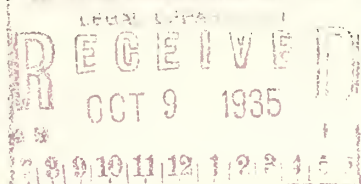


# HEINL RADIO BUSINESS LETTER

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No. 866

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October 8, 1935

## FCC ISSUES RULES GOVERNING RADIOS ABOARD LIFEBOATS

Not many years ago the flashing of an S O S signal from an ocean-going vessel in distress was a novelty. Today it is an ordinary occurrence, just as the reception of the best in entertainment via the ether waves.

Unknown to the layman, however, considerable progress has been made in the engineering phases of radio communication aboard ships. An indication of the development was the order issued last week by the Federal Communications Commission governing installation of transmission equipment aboard motor-driven lifeboats.

No longer are radio transmitters aboard passenger-carrying vessels considered sufficient protection against the hazards of an ocean voyage. The Department of Commerce requires that power life-boats on ocean steam vessels of more than 2500 gross tons, carrying passengers, must have radio equipment if the ship's route takes it more than 200 miles from shore.

The FCC regulations, issued in compliance with the Commerce Department's order, states, among other more technical matters, that:

Radio installations on a motor lifeboat must be in proper operating condition at all times while the ship is under way.

The power of the transmitter must not be less than 75 watts.

The antenna shall consist of a single wire inverted L or T not less than 20 feet above the water line.

The receiver must have a frequency range at least 350 to 550 kc.

Whatever type of power supply is used, it must be sufficient to operate the entire radio equipment for a continuous period of at least six hours.

Care is advised in installation so that rough seas will not put the equipment out of operation.

Inspections and tests, similar to those required of the ship radio system, are applied to the lifeboat equipment.

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Because the lifeboat radio apparatus will be more exposed to rough weather than the sheltered equipment aboard the ship, the FCC requires that storage batteries be mounted in cabinets which will provide protection against salt water spray and high seas.

Protection of the radio operator from the elements is also required when the lifeboat is afloat.

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#### ANOTHER PRESIDENT'S SON ENTERS THE RADIO INDUSTRY

Elliott Roosevelt, 27-year old son of the President, has quit the field of aviation for radio. Announcement was made last week that he had been named Vice-President in Charge of Sales Promotion for the Wouthwest Broadcasting System, which operates a chain of stations in Texas and Oklahoma.

Oddly enough, Herbert Hoover, Jr., while his father was in the White House, also entered the radio field though as a communications engineer for the Transcontinental and Western Air Line.

Young Roosevelt resigned as consultant of the Aeronautical Chamber of Commerce upon taking his new job. He will maintain headquarters in Fort Worth.

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#### MORE POWER RECOMMENDED FOR WSAR BY EXAMINER

An increase in power from 250 watts to 1 KW for WSAR, Fall River, Mass., was recommended last week by Examiner Dalberg in a report to the Federal Communications Commission. He found that the grant would not cause any interference with other outlets and would broaden the service area of WSAR.

Denial of a request for a construction permit to erect a new station for operation at Los Angeles on 820 kc. with 250 watts power, sharing time with WHAS, Louisville, was urged in a report filed by Examiner Seward. He said that serious interference would result, and that insufficient need was shown by the applicant.

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## TELEVISION HELD DELAYED BY A.T.&amp;T.-FCC SCRAP

Television has been shunted far into the future, by decision of the American Telephone and Telegraph Co. to delay indefinitely installation of the world's first coaxial cable, according to Newsdom. It continues:

"There can be no nationwide television, no pictures by radio, without the coaxial cable. There will be no coaxial cable, not even on an experimental basis, according to A. T. & T. officials, until the Federal Communications Commission relaxes its regulations. The Commission insists as firmly that its rules were fair, and that they would stand.

"The upshot of the clash not only was to defer actual television for many years, but to make impossible preliminary research on an actual television transmitting line.

"The coaxial cable in reality is a hollow brass pipe, sheathed in lead, carrying electrical impulses over a wider band than ever has been possible before. It is the only method by which television pictures can be piped overland long distances. The cable can be used, in addition, for carrying hundreds of telephone conversations and more hundreds of telegraph messages simultaneously.

"The cable was developed in the laboratories of the A. T. & T. and patented by the telephone company. It intended to install the first length of the cable between Philadelphia, headquarters of television research, and New York, center of artistic talent. The total cost, including experimentation, was to have been nearly \$1,000,000.

"The Western Union and Postal Telegraph companies protested vigorously when the plans were revealed, but withdrew their objections when the A. T. & T. offered to erect the coaxial plant on a purely experimental basis.

"The Communications Commission then held a hearing last Spring, after which it was decided the cable could be laid, only if the A. T. & T. made it available to all television experimenters, competitors or otherwise.

"The effect of the decision, according to an FCC expert, was to void the coaxial patents and make the cable available to anyone, once it were constructed.

"Since then the A. T. & T. has made no move to install the line. An official said it did not intend to give away the fruits of its own labors to rivals."

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## BAUER TAKES OATH AS FCC HEAD ATTORNEY

William H. Bayer took the oath of office October 5 as Head Attorney in the Law Department of the Federal Communications Commission. His salary will be \$6,500 per annum. He has been employed as a specialist on patent cases for 13 years in the Department of Justice.

Mr. Bauer was born in Lowell, Ohio in 1888. After completing the public school courses in Ohio he came to Washington and attended the Bliss Electrical School at Takoma Park, Md., and then entered George Washington University where he was a student for some time. Then he attended Georgetown University where he received his LL.B degree, his LL.M. degree, and his Master of Patent Laws, the latter conferred on him in 1916-17.

In 1922 Mr. Bauer was employed by the Department of Justice as a patent attorney to handle electrical matters including radio. From 1922 to 1927 he prepared and prosecuted patent cases pertaining to radio and other electrical communication devices. He also served as government counsel in infringement cases before the Court of Claims. The subject matter in those cases included radio devices, such as condensers, transmitters and combined electrical mechanical equipment, such as gun-firing controls on U. S. battleships and torpedoes. For five years while employed by the Department of Justice Mr. Bauer also acted as legal adviser to the Navy Department in patent matters.

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## ILLUSTRATED RADIO LECTURE TRIED IN SCHOOL

An innovation in educational methods, which will enable school pupils at widely scattered points to listen to illustrated radio lectures, was demonstrated privately this week in Philadelphia under the sponsorship of the Pennsylvania Arts and Sciences Society.

Daniel Garber, head of the faculty of the Pennsylvania Academy of the Fine Arts, broadcast from a studio of Station WIP a talk on some of the best known paintings by "later American artists" in the academy's possession. In another room an invited group of educators and leaders in the arts and sciences sat before a screen on which were projected, by means of slides, the pictures Mr. Garber was describing.

"Now take this work by Childe Hassam, for instance", the lecturer said.

The eyes of the spectators, who might just as well have been many miles away, followed the picture on the screen while the artist's voice directed them from one point to another.

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## LOS ANGELES TIMES BUILDS MODERN BROADCASTING STUDIO

A thoroughly modern studio with the latest radio equipment has been installed by the Los Angeles Times in its clock tower. The Times, which has been broadcasting news reports four times daily, plans to expand its radio service to include interviews and varied entertainment.

"The two broadcasting rooms are located on the sixth floor of the clock tower of the new Times Building and have been specially sound-proofed to shut out outside noises and acoustically treated to give life-like and brilliant reproduction. The new broadcasting suite overlooks the modernistic auditorium which occupies a large part of the fifth floor in the new home of the 'Times'. Both the stage of the auditorium and the private banquet room on the same floor have been wired for radio so that programs originating in either place may be put on the air over Southern California radio stations by remote control lines connected with the 'Times.'"

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## INDIA SEEKS BETTER BROADCAST FACILITIES

Seeking to bring about an improvement in radio broadcasting in India, the Government has recently engaged a radio expert on a five-year contract to supervise broadcasting services, according to a report to the Commerce Department from Trade Commissioner G. C. Howard, Calcutta.

This expert was formerly with the British Broadcasting Corporation and is to make his headquarters at Delhi. The principal problems before him are (1) the establishment of services in the vernacular for all India, allowing for the cultural and linguistic claims of each area; (2) to make short-wave services of Great Britain and Europe available by relaying these to Indian listeners as alternative programs; and (3) to interpret India to the world through the facilities that short-wave system will offer to listeners of other countries.

Two broadcasting stations are operated by the Government in Calcutta and Bombay. It is planned to build a new station at Delhi which when completed will be the most powerful in India. A new powerful station at Madras has also been sanctioned and it is anticipated that small stations will be established for village welfare work, the report states.

The expenditures of the Indian broadcasting stations are met by an allotment of a large portion of the import duty on radio sets and the license fees collected. The number of radio receiving sets in India has markedly increased in the last few years. During 1934-35 it is estimated that the total number of licenses issued reached 16,500 compared with 11,810 in the preceding year.

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## N. Y. PAPERS NOT YET SOLD ON FACSIMILE RADIO

Despite published reports to the contrary, New York newspapers are not yet "sold" on installing radio facsimile transmission equipment, according to Editor & Publisher.

"Advances made to leading New York newspaper publishers by David Sarnoff, RCA President and Chairman of the Board of NBC, for immediate promotion of facsimile transmission of 36-page 8 x 11 newspapers has the publishers thinking - but not acting", the trade organ states.

"Efforts of Henry Kittridge Norton, executive assistant to Mr. Sarnoff, to sell the idea to the newspapers were interpreted this week by radio publications as if the publishers had actively taken the initiative and were anxiously awaiting Mr. Sarnoff's approval of their plans. Conversations with the men in question, however, revealed that Mr. Norton's services have so far been those of supersalesmen with publishers as unsold prospects.

"The conversations of the publishers with Mr. Norton have been pervaded with the feeling by the newspapermen that facsimile is a development which they do not want to get out of control, but at the same time they have not been satisfied with Mr. Sarnoff's efforts to show what facsimile has to offer the large metropolitan papers with many editions and blanket circulation, both morning and afternoon.

"Mr. Norton as Mr. Sarnoff's representative, has had continuing talks with Arthur Sulzberger, publisher of the New York Times; Karl Bickel, radio executive for Scripps-Howard; Howard Davis, Business Manager of the New York Herald-Tribune, and T. J. White, General Manager of Hearst Enterprises.

Originally Mr. Norton presented a detailed plan in which the Times and the Sun, the World-Telegram and the Herald Tribune, the American and the Journal were to team up and share the ether, 'publishing' nearly 24 hours a day. Publication would consist of placing in 25,000 homes a facsimile receiver which receives a radio beam and transforms it into a facsimile newspaper, silently and continuously delivered into the home. A stylus would be actuated by the present radio equipment and the cost to the subscriber would be about \$8 a month and the cost to the newspapers. \$3 in addition for each set, a total of \$75,000 for a month."

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## AMATEURS CREATE RELIEF PROBLEM IN NEW YORK

The large number of young persons who are flocking to New York in the hope of taking part in the amateur programs broadcast by numerous radio stations and who soon find themselves stranded in New York, is presenting a perplexing problem to the Emergency Relief Bureau, according to the New York Times.

The records of the Emergency Relief Bureau show that some 300 of these out-of-town seekers for radio fame weekly find themselves destitute in New York City and without prospect of earning a livelihood. The Emergency Relief Bureau's problem is serious in view of the fact that transient relief may be cut off at any time.

"Weekly amateur programs offered by radio stations lure ambitious young persons from all over the country with small monetary prizes for winners and in some cases a week's engagement at one of the local theatres", the Times reports. "The Emergency Relief Bureau has found that few of the amateurs, even the winners, are able to obtain steady employment. The bureau has laid the situation before Major Edward Bowes as the originator of the amateur hour. "He disclaimed any responsibility for the influx of young persons aspiring to appear in radio programs.

"'We are very particular that nobody except residents of New York City shall appear in our amateur programs', said Major Bowes. 'I announce at every weekly program that only local residents are eligible.

"'However, every radio station in the United States now has an amateur hour and I don't want to be blamed for the silly things others do. Many of the stations invite persons from out of town to appear in their amateur programs. Others send for them. Many of these people, when stranded in New York City, come crying into my office. But I adhere to the rule that we give an audition only to residents of New York City. I was criticized recently because I refused to give a hearing to two blind young men who came here seeking to appear in an amateur program.'"

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## BRITISH ADD 28,000 RADIOS IN ONE MONTH

Over 28,000 new radio licenses were taken out in the United Kingdom during August. Approximately 289,105 licenses were issued by the Post Office during August, representing a net increase of 28,787 in the number of license holders during the month, after making allowance for expired licenses and renewals. The total number of licenses in force at the end of last month was 7,175,116, compared with 6,428,961 at the end of August 1934, an increase of 746,155.

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## N. Y. TIMES NOTES "SMALL BOOM" IN RADIO

Confirming previous reports from all factions in the radio industry, Orrin E. Dunlap, Jr., Radio Editor of the New York Times, on October 6 devoted two columns to the "boom" in the industry. He said in part:

"Radio industrialists are happier than they have been since the days before their business hit rock bottom in March, 1931. At present they are enjoying what is described as 'a small boom', which has all the ear-marks of spreading over into 1936 as a real boom. There are no labor troubles, no strikes, no overproduction. Wage scales are in general reported to be higher than in the Blue Eagle days. Capital and labor are both benefiting from the gains.

"Having swung into the final quarter of 1935, plans for 1936 are beginning to take shape. The outlook is bright. There are several reasons for optimism.

"A Presidential campaign always gives impetus to the radio business. On top of that, the radio men are inclined to believe Jim Braddock and Joe Louis will confront each other under the glare of a roped arena. A championship fight always spurs the radio business; it has never failed since the memorable 'battle of a century' between Jack Dempsey and Georges Carpentier at Boyle's Thirty Acres, July 2, 1921. That was the first fight broadcast. It gave the radio industry a grand push when it needed some such event to start it on the way.

"Right now factories are busiest since 1930', said Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association. 'The public is buying. There are now 50,000 factory employees, compared with a normal of 40,000. Sales are 20 per cent ahead of last year and it seems safe to believe that the total number of sets sold in 1935 will cross the five-million mark.

"Automobile sets made their appearance about five years ago. Many in the industry were skeptical that radio could 'pave the highways with melody', but it has and, according to the statistics of the Radio Manufacturers' Association, it is believed 1,250,000 automotive radios will be sold in 1935. This compares with about 700,000 auto radios in 1934.

"Farmers are buying radios. The majority of manufacturers report increased activity in this market. Turn-ins on new sets reveal many of the rural residents have not acquired new radios for ten years. It is believed that thousands during the depression never charged the batteries once they ran down. But now with windmill devices for automatic recharging,

new low consumption tubes and improved batteries, the rural sections are casting aside the obsolete apparatus. Increased purchasing power is the real cause of revival. There are trade estimates that the farm market this year will absorb at least 700,000 new radio sets."

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#### PAYNE SAYS EDUCATORS ARE DISSATISFIED

After a poll of 200 of the country's leading educators and bar association presidents, George Henry Payne, member of the Federal Communications Commission, declared this week there is widespread conviction that radio has not met its responsibilities as a medium for the spread of culture, and that broadcasting is in need of a thorough house-cleaning, according to Editor & Publisher.

His unofficial poll has been in progress for less than one month, but already has brought more than a 50 per cent response. Comments continue to come and the final number of replies is likely to be much closer to 100 per cent.

Copies of a speech delivered by Commissioner Payne, August 21 to a gathering of agricultural paper editors at Cornell University, Ithaca, N. Y., were sent to representative educators and to lawyers' organizations, to serve as a basis for their written observations. In the speech the Commissioner took broadcasters to task for the poor quality of programs, criticized the commercialization of radio entertainment, and contrasted the positions occupied by broadcasters on the one hand, and newspapers on the other.

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#### A.C.L.U. STUDYING RADIO COMPLAINTS

"Legislation to force the Federal Communications Commission to make public any complaints it gets against alleged radio censorship will be introduced in the next session of Congress", according to Variety. Backing the move is the American Civil Liberties Union, which claims the FCC buries complaints in its files without allowing anyone to get a glimpse of them.

"In connection with that and other proposed legislation, the A.C.L.U. is having one of its research attorneys, make a field study of radio censorship cases. Will be ready by the end of the year for pamphlet form. Exactly what the study will contain, and whether radio will be damned or whitewashed, is not certain because the study is still incomplete."

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 ::: INDUSTRY NOTES :::  
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The British Broadcasting Corporation has appointed Felix Greene as permanent representative in North America, with headquarters in New York, to facilitate negotiations with broadcasting organizations in the United States and Canada. NBC and CBS recently sent similar representatives to London.

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The Telegraph Division of the Federal Communications Commission has issued technical requirements for radio equipment aboard lifeboats on ocean vessels of more than 2500 gross tons. The order is labelled Rule 281 $\frac{1}{2}$ .

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It is rumored that a son of John D. Rockefeller, jr., is preparing to publish a new radio magazine, of which Curtis Mitchell, formerly with "Radio Stars Magazine", will be editor.

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Installation of two-way permanent lines between stations of the Mutual Broadcasting System was completed and placed in use on October 6.

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Misrepresentation in the sale of drug products is prohibited in a cease and desist order issued by the Federal Trade Commission against Frank A. Scervini, of 100 Fifth Avenue, New York City, trading as the F. & S. Manufacturing Co. Scervini is ordered to stop advertising himself, by radio or otherwise, as a manufacturer of pharmaceutical and druggist supplies, including gelatin capsules containing various medical compounds, until he owns and controls a factory in which these products are made.

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Transradio Press claims to have beaten the press services on the actual invasion of Ethiopian territory by the Italians. The flash was carried by Transradio circuits at 3:03 A.M. Tuesday, October 1.

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Along with several stations, two more newspapers with stations have subscribed to Transradio Press Service, according to Herbert Moore, President of Transradio. They are the Tampa Times, which has a joint arrangement but will use it only for



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its station, WDAE, and the Roanoke Times and World-News which will use Transradio over its WDBJ.

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Curt Peterson, for the past four years Assistant Program Manager of the National Broadcasting Company in New York, has resigned from that post to become Director of Radio for the Marschalk and Pratt advertising agency of New York City. Peterson will have complete charge of all radio activities for the agency, reorganizing and expanding the radio department in line with the agency's growing list of air accounts. His resignation becomes effective October 21, and he will assume his new duties immediately thereafter.

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August returns of Great Britain's radio trade show a favorable balance of £37,331, according to statisticts issued by the Department of Overseas Trade, London. This compares with an adverse balance of £26,889 in the same month last year. Increases in exports were partly accounted for by the shipment of transmitting apparatus to British India, and of valves and components to South Africa, Australia, Canada, and New Zealand. Radiograms were exported largely to South Africa. Imports of components from Canada during themonth amounted to £1,299.

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#### ZENITH REPORTS \$65,422 PROFIT FOR QUARTER

Zenith Radio Corporation had a net operating profit for the quarter ended July 31, 1935, of \$65,422,46 after all charge-offs, including liberal depreciation, excise taxes and royalties but before Federal profit taxes from which the total mentioned above was prepared, according to Hugh Robertson, Vice-President and Treasurer.

The company, a pioneer in short wave reception announced in June a new line of standard electric sets and a line of farm home receivers. Production and shipments were the largest in the months of July and August this year of any July and August in the history of its business, both in units and dollars of sale. Production for the month of July exceeded that of any previous month in the company's history by 34 percent. This record was again exceeded in the month of August.

Shipments in September showed an increase over July and August and the company already has substantial orders on hand from its distributors for October delivery.

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