before and during National Radio Week.

"Thus a National Radio Week can be made a great country-wide occasion to glorify radio, to focus attention on programs, and to stimulate sales of receivers, tubes, antennas, parts, and radio service, tying in with other promotions already under way. Through such a campaign, the broadcasters will build more listening audience; the industry will find more customers. And the public will be led to buy additional radios and to appreciate how much more the radio dollar buys today than ever before. A National Radio Week in October should start radio-buying going again; speeding up Fall sales and paving the way for a big radio Christmas."

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NEW RADIO SYSTEM TO AID LANDINGS

Radio lights, a new method of seeing through miles of the thickest fog or clouds, were announced today at Purdue University, Lafayette, Indiana.

The lights are planned to enable a pilot to "see" the runway of a field miles away and to land on that strip no matter how completely the ground is obscured. They are under development for aeronautics by R. H. George and H. J. Heim of the engineering experiment station.

The lights are short-wave transmitters. The plan is to set a row of them along each side of a runway. Each is a miniature radio station, sending out a signal along a path toward the incoming plane. In the airplane is a receiver able to determine the direction from which these radio waves are coming. Special equipment converts the signals into spots of light on a round glass screen on the instrument board.

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ARMY TINKERS WITH TELEVISION

Army technical experts are conducting a quiet but intensive study of the military possibilities of television, which some believe will revolutionize future war tactics, it was learned recently. The nature of the experiments and the stage of development are closely guarded secrets. However, it was indicated, tests have reached a point where a moving picture version of an enemy's movements hundreds of miles away is a possibility in the very near future. This would enable general staffs to revise plans and issue new orders instantaneously, thus check-mating surprise moves by the enemy.

Experiments are being conducted to determine if fog, darkness, smoke and water can be pierced by television through the use of infra-red rays.

Military experts revealed it is possible to install a transmitting set in an airplane and send frequent picture flashes to headquarters many miles distant. Stepping up the speed of this process, they said, would permit a full moving picture account to be transmitted from the airplane to a screen at headquarters by radio.

Already flashes can be obtained from altitudes at the limit of visibility. If the experiments with infra-red rays prove successful, it would be possible to record moving pictures of a hostile force from the stratosphere, out of sight of enemy anti-aircraft batteries, an official said.

Television may become an indispensable part of the sea coast defense, it was learned. Location of transmitters along the shore or on islands would make possible moving picture studies of the formations adopted by an enemy fleet. It was said that television also may have an underwater use in discovering the approach of submerged submarines.

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LA GUARDIA ACCUSED IN N.Y. STATION ROW

Mayor LaGuardia was accused in Supreme Court of claiming more power than he has under the City Charter in order to block a City Council investigation into WNYC, the Municipal broadcasting station, and thereby create a precedent which would stalemate the Council's inquiry. The charges were made by Councilman Abner C. Surpless, Brooklyn Republican, who is Chairman of the Relief Investigating Committee; Richard J. Barry, Chief Counsel for the same Committee, and Maurice Hellman, Assistant Counsel for the WNYC inquiry. They were provoked by a motion submitted to the court by Acting Corporation Counsel Frederick V.P. Bryan, which, if successful, would have the effect of stripping both committees of subpoena power.

If the Mayor's position is upheld, he will have greater control over the Council than President Roosevelt has with respect to Congress or Governor Lehman with respect to the Legislature, Mr. Barry said.

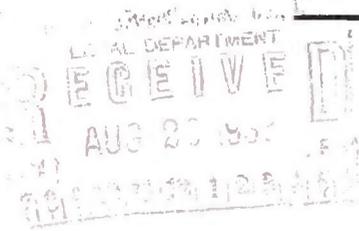
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HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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LONE JUDGE SIZZLES HOLDING THE FCC FORT

The members of the Federal Communications Commission have left their veteran colleague, Judge E. O. Sykes, holding the bag during the dog-days. Out of the seven members of the Commission, Judge Sykes is the only one now in Washington. With it being possible to fry eggs on Pennsylvania Avenue during the hottest Summer the Capital has experienced in twenty years, it is perhaps fortunate that Judge Sykes was chosen to hold the fort because he hails from Mississippi where it is supposed to be really hot.

Judge Sykes is the sole surviving member of the original Radio Commission. When he first came to Washington, he didn't know a thing about radio, and as he tells it himself, President Coolidge appointed him "because he thought the Commission ought to have a lawyer to keep it straight in legal matters".

Chairman Frank McNinch, who has been recuperating from his recent illness, at a New Jersey beach, is expected to be back at his office Monday, August 22nd.

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AMERICAN DELEGATES TO VENICE RADIO CONFERENCE CHOSEN

The following delegation has been appointed to attend the General Assembly of the International Scientific Radio Union to be held in Venice September 4-14th:

A. S. Kirby, of the National Bureau of Standards; Gerald C. Gross, Chief of the International Section of the Federal Communications Commission; Prof. E. L. Chaffee, Professor of Electrical Engineering at Harvard University; George H. Lewis, Vice-President of the International Telephone and Telegraph Company, and Dr. O. R. Wulf, of the Department of Agriculture.

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ARMY OFFICER PRESENTS NEW THEORY ON RADIO WAVES REFLECTION

Introducing a theory in the reflection of radio waves which he says is entirely new, Capt. J. J. Downing of the U. S. Army Signal Corps nevertheless approaches the subject with some caution.

"My idea of it seems to be entirely new and those to whom I have set it forth in conversation either think it splendid or give me a calculating look accompanied by raised eye-brows", Captain Downing writes in the Signal Corps Bulletin. "I hold no brief for the theory because my technical knowledge is not sufficient to adequately prove or defend it and, then, such things are principally of academic interest and do not warrant too much neck extension.

"Lt. Col. Leland H. Stanford, to whom I explained the theory some months ago, writes me: 'Have at the American Institute of Electrical Engineers' meetings and Signal Association meetings presented your theory, 'Downing Screen'; it is received with interest and none here have found any good reason why it is not sound.' Thus directed and assured I go off the deep end with it.

"As a point of departure we know, first, that the earth is surrounded by a magnetic field, and second, that an electric current set up in an antenna system creates a similar magnetic field about the antenna. If we vary the electric current rapidly there is caused to be radiated from the antenna a series of electro-magnetic and electro-static waves. We now have occupying the space we call the ether two forces of a similar nature, the earth's magnetic field and the magnetic field set up by our radio impulse. That these two should have some effect one upon the other seems logical, and it is therefore assumed that they do. Before the use of high frequency radio transmissions became general the reaction between these forces was of no particular interest, but with the advent of short waves and the noted vagaries thereof, some explanation became desirable to account for their erratic behavior.

"We must now consider the earth's magnetic field. Our normal concept of this is good enough if we continue it a bit further and imagine the field to increase in intensity as we go aloft. This checks with what we have all observed in performing elementary laboratory experiments. If we explore the field of a bar magnet we find the field at the center of the bar extends out quite a distance from it. Near the center of the bar the field is comparatively weak; progressing perpendicularly from the bar we find the field increasing and then, finally, diminishing in strength. Further experiment with our laboratory magnets discloses the fact that the field of one magnet cannot cross that of another; they will be deflected and shear off one from the other, the stronger pushing the weaker back. These facts we

have all observed. Is it not reasonable therefore to assume that some such reaction must take place between our radiated magnetic wave and the earth's magnetic field?

"Having now made the grand assumption that the earth's magnetic field is the shield that reflects our radio waves, let us consider how this fits in with our observed phenomena.

"1. First to account for greater radio reception distance at night than during day we must look for some force to alter the height of the reflecting magnetic screen - lowering it in the daytime and permitting it to lift at night. Two things suggest themselves to me on this point, either one or both of which may be operative. First, the magnetic field of the sun itself may act to collapse the relatively weaker earth's magnetic field on the earth's illuminated hemisphere, or, second, the radiation pressure of the sun may act to bring about the same result. If our reflecting screen is thus forced down during the daytime, it accounts for the lesser distance the radio wave will skip during this period.

"2. The eccentric movements of the reflected wave during twilight and dawn are likewise accounted for when we consider the displacement of the magnetic screen along the margin of light and dark. The screen along this marginal area is distorted in merging the collapsed field on the one side with the normal or perhaps expanded field on the opposite side.

"3. We have recently come to think that sun spots are severe magnetic storms on the sun's surface and if this is true then it is not stretching our imagination too far to believe that they have a disturbing effect upon the magnetic screen surrounding the earth. If the otherwise calm surface of this screen is caused to become turbulent by some outside force then it is impossible to get a true or regular reflection therefrom. A radio wave encountering this moving surface may be reflected to almost any point or be not reflected at all.

"4. The observation that in general there is better radio communication in winter than in summer might be explained by the fact that during the winter the sun is in the southern hemisphere and therefore leaves the magnetic screen of the northern hemisphere less influenced as a result. If the magnetic screen was not disturbed at all then radio transmission and reception would be the same during day and night, from day to day, and from season to season, with only local disturbances in the nature of thunder storms, man-made interference, etc., causing interruptions. During the months of March and September the sun is passing directly over the equator thus creating an equal collapse of the earth's field in both the northern and southern hemispheres which is our nearest approach to perfect conditions from this source.

"5. In explaining the greater ease of transmitting from north to south in the northern hemisphere and the opposite in the southern hemisphere we must consider the angle at which our magnetic screen is inclined with reference to the earth's

surface over the particular spot in question. The screen, of course, reaches its greatest altitude over the equator from which point it curves down toward and finally enters the earth at the magnetic poles. If we consider the angle of reflection of our radio wave to be the same as the angle of incidence then it will be readily seen why greater distances will be covered in our reflecting to the south than to the north - in the northern hemisphere.

"6. 'Dead areas', or those portions of the earth's surface to and from which radio communication is difficult have been found, so I understand, to be located in general over deposits of iron ore or other metals which offer a path of less reluctance to the earth's magnetic field. If this is true, then over these areas we can expect to find the magnetic screen dipping down closer to the earth's surface with a consequent blanketing effect upon radio transmissions therefrom and only the strongest signals able to enter or depart."

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CLAIMS 25 MILE RANGE FOR BRITISH TELEVISION CABLE

The news that the television cable to Birmingham is now in working order and that the British Broadcasting Corporation proposes soon to open a station there brings the new means of communication a step nearer to the millions who live in the midlands, a clipping from the Manchester (England) Guardian reports. The range of 25 miles claimed for the Alexandria Palace projector in London has in fact been considerably exceeded under favorable conditions, but it cannot be relief upon beyond that limit. A relay to Birmingham should serve "viewers" within a similar radius of that city, and Manchester and Newcastle extensions are being prepared.

Meanwhile the entertainment world begins to look eagerly at television's attractions. Mr. Mark Ostrer, Chairman of the Gaumont-British Picture Corporation, has just urged at the company's annual meeting that the time is ripe for the Government to permit those cinemas that are willing and able to do so to show the televised programs. Apparatus for the showing of large-screen television is available. Mr. Ostrer states that his company could proceed at once to present it and that picture-house audiences would welcome it. It may be doubted whether, when the novelty had worn off, studio programs televised would compete with those of normal picture-houses; but for witnessing in the picture-houses of the country, the chief ceremonial and sporting events of the day as they occur there will from the start be a great and a growing public. Much remains to be done both on the technical side and in the adjustment of copyright before large-screen picture-house television will be generally possible.

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U.S. STATION POWER BOOST TO FIGHT CUBAN INTERFERENCE

In order to overcome interference caused by Station CMQ, at Havana, Cuba, the Federal Communications Commission has granted special temporary authority for Station WREC at Memphis, Tenn., to operate with an increased power of 5 KW at night for a limited period. It is stated that this shall not be construed as a finding in any wise with respect to the application of WREC for an increase in power now pending before the Commission. The authorized power of Station WREC is only 1 KW.

Stations WCAO, Baltimore; WNT, Cedar Rapids, Iowa, and WICC, Bridgeport, Conn., also broadcast on practically the same frequency as the Memphis and Havana stations.

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EVERY FIFTH PERSON IN SWEDEN NOW HAS OWN RADIO

A further increase in the number of radio licenses in Sweden was recorded during the second quarter of 1938, when 21,453 new licenses were issued, according to a report of the American Commercial Attache at Stockholm.

On June 30, 1938, the number of persons in Sweden holding radio licenses numbered 1,156,781 or 184.1 per thousand inhabitants. The number of radio license holders in the capital city of Stockholm stood at 247.2 licenses per thousand inhabitants, according to the report.

Exchange broadcasts between Sweden and the United States will be made this Fall, according to announcements made by K. Hugo, of Stockholm, Director of Educational Programs for the Swedish Radiotjanst, and Peter T. Reinsholm, Director of Scandinavian programs for the World Wide Broadcasting Foundation, following a conference in New York City. In 1935, Mr. Reinsholm arranged the first program from America to be rebroadcast in Scandinavia, and this Summer will visit Scandinavian capitals to arrange further radio exchanges.

Through these good-will programs to Scandinavian countries, short-wave station WLXAL makes it possible for many Scandinavians in this country to maintain closer contact with their mother country. The station operates on a frequency of 11.79 megacycles, or 25.4 meters for the Scandinavian broadcast, and can be heard by nearly every short-wave set owner in North America and Scandinavia, as well as by listeners in all parts of the world.

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8/19/38

SAYS AMERICANS WILL NOT PERMIT GOVT. RADIO DICTATOR

Neville Miller, new President of the National Association of Broadcasters, told the graduating class at Peabody Teachers' College today (Friday) that the American People would join the broadcasting industry in resisting any governmental invasion of "Freedom of the air".

In his first public address, broadcast by the National Broadcasting Company, Mr. Miller added that the industry "welcomes" and "needs" government regulation to prevent "utter confusion in the air", and to see that individual stations operated "in the public interest, convenience and necessity".

"Should any station, large or small, fail to so operate, it deserves to lose the privilege to operate", he said. "This is the present law. This is the position of the National Association of Broadcasters: every American station must be worthy of its franchise or else lose that franchise.

"But if an agency of government seeks to dictate what shall and what shall not be broadcast, then that is another matter.

"For that agency is abandoning the democratic pattern and is assuming the technique of the totalitarian state which determines what people shall hear; what they shall say; what they shall read and think - a technique which in a certain nation descended to the ridiculous and revolting position of prescribing that the people of that nation could hear the operas of but one composer for one whole year!

"I can imagine, as you can imagine, what would happen in this country should such a thing run headlong into that American independence of spirit which demands both the right to listen and the right to be heard. * * * * *

"American radio has never been locked to the goose-step of a dictator. Here radio has never stooped to sell hatred; to merchandise prejudice of race or religion, and with your help it never shall!

"American radio has been free to present advocates of both sides of conflicting issues; it has been free to render listeners the greatest enjoyment and the greatest service because it is free to bring them what they want. * * * *

"Please do not think that I am here to place a blanket of approval on all aspects of radio in this country. Certainly there are areas in programming which must be strengthened to improve radio's contribution to American life, and this is particularly true in the field of education.

"But paramount to programs is this basic relation of radio to our democracy. As long as radio is kept free as an avenue for the communication of thought, then it will contribute to, enrich and enlarge the character of American life."

Mr. Miller started off his address by saying that it was not his intention to "bless all in American broadcasting" and that he did not believe that we have even approached the fullest measure of usefulness to which radio is capable. He declared he was one "who believes that a sound body of critical thought exercises a wholesome stimulant to all creative endeavors inspired by the arts - and this is particularly true of radio".

Mr. Miller particularly stressed the point of the function of radio in its relation to the American democracy, and went on to say that "any threat to gather the freedom of radio unto the bosom of a government, of a bureaucracy, or of a monopoly must be resisted. For if a government or a bureaucracy or a monopoly invade, by the slightest degree, into the completely free American radio as we know it today, we are placing into the hands of the invader the beginnings of control of the greatest means of mass communication of thoughts and ideas the world has ever known. A free people can never tolerate this! That is why any invasion of our free, competitive system of American broadcasting from any quarter whatsoever will meet with all the resistance at my command, and I believe as well, with the determined resistance of the people who own and use the thirty million radio sets operative throughout America!

"I believe there is ample evidence about us of the political and the social consequences of government-dominated, government-operated radio. We have seen to what abuse this marvelous medium of mass communication can be put. We have seen it used to sell hatred; to split people apart because of religion, or race, or conviction. We have seen it used to keep people in ignorance, uninformed as to the facts, so that a whole nation might be moulded to the will of a government and not the government moulded to the will of the people! We have indeed witnessed the presumption of employing the globe-circling swiftness of radio to incite rebellion in neighboring nations; to foment trouble between friendly nations; yes, even to attempt to sow the seeds of suspicion and break the ties of friendship between peoples of whole continents! * * * * *

"Radio is lifting the level of informed intelligence among the masses of our people. It is placing them in touch with the greatest thoughts and the greatest minds of our age. * * * Radio is, after all, a mirror of the genius, of the talent and the thought of the American people. Its level can be no higher than the general level of education and culture in the country. Radio will continue to do its part to elevate the level of American taste, but radio cannot do the job alone."

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The Board of Education of New York City has been granted a construction permit for a new non-commercial educational broadcast station to be erected in Brooklyn. The frequency of the station will be 41,000 kc., and the power 500 watts.

Station WMCA, New York announces a new scale of its evening rates from \$550 to \$650 an hour, effective October 1st. The daytime hour will go from \$275 to \$325.

The City of New Orleans has been authorized to construct two new mobile municipal police units to operate in the emergency frequency of 31,780 kc.

The New York City News Association, a cooperative local news-gathering organization, composed of the Associated Press and New York newspapers, is offering to sell networks and local broadcasting stations with New York City primary news September 20th and election news November 8th.

Station W3XAU, the short-wave outlet of WCAU of Philadelphia, affiliated with the Columbia Broadcasting System, has applied for an additional frequency of 11,830 kc., and a hearing will be held covering this request.

The Accounting, Statistical and Tariff Department of the Federal Communications Commission has just issued Section B of the Telegraph, Cable and Radio Telegraph Carriers for the year ended December 31, 1937. This contains, electrical, financial and operating data from annual reports.

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NBC GRANTED NEW EXPERIMENTAL INTERNATIONAL FREQUENCY

The National Broadcasting Company has been granted a construction permit and license covering same for a new international broadcast station on a frequency of 17,780 kc. with 35 KW power, upon condition that the grant is subject to change or cancellation by the Commission at any time without advance notice or hearing if, in its discretion, the need for such action arises.

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BOB JENNINGS RESIGNS FROM CROSLLEY CORPORATION

Robert G. Jennings has resigned as Vice-President of the Crosley Radio Corporation and General Sales Manager of WLW and WSAI, effective immediately, according to announcement made by officials of the Crosley Radio Corporation.

Mr. Jennings, who is a son-in-law of Powel Crosley, Jr., stated that his plans were not definite at the present time. He has received several offers, one of which he plans to accept. Mr. Jennings stated that he would be in a position to announce this in the near future. No successor has been named.

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RCA HEATS WORLD'S FAIR RIVET BY RADIO

A demonstration of the future possibilities of radio was given at the World's Fair Grounds yesterday morning when radio waves were used to heat the last rivet driven into place on the steel framework of the Radio Corporation of America's exhibit building.

The rivet became white-hot in a little more than a minute, as Robert Shannon, Vice-President and General Manager of the RCA Manufacturing Company of Camden, N.J., held it suspended in a concentrated field of radio waves. Then H. C. Bonfig, Vice President (Commercial) of the Company drove it into place.

To carry out the operation, the oscillator unit of a regular radio transmitter was set up on the framework of the RCA exhibit building. Usually, it was explained by company engineers, the output of an oscillator is directed into an antenna, but in this case it was directed into a coil of wire. Thus, instead of being broadcast over a wide area, the radio waves were concentrated at the center of the coil, generating intense heat.

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CLAIMS NEW STATIC CURB

The static which endangers airplane operation by obliterating communication between the pilot and ground stations may soon be a thing of the past, a New York commercial research laboratory announced, the Associated Press reports.

Flight tests of a new ultra-high frequency apparatus show the system is virtually free of interference in bad weather. Heretofore snow, rain and other adverse conditions usually have set up a crackling on airplane communications channels.

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ROOSEVELT TEXAS NETWORK JOINS MUTUAL

That the newly formed Texas State Network, Inc., consisting of twenty-three stations, operated by Elliott Roosevelt will become affiliated with the Mutual Broadcasting System on September 15 next, has been announced by WOR.

With the addition of these twenty-three stations, the Mutual Broadcasting System now has affiliations with one hundred and seven stations from coast-to-coast in the United States and Hawaii, marking the most rapid expansion in American broadcasting history. The Mutual system, a cooperative network, was organized on September 15, 1934.

The new Texas regional network lists Elliott Roosevelt as President, Neal Barrett, Executive Vice President, and H. A. Hutchinson, General Manager. The headquarters of the network will be in Fort Worth, where elaborate studios and offices will be in readiness by September 1st.

Principal stations of the Texas network, which will become the largest independent regional radio chain, include KFJZ, Forth Worth; KXYZ, Houston; KLUF, Galveston; WRR, Dallas; WACO, Waco, and KABC, San Antonio.

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NBC-RCA TO RESUME TELEVISION TESTS

Resumption of experimental television broadcasts in the New York City area, beginning next Tuesday (August 23) and extending over a four-week period, was announced jointly by the National Broadcasting Company and the Radio Corporation of America. The weekly schedule will comprise six one-hour transmission.

As in the previous test period concluded this Spring, the broadcasts will be divided into two series. Film and live entertainment programs will be broadcast twice weekly, on Tuesdays and Fridays from 8 to approximately 9 P.M., from the NBC experimental studios at Radio City. Test charts and still pictures, of no entertainment value but of great assistance to experimenters, will be transmitted on four afternoons a week, Tuesdays through Fridays between 3 and 4 o'clock. All broadcasts will be made over the NBC transmitter, W2XBS, in the Empire State Tower, operating on 46.5 megacycles for picture signals and 49.75 megacycles for associated sound.

O. B. Hanson, NBC Vice-President and Chief Engineer, pointed out that considerable improvement had been made in picture definition and that an increase in the power of the transmitter had been effected through the installation of new exciter stages. The range of the station will remain the same, approximately 50 miles. Satisfactory images in the past have been received as far distant as Hartford, Conn.

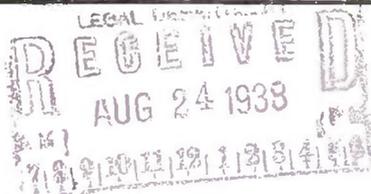
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DE WOLF HEADS NEW STATE DEPT. TELECOMMUNICATIONS SECTION

Francis Colt de Wolf, who has handled radio matters for some time past, has been appointed by Secretary Hull to head the new State Department Section of Telecommunications. The Telecommunications Section is one of the three new sections of the Division of International Communications just created. Thomas Burke, who has been Chief of the Specialties Division of the Bureau of Foreign and Domestic Commerce, has been named Chief of the International Communications Division.

The other sections are Shipping and Aviation. All three sections are expected to work closely together. The setting up of the new division, Secretary Hull said, was the last of a series of major changes which have been made in the organization of the State Department within the past year and a half.

The Telecommunications Section will handle all matters having to do with radio, telegraph, telephone and cable. Mr. de Wolf, who was formerly connected with the Treaty Division, is already well and favorably known in this field. He was a delegate to the recent Cairo Radio Conference, was a delegate to the Radio Conference (CCIR) in Bucharest, in 1937, and a representative at Warsaw in 1936, namely the Telegraph Conference (CCIT). Mr. de Wolf was legal advisor to the American delegation on "Egyptian Capitulations" at Montreux in 1937. He served as an expert on disarmament at the League of Nations for three and a half years. A native of Rhode Island, Mr. de Wolf received his A.B. at Harvard in 1918, and his L.L.B. in Columbia in 1922, and has been with the State Department since 1922.

Mr. de Wolf will have as his right hand man in the Telecommunications Section, Harvey B. Otterman, who was with him in the Treaty Division.

Mr. Otterman was a delegate to the Inter-American Radio Conference at Havana in November, 1937, and represented this Government at the preparatory conference also held in Havana for these sessions. Mr. Otterman is the representative of the State Department on the Interdepartmental Committee to Study International Broadcasting. He is likewise an alternate for the State Department on the Interdepartmental Radio Advisory Committee. Mr. Otterman was born at Allegheny, Pa., attended Carnegie Institute of Technology and received an L.L.B. degree at the National University Law School.

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RADIO EMPLOYEES WORKING HOURS AND PAY INCREASE

The May 1938 employment report of the U. S. Bureau of Labor Statistics detailed a marked May increase in the average weekly working hours of radio factory employees, a slight increase in payrolls, and a slight decrease in radio employment. National factory employment last May was nearly one-fourth less than May 1937, with national factory payrolls decreased, many because of seasonal slackening.

Radio employment last May decreased 2 percent from April 1938, according to the latest government report, and was 38.3 percent below radio factory employment in May 1937. The May index figure was 86.3 percent compared to the April index of 88 percent.

A supplemental government report stated that in the monthly turnover rate per 100 employees, 12.19 per 100 of radio employees were laid off last May but only 4.24 per 100 last June, with new radio employment of 6.68 per 100 in May and 6.54 in June.

Although radio factory employment decreased 2 percent last May, there was an increase of 1.5 percent in radio factory payrolls over the previous month of April, but the May payrolls were 35.4 percent below those of May 1937. The May index figure on radio payrolls was 70.1 percent compared to the April index of 69 percent, and with the March index of 60.7 percent.

Average weekly earnings last May of radio factory employees were reported at \$21.64, an increase of 3.5 percent over the April average, and they were 4.8 percent above average weekly earnings in May 1937. The May national average weekly earnings of all manufacturing industries was \$22.17, a slight increase over the previous month, but 13 percent below the national average of May 1937. The national average weekly earnings of all durable goods manufacturers was \$23.76 per week, a fractional increase, but 17.6 percent below the national average of May 1937.

Average hours worked per week in radio factories last May were 35.9 hours, an increase of 7.3 percent over the previous April average of 33.5 hours, but the May average was 3.6 percent below May 1937.

Average hourly earnings last May of radio factory employees were reported at 60.7 cents, a decrease of 3 percent from the April average of 62.6, but the May average hourly earnings were 10.2 percent above those of May 1937.

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INDEPENDENTS ORGANIZED AS N.A.B. SECTION

A group of network affiliate operators, meeting last week in Chicago reorganized IRNA as a section of NAB and elected Sam Rosenbaum, Station WFIL, as President.

Neville Miller, NAB President, attended the meeting. Along with the NAB Directors in the group, he said that the next NAB Board meeting would be asked to authorize the IRNA section and to appropriate \$2,000 for expenses.

Mark Ethridge, former NAB President, was elected Vice-President of the IRNA section, and L. B. Wilson, Station WCKY, Covington, Ky., was elected Treasurer.

The Executive Board includes Edwin W. Craig, WSM, Nashville, Tenn.; I. R. Lonsberry, WGR and WKBW, Buffalo, N.Y.; Bill Scripps, WWJ, Detroit; Ed Craney, KGIR, Butte, Mont.; Arthur Church, KMBC, Kansas City; John Kennedy, West Virginia Network, Charleston; John Shepard 3rd, Yankee Network, Boston.

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TELEPHONERS NOW TELEVISED IN GERMANY

A television-telephone service over cables with repeaters at every 35 km. was opened between Berlin and Munich last week, according to the Electrical Review, London. Faces of people in conversation over the 400 miles or so appeared clearly on a cathode-ray tube screen at each end, but distortion was noticeable, the faces appearing broader and wider and the forehead lower. Scanning is by mechanical means, a light spot being used. The definition is 180 lines and 25 frames per second, resulting in a certain amount of flicker. The image frequency is impressed on a carrier, and the signal is transmitted after the upper side-band has been suppressed. Styroflex and ceramic insulating disk cables are used. To provide for the 441-line broadcasting television standard it will be necessary to have repeaters at every 17.5 km. The price of a 3-minute conversation is Rm. 4.80, plus Rm. 0.80 for notifying the called person (100 reichspfennigs equal 1 reichsmark, which equals about US \$0.40). Only one conversation is at present possible at a time. People wishing to speak and see from Berlin to Leipzig or Nuremberg while a Munich-Berlin conversation is taking place have to wait their turn. The service to Nuremberg and Leipzig has been in operation for some time, and it is proposed to extend the system to Cologne, Hamburg and Frankfurt very shortly.

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PHILCO STRIKE SETTLEMENT OFF; AEROVOX WALKOUT

Peace terms designed to end the deadlock which has kept the Philco radio plant closed for 16 weeks were rejected by members of the three Philco locals of the United Electrical, Radio and Machine Workers C.I.O. last Monday. On the same day in Brooklyn, there was a walkout of employees of the Aerovox Corporation, manufacturers of radio condensers, in an effort to force a renewal of a contract and demands for a 40-hour week and wage adjustments.

It was said that 7,000 of the peak membership claimed by the striking unions participated in the Philco vote which disapproved of four major provisions of a proposed compromise settlement and sent their negotiating committee back for further conferences with officials of the Philadelphia Storage Battery Company.

Clauses to which the employees objected, concerned a union-shop demand, wage scales, reclassification of jobs and the purchase of parts by the company. It was viewed as significant that a clause proposing a forty-hour week instead of thirty-six hours was not placed on the list of matters to be discussed.

Mayor S. Davis Wilson, who had been warned by President James M. Skinner if the strike was not settled Philco would move away from Philadelphia, made an unexpected appearance at the meeting, was booed by some of the workers on his arrival, but was cheered when he left after telling the crowd that "whatever you decided to do I am with your", and promising protection against "illegal interference on the part of police".

In the case of the Aerovox strike, officials of the local United Electrical, Radio and Machine Workers of America, C.I.O. affiliate, announced that 800 workers, the entire mechanical personnel, had walked out. Samuel I. Cole, President of the Company, said, however, that only 400 employees had struck.

The Company's contract with the union expired on July 6th, according to Al Sterne, union organizer, who said the Company had requested six weeks to negotiate for a new agreement. The Company, he said, then proposed wage cuts and a forty-four-hour week. The union asked a graduated scale of pay for piece-workers and a 5 percent increase for employees on a time basis.

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RAIN AND SNOW STATIC TO BE STUDIED

Contracts have been awarded by the Bureau of Air Commerce, of the Commerce Department, to Reed College, Portland, to Reed College, Portland, Oreg., and Purdue University, Lafayette, Ind., covering the investigation of rain and snow static. The work of Reed College will be devoted to snow static, while that at Purdue University will deal with rain static.

A contract was awarded to the Washington Institute of Technology, Washington, D. C. for a complete ultra-high frequency radiobeacon transmitter of a new type, quite different from the conventional radio range. Instead of the four conventional fixed range courses, this radiobeacon provides an infinite number of range courses on which aircraft may "home" or fly away from the transmitting station. In addition, the aircraft may determine its bearing from any omni-directional radio range station which is tuned in.

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1939 RADIO PARTS SHOW AGAIN SELECTS CHICAGO

The National Radio Parts Trade Show, which reached its maximum last June at Chicago, will be held again next year at Chicago during the Radio Manufacturers' Association's convention. The parts show, sponsored jointly by the RMA and the Sales Managers Clubs of Chicago and New York, has arranged definitely to hold the 1939 show again in Chicago. Ken Hathaway continues as show manager.

The joint Radio Parts show operating organization met at New York, July 28, and made definite plans for the Chicago show next year. In view of strong sentiment for an Eastern Parts Show the following year, the recommendations will strongly urge that the 1940 show be staged in New York.

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MUSSOLINI TO BUILD 21 NEW STATIONS

The principal executives of the Italian broadcasting system (E.I.A.R. - Ente Italiano Audiozione Radiofoniche) presented a plan which was approved by Mussolini for the erection of 21 new transmitting stations, the American Commercial Attache at Rome advises. These will be located at Florence, Turin, Bologna, Verona, Padua, Venice, San Remo, Spezia, Macerata, Ascoli Piceno, Teramo, Aquila, Pescara, Benevento, Foggia, Campo Basso, Taranto, Potenza, Cosenza, Catanzaro and Cagliari.

The head of the Government was informed by the officials that the total number of subscribers to the E.I.A.R. will shortly reach the million mark.

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WHAT IT COSTS TO TAKE A SET ABROAD

Many listeners will be visiting the Continent this Summer, and some are likely to be accompanied by their receiving sets -- possibly car radio. A frequent hindrance to many who would otherwise take a receiver abroad is the uncertainty of their liability to receiving license fee and import tax on the sets. The following table of liabilities offered by World Radio of London in this respect may prove helpful.

It will be seen that there are many countries where no tax is levied for short visits. With regard to those where only the annual tax payable is given, it is highly probable that visitors will be asked to pay a smaller sum covering the length of their stay:

Belgium - Five Belgian francs a month.

Bulgaria - Exemption is granted for receivers in visitors' cars or aeroplanes, when the duration of their stay is not more than ten days. Three months' tax varies from 75 to 100 leva according to circumstances.

Czechoslovakia - Tax for three months: 10 crowns.

Denmark - Annual tax: 10 kroner.

France - Annual tax of 60 francs. For a visit of four to eight weeks, however, "it is not worth while declaring a set", according to an official of the Ministry of P. T. T.

Germany - Two marks a month. (For every receiving set installed in a car and used in addition to an ordinary receiver, there is a supplementary tax of 50 pfennig).

Holland - Visitors enjoy the same privileges as native listeners -- that is, they pay no tax; they are even exempt from the usual declaration of their sets if they are not staying for longer than three months.

Hungary - Annual tax of 28.80 pengo.

Italy - Special tax of 15 lire levied on visitors for three months.

Latvia - Two lats a month.

Luxembourg - Foreign visitors and native listeners are not called upon to pay any tax.

Morocco - Exemption granted for receiving sets installed in visitors' cars.

Norway - Sets installed in foreign visitors' boats, aeroplanes, and cars are exempt from tax, if staying for three months, or less.

Poland - Three zloty a month, and, in addition, a registration fee of 1 zloty.

Portugal - For a limited stay, sets installed in visitors' cars are exempt.

Roumania - Three months' tax: 150 lei.

Sweden - Annual tax of 10 kroner.

Switzerland - Exemption granted for sets installed in cars on condition that the visit does not last longer than three months.

BALTIMORE STATION JOINS CUBAN INTERFERENCE FIGHT

The Communications Commission has authorized Station WCAO at Baltimore to increase its power to 1 KW at night for a limited period to minimize the effect of interference from long-wave Station CMQ at Havana.

This follows the Commission's granting a temporary increase to 5 KW at night for Station WREC at Memphis, Tenn., which also has been seriously interfered with by the Cuban station.

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SUGGESTS ROADSIDE SIGNS FOR RADIO-EQUIPPED TOURISTS

The following good tip is offered to broadcasters by Orrin E. Dunlap, Jr., Radio Editor of the New York Times, a thought which occurred to him while driving through New England in his automobile equipped with a radio set:

"As soon as the automobilist travels out of range of his favorite local stations, the dial locations of which he has memorized, he finds himself groping around the tuner for the new ones of loudest caliber. It would seem that the broadcasters here, there and everywhere are missing an opportunity to win new listeners by not placing signs along the posts, rail fences or trees that might read something like this: 'You are now within radio range of Schenectady. Tune in WGY, 790 kilocycles'. Such information and inviting sign-posts would put an end to the motorist's 'blind' tuning.

"Radio has made the automobile a theatre on wheels. It adds a new life to the car. Those who travel long distances alone say that broadcasts break the monotony and put an end to loneliness."

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AMERICAN RADIO EXPORTS OFF

Exports of American radio decreased 14.5 percent during the last fiscal year ending June 30, according to the latest report for June of the U. S. Bureau of Foreign and Domestic Commerce, as compared with the all-time high record of 1937, but were larger than the U.S. exports in the preceding fiscal year ending June 1936.

Total radio exports during the last fiscal year were \$27,062,455 compared with \$31,652,948 in the preceding fiscal year, and with exports of \$26,176,153 in the fiscal year ending June 1936.

Export trade in radio parts and accessories held up better than in tubes and complete sets during the last fiscal year, and exports of American transmitting apparatus increased 32.8 percent. Receiving set exports during the same period decreased 23.1 percent in number and 22.8 percent in value. while tube exports decreased 19.5 percent in number and 19.3 percent in value.

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MCCOSKER AND OTHER MUTUAL OFFICERS REELECTED

All officers and Directors of the Mutual Broadcasting System were reelected at the annual meeting of the stockholders and Directors of the network in the Chicago offices of Mutual on Wednesday, August 17th. These were: President, W. E. Macfarlane; Chairman of the Board, Alfred J. McCosker; First Vice-President, T. C. Streibert; Executive Secretary and Treasurer, E. M. Antrim.

Directors reelected were Alfred J. McCosker, T. C. Streibert, Jack I. Straus, W. E. Macfarlane, E. M. Antrim, E. W. Wood, Jr., and Fred Weber.

All of the stock of the Mutual Broadcasting System continues to be held by WGN, Inc., Chicago, and the Bamberger Broadcasting Service, Inc., of Newark, N.J., operators of WOR.

General Manager Weber reported the addition of affiliated stations in the Far West, the increase in power of other associated stations, and the affiliation of the newly formed Texas State Network. Mr. Weber also announced that the Mutual network's commercial program revenue during the first six months of 1938 was 19 percent greater than in the same period last year. He also reported on the educational and cultural program plans for the coming months and also on the business outlook for the Fall and Winter season.

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BRITISH TRY TO BOLSTER UP TELEVISION

Efforts to popularize television are being renewed by the British Broadcasting Corporation in cooperation with the Radio Manufacturers' Association, Marsland Gander writes from London.

"In two years only about 3,500 sets have been sold to the public in the Greater London area", he advises. "According to statisticians, the potential market for receivers at the current price is 75,000 in the service area of Alexandra Palace.

"Experts in the industry have been busy analyzing the reasons for the failure of television to capture the public fancy in a big way. Among the chief reasons are: The high price of sets; lack of appeal in studio programs; short range of transmissions; smallness of the screen; brevity of daily transmissions.

"'Look-in' centers will be established around the Radio Exhibition at Olympia from Aug. 24 to Sept. 3. Twenty manufacturers will be exhibiting new televisions and for the first time demonstrations will take place throughout the exhibition instead of being confined to a small 'peep show' in one corner.

"Miniature television sets intended to provide the equivalent of the cheap crystal set which did so much to popularize the radio will be on display, priced at \$150 and less. Some of these receivers will include an all-wave set for the same price.

Unfortunately, to make this drastic cut in price possible, manufacturers have concentrated on a reduction in size of the cathode ray tube. They have made the tube smaller and shorter. True, they have also made the end flatter, but still it means a smaller picture, measuring only 7½ inches by 6."

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RADIO MANUFACTURERS PREPARE FOR NEW WAGE-HOUR LAW

The special Committee on Industrial Information of the Radio Manufacturers' Association, of which John R. Howland, of Philco, Philadelphia, is Chairman, at a meeting in New York City outlined a thorough study of many problems in connection with the new Federal Wage-Hour Law which will become effective October 24th. This fact-finding committee will prepare a detailed report for the early Fall meeting of the Board of Directors which will take appropriate action in relations with the Government administration of the new "Fair Labor Standards Act of 1938", according to Bond Geddes, Vice-President of the RMA. An information service for individual members of the Association also is under consideration.

The RMA Committee has assigned various subjects to individual members, including the wage and hour provisions of the new law, and John W. Van Allen, general counsel of RMA, will prepare a detailed report on the various State labor and employment laws.

Another meeting of the Industrial Information Committee is planned early next month, preceding the Fall meeting of the Board of Directors. The fact-finding committee will secure and analyze all available information on the new law and its administration and submit a complete report and recommendations to the RMA Board of Directors.

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CHARTER RIGHTS CITED IN WNYC BRIEF

Supreme Court Justice Kenneth O'Brien was asked last week to deny the application of Corporation Counsel William C. Chandler to have the court declare illegal the resolution creating the special committee of the City Council to investigate municipal radio station WNYC because the resolution had not been submitted to Mayor LaGuardia for his approval. The City's plea, if granted, would have the effect of also outlawing the proposed city investigation of relief.

The request was in the form of a brief submitted by Robert Daru, a former Assistant District Attorney, now Special Counsel to the Council Committee. The court now has for its consideration a motion of the Corporation Counsel to quash a Supreme Court subpoena issued by Justice Peter Schmuck on application of the Council Committee requiring Morris Novik, WNYC Director, to appear before it with his records and answer questions about a travelogue broadcast concerning Russia last Spring.

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SUMMER STATIC DOOMED SEPTEMBER 1ST

With the increase in power and perfecting of the transmitting apparatus, electrical disturbances caused by the changes in the highly charged Summer atmosphere, are occasioning the radio listener less and less annoyance. In the old days when it was necessary for so many communities to depend upon outside stations, Summer static practically limited the good listening period to about eight months in the year. Now, with practically every city having its local broadcasting station or stations, and with the development of the networks, static is no longer the factor it used to be.

Nevertheless, it is good news to the listener that September 1st will mark the beginning of the best listening season of the year. This will continue on through to March 1939.

According to J. H. Dellinger of the National Bureau of Standards in Washington, static is usually due to distant electrical disturbances in the atmosphere, especially thunderstorms. It is something entirely separate from man-made interference to radio reception caused by electrical devices such as X-Ray apparatus, and sparking contacts.

"The trouble from static, or 'atmospherics', as it is sometimes called, is generally less the higher the radio frequency; thus it is practically negligible at frequencies above 30,000 kilocycles per second. Atmospherics are more troublesome in Summer than in Winter, in low latitudes than in high latitudes, at night than in the daytime, and on land than on the ocean", Dr. Dellinger said.

"There are no known methods of completely eliminating radio interference caused by atmospherics. Their effects can be reduced by increasing the power used in the radio transmitting station.

"Methods are available for use in the receiving station which partly overcome the trouble. One method is the use of a very selective receiving set, e.g., the superheterodyne. Increasing the selectivity reduces the atmospherics by narrowing the band of frequencies admitted to the receiving set. Selectivity can be increased up to the point where the quality of the received signal is excessively marred; this process can be carried farther for CW than for radio telephone reception, and therefore CW can be received through atmospherics more

successfully than radio telephony. The effectiveness of numerous balancing schemes for the elimination of atmospheric is essentially dependent on increasing the selectivity of the receiving apparatus. A somewhat related scheme is the use of the limiting action of vacuum tubes or other circuit elements.

"Another method of mitigation, useful in some cases, is the use of a directional antenna. Such an antenna is oriented in such a direction as to eliminate the atmospheric from the direction in which they are the most troublesome. The simple coil or loop antenna is of some use in this connection. A specialized type, used in low-frequency radio telegraph reception, is the wave antenna, which is a very long, low antenna of special design."

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CANADIAN RADIO SALES IMPROVE

Radio sales to dealers in Canada during June numbered 10,385 units valued at \$763,812 as compared to 6,374 units with a list value of \$494,638 in May, according to a report from the office of the American Commercial Attache at Ottawa. Sales in all groups increased, with battery sets making the best advance.

Inventories of companies reporting to the Radio Manufacturers Association of Canada totaled 61,526 units as of June 30, 1938, compared with 53,305 units on hand at the end of May. Projected production during the period from July 1 to September 30 is scheduled at 75,872 units, including 60,629 alternating current chassis, 14,939 battery sets, and 304 automobile sets, the report states.

Total sales in the first six months of 1938 numbered 52,334 units with a list value of \$4,356,433 as compared with 67,782 units with a list value of \$5,273,658 in the corresponding period last year. The figures of one Canadian branch of a large United States manufacturer are not included in the above item, according to the report.

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MORE THAN 20,000 SHIPS NOW HAVE RADIO

The total number of ships throughout the world, both merchant and naval, equipped with radio is 21,483, according to a compilation made from the 10th edition (March 1938) of the "List of Coast Stations and Ship Stations", published by the Bureau of the International Telecommunications Union, Berne, Switzerland. This number compares with 19,566 ships so equipped in March, 1937, 18,129 in March 1935, and 18,032 in March 1934, according to the Transportation Division of the U.S. Commerce Dept.

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POLICE ARE SLOW IN APPLYING FOR PERMANENT LICENSES

Applications for permanent municipal police licenses replacing the present general experimental licenses, specifying the new frequencies available, have not been filed in sufficient numbers to assure all stations being relicensed before October 1st, the expiration date of the present licenses. Accordingly the Federal Communications Commission has notified all police licensees not already having filed applications to take immediate steps to do so.

Numerous applications for the new municipal police radio facilities have been returned due to errors in execution. Others have been placed in the Commission's pending file awaiting further information from the applicants. The most frequent error is the omission of statements covering the results of the applicants' arrangements for the proper choice and use of the new frequencies to minimize interference in the applicants' areas.

Before an application is submitted to the Commission each municipality must contact all licensees of police stations operating in the 30 to 40 megacycle band within a radius of approximately forty miles and cooperatively agree upon the selection of frequencies. A copy of all such agreements formulated must be filed with the application. Such documents may take the form of letters addressed to the Commission from the surrounding licensees stating that they have no objection to the applicant using the requested frequency. If as a result of the applicant's investigation, there are no other stations of this category within the area mentioned above, a statement to this effect must accompany the application.

Applications for license requesting the change from experimental to emergency service authorization must, if such is the case, include a statement to the effect that the equipment to be licensed is the same as the apparatus specified in the construction permit, or permits, previously granted. If this is not the case applications for construction permit specifying the equipment now in use must be submitted with the license applications.

In this connection it is pointed out that a single construction permit application is acceptable for all mobile units of identical construction. Only one license application is to be filed for the control station and all mobile units operating as a single coordinated municipal police radio system. Various applicants have filed unnecessary separate forms for each unit.

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WHY CAN'T CONGRESSIONAL DEBATES BE BROADCAST, SCRIBE ASKS?

As a Congressman twirls his radio dial these long Summer afternoons, and gets little but baseball broadcasts, he may be content (if he's a fan) to hear that the count is three and two on Gehrig. . . . But he's also apt to meditate: "If they can broadcast from Bangor to San Diego that Lefty Gomez has just hit a foul ball, why can't they broadcast the debates in Congress?", Harlan Miller writes in the Washington Post.

"As he thinks it over, the honorable gentleman is likely to be a little irritated that the House and Senate haven't been studded with microphones long, long ago, and that the patriots aren't as familiar with his voice as with Jack Benny's or Charlie McCarthy's.

"And, indeed, it is strange that in such a radio-conscious democracy, the radio chains - and the sponsors - haven't bestirred themselves to give the citizenry a ringside seat at the lily-gilding, eagle-screaming, nation-saving and baloney-slicing which goes on in Congress.

"Except when the Republic has the colic, there are no more than 100 daily sessions of the two Houses a year. Usually they meet at noon and adjourn around 4 o'clock, Monday through Friday. . . . If the radio audiences yawned the number and length of sessions could be trimmed. . . . Often they don't even meet on Mondays or Fridays.

"The three treat chains which inundate the land with words and music could split up the job, and two and one-half hours on each would be enough to send every precious word of every Senator and Representative roaring out across the waiting distances into every eager ear.

"There shouldn't be any trouble about sponsors So let's wire the House and Senate for sound; drape the microphones, one in front of every seat; soundproof the walls with cork; assign attendants to stage-whisper 'Quiet, please!' as Borah clears his throat; divide up the time so every member may tell the world at least once a fortnight what's keeping him awake nights. . . . Let the land listen in as the eagles of democracy sound off; and let every patriot take a long siesta each day to keep his finger on the pulse, or to get a nap. There might even be all-request programs."

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WIDENING OF INTERNATIONAL BROADCAST BANDS SEPT. 1, 1939

Beginning September 1, ^{1939,} the widening of the international broadcast bands as agreed to at the recent Cairo convention (Article 7 of the Cairo General Radio Regulations) becomes effective as among nations which have ratified those new regulations by that time. The table of allocation contained in this article provides for certain additional frequencies ranging from 10 kilocycles to 200,000 kilocycles, to be allocated for long distance broadcasting service (termed International Broadcasting in the United States).

The Federal Communications Commission has made an engineering study of the present and proposed allocations in the new international broadcasting bands, and as a consequence has notified the Bureau of the International Telecommunication Union, Berne, Switzerland, the following ten additional frequencies for use by stations of the United States in the new bands: 6170, 6190, 9650, 9670, 17830, 21570, 21590, 21610, 21630 and 21650 kc.

Pending ratification of the Cairo Radio Regulations, and until at least September 1st, 1939, applications for the frequencies listed above will be considered by the Federal Communications Commission on the basis of Paragraph 1 of Article 7 of the Madrid Radio Regulations for the type of service known under the Rules and Regulations of the Commission as "International Broadcast", and to be operated on a temporary basis in accordance with all the rules governing that service until a more permanent policy is adopted.

Because of the existing congestion in all of the bands allocated for international high frequency broadcasting, applications for frequencies other than those listed above, or other than those now allocated to stations of the United States will not be in order.

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RADIO INVENTORIES BETTER THAN A YEAR AGO

Radio goes into its Fall season with stocks in very excellent shape compared with a year ago, according to Radio Today. At present there is no congested situation. Manufacturers' inventories are largely liquidated, and no threat overhangs the market. Jobbers and dealers are moving their stocks satisfactorily, clearing the way for new purchases. No disquieting factors are present in the 1938 Fall picture, and the stage seems all set for healty recovery.

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GERMANY TO SUPPLY 700,000 RADIOS TO NEEDY AT LOW COST

Seven hundred thousand wireless receivers, costing only thirty-five shillings each, are to be provided for "needy" listeners in Germany before the end of the year. This announcement was made by Dr. Goebbels, Minister of Propaganda, when he opened the German Radio Exhibition.

The set, which is an all-mains, two-tube receiver, can be obtained by those for whom it is designed for five marks deposit and fifteen monthly installments, World Radio of London reports. They will also pay only one mark, instead of two, for the annual license.

An annual award of two thousand marks is to be made for the best work in the field of radio, Dr. Goebbels announced.

He added that there was to be a change in German program policy. In future Deutschlandsender would devote more time to operas, dramas, and the great German symphonies.

One large hall at the German Radio Exhibition is devoted entirely to television, and the biggest attraction is the hour-and-a-half television revue, which the crowds seem to prefer to see in the heat of the lights, rather than watch the transmission on the receivers in the dark, cool corridor. The good reception on the largest projection screen is good, but on the smaller ones it is less pleasing. The largest television hall, equipped with Fernseh A.-G. apparatus gives a bright image on a screen 10 ft. by 12 ft.

The Fernseh A.-G.'s table-top set gives a full-plate-size image, and has set tuning for vision and sound, for the local station, and for the long-wave National Transmitter. This set will cost in the neighborhood of forty pounds. Telefunken have produced an even less expensive adaptor set. This consists of an ultra-short-wave receiver for sound and vision. The sound is passed out to the ordinary radio receiver, whereas vision is handled in the television "adaptor".

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PREDICTS EXCELLENT FALL AND WINTER S-W RECEPTION

Although during the past Summer in spite of the unusual heat, short-wave stations in England, Germany and Italy were heard exceptionally well, a Government radio expert, who asks that his name not be used, reports and he has predicted even better short-wave listening conditions during the forthcoming Fall and Winter. He said that in conjunction with the building of more powerful short-wave stations abroad, and more effective use of antenna in beaming, or directional broadcasting, also with listeners equipping themselves with modern receiving sets instead of depending upon those two or three years and maybe much older, the forthcoming Winter should offer the best short-wave programs to the United States thus far received.

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FARM RADIOS INCREASE TO 62%

Material increase in farm radios is detailed in two recent government reports. The Bureau of Census has issued two farm radio reports (T-5 and Special T-5A), while another has been issued by the Division of Home Economics of the Department of Agriculture.

There are ten times as many farm radios in 1938 as in 1925, according to the Census Bureau report, only 6 percent of farms having radios in 1925 with 62 percent of radio ownership on farms reported on January 1, 1938. Southern states showed the greatest gain in rural radio.

The Department of Agriculture report stated that far more farmers owned receiving sets than ever possessed pianos or phonographs, the proportion being below 70 percent in the southeast and ranging as high as 93.7 percent on California farms, as against 44.2 percent for pianos.

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RUSSIANS SCRAMBLE FOR AMERICAN RADIO SETS

The demand for radio sets is still far in excess of supply, dispatches from the American Embassy in Moscow set forth. According to the Moscow "Pravda", the "special radio store No. 7 in Moscow, which is one of the few large radio stores in the city, received during the first 3 months of the current year only 35 modern 6-tube all-wave sets of American design with American parts and metal tubes". The article states further that "hundreds of buyers must be refused daily, since the first shipment was sold out in 3 hours, and since the next shipment will not be received until some time during the second half of the year".

It appears that the quality of the sets in question is not satisfactory. Of the 35 sets mentioned above, 3 were condemned by the store and 14 were returned by the buyers 3 or 4 days after they were purchased.

The above set was placed on the market at the end of 1937. It is a 6-metal-tube table-model set, superheterodyne, copied on the basis of American designs. The price of this set in the Soviet Union is 966 rubles, or about \$193 at the official rate of exchange. The same set is also used for a combination radio-phonograph which sells for 2,200 rubles, or approximately \$450.

A limited number of 5-tube, superheterodyne sets are being installed in the best Soviet automobile, the Zis.

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With respect to radio parts, it may be stated that the supply thereof is far from sufficient to satisfy the demand. Parts for the above sets are, according to the Soviet press, particularly scarce.

Since the production of individual sets is extremely limited, the Soviet authorities are concentrating their attention upon the development of a central receiver system. It is planned to install 950,000 additional outlets in 1938. The number of such outlets existing at the end of 1937 is estimated at about 3,000,000, according to the Moscow "Pravda".

An American company has completed the installation of a television broadcast station in Moscow. It is understood that only a small number of television receiving sets exist in Moscow, all of which were purchased in the United States.

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NAVY GREATLY IMPROVES RADIO METEOROGRAPH SYSTEM

There has been an outstanding development of the radio meteorograph system used by the aerological service of the United States Navy Department.

The radio meteorograph attached to a small unmanned balloon, sends down radio signals which give a measure of the variations in atmospheric pressure, air temperature, and air humidity as the balloon ascends. The decrease in barometric pressure as the balloon rises is utilized to operate a small switch arm which moves over a set of electrical insulating and conducting strips. The conducting strips are electrically interconnected with two resistors which control the modulating frequency or pitch of the radio signals. One of these resistors consists of a small capillary glass tube filled with an electrolyte which varies markedly in electrical resistance with the surrounding air temperature. The second resistor is mechanically varied by the expansion or contraction of a hair element and hence varies with the relative humidity. The temperature resistor is normally in circuit so that the modulating frequency or pitch is normally proportional to the temperature. At predetermined pressure levels, corresponding to approximately 500-foot increments in the height of the balloon, the switch-arm switches in the humidity resistor and the modulating frequency or pitch becomes a measure of the relative humidity. At the ground receiving station, an automatic graphical frequency recorder connected in the output of a receiving set converts the variations in pitch into a plot of temperature and humidity against pressure.

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: : :
: : : TRADE NOTES : : :
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Paul S. Ellison, of Hygrade-Sylvania Corporation, has been named Chairman of the Sales Managers Clubs, Eastern group.

Shortwave station W3XAU, operated by the WCAU Broadcasting Company of Philadelphia, has been granted an additional frequency of 15,270 kc., in addition to the frequencies already granted to the station by the Federal Communications Commission for use in international Broadcasting.

Since the first of August, over \$8,690,000 in new and renewal business for the twelve months starting this Fall has been signed by the Columbia Broadcasting System, according to a CBS press release. These recent signatures will bring 17 programs to Columbia audiences, on behalf of 11 advertisers, it was said, in addition to programs previously scheduled for Fall and Winter.

Sparks-Withington Company and its subsidiary reports for the year ending June 30th, a net loss of \$60,581, compared with a net profit of \$466,067, or 49 cents a share on 900,674 common shares, after preferred dividend requirements, in the year to June 30, 1937.

The Radio Section of the National Bureau of Standards during the year assisted the Weather Bureau and the Geological Survey in forming a Committee on the Use of Radio in Flood Forecasting and Control.

The monthly index of radio advertising in Printer's Ink, shows for July a decline of 7.9 percent from the like month in 1937, the greatest drop from a year ago recorded so far this year. The decrease in the index indicates that the July decline was greater than seasonal.

Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, recently returned from a trip to the Antipodes and the Far East, will describe interesting highlights of the extended cruise on Tuesday, August 30th, over the NBC-Blue Network at 6:30 P.M., EST. The subject of the General's informal talk is "Some Observations Around the Pacific".

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NBC DENIES INDEPENDENT ASCAP MOVE

There was an immediate denial from the National Broadcasting Company of a story printed in Variety that Judge A. L. Ashby, NBC General Counsel, had approached the American Society of Composers for a new licensing agreement. The Variety story read, in part, as follows:

"American Society of Composers, Authors and Publishers will not enter into negotiations with NBC or Columbia for a new licensing agreement unless it has gone over the subject first with representatives of the broadcasting industry as a whole. Disclosure of this policy was made after A. L. Ashby, NBC v.p. and general counsel, had approached the Society about starting preliminary discussions for a separate contract with the networks.

"Present licensing contract between ASCAP and the broadcasting industry does not expire until Dec. 31, 1940, and it is doubtful whether the performing rights combine will join in serious talk with any faction in radio until after the ASCAP board of directors meets Sept. 29."

The denial of NBC was as follows:

"It is the policy of the National Broadcasting Company in any discussion of licensing arrangements with the American Society of Composers, Authors and Publishers, to make no move independently, but to work in the closest cooperation at every step with its affiliated stations, the Independent Radio Network Affiliates and the National Association of Broadcasters.

"A printed statement that A. L. Ashby, NBC Vice-President and General Counsel, had approached ASCAP regarding preliminary discussions for a separate contract with the networks is untrue and without the slightest foundation in fact."

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PHILCO LAUNCHES FARM ADVERTISING CAMPAIGN

The biggest farm radio campaign in Philco history was launched this week according to Ernest B. Lovemen, Advertising Manager of the Philco Radio and Television Corporation.

Included among the media being used in the campaign are: Farm & Ranch, The Farmer-Stockman, Western Farm-Life, Missouri Ruralist, Capper's Weekly, K. C. Weekly Star, Capper's Farmer, Successful Farming, Kentucky Farmers Home Journal, Wallace's Farmer & Iowa Homestead, Progressive Farmer, Southern Agriculturist, Southern Planter, Western Farm Life, The Farmer, Nebraska Farmer, Prairie Farmer, Wisconsin Agriculturist & Farmer, and Rural Progress.

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SEES BRITISH TELEVISION PROBLEM EASIER THAN OURS

Television program methods in England reveal a marked difference from those followed in American experimental studios, said Thomas H. Hutchinson, television program director of the National Broadcasting Company, on his return from a six weeks' inspection tour of European television projects.

Much of the difference in English and American program methods, Hutchinson pointed out, is due to the fact that in England television must maintain a daily schedule for the public, while in the United States it still is in an experimental stage. This, the NBC director feels, makes for greater freedom and eventually more satisfactory results in the American studios.

"The British service, operated by a government monopoly and financed out of license fees levied on every radio receiver in England, Wales, Scotland and Northern Ireland, consists of two and one-half hours of entertainment a day", Mr. Hutchinson said. "The single English television station at Alexandra Palace gives excellent service within a range of about twenty-five miles. A few remarkable records of reception over greater distances have been made, but to all practical purposes English television is limited to the metropolitan area of London."

"To my mind, television will have fulfilled only a small part of its promise when it serves the minority of Americans gathered in a few of the very largest cities. The promise of television is entertainment, and entertainment for the mass of Americans. That means the building and operation of many transmitters, the cost of which will probably mount into tens of millions of dollars. It also means television networks. Sound broadcasting has available 70,000 miles of special telephone radio conductors to link stations together into networks. Only a special type of cable, called coaxial cable, will carry the television signal. It is very expensive to install. Briefly, Great Britain's problem is to extend television to an area a little smaller than our own State of Oregon. The American problem is to spread it over an immense area of 3,026,789 square miles."

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DRAKE, HEAD OF ELECTRIC RESEARCH PRODUCTS, DIES

Whitford Drake, President of Electric Research Products, Inc., died last Wednesday at his Summer home in Chatham, Mass., after a long illness.

Mr. Drake was Assistant Operating Manager of the Kearny Works of the Western Electric Company from 1924 until the formation of Electrical Research Products, Inc., in 1927, when he was appointed General Manager of the Acoustics Department of the new organization.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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August 30, 1938.

FCC GATHERS QUORUM AS McNINCH RETURNS

For the first time in several weeks the Federal Communications Commission obtained a quorum on Tuesday as Chairman Frank R. McNinch returned to his office after an absence because of illness and vacation of almost two months.

Judge Eugene O. Sykes, who has been Acting Chairman during Mr. McNinch's absence, and Commissioners T.A.M. Craven and Thad Brown, together with the Chairman, constituted the quorum.

Routine broadcast, radiotelegraph, and telegraph matters were being considered first, it was understood, as many of these have accumulated since the Commission last held a meeting. Judge Sykes and whatever colleagues have happened to be in Washington have disposed of minor cases but have refrained from acting on any matters in which there were "policy" angles or controversies.

With the Chairman at the helm again, the Commission is expected to tackle some of the more important jobs now in their preliminary stages.

An early announcement of the date for beginning the monopoly and chain broadcasting hearing is expected. Indications are that that part of the inquiry will not begin before October as the FCC probably will give 30 days' notice to participants.

Commissioners Paul Walker, George Henry Payne, and Norman Case were still on vacation early this week but were expected back around Labor Day.

William J. Dempsey, Special Counsel of the FCC in the monopoly inquiry, was back at his desk after a brief vacation in nearby Maryland. He was prepared, it was said, to make recommendations to the Commission regarding the conduct of the hearings. For the last several weeks he has been gathering voluminous data on the operations of the networks and their affiliated stations.

While reports persisted that Chairman McNinch was still ill, attendants at his office stated that he had recovered fully from the stomach ailment for which he underwent treatment at Naval Hospital in July.

Among other important matters to be considered by the FCC this Fall are adoption of proposed new rules and regulations

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for the broadcasting industry and demands that the present 50 KW. regular power limitation be extended to 500 KW.

Associated with this, although considered separately, is the application of the Crosley Radio Corporation for renewal of its experimental license to operate as the Nation's most powerful station with 500 KW. as it has for the past several years.

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BROADCASTERS WATCH O'CONNOR CONTEST IN N.Y.C.

The broadcasting industry and members of the Federal Communications Commission are watching with interest the efforts of President Roosevelt to "purge" Representative O'Connor (D.), of New York, in the November election.

Representative O'Connor, as Chairman of the powerful Rules Committee, had much to do with the efforts to bring about a radio inquiry at the last session. First, he held up the Connery resolution, and then led an unsuccessful floor fight for its adoption in the closing days of the 75th Congress.

Washington political observers predicted this week that if Representative O'Connor is re-elected, he will head a conservative Democratic-Republican coalition that may exercise great influence on, if it does not control, the acts of the next Congress.

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DeFOREST DISAPPOINTED IN HIS BRAIN CHILD

Dr. Lee De Forest, called the "Father of Radio" because of his invention of the tube used in receiving sets, is not so proud of his off-spring, according to the United Press.

In an interview at Hollywood, Dr. DeForest, on the occasion of his sixty-fifth birthday, described as "sickening" the trend in modern radio programs toward "all swing and croon".

"The programs", he said, "are not only poor, but the interruptions for commercial announcements are maddening. It isn't at all as I imagined it would be."

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CAPEHART HITS REPUBLICAN BULL'S-EYE

Although he had to dig down into his pockets to the tune of \$30,000, Homer Capehart, a leading figure in the radio, as well as the musical instrument industries, of Buffalo, New York, easily secured advertising space worth a million dollars to the Republican party with the success of his "Cornfield Rally" held last week at Capehart Farms, Washington, Indiana. The papers had been heralding the event for a week in advance but the climax came with radio network, newspaper, news photograph coverage which would have done credit to a National political convention. The story was carried the next day after the party on the front-page of practically every newspaper in the country, including the New York Times and the Baltimore Sun, the two strongest Democratic organs in the East. News magazines, such as "Life" and news-reels are yet to be heard from, but altogether Mr. Capehart single-handed succeeded in giving the Republican party the biggest boost it has had since it went into the eclipse with the first Roosevelt election.

The hour's program on last Saturday afternoon was offered to the entire Red Network of the National Broadcasting Company and it is believed that most of the stations that could, availed themselves of the opportunity of tuning in on the rally. The principal speakers were John Hamilton, Chairman of the Republican National Committee, Representative James Wadsworth, of New York, and Raymond Willis, Republican candidate for Senator from Indiana.

A loud speaker and microphone system, second to none, was installed, and sufficient speakers were placed throughout the 120-acre grounds so that one could hear just as well 2,000 feet away from the speaker as though he were sitting next to him.

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LAW AGAINST INTERFERENCE PASSED BY RUMANIA

Roumania is evidently making big efforts to ensure reception as free from "interference" as possible, World Radio notes. In this connection a law has been passed under which owners of electrically operated apparatus of any kind have to send a written notification within sixty days. Even if the apparatus is not in use it must be reported.

Fines will be imposed for failure to comply with the new law, and any money raised in this way will be devoted to broadcasting revenue. Neglect to take steps to suppress unnecessary interference is punishable by the confiscation of the machinery or apparatus after the first warning.

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1938-39 RADIO RECEIVERS ARE ANALYZED

The 1938-39 radio receivers have many new improvements and yet sell for an average of 15 percent less than sets of the previous year, according to Radio Today.

"Most important fact about the new sets is that two-thirds of all consoles and table models have push-button tuning (miniature table sets not included)", the review states. "Approximately 85 percent of the console models offered this year have automatic tuning. In table models the figure is slightly under 50 percent, mainly because of the much lower price-ranges.

"While the use of push buttons for tuning has greatly increased, the average prices have dropped quite a few percent. The average price of all table (including miniature) and console models is \$57.60 for 1938-39, as compared to \$67.50 for last year and \$65 for two years ago. In one year the average price has dropped 15 percent.

"The reduction in the average price is noticeable in both the table and console models, showing that it is not due entirely to the introduction of the miniature table models. The average console price is \$100.50 for this year as compared with \$116 a year ago - this is a reduction of about 13 percent.

"The average number of tubes used has also decreased somewhat. In the AC-DC sets the decrease is partly due to 'Radio Today's' application of the R.M.A. tube definition which rules out plug-in line dropping resistors (ballast tubes). This year's average AC-DC table set has $5\frac{1}{4}$ tubes as against 6.1 for 1937-38. For AC-DC consoles the figures are $7\frac{1}{2}$ for this season and 8.6 tubes for last year. The average miniature table model (mainly AC-DC sets) has $4\frac{1}{2}$ tubes. All table models including miniature have an average of 5.35 tubes, while a year ago it was $6\frac{1}{4}$.

"In the AC type sets the reduction in the number of tubes is a smaller percentage. The average AC table model employs 6.1 tubes as compared with $6\frac{1}{4}$ for last year. AC consoles this year have an average of 9 tubes while a year ago the figure was $9\frac{1}{2}$.

"While neither chairside sets nor combinations are included in the preceding averages, the following comparisons are available. For this year there are 27 chairside models which are offered by 10 manufacturers, while in the 1937-38 season there were 18 companies making 40 models. Combinations, on the other hand, are on the increase. This year we have listed in our specifications a total of 115 models under 20 trade-names (electric phonographs are omitted). A year ago there were 19 manufacturers of combinations with only 92 models. And announcements to be made in the next month will add several more manufacturers to the

list of combinations. Furthermore, this year's prices are way under those for a year ago. All indications point to an increase in the combination's popularity.

"This year's line of sets uses automatic tuning systems that are far superior to those of a year ago. Station set-up has been greatly simplified and electrical circuits stabilized against temperature changes. The telephone-dial type mechanism is used in only one or two models. The mechanical lever type of device has been perfected and is used in more than one-third of the table models having push button tuning.

"Since last year a trimmer type of push-button tuning using iron-core coils or inductances has been introduced and it is featured in almost one-third of the push-button consoles. Motor-type tuning is still very popular in the higher-priced consoles, but it is only in third place as shown in the accompanying chart. The diagram showing the use of the various types of push button tuning is based on the number of models listed in Radio Today's specifications. Miniature table, chairside, and combinations are not included.

"With the advent of temperature compensating condensers and iron-core trimmer units, automatic frequency control has become less popular, being used in only a few of the most expensive models. The drift that was common in previous push-button models not having A.F.C. seems to have been conquered through the use of better and new circuit components.

"As might be expected, the glass tube with the octal base is increasing in popularity, and at the expense of the old type glass tubes. Metal tubes are used in more models this year than last. An accompanying chart shows a break-down of the various tube types as employed in consoles and table-type sets for this year and the past two seasons. The white portion of the bar shows the percentage of sets which use the type of tube exclusively. The shaded portion means that the tube type is used in combination with other types of tubes, but that it is the predominating type.

"The Octal-G bar for 1939 table models is interpreted as follows: 12.7 percent of all models use the octal-based glass tube; 21.8 percent of the sets (shaded section) use octal glass tubes in combination with either the old glass or metal types (octal-G tube predominates in the combination). The white portion of the bar at the right indicates that 2.6 percent of the table models are using the small or miniature type octal-based glass tube.

"The increased use of metal tubes in the table sets is found mainly in the miniature and other extremely compact receivers.

"As was true last year, the price range of radios starts at a few dollars and soars to many hundreds for the super deluxe models. However, most of the manufacturers have curtailed their activity in the really expensive models. To date only five manufacturers have announced consoles costing over \$170, while a year ago there were eight. This fact is even more significant when one considers the increased use of push button tuning with its attendant increase in cost."

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FCC CHIEF ENGINEER APPROVES FIVE MACKAY TRANSMITTERS

The Mackay Radio & Telegraph Company was notified this week by John B. Reynolds, Acting Secretary of the Federal Communications Commission, that the FCC Chief Engineer, Lieut. E. K. Jett, had approved five types of radio telegraph transmitters as capable of meeting specifications of the ship radio telegraph safety rules.

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McFARLANE BEATEN IN TEXAS PRIMARY RUN-OFF

Representative W. D. McFarlane (D.), of Texas, arch critic of the Federal Communications Commission in the House, was definitely eliminated from the Texas Congressional contest in a primary run-off this week.

Complete returns from the run-off showed that Ed Gossett, Wichita Falls attorney, had won the nomination by a vote of 29,782 to 27,444. Representative McFarlane had boasted that he was an "Old friend" of President Roosevelt.

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FACSIMILE APPLICATION WITHDRAWN

Station KSD, of St. Louis, operated by the Pulitzer Publishing Company, has been granted withdrawal without prejudice of an application for extension of experimental authority to operate a facsimile station, on 550 kc., 1 KW power, from 1 to 6 A.M.

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 ::: BROADCASTING ABROAD - MEXICO :::
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Mexico has 84 medium wave broadcasting stations and 16 short-wave stations, according to the U. S. Department of Commerce.

There is no chain broadcasting at present, although special hookups are arranged for outstanding occasions, such as addresses by the President. Authority to require chain operation for the transmittal of the official bulletins which every station is required to broadcast is given in the regulations.

Vocal and instrumental Mexican music, modern dance music, news, classical musical, comedies and dramas, and comic dialogue, make up the typical Mexican program. The requirements regarding program content contained in the regulations brings special emphasis on nationally characteristic material.

The largest users of radio advertising time appear to be breweries and manufacturers of medicinals, beauty preparations, and cigarettes. These four industries advertise on a national scale. Other radio users are largely localized. In the Federal District advertisers concentrate on the available markets furnished by a population in excess of 1,000,000. Merchants advertise special sales, while restaurants, hotels, and cabarets, and promoters of special sporting events are important local users.

Rates as a rule do not include talent. Stations reserve the right to maintain artistic standards. Some stations make extra charge for announcer's services. Rates for one of the leading station range from 65 to 155 pesos per half hour, each hour of the day being priced differently. Quarter hour rates are about 60 percent of the half-hour charge. Discounts on contracts range up to 20 percent for more than 100 broadcasts.

Amateur operators are licensed by the Secretariat of Communications and Public Works after first passing a practical and theoretical examination. Mexican nationality is a requisite. Over 700 are licensed. The Liga Mexicana de Radio Experimentadores, with headquarters at Av. Juarez 104, Mexico, D.F., (P.O. Box 907), publishes the monthly magazine, Onda Corta.

With the growing popularity of all-wave reception, there is an increasing interest in United States programs. Practically all short-wave stations in the United States are clearly receivable. Other western and European stations are heard regularly and are popular. Progressive improvement in Mexican broadcasting stations and other transmitters, there is less interference, and better reception of even broadcast waves from the United States.

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DENIES RADIO IS KILLING CIRCUS

Gardner Wilson, of the Al. G. Barnes Circus, writes to Variety, in part, as follows, from Sioux City, Ia.:

"To say that radio and flickers can compete with flesh and right-before-your-eyes amusement seems to be off. And to say this phantom sort of entertainment has hurt the circus is away off. If you could see the reception 'Bring 'Em Back Alive' Frank Buck gets in each city, you'd know you were wrong. There isn't a spot but the radio guy is on the lot begging for Buck on his station. The audience whoops when he comes in. And as for the giant Gargantua, they turn out in droves to see him.

"So don't let those lads who never trouped try to tell you the circus business is over. It's been a hard year for everyone, but I wouldn't be surprised if we'd stay out until late November. And we are not staying out to play to empty houses."

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GERMANY EXHIBITS TELEVISION IN COLOR

Color television was demonstrated for the first time in Germany at this year's Radio Exhibition, the Berlin correspondent of World-Radio reports. Pictures were shown on a cathode-ray tube screen with 180-line definition. Films were transmitted using a two-color system. Red and green were clear colors, but faces of girls wearing bathing suits were not recognizable. It is generally considered that for a first effort these color pictures show that television in natural colors is a possibility. Some films in color were made of the Television station's Revue as program material for further color television experiments.

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CHINESE GENERAL GOVERNS VIA RADIO

In North China, Gen. Chiang Kai-shek is believed to be operating the world's first "Government by radio", the Associated Press reports. More than 60 military radio stations are operating in the nominally Japanese-controlled provinces of Hopeh and Shansi, sending and receiving political orders from the head of the Central Chinese government. Through these stations Chiang Kai-shek directs an undercover army of Chinese guerrillas, who farm by day and fight by night.

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BOTH SIDES MUST BE HEARD, SAYS EDITOR

"The Federal Communications Commission is about to begin taking testimony in its investigation of chain broadcasting and monopoly in the broadcasting industry", the Washington Evening Star, which owns WMAL, notes in an editorial this week. "There are many ramifications to the problem, as indicated by the preliminary studies by Commission personnel and by complaints which have been received from time to time.

"But the problem which stands out most from a monopolistic standpoint is what control may be exercised by a single station or even a chain in the dissemination of information on public questions, whether they be local or national. Aside from what the testimony may show at the hearings, the matter has been definitely placed before the regulatory body in the form of complaint that certain organizations or lines of thought have been denied time on the air to exploit their doctrines or their particular side of a question.

"There is the possibility that interests seeking to foster particular projects may own or control stations. They might, if they so pleased, use the stations for the dissemination of propaganda supporting their side and might deny to those who were opposed any time to give their views. There is no way now, under the law or regulations, by which such a use of so powerful a medium could be halted. The law now gives the Commission power only to regulate political broadcasts by regularly constituted candidates for public office.

"Furthermore, the Commission has no power of censorship. If a group of Reds, Fascists, Nazis or any others should get a station and undertake to use it for propaganda, restraint and corrections would be difficult. Neither could the Commission require that such a station give time to others who might propose to broadcast the patriotic side to the same group of listeners. Nor, on the other hand, has it the right to say to a station that it must give time to those fostering such creeds.

"It is one of the most difficult problems which has been presented to the regulatory body, and one that will require considerable study before a decision is reached. But it is believed and hoped that the Commission in its consideration of so important a problem as the possibility of choking off public opinion will find a means of assuring a full discussion from all angles and at the same time rule out propaganda and discussions that have for their purpose the upsetting of the United States system."

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HARBORD TO DISCUSS FAR EASTERN SITUATION

Two additional broadcasts giving first hand information on the situation in the Pacific and the Orient by Maj. Gen. James G. Harbord, Chairman of the Board of RCA, to be heard from 8:30 to 8:45 P.M., EST, over the NBC-Blue Network on September 6 and 13, have been scheduled by the National Broadcasting Company. Originally General Harbord was to make but one broadcast on Tuesday, August 30, on "Some Observations Around the Pacific".

In his two added talks, General Harbord will deal specifically with conditions in the Philippine Islands and in Manchukuo, both of which he visited during a tour of the Pacific from which he returned recently. During his visit, which was extended as far south as Australia, he refreshed a thorough knowledge of problems in the East which he gained during his twelve years' service with the United States Army in the Philippines.

His September 6 talk will be devoted entirely to economic and political conditions in the islands. While there he was the guest of President Manuel Quezon at Malacanan Palace, and aboard his yacht and special trains during an extended tour of inspection. One subject which he looked into closely was the growing feeling of apprehension in the Philippines at the prospect of independence in view of the turmoil in the Far East. He also will deal with the strides which have been made agriculturally and in industry to improve living conditions in the islands.

His September 13 broadcast will deal with Manchukuo and Japan. Besides describing the intense activity to enlarge the industrial and raw material output of Manchukuo, he will discuss the political situation. While there he was near the scene of the recent fighting between Japanese and Russian troops. Included will be a resume of how the present undeclared war between Japan and China has affected the daily lives of the Japanese people.

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WOR OFFICIALS TO ADDRESS SCHOOL ON RADIO

Characterized as the first university course on record to offer a comprehensive survey of the entire broadcasting industry, the evening session of the City College of New York will inaugurate this Fall a class in "Radio Broadcasting, Theory and Practice".

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Four members of the WOR-Mutual organization will serve as guest lecturers along with other prominent radio figures representing the major networks when the classes begin on September 28th.

Representing WOR-Mutual will be Julius Seebach, Program Director; George W. Johnstone, Director of Public Relations and Special Features; John S. Hayes, Assistant Production Manager and Bert Greene, Secretary to Alfred J. McCosker, President of WOR and Chairman of the Board of the Mutual Broadcasting System.

The course, conducted by Dr. Seymour N. Siegal, is designed as a practical training ground to prepare young men and women for constructive work in the radio broadcasting industry. Each of the nineteen scheduled guest lecturers is a thorough expert in his branch of the field, and all necessary steps in radio program building, production, publicizing and presentation are to be outlined and analyzed, including technical operation as well as audience reaction.

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