

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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May 2, 1939

MAJORITY, MINORITY REPORTS FILED ON LIQUOR ADS

The Senate Committee on Interstate Commerce this week reported favorably a bill to prohibit radio advertising of alcoholic beverages, but with a minority report written by Senator Gurney (R.), of South Dakota.

After quoting Chairman Frank R. McNinch of the Federal Communications Commission in opposition to liquor advertising over the air, the majority report stated:

"The members of the distilling industry, as a general rule, have followed the advice of their own organization in refraining from radio advertising of their products.

"The importers of alcoholic beverages, the wholesalers, the wine producers, and the brewers have not all seen the wisdom of maintaining the proper public policy of refraining from invading the sanctity of the home.

"On the contrary, there has been a marked increase of radio advertising of alcoholic beverages in recent months. This fact has disturbed many people because the radio enters practically every home, affecting little children and young people who are receiving the education which will guide them in future years. There are many adults who may resent this invasion of their homes.

"Ample proof was furnished at the hearings that public opinion widely supports this legislation. Religious, educational, and family groups testified."

Senator Gurney pointed out that the radio industry derives but small income now from liquor advertising, though more from beer advertising, and that the networks now will not accept accounts from distillers. He charged that the proponents of the bill had failed to disclose any abuses of the present restrictions or any need for the absolute prohibition.

"Amending the Communications Act to deny a product the use of broadcast facilities sets a precedent which invites incursion into the field of censorship, already expressly forbidden by Congress", Senator Gurney added. "Those familiar with the development of radio in America recognize that its remarkable progress has been largely due to the initiative of typical American enterprise and the further fact that no Government bureau has been given the authority to prescribe arbitrary program standards for radio listeners. Broadcasters, alert to the desires and tastes of their listeners, compete vigorously to win and to hold listener

approval and acceptance. Congress has recognized that the listener is the only censor that radio must recognize and that no group of officials, however competent or omniscient, can prescribe the radio fare of the American listener.

"Unfortunately, there seems to be evidence that this clear mandate from Congress is not being rigidly followed by the regulatory authority. Members of the Communications Commission in ex parte statements, as well as in official actions, have seemed to misinterpret their functions and attempt to substitute the judgment of the Commission for that of the listener. Nowhere in the Communications Act of 1934 or in its legislative history is there expressed any authority whereby the Commission is invited to exercise any power or control over program content. Exceptions to the foregoing, dealing with obscenity, profanity, and the like are specifically spelled out. Congress recognized that no radio station could long exist which did not merit approval of its listeners and the regulatory authority was then directed to confine its functions to specific attributes of broadcasting dealing largely with technical considerations. However, the tendency has been toward usurpation of these powers specifically withheld."

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#### SARNOFF RECALLED FOR QUESTIONING IN CHAIN QUIZ

Although the chain-monopoly investigation by the Federal Communications Commission was concluded April 19th so far as the taking of direct testimony was concerned, the four-man committee has decided to recall David Sarnoff, President of the Radio Corporation of America, and George Engles, Vice-President and Managing Director of NBC Artists Service for cross-examination on May 11th.

Oddly enough, Mr. Sarnoff was the first witness when the inquiry opened last November. At that time it was stated that he might be recalled for cross-examination.

Before writing its report, the Committee must act upon the ticklish motion made by Louis G. Caldwell, counsel for the Mutual Broadcasting System. Mr. Caldwell, during the closing days of the hearings, moved that the FCC issue an order prohibiting the extension or renewal of present network affiliation contracts beyond December 31, 1940.

Meanwhile, a tabulation of the cost of the FCC chain-monopoly inquiry showed that it ran to about \$500,000, most of which came out of the pockets of the broadcasters. More than 100 witnesses were heard, and 30 attorneys participated in the inquiry.

The cost to the FCC was estimated at between \$20,000 and \$25,000, while the major networks spent approximately \$200,000 each on personal services, preparation of exhibits, etc.

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## CHAVEZ REINTRODUCES PAN AMERICAN STATION BILL

Dormant for almost a year, the Pan American short-wave station proposal was revived last week with the reintroduction of a bill by Senator Chavez (D.), of New Mexico.

It is a revised version of the measure he and former Senator McAdoo introduced jointly during the last session of Congress to construct a \$3,000,000 Federal radio station in Washington "to promote friendly relations among the nations of the Western Hemisphere". The principal changes provide that the letters "PAZ" (Spanish for "peace") be included in the call letters and that the station be built near Washington, D. C., instead of San Diego, California.

Viewing the legislation as a threat of the Federal Government getting into the broadcasting business, the National Association of Broadcasters announced it will oppose the Chavez bill as it has opposed all similar bills. "Even though they are 'designed to promote friendly relations among the nations of the Western Hemisphere', the NAB feels that enactment of any one would constitute a long step toward Government ownership of the industry", a statement of the NAB said.

It is understood that the Secretary of State would direct programs of such a station as proposed.

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## SAYS FCC N.Y. NIGHT CLUB FRACAS EXAGGERATED

The story of the mixup in a New York night club during the visit of the committee of the Federal Communications Commission which went to that city to study the television situation reported to Congress by Representative Massingale (D.), of Oklahoma was somewhat exaggerated, according to Commander T.A.M. Craven, who was the Chairman of the Committee. Commander Draven, who himself was in no way involved in the melee, would not discuss the affair for publication further than to say that the whole thing had been greatly magnified.

According to the best information available only one Commissioner was concerned who for some unknown reason apparently aroused the ire of a night club hostess sitting at his table. She was said to have struck him a couple of times before they could be separated.

It was reported that Mayor F. H. LaGuardia, of New York, who because of a series of rows in night clubs recently declared that brawling in public places must stop may make his own investigation and may call the night club proprietor on the carpet if the hostess in the establishment where the trouble occurred was found to be the cause.

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PUBLISHERS' GROUP LAUDS RADIO COOPERATION

Cooperation of radio and the press in recent months was cited by a Radio Committee of the American Newspaper Publishers' Association during its closing session in New York last week.

A new high point of cooperation among radio, newspaper and newspaper press services were recorded in the dramatic Munich crisis last Fall, according to the Radio Committee report, presented by J. S. Gray of the Monroe (Mich.) News.

"Radio has been generous", the report continued, "in acknowledging the incomparable quality of the newspaper press reports during those periods in which the press services have been released to radio in the public interest. The press, we believe, is equally appreciative of the value from the public standpoint of the radio achievement.

"American press news today traverses the international air waves hourly throughout sixteen hours of every day and in six or more languages.

"Less assuring from the viewpoint of the press has been the continued sale of time by broadcasters to advertisers for 'news' features of all sorts and kinds. Whether broadcasters eventually will come to share the newspaper view that advertising sponsorship of news reports constitutes a questionable practice adverse to the prestige and larger interests of the medium indulging in it, is a question not yet answered. It seems apparent, however, that the failure to date of broadcasters to accept presentation of the news as a public service purely, to be held separate and apart from the sale of their time to advertisers, constitutes a weakness in their otherwise strong claim for greater institutional security and for increased freedom from bureaucratic control."

The report cited the Association's questionnaires last year and this year, showing "a striking change" in newspaper policy of handling radio programs, It said:

"Of newspapers reporting last year, 235 not owning radio stations or not affiliated with stations stated their policies relating to the printing of programs and program publicity. Only 33 of the 235, or 14 per cent reported exclusion of radio programs, except as paid matter.

"Of newspapers reporting this year (995 not owning or affiliated with broadcasting stations), some 387 or 37 per cent, stated that they published radio programs as paid matter only. In the 1938 survey 9 percent of the papers reported publishing trade names in connection with programs. In this year's larger survey only 3 percent so reported."

The Radio Committee report also cited the limitations of television and the "ultra-heavy investments" involved, adding that "it has been predicted that a period of at least five years of development will elapse before dependable judgments can be made as to revenue potentialities."

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## TELEVISION MOVIES CROSS ATLANTIC FIRST TIME

Television moving pictures that had spanned the Atlantic were shown for the first time at the opening meeting of the International Scientific Radio Union at the National Research Council, Washington, last Friday.

It will not be possible to repeat the miracle, with an equipment available at present, for 11 years. They came through only under the peculiar electrical conditions in the upper atmosphere which obtain during a sunspot maximum.

"They were probably the most ghostly pictures ever thrown on the screen, and the sober scientific meeting took on the atmosphere of a spiritual gathering", the Washington Star reported. "One looked like a picture of two ghosts with bodies of ectoplasm making love to each other in an uncanny fog beyond death. Now and then the density of the fog would diminish for an instant so that they could be seen kissing each other, with one sitting on the other's knee. It ended in a ghostly quarrel apparently with the ectoplasmic mouth of one or the other moving violently.

"Actually it was a movie of a play on a London stage, with the lovers' parts played by two persons dressed in American colonial costumes.

"Another scene looked like - but it wasn't - the distorted face of the ghost of Adolph Hitler, apparently in considerable pain, and immersed in the same kind of beyond-death fog which cleared away from it in brief instants. Actually it was the picture of a London radio announcer."

The pictures were picked up on special equipment from London at the R.C.A. Communications laboratory at Riverhead, N.J. Received on a television screen they were rephotographed with a moving picture camera simultaneously.

The weird show was given by D. R. Goddard, RCA engineer. The pictures were obtained, he said, last October and November when conditions were as close as possible to ideal for reception on the 45-megacycle wave length used by the British Broadcasting Corp. for television. They were intended for transmission within a range of about 50 miles of London.

Actually, Mr. Goddard said, the movies do not quite do justice to what he saw on the television screen at Riverhead. There were minutes at a time, he said, when the British pictures came through with fair clarity.

Radio engineers present stressed that the demonstration silenced claims that effective television transmission always would be confined to within 30 or 40 miles.

Exploration of the high atmosphere hundreds of miles above the earth's surface, where the atmosphere thins into empty space, was reported to the Radio Union the following day.

This is the region known as the ionosphere, where an electric shield is established by the action of the sun's ultra-violet light, which prevents radio waves from escaping into space. The ionosphere is explored by the time taken by radio impulses to bounce against it and be reflected back to earth again. Its distance is from 100 to 300 kilometers. The time taken for the return trip journey ranges from one 1,500th to one 500th of a second.

The report was presented by Dr. L. V. Berkner of the Carnegie Institution of Washington, who set up and is directing the use of the present measuring apparatus. Following the meeting the annual conference of ionosphere experts was held at the terrestrial magnetism laboratory.

The reflection of radio waves from the jagged edges of the ionosphere, where night and morning meet, was reported by Drs. J. A. Pierce and H. R. Mimmo of Harvard University.

For many years, they said, it has been generally known that strong, sharply defined radio echoes occasionally return to the sending station after having traversed a path which greatly exceeds the round-trip distance to the ionosphere. Such effects hitherto have been ascribed to reflections from mountains or from concentration of negatively charged particles over the polar regions, where they supposedly are drawn by the magnetic field of the earth.

Their own studies of numerous such reflection patterns, they said, indicate that the delayed echoes are returned from regions where there is a marked curvature of the F. layer, the second of the electrified strata of the ionosphere. A region of this sort normally occurs at the edge of the sunlit zone and can turn back a ray which may have traveled many thousands of kilometers around the dark side of the earth. Small night-time variations in the curvature of the F layer, they said, are of very common occurrence and are believed to explain such phenomena as long-period, long-distance radio fading.

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McNINCH, ILL, TAKES LEAVE OF ABSENCE

Chairman Frank McNinch of the Federal Communications Commission has left Washington for a three-week stay at an undisclosed destination. At Mr. McNinch's office, it was said the Chairman's health has not been good for some time and he had decided on a rest period in an effort to recuperate.

During his absence, the other Commissioners, starting with Thad H. Brown, will serve in rotation as Acting Chairmen.

In some quarters it was believed that Mr. McNinch might remain away indefinitely or even resign because of his illness. He has twice been in Naval Hospital with a stomach disorder.

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## COMMDR. WEBSTER NAMED FOR POLISH PARLEY

The Federal Communications Commission last week designated Commander E. M. Webster, Assistant Chief Engineer of the Commission, as its representative at the meeting of the Subcommittee of the Third World Conference of Radiotelegraph Experts for Aeronautics. The Conference will be held at Cracow, Poland, May 19 to May 22.

The Cracow Conference will lay the groundwork for an allocation of frequencies for inter-continental air routes. Any future assignments of frequencies to commercial aviation companies operating under the jurisdiction of the United States, and licensed by the Federal Communications Commission must necessarily be based upon a comprehensive plan covering the allocation of frequencies to the aviation services generally.

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## RADIO REPORTERS ADMITTED TO WHITE HOUSE CONFERENCES.

Radio news reporters were granted equal rights with the press at White House press conferences yesterday, as a result of negotiations between Fulton Lewis, Jr., temporary Chairman of the Radio Correspondents' Association, and Stephen T. Early, White House secretary.

All departments and agencies of the Federal Government have now given radio reporters these rights, Mr. Lewis announced and the Senate and House have set up special radio press galleries in the last two weeks.

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## COAST GUARD TO BUILD STATION NEAR D.C.

The United States Coast Guard will establish a \$205,000 radio stations on Telegraph road, five miles south of Alexandria, it was announced this week.

Contract for building the station was awarded to W. Frank Martens, of Newport News. The Coast Guard purchased a 200-acre tract for the site and said work on the station would begin immediately.

Coast Guard spokesmen said the station would form a link between Washington headquarters and districts throughout the country. Local communication operations now are carried on from a temporary transmitter at Fort Hunt.

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## PROBE OF PRESS WIRELESS ORDERED BY FCC

The Federal Communications Commission this week ordered an investigation into the charges, practices, classifications, and regulations of Press Wireless, Inc., in connection with the multiple address public press services of this corporation to the territories and possessions of the United States lying outside the continental boundaries of this country. Date for hearing was set for June 15 at the offices of the Commission in Washington, D. C.

The Commission intends to investigate the question of whether Press Wireless, Inc., has been unjustly discriminating against customers of its multiple address service in the territories of the United States by making an additional charge where no additional cost was involved to the company in furnishing this service.

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## NOTABLES TELEVISED AS NEW INDUSTRY MAKES DEBUT

President Roosevelt and other notables were televised as a new industry made its debut coincidental with the opening of the New York World's Fair on Sunday. The television inauguration by the National Broadcasting Company was on the whole a success, the press reported, and was "tuned in" on between 100 and 200 receivers.

The radio industry awaited meanwhile with keen interest first reports of the sale of television receivers in New York retail stores.

"The event on the air was appraised by leaders in radio as the beginning of a new industry, the aim of which is to take Americans sight-seeing by radio", according to Orrin E. Dunlap, Jr., Radio Editor of the New York Times. "Reports from receiving outposts scattered throughout a fifty-mile radius of New York indicated that the spectacle by television was highly successful and that a new industry had been launched into the World of Tomorrow.

"It was estimated that from 100 to 200 receivers were in tune and that possibly 1,000 persons looked in on the pageant brightened on the screens by a sun described by the camera men as ideal for telecasting.

"The two mobile television vans of the National Broadcasting Company were lined up at the end of the platform in the Court of Peace and the aerial was run up to the peak of the Federal Building. One van is a transmitter, which relays the scenes to the main station atop the Empire State Building. The second van handles the pick-up. It was attached by coaxial cable with the camera on the newsreel platform, about fifty feet from the speakers

at the microphones, which were linked with more than 500 stations here and abroad.

"Burke Crotty, producer in charge of the mobile units, said that much had been learned from the telecast. He confessed that the performance was far from perfect but nevertheless highly successful, considering the fact that it was the first attempt of American radio men to telecast such a vast outdoor program.

"British radio officials who witnessed the scene were amazed at what they called 'the nerve' of the Americans in having only one camera on the scene. They said they would have used at least three or four cameras for fading in scenes from different angles to gain variety. Then, too, they wondered what would happen if the electric eye burned out at the crucial moment. The American engineer said, 'That's not our luck, but should the optic go blind then we are licked.'

"The main criticism of television viewers on the Fair Grounds and at Radio City was that the camera was too far away from the speakers, causing the images to be too small. They also complained of the camera man's remaining in the same spot for the entire show. It was explained, however, that this could be overcome only by the use of additional cameras, since the Secret Service would not permit the camera man to roam around and get the lens as close to the President as the radio microphones are arrayed.

"Crowds of the Fair watched the ceremonies on twelve television receivers on exhibit at the Radio Corporation of America Building. They saw the scenes as they were flashed eight miles to the Empire State Building and back again to Flushing on ultra-short waves. The screens were nine by twelve inches. The images traveled on 45.25 megacycles and the affiliated sound on 49.75 megacycles."

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#### BRITISH TELEVISION OFFICIAL INVADES U.S. MARKET

Ian C. Javal, Commercial Director of Baird Television, Ltd., and British expert, arrived Friday from London on the Cunard White Star liner "Aquitania" with a staff of engineers from the Baird factory and experimental laboratories at Sydenham, England. He said that he had brought with him \$150,000 worth of theatre-television equipment, cameras and the latest development in home sets.

Mr. Javal said that television was "born in England three years ago", and that now there are "telecasts" which are received in British homes four hours a day.

He said that his company wished to show America what, in his opinion, is the most advanced television work, and this week he will demonstrate, in collaboration with the Gaumont-British Corporation, the effectiveness of television for theatres.

He subsequently demonstrated reception of the World's Fair television broadcast before a private audience, using a Baird "Cathovisor", cathode ray type of receiver.

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 : : : : TRADE NOTES : : : :  
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The National Broadcasting Company has announced the inauguration of its new directional short-wave antennae, centred on Buenos Aires.

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The Federal Trade Commission has closed its case against Temple Electric Corporation, 80 Cortlandt St., New York, and others, charged with unauthorized use of certain well known trade names in the sale of radio sets. The unfair practices alleged in the complaint were covered in an order to cease and desist issued against Knight Electric Co., Inc., 16 Hudson St., New York, and others in May, 1937, in which the parties in the Temple Electric Corporation case were also respondents.

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The Crosley Corp. last week reported net profit of \$208,916 for the first quarter of 1939, after depreciation and Federal income tax. This compared with net loss of \$25,774 for the corresponding period of last year.

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Five new programs will be presented by the Columbia Broadcasting System, starting this month and next. They include "Democracy in Action", "The World Today", "Scales of Justice", "Bull Session", and "Women in the World of Tomorrow".

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Wilson E. Burgess, amateur radio operator of Westerly, R.I., has been selected by a board of five distinguished judges for the William S. Paley Amateur Radio Award for 1938. Mr. Burgess will receive the honor from Mr. Paley at a presentation luncheon in the Hotel Pierre, New York City, Tuesday, June 6th. Selection of Mr. Burgess was based on his heroic performance during the hurricane which devastated large sections of that part of New England.

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MULLEN ELECTED RCA VICE-PRESIDENT

Frank E. Mullen, Manager of the Department of Information of the company, has been elected Vice President in Charge of Advertising and Publicity of the Radio Corporation of America, according to an announcement by David Sarnoff, President. Horton Heath, assistant to Mr. Mullen, was promoted to Manager of the Department of Information.

A native of Kansas, Mr. Mullen attended Iowa State College, where he studied journalism. He joined the National Broadcasting Company in 1926, and in 1934 was appointed manager of the newly created Department of Information of RCA.

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## CROSSLAND NAMED G.E. TELEVISION SALES CHIEF

Harry A. Crossland has been appointed Manager of Television Sales of the General Electric Company at Bridgeport, the first to hold the position, Perry F. Hadlock, newly appointed Division Manager, announced last Saturday. Four other appointments to the radio and television division also were made known.

Mr. Crossland has been in radio work for the last twenty years and since 1931 has been in the Bridgeport plant of the company, where he has been successively assistant to the commercial engineer, manager of the radio service section, manager of radio tube sales and manager of the technical sales and service section.

Philip R. Butler, who joined the company in 1935, as a radio field engineer, succeeds Mr. Crossland as Manager of Technical Sales and Service.

Arthur A. Brandt, for the last two years Advertising Manager for Radio, was named Manager of Merchandising Services, including the direction of merchandising, advertising and sale promotion of all products of the Radio and Television Division.

Fred A. Ray, who for six years was District Radio Sales Manager in charge of the territory made up of Ohio, Michigan, Indiana and Kentucky, becomes Manager of Radio Sales.

Charles R. Barhydt was named Commercial Engineer for Radio and Television, succeeding Mr. Hadlock.

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## CINCINNATI GETS FIRST GLIMPSE OF TELEVISION

The first demonstration of television in Cincinnati took place on the top floor of the Carew Tower last week when the Crosley Corporation gave a special showing of its experimental television broadcasting and receiving equipment to representatives of the press.

As yet there has been no broadcasting of programs, but the transmitting and receiving equipment has been used to televise by telephoto lens, the city's taller buildings and the territory surrounding Cincinnati for a radius of several miles in Ohio and Kentucky. The application now under consideration by the FCC for the construction permit calls for video and audio transmitters of 1000 watts power each to operate on the 50-56 megacycle frequency television band.

According to Crosley officials no definite date has been set for broadcasting experimental television programs. It is expected that in the near future experimental dramatic sketches will be undertaken in an attempt to determine what material is best for television purposes when regular programs are scheduled.

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## LONG CONGRESS MAY BRING ACTION ON FCC

The decision of Congressional leaders to keep the present Congress in session until late Summer because of the international situation has revived reports that some action may be taken on the proposed reorganization of the Federal Communications Commission.

The Wheeler and White bills were believed to be pigeon-holed a few weeks ago when Administration spokesmen were talking about closing up shop on Capitol Hill by mid-June. The President had told Senator Wheeler (D.), of Montana, that he didn't consider the FCC shake-up urgent.

Yet with prospects of a session that may go well into August or possibly later, Senator Wheeler has indicated he may start hearings before a sub-committee of the Senate Interstate Commerce Committee. There still, however, appears to be enough sentiment against a three-man Commission, such as proposed by Chairman McNinch of the FCC, to force revision of the Wheeler bill even before it gets on the Senate floor.

Meanwhile, it was learned that an informal poll had been taken in the Senate to ascertain whether or not Mr. McNinch would be confirmed if he were returned as Chairman of the Federal Power Commission. The poll, it was said, showed that he would not.

As a consequence, Mr. McNinch is being referred to on Capitol Hill as "the problem child". Administration spokesmen have indicated they would like to get him off the FCC but in a way that would save him embarrassment.

With just about six weeks left of the present fiscal year the FCC is faced with the possibility of an empty pocketbook on July 1st. Congress has refused so far to appropriate any funds for its continuation after June 30th because of the proposed reorganization, but it is manifestly impossible for a reorganization to be effected before July 1st.

The expected solution is that Congress late in June will enact a resolution continuing the FCC appropriation for so long a period as necessary, up to a year, before a reorganization may be accomplished.

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CRAVEN AND MILLER TO ADDRESS RMA MEETING

Commissioner T.A.M. Craven, Chairman of the special Television Committee of the Federal Communications Commission, and Neville Miller, President of the National Association of Broadcasters, will address the annual meeting of the Radio Manufacturers' Association in Chicago June 13.

Selection of the "Terrace Casino" in the Morrison Hotel, Chicago, for the annual "RMA cabaret" and radio industry banquet, during the fifteenth annual RMA convention next June, has been approved by the Association's Board of Directors.

All business and committee meetings of the RMA and the National Radio Parts Show, which is almost sold out already, will be held at the Stevens Hotel. Many meetings of the Sales Managers Clubs, which jointly sponsor the parts show with RMA, of the Radio Service Men of America, "The Representatives", and other allied industry organizations will be held at the Stevens Hotel.

The radio industry's annual golf tournament will be held Thursday, June 15, at the Calumet Country Club.

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SHARP RISE IN U.S. EXPORTS OF RADIO EQUIPMENT

Exports of electrical equipment from the United States during the month of March were valued at \$10,006,969, a gain of \$2,616,882, or 35.4 percent, over the February total of \$7,390,087, according to the Electrical Division, Department of Commerce.

Foreign sales of all classes of radio equipment followed the general upward trend, recovering from the unfavorable showing made during the preceding month. Exports of transmitting sets increased from \$135,364 to \$156,915; receiving sets from \$704,409 to \$875,746; receiving tubes from \$173,947 to \$259,114; receiving set components from \$301,358 to \$412,751; loudspeakers from \$29,104 to \$43,213; and other receiving set accessories from \$28,390 to \$41,022.

Exports of non-specified telephone equipment and parts continued larger, increasing from a value of \$197,388 in February to \$473,965 in March.

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## HEARING ORDERED ON LAGUARDIA PLEA

The Federal Communications Commission this week designated Commissioners Case, Craven and Payne as a committee to preside at a hearing to determine whether the rules of the Commission should be modified to permit the rebroadcasting of programs of international broadcast stations by regular broadcast stations which are operated on a non-commercial, non-profit making basis. The Committee will set a date for the hearing in the near future.

The action of the Commission in calling a legislative hearing on this question is based on an earlier petition of Mayor LaGuardia to have the rules amended to permit such stations as WNYC, municipally owned radio-broadcast station in New York, to rebroadcast the programs of international broadcast stations in the United States.

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## TELEVISION COURSE TO BE GIVEN OVER SHORT WAVES

Television classes in living rooms will shortly be made possible by Station WIXAL, of Boston, which announces a course in "Practical Television" to be added to its World University of the Air curriculum next month.

This new instruction course made available for short-wave listeners everywhere will begin May 15th and run for eight consecutive weeks, according to Walter S. Lemmon, founder and President of the World Wide Broadcasting Foundation of Boston.

"Each lecture lasting a full hour on the air will cover a complete subject and the entire weekly series will enable radio listeners to gain a working knowledge of television", said Mr. Lemmon. "While the course is simplified for the layman, it will contain many helpful hints for radio service men and dealers who may shortly be called upon to install television sets."

The World Wide Broadcasting Foundation has prepared a printed text complete with diagrams and illustrations to help the listeners follow the distant instructor at Boston. Dr. C Davis Belcher, a radio engineer, who conducts the course, employs a master blue print near the WIXAL microphone and thousands of students all over the world using their printed texts can follow him as he traces the new television circuits. A forty-page booklet of diagrams is supplied by The Foundation to its students at \$1.00 to cover the cost of preparation and mailing.

The new practical television series will be broadcast by Dr. Belcher over WIXAL each Monday evening at 8 P.M., E.S.T. over wavelengths of 6.04 and 11.73 megacycles.

The range of topics to be discussed by Dr Belcher will include "The History of Television", "Photo Electricity", "Cathode Ray Tubes", "Iconoscopes and Kinescopes", "Television Antennas" and similar subjects. Dr. Belcher will be assisted in his lectures by Hollis Baird, a pioneer American television experimenter, who is also Chief Engineer of WIXAL.

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#### COLUMBIA SCORES LARGEST APRIL IN HISTORY

Gross billings of the Columbia Broadcasting System for April aggregated \$2,854,026, thereby marking the highest figure for that month in CBS history, and rising 17.7% over April, 1938.

Despite the records set during the first months of '38, the current upward trend on Columbia practically matches that all-time high with a four-month cumulative total of \$10,995,309 - within 0.2% of the four-month gross last year.

Analysis of weekly gross expenditures for CBS facilities as of May, 1939, shows that the web's present clients are investing 104.6% more than when their original campaigns first started on the network.

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#### PUBLISHERS SAY TELEVISION COMPETITION IS REMOTE

Newspaper publishers haven't yet begun to worry about the danger of advertising competition from television. Publication of the text of the report of the Radio Committee of the American Newspaper Publishers' Association this week disclosed the following comments on the new visual broadcasting medium:

"Those who have witnessed recent rehearsals of the New York broadcasts planned for May 1 and thereafter, including a representative of your committee, have been impressed with the technical excellence of the television process on the eve of its public trial. Under ideal conditions of reception the reproduction of staged drama, of motion picture film, and of outdoor events, is proficient and pleasing. In studios where trials are in progress the presentation on the receiving screen is relatively clear and steady, having been freed largely of the imperfections apparent in earlier demonstrations.

"On the other hand, those closest in touch with the engineering and mechanical development, and those most concerned with its rise as an entertainment and advertising medium, are frank to admit its sharp limitations, as well as the mechanical and investment problems involved in promoting its widespread use in the home.

"The present range of broadcasts from a single station is limited to the visual horizon as scanned from the sending tower. The ultra short wave energies employed in the present process appear to radiate downward, funnel-like, from the sending tower. They do not appear to follow the curve of the earth's surfaces as do the energies used in ordinary broadcasting. It is estimated the NBC's range of broadcasts from the Empire State tower will not exceed 50 miles.

"As now foreseen any extension of a network of such transmission will involve lines of tower relays to other areas, or a complicated cable relay through an extensive system of wires.

"While relatively free from the atmospheric or natural interferences affecting other types of broadcasting, television is still baffling sensitive to mechanical radiations including even those projected from automobile ignition systems.

"Very wide channels are required for this form of broadcasting and they are limited now to seven in number, not all equally desirable.

"Television broadcasters confront ultra-heavy investments in equipment and mechanical maintenance, and program material is vastly more expensive than that used in an exclusively auditory system.

"Employment of a system of home-received television for advertising, or for other revenue purposes, seems remote at the present time due to the limitations stated, and due also, of course, to the fact that such use depends entirely upon the degree of home acceptance of the medium. Vast investment by the public in receiving equipment must first provide the advertising attraction. It has been predicted that a period of at least five years of development will elapse before dependable judgments can be made as to revenue potentialities."

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#### RMA COOPERATES IN SPECIAL SCHOOL SET DESIGN

Tentative specifications for design of radio receiving sets specially for school use are being developed by the Radio Manufacturers' Association in cooperation with the Committee on Scientific Aids to Learning, of the National Research Council. Directing the latter is Dr. Irvin Stewart, formerly a member of the Federal Communications Commission. Proposed specifications for special school receivers have been prepared by Dr. Stewart and his committee and submitted recently to the RMA for consideration of the RMA Engineering Department and others in the manufacturing industry. When completed the special school receivers will be recommended widely to national educational organizations, with a practical, quality set as the objective design.

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## NEW YORK PUBLIC INTERESTED IN TELEVISION SETS

With the television industry's public appearance in the country only a few days old, inquiry at various metropolitan radio and department stores this week disclosed a "surprising interest" on the part of the public to inspect the sight and sound receivers, according to the New York Times. Those who visited the showrooms to see the magic of pictures through the air were said to be impressed by the clarity and definition of the reproduced images.

Although the actual sales figures were not available, representatives of the establishments reported that "a number" of sets had been sold.

During the course of the day, a queue of 6,000 persons slowly threaded its way through R. H. Macy & Co., Inc., under the supervision of six policemen, who were called to maintain order when the crowd threatened to become unruly. By actual count, an average of twenty persons a minute passed before the animated television screens during the five-hour demonstration.

In addition to the test programs picked up from the National Broadcasting Company's transmitter atop the Empire State Building, film shorts and news reels projected from a television camera installed on the premises, were exhibited at the Macy store. All showrooms demonstrating television used the NBC programs.

Bloomington Brothers, Inc., reported an orderly crowd of "several thousand", part of which was attracted by the half-hour millinery fashion shows, which are conducted over an indoor television circuit.

An estimated 250 persons visited the Harvey Radio Company's viewing booths at 103 West 43rd St., while Haynes Griffin, radio dealers at 373 Madison Ave., reported a "slightly above average" crowd, attracted "purely through curiosity".

Mortimer W. Loewi, Vice-President of the Allen B. Dumont Laboratories, Inc., manufacturers of television equipment, disclosed that production was about three months behind schedule due to increasing orders. He said that steps were being taken to speed up the output to satisfy the immediate need.

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MBS BILLINGS RISE 38.6% FOR APRIL

Billings of the Mutual Broadcasting System in April were \$262,626, compared with \$189,545 in April, 1938, an increase of 38.6 per cent. Billings for four months of 1939 were \$1,161,285, compared with \$945,566 for the corresponding period of 1938, a gain of 22.8 percent.

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### RMA MOVES TO REDUCE TUBES ON MARKET

A movement to reduce the number of new radio tubes introduced in the industry has been ordered by the RMA Board of Directors. Upon recommendation of the RMA Engineering Department of which Dr. W.R.G. Baker, of Bridgeport, Conn., is Director, a special committee is studying means to reduce the number of new tube types. The Committee members are David Sarnoff, of New York; James M. Skinner, of Philadelphia; A. H. Gardner, of Buffalo; B. G. Erskine, of Emporium, Penna.; Roy Burlew, of Owensboro, Ky.; and David T. Schultz, of Newton, Mass.

Mr. Baker reported a large increase in the number of new tubes being introduced, including many of only minor adaptations. The extreme number of tubes is a difficulty for the public as well as the trade, and the RMA committee will investigate plans to control the problem of multiplicity of tube types. A plan to prevent an undue number of unnecessary tubes will be reported by the committee to the RMA Board of Directors at the Association's Chicago convention next June.

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### BRITISH PRODUCE LIGHTWEIGHT RADIO FOR AIRCRAFT

A remarkably lightweight and compact radio set, probably the lightest with its performance ever produced, has been designed to the specification of Imperial Airways, and is now being tested on their Empire routes, according to the American Commercial Attache, London.

The set may be carried as an auxiliary to the standard radio equipment on the Atlantic route this Summer. It may also be adopted for a similar purpose on the long-distance Empire services, and for use in Control launches. Although of such small proportions and conveniently self-contained, the set incorporates all the features required to meet communication requirements on the Empire air routes.

Squadron Leader E. F. Turner, Radio Superintendent of Imperial Airways, was responsible for producing the general specification of the new radio, and he has collaborated with the manufacturers who undertook the construction.

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: : :  
: : : TRADE NOTES : : :  
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The Federal Communications Commission announced this week that Andrew Gibbs Cochran, 17 years old, of Chicago, Illinois, has been convicted as a delinquent under the Juvenile Delinquency Act for operating an unlicensed radio station in violation of Sections 301 and 318 of the Communications Act of 1934 as amended. The conviction followed disregard of previous warnings by the Commission. Probation authorities advised Judge Charles E. Woodward, United States Federal Court, that the defendant had filed application for admission into the Civilian Conservation Corps. The Court placed the defendant on probation pending his admission as a member thereof.

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W3XAL, the National Broadcasting Company's short-wave station at Bound Brook, N.J., is now transmitting a more powerful signal to Argentina than any other American station operating on the 9500 kilocycle area, according to information just received from Buenos Aires by Frank E. Mason, Vice-President in charge of NBC's International Division.

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Use of lottery methods in the sale to ultimate consumers of candy, cigarettes, radios, blankets, and other merchandise, is charged in complaints issued by the Federal Trade Commission against Schall Candy Company, Clinton, Iowa, and David Kritzik, trading as General Merchandise Company, 843 North Third St., Milwaukee.

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Columbia Broadcasting System this week announced a dividend of 35 cents on the Class "A" and Class "B" shares, payable June 9 to stock of record May 26. The company paid 25 cents in previous quarters.

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The Greek Ministry of Press and Tourism, which recently took charge of radio broadcasting, would like to receive proposals from American manufacturers of radio broadcasting apparatus for two broadcasting stations to be installed in Salonike and Jannina, according to the U. S. Commerce Department. These stations are intended for relaying programs from the 15 KW station in Athens, which has been in operation since about the middle of 1938. It is reported that the Athens station is not powerful enough to cover the northern provinces, and that the installation of two auxiliary stations is a pressing problem.

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LOFTY NAVY RADIO TOWERS TO BE TORN DOWN

The lofty radio towers at Arlington, Va., which have stood out against Washington's sky-line for a quarter of a century, are soon to come down.

Naval officials disclosed this week that plans call for abandoning the Arlington station, their oldest high-power transmitter, within the next year. Dangers to aircraft operating from the new Gravelly Point air station, and a desire to consolidate naval radio transmission at Annapolis are responsible for the decision, it was said.

Since February, 1913, time signals and weather reports have gone out daily at spaced intervals from the tall spires across the river. During the World War, all orders and messages from the Navy high command to the scattered ships of the fleet were sent from its antenna.

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SWEDEN MARKS TENTH YEAR OF SCHOOL BROADCASTING

"Ten years have elapsed since broadcasting in Sweden was applied as an organic link in school lessons and educational work in general", the U. S. Commercial Attache at Stockholm reports. "From their very inception, the broadcasts to Swedish schools won great popularity and appreciation both among the teachers and pupils. This fact is clearly displayed by the rapid development of this form of education in the past 10 years, during which time the number of listeners has increased tenfold. Thus, in 1929, about 14,000 copies of the program were distributed to 283 schools, while, today, 140,000 copies are distributed to pupils in more than 4,000 schools throughout Sweden.

"The successful collaboration, commenced a decade ago between the Swedish Board of Education and the Radio Service, has been developed to meet needs of both education and diversion. The programs for the elementary schools have been reduced, as the pupils are too occupied with a heavy curriculum. While the programs broadcast to the elementary schools deal with a wide range of subjects, those for the secondary schools have been confined to courses in English, French and German, Danish and Norwegian. These language lectures - which are made available to teacher and pupils in advance have, however, proved a valuable supplement to the language instruction given by the school themselves.

"Naturally enough, the broadcasts are most highly appreciated by the elementary schools and especially those in remote country districts, and to make it possible for small schools to obtain suitable radio equipment to a certain sum out of radio license revenue is used annually for the purchase of apparatus. A successful propaganda is also being carried on among the school authorities for the introduction into schools of central radio apparatus with outlets in the various classrooms or of smaller portable apparatus, the pupils of the larger schools having hitherto to a great extent gathered in the assembly halls during the broadcast lessons.

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## RCA EARNINGS GAIN; TELEVISION TRADE SEEN

Net earnings of \$1,448,110 for the first quarter of 1939, reported to stockholders of the Radio Corporation of America by David Sarnoff, President, at the annual meeting at the company's offices in Rockefeller Plaza this week, represented a gain of \$10,309 over the \$1,437,801 earned in the first quarter last year.

Current earnings were equal, after preferred dividend requirements, to 4-6/10 cents a common share compared with 4-5/10 cents a share earned in the corresponding period of 1938.

Gross income of \$25,004,989 for the first quarter this year compared with \$22,630,568 for the first quarter of last year. Cost of goods sold, operating, development, selling and administrative expenses totaled \$22,178,676 compared with \$19,810,021 in the 1938 period.

Interest, depreciation, amortization of patents and provision for Federal taxes totaled \$1,378,203 compared with \$1,382,747 in the first quarter of 1938.

Balance applicable to the common stock, after preferred dividend requirements was \$642,801 compared with \$631,708 in the first quarter a year ago.

Commenting upon television Mr. Sarnoff pointed out that RCA six months ago announced it would put television programs on the air and sets on the market in the metropolitan area simultaneously with the opening of the World's Fair. "Two days ago RCA made good that promise", he said.

"It is, of course, too early to draw any conclusions as to the retail market demand for television receivers this year within the limited area and with the limited program service now available", he said but added, "we are confident, however, that television will grow as more television broadcasting stations are erected and as program service is increased. It should eventually prove profitable both as a new medium for advertising and through the sale of a new line of instruments. As the new services and products increase in public use television will provide new employment for thousands of workers in factories, studios and mercantile establishments."

Four Directors - Cornelius N. Bliss, Bertram Cutler, Charles G. Dawes and James G. Harbord, Chairman of the Board, whose terms expired were re-elected for a term of three years.

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## UNIONS MEET TO SETTLE ROW OVER TELEVISION

The first controversy over labor union jurisdiction in the television industry, officially not a week old until tomorrow, was being aired Friday at a special meeting of the Associated Actors and Artists of America, the parent body of all American Federation of Labor performer groups in New York City.

Six days after the start of regular television broadcasts in conjunction with the World's Fair the executives of four unions will try to determine which organization should represent the new entertainment field, potentially one of the most important in the world of show business, according to the New York Times.

Although there are outward signs of harmony, the executives admit privately that there will probably be many lively discussions before the matter is settled, which may mean several months until it can be learned in just what direction television is going. The action of the unions will also be of major importance to film, theatre and radio employers, who are already giving close attention to anticipated changes in their inter-relationship because of the advent of television.

The specific case that brought the question of television jurisdiction to a head was cited by the union officials as an example of the intricacies of the problem. An individual whose name the unions declined to divulge approached the Columbia Concerts Corporation, associated with the Columbia Broadcasting System, and explained that he was representing a new corporation that wanted to engage grand opera singers for the manufacture of 16 mm. films. The films were subsequently to be televised, it was explained.

Since opera singers were involved, Columbia referred the inquiry to the American Guild of Musical Artists, headed by Lawrence Tibbett, which ordinarily represents opera performers. The Guild, noting that a film was involved, referred the matter in turn to the Screen Actors Guild, of which Ralph Morgan is President. The screen body decreed that since television was involved it should be put before the parent body for decision.

The problem does not end there, however. The American Federation of Radio Artists, which only last Winter was recognized by the major radio chains, believes it has an inherent interest in a field that is so closely linked to radio. The Actors Equity Association, oldest of the actor unions and sponsor of the other subsidiary groups, insists it still controls the television jurisdiction and will take it over. Equity has surrendered piece by piece its original jurisdiction over all types of actors and, if it loses television, would definitely have to take a back seat in the union picture, it was noted.

Leo Fischer, executive secretary of the American Guild of Musical Artists, the only official who could be reached, declared his group was not a logical contender for the television jurisdiction. He described the question of jurisdiction as a "complicated mess" because nobody seemed sure what television would really turn out to be.

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May 9, 1939.

## ISSUES DEFINED FOR HEARING ON REBROADCASTS

The Federal Communications Commission this week specified eleven issues that will be considered in connection with the proposal of Mayor LaGuardia to change the FCC rules so as to permit educational and governmental stations to rebroadcast programs of international short-wave stations.

A notice was sent out this week to all licensees on 550 to 1600 kc. and to all international station operators to appear at the hearing on June 7.

"For the purposes of developing information upon the question of modification of the rule as aforesaid", the FCC stated, "the following issues shall be determined:

- "1. To determine whether the Commission should amend its Rule 177.1 so as to permit the rebroadcasting of programs of international broadcast stations by regular broadcast stations whose licensees are universities, other educational institutions, municipalities, other governmental agencies, or other non-commercial, non-profit-making organizations.
- "2. To determine whether the Commission should amend its Rule 177.1(b) so as not to require authority from the Commission to rebroadcast the programs of high frequency broadcast stations by regular broadcast stations whose licensees are the same as those set forth in paragraph 1 hereof.
- "3. To determine the basis for the distinction between the types of licensees mentioned in paragraph 1 hereof and other broadcast licensees for the purposes therein set forth.
- "4. To determine to what extent, if at all, the amendment of the rules as set forth in paragraphs 1 and 2 hereof would affect the operation of commercial stations as to program service and listening audience.
- "5. To determine whether the amendment of these rules in the particulars mentioned in paragraphs 1 and 2 hereof is consistent with the purposes of international broadcast stations, as set forth in Rules 1010, 1011 and 1012(c).
- "6. To determine whether, in view of the long distance characteristics of international stations, and the unreliability of the short or national services of such stations, international stations should be permitted to be used to assist in the building of programs for regular broadcast stations.

- "7. To determine whether in view of the limited number of frequencies available throughout the world for international stations and the relatively large number of frequencies now used for regular broadcast stations in the United States, and in view further of the position taken by the Government of the United States of America at all international conferences that international broadcast stations should be used exclusively for international transmissions of programs, the amendment of Rule 177.1, as set forth in paragraph 1 hereof, should be made.
- "8. To determine whether the amendment of the rules in the particulars mentioned in paragraphs 1 and 2 hereof would be consistent with international agreements or treaties to which the United States is a party. (Article 7, Paragraph 19, of the General Radio Regulations, Annex 2, of the International Telecommunications Convention, Madrid, 1932; Article 7, Paragraph 22, of the General Regulations, Annex 2, of the International Radio Convention, Cairo, Egypt, 1938; and Section 2, Table IV, of the Inter-American Arrangement Concerning Radio Communications, Havana, 1938.)
- "9. To determine whether the Commission should change its basic policy of not authorizing the use of radio facilities where other facilities are available to render the same service.
- "10. To determine to what extent a sufficient signal can be delivered by international broadcast stations throughout the United States to permit a satisfactory rebroadcast service.
- "11. To determine whether the modification of the rules as set forth in paragraphs 1 and 2 hereof would serve public interest, convenience and necessity."

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FCC TELEVISION CONFERENCES CONTINUE

The Television Committee of the Federal Communications Commission reports that last week it conferred informally with representatives of the Majestic Radio & Television Corporation, the Crosley Corporation, and the Wald Radio & Television Laboratories, Inc.

The Television Committee, composed of Commissioners T.A.M. Craven, Chairman, Norman S. Case and Thad H. Brown, also announced that conferences will continue this week with the Don Lee Broadcasting System and the Zenith Radio Corporation.

In commenting on the situation, the Committee Chairman stated: "We are discussing frankly with the industry the problems inherent in this new visual means of communication. By proceeding deliberately we hope to make a logical and comprehensive report to the Commission concerning the various complicated aspects of television as a service to the public. The Television Committee will make its report to the Commission as soon as practicable after the conclusion of the series of conferences."

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## APPELLATE COURT DENIES FCC REHEARING

The United States Court of Appeals for the District of Columbia on Saturday denied, in a brief opinion, the petition of the Federal Communications Commission for a rehearing in the case of the Pottsville Broadcasting Co. for a new radio station at Pottsville, Pa.

The decision, considered adverse to the Commission's authority to administer the radio broadcast provisions of the Communications Act, is held to be of such far reaching importance that William J. Dempsey, General Counsel of the Commission, announced that a petition will be filed with the Supreme Court of the United States for a writ of certiorari.

It is the contention of the Commission that the local court's original decision strikes at its administration of the law, alleging that the directions contained in the original opinion are a usurpation of the powers of the executive branch of government by the judiciary.

The Pottsville company sought a broadcasting license, which was denied, and the case was appealed. During the pendency of this litigation, another firm, the Schuylkill Broadcasting Co. applied for a station in the same town, but the Commission withheld action pending the court determination of the Pottsville case. In the court's original decision on the Pottsville case, it directed that the Commission reconsider the case on the original record in that case.

The regulatory body decided that it was its duty to consider both the Pottsville and Schuylkill cases at the same time, to reach a decision as which of the two applicants were likely to give the best service in the public interest. This right was denied by the court, which insisted that the Commission could only consider the original case on the record made at the original hearing.

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## NBC BILLINGS CONTINUE RISE FOR APRIL

Gross expenditures by advertisers on the NBC networks showed an increase for the seventeenth successive month when April billings rose 7.6 percent over billings for April, 1938. The total for April, 1938, was \$3,560,984 compared to \$3,310,505 for the preceding April.

The cumulative billings for the first four months of 1939 were up 7.7 percent over the four-month period in 1938 with a total of \$15,514,431 compared to \$14,408,905.

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## TWO TELEVISION PATENTS GRANTED TO RCA

Two patents designed to improve television transmission were granted last week by the U. S. Patent Office to persons associated with the Radio Corporation of America. One enables television to pierce fog, while the other effects a clearer picture by means of a "back drop".

The television transmitting tube that can pierce fog and haze to pick up scenes for transmission through the ether was developed in the laboratories of the Radio Corporation of America, it is indicated in a patent (No. 2,156,392) granted to Harley A. Iams of Berkeley Heights, N.J.

The screen of the new tube picks up scenes by the heat waves given off by objects in the scene. Technically, these are known as infra-red rays and unlike light waves, they pierce fog and haze. Thus, what is primarily projected on the screen is not a light image of the scene but a "heat" or infra-red image.

Instead of being photo-electric as the ordinary "tele-eye" or Iconoscope of the television pick-up cameras, the screen is thermo-electric, that is, electric potentials are generated in it when heat waves strike it. The thermo-electric sensitive screen is disclosed as being a fine film of germanium, a rare earth metal, mounted on a thin sheet of mica.

When the heat image is projected on it localized potential differences appear in the film as a result of temperature differences in different elemental areas of the heat image. These correspond to lights and shadows of the scene. Now when the image on the screen is scanned by a pencil beam of electrons, electrical currents are released from the film corresponding with the lights and shadows of the scene. These impulses are amplified and broadcast. At the receiver they are converted into a visible image corresponding to that broadcast.

With the new tube it would be possible, for example, to televise a hot electric iron or a stove in a dark room.

A black "back drop" for the screen of television transmitting tubes results in more sharply focused and detailed television images, according to a patent (No. 2,156,391) issued to Willard Hickok of Bloomfield, N. J. The patent is assigned to the Radio Corporation of America.

The "back drop" is a film of graphite at the back of the transparent mica support on which are mounted the photo-electric elements that convert the scene being televised into an electric image which is broadcast through the ether.

It is explained that when the scene is focused on the ordinary photo-electric screen of the "tele-eye" tube, light from the image is reflected, bounces off the walls of the tube back on

the screen so that a double image may be formed. At the same time the photo-electric elements scatter the light. All this, it is indicated, blurs and makes hazy the image to be broadcast.

The black "back drop", which is the subject of the patent, on the other hand, absorbs the light which would thus ordinarily be reflected. The result is a sharper, more detailed image.

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#### ASCAP SUES BARBECUE STAND IN COPYRIGHT CASE

A suit charging copyright violations involving the alleged unauthorized playing of "The Umbrella Man" and "Sweet Sue" has been filed in the United States District Court for the Eastern District of Virginia against Harry Riganis, proprietor of Harry's Bluebird Barbecue, Alexandria, Va., just outside the National Capital.

The plaintiffs are listed as Gene Buck, President of the American Society of Composers, Authors and Publishers, and the music publishing firms of Shapiro, Bernstein & Co., Inc., and Harmes, Inc.

It is charged that both pieces were played on and before February 23 at the Bluebird for the public and for private profit. The copyright owner of "The Umbrella Man", currently a dance favorite, is listed as Harmes, Inc., which claims it purchased the lyrics and music from James Cavanaugh, Vincent Rose and Larry Stack.

The owner of "Sweet Sue", the petition states, is Shapiro, Bernstein & Co., Inc., which was assigned the rights from Will J. Harris and Victor Young.

The suit asks damages of \$250 on each of the two counts and asks the court to restrain Mr. Riganis from using the songs in public

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#### ULTRA-HIGH FREQUENCY APPLICATIONS REQUESTED

The Federal Communications Commission this week ordered all holders of licenses for frequencies above 30,000 kc. to submit applications for renewal of authorizations by June 1. This action amends a previous order which set August 1 as the final date for receiving these applications.

Because of the limited number of frequencies available for these fixed services, the Commission plans to use the additional time for careful consideration of the needs of this radiocommunication service before October 1, 1939, which is the effective date of the new allocation of frequencies.

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## RADIO OFFICIALS LISTED IN 1938 SALARY LISTS

Executives of the Columbia Broadcasting System, the Radio Corporation of America and the American Telephone & Telegraph Company were included in the list of corporation salaries for 1938 reported this week to the Securities and Exchange Commission.

Among those reported were the following:

William S. Paley, President of Columbia Broadcasting System, Inc., \$171,849; Edward Klauber, Vice-President, \$78,304; Paul W. Kesten, Vice-President, \$43,804.

David Sarnoff, President of the Radio Corporation of America, \$100,900; James G. Harbord, Chairman of the Board, \$60,640, and Otto S. Schairer, Vice-President \$30,160.

Walter Gifford received \$209,350 as President of the American Telephone & Telegraph Company. Those in the same company in addition to Mr. Gifford were: C. P. Cooper, Vice-President, \$102,699; C. M. Bracelen, Vice-President, \$75,000; F. B. Jewett, Vice-President, \$66,000; A. W. Page, Vice-President, \$67,500; K. S. McHigh, Vice-President \$35,714; T. G. Miller, Vice-President \$38,000; K. W. Waterson, Vice-President, \$55,000; J. F. Behan, Treasurer, \$33,000; C. A. Heise, Controller, \$50,000, and W. H. Harrison, Vice-President, \$45,777.

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## LARGEST TELEVISION SCREEN PUT IN LONDON THEATRE

Cabled advice to Ian C. Javal, Commercial Director of Baird Television, Ltd., in New York, preparatory to the introduction of large screen television in Broadway motion picture theatres, states that the big Gaumont British New Victoria Theatre in London has been equipped with the world's largest television screen. The screen is 20 by 15 feet in size as compared with previous installations of 15 by 12 foot screens.

Baird engineers are working night and day to make as many installations as possible in London theatres before the telecast of the Derby at Epsom Downs on May 24. Twelve theatres are expected to be ready. Advance reservations for this event forecast its tremendous popularity and success.

Work is also progressing rapidly in New York in the installation of the apparatus at the Gaumont British offices at 1600 Broadway.

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## FCC PLANS RECESS ON SUMMER HEARINGS

Hoping to clear its docket of pending cases during the Summer months, the Federal Communications Commission has decided that it will not hold hearings between July 15 and September 5, except in special cases.

There are a number of cases pending before the Commission, particularly in the radio broadcast sections, involving applications for new stations and for changes in existing frequencies and power. Under the new procedure, which abolished the examiner system, these have more or less become bottled up, and it has been decided to try to clear all of them up during the Summer months.

The Commission also has before it the Walker telephone report to Congress, and is meeting at regular intervals to revise sections in connection with the investigation of the American Telephone & Telegraph Co. It also has before it the voluminous record collected during the six months of public hearings on monopoly in broadcasting.

The Commission has announced that it has changed its regular meeting day from Mondays of each week to Tuesdays, beginning May 16th.

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## DAILY FACSIMILE PAPER PUBLISHED AT FAIR

The New York Herald Tribune, in conjunction with the Radio Corporation of America, is publishing a daily facsimile newspaper on the grounds of the New York World's Fair. The paper, each edition of which consists of three sheets, is called the Radio Press.

The service is expected to demonstrate the possibility of printing parts of newspapers in the homes of readers by means of facsimile broadcast. Inauguration of the Herald Tribune-RCA service marks the first experiment in this field carried on jointly by an unassociated newspaper and a broadcasting organization, according to the newspaper. While similar experimental operations have been conducted by the Buffalo Evening News, the St. Louis Post-Dispatch and the McClatchy chain of papers in California, this is the first newspaper-sponsored test in the metropolitan area, it was explained.

The Radio Press is being published in the RCA's World's Fair building. Operations are conducted in full view of the public from 10 A.M. to 10 P.M. John A. Bogart, radio editor, and Whitelaw Reid, of the Herald Tribune staff, are editing the paper.

The Radio Press is being published four times daily. The first edition is devoted wholly to World's Fair news supplied by the Herald Tribune's World's Fair staff. Later editions carry other news furnished by wire services. The paper also uses pictures.

The paper is three columns wide, although the columns are somewhat broader than the ordinary newspaper column. One sheet of the paper can be transmitted every twenty minutes.

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#### CLEVELAND CUTS CRIME 50% BY USE OF RADIO

Modernized radio, telephone and teletype communication systems have enabled the Cleveland Police Department to reduce major crimes in that city by 50 percent in one year, according to Lloyd N. Chatterton, Superintendent, Radio Division, Cleveland Department of Public Safety.

He addressed the Institute of Radio Engineers, Washington section, this week.

Elimination of roll-call and arrangements for scout car crews to relieve each other at pre-arranged meeting places instead of reporting to their stations makes possible uninterrupted 24-hour patrol in Cleveland, Mr. Chatterton declared.

Gerald C. Gross, Chairman of the local group presided. Among other guests were Donald Manson, of the Canadian Broadcasting Co. and H. Lubke, Don Lee Broadcasting System of Los Angeles.

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#### BBC DENIES GOVERNMENT WILL TAKE OVER RADIO

The British Broadcasting Co. has branded as "entirely erroneous" The London Daily Mail story of April 22 in which it was reported that on June 7 the British government would take over the BBC network for use as a Government news agency and as a potential, and to some extent actual, propaganda machine.

A letter signed by Felix Greene of New York, BBC's North American representative, quoted the British government's denial of The Daily Mail's story:

"There is no foundation for the report that the Government is contemplating the adoption of any special measures of control over the BBC", the denial said. "I wish to inform you quite definitely that these reports are unfounded", Mr. Greene's letter added.

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## TELEVISION SHOWS DRAW THROUNGS AT N. Y. FAIR

The public at the New York World's Fair is so interested in television that it occasionally creates a traffic problem in the exhibits of General Electric, Westinghouse and Radio Corporation of America, according to the New York Times.

The magic word "television" piles up crowds so heavily that demonstrations scheduled by the half-hour are giving way to continuous performances all day. Special policemen have been hired by the television companies to keep the visitors politely moving.

At the General Electric, in an effort to conserve the energy of the demonstrators, signs were first put up saying there would be no demonstrations until 1 P.M. each day. The visitors would not be put off, however; they sat in the lobby until it was necessary to send a hurry-call for the demonstrators, to get an early start.

The television companies survey this public insistence, not in resentment, but in pleased surprise. The question whether the public was ready for television is rapidly being answered. The visitors at General Electric, for instance, want to know immediately what the television receivers cost and where they can buy them. And thereby they are somewhat embarrassing the General Electric. For its machines are being manufactured, but the introductory price is still under discussion.

Meanwhile the visitors have an opportunity to try television on their companions. At one side of the General Electric lobby there is a studio for telecasting - the World of Tomorrow. As the visitors look into the studio through the glass walls, Bill Mulvy, the General Electric interviewer, entices one of a group inside, to be telecast across the lobby into receivers lined up on the other side.

Mr. Mulvy says it's easier to induce men to be televised than women. He says women are inclined to doubt his assurance that under a newly developed mercury vapor lamp that is used, no special makeup is required now for telecasting.

The Westinghouse company conducts a television demonstration in somewhat the same manner. The Radio Corporation of America periodically sends out a roving telecasting car which picks up visitors from the crowd and interviews them wherever they happen to be on the Fair grounds.

The thousands who come to these various demonstrations of television daily, seem remarkably well informed about it. They examine the transparent television receiving set in the lobby of the RCA Building and discuss it with evident knowledge of its vital parts. They seem already familiar with the principle of the new kinescope or picture screen, and the iconoscope or scanning eye, which turns scenes into linear successions of electric pulses,

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capable of re-establishing the same scenes at the receiving end.

Evidently the radio public served by some 700 broadcasting stations throughout the nation, with an estimated audience of 70,000,000 persons daily, has grown accustomed to ordinary American sound broadcasts, short-wave foreign broadcasts, police and aviation listening; now it is impatient to see what it has grown accustomed to hearing.

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### DUKE'S RADIO AUDIENCE FAR BELOW THAT OF 1936

The Duke of Windsor - without the oomph of love in his voice and a throne at stake over a woman he loves - is no longer a serious threat to America's own crooners, if the National Capital can be adjudged a fair sample of the U. S. listeners.

National Broadcasting Company officials said that people are pretty busy from 4 to 4:30 P.M., and opinion otherwise was that love - and love alone - is capable of emptying the Government buildings and attracting the lawyers' girls from their briefs; the shop girls from the counters, the waitresses from their counters, the high school girls from their classes, sending them all to the radio sides.

This time the duke had peace for argument and an inquiring reporter and photographer, of the Washington Post, who went after opinions all the way from the suburbs to the door of the British Embassy, returned with only a water haul and the opinion that the duke, like a movie plot, had better rely on love.

They posted themselves in the swirling hurly-burly of F Street at 5 P.M., asking scores of persons if they had heard the duke.

"What duke?" some of them replied. "I didn't have time", replied others. None said he had heard the broadcast from Verdun.

One of the largest hotels in Washington said it had received no requests from its guests for radio sets in the rooms. Several downtown radio stores said they had not tuned in on the speech. One restaurant proprietor said he was about to tune in, but somebody said that Cleveland was on a scoring rampage so he got that instead.

No listeners along the streets, nothing like December 12, 1936, when the big buildings, stores, meat markets and beauty shops unloaded to hear. . . "that I have found it impossible to carry the heavy burden of responsibility and to discharge my duties as King as I would wish to do without the support of the woman I love . . ."

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 ::: TRADE NOTES :::  
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Vinton K. Ulrich, formerly managing editor of Radio Today, has been named Sales and Advertising Manager of Hytronic Laboratories, division of the Hytron Corporation, Salem, Mass.

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Edward Samuel Rogers, Vice-President of the Standard Radio Company and the Rogers Radio Tubes, Ltd., died in Toronto last week at the age of 38.

Mr. Rogers became interested in radio broadcasting through the early Toronto station, 3-BF, which grew into the present GFRB, which he headed.

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W3XAL, the National Broadcasting Company's short wave station at Bound Brook, N.J., is now transmitting a more powerful signal to Argentina than any other American station operating in the 9500 kilocycle area, according to information just received from Buenos Aires by Frank E. Mason, Vice-President in charge of NBC's International Division.

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The NBC Interval Plan, by which advertisers on the NBC networks may suspend their broadcasts for a limited period at any time during the fiscal year, was announced last week by Roy C. Witmer, Vice-President in Charge of Sales. Outstanding feature of the plan is the fact that it does not alter the established current published rates, discounts or rebates.

The plan provides that the rate for each interval week, in the case of large advertisers, will be 28 percent of the weekly gross billings of the facilities used during the last week of regular service before the interval. Although the agency commission will be allowed on the gross billing, the billing will be subject to no other discount.

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Maj. Gen. James G. Harbord, retired, Chairman of the Board of RCA, accepted last week Charles Willson Peale's portrait of Lafayette, as an officer in the Continental Army, on behalf of the Robert E. Lee Memorial Foundation. The ceremony took place in Stratford Hall, Va. The French Ambassador, Count Rene de Saint Quentin, made the presentation.

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Station WLW, Cincinnati, won a total of six awards in four division of the American Exhibition of Recordings of Educational Programs, featured at the Institute for Education for Radio at Columbus, Ohio, last week.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*Handwritten:* A  
Hall



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No. 1124

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## EDUCATOR ATTACKS PRESENT RADIO LICENSE SYSTEM

Asserting that the present method of granting broadcasting facilities does not guarantee the universal right of free speech, Charles A. Robinson, S.J., a member of the National Committee on Education by Radio, demands a reform for the benefit of educational groups in the current issue of "Education by Radio".

The present licensing system, he said, does not guarantee the right of free speech for the reasons:

"(1) it does not provide opportunity for the general public to broadcast its views, since it reserves no radio frequencies for that purpose; (2) in granting licenses to private agencies, it reserves no time for the public use; (3) it forces the licensees to be censors of speech, without conferring upon them the necessary authority to do so.

"The Federal Communications Commission has spoken frequently of the wonders of the 'American system of free competition in the field of radio.' But this 'Free Competition' is a myth, because: (1) many who would wish to compete cannot obtain licenses; (2) they who receive licenses do not get them for operation of stations of equal power or even of equal time. The present method is therefore very faulty and should either be discarded or improved. Let us look at the fundamental principles which enter into the proper solution of the question.

"The right to use the air waves belongs to every man, since it is impossible for them to be owned by anyone. But practically, if everyone tried to use them, there would be little effective use. So international agreements are made by which each nation agrees to use certain limited frequencies and leave others for international needs. If a nation fails to observe the agreement, there is no adequate sanction, since there is no world court with power to punish transgressors, so reliance must be placed on the natural law, which requires nations as well as individuals to fulfill legitimate contracts.

"Radio broadcasting is essentially a means of communication. Who transmits what, and for what purpose, are essential to the question of the proper use of this means and must be planned for reasonably by government.

"Government has two main duties: one positive, to work for the temporal welfare of all of its citizens; and one negative, to prevent injury to their physical, mental, and moral integrity. A good government should not restrict the rights of its citizens more than is absolutely necessary, but when the common good requires some restriction of private rights, that restriction should

be made by the government, and by no agency without government authority.

"There is no moment when the government is free from the obligation of protecting the rights of citizens to their physical, mental, and moral integrity. Existing laws and general radio practice provide fairly well for adequate protection of the physical welfare. But more important than physical well-being are mental and moral well-being. These are impaired not only by lies and misinformation, but also by jokes and innuendos about the very things necessary for good citizenship and good government; namely, respect for the authority of God, of rulers, and of parents; the sanctity of the home, and the validity of contracts. Yet the government, through its official agency, the Federal Communications Commission, continues to ignore these infringements of the rights of citizens by its present practice in granting and renewing radio licenses without consideration of, and sometimes in spite of, the contents of radio programs.

"Let us try to be fair. There is some good effected by all radio stations, but it is incidental to increasing the number of listeners for advertising purposes. Listening to radio is not necessarily good for the public unless what is broadcast is of benefit to the listener. The NBC program policies (pages 1 and 2) makes 'in the public interest' mean 'things the public will like'. Likes and dislikes can never be a proper standard for anything relating to the public good. A person may like things that are not good for him, as a diabetic may like sugar, while even a healthy man may like his neighbor's wife. The CBS follows the same practice, as may be seen from the Annual Report to Stockholders, presented by its president, Mr. William S. Paley, April 5, 1938. I don't know why Mr. Paley expects 'public-spirited men and women to help make that program effective' which would seem to be designed for the chief purpose of making money.

"Even the standards of educational stations are faulty. For example: the University of Kentucky excludes topics like evolution and religion; but the State College of Washington, while admitting non-sectarian religion, excludes politics. The University of Wisconsin assumes that only State Agencies have the right to use the air for educational purposes. Others may use the privilege by invitation. The University of Iowa assumes that it is legitimate to use state taxes for entertainment when it divides its time half and half between entertainment and instruction.

"Has any licensee the right of censorship which all of them without exception exercise, at least in the form of prohibition? What then is the use of prating about 'Freedom of the Air' as so many licensees do? I haven't any. My freedom of speech should be restricted when it interferes with the general good. But if I am to be restricted, it must be done by law and not by private individuals or corporations. So let the government act, or fail in both its duties of protecting the rights of citizens and of affording to all citizens equitable opportunities for social betterment by the proper use of radio."

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## I. T. &amp; T. READY TO ENTER TELEVISION FIELD

Subsidiaries of the International Telephone & Telegraph Corporation are prepared to manufacture and market television receiving sets when the demand warrants, Sosthenes Behn, President, stated in his 1939 report to stockholders this week.

The extent of damage to the properties of the Corporation by the civil war in Spain has not yet been ascertained, he said, but reports received indicate that a "high percentage" of the 346,000 telephones in service at the beginning of the war still remain in service.

The number of telephones in service at the end of 1938 reached new high levels for all of the companies operating in the countries served by the I. T. & T. system, with the exception of Cuba. The system had a total of 772,597 telephones in operation (exclusive of Spain) at the end of 1938, an increase of 76,140 in the year.

The Shanghai Telephone Company not only recovered the net loss of 10,525 stations sustained in 1937, as a result of hostilities in and around Shanghai, but gained an additional 7,335 telephones, making a net overall increase of 17,860 instruments in 1938, the report sets forth.

As previously reported, the corporation had a consolidated net income of \$7,038,590 in 1938, against \$10,236,148 in 1937.

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## U. S. RADIO EXPORTS RISE DURING MARCH

Three countries, namely the Union of South Africa, Brazil and the United Kingdom, contributed materially to the upturn in exports of radio receiving set exports from the United States during March, according to the Electrical Division, Department of Commerce.

Of the total trade valued at \$875,746, these countries, in the order named, accounted for \$122,325, \$76,008, and \$66,958, statistics show.

The very large increase in foreign sales of non-specified telephone equipment during March was almost entirely due to the sizable purchases made by Australia, the Philippine Islands and Canada. Purchases by those countries amounted to \$175,582, \$108,144 and \$107,231, respectively, the combined amount being 82.5 percent of the total of \$473,965.

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## LARGE ATTENDANCE EXPECTED AT RMA CONVENTION

Advance reservations for the RMA convention, the "RMA Cabaret" and annual radio industry banquet, and the National Radio Parts Show in Chicago, June 13 to 17, inclusive, indicate the largest gathering of the radio industry in several years, according to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association. In addition to the fifteenth annual RMA convention, there will be meetings of the Radio Servicemen's Association, the Sales Managers Clubs, the National Association of Radio Parts Distributors, "The Representatives", and many Division and Committee meetings of RMA.

The Radio Parts Trade Show, sponsored jointly by RMA and the Sales Managers Clubs, is expected to "top" all previous records of attendance. More than half of the parts distributors and sales agents attending last year have already filed registrations for the June show and meetings. Many will come on a "radio special" train from New York City.

President A. S. Wells will preside at the RMA convention. Prominent speakers at the RMA membership luncheon on Tuesday, June 13, include Commissioner T.A.M. Craven of the Federal Communications Commission and Chairman of the Commission's Television Committee, and President Neville Miller of the National Association of Broadcasters, which is cooperating with RMA in the national industry promotion campaign. There will be two meetings of the RMA Board of Directors, June 13 and 14, and many meetings of Association Divisions and Committees.

The National Radio Parts Trade Show will run from Wednesday, June 14, until 10:00 P.M., Saturday night, in the Stevens Hotel Exhibition Hall.

The annual convention of the Radio Servicemen of America, with engineering lectures jointly with the Chicago section of the Institute of Radio Engineers, will be held Friday and Saturday, June 16 and 17. The National Association of Radio Parts Distributors will meet at 2:30 P.M., Tuesday, June 13; "The Representatives", at 10:30 A.M., Friday, June 16, and the Sales Managers Clubs also at 10:30 A.M. Friday, June 16.

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For the systematic collection of data on the drift of ice in the polar basin, a Soviet scientist has suggested the use of a buoy equipped with radio apparatus to indicate its position as it drifts along with the ice. The Soviet Arctic Research Institute is holding a competition for the best design of buoy of this type.

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## EDUCATION OFFICE TO PRODUCE NEW PROGRAM

Commissioner of Education John W. Studebaker announced this week that the Office of Education, Department of the Interior, has accepted an invitation extended by the U. S. New York World's Fair Commission to produce in cooperation with the Columbia Broadcasting System a new weekly coast-to-coast radio series interpreting and supplementing the Federal Exhibits at the Fair. Beginning May 14, the series will be on the air every Sunday, 2 to 2:30 P.M., EDST, over CBS and affiliated stations.

The new series, titled "Democracy in Action" will succeed the Office of Education program "Americans All-- Immigrants All", recently named by the Women's National Radio Committee, as the "most original and informative program" of the year.

Announcement of the new series was made also in New York City by United States Commissioner Theodore T. Hayes of the U. S. New York World's Fair Commission and by William S. Paley, President of the Columbia Broadcasting System.

The purpose of the series, according to Commissioner Studebaker, is to promote wider understanding of democratic processes and functions as revealed by the ways in which our American government operates, and to extend the values of the Federal Exhibits at the New York World's Fair.

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## PEACE FOUNDATION TO ASK S-W STATION LICENSE

A powerful new short wave radio station to broadcast messages of peace to Europe and other Nations throughout the world will be constructed at Swannonoa, the million-and-a-half dollar estate in the Blue Ridge Mountains of Virginia, recently purchased by Mrs. Louis H. McGuire, if an application to be presented within the next few days to the Federal Communications Commission is granted. Mrs. McGuire, former Asheville, N.C., society matron, is now living in Washington.

The estate, built in 1912 near Waynesboro, Virginia, by the late Major James Dooley, of Richmond, Va., will be retitled the "Swannonoa Peace on Earth Foundation", and will be dedicated through the medium of the short wave radio to sending the Peace Message of Christ to all the world. Mrs. McGuire said that she believes such a foundation can render a particular service at this time in view of the troubled condition of the world, when nations are turning to arms and away from Christ, and when war-minded nations are sending their doctrine of hate throughout the world by short wave radio.

The Foundation will be non-political, non-sectarian, non-racial, and non-commercial, Mrs. McGuire said. The movement, she added, will have the backing of outstanding religious and social leaders throughout the nation.

Over the Swannonoa station, peace for all peoples will be sounded regularly to all peoples. In these appeals, Christianity and Democratic ideals will be blended closely. "The Star Spangled Banner" and the Sermon on the Mount will go hand-in-hand", she said.

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### CHAVEZ MAKES PLEA FOR PAN AMERICAN STATION

Making a plea for greater unity between the United States and Latin American countries, Senator Chavez (D.), of New Mexico, Thursday night over an NBC network spoke in support of his bill to erect a Pan American short-wave station in Washington.

He said that Germany has 11 - 100,000 watt short-wave stations at Zeesen, and that it "practically dominates radio reception in South America".

"Contrast this with our broadcasting station at Boston (WLXAL - a privately-owned station), which supposedly handles our official propaganda", he said. "The Boston station is only one-fifth as strong as one of these German stations."

Continuing, he said:

"Granted that it is necessary to cultivate relations with Latin America, what can we do?"

"In the first place, we should recognize that radio is the greatest force existing today by which people of different nations can be brought close together. We need a powerful government short-wave broadcasting station. Outside of the General Electric Station and the World Wide Radio Station at Boston, and the efforts of the National Broadcasting Company through the intelligent and expert guidance of its vice-president, Mr. Frank Mason, who has devoted considerable study to the Latin American field, little or nothing is being done. These stations are woefully ineffective. Travelers tell us that nowhere in South America are they able to get reception and that in Central America it is inadequate and only partially successful.

"There is no reason why this government cannot operate a radio station exclusively devoted to promoting cultural ties with the Western Hemisphere. Through such a radio station we can acquaint our Latin neighbors with the sincerity of our Good Neighbor Policy."

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5/12/39

ELLIOTT ROOSEVELT URGES RADIO SELF-CENSORSHIP

Elliott Roosevelt, son of the President, and president of the Texas State Network, Inc., believes in strict self-censorship of radio. Speaking before the New York Rotary Club Thursday, he said broadcasting and the press are the most important mediums for maintaining our democratic form of government.

"There has been a lot of talk about censorship of radio", Mr. Roosevelt said. "But, whenever the government takes a hand in censorship under any administration, then you can expect to see the death of our democratic form of government. On that day the radio will be used as a medium of propoganda; it will then become the same weapon it is in such totalitarian States as Germany and Italy and we will have the same kind of government that they do. We cannot help to succeed in the rendition of this service to the people of the United States unless we impose self-censorship. If we overstep the bounds of fairness to both or all sides of a question, we will find ourselves playing a part in helping to break down our government and, as soon as it steps in with censorship of radio, newspapers can expect the same thing."

Mr. Roosevelt warned his audience that television was still in the experimental stage and had not reached perfection in spite of statements by "prominent persons that it is here".

"Television is a long, long way off from being an accomplished and new industry that can stand on its own feet", he said. "They have never been able to find out where the income is coming from to support television, so there is no need to throw away your radios and buy television sets yet, although the unions are fighting about how they are going to unionize it."

He urged an amendment to the 1927 radio laws by which radio stations operate under a six-months license from the Federal Communications Commission. He said leaders in the industry were supporting a movement to operate under a permanent certificate of "convenience and necessity" which would be revocable at any time it was shown that stations were not operating in the public interest. He added that he believed the industry should be supported by a special tax on radio broadcasting stations so long as the tax was "not made destructive".

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The only broadcasting station in Danzig is the "Landes-sender Danzig", which has power of 500 watts, 1303 kilocycles frequency, has no call letters and is owned by the Government of Danzig.

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## BRITISH IMPORTS OF U. S. RADIO TUBES DECLINE

The volume of American radio tubes or valves imported into the United Kingdom during 1938 showed a decided decline as compared with the previous year, according to the U. S. Commercial Attache at London. The total imports of radio tubes or valves during 1938 amounted to 1,217,611 units as compared with 2,341,039 units during 1937. During recent years - 1936 and 1937 - imports of radio tubes or valves from the United States accounted for approximately 83 and 70 percent, respectively, of the total imports.

"It is also believed that imports from the Netherlands will show a decline since the leading Dutch radio manufacturer has extended its local manufacturing activities and has also become a member of the local radio 'Patent Pool', the report stated.

"Importers of American tubes attribute this decline to the fact that local manufacturers are now making the American type tube or valve. While it is generally admitted that the American tube is better than the British-made tube, the prices of the latter are lower than the landed prices of tubes imported from the United States. Competition is therefore difficult and importers report there are no signs at present of the American tube regaining its former position."

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## FAIRNESS OF RADIO LAUDED BY F.D.R. IN FIRST DISK

Inaugurating a series of recorded interviews for broadcasting over approximately 150 radio stations scattered throughout the United States, President Roosevelt paid tribute to the accurate reporting of news by radio.

"In some communities it is the unhappy fact that only through the radio is it possible to overtake proclaimed untruths or greatly exaggerated half-truths", he said.

Interviewed by Lowell Mellett, Executive Director of the National Emergency Council, Mr. Roosevelt continued:

"While, to be sure, the people have learned to discriminate pretty well between sober facts and exciting fiction, they have a right to expect their Government to keep them supplied with the sober facts in every possible way."

Mr. Mellett explained that Secretary Hull would make the first of a series of reports by Cabinet officers next week when he will discuss the work of the State Department.

Mr. Roosevelt said he could best express the reason for the broadcasts by quoting from Washington's farewell address:

"Promote then as an object of primary importance, institutions for the general diffusion of knowledge . . . in proportion as the structure of a Government gives force to public opinion, it is essential that public opinion be enlightened."

The two most important institutions for the diffusion of knowledge prior to the advent of radio, Mr. Roosevelt declared, were the press and the schools.

"Aside from some financial assistance, in the form of less-than-cost postal rates", the President continued, "the Government has supported the press chiefly by protecting its freedom. Whether or not we have the best schools in the world - and many of us think we have - it can hardly be disputed that we have the freest press. Government restrictions on the press amount to little more than laws to prevent the printing of obscene matter and articles calculated to incite rebellion. The press is as free as it cares to be or as its economic condition permits it to be."

Although radio is still in its infancy, he said, it "already rivals in importance" the schools and the press.

"The Government, as the people's agent, has had and has now a still different relation to radio from that toward the schools and the press. It has encouraged and aided its development on the one hand, and, on the other it has set up such controls of its operations as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."

There is a limit, Mr. Roosevelt added, to the amount of information the newspapers can print.

"Newspapers are business institutions, living on advertising revenue, and they are apt to be as large or as small as their advertising volume requires or permits", he said. "This is true, and must be recognized, regardless of how seriously or how lightly an individual publisher may take his responsibility to keep the public fairly informed."

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#### RADIO NEWS REPORTERS FORM ASSOCIATION

Radio newsgatherers and commentators have organized the Radio Correspondents' Association. Fulton Lewis, Jr., commentator for the Mutual Broadcasting System, was elected President, and Albert L. Warner, commentator for Columbia Broadcasting System and former Washington correspondent of the New York Herald Tribune, was named Vice-President.

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## CROSS-EXAMINATION OF SARNOFF IS POSTPONED

The final hearing of the chain-monopoly hearing of the Federal Communications Commission, in which David Sarnoff, President of the Radio Corporation of America, will be cross-examined, was postponed this week until May 17th.

At that time Mr. Sarnoff and Mr. Levine, Manager of the NBC Concert Division, will be on the stand. Mr. Levine will appear in the place of George Engels, NBC Vice-President and Managing Director of the Concert Division, who has been ill for several months.

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## THEATRICAL TELEVISION EXPERIMENTAL, SAYS BBC

The British General Post Office Television Advisory Committee held a meeting recently regarding the Television-Cinema controversy, the U. S. Commercial Attache reports. As a result, the British Broadcasting Corporation issued the following statement:

Much misleading publicity has followed the theatrical reproduction of the BBC television transmission of the Boon-Danahar contest on February 23rd. The BBC therefore wishes to make its own position clear.

"Large screen projection of television programs is still regarded as experimental, and permission to use BBC transmissions in this will be subject to certain necessary restrictions. Experience of the results will afford guidance as to future policy, which is still under consideration by the Television Advisory Committee.

"The BBC, although primarily concerned with the provision of a home service, does not oppose experiments in large screen rediffusion of its programs before paying audiences, when the programs concerned are either of events of national importance and interest, independent of commercial promotion; or when the subject is a sports event, the rights in which are held by a promoter.

"For the present therefore the BBC will raise no objection to rediffusion of events in the latter category if agreement as to terms is reached between the rediffuser and the promoter, subject to certain conditions. The conditions include an undertaking that no exclusive rights shall be given to any one group or system, and that all applicants shall be granted rights on equal terms, based approximately on the relative seating capacity of the theaters concerned. Should the promoter object, the BBC will act accordingly and withhold permission to reproduce.

"As in the past, no objection will be raised by the BBC to the use of its television transmission for genuine trade demonstrations providing no charges are made."

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 ::: TRADE NOTES :::  
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Many Washingtonians turned out for a ceremony that marked the breaking of ground at Wheaton, Md., Thursday, for the new 50,000-watt transmitter of Station WJSV, CBS outlet, of Washington. A novel effect was an electric eye which raised a flag every time a pedestrian passed through its beam.

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American Society of Composers, Authors and Publishers has assumed the right to license the catalog of its members for television performances, according to Variety. Formal notification of this step was conveyed to ASCAP's publisher membership in a letter signed by John G. Paine, General Manager. Mr. Paine has also advised NBC that his organization was interested in working out a formal agreement on television as quickly as possible and that hereafter all application to televise the musical works of ASCAP members would have to be taken up direct with the Society.

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"Radio Center", impressive new \$100,000 structure, will be dedicated Saturday, May 13th, by WOKO, Columbia's Albany station since 1932. Columbia will salute the newest advance of WOKO in a half-hour program Saturday evening, 11:30 to 12 midnight, featuring the music of Jan Garber and his orchestra. The station's own dedicatory ceremonies will be held from 9 to 10 that evening.

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Sterling Fisher, CBS Director of Education and Radio Talks, has been named a life member of the American Museum of Natural History, New York City, by its Board of Trustees. The action was taken at the Board's Spring meeting and unanimously adopted by the membership.

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Richard C. Patterson, Jr., former executive head of the National Broadcasting Company, is planning to resign as aide to Secretary of Commerce Hopkins and to return to private business this Summer, it was disclosed this week. He is understood to be negotiating for the post of Chairman of the Board of a public utility company or a motion picture concern. The Radio-Keith-Orpheum Corporation, going through reorganization, is prominently mentioned as the firm Mr. Patterson will join. the R-K-O has no Chairman at present.

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Directors of the Farnsworth Television and Radio Corporation this week elected J. P. Rogers as Vice-President and Treasurer of the company, according to an announcement by E. A. Nicholas, President. Mr. Rogers has held former executive positions as Treasurer of the Associated Simmons Hardware Co., Secretary and Treasurer of the United States Radio & Television Co. and most recently Vice-President of the Crosley Corporation.

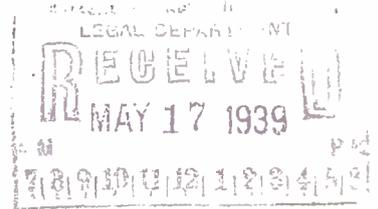
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*[Handwritten scribbles and signatures]*



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May 16, 1939

FCC REPORT ON TELEVISION EXPECTED SHORTLY

With conferences concluded, the Television Committee of the Federal Communications Commission this week started work on its report to the full Commission. Commdr T.A.M. Craven, Chairman, said it will be completed before the end of this month.

Commdr. Eugene McDonald, Jr., President of the Zenith Radio Corporation, was the last radio manufacturer to be consulted by the Committee, which includes Commissioners Norman S. Case and Thad H. Brown.

Previously, the Committee conferred with Powel Crosley, Jr., President of the Crosley Corporation, and representatives of the Majestic Radio & Television Corporation and the Wald Radio & Television Laboratories, Inc. It also had made a trip to the principal television plants in the East.

Because of the growing public interest in television since its formal debut at the opening of the New York World's Fair, the recommendations of the Committee will be awaited with keen interest by the radio industry, which now is sponsoring the television broadcasts without commercial return.

Although the recommendations of the Radio Manufacturers' Association for standardization of television transmission and reception at 441 lines are before the FCC, it is not believed the Committee will propose any fixed standards at this time.

All indications are that the FCC will proceed cautiously in the immediate future, as it has in the past, in the treatment of television problems. Action probably will be taken on individual applications as they are presented, with no fixed general policies governing the industry at this stage.

Meanwhile, reports of the sale of television receivers in New York since the April 30 debut have been meager. Rough estimates place the sale at possibly 1,000, according to Broadcasting Magazine, but other estimates are well below this figure.

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## BAN ON RADIO ADS OF BEER PROPOSED IN HOUSE BILL

Sponsored by the Federal Alcohol Administration, an amendment to the organic FAA Act has been proposed by Chairman Doughton, of the House Ways and Means Committee which would have the effect of barring all beer and liquor advertising on the air.

Representative Doughton (D.), of North Carolina, said it was introduced at the request of the FAA and has not been acted upon by the Ways and Means Committee.

If enacted into law, it would forbid holders of basic permits from sponsoring radio programs or having their names mentioned on the air in connection with commercial programs.

There is already pending on the Senate calendar a bill to prohibit radio advertising of liquor or beer.

The Doughton proposal states:

"It shall be unlawful for any person required to secure a basic permit under the provisions of this Act, or for any other person, or for any person for, or in behalf of such persons, to broadcast or cause to be broadcast, directly or indirectly, by means of radio, any advertisement of an alcoholic beverage, nor shall any such person or any person for, or in their behalf, pay for or sponsor, directly or indirectly, any radio program, or be mentioned in any radio advertisement if, either by use of a trade name or otherwise, reference is made to the fact that any such person is engaged in the manufacture, sale, or other distribution of any alcoholic beverage."

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## FCC FUNDS RUNNING SHORT, ECONOMIES FORECAST

Employees of the Federal Communications Commission are expecting to see the axe of economy start working shortly unless Congress takes cognizance of the increasingly serious financial plight of the Commission.

Only about \$25,000 is left to operate the Commission the remainder of the fiscal year, which ends June 30, it was said, and no money has yet been appropriated for the next year due to the uncertainty of the FCC reorganization.

More than \$2,000,000 with provisions for expansions, was asked for the next fiscal year, but the House Appropriations Committee declined to approve it because of the proposed shakeup.

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5/16/39

## NAB INVITES MOVIE, PRESS CHIEF TO CONVENTION

Broadening its field of discussion, the National Association of Broadcasters, through Neville Miller, its President, has invited Will Hays, movie czar, and James G. Stahlman, retiring President of the American Newspaper Publishers' Association, to address the NAB convention in Atlantic City July 10-13.

A nationwide broadcast, in which Messrs. Hays, Stahlman and Miller would participate, is tentatively planned for the evening of July 12 during the annual banquet. Thus, the heads of the press, movies and radio, for the first time from the same rostrum, would address the nation on public service.

Preliminary convention plans contemplate formal opening of the general sessions Tuesday, July 11, with the entire day devoted to copyright. At that time President Miller and his Copyright Committee will report on negotiations with ASCAP and individual industry groups regarding the most desirable type of performing rights contract, to succeed existing contracts which expire December 31, 1940. Several alternative provisions probably will be advanced.

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## FCC "PARTY" INVESTIGATED BY WHITE HOUSE, DEWEY

Rumors circulating around the Federal Communications Commission are that the recent "party" in a New York night club of several members of the Federal Communications Commission Committee studying television is under investigation by the White House and Thomas Dewey, U.S. Attorney for New York and Republican presidential aspirant.

Just what is the purpose of the investigation is unknown, although political repercussions would not be surprising.

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Luxembourg has only one radio station but it is one of the most powerful and modern in the world, broadcasting at 200,000 watts on a frequency of 232 kilocycles and a wave length of 1293 meters. "Radio Luxembourg" is the name of the station, which has no official call letters. The station is in constant operation from 7:00 A.M. until 1:00 A.M.

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"HOUSE OF FUTURE" SPONSORED BY NBC

In keeping with the trend of exhibits of the World of Tomorrow, the National Broadcasting Company's Washington stations, WRC and WMAL, are sponsoring the construction of a "House of the Future".

It is believed this is the first time that a radio station has sponsored the construction of a house which will exemplify the type of dwelling people will own five years hence.

L. E. Breuninger and Sons of Washington are the builders. The site chosen for construction is at Massachusetts Avenue and Jamestown Road, one block beyond the District line in Maryland, and only a short distance from the Capital's Embassy row.

Ground breaking ceremonies were held by the NBC's two Washington stations during the first week of May. General Manager K. H. Berkeley officiated, pulling the levers of the steam shovel to remove the first scoop of dirt for the foundation. Now the foundation has been completed and construction on the frame has begun. The house is expected to be finished and open to the public by August 1st. An estimated 200,000 people will view it.

Tremendous interest has been evidenced by national manufacturing companies. Officials of several out of town firms have flown to Washington to bid on heating, lighting, cooking and refrigeration.

Some of the outstanding innovations of the six room house are: Fluorescent tubular lighting recessed in the walls; flexible composition floors, and extensive use of plate glass and glass brick for light and trim. Two things usually associated with home construction, will be missing from the "House of the Future". No wood will be used in the structure, and no space designated as a dining room. Concrete, stainless steel, aluminum and the glass brick will take the place of wood. The living room is so large that it can be used for dining. The exterior of the modern building will be painted brick.

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PATENT GRANTED FOR TWO-WAY TELEVISION

A combined television transmitter and receiver which utilizes only one cathode ray tube and which permits simultaneous two-way television communication between two stations has been developed, according to a patent (No. 2,157,594) granted to Allen B. DuMont, noted television researcher, of Upper Montclair, N.J.

The heart of the system is the cathode ray tube, which acts both as a "tele-eye" to pick up scenes for broadcasting and as a viewer or receiving device to make visible on a fluorescent screen the television images being broadcast from a distant

station. Since both functions are combined in a single tube the system is much more simple and cheaper than prior methods in which separate pick-up and viewing tubes are required at each station, it is said.

The new tube has two screens. One is photo-electric. On this the image to be broadcast is focused and converted into electric impulses that correspond to the lights and shadows of the image. The second screen is fluorescent and makes visible as an image which can be viewed the television impulses received. Both screens are scanned by a single cathode ray, a pencil beam of electrons. When the tube serves as a pick-up tube for television broadcasting, the pencil beam of electrons scans only the photo-electric screen. When the tube is used as a receiver, only the fluorescent screen is scanned.

The patent is assigned to Allen B DuMont Laboratories, Inc., of Passaic, N. J.

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#### NBC APPEALS LIBEL RULING IN JOLSON CASE

The National Broadcasting Company has filed an appeal to the Pennsylvania State Supreme Court from the \$15,000 award to the Summit Hotel Company in the so-called Jolson case.

The verdict, returned last Fall by the Common Pleas Court of Allegheny County, was for damages the hotel claimed it sustained as a result of an ad libbed remark made by Al Jolson during a Shell Chateau broadcast on June 15, 1935. Mr. Jolson was interviewing Sam Parks, then national open golf champion, and when Mr. Parks mentioned the Summit Hotel, Mr. Jolson came back with "That's a rotten hotel", a remark not in the script.

"Radio", says the appeal, "resembles the telephone in that the electrical impulses created by the words spoken into the mouthpiece travel so quickly they cannot be halted before they reach the receiver at the other end of the wire. It would be unthinkable to hold a telephone company liable for the transmission of a defamatory message." If a station is liable for every defamatory utterance reaching the microphone, NBC adds, then the operator of a receiving set, which changes the electrical impulses into sound and so is "as essential to the dissemination of the broadcast words" as the transmitting station, is equally liable.

"We submit, therefore, that to impose on a radio broadcasting station absolute liability as an insurer for all defamation broadcast over its facilities would be unwise and thoroughly undesirable from social and economic standpoints. It would serve principally to open a new and lucrative field for damage suits, and can have but one effect in the long run and that is to impair seriously the usefulness of radio as a means of communication, and to limit severely the scope of radio addresses and presentations of various types which are now brought to the listening public."

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## FRANCE SHOWS PROGRESS IN TELEVISION

"In view of the rather rapid strides which are being made with the development of television in both the United Kingdom and the United States, it is interesting to note that the French authorities are continuing and expanding basic experimental work along this line, the U. S. Commercial Attache at Paris reports. "The Eiffel Tower Television Broadcasting Station is now, as it has in the past, carrying out regular experimental broadcasts. Its power has now been increased to 25 kilowatts, the number of daily broadcasts has been increased from 2 to 4, and the service operates for 5 days per week. It is understood that these tests have, among other things, convinced the technical authorities that the antenna which has been in use is both inadequate and unsuitable, and it is reported that a new multiple antenna has been ordered and is now in the course of delivery. From what can be determined, this new antenna will be very similar to the one now used by the British Broadcasting Corporation at the Alexandra Palace in London.

"The television committee which was established by a Government decree on June 9, 1937, is busily engaged in examining and experimenting with equipment which has been offered for trial by the 4 companies named below. These studies have embraced what is known as direct television as well as telecinema, the survey of the former having been completed in May of 1938 and that for telecinema in August of last year: Cie. Francaise Thomson-Houston; Cie. Francaise de Television; Societe Radio-Industrie; Societe d'Applications Telephoniques.

"It is understood that as a consequence of the preliminary results of the tests made, the television committee has, at least temporarily, approved of the equipment manufactured by the Compagnie Francaise Thomson-Houston, for the purpose of direct television broadcasts, and of that supplied by the Societe Radio-Industrielle for telecinema broadcasts. A contract has already been signed with the Compagnie Francaise Thomson-Houston, one is to be concluded with the Societe Radio-Industrielle, and, apparently, another purchase is to be made from the Compagnie Francaise de Television.

"In an effort to familiarize the public with television, the Radio Broadcasting Division of the Ministry of P.T.T., has recently acquired two large receiving units, one from the Compagnie Francaise Thomson-Houston, and the other from the Societe Philips. The screen of the Thomson-Houston, and the other from the Societe Philips. The screen of the Thomson-Houston machine is 60 x 40 centimeters (23.6 by 15.7 inches) and that of the Philips machine 45 x 37 centimeters (17.7 x 14.6 inches). It is also reported that the authorities will endeavor to acquire, within the limits set by budget credits, 3 broadcasting units which will permit the projection at will of either television or telecinema. These machines will be established at Paris, Lille and Lyon. The equipment intended for use in Paris has already been acquired, and it is apparently planned to install it in a truck. At the same time, purchase of stationary direct telecinematographic equipment is planned in order to provide for permanent broadcasts from the Ministry of P.T.T. on the rue de Grenelle."

It is also reported that several projects are under consideration which presume the laying of a cable network throughout the Paris region, which will permit television broadcasts to be made from the various sections of the city."

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TRADE NOTES

Effective May 16, the Federal Communications Commission returns to its regular schedule of Tuesday meetings on broadcast cases from which it deviated last November coincident with the opening of the Network-Monopoly inquiry. The established broadcast decision day is Tuesday of each week. Under the temporary schedule, meetings had been held on Mondays.

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Among the salaries of corporation officials for 1938 released this week by the Securities and Exchange Commission were: Crosley Corporation: Powel Crosley, Jr., President, \$24,000; Lewis M. Crosley, Vice-President, \$20,000; James D. Shouse, Vice-President, \$19,000.

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Addition of French, German and Italian news broadcasts to the schedule of Station W2XE's foreign programs marked the opening Monday, May 15, of a new short wave service to reach Columbia's foreign listeners every day of the week except Sunday. These foreign language broadcasts to Europe augment the regular daily service of news in Spanish and Portuguese sent once a day to the Latin American republics and are in addition to the regular news service in English broadcast several times a day to both Europe and South America.

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A nationwide search for deserving young musicians, sponsored by radio station WLW and the Cincinnati College of Music, with 12 scholarships to the winners, was revealed last week in an announcement made jointly by James D. Shouse, Vice-President of the Crosley Corporation in charge of broadcasting, and J. Herman Thuman of the College of Music. According to the provisions of the contest, any person who has been graduated from the music department of a high school or who has had an equivalent musical education will be eligible for competition for the scholarships.

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General expansion of service to clients, agencies and stations is announced by Radio Sales in the transfer of Jerome Sill to the newly created post of Director of Radio Sales Promotion, effective May 15. In his new capacity, Mr. Sill will work with other members of Radio Sales, and with managers of the ten Columbia stations represented by this division, in the organization of specific radio data to meet individual clients' marketing and advertising problems.

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## EUROPE RADIO HOMES NUMBER 35,130,000

Thirty-five million one hundred and thirty thousand homes were registered in the European zone as possessing radio receivers on New Year's Eve. The growth in the number of receiving sets during 1938 was 3,685,026 against 3,730,037 in 1937. Germany added 2,415,565 homes (26.58 percent) to her total of 9,087,454 at the end of 1937; Great Britain 428,866 to her 1937 total of 8,479,500 (an increase of 5.06 percent); and France 542,167 to her 1937 total of 4,163,692 (an increase of 13.02 percent). The greatest increase in wireless licenses in 1938 was recorded by the Turkish Republic. This was one of 110.20 percent, the actual rise being from 22,000 to 46,244.

These are the outstanding facts shown by the annual chart published recently by the Headquarters of the International Broadcasting Union at Geneva.

"No explanation is given by the International Broadcasting Office of the slowing up in the growth of the European auditoire in 1938, but it may safely be attributed to two main causes - the approach to 'saturation point' in those countries where broadcasting has been firmly established for a number of years, and the economic reaction to the political events of last August", World Radio comments.

"The remarkable rise in the number of German listeners is due in part to the taking over of the listeners in Austria and the Sudeten area of the Czecho-Slovak Republic. But even when this is allowed for there remains a formidable increase, due in part to the national policy which expects each good citizen to possess a receiving set, and in part to the continued popularity of the standard low-price receiver. The fact, however, that Germany has 708,653 homes which are exempt from the payment of license fees (as compared with 51,872 in Great Britain) cannot be overlooked.

"Great Britain pursued her traditionally even curve throughout the seasons, but her percentage increase on the year dropped from 7.13 to 5.06. Those who would attribute this decline entirely to the approach to 'saturation point' must not overlook the fact that in Denmark, which has still the largest proportion of licenses to total population in any country in the world, the increase of licenses in 1938 was 8.33 percent, against 7.94 percent, in the previous year. France, also, which has a total number of receiving sets far removed from 'saturation point' managed to increase her wireless licenses by 13.02 percent, only in 1938, against 29.35 percent in 1937.

"If we put aside the special case of the Turkish Republic - where, under the influence of the new high-power station at Ankara the number of listeners was more than doubled in 1938 - we shall find that the average percentage increase in the European zone last year was just under 17."

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## S-W BROADCASTERS USE NEW GEOGRAPHY, SAYS "LIFE"

A new kind of geography that is based on the shortest distance between two points as travelled by short-waves is described with illustrations in the May 15th issue of Life magazine.

"The shortest route from New York to Manila is not across Mexico and the Pacific", the article says. "It lies across Alaska and Siberia. If you do not believe this, take a string and measure out the distance on a globe. Or look at the map below. It is an azimuthal map, made by taking New York as the center of the world, plotting the rest of the world in terms of the shortest distance from New York.

"This is the kind of map short-wave radio broadcasters use. Short-waves are sent along a focused beam. The narrower the beam, the more power along its length. The azimuthal maps, prepared by Harold Churchill, show problems U.S. and German broadcasters meet.

"The battle among nations to barrage foreign lands with short-wave radio propaganda is waged with growing fierceness. To America's radio artillery, two new big guns have just been added.

"Near Oakland, Calif., the General Electric Co. has opened a station whose short-waves are searching out the sets of the Orient with American programs. In Bound Brook, N. J., the National Broadcasting Co. is finishing a station which delivers to South America the strongest signals ever sent from the U.S."

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## NBC PLANS FIRST TELEVISED BASEBALL

History's first televised baseball game will be broadcast Wednesday, May 17, from Baker Field, New York City, the National Broadcasting Company. The televised game, an intercollegiate contest between Columbia and Princeton Universities, will begin over Station W2XBS, at 4:00 P.M., EDST.

In marking another milestone in the annals of American sports, the NBC mobile television station will televise the game on the spot at the Baker Field diamond. Broadway at 218th Street. Fast fielding plays will be converted to electrical impulses and relayed over a radio link to the main NBC transmitter at the Empire State tower for broadcast to home viewers in New York, Connecticut and New Jersey within the fifty-mile service area of Station W2XBS.

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G. E. MERGES RADIO-TELEVISION ACTIVITIES

A new department of the General Electric Company, which will consolidate for the first time all radio, television, and related activities, has been established with headquarters at Bridgeport, Conn., effective immediately, it has been announced by C. E. Wilson, Executive Vice President of the company. Dr. W. R. G. Baker, for many years associated with G-E activities in the radio field and until now Chairman of the Radio Management Committee, has been named manager of the new unit, to be known as the Radio and Television Department.

"With the development of television, the scope of the potential market for radio and television tubes and for equipment used in their application is greatly enlarged", Mr. Wilson declared in announcing the new move. "Coincidentally there arises inter-related development, production, and commercial problems which suggest that centralization of responsibility for the company's activities associated with these products will be the most effective means of coping with them. The new Radio and Television Department will have responsibility for radio and television tubes, receivers, transmitting and relaying equipment, carrier-current equipment, and other associated radio product lines."

For the marketing of most of its products, the department will rely for the present on the distribution facilities of the Appliance and Merchandise Department, which has in the past been responsible for radio receivers. The formation of the new unit presages even greater emphasis than in the past on such related activities as experimental transmission of short-wave radio and television. General Electric has now nearing completion in the Schenectady-Troy-Albany area the most powerful television transmitter to be built in this country, and for many years it has operated a number of powerful short-wave stations as part of its developmental program. The company has also been a factor in the building of radio transmitters for Government use and for such service applications as two-way transmission for fire and police service. New York City's fireboats are linked by this kind of installation.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*Handwritten:* all

*Stamp:* MAY 20 1939

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## FCC STAND ON SUPER-POWER HIT BY CONGRESSMAN

The refusal of the Federal Communications Commission to sanction a change in its rules to permit super-power broadcasting and its action in stopping the super-power operations of WLW, Cincinnati, brought a scathing rebuke from Representative Martin L. Sweeney (D.), of Ohio, this week in the House.

Charging that the influence of the networks was responsible for the Commission's stand, Mr. Sweeney concluded:

"Rural America today stands condemned to the tongueless silence of the dreamless dust."

That his views on super-power are at variance with the majority of the members of the U. S. Senate is apparent as the Senate last year adopted a resolution stating its opposition to any change in the FCC rules to permit broadcasting at power in excess of 50 kw.

Citing the report of the three-man FCC committee proposing new rules governing broadcasting, Mr. Sweeney said:

"From the report of the committee no subject considered in the June hearing was more controversial than this so-called super-power proposal supported by the progressive and enterprising clear channel group of stations. The report goes on to say that the use of power in excess of 50 kilowatts has certain distinct advantages, especially in the form of increased rural service. Notwithstanding this pointed economic argument, the committee finally comes to the conclusion, in its solitary effort to protect the networks and other radio monopolies, to toss super-power out the window and decides to remain in status quo so far as any advance in radio science is concerned.

"What is this thing called super-power? Stripped of all its confusing ramifications the basic question confronting the radio industry and the Federal Communications Commission is: Shall the rural listeners be denied good radio reception under all conditions?

"Further, shall the rural or small-town listener be entitled to any semblance of parity with his urban brother in the matter of radio reception and choice of programs? Boiled down to its last analysis, that remains the only question of super-power. The fact remains uncontroverted that a super-power station does nothing more than furnish radio parity to rural listeners, a parity not now available. It does not interfere with existing facilities operated with less power, nor does it 'squeeze out' smaller licensees. Yet the FCC says 'no' to any advance that would insure

program equality. The Commission grants that the only reason why clear-channel stations were created was because only clear-channel stations could give secondary service; that is to say, service to remote rural areas. The 42 clear-channel stations operating in the United States today do not share frequencies with local and other regional stations. They are therefore in a position to offer reception and program excellence to some people who reside outside the metropolitan areas, but cannot reach the great listening public, which depends upon super-power stations for any reception whatsoever. The amount of power used by any clear-channel station does not interfere in any way with reception of regional or local stations, and by experiment it was found that despite the single license issued for a super-power station the number of radio stations in the United States has increased from 625 to 769 as of April 1, 1939. Does this look like super-power creates a radio monopoly?

"While the city listener has 18 percent more stations and, consequently, 18 percent more programs from which to choose out of the signals delivered to him, rural America, with 54,000,000 people, which never had good radio service and which must depend upon long-traveling radio waves from clear-channel stations, is given no consideration whatsoever by the Federal Communications Commission. In denying all clear-channel stations the right to increase their power output above 50 kilowatts, while urban America with 18 percent more stations in the last couple of years has enjoyed excellent radio reception, rural America has lost 30 percent of its clear-channel stations. And now by the policy to be adopted by the Federal Communications Commission the rural listener will be denied good reception and good programs because the Commission refuses to deal with super-power. Rural America has been side-tracked from the trunk line of broadcasting progress and finds itself, despite the effort of its national leaders, headed into an oblivion which cannot even be penetrated by the power X-ray of modern radio. How long the farmers and the small-town residents of the United States must remain in this purgatory depends upon the continued and unconscionable refusal of the FCC to deal intelligently with high power.

"In its anxiety to protect the networks the Federal Communications Commission has conveniently overlooked the fact that the National Broadcasting Co. operates seven or more 50-kilowatt stations, and the Columbia Broadcasting Co. operates six or more of the same type stations in the United States. The networks have agreed that super-power would be a serious competitor with chain broadcasting, in that one station with a power output of 500 kilowatts would reach a greater share of the rural listening public, with its stronger signals, than that furnished by the chain which makes no attempt to reach the outlying farm communities at the present time. The question then is, Shall rural America in the West and the South be denied the same program excellence and the same good reception as is furnished in the metropolitan districts of the North and East by the chains and regional outlets?

"The committee devotes 20 pages of its report to the subject of super-power, and if this report is carefully analyzed it is the best argument yet brought forward in support of high power. It was pointed out in this report that serious doubts as to the ability of clear-channel stations to operate at 500 kilowatts with

financial success in cities of substantial size were not voiced at the hearing . . . . .

"For the past several years and until an unprecedented, arbitrary, and capricious action by the Communications Commission denied it a renewal of its broadcast license, one station located in the great State of Ohio has operated on super-power; that is to say, on 500 kilowatts. It has been demonstrated throughout by the operation of this station and even to the ultimate satisfaction of the Communications Commission, that its operation was not destructive, and in no way squeezed out local stations which are dependent upon local and some network advertising. It has been argued by the clear channel group, which is anxious to use super-power, that local advertising now enjoyed by this group of stations would be lost. That is true, and now what becomes of this local advertising? It goes to the local and regional stations because the larger clear-channel super-power stations, as demonstrated by the only license in existence for super-power, use practically nothing but national and some network advertising which is not available to the purely local or regional stations anyway. By this the Commission admits that if a clear channel station was permitted to increase its power and if local business was lost as argued, the only benefactors of the loss of local advertising by the super-power stations would be other smaller stations located in the same metropolitan area as the super-power station losing such business. . . .

"Every other country in the world has tried super-power, but it remained for the Yankee ingenuity of an Ohio pioneer in the field of radio to make it work. New England, Russia, and Mexico are using it to propagandize the rest of the world. For the past 4 years we had a station operating on 500 kilowatts power in Ohio, and this station did not affect adversely any other licensee in Cincinnati, in the State of Ohio, or in the United States, yet the committee has come to the surprising conclusion, and entirely against the weight of evidence, that super-power is not yet here. It has been 'here' in Ohio for 4 long years or more.

"In its absolute and unbounded desire to protect the national and regional networks, the committee points out that if there were twenty-five 500-kilowatt stations throughout the United States there might be a natural trend toward the exclusive use of these super-power stations by the largest national advertisers at a subsequent loss in profit to the networks. What stakes have the networks in radio? No investment in transmission and technical equipment other than scattered studios and talent under exclusive contract available for programming. Yet the interest of this group controls.

"It boils down to the fact that the networks have brought such a tremendous amount of pressure to bear upon the Commission against the use of super-power that the Commission has been blinded to the need of this type of transmission, and has decided, as I said, against the weight of evidence, to protect the monopoly now enjoyed by the National and Columbia Broadcasting Systems, condemning the rural listener to a fate on a par with the peasants of communistic Russia.

"By the words of the Commission itself, super-power is only a step away. Irrespective of what pressure can be brought upon the present membership of the Federal Communications Commission, this organization cannot stop the progress of radio by an arbitrary finding that has no support from anyone except the lobbyists who have impressed upon the Commission members themselves the advisability of maintaining a non-competitive field for the networks which admittedly do not serve the South and the West and have made no attempt to service the backbone of these United States, rural America."

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#### FCC ADOPTS, CAN'T PUBLISH, NEW RULES

The Federal Communications Commission announced this week the adoption of general rules and regulations to supersede all outstanding general substantive rules. Together with the rules of practice and procedure now in force, these substantive rules, which become effective June 15th, constitute a framework upon which all of the specified rules governing the various services are based.

In view of the limited funds available the Commission will mimeograph copies only for distribution within the offices of the Commission. However, copies will be held at the Office of Information for inspection by the public. In the near future, the Commission plans to have printed copies of these substantive rules.

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#### STATIONS WARNED TO NAME PROGRAM SPONSOR

Radio stations were warned by the Federal Communications Commission this week that they must comply strictly with the provisions of the Communications Act requiring announcement of the sponsor of programs which are paid for in any way, directly or indirectly. The notice followed reports of violation of the rule.

The FCC sent a notice to all licensees of broadcast stations calling their attention to Section 317 of the Communications Act of 1934.

Section 317 reads as follows: "All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

The Commission's notice warned the licensees that, "The Commission insists upon, and expects, full compliance at all times with the above quoted provision of law."

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## SARNOFF OPPOSES ANY CURBS ON NETWORKS

Demoralization of radio broadcasting and destruction of the present high program standards of the American system of broadcasting would follow any prohibition against networks making exclusive contracts for service to local stations, David Sarnoff, President of the Radio Corporation of America, told the Federal Communications Commission's Chain-Monopoly Committee this week.

Mr. Sarnoff also told the Committee that the radio as known today is not that of the near future. He predicted that changes in the art would come much more quickly during the next few years than during the past decade.

The RCA head returned to the witness stand for cross-examination, having opened the inquiry last November with a lengthy statement. Cross-examination was deferred at that time by William J. Dempsey, General Counsel of the Commission.

Practically the whole session was given over by Mr. Dempsey to questioning Mr. Sarnoff on the competitive angles of networks and the exclusive contract practices whereby the chains bind local station affiliates to take only the programs of the particular network with which they are working.

Mr. Sarnoff insisted the present high-quality programs are due entirely to the practices and policies of the networks. Local stations, he said, could not afford to serve the high-type programs provided by the chains.

Mr. Sarnoff said the networks had built up a listener following through their sustaining and commercial chain programs. He added that to permit stations to take any program from any network at any time they saw fit would create a situation which, in his opinion, would destroy the high-quality service which the public has been educated to expect.

He testified that competition between networks is desirable so far as the listener is concerned, and as between the four major networks there is active competition. He said he thought it exists at the present time for both listener interest and the advertising dollar.

Looking ahead only to the next five or ten years, he told the Commission there is no technological reason to assume that broadcasting stations will not outnumber newspapers.

"All the space in the ether is available for new networks", he said, "and I am trying to encourage new ones. There are between 700 and 800 broadcasting stations now, but there is no reason why there should not be 7,000, or 70,000."

Mr. Sarnoff also referred to the early development of television, and of broadcasting printed newspapers. This was to persuade the Commission that inflexible regulations should not

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be set up on the basis of existing broadcasting conditions that might be undated tomorrow.

The RCA President argued against a suggestion that networks should be licensed.

"When you license the program-creating agency, in addition to licensing the equipment by assigning wavelengths, you introduce a new idea", he said. "You then regulate entertainment, education, news, and pictures, not the radio frequency. The minute that power is in your hands, it becomes almost unlimited power to license everything from beginning to end. You could license the Radio Corporation of America, and the individual broadcaster before the microphone.

"If the Government writes a code to govern radio programs, it will certainly establish censorship in direct violation of constitutional guarantees of freedom of speech", he said at another place.

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#### NEW STATION FOR WISCONSIN GRANTED

The Federal Communications Commission this week granted the application of M. & M. Broadcasting Company, Marinette, Wisconsin, for a construction permit to erect a new station to operate on frequency 570 kc., with 250 watts power, daytime only.

At the same time, the Commission denied the application for voluntary assignment of license of Station WAPI to the Voice of Alabama, Inc., holding that the transfer of license from the present licensee of Station WAPI, will not be in the public interest. Station WAPI is owned by the Alabama Polytechnic Institute, University of Alabama, and Alabama College.

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#### JUDGE SYKES, WHEELER'S SON ENTER RADIO LAW

Judge Eugene O. Sykes, who resigned recently after 12 years' service with the Federal Communications Commission and its predecessor, the Radio Commission, was admitted to practice this week before the bar of the FCC.

Edward K. Wheeler, son of Chairman Wheeler of the Senate Interstate Commerce Committee, also was admitted to practice.

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## FCC CALLS ENGINEERING PARLEY ON NEW RULES

An informal engineering conference will be held on the proposed standards of good engineering practice by the Federal Communications Commission on June 5th. At this conference, engineering questions involved in the exceptions filed relative to the proposed rules and suggested changes in the proposed standards as made by a special committee will be discussed.

All interested parties have been invited to attend this conference and requested to advise the Chief Engineer of the Commission not later than May 28th. Any parties who are not able to attend, but desire to offer suggestions, may do so by letter which will be given due consideration in preparing the final draft of the "Standards of Good Engineering Practice."

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## DENVER LOCAL DENIED DESPITE FOUR NET STATIONS

Although four of the five radio stations in Denver are affiliated with the national networks, the Federal Communications Commission this week denied the application of F. W. Meyer to establish a new local outlet there.

"While four of the five radiobroadcast stations located in Denver are affiliated with national networks, they nevertheless devote a considerable portion of their time to programs of a local nature", the FCC stated. "The applicant has not sustained the burden placed upon him by showing that the existing stations in the city are not adequately supplying the local needs of the community as to program service, and that the proposed station would fill said need. The fact that there are a number of business firms that desires the use of proposed station for advertising purposes, and that a good many of them cannot afford to pay the rates charged by the existing stations and would buy time over the proposed station at the lower rates proposed, does not in itself justify the granting of the additional facilities sought."

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While bombs crash near them and anti-aircraft guns roar, thousands of English-speaking persons in the Orient are enjoying entertainment direct from the Golden Gate International Exposition on Treasure Island in San Francisco Bay. Such is the dramatic picture drawn through an analysis of an avalanche of mail pouring in from the Orient to General Electric International broadcast station W6XBE, at the Golden Gate International Exposition.

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## OPPORTUNITY OF RADIO FOR BOYS CITED BY SARNOFF

The members of the Boys Club of America were advised Thursday night by David Sarnoff, President of the Radio Corporation of America, to learn a specialty as preparation for the time when they will seek jobs. Mr. Sarnoff spoke at the annual dinner at the Hotel Commodore, New York City.

The future of radio as a field for achievement was emphasized by Mr. Sarnoff. "As one who has been a participant in radio since its infancy", he said, "I can tell you that what lies ahead is far greater than what lies behind. The boy of today will find in the radio of tomorrow opportunities for achievement that we who struggled as its pioneers could hardly have dreamed to be possible."

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## KDKA TO INSTALL "PICKABACK AERIAL"

A "pickaback" aerial will perch atop the 718-foot vertical broadcasting antenna at KDKA's new transmitting station and will send out noise-free experimental short-wave programs, it was announced at the breaking of ground for the new station in suburban Pittsburgh.

The superimposed aerial will consist of a series of rod antennas, each 10 feet long and jutting out from the top of the tall thin mast like the cross-arms of a telephone pole. It can transmit, say engineers of the Westinghouse Electric & Manufacturing Co. programs on high frequencies free from the usual interfering atmospheric noises, within a radius of a 35-mile line-of-sight to the horizon. The area to be covered is circumscribed because the high frequency signals travel in direct lines like rays of light.

Experiments with a system of broadcasting on which usual stray noises cannot be heard are steps that may lead to a change in present day radio service. Improvements for the listener may be obtained by having a transmitter covering a comparatively restricted area with powerful signals free from extraneous interfering noises. Experiments with the new system will tell engineers whether any change from today's system is feasible.

Two additional short-wave rhombic antennas consisting of long horizontal wires forming the outline of a diamond will be installed at the new KDKA location. One of these short wave antennas will be aimed at Europe, the other at South America. Both will transmit programs by short waves to foreign countries, continuing a service started by Westinghouse in 1922.

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Twenty-three advertisers who have used the NBC networks continuously for five years or more have increased their weekly expenditures by 849 percent since first initiating their radio campaigns, a breakdown of NBC client expenditures shows. An additional five advertisers have been with NBC continuously for more than four years and since first using NBC networks have increased their expenditures 320 percent.

From the first week on NBC until April, 1939, the twenty-eight have increased their expenditures from \$81,353 to \$643,909 or 692 percent. Expenditures of the five-year continuous advertisers have increased from \$57,089 to \$541,888, or 849 percent.

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A new measuring instrument has recently been developed by the RCA Manufacturing Company for surveying the service range of television and other stations operating in the ultra high frequency spectrum of from 20 to 125 megacycles (15 to 2.4 meters wavelength). This apparatus, the Ultra High Frequency Field Intensity Meter, not only provides accurate indications of the strength of very short wavelength signals but enables records to be made automatically, with suitable attachments, and also provides data on the amount of noise which might interfere with television pictures.

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Twenty-five thousand people will pay \$2.50 apiece to see the running of the Derby at Epsom Downs on May 24 in twelve Gaumont British theatres equipped with Baird large screen television. Newsrooms of the London syndicates and newspapers have all been equipped with Baird home sets and are prepared to follow the race from start to finish with the aid of this latest development in communications. The Derby will be the most ambitious presentation yet staged by the Baird engineers in Gaumont British theatres.

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#### GERMANY TO MAKE SYNTHETIC RADIO SETS

By drastic changes in construction and materials, it is estimated that 130 tons of iron will be saved in the production of the new season's German radio receivers, according to World-Radio. Under the four-year plan every German industry is called upon to assist the country by finding substitutes for metals and materials such as iron, tin, platinum, and silk. In the new radio sets a pressed-board chassis will be substituted for iron, and the iron loudspeaker arm has been replaced by wood.

The use of tin has been reduced to a minimum by welding most of the connections, and by using a 40 percent tin content metal for soldering. The consumption of platinum, which is used as contact material on superhets.' wavelength switches, has been reduced from 25 grams to 6 grams by the introduction of a new method of applying the platinum-iridium. These figures apply to the platinum required for two thousand sets.

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## MAJESTIC RADIO STOCK PUT ON MARKET

Offering to the public, by means of a prospectus, was made today (Friday) by the Allied International Investment Corporation, Jersey City, and Singer & Friedlander, Ltd., London, of 375,000 shares of \$1 par value capital stock of the Majestic Radio and Television Corporation. The shares were registered with the Securities and Exchange Commission in a registration statement and have been approved for listing by the New York Curb Exchange.

Of the total offered, 200,000 shares represent authorized but unissued capital stock, of which 50,000 shares are under an option to Singer & Friedlander, Ltd., not yet exercised. The proceeds from the sale of these 200,000 shares will be used by Majestic Radio for additional working capital. The remaining 175,000 shares constitute outstanding capital stock owned by the Davega Stores Corporation and under option to the underwriters.

The authorized capitalization of the company consists of 1,000,000 shares of \$1 par value capital stock, of which 550,000 shares will be outstanding upon completion of this financing.

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## BBC DIRECTOR SEES RAPID TELEVISION GROWTH IN U.S.

Predicting that American energy and resources would spread television rapidly over the United States, Gerald Cock, Director of Television for the British Broadcasting Corporation, said that it would establish a new industry of large proportions. Mr. Cock, after a visit of nearly a month, sailed for England Wednesday aboard the "Aquitania".

"America has the youth, the energy and the resources to make a go of this thing", said Mr. Cock. "In the short time I've been here, I've gone to theaters, department stores and hotels - everywhere I knew a receiver was in operation. I was interested in finding out just what people thought of television. I was astonished at the public interest, particularly since they know absolutely nothing about it. The latent demand for television is most assuredly there. What is needed, I believe, is someone to give an 'urge' to it - some organization to give impetus to the whole thing.

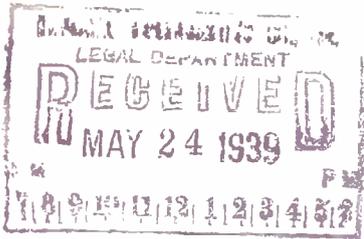
"The progress of television in the United States will depend very largely on what the National Broadcasting Company, and others who will follow NBC on the air, put into television. You have vast resources of entertainment here in New York. You have the apparatus and the brains and the energy. I foresee two years of distress and tremendous expense for everybody connected with American television, but I believe that at the end of a few years you will have established a new and very important industry."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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May 23, 1939

FCC ADVISED TO WITHHOLD TELEVISION ACTION

Making the first of two reports on its investigation of the television industry, the special three-man FCC Committee this week advised the Commission to withhold action for the time being on the request of the Radio Manufacturers' Association that television standards be fixed at 441 lines.

The Committee, headed by Commdr. T.A.M. Craven and including Commissioners Norman S. Case and Thad H. Brown, recommended:

- "1. That the Federal Communications Commission neither approve nor disapprove the standards proposed by the Radio Manufacturers' Association. This recommendation is made first because the Commission by law is required to grant licenses to applicants for television stations, who prove that the granting of such applications would be in the public interest, and, second, because it appears undesirable to take any action which discourages private enterprise or which decreases the incentive for undertaking research to effect further improvements.

The Committee suggests that in taking this action the public be informed that in failing to approve the standards the Commission does not believe the proposed standards to be objectionable as a phase of a rapidly developing service. The public should also be informed that the Commission desires to be free to prescribe better performance for the transmitters it may license in the future when and if such improvements are proved to be in the interest of the public.

Also, in making this recommendation the Committee suggests that it be made clear that the proposed standards do not at this time appear to be suitable for the 12 undeveloped higher frequency channels reserved for television.

- "2. That the Commission require future applicants for television station licenses proposed external transmitter performance differing from those previously in general use, to prove that such proposed performance not only equals the established quality but also will be in the public interest in view of the changed situation thus created.

- "3. That the Commission adopt a policy of cooperation with the industry as a whole and that it immediately arrange a procedure by which it can keep abreast of current developments in the technical phases of television and at the same time acquaint the industry with the problems inherent in the current allocation phases of television. For this purpose it is suggested that the Commission authorize its Television Committee to undertake further studies of the development of television as it progresses and to report from time to time to the Commission the status of such development, as well as to recommend any action which may appear appropriate at the time.
- "4. That the Commission announce that it will not hold a formal public hearing on the subject of proposed standards at this time. This recommendation is made because it does not appear that constructive results will be obtained at this early stage of development. After experimental operation has proceeded to the point where public reaction to television development can be gauged more accurately, a more opportune time for such a public hearing might then be presented."

Explaining its findings, the Committee said:

"The matters referred by the Commission to the Television Committee present two distinct questions, each requiring separate consideration.

"The first of these questions involves action by the Commission upon the request of the Radio Manufacturers' Association for approval of the technical standards for television proposed by that Association. The second involves the disposition to be made of several applications for construction permits to erect television stations.

"The Television Committee will submit reports dealing with these two questions separately under the title of (1) Standards, and (2) Applications, respectively. This report covers only the first, namely, STANDARDS.

"The Television Committee has held several meetings for the purpose of discussing the problem presented by the effect of standardization upon the development of television. In addition thereto the Committee has visited various television laboratories, and has conferred with several organizations concerned in the development of television from both the manufacturing and the operating standpoint. These conferences with the industry were primarily for the purpose of securing information as to the nature of the standards as well as the necessity therefor, and the effect of such standards upon the future development of television as a service in the interest of the public.

"The Television Committee is of the opinion that any jurisdiction which the Commission may have lawfully in the matter of television standards is solely that arising from its specification of external performance requirements for transmitting stations which the Commission may license in the future.

"However, a serious question of public interest would arise in the future if the Commission should specify external transmitter performance capabilities differing from the operating capabilities of receivers in the hands of the public. This is because of the resultant possibility that the public's receivers would be incapable of receiving programs emanating from transmitters licensed by the Commission. Thus, while the Commission has no legal authority to specify standards for the radio manufacturing industry, there is involved in any such standardization a question of public interest which makes it necessary for the Commission to keep itself actively informed of technical progress in television in greater detail than might be necessary otherwise in regular forms of radio communication.

"The Federal Communications Commission is assigned by law a most complex problem of engineering, economics and sociology. It is doubtful if the full meaning of this is thoroughly understood by the general public.

"In this matter of television, the Commission must decide not only positive issues such as the ultimate technical standards of performance, but negative ones, such as what radio services shall be displaced or denied in favor of television. In this, it must be admitted, the Government can only proceed with the best evidence available and make as scientific an estimate as possible. Nobody can foresee the progress of scientific invention, nor can anyone predict safely what the public will or will not accept. Therefore, it would appear to be absurd for the Commission or the industry at this time to take the position that they know precisely what the future holds.

"We feel that television technology stands at approximately the same point on its road of development as did the automobile business immediately prior to the advent of mass production. At that time, with the Selden patents controlling the industry, automobiles were expensive, few and hand-tooled. It appeared they would remain a luxury attachment to the wealthy household.

"Had the Government been asked at that time to fix standards of performance for the automobile industry as the Federal Communications Commission is asked to do for television, it would have been very unlikely that any agency of the Government could have foreseen the changes which swept over automobile engineering in a few short years as a result of free private enterprise and uncontrolled competition between engineers and manufacturers. Generally speaking, the history of the emergence of the automobile industry is the record of all improvement in machine operations. Conscious of this, the Television Committee is extremely hesitant to recommend anything which might later prove to hamper the orderly development of the industry.

"We wish to facilitate, and not delay, the speedy emergence of television as a mass production industry. Fundamentally, there is little we believe the Government should do except to keep order and insure protection of the public's interest as set forth in general terms in this report. The technical ingenuity of American inventive genius must solve the problem and indicate the road television development ultimately will follow. The Committee is firmly of the opinion that it would be hazardous to both the best interests of the industry and the public to attempt by administrative fiat to freeze the art at this stage of its development."

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TELEVISION PASSING FIRST STAGE, REPORT SAYS

Television is just emerging from the first, or technical research, stage of development in the opinion of the Special Television Committee of the Federal Communications Commission stated in its first report.

"The Television Committee considers that from the broadcast standpoint television is now barely emerging from the first or technical research stage of development", it stated. "At this time considerable patience, caution and understanding are required. Careful coordinated planning is essential not only by various elements of the industry, but also between the industry as a whole and the Federal Communications Commission.

"The Committee feels that there is some merit to the proposals of the Radio Manufacturers' Association as an initial step to obtain orderly progress by an industry in the second or experimental operation stage of development of television. However, there should be no lessening of incentive to undertake research leading toward further improvements. In addition, the Television Committee is of the opinion that future progress in television might be more stabilized if basic performance requirements are developed in new transmitters which permit applying the results of future scientific and technical research without rendering totally unworkable the public's receivers in general usage.

"Furthermore, if standards are to be adopted by anyone, they should be sufficiently flexible to permit not only improvements in quality but also radical reduction in price. Unless the television receiver of the future is to be within the pocketbook capabilities of the average American citizen, television as a broadcasting service to the general public cannot thrive as a sound business enterprise for any extended period.

"Television presents the future possibility of developing a new and important industry, particularly if such development is planned logically on sound economic principles. There are pitfalls of an economic character which should be avoided if television is to become a sound business enterprise capable of

rendering a sustained and acceptable service to the public of the nation. Undue haste and lack of coordination between the various elements of the industry are undesirable because of the inevitable retardation of orderly development. While television as a major industry may have distinct social advantages through the creation of new employment, it appears necessary that all concerned exercise caution to minimize disadvantages which could result in unnecessary displacement of labor in industries which may be adversely affected by television service on a national scale. These disadvantages are susceptible of being minimized.

"Thus in the development of television as a major industry, it again appears that cooperative coordination between the manufacturers of receiver apparatus, the operators of licensed transmitting stations, and the Federal Communications Commission might be desirable in the development of television as a national service in the interest of the public. While this coordination may be an ideal objective, the continuous exchange of information and the discussion of mutual problems would at least be practical and might enhance far-sighted planning.

"The extreme limitation of available channels presents a serious problem, particularly in the early stages of television service, because only 7 channels are now developed from a technical standpoint. At first these 7 channels will probably be utilized in cities having large population and areas. The remaining 12 channels which have been reserved and which are not yet developed technically, will be useful for smaller communities as well as for additional stations in the larger communities. The experience gained in the technical phases of the earlier use of the 7 channels which have been developed to date should be utilized to advantage for the service to be rendered on the remaining 12 channels.

"It is necessary that television service on a nationwide scale be operated ultimately on a competitive basis. At present, by reason of the high cost of operation, it appears that cities of less than 100,000 population may have difficulty in supporting one television station, and that in cities of population less than 1,000,000 it may be difficult to operate two television stations on a profitable basis if reliance for financial support must be placed upon advertising as the only source of income.

"Thus with the combination of scarcity of channels and the estimated high cost of operating the transmitting stations which will render television program service to the public, it appears highly essential that the industry be encouraged to undertake further practical research leading toward the development of methods which will permit more stations to be accommodated in the limited space in the radio frequency spectrum as well as facilitating lower costs in the production of good quality program service to the public.

"In the opinion of the Committee, practical television service to the public on a nation-wide scale cannot be expected for some time in the future. Much development remains to be accomplished from both a technical and organization standpoint.

Facilities for the distribution of programs from one center to another have yet to be developed, financed and constructed. Much has yet to be learned concerning program production as well as financing and reducing the cost thereof. Primarily because of the large cost of construction of transmitting stations as well as the high cost of operation thereof in a national competitive system, it is expected that for the next few years the largest metropolitan centers will be the only centers receiving television service and that the smaller centers of population will not have transmitting service available for several years. The cost of receivers will be high during the first years of development, and this in turn may have an additional retarding effect upon the construction of television transmitting stations, particularly in smaller communities.

"This high cost of service as well as the relatively high cost of television receivers may be a retarding factor in the development of television as a service on a national scale. It may also act as a deterrent upon early mass production of receivers at low cost. In the opinion of the Committee, these natural economic factors of delay are not undesirable because they will enable a more sound development ultimately of an improved television service to the public, particularly when mass production of receivers at lower cost may become more of a reality than a hopeful probability.

"In view of the foregoing, it seems safe to conclude that the establishment of a television service on a national scale will be a process of gradual development, beginning progressively with the larger cities and, over a period of years, finally becoming available to smaller communities.

"The financing of television requires courageous pioneering efforts on the part of American investors. Extreme caution should be taken to avoid investment in unproven enterprises. There are many organizations which now have sound basic plans for the development of certain phases of the television art. There may be others which are not equipped from the standpoint of either basic facilities or organization, but which will nevertheless attempt to secure financial support from the investing public. Such enterprises are doomed to ultimate failure. Therefore, good business acumen should be exercised by all concerned and exhaustive scrutiny of every television financial prospectus should be undertaken to insure adequate protection of the investing public."

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New BBC transmitting stations, situated, respectively, at Start Point in Devon, and Clevedon, near Bristol, will be opened by the Lord-Lieutenant of Devonshire, the Rt. Hon. Earl Fortescue, on June 14th. Both Start Point and Clevedon will radiate the BBC's Western programs from the opening date, and with their coming into operation, the existing West of England transmitter at Washford, Somersetshire, and the low-power stations at Bournemouth and Plymouth will close down. Start Point will work on a wavelength of 285.7 metres (1,050 kcs.) with a power of 100 KW, and the transmitter at Clevedon on 203.5 m.(1,474 kcs.) with 20 KW power.

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## TELEGRAPH MERGER PROBE OPENS; CRAVEN IS WITNESS

Commissioner T.A.M. Craven, who has long warned of the necessity of Federal aid to the telegraph industry, was one of the first witnesses as hearings opened this week before a sub-committee of the Senate Interstate Commerce Committee on the Wheeler resolution authorizing an extensive Senate investigation.

Commander Craven stated that unless some such relief as was proposed is given the telegraph companies that the wired communications industry will be controlled entirely by the American Telephone & Telegraph Company.

Senator Wheeler made public letters from Secretary of Commerce Hopkins and Attorney General Murphy endorsing the Senate investigation of the needs of the telegraph industry.

The Western Union and the Postal Telegraph might be consolidated in one of the mergers under consideration, the benefits of which would be explored by the inquiry.

Senator Wheeler read excerpts from the letters when he appeared before an Interstate Commerce sub-committee to ask approval of a resolution providing for the investigation.

"We feel that the problems of the telegraph industry have reached a critical stage", Secretary Hopkins wrote, "and are delighted at the prospect of having some responsible agency undertake a careful survey of the situation with a view to developing a constructive program."

Mr. Murphy informed Senator Wheeler that the Department of Justice had suits pending against both major telegraph companies for alleged violation of the Anti-trust Laws and could supply much information to an investigating committee.

Senator Wheeler said that Western Union had been showing substantial losses in recent years, while the Postal Telegraph Company was in receivership and its lines likely to fall "wittingly or unwittingly into the hands of Western Union."

He suggested that the proposed inquiry might answer such questions as these:

"Can the present companies under proper supervision profitably continue and prosper?"

"Should the landline telegraph systems be consolidated?"

"Should the landline and the international systems be consolidated?"

"Should the landline and the international and telephone systems be consolidated into one gigantic monopoly?"

"Should each of the three types of communication - written, oral and radio - be confined to prescribed limits of activity?"

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## ALMONTE WELCOMES VISITORS TO RCA EXHIBITS BUILDING

Made to order for the position, Mr. J. de Jara Almonte, well-known for his fine work as Night Manager and later Assistant to the President of the National Broadcasting Company, is now Executive RCA Representative at the RCA Exhibits Building at the World's Fair, New York. Noted for his personal courtesy and competent manner in handling difficult situations where tact is required, Mr. Almonte has been referred to in Radio City as "the Diplomat of the Kilocycles".

It is the desire of the RCA to have important people all over the country make the guests' lounge at the RCA Exhibits Building their headquarters.

The RCA is featuring television, of course, in its general display, also the "Newspaper of the Air", a newspaper published by radio facsimile and received in subscribers' homes every morning, for breakfast perusal. There are many other exhibits, but these attract the greatest interest.

In the courtyard of the Exhibits Building the RCA has a television camera, and candidates are selected at random for a sort of "Vox Pop" program, seen by the visitors in the Television viewing hall. This enables a visitor to "act" while friends or relatives in the viewing hall look on with glee.

In addition to the charming company of Mr. Almonte, who is worth going out of one's way to see any day, the RCA's guest lounge will be a welcome interlude after tramping a dozen miles or so from exhibit to amusement, and where warm weather can be made cooler for the tired sight-seer.

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## CRAVEN OPPOSES RULE ON PROGRAM CONTENTS

Opposition to any rule of the Federal Communications Commission specifying contents of radio programs was expressed by Commissioner T.A.M. Craven in an address at Columbus University last week.

"It has been suggested that the Commission should adopt rules governing program service which could serve as a guide to licensees", he said. "I consider this suggestion to be impracticable because it has the danger of requiring the Commission to exercise a regimented control of program service which would result in the imposition of its judgment upon the American people. The Commission might more properly be concerned with the question whether the program service of an individual station or the standards of program service of an industry conform to public opinion, tastes and demands. However, in view of the foregoing inherent danger as well as the specific prohibition against censorship, I am of the opinion that the Commission should not adopt any rule specifically prescribing contents of program service.

"I am convinced that the American system of broadcasting, operated in accord with the broad policies now prescribed by Congress, has proved to be the best method of applying this modern invention of radio to the service of the people of the United States. I recognize, however, that the method by which broadcasting is regulated can change completely its aspect as a service to the public. Therefore, I believe that among the best methods to safeguard the American system of broadcasting is, insofar as is practicable, to encourage and require full and free competition. I am of the opinion that the attainment of this objective requires a faithful adherence to the diversification doctrine of licensing stations in any community or region as well as in the nation as a whole, and also the licensing of an adequate number of stations to insure active competition, not only in business but also in service to the public."

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#### S-W RECEIVERS TABOO, EVEN FOR FOREIGNERS, IN JAPAN

Although General Electric is transmitting regular short-wave programs to the Orient now from its new station near San Francisco, Americans or other foreigners residing in Japan are barred from listening to them unless they do so without the knowledge of the police.

Reviewing the short-wave activities of the Japanese Government, which broadcasts daily in eight languages for the world to hear, a correspondent of the New York Times cited the incongruous taboo on short-wave receivers in Japan.

"Japan does not practice reciprocity in radio", he said, "and American and European residents here are not allowed to own radio apparatus capable of receiving short-wave messages. American or other sets which could pick up other countries are carefully stripped of their short-wave powers before being sold and are liable to be inspected at any time by the police. Some time ago a spectacular police raid, with police vans and a conspicuous display of force, was made to arrest an American in Yokohama whose offense consisted in the possession of a short-wave receiving set. It was widely published and served as an effective deterrent to others. Embassies and legations, being legally on foreign soil, can and do possess short-wave sets, and the news they hear sometimes contrasts piquantly with what they read in the local press."

As for Japan's transmission, the correspondent said:

"Like other modern nations, Japan is in the news business, and disseminates Japanese news to all parts of the world daily in eight languages. Six separate programs, including news, are broadcast each day from the new Tokyo studios of the Japan Broadcasting Corporation, a semi-official organization which has a monopoly of broadcasting in Japan.

"Europe receives two services daily in English, French and German; the eastern parts of the United States also receive two services each day, and three are sent to the Pacific States

and Hawaii, the additional service being arranged because of the large number of Japanese who live there. South America is supplied in Spanish and Portuguese; the South Seas regions, including Manila, Hong Kong, Siam, French Indo-China and the Netherlands East Indies, in Dutch, French, Chinese and Japanese. Every service is also sent in a Japanese version for the benefit of Japanese listeners abroad. The news service lasts for about ten minutes at each broadcast."

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 ::::: TRADE NOTES :::::  
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J. Vance Babb, until early this month manager of the NBC Press Division, has been made Director of Publicity of the United Brewers Industrial Foundation, 21 East 40th St., New York City. The appointment is effective May 22nd. The Foundation's membership is said to comprise 70 percent of all American brewers.

Philco will announce its new 1940 radio line, and its first television receivers for the public, at a national convention to be held at French Lick, Indiana, June 5-8. Philco will announce and show for the first time its line of television receivers.

Philip G. Loucks, Special Counsel, will represent the National Association of Broadcasters at the FCC hearing June 1st on exceptions to the proposed new rules and regulations for the broadcasting industry advanced by an FCC committee composed of Commissioners Case, Craven and Payne. Mr. Loucks, who represented the NAB at the June 6 hearing last year on new rules and regulations, has filed the exceptions to the Committee's report.

George F. Reid, 40, native of Washington and former announcer for Station WJSV, died last week at his desk in the National Broadcasting Co. studios in New York City.

Germany's national, broadcasting station at Herzberg, Saxony, just put into operation, has a mast 1,111 feet high, which is claimed to be the tallest in Europe. Situated in almost the geographical center of Greater Germany the new 150 kilowatt replaces station at Zeesen, which operated on 1,571 meters, 60 kilowatt long-wave station. Preparations have been made to increase the new station to 200 kilowatts when the new Montreux schedule goes into force March 4, 1940.

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NBC TELEVISES OVER TELEPHONE WIRES FOR A MILE

Engineers of the National Broadcasting Company televised publicly over an ordinary telephone line for the first time last week, according to the New York Times. The telephone wire hook-up, from the bicycle races in Madison Square Garden to the NBC studios in Radio City, by way of the telephone company's Circle exchange at Ninth Avenue and Fiftieth Street, was a little over a mile long.

Previously the telephone wire had been used only for short distances in laboratories. Otherwise costly coaxial cables have been regarded by engineers as the only type of a wire channel that could be used effectively to transmit a television image.

The cost of a coaxial cable from New York to Philadelphia, a distance of ninety miles, installed more than a year ago by the Bell Telephone Laboratories, was reported to have been \$500,000.

The telecast over the telephone wires was made possible by the development of amplifiers by Bell engineers. The engineers emphasize that the program was strictly experimental and that the success of the telecast did not warrant a prophecy of national television networks on the basis of telephone wire circuits. One of the benefits of the telecast, engineers said, was that it proved a theory possible.

After the images were received in the studios they were conveyed over an axial cable to the transmitter in the tower of the Empire State Building and from there sent out over the air. Observers who saw the images in studios were impressed with the breadth of view. They said they saw all the bicycle riders from one end of the Garden to the other.

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VISUAL NEWS SERVICE INAUGURATED AT FAIR

Jointly operated by the New York Herald Tribune and the International Business Machines Corporation, a visual broadcasting news service furnishing late news bulletins on four-foot screens was inaugurated last week in the Business Systems and Insurance Building at the New York World's Fair.

The news service, which will continue at the exhibit for the duration of the Fair, uses IBM's radiotype machine, operating over an ultra high-frequency radio wave, enabling the transmission of 100 words a minute. The words, greatly magnified, are projected on a large Translux screen, similar to those used in motion picture theaters.

Opening day's news bulletins were relayed from the Herald Tribune offices to IBM headquarters a mile away, and then relayed from there to the Fair by radiotype.

The radiotype machine is, in effect, a typewriter which operates by radio impulses. It includes an electric writing machine, entirely controlled from the keyboard. Each key, when struck, sends out a separate group of radio impulses, which actuate the corresponding key on any number of receiving machines of a similar nature "tuned" in on it.

Unlike television, matter transmitted by the radiotype can be magnified to any size and can be seen accordingly by a greater number of persons at one time. Cruising speed is considered to be about 100 words a minute, which is considerably faster than the rate achieved by most typists on an ordinary typewriter.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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MAY 27 1939  
FEDERAL BUREAU OF INVESTIGATION  
U.S. DEPARTMENT OF JUSTICE

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## FCC ORDERS BETTER U. S. INTERNATIONAL BROADCASTS

American short-wave international broadcasting stations will be able to hold their own with those of Germany, Great Britain, or Italy, Government officials believe, when the new rules adopted by the Federal Communications Commission this week become effective.

Increased power, cultural and good-will programs, and directive antennas are to be required of all international stations so that they will be sure to reach listeners in the countries to which the broadcasts are directed.

To defray the cost of this improved technique and to spur the commercial broadcasting stations to improve the service the FCC agreed for the first time to lift the stations out of the purely experimental field. International stations hereafter will be permitted to carry commercial programs under strict restrictions.

There are now 13 international short-wave stations licensed by the FCC, but only about half of these are performing anything like adequate service. All stations were ordered to submit applications for license renewals by July 1st, and it is expected that the less active of the stations may be denied renewals. Practically all that continue operation will have to boost their power as the rules require a minimum of 50 KW.

The most active of the international broadcasters, who up to this time have borne the cost of experimentation without any financial return, are those operated by the National Broadcasting Company, the Columbia Broadcasting System, General Electric, Westinghouse Electric & Manufacturing Co., The Crosley Corporation, and the World-Wide Broadcasting Foundation.

The decision to permit international stations to carry commercial advertising, it is understood, was adopted as a result of an investigation of more than a year by the Inter-departmental Committee of Government officials headed by Frank R. McNinch, Chairman of the FCC.

The Administration agreed to the plan, it is said, as an alternative to outright government broadcasting, such as proposed in the establishment of a Pan American short-wave station, or Federal subsidies to privately-owned stations.

The United States is determined that American short-wave broadcasting will equal if not surpass that of the countries whose broadcasts are financed by the Government outright or by means of a Government-sanctioned monopoly. The principal objective is to build up good-will in the Latin American countries, where the Nazis have long battled via ether waves for political and economic advantages.

The new rules, which become effective immediately stipulate that a licensee of an international broadcast station "shall render only an international broadcast service which will reflect the culture of this country and which will promote international good-will, understanding, and cooperation".

Commercial or sponsored programs must meet the following specifications:

- "1. Commercial program continuities gives no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.
  - "2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with subsection (c) of this section.
  - "3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with subsection (c) of this section.
  - "4. In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.
  - "5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with subsection (c) of this section and is consistent with the purpose and intent of this section.
- "(c) The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

A license for an international broadcast station will be issued, the rules state, only after a satisfactory showing has been made in regard to the following, among others:

- "1. That there is a need for the international broadcast service proposed to be rendered.
- "2. That the necessary program sources are available to the applicant to render an effective international service.
- "3. That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.
- "4. That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.
- "5. That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.
- "6. That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.
- "7. That the public interest, convenience and necessity will be served through the operation of the proposed station."

The new rules governing the experimental service eliminate the former general and special experimental license and divide the licensees of this service into three groups. Class One experimental stations are stations licensed for general or specific research or experimentation for the advancement of the radio art along lines which are not specifically directed to any proposed or established radio service. Class Two experimental stations are stations licensed for research and experimentation in radio directed toward the development of a proposed or established service. Class Three experimental stations are licensed to individuals as defined by the Communications Act, interested in radio technique solely with a personal aim to conduct experiments on his own behalf, requiring the use of radio facilities for a limited time.

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## NAB CODE TO BAN PROPAGANDA BROADCASTS

The National Association of Broadcasters' proposed new voluntary code of self-regulation for radio broadcasters will ban religious hatred, dramatization of political campaigns and "hidden propaganda" and will require the broadcasting of both sides of controversial subjects, according to Edward M. Kirby, Director of Public Relations. Speaking at the biennial meeting of the National Council of Women in New York this week, he said the code will be put in final draft next week and submitted for approval at the convention of the Association in Atlantic City on July 11 and 12.

A committee of eleven representatives of all types of radio station operation, as well as of the three major networks - National, Columbia and Mutual Broadcasting Companies - has had the code in preparation since last December, Mr. Kirby said, and only slight modifications will be made in it before it is submitted to the broadcasters. Neville Miller, President of the Association, is Chairman of the Code Committee and Mr. Kirby is a member.

The code, Mr. Kirby said, has been designed to assure fairness in radio broadcasting and programs arranged along peaceful and democratic lines. The responsibility for the "proper use of the radio", he observed, "lies squarely on the shoulders of the broadcasters".

The agreement will provide that no religious hatred or racial prejudice shall go on the air and that if there are two points of view on a subject, both sides must be broadcast to permit listeners to evaluate controversial matters, Mr. Kirby said.

According to the code, the broadcasters will make a continual study of children's programs as to subject and advertising matter and will prohibit programs that encourage children to go, for instance, "in strange places" seeking cartoons, boxes and other evidence of advertised products to win prizes.

Hidden propaganda, such as the promotion of products on a safety or educational program, will be banned and educational matter will be better prepared and made more interesting, according to the code, which also will require advertisers to live up to the regulations of the Federal Trade Commission, the Federal Communications Commission and the Pure Food and Drug Act.

Political broadcasts, under the code, cannot be dramatized, Mr. Kirby said, because it would place campaigns on an emotional level and take them out of the realm of debate and "logical exposition". News broadcasts would be limited strictly to "factual reporting", although news commentators would reserve the right to express their own opinions.

The code is expected to go into effect in the Fall.

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SUPER-POWER ARGUMENTS DUE AT FCC HEARING

With oral argument on the proposed rules governing standard broadcast stations scheduled for June 1st, renewed pleas for super-power authorization are to be made by spokesmen for clear channel outlets.

The subject of the hearing will be the recommendations of the Special Committee which drafted a report after lengthy hearings. The Committee comprises Commissioners Norman S. Case, Chairman, and T.A.M. Craven and George Henry Payne.

Its recommendation with regard to super-power was that the maximum power of standard broadcast stations be 50 KW, and that super-power be made the subject of further study.

Briefs attacking this regulation have been filed with the Commission by Louis G. Caldwell, counsel for the Clear Channel Group, and Duke M. Patrick, attorney for Station WLW which early this year was forced to reduce its power from 500 KW to 50 KW.

Philip G. Loucks, as Counsel for the National Association of Broadcasters, has filed a brief attacking other provisions of the proposed regulation. Evading the controversial power issue, the NAB attacked proposals to fix financial requirements for an applicant, to make residence a requirement of eligibility for a local station permit, to limit licenses to one year, and to prohibit the commercial use of experimental facilities.

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RANGE OF U. S. BROADCASTS EXTENDED TO LINERS

The range of reception of American short-wave radio programs was recently extended when the Electrical Division of the Department of Commerce expanded its world-wide distribution of advance schedules of American short-wave broadcasts to include steamships operating between the United States and foreign countries. The new service was inaugurated by John H. Payne, Chief of the Electrical Division.

This service enables radio operators aboard ship to readily select radio programs for the entertainment of their passengers from the wide variety of broadcasts transmitted by all the United States short-wave stations. The offer of the Electrical Division to make these programs available to ocean liners was accepted by the European and eight United States Steamship lines operating more than 100 of the largest passenger vessels now in service.

Although the service of supplying advance schedules of American broadcasts to steamships was only recently inaugurated, the Electrical Division for several years has been supplying these schedules to more than 300 localities throughout the world, through the cooperation of the Foreign Offices of the Department of Commerce and the Consular Offices of the State Department, with the object of obtaining foreign publication of the programs.

The publication of United States radio programs in various foreign periodicals, makes it possible for the citizens of those countries to know the subject and exact time of these broadcasts. As a result American broadcasts are listened to more frequently in foreign countries than if attention were not called to them by these programs.

The programs are compiled by the Radio Manufacturers' Association from advance material provided by the privately owned radio stations in the United States using short wave frequencies. Many of the regular feature programs that are broadcast domestically in the United States are also transmitted by short wave to other countries. In addition, there are many short-wave news and entertainment broadcasts from the United States in various languages, including German, Italian, French, Portuguese and Spanish, which are prepared and used on short wave only.

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#### N.Y.C. STATION UPHELD IN RELIGIOUS BROADCASTS

Station WNYC, New York's municipal radio station, has a legal right to broadcast the programs at communion breakfasts of departmental Holy Name Societies, State Supreme Court Justice Bernard L. Shientag ruled this week in dismissing an injunction suit brought by Joseph Lewis, veteran campaigner against governmental assistance to religion.

Mr. Lewis contended that such broadcasts violated the provisions of the State Constitution prohibiting gifts of public money for the furtherance of a religious sect, according to the New York Times.

"What this contention overlooks is that the broadcast is not made for the benefit of the Holy Name Society", Justice Shientag wrote. "It is made because it is of interest to the listening public. For that purpose the city may, of course, expend its money or property."

The opinion noted that the broadcasts were not made from churches but from hotels and restaurants and that they were specifically authorized by a local law passed in 1930 when a similar action was pending in the courts. It also observed that speakers at the breakfasts included non-Catholics as well as Catholics and that the speeches were frequently about topics of general interest.

It cannot be truthfully contended that the broadcasts are discriminatory since the proceedings of the St. George Society, an organization of Protestant city employees, are also to broadcast over the station, the opinion added. The standards applied, the Court said, are the same as would be applied upon the broadcast of the proceedings of any other public function of city employees.

"The broadcast of the proceedings of a Holy Name Society is no more a use of the station for the private purposes of the HolyName Society than is the giving of concert by a private orchestra in Central Park a use of city park property for the private purposes of the orchestra", the Court said.

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RADIO HAS SPURRED WORLD TRADE, SAYS SARNOFF

Radio has spurred world trade and the progress of civilization, David Sarnoff, President of the Radio Corporation of America, said in an address Thursday night at the World's Trade Dinner at the New York World's Fair.

"Civilization has progressed as communication has gone forward, and our modern age is tuned to the electric signal", he said. "The telegraph and telephone gave modern industry its great impetus. Radio has augmented those services amazingly, not only by providing an unprecedented method of reaching great masses of people instantly and simultaneously, but also by giving the world faster and more direct contacts....."

"As we have gained more intimate contacts with the rest of the world, we have learned that international trade is more than a matter of intellectual bargaining among men and nations. A meeting of the minds is not enough. There should also be a meeting of the hearts."

"It is with this belief that the American system of radio has become international in scope."

"In distributing at home the programs which come from abroad, the tradition of American free speech is extended to the ideas of the whole world. The door of welcome is thrown wide open, whoever speaks on the air. It is left to the American people to make up their own minds about the world issues. Radio's only concern is that they be given every chance to know the facts."

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## FCC RULING ON S-W STATIONS CALLED DANGEROUS

"More light needs to be thrown on the ruling of the Federal Communications Commission directing that international broadcast stations must 'render only an international broadcast service which will reflect the culture of this country and which will promote international good-will, understanding and cooperation', the New York Times stated editorially this week. "Such a ruling could doubtless be interpreted so broadly as to mean little more than the general test, already applied to domestic stations, of whether their service is 'in the public interest'. But it could easily lend itself, also, to an interpretation that might bring about a real censorship.

"This would involve definite dangers. If our international broadcast programs are to be censored so that they shall not offend this or that foreign Government, it is only a step to the argument that it is at least as desirable to censor our domestic programs so that they shall not offend our own Government. It is not practical to consider the feelings of foreign rulers more tenderly than the feelings of our own. Censorship of all kinds has an inevitable tendency to spread.

"A ruling such as the Federal Communications Commission has just announced, moreover, must tend to give our Government a responsibility for private utterances that it would not otherwise have. To announce that only those programs will be authorized which promote international good-will, to imply that no program will be permitted that has the Government's disapproval, will be certain to give the impression abroad that any program which it does permit will have the Government's positive approval. If a speaker on such a broadcast, for example, though he has no official standing, attacks the policies of Japan in the Orient, the Japanese Government may want to learn from ours whether it considers this attack likely to 'promote international good-will'. If it were the announced policy of our Government to allow the utmost practicable freedom of speech in international broadcasts, it would not assume responsibility for what was said. Nothing whatever should be done to encourage the impression that our private international broadcasting stations will be used as an instrument to reflect our Government's foreign policy.

"This is not to deny that the question of the control of international as of domestic broadcasting involves some delicate problems. The Government does have a responsibility in relation to radio broadcasting that it does not have toward the older forms of publication. But the responsibilities it assumes should never be greater than the necessities of the case require. Certainly, those responsibilities should be general, not specific."

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 ::: TRADE NOTES :::  
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James V. McConnell, Assistant to Roy Witmer, NBC's Vice President in Charge of Sales, has been appointed to the newly created post of National Spot and Local Sales Manager. Mr. McConnell will head up all sales activities of NBC's owned, operated and programmed stations which are under the supervision of William S. Hedges, Vice-President in charge of the recently augmented Stations Department.

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Radio's first official day at the New York World's Fair is being held today (Friday), when "WMCA-Day" and is being celebrated on the grounds of the Flushing Meadows with a two-hour broadcast originating in the Hall of Special Events.

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"...bee as in broadcasting" is the title of a report on Summer radio advertising published this week by the Columbia Broadcasting System. Experience of four typical year-round advertisers on CBS is cited, with facts and figures on the efforts and results of their radio selling. The book also summarizes pertinent data on the extent and nature of Summer audiences for 1938 and 1939.

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Changes in the Wagner Labor law, including repeal of the provision for "closed shop" agreements, have been recommended by the Radio Manufacturers' Association in a detailed brief filed May 23rd with the Senate Education and Labor Committee. Fair and equitable principles, including careful scrutiny of voting in employee elections, and equality of employers under the law were recommendations made in the RMA brief. It was presented at the opening of testimony by industry following several weeks of examination, by the Senate Committee, of NLRB and union witnesses.

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Continued increase in radio sales this year was indicated in the April collections of the 5 percent Federal radio tax. The U.S. Bureau of Internal Revenue reported that the radio tax collection last April were \$286,584.97, an increase of 24 percent over the April 1938 radio tax collections of \$231,055.49. This continued the increase during the previous months this year. April excise taxes on mechanical refrigerators, however, decreased, amounting to \$848,640.07 last April against \$1,097,320.79 in April 1938.

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The monthly index of radio advertising in Printer's Ink out this week shows for April an increase of 11.8 percent over 1938, but a decline of 3.6 percent from March. Farm paper advertising was off 4.9 percent from 1938 in April, but up 17.4 percent from the preceding month. Direct-mail volume was off 0.3 percent from 1938.

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## LICENSE OF WHOM RENEWED DESPITE COMPLAINTS

The Federal Communications Commission this week renewed the license of Station WHOM of Jersey City, renewal having been held up since November because of complaints that it broadcast an anti-Semitic program. Commissioner George Henry Payne voted against the renewal, which was announced without comment.

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## TELEVISION OF DERBY USES NEW FILM SCREEN

Television had one of its biggest days in London when "lookers-in" saw England's biggest sporting event - the Derby - from start to finish, according to a correspondent of the New York Times.

"Five of the biggest motion-picture theatres in London put the program on their screens and were jammed", the correspondent reported. "The doors of some of them had opened an hour early to accommodate the crowds. Although a brilliant sun made the screen look slightly gray and blurred wide angle shots, the view of the race itself was pronounced excellent.

"A private demonstration of what is hoped will prove the solution of one of the worst problems of television - how to throw images on a sufficiently large screen to be seen by a large number of people - was given at the studios of the Electric Musical Industries at Hayes. It had a good reception.

"Its makers contend that this screen is as large as the ordinary movie screen and at the same time allows a clearer definition of the image than is presently possible. It is said that this process, which was developed by the company in secret, is fully completed. If its makers' claims are accurate, it will go far toward turning motion-picture theatres into television studios.

"British Broadcasting Corporation mobile television units did wonders with the race. One camera took the horses from the starting post for about the first mile to Tatenham Corner, while another followed them down to the finish. A third was established near the enclosures. In addition to the actual race, the cameras showed paddocks, number boards and views of the huge crowd.

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DUE TO MAY 30TH BEING A HOLIDAY AND THE GOVERNMENT DEPARTMENTS CLOSED ON THAT DAY, THERE WILL BE NO ISSUE OF THIS SERVICE NEXT TUESDAY (DECORATION DAY).

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## GREECE IN MARKET FOR TRANSMITTING EQUIPMENT

"Although nothing has been given out officially, it is understood that the Greek Government is considering a more elaborate system of broadcasting stations as an alternative to the purchase of two small transmitters (10,000 and 5,000 watt) for Salonika and Jannina or Corfu", according to the American Commercial Attache at Athens. "The new suggestion involves moving the present medium-wave Athens transmitter (15,000 watt) to Salonika and purchasing a new 50,000 watt station for Athens. A 5,000 watt transmitter would be needed for the Corfu region in any case.

"The comprehensive proposal submitted by Telefunken some time ago included the present Athens installation (15,000 watt grid modulated transmitter, with speech and studio equipment, antenna and acoustical treatment of studio but no building construction), two further medium-wave stations of 100,000 watt and 5,000 watt respectively with similar extras, and one 10,000 watt short wave transmitter. The total bid is reported to have been 240,000,000 drachmas (slightly over \$2,000,000), payable in 10 annual installments without interest and including 3 spare power plants. These terms were conditional upon Telefunken receiving a monopoly of broadcasting activities in Greece over a period of years.

"Only the 15,000 watt station actually was purchased and installed near Athens, with a total outlay for imported Telefunken equipment of approximately 11,000,000 drachmas (about \$95,000). It has proved inadequate, however, since reception is reported as very bad at Salonika and various other points. At the same time it is felt that a 50,000 watt station would be quite sufficient in place of 100,000 watt as at first suggested.

"The most serious problem is that of payment terms. Telefunken's proposals were attractive in this respect, but it was recognized that the price quoted has been raised accordingly. The general opinion in official and trade circles appears to be that no less than 50 percent were added on this account. Moreover, Greece prefers not to give a broadcasting monopoly to any foreign company. A lower quotation and something in the way of payment facilities might get the contract for an American manufacturer. The business is not only of importance in itself, but could have a far reaching effect upon future sales of radio receiving sets and many other lines.

"Based on such American quotations as are available here, it does not appear that the necessary equipment for a 50,000 watt and a 5,000 watt station should cost more than \$200,000 at the outside. Technical assistance, incidental installation expenses and generous commissions might conceivably bring the total up to \$400,000. Even so, there is an enormous gap between this figure and the prices quoted by Telefunken.

"If the Greek Government considered paying Telefunken \$200,000 annually for 10 years, it might be possible to buy the two new stations from the United States, paying perhaps \$125,000 annually for three years. So large a portion of all trade between the United States and Greece is now conducted on a cash basis that a sum of this kind would still leave total American commercial credits in Greece at a level far below what used to be considered normal."