

HEINL RADIO BUSINESS LETTER

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October 15, 1935.

U. S. TAKES LEAD TRYING TO SOLVE RADIO FADING

The mysterious fading on high frequencies which has been the cause of so much annoyance to short-wave listeners during the past six months, has assumed such proportions that Dr. J. H. Dellinger, in charge of the radio laboratories of the U. S. Bureau of Standards, in Washington, has asked the broadcasters and listeners throughout the United States to report to him personally any unusual fading or atmospheric inconsistencies. Dr. Dellinger especially requests that there be a close observance of air conditions between Monday, October 21st, and Friday, October 25th, at which time he figures the next general upset will take place.

A record which the Government has been keeping since last March shows that the disturbance in the atmosphere has repeated itself with regularity occurring about every 53 days, which, roughly, is seven weeks. The sun is strongly suspected of having something to do with it inasmuch as the intervals of disturbance are separated in time by twice the sun's rotation period.

"It involves all high frequency radio transmission over the illuminated path of the globe and not the dark path", Dr. Dellinger explained. "The radio evidence of the phenomenon is a sudden disappearance of high frequency, long distance radio signals for several minutes, the complete process of fading out and reappearing occupying about 15 minutes."

That something unusual has been going on in the air has been the cause of much speculation among most broadcasters and listeners in the short-wave band. This has been particularly noticeable on the English and German transmissions which ordinarily are highly satisfactory but have faded and disappeared completely on occasions resulting in very poor reception at times during the past six months. Thus any explanation which the Government experts may have to offer as a result of their observations will be eagerly awaited by both the industry and the listeners.

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NEW 100-WATTER RECOMMENDED FOR DETROIT SUBURB

Favorable recommendation has been made to the Federal Communications Commission by P. W. Seward, Examiner, on the application of the Wayne Broadcasting Company, to construct a new 100-watt station, 1370 kc., daytime hours of operation only, at Hamtramck, Mich., situated within the incorporated limits of Detroit.

The Wayne Broadcasting Company is a co-partnership composed of Henry Lewandowski, Anton Lewandowski, Zigmund Lewandowski and Edmund Meurer, who reside in Hamtramck and Detroit. The three partners first named are now engaged in a partnership in the publication of a weekly newspaper and in the job and commercial printing business.

The financial statement introduced by the three Lewandowski Brothers shows \$8,500.00 cash on hand with total assets estimated at \$46,715.70. The printing business which they conduct produces approximately \$15,000.00 a year net income, equally distributed between the three. Financial statement introduced by the partner, Meurer, also engaged in the printing business, shows \$2,000.00 cash, \$1,300.00 liquid assets, with total assets estimated at \$17,000.00. Cash and liquid assets of all partners, available for the establishment of the proposed station, are \$11,800.00.

Station WSPD, at Toledo, Ohio, is 52 miles from Hamtramck and the recommended separation is 91 miles. This station operates on 1240 kc, 1 KW night and 2.5 KW until local sunset. Station WHK, at Cleveland, Ohio, is 93 miles from Hamtramck and the recommended separation is 104. This station operates on the frequency of 1390 kc. with 1 KW night and 2.5 KW until local sunset.

"In the case of these two stations, that is WSPD and WHK, due to the nature of the intervening terrain, the conductivity which is known to exist in this territory and the fact that the stations are operating on adjacent channels, it is not expected that serious or objectionable interference would result if this application (Wayne Broadcasting Co.) be granted", the Examiner reports.

"Station WSPD, at Toledo, Ohio, has an application to increase day power to 5 kilowatts. The actual separation is 52 miles and the recommended separation for such operation would be 108 miles. Because of the conductivity and the frequency separation, it is not expected that objectionable interference would result in case both applications be granted."

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PHILCO APPLIES FOR TELEVISION FREQUENCY

The Philco Radio & Television Corporation, of Philadelphia, has applied to the Federal Communications Commission for a construction permit for a new special experimental station to be operated on 4200-56000, 60000-86000 kc., 250 watts.

It is presumed that this is in anticipation of the completion of the experimental coaxial cable which the American Telephone & Telegraph Company expects to lay down between New York and Philadelphia the principal purpose of which is to transmit television images. Both Philco and the Radio Corporation of America are said to be making elaborate preparations to participate in these television-coaxial cable experiments.

The Philadelphia Storage Battery Company has also asked the Commission that its radio station license W3XE be assigned hereafter to the Philco Radio & Television Corporation.

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NEWSPAPER ADVERTISING STILL LEADS RADIO FIVE-TO-ONE

Despite its phenomenal growth in recent years, radio broadcasting is still far behind the newspapers of the country in total advertising income, pointed out Dr. Orestes Caldwell, former Federal Radio Commissioner, addressing the American Institute of Radio Engineers at Springfield, Mass., last night.

Compared with the \$485,000,000 advertising business done by the newspapers this year, radio broadcasting will do about \$100,000,000 during the 1935-36 season, said Dr. Caldwell, indicating the opportunity that lies ahead of radio as new services now in sight, are developed, revolutionizing the advertising art.

Dr. Caldwell itemized the present billion-dollar total advertising bill of the nation as follows:

Radio Broadcasting	\$100,000,000
Periodicals	125,000,000
Newspapers	485,000,000
Outdoor advertising	25,000,000
Direct Mail	<u>365,000,000</u>

Total Advertising	\$1,100,000,000
Outlay in U.S.	

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WMCA TO BROADCAST CONGRESSIONAL PATENTS HEARING

Public hearings of the Special Congressional Committee on Patents will be broadcast over WMCA, New York, each afternoon this week at 2:15 o'clock. At least thirty witnesses for the radio, electric and motion picture industries will face the microphone during the course of the investigation.

Representative William I. Sirovich, Chairman of the Committee, will preside at the hearings which will be held in the Fifth Avenue Hotel in New York. Other members of the committee include: Fritz G. Lanham, Texas; Braswell Deen, Georgia; Thomas O'Malley, Wisconsin; Matthew A. Dunn, Pennsylvania; Charles J. Golden, California; Charles Kramer, California; J. Burrwood Daly, Pennsylvania; Randolph Perkins, New Jersey; Clarence J. McLeod, Michigan; Fred A. Hartley, Jr., New Jersey; L. C. Arends, Illinois; Ralph E. Church, Illinois; R. T. Buckler, Minnesota; Thomas R. Amlie, Wisconsin; and Robert Robins, Secretary.

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RCA-VICTOR SPONSORS PHILADELPHIA ORCHESTRA TOUR

Although much publicity has been given to the forthcoming transcontinental tour of Leopold Stokowski and the Philadelphia Orchestra, the first in the history of the organization and the most extended trip to be made by a major symphony orchestra in many years, it apparently is not so generally known that the sponsorship of the RCA-Victor Company makes the trip possible.

The full orchestra of 100 musicians will visit the following cities: Hartford, Conn., Montreal and Toronto, Canada; Chicago, St. Louis; Atlanta, Birmingham; New Orleans; Dallas, Texas; Los Angeles; Seattle; San Francisco; Portland, Ore.; Denver; Salt Lake City; Kansas City; Ann Arbor, Mich.; Des Moines; Minneapolis; and Milwaukee.

The tour is planned to take the Philadelphia Orchestra to those musical centers which have known the organization only through broadcasts and recordings in the past.

The trip will be under the joint management of George Engles, Vice-President of the National Broadcasting Company, and Charles L. Wagner, of New York.

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COLUMBIA ISSUES EXPLANATORY LITERATURE FOR STOCKHOLDERS

A booklet entitled "Where Is The Columbia Network Heard?" is being sent to stockholders of the Columbia Broadcasting System this month along with their dividend checks. It is the first of a series of informative pieces designed to acquaint stockholders with different phases of the broadcasting business.

"These booklets regard the stockholder as a person with a triple personality", Dorothy Sutherland of the Columbia Trade News Division explains. "First, as a part owner of the business, and therefore an individual with more than average interest in its technicalities. Second, as a member of the general public and a radio listener. Third, as a public relations representative who, consciously or unconsciously, molds opinion in his own business and social circles.

"The booklets are designed to be easily understood by the woman stockholder who has little knowledge of business, while at the same time to be sufficiently sophisticated to interest the experienced corporation executive."

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RADIO SAVED THE MUSIC WORLD IN DEPRESSION, ELMAN SAYS

"It was radio broadcasting that saved the music world during this severe depression", Mischa Elman, world-famous violin virtuoso, said at an interview during his rehearsal for his appearance as soloist in the second of the General Motors concerts last Sunday night.

Elman said that the limited group of supporters of musical enterprises, like symphony orchestras and opera companies, in the days before radio broadcasting, probably would have failed to carry their organizations through the worst test of the panic. The added strength furnished directly and indirectly by the outlying audience, built up by consistent broadcasting of good music by leading musical bodies, supplied just the additional financial help needed to carry these organizations through, he said.

"As well-known instances of what I mean", Elman continued, "I refer to the successful public appeals for direct money gifts made by the organizations supporting the Metropolitan Opera Company and the New York Philharmonic Symphony Orchestra."

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COMMUNICATIONS NEUTRALITY NOT YET CONSIDERED BY FCC

Although the town was buzzing with rumors that the Federal Communications Commission would do this, that or the other in enforcing neutrality in communications affecting either Italy or Ethiopia, it is learned on high authority that as yet the matter has not been officially brought to the attention of the Commission and if the question of a communications curb has been raised with regard to Great Britain, for its refusal to rebroadcast the speech from Geneva, chief Italian envoy to the League of Nations meeting, the discussion is being carried on by the State Department.

An important development of the situation is understood to be a study being undertaken by the Navy Department of possible action by the United States looking toward the banning of any messages, regarded or intended to be inflammatory, from a belligerent power. Such a censorship would be exercised strictly by this Government.

It is believed Sec. 606 (paragraphs a and b) of the Communications Act dealing with War Emergency powers would give the President plenty of authority to deal with the situation. Also, that stations throughout the United States would do well to play no favorites in broadcasting speeches in connection with the Italo-Ethiopian War since stations must be operated in the public interest. However, as yet the Communications Commission has not taken up any of these matters.

The Columbia Broadcasting System, in what is declared to be a spirit of fair play, last Sunday succeeded in relaying over a coast-to-coast network the Italian side of the Ethiopian controversy by Baron Aloisi. It was picked up direct from Rome for Columbia by the RCA receiving station at Riverhead, L.I.

As is known, this was the speech that Great Britain refused to relay through London although it had previously permitted the Ethiopian side of the question to go through to this country.

The arbitrary position taken by the British Government served to speed up the establishment of a radio-telephone circuit from France to the United States. Although there is no reason to believe that France would have acted any differently than England, since the two countries are apparently allies in the present trouble, nevertheless it is the viewpoint of the Federal Communications Commission, apparently, that England should not have a monopoly.

Long before the Ethiopian trouble came up, the French Government complained to the United States that they were at a disadvantage having their commercial business clear through England, that that country thus had access to their trade agreements and asked the State Department to use their good

offices in bringing about the establishment of a direct radio-telephone circuit to France.

The State Department turned to the Communications Commission which requested that the American Telephone & Telegraph Co. establish such a circuit. The Telephone Company was reluctant to do this but in view of the official request have now agreed, it is said, to connect the two countries with radio-telephone but this will not become an actuality until a new station has been erected in Paris to connect with the A. T. & T. station at Lawrenceville, N. J., adjacent to New York City.

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TO SOUND INDUSTRY OUT ON NRA LEGISLATION

Major George Berry, of the Department of Commerce, whose title is Advisor of Industrial Cooperation, and said to have previously been strongly affiliated with the American Federation of Labor, has invited the National Association of Broadcasters and the Radio Manufacturers' Association, along with the other principal industries, to participate in a conference to be held at an early date in Washington. The object of this meeting will be to sound out industry with regard to a permanent NRA.

Major Berry will endeavor to determine for the guidance of the Administration whether industry wants the Government to support legislation which would accomplish the same purposes as outlined in the Codes of Fair Competition. It is expected that the Conference will be timed so as to be able to give President Roosevelt the answer upon his return to Washington.

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HEARST GETS NEW SHORT-WAVE NEWS TRANSMITTER PERMIT

Station WEEK, Hearst Radio, Inc., Tinley Park, Ill., has been granted a license by the Federal Communications Commission to operate a high frequency station for the purpose of transmitting press dispatches.

The license covers construction permit (fixed public press-point-to-point telegraph) and operation on frequencies of 9230, 9390, 10090 kilocycles day only; 7625, 7640 kilocycles, 5 kilowatts power, unlimited time; provided however, that authority to operate on these frequencies during the period between two hours before local sunset and two hours after local sunset is granted on a temporary basis and may be canceled without advance notice.

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SUPER-POWER EXPANSION MAY BRING MANY 500,000-WATTERS

Far-reaching changes in the technical broadcasting structure, possibly including authorization of perhaps two dozen stations with super-power of 500,000 watts and the licensing of additional local stations, may grow out of current technical investigations being conducted by the Federal Communications Commission.

Designed to take advantage of technical advances made in broadcasting since the sweeping reallocation of facilities in 1928, a new program is being considered in its preliminary stages by FCC technicians. Anything of the magnitude being discussed - and pondered by many in the industry - would inevitably result in a reshaping of the entire broadcasting setup. Introduction of additional 500,000-watt stations, for example, obviously would lead to realignment of networks, rate schedules and services to conform with the changed technical coverage picture.

Here, according to Broadcasting Magazine, are the salient features of the proposals advanced, discussed and being considered by the FCC Engineering Department, for changes in the technical broadcasting structure designed to make it accord with modern engineering technique:

1. Reduction in the number of clear channels from 40 to possibly 25 with a minimum power of 500,000 watts on remaining clear channels strategically located.
2. Simultaneous operation with maximum power of 50,000 watts on clear channels not permitted to increase to 500,000 watts.
3. Opening of perhaps three channels in the new portion of the broadcast band between 1500 and 1600 kc. for local stations, with the possibility of licensing up to 50 new stations on each wave.
4. Horizontal increases in night powers from 1,000 watts to 5,000 watts on certain of the regional channels.
5. Retention of the so-called "high-fidelity" stations in the band from 1500 to 1600 kc.

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INTERNATIONAL BROADCASTS DAILY BECOME MORE COMMONPLACE

No so long ago the relaying of a foreign program in this country was considered quite an achievement, but today it is an accepted marvel that occasions no more wonder than radio itself.

A new standard in globe-circling by radio will be set on October 27, however, when the NBC-WEAF network is linked with stations in 31 countries, from 12:30 to 1 P.M. EST, in presenting choral groups singing their native songs.

The Columbia Broadcasting System during the year ending last September picked up programs from 25 countries and spanned the ocean 144 times. Although the relays were made under varying weather conditions, only five broadcasts were adjudged unsatisfactory by CBS.

The NBC broadcast will utilize most of the short-wave stations in the world in addition to the regular broadcasting channel stations. The central point for all cues and switches will be in Berlin, Germany.

So that the entire program may girdle the globe with split-second accuracy, all cues for switches from country to country will be spoken in the language of the country where the program originates and will then be repeated in French

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RADIO ENGINEERS TO MEET NEXT MONTH

The radio industry experts of America and Canada will exchange engineering and promotion ideas during the Fall meeting of the Institute of Radio Engineers at Rochester, N. Y., November 18 to 20.

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FCC GRANTS ORAL ARGUMENT FOR MASS. AND CONN. STATIONS

The Federal Communications Commission has granted oral argument to be held on December 4, 1935, on the application of the Hartford Broadcasting Co., Inc., Hartford, Conn., Worcester Broadcasting Co., Inc., Worcester, Mass., and the Hartford Times, Inc., Hartford, Conn., for a new station, frequency 1200 kilocycles, 100 watts unlimited time.

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ATLAS BUYS LARGE R-K-O BLOCK FROM RCA

David Sarnoff, President of the Radio Corporation of America, and Floyd B. Odum, President of Atlas Corporation, announced the sale by the Radio Corporation and the purchase by Atlas of a substantial portion of the Radio Corporation holdings in the Radio-Keith-Orpheum Corporation, with an option to purchase the remainder. Mr. Odum stated that this purchase was made on behalf of Atlas Corporation and Lehman Brothers.

Proceedings are now pending for the reorganization of RKO. It is expected that a plan of reorganization will be promulgated shortly in these proceedings.

Merlin H. Aylesworth, President of R-K-O, expressed his gratification with the closing of the transaction.

Commenting upon this, the New York Times said:

"Once more the Radio Corporation stocks have experienced a sharp movement on the stock market while the stockholders can only conjecture to the prospects relating to dividend arrears. Yesterday the Class B preferred stock rose $5\frac{1}{4}$ point, on the self-evident hopes of speculators that the deal for sale of the company's R-K-O holdings to outside interests might serve to clear up the back dividends. Similar market activity, with advances and declines both making wide swings, occurred before the arrears on the A preferred stock were cleared early this year. Now the guessing that characterized market opinion on the R.C.A. stocks at that time has been resumed."

At the end of 1934, the RCA owned 48.6 per cent of the no par common shares of Radio-Keith-Orpheum, in addition to 84 per cent of the 10 year debentures. The Atlas Corporation is said to have made a great fortune during the depression in picking out what it believed to be promising stock which later would achieve greater value.

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SENATOR WHEELER'S DAUGHTER TO BE MARRIED

Senator Wheeler, of Montana, Chairman of the Interstate Commerce Committee, and Mrs. Wheeler, have announced the engagement of their daughter, Miss Elizabeth Wheeler, to Edwin Colman of Rockford, Ill.

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SUIT ATTACKS TELE-FLASH BOOTLEG NEWS

The National Exhibition Company, owner of the Polo Grounds and the New York Giants, which for many years has opposed the broadcasting of its baseball games, has filed an injunction suit to restrain alleged "bootleg" broadcasts of baseball games and other sporting events from the Polo Grounds. The suit also asks \$500,000 damages on the ground that unauthorized broadcasts that have been made have cut into the plaintiff's receipts.

The suit is brought against Tele-Flash, Inc., the "Morning Telegraph", Morning Telegraph Sport News, Inc., and the New York Telephone Company. The complaint was filed in the County Clerk's office when the defendants had the suit transferred to the Federal Court.

The Morning Telegraph Sport News, Inc., said to be affiliated with the newspaper of that name, is alleged to have acquired Tele-Flash, Inc. The telephone company is made a defendant on the ground that the alleged broadcasting is made possible through telephone wires with loud-speakers attached, which are installed in the premises of subscribers to the Tele-Flash service. The defendants are alleged to have 300 subscribers at present.

Although the complaint says that the plaintiff has investigated the broadcasts, "the method of acquiring the simultaneous description of baseball games is at present unknown to the plaintiff." The defendants are charged with conspiring to carry out the broadcasting with full knowledge that the broadcasting right is the sole property of the plaintiff. It is alleged that in some underhand way the descriptions of the games have been "stolen or bootlegged."

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SERVICE MEN MEET OCTOBER 27

The annual New York convention and radio parts show of the Institute of Radio Service Men will be held October 25-27 at the Hotel Pennsylvania in New York City. A representative display of exhibits and a large attendance is promised. During the service men's convention, on October 26, there will be a meeting of the RMA Service Section of which F. B. Ostman, of Camden, N. J., is Chairman.

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