

# HEINL RADIO BUSINESS LETTER

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No. 839

July 2, 1935.

## PEAK REGISTRATION FOR COLORADO N.A.B. CONVENTION

More than 250 delegates will attend the convention of the National Association of Broadcasters at Colorado Springs, July 7. This means that including others connected with the industry, the wives and so on, the attendance may approach 500 -- a new record high. Chairman E. M. Spence, of WBAL, reports reservations at the Broadmoor Hotel exhausted and that the overflow will be taken care of at the Antlers.

Mr. Spence said that in view of the great importance of a thorough discussion of the copyright situation, a better understanding of what may or may not be broadcast in the matter of commercial advertising, and other paramount questions, that some of the set features may be cancelled. Insofar as the advertising is concerned, Chairman Anning S. Prall, of the Federal Communications Commission, who has ordered an advertising housecleaning, will deliver the keynote address.

Those to be heard from in the copyright discussion will be Isaac D. Levy, of WCAU, Philadelphia; Philip Loucks, retiring Managing Director of the Association; and Joseph E. Hostetler, NAB Copyright Counsel.

It seems to be a foregone conclusion that James W. Baldwin, formerly Code officer of the Broadcasting Industry, will succeed Mr. Loucks as Managing Director.

Andrew Cruse of the Department of Commerce, who has been abroad studying the television situation, if he returns in time, will speak.

The following invitation has been extended to the delegates by Donald Flamm, of WMCA, New York:

"As a national director of the Jewish Consumptive Relief Society, I want to extend an invitation to all members of the NAB to be my guests on a pilgrimage to the Home of this well-known institution at Denver on Sunday afternoon, July 7.

"Automobiles will call for all NAB delegates who wish to make this trip if they will advise me at the Broadmoor Hotel on Sunday morning at 10 A.M.

"The drive to the Home will take about two hours and dinner will be served there after the tour of inspection."

If present plans prevail, a permanent organization of the smaller radio station owners, those of 100 watts or thereabouts will be formed. The organization committee is headed by Edward A. Allen, of WLVA, Lynchburg, Va. These broadcasters claim to represent one-third of the NAB membership but, say, out of a Board of Directors of 15, only two or three of their members have been chosen. They want a larger representation.

A nucleus group of newspaper-owned radio station managers have issued a call for a separate session of the National Association of Broadcasters at the convention. They propose that managers of newspaper-owned stations meet Monday evening, July 8, to discuss the particular problems arising from joint operation of a newspaper and a station.

Lambdin Kay, Vice-President of the N.A.B., and General Manager of the Atlanta Journal's station WSB, denied that the meeting will mark the organization of a separate unit.

Slated for discussion are these topics: newscasting; combination radio and newspaper advertising rates; aerial promotion of editorial features, advertising copy and circulation; legislation affecting newspaper owned stations; commercial copy standards; and an annual prize for distinguished public service over the radio.

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#### TRADE COMMISSION HITS DECEPTIVE RADIO SET ADVERTISING

The Federal Trade Commission has entered into a stipulation with William E. Harrison, of New York City, trading as Harrison Radio Company, in which the latter agrees to cease and desist from advertising that he will refund money paid by dissatisfied purchasers of radio sets, without at the same time disclosing the fact that a deduction will be made for the cost of reconditioning returned merchandise.

Harrison is said to have sold short-wave radio sets and equipment, advertising that dissatisfied purchasers could return the merchandise within five days and receive a refund of their money, but to have failed to make known that it was his practice to deduct ten per cent from the amounts refunded for the cost of reconditioning the returned merchandise.

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## GARY APPEARS FAVORED AS FCC COUNSEL

Hampson Gary, former member of the Communications Commission, and Frank Roberson, the latter temporarily acting as the successor to Paul D. P. Spearman, General Counsel of the Federal Communications Commission, just resigned, are among those most strongly mentioned to succeed Mr. Spearman. At the present writing, the odds seem to be in favor of former Commissioner Gary. A successor to Mr. Spearman is expected to be named by the Commission at an early date.

Those who contend that Hampson Gary will be named base it largely on the fact that when Gary stepped out, before the completion of his term, to make way for Anning S. Prall, the present Chairman of the Commission, that President Roosevelt said at that time that he wanted Gary back on the Commission. This is the first major vacancy and would seem to be the opportunity for the President to do something for Gary inasmuch as the salary is practically the same as that of a Commissioner, his friends argue. The General Counsel receives \$9,000 a year and a Commissioner gets \$10,000.

Mr. Roberson, who has been serving in the capacity of Assistant General Counsel at the Commission, was formerly Attorney General of Mississippi, but resigned in 1923 to go to New York as Assistant General Counsel of the National Board of Fire Underwriters, and was there up to the time of his coming to Washington recently. While Attorney General of Mississippi, Mr. Roberson waged a fight against the telephone company and secured a substantial reduction in the rates. He is 53 years old and up to the time that Mr. Gary's name was mentioned, with such apparent substantial support of the President, Mr. Roberson was said to have the backing of Senator Wagner, of New York, and of at least four of the seven members of the Commission.

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## TWO YEARS MORE U.S. TAX ON RADIO SETS

Without increase in present rates, Federal excise taxes including the 5 per cent radio, 2 per cent automotive, and 5 per cent tax on electrical refrigerators will be continued for another two years, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, reports. All were due to expire on June 30 but now are continued until June 30, 1937. Since the 5 per cent radio tax became effective, June 20, 1932, radio manufacturers have paid, up to May 30, 1935, total excise taxes of \$8,788,559.71.



Expectations of the Treasury Department of continued good business for the radio industry, also sales of mechanical refrigerators and, in fact, of most business subject to the excise taxes were disclosed in the congressional proceedings. Citing revenue of \$3,150,000 secured from the radio tax during the fiscal year ending June 30, 1934, the Treasury estimated receipts of \$3,583,000 from radio taxes for the fiscal year ending June 30 next, and \$3,700,000 from radio excise taxes for the fiscal year ending June 30, 1936.

U. S. Treasury collections of the 5 per cent excise taxes from radio and phonograph manufacturers during May 1935 were \$291,536.71, as compared with \$234,010.60 during May 1934.

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#### WLWL-WWL CATHOLIC HEARING GOES OVER TO FALL

After two days' session last week, the hearing in the case of the Paulist Fathers' station, WLWL, in New York, seeking unlimited time on 810 kilocycles, which would involve moving of WWL, Loyola University, New Orleans, operated by the Jesuit Fathers, moving to 810 kc. and operating simultaneously with WLWL, has been adjourned until October 24th. Some six or seven other important stations are likewise involved in this case and at the rate it began, there was evidence that it might go along half the Summer.

At any rate, George O. Sutton, counsel for Father J. B. Harney, of WLWL, feeling that it was impossible to present his side of the case before the 4th of July adjournment, and because of other adjournments likely to occur, due to the vacation season and so on, declined to continue.

Because of the known unwillingness of WWL, at New Orleans, to change its present frequency in order to accommodate Station WLWL, of New York, numerous reports were in circulation regarding the seriousness and degree of differences between the two Catholic stations. One rumor was that the case had probably gone over because those involved realize that the two stations could never be reconciled to the present proposed solution even if the other stations concerned in the moving were agreeable. According to this source of information, there has arisen quite a controversy with the Jesuit Fathers backing up their radio station on the one hand, and the Paulist Fathers fighting for theirs on the other.

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## NEWSPAPER TRANSMITS PICTURES OVER TELEPHONE SOUND BEAM

The first practical demonstration of a journalistic adaptation of photo transmission over a telephone sound beam was made last week when the New York Mirror published two pictures sent from Albany to New York City by the new process, Editor & Publisher reports.

The equipment, developed by Walter Howey, director of International News Photos and newly appointed editor of the Mirror, can be used to transmit a picture from any point where a telephone connection can be made. When the International laboratories have turned out sufficient machines so that they can come into general use by the Hearst enterprises, the transmitter will be the size of a large suitcase and weigh little over 50 pounds.

Simple in construction, both transmitter and receiver will be produced for a few hundred dollars and will be actuated by ordinary 120-volt A.C. current, Mr. Howey said. Carried to the spot where a story is breaking, the machine needs only to be plugged into a light socket, a telephone connection to the home office secured and within 12 to 14 minutes an 8 x 10 photo can be transmitted. Mr. Howey, who has been working diligently in this field for 35 years, hopes to cut that time in half when greater experience has been attained.

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## PRALL'S BRAWL PROVES QUITE A SUCCESS

The party to celebrate the reappointment of Anning S. Prall as Chairman of the Federal Communications Commission, arranged by Martin Codel and Sol Taishoff, was apparently enjoyed by all present. Everyone connected with radio in Washington seemed to be there. Features of the evening were several Grid-iron skits, including a supposed meeting of the Broadcast Division of the Commission in which John Littlepage took the part of Judge Sykes, Phil Loucks, Commissioner Prall; and Martin Codel, Commissioner Case. Paul Segal impersonated Paul Spearman as General Counsel.

There was considerable razzing of Chairman Prall on account of recent advertising restrictions and John Littlepage, accompanied by his brother Tom on the piano, got a real laugh by singing a song "Marmola" to the tune of "Marcheta".

If the story Chairman Prall told about Father Harney and President Roosevelt is original with Mr. Prall, it is liable to make him famous as a humorous for unquestionably it provoked more mirth than any one other thing during the evening. Marvin H. McIntyre,

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## IT TAKES MORE THAN FIRE TO STOP PHILCO

Not even fire stops Philco. There has been no interruption to Philco production - rumors to the contrary notwithstanding - despite the fire last week on one floor of Plant #6 at Allegheny Avenue and C Street, Philadelphia, a separate building devoted to the manufacture of parts.

Already the debris has been cleared away and stout timbers have been swung into place for the fourth floor. In fact, employees are working on production on the lower floors of the building as the machinery there was quickly protected by waterproof covering even before the Philadelphia Fire Department had the fire under control.

The 150 workers effected are being quickly absorbed by other departments, and the 8500 employees in the Philco plants in Philadelphia are busily engaged in meeting a record-breaking demand for Philco home and auto radios, aeriels, and parts.

Larry E. Gubb, President of the Philco Radio & Television Corporation, after carefully surveying the situation, stated:

"Despite the fact that the fire occurred just when Philco plants are bending every effort to fill the largest orders in history, there will be no delay in the shipment of our 1936 Philco models and no interruption in Philco's record of continuous employment of the largest organization of skilled radio workers in the country."

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## STANDARD TIME THROUGHOUT THE WORLD

The rapid development of modern means of national and international communication has brought about a greater realization of the difference in time between different geographic centers. To answer the many demands for information on standard time, the Bureau several years ago published a pamphlet entitled, "Standard Time Throughout the World", the latest revision of which has just been issued under the designation Circular C406. This circular gives a brief historical sketch of the development of the standard time system, time-zone maps of the United States and of the world, a list of stations transmitting radio time signals, a list of the times used in several large cities, a list of the legal times used in most of the countries of the world, and other information regarding standard time.

Copies of this publication are obtainable from the Superintendent of Documents, Government Printing Office, Washington, D.C. at 5 cents each.

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## SUGGESTS WE SIGN OFF WITH U. S. ANTHEM

That we adopt the custom of other nations who sign off with their national anthems and that we play the "Star Spangled Banner" at the conclusion of our international broadcasts is the suggestion made by Representative Virginia E. Jencks, of Indiana, to Anning S. Prall, Chairman of the Federal Communications Commission.

"A big thrill which one gets, listening to short-wave radio broadcasts, is hearing the various countries conclude with their national anthems", Mrs. Jenckes said in a letter to Chairman Prall.

"It is most impressive, for instance, at the end of a broadcast from Great Britain to hear the majestic rendition of 'God Save the King'. The British broadcasting stations are so punctilious about this and so particular that the national anthem is heard after every program that recently even on the experimental broadcasts which England engaged in with Western Canada, Station GSL, London, at four o'clock in the morning, concluded just the same with 'God Save the King'.

"Likewise the 'Marseillaise' thunders through from Paris, and the German National anthem from Berlin.

"My object in turning to you is to ask that you suggest, if they are not already doing it, to our own American short-wave stations that in broadcasting international programs they sign off with 'The Star Spangled Banner'. This would include the Westinghouse, the General Electric, the National Broadcasting Company, the Columbia Broadcasting System, the Crosley stations and possibly others.

"I understand, of course, that these short-wave stations are privately owned, whereas those abroad are operated by the governments. Nevertheless, I feel certain that the operators of our stations, being patriotic Americans, would readily respond to the suggestion.

"It is a regrettable fact that 'The Star Spangled Banner' is seldom heard even over our own domestic networks during the evening hours when everyone is listening. When radio broadcasting first came into our homes we joyously heard the National Anthem opening and closing the program.

"Is it not rare today - except, possibly, by the service bands of the Army, Navy, or Marine Corps - to hear our National Anthem over the radio?

"I think, nevertheless, that it is even more important to 'show our colors' on foreign broadcasts. Knowing your own patriotism, I feel confident you will acquiesce in the suggestion herein made."

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## A.P. ANSWERS IN TRANSRADIO CASE

Answers filed last week in the United States District Court for the Southern District of New York by the American Newspaper Publishers' Association and the Associated Press denied that the Press-Radio Agreement constituted a conspiracy in restraint of trade and denied that Transradio, the plaintiff was entitled to any damages.

Commenting upon the radio-news situation Newsdom, of New York, says, editorially:

"The press-radio dispute is still up in the air. Charges and counter-charges are being hurled. At times it appears that the disputants are willing to discuss a workable agreement in the matter of broadcasting news only to shrink like the proverbial violet when any possibility of an agreement looms in sight.

"Few will admit that the Press-Radio Bureau solves the problem. It is so much sawdust thrown in the hole in the dike until a more practical measure is agreed upon. Meanwhile independent radio press services and press news gathering associations are entrenched like soldiers in modern warfare. Neither side will give in, and the war becomes one a fight to the finish.

"But all is not tear gas, howitzers and barbed wire. The Philadelphia Daily News and the Philadelphia Record have just signed an agreement with WFIL whereby the radio station will exchange spot announcements in its news broadcasts for advertising in those dailies. In this manner listeners are given a news bulletin and are informed that further details and complete information may be obtained in the current edition of the Record or the News.

"This may be a decided advance toward reconciliation between the newspapers and the radio. At least it is sounder in principle than a war to the death between the two principal mediums of news dissemination."

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## RATES OF PAY FOR GOVERNMENT COMMUNICATION BY TELEGRAPH

General Order No. 15, comprising 15 mimeographed double spaced pages, has just been issued by the Telegraph Division of the Federal Communications Commission and sets forth the rates of pay for Government communication by telegraph as ordered at a special meeting of that division on June 27th.

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## NEW TUBE LINE DEVELOPED BY ARCTURUS

The Arcturus Radio Tube Company, Newark, N. J., has developed and marketed a new line of tubes, designated as the "G" series, which is claimed to be identical in electrical characteristics and pin connections to the all-metal tubes.

"It is stated that several of the larger set manufacturers and many smaller ones have already developed circuits employing these new "G" tubes. Early announcement of some of these radio receivers is expected", a press release from Arcturus sets forth.

"Carrying the same type numbers as do the all-metal tubes, the letter "G" is suffixed to denote the glass envelope type. The "G" line follows conventional tube manufacturing processes which have been perfected and overcomes the difficulties invariably associated with not only new designs, but also with a totally new development. The "G" line is as perfect as radio tubes can be made today and enable set manufacturers to design immediately an all-metal tube set without further waiting upon the limited production of all-metal tubes."

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## CANADIAN RMA ORGANIZES LIKE OURS

Canadian radio manufacturers at their annual meeting May 30 in Toronto reorganized their trade association and followed substantial features of the American RMA. President A. S. Edgar was reelected to head the Canadian RMA and R. A. Hackbusch was reelected Director of Engineering. The RMA division organization was followed by the Canadian manufacturers. Their new organization comprises a Set Division and a Parts, Cabinet and Accessory Division, like that of the American association. Canadian importers, however, are eligible to membership of the latter division and the Canadian dues are on a higher basis than those of RMA.

The RMA is advised, through cooperation with the Canadian RMA, that Canadian sales of receiving sets for the month ending April 30, 1935, totaled 8,877 with a list value of \$762,411. Of these 5,643 sets, valued at \$532,506 were A.C. sets; 1,224, valued at \$105,312 were battery sets; and 2,010 automobile sets, valued at \$124,593, a decrease in A.C. sets as compared with the previous month and a considerable increase in sales of battery and automotive sets.

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 ::: INDUSTRY NOTES :::  
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In a summary of corporation news prepared by Standard Statistics Company, of New York, and syndicated to newspapers throughout the United States, the Zenith Radio Corporation of Chicago has started production of new models with initial orders of \$1,200,000 on hand.

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W.G.H. Finch, Assistant Chief Engineer, Federal Communications Commission, is smiling broader since the birth of a 7-pound daughter.

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Alfred Wallenstein, a member of the Board of Directors and first cellist of the Philharmonic-Symphony of New York, and known as conductor of the Wallenstein Sinfonietta, has been appointed General Musical Director of WOR. Wallenstein will succeed George Shackley, pioneer WOR musical director.

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### THREE NEW ALL-WAVE ANTENNA SYSTEMS

The results of several years of laboratory and field tests with countless all-wave sets, using hundreds of different arrangements and combinations of aerials, downleads and coupling devices, are said to be condensed in three new antenna systems just announced by Technical Appliance Corporation, 27-26 Jackson Avenue, Long Island City, N. Y. For the convenience of the user as well as for utmost efficiency of the installation, these systems come in kit form, complete with all accessories and fully wired and soldered at the factory, ready to be strung up.

"The V Triple Doublet (Taco No. 70), the Double Doublet (Taco No. 80) and the Single Doublet (Taco No. 90) are the ultimate refinements of the well-known Taco H-F all-wave antenna-system which revolutionized the antenna art last year", a statement from the Technical Appliance Corporation, reads. "These systems incorporate the latest developments in noise reduction through proper design and matching of antenna and set transformers, combined with a special twisted-pair transmission line. All set transformers are fully automatic, requiring no manual switching for different frequency bands. The antenna transformers obtain maximum noise reduction without resorting to an external ground or counterpoise on the roof. The improved

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efficiency is particularly noticeable on the difficult short-wave bands. Greater signal strength permits receiver operation well below r.f. and detector limits, thereby making for higher fidelity reception.

"The components of these kits, used in connection with a multiple-position double-throw switch, are ideal for the store demonstration antenna system so necessary for the sale of the all-wave radio sets of today."

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#### APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

WAZL, Hazleton Broadcasting Service, Inc., Hazleton, Pa., extension of special temporary authority to operate daily a maximum of 4 hours simultaneously during daytime with WILM, Wilmington, Del., for a period of 3 months from July 1; WPG, WPG Broadcasting Corp., Atlantic City, N. J., consent to voluntary assignment of license to the City of Atlantic City; WBZ, Westinghouse E & M Co., Boston, Mass., C.P. to make changes in equipment; KLZ, Reynolds Radio Co., Ltd., Denver, Colo., modification of CP to change transmitter site to new location to be determined subject to approval of the Commission, increase day power from  $2\frac{1}{2}$  to 5 KW, extend commencement date to 60 days after grant and completion date to 180 days thereafter; KSD, The Pulitzer Publishing Co., St. Louis, Mo., Mod. of CP to extend completion date from July 7 to 90 days thereafter; KOMO, Fisher's Blend Station, Inc., Seattle, Wash., amended CP to move transmitter locally, install new equipment and increase day power from 1 to 5 KW.

Also, WOR, Bamberger Broadcasting Service, Inc., Newark, N.J., license to cover CP authorizing move from Kearny, N.J. to Carteret, N.J., installing new equipment and increasing power to 50 KW; KINY, d/b as Northwestern Radio Advertising Co., Juneau, Alaska, license to cover CP authorizing erection of new station; 1310 kc., 100 watts, unlimited time; WCAD, St. Lawrence University, Canton, N. Y., Mod. of Lic. for increase of specified hours of operation; WREN, WREN Broadcasting Co., Lawrence, Kans., Mod. of CP to make changes in eqpt. and increase in daytime power to 5 KW; WJR, WJR, The Goodwill Station, Detroit, Mich., C.P. to make changes in eqpt. and increase power to 50 KW; WADC, Allen T. Simmons, Tallmadge, Ohio, Auth. to determine operating power by direct measurement of antenna input.

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