

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 727

4/11/35 [Signature]

May 29, 1934.

AIRPLANE AURAL PLAN SIGNALS NOW SHOWN VISUALLY

A device for airplanes which visually interprets the signals of aeronautical radio range beacons which are received through headphones and are relied upon by airmen for directional guidance under conditions of poor visibility, has been developed by W. E. Jackson and L. M. Harding, radio engineers of the Aeronautics Branch of the Commerce Department.

The device includes an indicator which fits into the instrument panel. It is the same instrument as that developed for use with the Department's experimental radio system for blind landings and can still be used for this purpose if desired. It has an open face with two needles, one vertical and the other horizontal. The vertical needle is the chief indicator. If the aircraft moves off the course defined by the radio beacon, this needle moves accordingly in the same direction. If the plane is exactly on course, this pointer remains in the center of the dial. The horizontal indicator shows the volume of the received signals and permits the pilot easily to adjust this output to a standard level.

A lever at the top of the instrument is connected to a dot and dash indicator at either side which can be moved to correspond to the dot and dash quadrants of the radio range beacon. This lever is also connected electrically with the vertical pointer. When a pilot is flying toward a radio range beacon, the dash signals may be to his left and the dot signals to the right, but when he flies over the beacon and continues on another leg of the beam, the signals become reversed. He then moves the lever to the other side to make the dot and dash indicators at the sides of the instrument correspond to the change. By moving the lever, the pointer is also made to correspond to the new locations of the signals.

In addition to the indicating instrument there is a small converting set which is connected to the aircraft's regular radio receiver. This set fits into a small box 6 inches long by 7 inches wide and 7 inches deep. No changes are necessary in the regular receiving set.

When the signals are received, they are passed into the converting box and changed into impulses which actuate the visual instrument in front of the pilot. The signals may be received through the headphones simultaneously, thus giving visual or aural indication as the pilot desires.

One of the chief advantages of the new device is that it requires only a slight and inexpensive change in cams at the radio

range transmitters. Either loop antennas or vertical tower radiators may be used.

The general problem of making radio range signals available to airmen in a visual form has been before the Department of Commerce for several years. One of the first solutions considered was that of installing visual type transmitters at radio range stations which would actuate two vibrating reeds on aircraft instrument panels. However, this method would have cost about \$500,000 for the entire airways as against less than \$500 for the system just developed.

The arrangement developed by the two radio engineers has undergone extensive flight tests which have shown it to be satisfactory. However, no definite plans to place the new system in operation on the Federal airways will be made until it has been given practical service tests by those airmen who fly the airways regularly, and not then unless these expert users of the aids to air navigation signify their wishes for the new device.

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MRS. ROOSEVELT DEFENDS HER HIGH BROADCAST FEE

In answer to Edward G. Ekdahl, of 459 Morris Avenue, Rockville Centre, L. I., secretary to a Brooklyn manufacturer, who expressed doubt in a letter to the wife of the President "that anyone is worth as much as \$500 a minute", Mrs. Roosevelt replied:

"I think you are entirely right that no one is worth \$500 a minute. Certainly I never dreamed for a minute that I was! The money is needed, however, to help people such as those whom you describe. I cannot help them all over the country, of course, and I could not help them in any other way.

"I do not feel that this money is paid to me as an individual, but that it is paid to the President's wife. It is not paid to me directly, but to the agency which will spend it for the good of a great many people. The reason that they are willing to give me this money is, of course, because my husband is the President.

"There are, of course, people on the radio who are paid this same amount, but I do not flatter myself that I as an individual would be paid it. It puts money in circulation, the money is spent for a good purpose, and these people could not otherwise be helped. Therefore, I think I am perfectly justified in doing it."

Ekdahl in his letter related the efforts of Mrs. Katherine Budd of 411 Caton Avenue, Brooklyn, to obtain an injunction restraining the NRA from preventing her making flowers at home, by which she supported herself and two daughters. Mr. Ekdahl declared that no matter what Mrs. Roosevelt did with the money,

the roofing company which paid for the broadcast had to make some accounting of the money. He cited numerous causes of workers barely able to support their families.

"This continuous publicity in the newspapers of large and easy earnings", Mr. Ekdahl wrote, "and pictures shown at the movies of elaborate furnished homes with acres of grounds, servants, riding horses, foreign automobiles, expensively silk-gowned ladies, who keep their hands out of dish water, has upset the young American mind and has created in our young people a desire for a similar easy life and a share in the distribution of easy money."

The money from the broadcast was turned over to the Friends Service Committee of Philadelphia for school and health work in mining communities in West Virginia. Mrs. Roosevelt expects to make several more broadcasts for the same purpose.

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RADIO MEN ADMITTED TO MASS. STATE HOUSE PRESS GALLERY

Details of the admission of representatives of the Yankee Network news service to the Massachusetts State House Press Association rooms is given by the Editor & Publisher:

"Soon after the Yankee Network news service was organized on March 1, it began an effort to gain access to the press gallery at the State House over the opposition of the Press Association.

"The effort this week bore fruit through a decision of the Legislative Rules Committee which virtually gives the radio reporters the privileges of the gallery. The aftermath is being awaited with interest, for while the Association is pondering on its course of action, there is a sentiment for dissolving the organization.

"The effect of dissolution will remove from the association all responsibility for the conduct of the gallery and its membership in enjoying the privileges necessary to accurately report the news of the Legislature and the various state departments.

"The State furnishes two press rooms on the fourth floor of the Capitol; Room 456 is the main room with desks and lockers and other conveniences; Room 454 adjoining is largely devoted to telephone booths and wash room facilities, although there are a few lockers there.

"By the decision of the Rules Committee, the radio reporters are to be given Room 458 and to operate under rules of their own approved by the Legislative Committee. This room adjoins Room 456. The Sergeant-at-arms has been ordered to remove a book case that backs up against a connecting door between the

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two rooms so the radio reporters can pass through 456 to 454 to use the telephones. This virtually gives them complete access to the press gallery.

"The State House Press Association has taken the position that it did not object to radio having quarters in the State House and privileges similar to those enjoyed by the press, but it has contended that the radio and daily newspaper reporters should not be in the same room because of the varied interests.

"Richard D. Grant, editor of the Yankee Network news service, and formerly a member of the association in his capacity as Boston Transcript correspondent, was the first to apply for 'radio' membership. The Executive Committee rejected his application. It was sustained by the full association and Grant appealed to the Rules Committee.

"The latter body at first refused to take action and sent the matter back to the Association in the expectation the problem would be worked out.

"Grant was offered a room for his radio reporters separate from the press gallery but insisted he must have access to the gallery. The Association remained firm and not only refused to approve Grant's application but that of Joseph L. McAllister, who covers the State House for the radio."

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HEARST ADDS ANOTHER STATION

Announcement that WISN, the Wisconsin News station in Milwaukee, has purchased WHAD, the Marquette University radio station also in Milwaukee, has been made by Gaston W. Grignon, general manager of WISN. The agreement was signed by J. L. Kaufman, business manager of the Radio Division Hearst Enterprises, Inc., New York, and Prof. William R. Duffy, representing Marquette University. An application to transfer the license and equipment has been filed with the Federal Radio Commission and action is expected shortly. The Wisconsin News station will continue the broadcast of unusual education features of interest to the general public, in addition to its regular studio and Columbia chain features.

Ed. Harvey, formerly of KDKA and WCAE, Pittsburgh, has been appointed new Program Director.

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TO LEAVE TELEGRAPHIC FAIR PRACTICES TO COMMISSION

The NRA is going ahead with a telegraphic code of hours and minimum wages but as far as the fair practices are concerned, these will probably be left to the new Communications Commission.

Senator Schall, of Minnesota, declaring that various attempts have been made to prevent the press and public from securing full knowledge of the acts of various heads of Government bureaus introduced the following resolution in the Senate:

"Resolved, That the Senate proceed to investigate these conditions and appoint a committee of five Senators who shall hold public hearings, call upon Government departments for information, and, when necessary, subpoena witnesses to the following end:

"1. To investigate if any department at the present time has ordered censorship of any or all records which are rightfully public property.

"2. To determine if any merchant advertiser has been threatened with Government prosecution because of any advertisement in any publication opposed to this method of censorship.

"3. To lay before the American people any and all acts which might result in a censorship of the press of the United States in violation of the Constitution.

"4. To ascertain if the telegraph code of the National Industrial Recovery Act may be used to censor press dispatches or to cause financial loss to newspapers by forcing them to pay higher toll rates."

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BROADCASTERS' CODE HEARING PROBABLY SOON

There seems to be every prospect of a public hearing of the Broadcasters' Code at which the matter of wages and hours of broadcast technicians will be discussed. If the session is held, it will doubtless be confined to that subject and probably held about the second week in June.

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 :::BUSINESS LETTER NOTES:::
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The National Broadcasting Company has arranged for a half-hour broadcast of the Radio Manufacturers' Association banquet program, of which Paul B. Klugh of Chicago, will be toastmaster, Wednesday evening, June 13, at 9:30 P.M. EST.

Banquet reservations should be made with Bond Geddes, Executive Vice-President, at the Stevens Hotel, Chicago.

A system of patrolling by radio police cars will be introduced in the metropolitan district of 700 square miles in London.

Further delay in revision of the Electrical Code has resulted in postponement by the Radio Manufacturers' Association Board of any action until next month during the convention at Chicago.

Referring to the current agitation in the Department of Agriculture on advertising methods, Kenneth Goode, advertising writer, declared that a special government bureau should be established in the administration for advertising and selling instead of "the corner in the Department of Agriculture" as it now exists.

With Congress scheduled for adjournment on or about June 15th, it looks like defeat for the Copeland Food, Drug, and Cosmetics Bill.

U. S. Internal Revenue collections of the 5% excise tax on radio and phonograph apparatus for April, 1934, were \$202,301.98, an increase of 46 per cent over April 1933, which were \$138,587.02.

An increase of 6.7 per cent in radio factory employees in April, 1934, is reported, with an increase of 7.3 over last March. Compared with the three-year employment average of 1923-25, the April 1934 employment in radio-phonograph factories was more than doubled.

The twelfth anniversary of Station WFBR, associate of NBC in Baltimore, will bring Gov. Albert C. Ritchie to the air, Sunday, June 3, at 11 o'clock, EST. (P.M.)

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NEW CONSENT DECREE IN THE RCA TRUST SUIT

The radio trust suit of the Federal Government against the Radio Corporation of America and others several years ago echoed in Federal District Court in Wilmington, Del., last Friday when Judge John P. Nields signed a consent decree regarding the exclusive licenses and sales arrangements made by the defendants with foreign companies.

This issue of the anti-trust suit had been left pending in November of 1932, when a consent decree for the general features of the case was signed by Judge Nields.

Last Friday a stipulation, agreed to by all parties, was filed. The defendants agreed to send letters to the foreign companies with whom they had had exclusive licenses and sales arrangements, waiving the exclusive features of these contracts.

Upon that stipulation the consent decree was entered into and signed by Judge Nields.

When the consent decree was entered in 1932 the question of contracts, arrangements and understandings between some or all the defendants and foreign governments and companies was reserved for future trial or determination if necessary.

It was provided that if the defendants succeeded in obtaining modification and changes in contracts to meet the government's objections, the cause as to these issues would be dismissed.

Last Friday's decree states that the contracts and agreements which embody exclusive licenses and sales agreement restrictions have been modified.

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MARCONI CO. IN MERGER TO PROMOTE TELEVISION

Marking an important development in the promotion of television, the Marconi-E.M.I. Television Company, Ltd., a new concern, was registered last week in London, according to the New York Times, as the outcome of an agreement between the Marconi company and the Electric and Musical Industries, Ltd., to merge on an equal-shares basis.

The agreement relates to high-definition television. Present broadcasts are of low definition.

The Radio Corporation of America has a large interest in Electric and Musical Industries, Ltd.

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HOME TELEVISION HELD 5 YEARS OFF

Home television on a commercial scale is still at least five years distant despite revolutionary strides made by research engineers in the past decade, W. R. G. Baker, Vice-President and General Manager of the RCA Victor Company, told the Institute of Radio Engineers at its annual meeting in Philadelphia on Monday, May 28.

He predicted that Europe might develop the widespread broadcasting of images ahead of this country, because of the radio taxation system in use there. The same system, he suggested, might be applied to the support of television in European countries.

"Enormous expense" was only one of the obstacles to commercial television detailed by Dr. Baker.

"If 700,000 persons should spend \$300 apiece to equip their homes with television apparatus that would require a total expenditure of \$210,000,000", he said. "To serve that many persons about eighty transmitting stations would have to be provided, at a cost of say \$40,000,000, and another \$40,000,000 would have to be spent to develop an interconnecting network. It would take \$58,000,000 a year for costs of transmitter operation and for depreciation.

"Another problem", he went on, "is that of programs. A radio broadcasting station is likely to have 5,000 program hours a year. For a television station, to show once each of the 300 feature motion pictures produced in a year in the United States would take up only 300 or 350 program hours. To broadcast once each of the new plays of a year shown on New York stages would take up only another 300 hours. Shorts and newsreels would bring the total only to 2,000 hours. And not all news events would be in reach."

He said that high salaries of entertainers and expensive stage properties and scenery would be required. The manufacturer could not be expected to bear the cost, he asserted, and "you could not expect advertisers to pay much until coverage was assured them."

Dr. Baker's views were expressed in the face of the fact that his company has developed a complete experimental television system. Invention of the iconoscope, or electric eye, regarded as a fundamental feature of the system, was announced last year by Dr. Vladimir K. Zworykin, of the company's laboratories and hailed then as making television in the home practical.

A marked trend in this country and Europe toward higher powered transmitting stations was shown by J. A. Chambers of the Crosley Radio Corporation. A paper prepared jointly by himself, G. W. Fyler, of the General Electric Co., J. A. Hutcheson, of the Westinghouse Co. and L. F. Jones of the RCA Victor Co., described the WLW 500-kilowatt broadcast transmitter put into use on May 2 at Cincinnati.

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HOUSE WILL PROBABLY VOTE ON RADIO BILL TUESDAY

The House Committee reported out the Rayburn Communications Bill Tuesday (May 29). Representative Rayburn, of Texas, said that he hoped to get the Bill up for a vote in the House next Tuesday (June 5). The only reference to radio in the House Bill is Section 501 (a) which reads "The Federal Radio Commission is hereby abolished, and all duties, powers and functions of the Radio Commission under the Radio Act of 1927, as amended, or under any other provision of the law are hereby imposed upon and vested in the Commission."

This means that the numerous radio provisions in the Dill Bill, excepting the abolishing of the Radio Commission, will have to be threshed out in conference. It is expected that Representative Rudd, of New York, will offer an amendment in the House similar to that proposed by Senators Hatfield of West Virginia and Wagner, of New York, and defeated, that one-fourth of all radio facilities be allocated to religious, educational and other non-profit making institutions.

In reporting the Communications Bill, the House Committee struck out paragraph (a) of Section 310 relating to the use of joint boards in cooperation with State Commissions. However, paragraph (b) of Section 310 was allowed to stand. It reads:

"The Commission may confer with any State Commission having regulatory jurisdiction with respect to carriers, regarding the relationship between rate structures, accounts, charges, practices, classifications, and regulations of carriers subject to the jurisdiction of such State Commission and of the Commission; and the Commission is authorized under such rules and regulations as it shall prescribe to hold joint hearings with any State Commission in connection with any matter with respect to which the Commission is authorized to act. The Commission is authorized in the administration of this Act to avail itself of such cooperation, services, records, and facilities as may be afforded by any State Commission."

Representative Rayburn said he believed the House Bill could be passed in a day. If so, and the bill comes up Tuesday, it may go to conference, as early as Tuesday night, which would give it plenty of time to reach the President before the tentative adjournment date, Saturday, June 9.

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WOULD INVESTIGATE RADIO COMMISSION

Although the days of the Federal Radio Commission are apparently numbered, Senator L. J. Dickinson (R), of Iowa, introduced the following resolution on May 28:

"Resolved, That the Committee on the Judiciary is authorized and directed to investigate the Federal Radio Commission, the records, documents, and decisions thereof, and each of the personnel thereof, with particular reference to the conduct and deportment of the several members of the Commission while engaged in exercising judicial or quasi-judicial functions under the Radio Act of 1927, and with further reference to the fitness of said several members of the Commission to exercise judicial or quasi-judicial functions either as members of the Federal Radio Commission as now constituted or as members of any commission which may be hereafter established to take over its powers and duties.

"The committee shall report to the Senate the results of its investigation including such recommendations as it deems advisable.

"For such purposes the committee, or any sub-committee thereof, is authorized to sit and act at such times and places in the District of Columbia and elsewhere, whether or not the Senate is in session, to hold such hearings, to employ such experts, and such clerical, stenographic, and other assistants, to require the attendance of such witnesses and the production of such books, papers, and documents, to take such testimony, to have such printing and binding done, and to make such expenditures as it deems necessary."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(May 29, 1934)

WJR, WJR, The Goodwill Station, Detroit, Mich., C.P. to Oct. 16, 1934, to erect temporary station-transmitter, at Detroit; install new equipment and use 1 KW power instead of 10 KW, on 750 kc., unlimited hours; KGCU, Mandan Radio Association, Mandan, N. Dak., C.P. to move transmitter and studio locally, and install new equipment; WKBO, Keystone Broadcasting Corp., Harrisburg, Pa., license to move station locally and make changes in equipment; 1200 kc., 100 w., S-WKJC; WGCM, Great Southern Land Co., Mississippi City, Miss., modification of license to move studio from E. Beach Gulfport, Mississippi City, to Great Southern Hotel, Gulfport, Miss.; WPRO, Cherry & Webb Broadcasting Co., Providence, R. I., extension of special experimental authority to operate on 630 kc., 250 watts, from June 1 to Dec. 1, 1934; also granted

modification of special experimental authority approving exact transmitter location at Providence; WCLO, WCLO Radio Corp., Janesville, Wis., renewal of license, 1200 kc., 100 watts, unlimited time; WPEN, William Penn Broadcasting Co. and WRAX, WRAX Broadcasting Co., Philadelphia, Pa., modification of C.P.s to extend completion date to August 1; WSBC, WSBC, Inc., Chicago, Ill., license covering changes in equipment 1210 kc., 100 watts, specified hours; WORC, Alfred F. Kleindienst, Worcester, Mass., 90 day extension of special experimental authority to operate on 1289 kc., 500 watts.

Miscellaneous

WISN, American Radio News Corp., Milwaukee, Wis., granted modification of license to increase day power from 250 to 500 watts, night power to remain at 250 watts. This station now operates full time on 1120 kc., having recently acquired the facilities of WHAD, Marquette, Mich.; WDEL, WDEL, Inc., Wilmington, Del., modification of license heretofore designated for hearing, was dismissed at request of applicant.

Set For Hearing

WNAC, Shepard Broadcasting Service, Inc., Boston, Mass., C.P. to increase day power from 1 KW to 2½ KW-LS, and make changes in equipment; WAAB, Bay State Broadcasting Corp., modification of license for authority to use transmitter of Station WNAC; WBNX, Standard Cahill Co., Inc., New York, license covering changes in equipment 1350 kc., 250 w. S-WAWZ, granted temporary license pending outcome of hearing; KGHI, Loyd Judd Co., Little Rock, Ark., special experimental authority to increase night power from 100 w. to 250 watts; W3XAY, The Atlantic Refining Co., Philadelphia, Pa., C.P. to make change in frequencies to 38600 kc. and increase power from 2 to 50 watts; W3XAZ, Same Co., "SS Van Dyke No. 4", new for "Van Dyke" No. 1; new for "Van Dyke" No. 2 and 3, and new for "Atlantic", general experimental licenses.

Ratifications

Action taken May 22: WKEM, American Radio News Corp., New York, granted authority to operate broadcast pickup station on 1622 and 2150 kc., 50 watts, May 30 and 31, on "SS Louisville"; Action taken May 24: KUVX, Mackay Radio & Telegraph Co., New York, granted 60 day authority to operate aboard "W. R. Keever", pending action on formal application; KLKG, Alaska Southern Packing Co., Seattle, Wash., granted 60 day authority to operate under license 3864 as Third Class, aboard Vessel "La Merced"; KIIQ, KMTR Radio Corp., Los Angeles, granted authority to operate broadcast pickup station on 2150 kc., 200 w. May 26 and June 9; WBNX, Standard Cahill Co., Inc., New York, granted extension of program test period, for period of 30 days.

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