

# HEINL RADIO BUSINESS LETTER

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## GOVERNMENT OFFICIAL WAXES FACETIOUS OVER TELEVISION

It isn't often that a humorous note is allowed to creep into a Government report but there was a good laugh in the introduction of the account Andrew W. Cruse, of the Bureau of Foreign and Domestic Commerce, gave of his European television investigation to the National Association of Broadcasters' Convention at Colorado Springs yesterday (Monday).

"It was early in 1925 that Baird in England and Jenkins in this country succeeded in demonstrating the practicability of television and almost hourly since then we have read that 'Television in the home is just around the corner!'", Mr. Cruse said. "For some unaccountable reason this mirage of visual transmissions which has been dangled before the eyes of the public has failed to lose its novelty despite this repetition - and any writer has always been sure of attracting a large number of readers through the simple expedient of developing a new angle on the 'Television Story.' In this respect the 'Television Story' has always reminded me of an old wooden theatrical property horse which was constantly being relegated to the limbo of the dusty old cellar - and just as constantly being dragged out, dusted off and paraded around before an ever-enthusiastic public whenever there has been a dearth of news. I think that I can say without fear of contradiction - serious or otherwise - that from a news viewpoint - television has been the most successful scientific development of all time!

"On the 14th of May 1934, a new note crept into this Ravel's Bolero of the 'Television Story', when the British House of Commons announced the appointment of a Committee:-

"'To consider the development of television and to advise the Postmaster General on the relative merits of the several systems and on the conditions under which any public service of television should be provided.'

"This theme was built up to a terrific crescendo when, on January 14th of this year the British Television Committee rendered its report. The corner had been turned, the wooden horse had blinked his eye, the public cheered, the bearings of the typewriters ran hot, television stocks boomed - in short, a scientific sensation was created which would have dwarfed the story of catching the Loch Ness monster on a bent pin!

"But in the background of the cheers in the United States could be heard the - 'Walla-walla-walla' - of those incredulous persons who were - and for that matter still are - demanding the answers to their questions - 'What are we going to

do about it? - When are we going to have television in our homes? - What is to be our answer to this challenge of our recognized leadership in the field of science?'

"That, in brief, was the situation when early in May the United States Department of Commerce decided to make a study of the television situation in Europe because by this time Germany and France were also in the television picture - and advise the electrical and radio industries in this country the exact state of affairs in a fair, unvarnished, uncolored, unbiased fashion."

When Mr. Cruse discussed the British situation he said, "You will note that the Postmaster General refers to this as the 'proposed experimental television service.'" Also another bit of humor creeps into the report when Mr. Cruse tells that preliminary negotiations are being carried on for a television patent pool and adds:

"There can be no doubt of the successful conclusion of these negotiations - but I assure you that any mediation board which must determine how royalties will be distributed certainly has my sympathy."

The final bit of humor crept into the report when the Government investigator, referring to what France was doing in television said:

"I was very much amused to read a handbill which was passed out at a recent Radio Show by the French Radio Manufacturers and which translated read:

"'Television is not here and even if it was here receiving sets would be too expensive for you to buy.

"'All of this television propaganda which you hear is being started by the German, von Ardenne.

"'If you could buy television receiving sets they would use extremely high voltages of from 4,000 to 5,000 which is the same as is used to kill criminals in New York.'

"The effectiveness of this appeal is demonstrated by the fact that it was necessary to install a moving carpet before the only television receiver shown - in order to prevent a traffic jam!"

Seriously speaking, Mr. Cruse referred to a number of phases of television. Of coaxial cables, he said:

"Experimental work is being carried on in the field of coaxial cables for the land line relay of television programs from one city to another and there is one unconfirmed report that the British Post Office hope to have a coaxial cable link between London and Birmingham before our New York-Philadelphia coaxial cable is placed in service. In view of the fact that they speak of their cable as being capable of handling a frequency band of



but 1.5 megacycles I seriously doubt if they can, or will, plan to use it for television relay work."

"While the German engineers expect to carry on their experiments using 180 lines, they plan to eventually go to 270 line pictures. This latter figure has been arrived at as the most economically satisfactory standard taking into consideration transmission costs and land line relays using coaxial cable. They are confident of their ability to manufacture long haul cables of this character capable of handling a band of 3 megacycles. The maximum frequency band which they have been able to handle by cable so far is 5 megacycles and that, they quite frankly admit, could only be accomplished over a distance of approximately 100 meters. The Post Office is considering the laying of a 3 megacycle cable between Berlin and Frankfurt some time in the future and expect to use this cable for the relay of television programs.

"The German Ministry of Propaganda is most interested in securing broadcast coverage in those areas which are now in 'dead spots.' In view of the fact that practically all of the frequency bands available to that country are now in use, they expect to cover those 'dead spot' areas with ultra-short wave, probably using seven meters, and equipping each new location with both sound and television transmitters at the same time. In order to secure television coverage of the principal population centers of the entire country, it is estimated that twenty-five 20 kw ultra short wave transmitters will be required."

Mr. Cruse seemed a trifle skeptical when it came to the question as to how the terrific cost of television is to be met and apparently thought this question might even "rock the boat" when the British Broadcasting Corporation comes up for a renewal of its license next year.

"In considering television from this angle the question logically arises - 'Who is going to pay the bills?'" the U. S. investigator observed. "It should be remembered that approximately seven million listeners are now paying license fees of two dollars and a half per year of which the B.B.C. receives a dollar and twelve cents and the balance goes to the treasury. It is now proposed to increase the B.B.C. share of the license fee to two dollars and twenty-five cents, thus giving them approximately \$15,750,000 annually on which to operate both sound and visual services. It is most interesting to note that this new proposal has caused practically no adverse criticism from license holders in areas not to be served by the television programs.

"As you probably know, the British Broadcasting Corporation's charter expires December 31, 1936, and it is going to be most interesting to observe what effect this venture into this new field will have upon its future!"

In conclusion the comment of Mr. Cruse with regard to the programs of television in the United States is not the least interesting.



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"The technical development of television is still in a state of flux and much work in the laboratory still remains to be done", he said. "You of the Broadcasting Industry must develop studio technique before you can hope to satisfactorily enter this field."

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#### ANOTHER N.Y. RADIO DEALER UNDER FIRE

False and misleading advertising of radio receiving sets and radio equipment is alleged in a Federal Trade Commission complaint against Try-Mo Radio Co., Inc., New York City.

Advertisement of "All-Wave Receivers", "Powertone World Wide Short-Wave Products" and "Powertone World Reception" is alleged to be false and misleading in that none of the respondent's products makes it possible for the operator to receive through a single instrument either the domestic broadcast band or the foreign broadcast band at his pleasure.

The Commission has designated Friday, August 2, for the respondent to show cause why an order to cease and desist from the practices charged in the complaint should not be issued.

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#### THREE NEW STATIONS FOR BRAZIL

Petition has been filed with the Department of Posts and Telegraphs of Brazil for the operation of the following radio broadcasting stations, Assistant Trade Commissioner Aldene A. Barrington, Rio de Janeiro, advises:

<u>Name and Location</u>	<u>:Call Letters:</u>	<u>Frequency:</u>	<u>Wavelength:</u>	<u>Power</u>
Sociedade Radio Farroupilha; Porto Alegre	: PRH2	: 600 kc.	: 500 meters	: 25 kw
Sociedade Radio Mantiquera, Cruzeiro-S. Paulo	: PRG6	: 1500 kc.	: 200 "	: 0.25 "
Radio Ipanema, Rio de Janeiro	: PRH8	: 835 "	: 360 "	: 5 "

Final authorization for operation is awaiting technical formalities of the petitioned department.

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## NEW BOOK TELLS STORY OF RADIO NEWS

A new book, "News While It Is News", "The Real Story of the Radio News" has been written by Leland Bickford, Editor-in-Chief of the Yankee Network News Service, in collaboration with Walter Fogg, author of "One Thousand Sayings of History".

In the preface Mr. Fogg explains that the book "takes the host of followers of the Radio News behind the scenes. It affords them the opportunity of sharing in the orderly bustle and tireless endeavor which render it possible for the twelve Yankee Network broadcasting stations in the six Northeastern states to keep them intelligently and promptly informed of the sharply-shifting kaleidoscope of fire and flood, politics and courts, industry and the arts, religion and reform, peace and war, sports and social whims."

The book is dedicated to John Shepard III, of Boston, founder of the Yankee Network News Service, and is as follows:

"He opened up a new field in radio - the collection and dissemination of local, national, and world events by means of regular news broadcasts. Taking as his slogan, 'News While It Is News', he dared to go ahead, at great expense and against discouraging obstacles, with the object of giving to the public, in full, a service of which they would have been deprived.

"The Yankee Network News Service, as it stands today, firmly implanted in popular favor, is a fitting monument to the keen foresight and fearless determination of the man who directs this outstanding New England organization."

"News While It Is News" is published by G. C. Manthorne & Co., of Boston, and the price of the book is \$1.50.

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## GERMAN RADIO EXHIBITION AT RADIO CITY

Following the Polish Radio Exposition shown recently at Radio City, Rockefeller Center, New York City, the National Broadcasting Company is showing various German receiving sets together with some pictures and charts showing both the technical development of German Broadcasting and the increase in receiving sets used by German listeners who, as in England, must pay a small monthly "listening fee" part of which goes to the stations for program expenses while the rest goes to the Government for lines, machinery, etc. This fee incidentally enables an accurate check on the number of sets in use.

Shown among other sets is the well-known "Volksempfänger" (The People's Receiving Set) in a magnified form as it is

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being used in meeting places for mass receptions of important events. In its regular size it is used by many German listeners on account of its cheap price.

The "German Exhibit Room" on the 9th floor of the RCA Building is part of the permanent Radio Show through which many daily tours are being conducted by guides of NBC.

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#### FAVORABLE OUTLOOK FOR CANADIAN RADIO INDUSTRY REPORTED

Prospects for Canada's radio manufacturing industry for the current year appear to be better than 1934 when 189,000 receiving sets were produced, according to a report from Consul Damon C. Woods, Toronto, made public by the Commerce Department.

Changes and improvements, it is pointed out, will follow closely those in the United States, as the Canadian companies, with one exception, are branches or affiliates of the large American manufacturers.

All-wave sets, which led the uptrend last year, will again be featured and two-band reception will be on all but the "midget" sets. Metal tubes will appear early this Fall.

Sales of receiving sets in the Dominion during the first quarter, the report states, amounted to approximately 25,000 units, with a retail value of \$2,300,000. About 85 per cent of the sets now sold are all-wave. The actual demand for battery sets from householders without electric wiring is running well ahead of last year, particularly in the rural sections.

Sales of radio sets for automobiles in Canada are comparatively small, as compared with the United States. This situation is due partly to their greater cost and also to the fact that the open weather season is shorter than in the United States. Automobile sets sold in Canada during 1934 numbered 13,235 units, as compared with 700,000 sold in the United States.

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 ::: INDUSTRY NOTES :::  
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The twelfth Paris International Radio Show, organized by the "Société pour la Diffusion des Sciences et des Arts", will be held in Paris from the 5th to the 15th of September, 1935, at the Grand Palais, in the Champs Elysees, Assistant Trade Commissioner Lestrade Brown at Paris advises.

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Dr. John R. Brinkley, goat gland specialist, whose bouts with the United States and Mexican governments have kept him in the headlines for years, ran into trouble with Canadian authorities at Halifax, N. S., July 5, when, what is described by the Associated Press as his palatial yacht, the "Dr. Brinkley II", was seized by the sheriff.

A salvage suit for \$5,000, entered by the owners of the Nova Scotia motor vessel "Shanalian", which refloated the big yacht after she struck Chebogue Point, Nova Scotia, in fog several days ago, led to the seizure.

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Because of the lengthy references to Broadcasting Magazine in the speech of Chairman Anning S. Prall, at the Broadcasters' Colorado Convention, Martin and Solly are being kidded considerably and asked if maybe they didn't have a hand in writing the speech for "Annie", as close associates of the Chairman call him.

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The Chamber of Deputies of Chile has given its approval to a bill authorizing the Government to install two radio telegraph stations, one in Santiago and one in Magallanes, at a cost not to exceed 1,295,000 pesos. The stations are to be operated by the State Post and Telegraph Department. The bill now goes to the Senate where it will undoubtedly be approved, Acting Commercial Attache Harold M. Randall, at Santiago, reports.

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A permanent Mutual Broadcasting System sales organization for the handling of Mutual business has been established. Three salesmen selected to represent the network are T. Wylie Kinney, the WOR Sales Promotion Manager, and David D. Chrisman, WOR salesman, who will be eastern sales representatives. Ade Hult, formerly of the WGN sales staff will act as mid-west representative.

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Lists of importers and dealers handling electrical supplies and equipment in the following countries have been compiled by the Commercial Intelligence Division from data prepared and submitted by American consular officers abroad under the direction of the Secretary of State. Copies of these circulars may be obtained from the Bureau of Foreign and Domestic Commerce, or from its District and Cooperative Offices. Price 50 cents each:

Siam	Jamaica
Trinidad (including automotive equipment)	

Similarly, a list of importers and dealers handling radios and radio equipment in Nicaragua has been compiled by the Commercial Intelligence Division, copies of which may be obtained from the Bureau of Foreign and Domestic Commerce, or from its District and Cooperative Offices at 50 cents each.

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Nikola Tesla, physicist and inventor of modern power transmission methods, promised on the night of July 7th that on his 79th birthday, which is tomorrow, (Wednesday, July 10), he will announce a new invention which he said experts had been seeking "for the past 100 years", an A.P. report sets forth. From his guarded statements it was believed that the new invention would have something to do with wireless transmission of power. He said his newest is his greatest invention.

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CABLE & WIRELESS (HOLDING), LTD., TO REDUCE CAPITAL

The Court of Directors in England has considered the possibility of applying part of the liquid resources of the Group in reduction of the amount of the paid up preference capital of the company and has decided that without prejudice to the business, and after providing for all probable contingencies, £7,739,625 could be so applied, the Electrical Review of London reports. Inasmuch as the 5½ percent cumulative preference stock is entitled to priority over other stock, any repayment of the capital from the assets of the company must be a repaying of a proportion of such stock. The company now offers to purchase at par (up to June 25) one-third of the 5½ percent cumulative preference stock, together with all arrears of dividends thereon, and the stock so purchased will be cancelled and the capital of the company reduced accordingly.

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## NBC EQUIPMENT LOST IN VESUVIUS BLAST

When Mt. Vesuvius erupted on July 3, John F. Royal, Vice-President of the National Broadcasting Company in charge of programs, who is now abroad, narrowly missed a spectacular conclusion of his colorful career.

He and Max Jordan, NBC Central European representative, accompanied by engineers and officials of the Italian Broadcasting Company, climbed to the rim of Vesuvius on the evening of July 2 and broadcast its grumblings to the United States. Just a few hours later the spot on which they had worked was scattered all over the Bay of Naples.

The eruption, the most devastating of recent years, came so soon after the broadcast that the NBC microphones were still in the crater. One was blown to pieces, and the stream of molten lava ate up all the wires as well as other equipment.

"Yes, it would have been one of the greatest broadcasts in radio", was Royal's comment.

"Fireworks, you might say, are natural to Royal" was the conclusion of an NBC press bulletin. "He was born on July 4 and things have been popping for him ever since."

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## MARMOLA AGAIN CITED BY TRADE COMMISSION

The Raladam Co., of Detroit, manufacturers of "Marmola" tablets for fat reducing, and the Conde Nast Publications, Inc., of New York, both charged with practicing unfair competition by the Federal Trade Commission, have elected to fight the complaints, they stated in answers to the Commission.

The Marmola Company, long a subject of investigation by the FTC and Federal Communications Commission for alleged misleading advertising campaigns on the reducing qualities of its products, has denied the FTC charges that its advertising has been misleading and that the tablets are dangerous to the health of the user. A public hearing will follow possibly in the early Fall, at which time the charges will be examined by the Commission.

The Marmola company was cited by the Communications Commission along with 21 radio stations carrying its advertising programs. As a result of the FCC action, the radio stations have refused to carry further programs sponsored by Marmola and all but five were freed of the charges.

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ORDER NO. 16 OF THE TELEGRAPH DIVISION, FCC

Pursuant to Section 308(b) of the Communications Act of 1934, it is ordered that every radiotelegraph common carrier (except those operating exclusively in Alaska) which holds a point-to-point telegraph station license in the fixed public service, or in the fixed public press service, shall file a supplementary statement with each application for renewal of license for the next license period only, showing:

- (a) The name of the organization operating the other end of each circuit designated in the license sought to be renewed and (to the best of applicant's information and belief) its relation to other communications operating or holding companies in the same country and any affiliation which it may have with any communications operating or holding companies or administrations in other countries.
- (b) the number of paid words of public correspondence transmitted during the month of July 1935, to each point specifically designated in the license sought to be renewed.
- (c) the name of each point of communication specifically designated in the license sought to be renewed to which no paid words of public correspondence have been transmitted during the license period, prior to the date of this order.
- (d) the name of each point of communication specifically designated in the license sought to be renewed, to which paid correspondence was transmitted at some time during the license period but to which no such paid correspondence was transmitted during the month of July, 1935.
- (e) the reason for not handling paid words of public correspondence with each point that may be listed under (c) or (d) above.
- (f) the reason for desiring to continue inactive points of communication in the license.

It is further ordered that the aforementioned common carriers shall at the same time file an additional statement showing the number of paid words of public radiotelegraph correspondence received by them in the United States during the month of July, 1935, from each fixed point outside the United States from which messages are received.

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