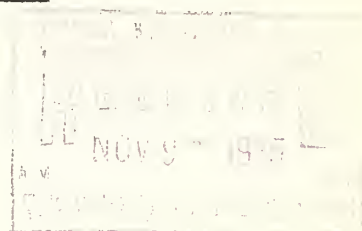
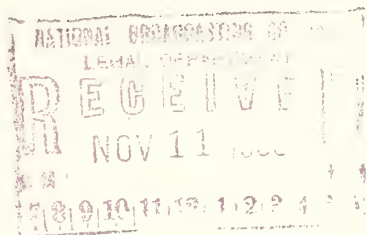


HEINL RADIO BUSINESS LETTER

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U. S. AND CANADA UNSCRAMBLE RADIOBEACONS FOR MARINERS

Radio, which has contributed more to the safety of life at sea than any modern scientific development, will make the work of mariners in this hemisphere less hazardous beginning December 1 when the United States and Canada unscramble their radiobeacon services for lighthouses.

To replace the garbled signals which have heretofore confused ships plying the Atlantic and Pacific coasts the two governments of the North American continent have adopted a coordinated policy of radiobeacon operations.

The Lighthouse Service, of the Department of Commerce, in announcing the change, said that increased frequency of signals, more simplified operation, and a reduction of interference will result.

Every lighthouse station and every lightship crew at every radiobeacon-equipped station on the Atlantic and Pacific coasts will make the change precisely at midnight November 30. This country has 108 radiobeacons in operation and ten more are to be installed soon, three in lighthouses and seven on lightships.

The new policy of coordination was worked out at conferences between representatives of the Department of Marine of Canada and the Bureau of Lighthouses. Some of the high spots of the arrangement follow:

Frequency channels will be assigned beginning at 286 and extending to 314 steps of two kilocycles, establishing 15 channels. Adjacent beacons or groups of beacons will be separated 12 kilocycles where possible.

The time cycle of radiobeacon operation will be three minutes with one minute devoted to transmission.

Simple codes of dots and dashes will be transmitted slowly enough for ready identification by a mariner taking his bearings.

Transmission during clear weather will be every hour or half-hour according to navigational needs in the area. During foggy or thick weather transmission will be continuous.

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"The vital importance of the service performed by maritime radiobeacons as aids to navigation and in promoting the safety of life at sea is recognized", said Commissioner H. D. King, "and the consequent necessity of avoiding the possibility of interference of other radio services with these aids through jealously guarding against and opposing frequency assignments or use which might cause interference."

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PUBLISHER'S APPLICATION FROWNED ON BY EXAMINER

A rather indirect method of censorship of the press might be exercised by the Federal Communications Commission if it adopts the recommendation of Examiner John P. Bramhall to deny an application for a construction permit on 1420 kc., 100 watts, unlimited hours, by the Bellingham Publishing Company, of Bellingham, Wash.

Examiner Bramhall in his report to the FCC pointed out that the "evidence shows that the applicant, through the publication of numerous articles reflecting upon the honesty and integrity of public officials and upon the morals and private lives of the citizens of Bellingham and Whatcom County, has been the source of discord and dissension and has been inimical to the general welfare of the community."

He cited articles which referred to business men and political foes as "Dirty Dozen", "Dr. Pewee", "Filthy Phil", and "Court House Ringsters".

Testimony showed also that the applicant wanted a station principally to answer the political broadcasts made by the existing Bellingham station, KVOS.

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BBC ANALYZES 150,000 LETTERS IT GETS FROM LISTENERS

Appreciations of programs broadcast by the British Broadcasting Corporation outnumber criticism, as represented in letters from listeners, four to one.

Out of 150,000 letters a year, the BBC has classified them as follows: appreciations, 60,000; criticisms, 15,000; enquiries, 30,000; requests and suggestions, 7,000; and miscellaneous, 38,000.

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RIO INAUGURATES UP-TO-THE-MINUTE BROADCASTING STATION

What is claimed to be the most modernly equipped radio broadcasting station in South America has recently been inaugurated in Rio de Janeiro, a report to the Commerce Department from its office in that city shows.

In addition to having the very latest design in American transmitting equipment, it is pointed out, the station has a half wave vertical steel antenna 416 feet high and weighing 27 tons. The tower, which measures 25 feet square at its half-way section, is mounted at the base in a large porcelain insulator with ball and socket action. Two well-appointed studios, both of which are sound proof and acoustically treated, form another important feature of the station, the total cost of which approximates \$160,000, the report states.

The owners of the new broadcasting station have announced their intention of offering programs of the American type, special emphasis being given to fifteen-minute and half-hour sponsored programs featuring prominent Brazilian artists, it was stated.

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TWO NEW STATIONS FOR OVER-QUOTA UTAH ARE RECOMMENDED

Despite the fact that the State of Utah is 114 per cent over-quota in nighttime broadcasting facilities and 19 per cent over-quota in daytime assignments, Examiner George H. Hill, has recommended that two new stations be authorized.

Eight applicants, including the Utah Radio Educational Society, of Salt Lake City, sought the facilities, but six were disapproved by the Examiner of the Federal Communications Commission. The Utah Radio Educational Society is a mutual association of 100 members organized for the purpose of operating a new station.

Applications which were recommended for granting to the Federal Communications Commission are:

Great Western Broadcasting Association, to construct station at Provo, Utah, for operation on 1210 kc., 100 watts, unlimited hours.

Utah Broadcasting Company, to operate a new station at Salt Lake City on 1500 kc. with 100 watts power and unlimited hours.

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LOTTERY CITED IN COMPLAINT ISSUED BY FTC

Alleging the use of a lottery scheme in selling radio sets, fountain pen and cocktail sets and other merchandise, the Federal Trade Commission has issued a complaint against J. K. Levy, alias J. K. Lee, and David Levy, co-partners, of 130 North Wells St., Chicago, trading as Levore Company, and J. K. Levy, alias J. K. Lee, individually.

The complaint says the Levore Company represented that distributing agents could make big money "giving away these wonderful radios", but that in fact, the respondent did not give away radios or any merchandise.

Agents earn \$100 and \$150 a week under the respondent's sales plan, according to its advertisements, but the complaint says the usual earnings of the respondent's agents were not either \$100 or \$150 a week.

The respondent company is alleged to have advertised by means of the phrase, "Successors to Beco Mfg. Company", when, according to the complaint, it was not a manufacturer owning or operating a factory in which its products were made.

The respondents are given until Friday, December 6, to show cause why the Commission should not issue against it an order to cease and desist from the practices alleged.

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RADIO INDUSTRY WATCHES DEVELOPMENTS TO REVIVE NRA

The radio industry, both manufacturers and broadcasters, are watching closely developments at NRA, which many business men thought dead but now seems to be undergoing a resurrection. The focal point of interest is a conference of 3,000 representatives of business and labor scheduled for December 9th.

Major George L. Berry, coordinator for industrial cooperation and foremost spokesman at present for NRA, predicted that the parley would produce definite recommendations as to legislation.

James W. Baldwin, Managing Director of the National Association of Broadcasters, and Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, are expected to represent the radio industry at the conference. Among those listed as non-committal is the Radio Wholesalers' Association.

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STEWART RAPS CLEAR CHANNEL DOMINATION BY CHAIN BROADCASTING

The domination of the 40 clear channels by chain broadcasting systems is threatened in a move instituted by Commissioner Irvin Stewart November 6 at a meeting of the Federal Communications Commission. Upon motion of Stewart, the Broadcast Division was instructed to consider whether special regulations should be adopted for the regulation of the radio networks. ✓

Commissioner Stewart's action, coming on the heels of proposals by the FCC Engineering Department that provision be made for twenty-five 500 KW stations, that reduction of clear channels be effected, and that more power be granted many regional stations, is expected to assure a thorough review of the broadcasting set-up by the next Congress and an ultimate reallocation of channels.

Stewart, in a manner reminiscent of the attacks of former Senator C. C. Dill, complained that duplication of programs on clear channel stations, because of network domination, is greatly restricting the variety of programs available to 35.8 per cent of the population and 76.7 per cent of the area of the country, now dependent on secondary coverage.

In support of his motion, Stewart cited the famous General Order No. 40 of August 30, 1938, which limited nighttime operation on each of the 40 clear channels to a single high-power station, and to the amended order of July 2, 1930, which provided for a certain number of high-power stations on clear channels "to serve rural and sparsely settled areas over long distances under favorable conditions".

He offers the following table, compiled in December, 1933, to show the dependence of much of the population on clear channel transmission:

<u>Zone</u>	<u>Percentage of population within secondary coverage</u>	<u>Percentage of area within secondary coverage</u>
First	24.0	57.3
Second	27.6	60.4
Third	56.8	70.4
Fourth	33.6	70.0
Fifth	<u>35.4</u>	<u>90.38</u>
United States	35.8	76.7

He then pointed out that the 40 clear channels are apportioned thus: 26 to NBC stations, 12 to CBS stations, 3 to Mutual Broadcasting System, and 1 to a non-chain outlet. He explained that one station is on both NBC and Mutual and that channel has both CBS and NBC stations.

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"Duplication of programs on clear channel stations reduces the value of clear channels to persons dependent on secondary service (for whom the channels are set apart)", he said, "and tends to defeat the announced purpose in the establishment of clear channels."

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INDUSTRY INTERESTED IN "STATICLESS RADIO" DEMONSTRATION

While Washington radio engineers for the most part were unfamiliar with the technique of the "staticless radio" system demonstrated this week in New York City by Maj. Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University, they expressed keen interest in the development.

Major Armstrong showed that through his system programs were received in Haddonfield, N. J., from transmission of the short-wave station atop the Empire State Building without any static even in a thunderstorm. He demonstrated by means of recordings that reception of long-wave stations at the same time showed the static effects of the storm.

The inventor, who is known in Washington as a very reputable man, predicted that his system would permit the transmission of four programs on a single wave.

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MACKAY DENIED RIGHT TO BE ON BOARD OF COMMERCIAL CABLE

The Federal Communications Commission on November 6 denied the application of Clarence H. Mackay, of the Mackay Radio & Telegraph Company, to be an officer or director of the Commercial Cable Company while still holding his other connection.

Similar applications to hold executive positions in both companies were denied to W. J. Deegan, Augustus H. Griswold, Howard L. Kern, and Charles R. Rimpo.

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LIEUT. JETT IS NAMED ACTING CHIEF ENGINEER OF FCC

Lt. E. K. Jett has been designated Acting Chief Engineer of the Federal Communications Commission to succeed Dr. C. B. Jolliffe, who has resigned, effective November 12.

Lieutenant Jett has been identified with communications for 20 years, having served in the Navy 18 years and with the former Radio Commission and the present Commission for the last seven years. He has been serving as Assistant Chief Engineer since September, 1931, having charge of radio services other than broadcasting. Since the creation of the Communications Commission, wire telegraph services, including submarine cables have been added to his duties.

W. J. Norfleet, who has been Acting Chief Accountant since June 7, 1935, has been named Chief Accountant. He will head the Accounting, Statistical and Tariff Department. Mr. Norfleet came to the Commission from the Bureau of Valuation of the Interstate Commerce Commission where he was employed many years.

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SUN FAILS TO CREATE DISTURBANCE EXPECTED IN SHORT-WAVES

Although the sun was scheduled to cause a brief disturbance in high-frequency or short-wave transmission between October 21 and 25 - as it does every 54 days - it was singularly quiet, according to Dr. J. H. Dellinger, Chief of the Radio Section of the U. S. Bureau of Standards.

The mysterious emanation, which is being studied by radio experts, lasts for only a few minutes. Described as "a new cosmic phenomenon", it was described for the first time by Dr. Dellinger recently in Science, the organ of the American Association for the Advancement of Science.

The last disturbance of this nature occurred on August 30. Other manifestations have been observed at the Bureau of Standards on March 20, May 12 and July 6. The 54-day interval is exactly double the period of the sun's rotation. The phenomenon is general over the sun-lit side of the earth. It consists of sudden dying away of high-frequency, long-distance radio signals. They fade and reappear in about 15 minutes.

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BIGGEST U. S. RADIO COMPETITOR REPORT PUBLISHED BY U. S.

The Philips Glow Lamp Works, Inc., of Eindhoven, Netherlands, which is one of the foremost competitors in the world radio market with American manufacturers, is increasing its trade in some territories, according to U. S. Consul Homer Brett, of Rotterdam.

Referring to the sale of radio tubes, radios and other radio accessories, Consul Brett said:

"The firm has not only maintained its position in world markets but has, in some cases, been able to increase its share of business in various territories.

"A water-cooled radio transmitting lamp of 250 kw. has been developed and one is used in Hilversum, Netherlands, radio station, whereby 120 kw. transmitting strength is obtained with 100 per cent modulation."

The Philips Company is watching developments in television in the United States, Great Britain, and Germany, Brett reported, but is of the opinion that "although great interest exists for television, the present receiving sets will not be replaced by combined radio and television receivers in the near future."

The Philips Company has 35,000 employees in service over the world. A copy of the 23rd annual report, published by the Department of Commerce, may be obtained by sending 25 cents to the Electrical Division of the Bureau of Foreign and Domestic Commerce.

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BERLIN TO HAVE TELEVISION NEWS THEATRE

A news cinema, with television as part of its permanent equipment, is being planned to open in Berlin shortly. The Astor Theatre, Kurkurstendamm, has been chosen for the experiment, and technical experts are now working out the plans in conjunction with the German Film Chamber. The television apparatus will be mainly used for the rapid reproduction of news films which will be transmitted from a central television station. Apart from these transmissions there will be a regular service of news films, similar to those already shown in the news-reel theatres of London and Paris.

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TEST SIGNALS COMING THROUGH TO NAVY FROM ADDIS ABABA

The Navy Department's tall radio towers just outside of Washington are picking up somewhat faint signals from the emergency transmitting station established at the American Legation in Addis Ababa.

Navy officials state that the signals are still in the testing stage, but it is believed that the State Department is being kept informed of developments in the Italo-Ethiopian war direct from the African capital.

As usual in all naval communications, the Navy Department is maintaining the utmost secrecy about the nature of the communications, the purpose of the station, and the frequency used. All messages are sent in telegraphic code to the Navy's receiving station. If the message is directed to the State Department, it is decoded and sent to the proper destination.

Both the Navy and State Departments insist the station, established recently by four radio engineers from the Navy Department, is for emergency use only, but they decline to explain what may constitute an emergency.

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FAMILIES

FOUR PER CENT D.C./STILL HAVE NO RADIOS

Four per cent of the families in the District of Columbia (Washington, D. C.) are still without radios, although 121,787 homes here are radio-equipped, according to a recently compiled statistical summary.

Radio sales for 1934 in the District indicate, however, that the percentage of non-radio owning families is rapidly decreasing. During 1934, more than 20,550 radio sets were sold in the Capital, of which 3,800, or more than 18 per cent, were installed in homes which were previously without radio facilities. More than 16,700 of these sets were replacements of obsolete equipment with modern instruments.

The growing interest in better receiving sets which these figures indicate is interpreted not only as an indication of improved buying power, but also as proof that higher standards of entertainment and better contact through short-wave reception with events in all parts of the world are being demanded by an ever-increasing section of the population.

Another index of the public's interest in radio is the fact that to meet the demand for high quality sets, 2,000 workers were recently added to the staff of a Philadelphia radio manufacturing plant, bringing the total to more than 10,000.

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McDONALD EXPLAINS HOW HE STARTED MAKING EBONY RECEIVERS

A new fad in cabinets for radio receiving sets was originated by a man who has nothing to do with radio manufacturing, Wirt Morton, of the Morton Salt Company, according to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation.

After Commander McDonald had supplied Morton with a short-wave set adapted for the Chicago DC district, Morton had the cabinet done over in jet black with chromium trimmings.

"It was so attractive that I decided to put in a complete line of ebonized sets", McDonald explained, "and now the customer can take either the ebonized job or the walnut job."

Before establishing the ebony line, which was featured in a full window display by Marshall Field, Commander McDonald learned from F. L. Ryder, of the Mason & Hamlin piano marketers, that 40 per cent of these pianos sold are in ebony and the other 60 per cent is divided between walnut and mahogany.

Scoffing at fears that ebony might not fit in with other house furnishings, Ryder said:

"One of the fundamentals that is taught to all interior decorators is that when in doubt use ebony."

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HIGHER POWER URGED FOR FARMERS

Higher power for all broadcasting stations as the only means of overcoming interference and static suffered by 25,000,000 listeners, particularly farmers and small-town residents, was urged by Dr. Orestes H. Caldwell, editor of Radio Today, and former Federal Radio Commissioner, reporting to the joint committee on radio, of the Edison Electric Institute, National Electrical Manufacturers' Association and the Radio Manufacturers' Association, at New York, Nov. 7.

With electrical noise levels rising constantly higher in cities, as electrical applications increase, stronger broadcasting intensities are needed if listeners are to hear unimpaired the great programs on which the broadcasters are spending millions annually, declared Dr. Caldwell, who spoke as Chairman of the sub-committee on broadcasting.

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The award of the American Academy of Arts and Letters for good diction on the radio during the past year will be made to the winning announcer on Thursday, November 14, at the annual celebration of the Academy over an NBC-WJZ network at 3:30 P.M. EST.

What is described as a handbook of modern radio operating for technical men has just been published by McGraw-Hill Book Company, Inc., New York, under title of "Practical Radio Communication" by Arthur R. Nilson and J. L. Hornung.

Leo Spitz, of Chicago, a lawyer, will become President of the Radio-Keith-Orpheum Corporation, succeeding Merlin B. Aylesworth, who is to become Chairman of the Board. Selection of Mr. Spitz to head the motion-picture company was announced by Floyd B. Odum, President of the Atlas Corporation, which, with the investment banking firm of Lehman Brothers, purchased control of R-K-O last month from the Radio Corporation of America.

A detailed analysis of the radio market in Austria has just been published by the Electrical Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce. It shows, among other things a gain of 20,000 sets within the year 1934. Copies may be obtained for 25 cents from the Commerce Department.

The incorporators of the New York 1939 World's Fair Corporation elected a permanent Board of Directors at its recent meeting. The Board, which will have charge of the developments and conduct of the Fair, consists of twenty-one members of which David Sarnoff, President of the Radio Corporation of America is one.

The new Hollywood studios of the National Broadcasting Company, providing the most advanced technical facilities known to radio engineers for NBC's broadcasts from the movie capital, will be dedicated about December 1, it was announced this week by Richard C. Patterson, Jr., Executive Vice-President of NBC.

M. H. Aylesworth, President, and Mr. Patterson will be on hand for the ceremonies, which will be attended by stars of the radio, screen, stage and music worlds, business leaders and other celebrities.