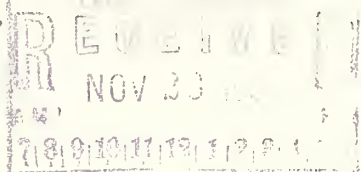


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INDEX TO ISSUE OF NOVEMBER 22, 1935

Payne Gives General Outline Of Plan For Better Programs.....	2
Coaxial Cable Hearing Will Be Very Broad In Its Scope.....	4
Radio Helps Reduce Unemployment In Sweden, Consul Reports.....	4
Public Hearing Set In Proposed St. Louis Auto Radio Ban.....	5
Buenos Aires Stock Exchange To Broadcast Information.....	5
Lieut. Comdr. T.A.M. Craven Named Chief Engineer Of FCC.....	6
RCA and CBS Prepare Answers to Voluminous FCC Query.....	7
Radio Held Growing Like Jack-The-Giant-Killer's Beanstalk.....	7
Warner Bros. May Quit ASCAP.....	9
Berry Denies Plan To Revive NRA At December Meeting.....	10
Move To Sell Stock In Big Radio Stations Seen.....	10
Andrea Decision Held Aid To Radio Exporters.....	11
Applications Granted By FCC Broadcast Division.....	11
Weather Maps To Be Furnished Ships At Sea Via Facsimile.....	12
China Having Hard Time Getting Radio Sets Registered.....	12

No. 879

G. F. King

PAYNE GIVES GENERAL OUTLINE OF PLAN FOR BETTER PROGRAMS

A high standard for radio programs to be required of applicants for broadcasting facilities and a definite allocation of time on the air for broadcasting and cultural programs will ultimately be demanded by Federal Communications Commissioner George Henry Payne.

Although still in an indefinite form, Payne's general objective was outlined in an exclusive interview with the Heintz News Service. Commissioner Payne does not plan to announce it in definite form until, as he explains it, he "completes the presentation of his case".

Three well-aimed blasts at certain aspects of the present system of commercial broadcasting have already stirred up a tempest not only among broadcasters and members of the Federal Communications Commission but among educators and religious and labor leaders as well.

These were loosed in speeches made at Harvard University, at Cornell University and at Columbia University. Payne said he would continue his attacks, with additional evidence, in the near future before offering his suggestions for a remedy.

"We now require certain standards of applicants for broadcasting facilities as to technical and financial qualifications", he said, "but we do nothing about the most important question - What are they going to do with these public facilities after they get them?"

"All this talk of censorship of programs is just a bugaboo. There is a great difference between censorship of the press and censorship of radio. One is privately owned, while the other is a utilization of public property.

"Moreover, political censorship - which nobody wants - is one thing, but objectionable programs and advertising is another. Even the newspapers are prohibited from printing lottery numbers and from carrying fraudulent medical advertisements."

The second major plank of Payne's platform is to enlist the voluntary cooperation of broadcasters in allocating a fixed number of hours on broadcasting stations for public programs along educational and cultural lines.

"This would be just giving back to the public part of something which already belongs to it", he explained.

"I think that a State Committee should be set up to decide the character of these programs and to allocate the time. Thus the broadcasters would be relieved of the responsibility of selection while demonstrating their good will by making available the facilities."

The Federal Communications Commission meanwhile is going forward with its long-delayed proposal to set up a Radio-Education Committee to solve the problem of how to satisfy the growing demands of educators and semi-public organizations.

Invitations have been sent to 40 educators and broadcasters over the country, but the slowness with which they are being answered gives credence to the report that the educators are wary of lending their names to the project because it is to be financed in part by broadcasters and in part by the National Advisory Council On Radio in Education.

The whole scheme is expected to come in for some attacks at the approaching session of Congress because of the delay of the FCC in setting it up.

Last January the Commission submitted a report to Congress expressing the view that no fixed portion of the broadcasting facilities should be set aside for educational and religious interests as proposed. The Commission agreed, however, to give the matter further study.

A conference was held in May, and it was decided to set up a Radio-Education Committee with Dr. John W. Studebaker, Director of the U. S. Office of Education, as Chairman. This proposal had been almost forgotten, however, until Payne began arousing so much praise from leading educators for his attacks on commercial aspects of broadcasting. Then it was suddenly announced that invitations were being issued for membership on the Committee.

That Payne's one-man campaign is not to be dismissed lightly can be seen in the hundreds of laudatory comments that are pouring into his office from all sections of the country. Not only educators, but churchmen and labor spokesmen as well, are writing to praise his stand for a revolution in radio programs.

Archbishop Michael J. Curley, of Baltimore, Bishop William T. Manninf, of New York, and Rabbi Stephen S. Wise, of New York, are the latest to add their favorable comments.

Commissioner Payne points out that he is no more in favor of government ownership or operation of broadcasting stations than are other members of the Commission or the broadcasters themselves.

"But if the broadcasters don't clean their own house pretty shortly", he said, "they are going to face a public demand for government control that will not be easily put down if it can be done at all."

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COAXIAL CABLE HEARING WILL BE VERY BROAD IN ITS SCOPE

The Federal Communications Commission has announced its second hearing on the coaxial cable controversy will be wide open to all aspects of the issue, commercial as well as experimental. To insure every one a chance to participate, the hearing has been divided into two parts, the first to consider experimental phases and the second commercial aspects.

The coaxial cable, which is believed to hold the key to successful commercial television, is now controlled by the American Telephone & Telegraph Company. Last July the A. T. & T. was authorized to lay a cable for experimental purposes between New York and Philadelphia with the provision that the results of its experiments be made available to other communications companies.

On October 28 the telephone company filed a petition asking that the matter be reopened after previously announcing that the experiment would be shelved indefinitely. The Commission agreed and set the hearing for November 25. It now announces that the hearing will be resumed early in January.

Broadcasters, as well as rival communications companies, will have an opportunity to participate in the hearing as a result of the FCC policy. In announcing its plan, the FCC said there had been some misunderstanding regarding the hearing, which will be before the full Commission. It explained:

"It is the intention of the Commission upon the rehearing to enter upon the consideration of all phases of the subject, including the commercial aspects as well as the experimental aspects. In order that proper time may be afforded to any parties who may have misunderstood the scope of the Commission's order of October 30, the hearing beginning November 25 will be confined so far as practicable, to the experimental phases and at the conclusion of the testimony on the experimental phases, the hearing will be recessed until January 6, 1936, at which time the commercial and all other aspects will be developed through the introduction of testimony and argument."

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RADIO HELPS REDUCE UNEMPLOYMENT IN SWEDEN, CONSUL REPORTS

Since the Government Ministry of Labor began broadcasting weekly reports of jobs available over the country, Sweden has experienced a dwindling of unemployment, Acting Commercial Attache Osborn S. Watson, Stockholm, has reported to the Commerce Dept.

Only three-fifths of 1 per cent of the total population was unemployed in August, this year, and there was a shortage of skilled labor in many lines. The weekly broadcasts are credited with helping reduce the unemployment.

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PUBLIC HEARING SET IN PROPOSED ST. LOUIS AUTO RADIO BAN

Aroused motorists, broadcasters, and radio manufacturers and dealers will appear in outspoken opposition to the proposed ban on radio receivers in automobiles before the Public Safety Committee of the St. Louis Board of Aldermen at 10 A.M., Nov. 25.

Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association will be one of the principal witnesses against the ordinance proposed by Maj. A. J. Lambert, St. Louis Police Commissioner, in connection with a traffic safety campaign.

Organized and individual motorists, representatives of the three St. Louis broadcasting stations, and radio dealers and jobbers will attend the hearing armed with evidence and testimonials to prove that automobile radios do not constitute a traffic hazard but rather induce the motorist to drive more slowly in order to listen to programs.

The proposed ordinance would impose a fine of from \$5 to \$500 on anyone who operated a motor vehicle on the public streets with a radio receiver installed.

About 100,000 auto radios in Missouri would be threatened if the ordinance is adopted by the Board of Aldermen. Geddes points out that some 4,000,000 auto radios have been sold in the last six years, and not a single accident has been attributed to their presence.

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BUENOS AIRES STOCK EXCHANGE TO BROADCAST INFORMATION

An increased demand for radio receiving sets in Argentina is likely to develop as a result of the recent establishment by the Buenos Aires Stock Exchange of a daily broadcasting service to supplement its daily bulletin, according to advices to the U.S. Commerce Department. The broadcasting will be done from the floor of the Stock Exchange through an exclusive agreement with one of the most important broadcasting stations in the metropolis.

It is expected that the increased demand for radios as a result of the inauguration of the new service will be especially apparent in the rural districts, the report stated.

United States exports of radio receiving sets to Argentina during the last five years have averaged 27,356 sets annually, Commerce Department statistics show. The peak trade was recorded in 1931 with a total of 53,633 sets; in 1933 exports had declined to 24,077 sets, while the 1934 total amounted to only 12,000 units.

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LIEUT.-COMMDR. T.A.M. CRAVEN NAMED CHIEF ENGINEER OF FCC

The Federal Communications Commission has selected a former U. S. Navy radio expert to succeed Dr. C. B. Jolliffe as its Chief Engineer. He is Lieut. Commdr. T.A.M. Craven, widely known in the radio industry as well as in Naval circles.

His appointment, announced November 21, came as a surprise as Lieut. E. K. Jett, Assistant Chief Engineer who had been Acting Chief since Dr. Jolliffe left the Commission on November 15, was generally expected to get the post.

Commander Craven was chosen, however, because of his broader experience in the broadcasting field. He was persuaded to leave his private practice at a sacrifice in income, it is understood, as the FCC Chief Engineer's job pays \$9,000.

Dr. Jolliffe left the FCC to become Chief Engineer in charge of all frequency allocations for the Radio Corporation of America.

Lieutenant Jett remains as Assistant Chief Engineer in charge of telegraph matters, both wire and wireless, with A. D. Ring continued as Assistant Chief Engineer in charge of broadcasting. A third engineering assistant, embracing the telephone field, has been vacant for several months, due to the resignation of William G. H. Finch, who has returned to his consulting practice in New York. That vacancy will presumably be filled upon Commander Craven's recommendation in view of the fact that the Chief Engineer administers the engineering problems of all three FCC divisions.

Commander Craven is 43 and a native of Philadelphia. He was graduated from the United States Naval Academy in 1913 and for 17 years thereafter served in various radio capacities with the Navy. He practically "grew up" with wireless, from its early maritime and transoceanic development to its broadcasting phases. He has been Fleet Radio Officer of the United States Fleet and during the war was in charge of all radio communications between the United States and Europe and with our ships at sea. During this period he served under Franklin D. Roosevelt, then Assistant Secretary of the Navy, who had charge of radio among other naval operations. In 1928-9 he was loaned by the Navy Department to the old Federal Radio Commission to administer communications other than broadcasting. For a time he was Acting Chief Engineer of the Radio Commission.

He has served as United States delegate to several international communications conferences, and he has made notable contributions to radio developments in his writings. Among other things he has collaborated with Capt. S. C. Hooper, of the Office of Naval Operations, in writing "Robinson's Manual of Radio Telegraphy and Radio Telephony".

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RCA AND CBS PREPARE ANSWERS TO VOLUMINOUS FCC QUERY

While the State Department ignored the incident and even Italy appeared unexcited over it, the Federal Communications Commission is relentlessly pursuing its inquiry into the censorship of Baron Aloisi's speech by the British Post Office Department.

The Italian diplomat early in October tried to broadcast an interview with a newspaper correspondent from Geneva to the United States via British short-wave stations. At the last minute Great Britain refused to make available its facilities. American listeners and the Columbia Broadcasting System and the RCA short-wave pick-up station were left waiting. The speech was subsequently broadcast from Rome and carried over the CBS network.

At first the Commission announced it would ignore the incident as being outside its jurisdiction. Then, without explanation, it adopted a resolution calling for the facts in the case so far as they relate to American communications companies.

An involved and lengthy questionnaire was prepared and submitted to the American Telephone & Telegraph Company, the Radio Corporation of America, and the Columbia Broadcasting System. The questionnaire goes into infinite detail in asking for information as to arrangements for the broadcast both from Geneva and Rome. Replies were requested by November 30.

Meanwhile, the Associated Press reported from London that the British Broadcasting Corporation this week went blithely along its course and refused to allow Marconi, called "The Father of Radio" to speak over its facilities, presumably for the same reason that Aloisi was barred.

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RADIO HELD GROWING LIKE JACK-THE-GIANT-KILLER'S BEANSTALK

When the new year rolls around, approximately 22,500,000 homes in the United States will be equipped with radios - a record that will place the child prodigy of modern luxuries far ahead of older contributions to this mechanical age, such as the telephone and the automobile.

Some amazing figures have been compiled by Seir Diefender, of the Columbia Broadcasting System's Sales Department, for a paper on "Just How Big is Radio?", read recently at the AFA convention in Boston.

Declaring that the task of measuring radio at any one moment was like estimating the size of Jack-the-Giant-Killer's beanstalk, he said:

11/22/35

"This very minute ten more radios are being sold. In this hour 600 more sets will be sold - 15,000 more sets today - 90,000 sets this week - 5,000,000 sets in the 12 months of 1935."

More than 69 per cent of all homes in the United States owned radios at the beginning of this year, he pointed out, or a total of 21,500,000. Trade reports already show there will be at least 1,000,000 new radio homes by January 1, next, in addition to replacements, secondary sets, auto receivers, et cetera.

"There are today more than twice as many radio homes as telephone homes", he said. "There are 4,500,000 more radios than automobiles. There are now over 2,500,000 radios in automobiles - 2,000,000 of which have been bought in the last two years."

The larger cities and the higher income groups have the largest proportion of radios. Some 93.4 per cent of all families in cities of 250,000 population or over own sets, while 9 out of 10 families with incomes of \$10,000 and over own receivers. Eighty-five per cent of all families with incomes from \$5,000 to \$10,000 own sets. Even 50 per cent of families with incomes under \$1,000 own radios.

Explaining that 68 of the 100 largest national advertisers are using network facilities, Diefendorf listed the largest network sponsors as follows:

Fort Motor	94 stations (CBS)
Liggett-Myers	91 stations (CBS)
R. J. Reynolds	87 stations (CBS)
Packard Motor Co.	86 stations (CBS)
Campbell Soup Co.	76 stations (CBS)
Firestone Tire & Rubber Co.	63 stations (NBC)
General Motors	63 stations (NBC)
Texas Co.	61 stations (NBC)
Lever Bros.	61 stations (CBS)
Maxwell House	61 stations (NBC)
Gulf Refining Co.	60 stations (CBS)
Pebeco	57 stations (CBS)
E. R. Squibb	57 stations (CBS)
Standard Brands	57 stations (NBC)

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WARNER BROS. MAY QUIT ASCAP

Warner Bros. Pictures, Inc., plans to remove its four music publishing concerns from membership in the American Society of Composers, Authors and Publishers because of dissatisfaction with the amount of royalties received, spokesmen from both organizations indicate.

If the break takes place, it will create the first major schism in the field of popular music publishing since the ASCAP was formed under the guidance of Victor Herbert twenty-one years ago.

"We don't know definitely whether they will break away but the indications are that they will not renew their membership which expires December 31", E. C. Mills, General Manager of the ASCAP said. "They feel we are licensing the use of their music too cheaply to the broadcasting stations and have indicated the withdrawal of their catalogue so that they may issue it themselves at substantially higher rates to the broadcasting stations."

There was no animus on either side in the withdrawal, Mr. Mills said. Warner interests are responsible for about twenty-five per cent of the popular music output.

"Their songs are very valuable", he said, "and this is simply a business transaction. They feel they want more money. We don't know definitely though. They have fulfilled their obligations to us and if it is their judgment they can do better alone we will just have to let them take their own action."

Herman Starr, Treasurer of Warner Brothers, said that his concern had expressed some differences with the ASCAP in recent Board meetings and "unless they can do better, we feel that we should withdraw."

"There has been no change in that situation", he added, "and I don't see any other way out of it. The chances are that we will withdraw and we will know definitely within ten days."

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The Securities and Exchange Commission announces that a hearing will be held at 10 A.M., November 26th, for the American Radio & Television Corp., of New York City, to "show cause why the effectiveness of a registration statement filed October 29 should not be suspended because the Commission finds reasonable grounds for believing that the facing sheet, nine items, three exhibits, and the prospectus contain untrue statements or omit to state certain required material facts."

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BERRY DENIES PLAN TO REVIVE NRA AT DECEMBER MEETING

Broadcasters who are watching with interest the efforts of George L. Berry, coordinator of industrial cooperation, to enlist all major industries in a conference scheduled for December 9 in Washington will be interested to learn that the Government has no intention of reviving the NRA.

Berry, himself, is the source of the promise. In an address before the Washington Society of Engineers November 20 he charged that the purpose of the meeting had been "intentionally distorted".

"I am in no way and no form whatsoever attempting to revive the NRA", he said. "In the letters I have received from thousands of substantial business men and labor leaders, I find a fairly general agreement that no further 'emergency' legislation is desired.

"I do find, however, a widespread belief that the fundamental policies of maintaining fair competitive and labor standards are sound and desirable. Responses concurring in this view have come from heads of great corporations with far-flung interests, and little business men who operate single factories and other enterprises in small towns from which the trend of opinion of the masses may be discerned."

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MOVE TO SELL STOCK IN BIG RADIO STATIONS SEEN

What Variety describes as "part of an elaborate campaign by a firm of New York stockbrokers, W. E. Hutton & Co., to make the investing public part owner of some of the major and better paying stations throughout the country" is soon to be launched. "20% of WJR, Inc., stock will be placed on sale through Hutton the first week in December. The asking price per share of the WJR block will be \$25.

"Deal with WJR comes on the heels of a similar one made by the same brokerage house with WCAO, Baltimore", the article continues. "Hutton's acquisition from WCAO gave him 45% of the station's stock, or what is reported to be around 4,500 shares. When Hutton obtained the holdings he suggested that the stock, which involved 10,280 shares of WCAO existing, be split eight for one. Following assent to this proposal by WCAO's stockholders, the stock was sold at \$15 a share. Last week it was selling at \$26 a share."

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ANDREA DECISION HELD AID TO RADIO EXPORTERS

Radio export manufacturers in general will benefit as a result of the decision of the United States Circuit Court of Appeals upholding the licensees, F.A.D. Andrea, President of Frank A. D. Andrea, Inc., radio manufacturers, defendants in a suit instituted by the Radio Corporation of America and the American Telephone and Telegraph Company, he declared last week.

The court ruled that the manufacturer of a radio circuit for export was not infringing upon the patents held by the manufacturers of a similar radio circuit, as the sets were not connected until sent outside the country. Mr. Andrea hailed the court's ruling as a victory for the fifty other export manufacturers who use the same circuit and have been paying the plaintiffs royalties estimated at millions of dollars.

The decision reversed a preliminary injunction granted to the plaintiffs by Federal Judge Robert A. Inch in Brooklyn several months ago.

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APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

WHN, Marcus Loew Booking Agency, New York City, Mod. of CP to make further changes in equipment and extend commencement date to this date and completion date to 120 days hereafter; WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., license to cover CP, 1230 kc., 1 KW, unlt'd. time; WOR, Bamberger Brdcstg Service, Inc., Newark, N. J., license to cover CP (auxiliary transmitter); 710 kc., 5 KW, unlt'd.; KIIV, Charles L. Jaren, Portable (Fergus Falls, Minn.), Mod. of license to add freqs. 2060, 2790 kc.; also granted renewal of license in accordance with modification; WICC, The Southern Conn. Brdcstg. Corp., Bridgeport, Conn.; authority to install new automatic frequency control equipment; WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa., authority to determine operating power by direct measurement of antenna input; WAIM, Wilton E. Hall, Anderson, S. C., renewal of license for the regular period, 1200 kc., 100 w., unlimited; same for WALR, WALR Brdcstg Corp., Zanesville, Ohio, except 1210 kc.; same for WNEL, Juan Piza, San Juan, P. R., except 1290 kc., 500 w., unlt'd.; same for WBBZ, Estate of Charles Lewis Carrell, Howard Johnson representative, Ponca City, Okla., 1200 kc., 100 watts.

WFMD, The Monocacy Brdcstg. Co., Frederick, Md., Mod. of CP to make changes in equpt; approval of transmitter site, make changes in antenna; also Mod. of CP to extend completion date to 12/26/35; Mutual Broadcasting System, Inc., Chicago, Ill., authority for 6 months from Dec. 1, 1935, to exchange programs with Station CKLW, Windsor, Canada, and other Canadian broadcast stations through the facilities of the American Tel & Tel. Co.

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WEATHER MAPS TO BE FURNISHED SHIPS AT SEA VIA FACSIMILE

The United States Weather Bureau will furnish weather maps of the Atlantic Ocean to ships at sea via facsimile radio transmission as soon as the Radio Corporation of America completes its installation.

The achievement of a regular facsimile service to ships is a culmination of several years of development by the RCA laboratories, including many experimental tests at sea.

The development of terminal apparatus has been completed, and equipment will be placed on four chosen vessels as they make their next call at the port of New York. The ships are of American, German, Norwegian and Spanish registry. This step toward the extension of the Radiomarine Corporation's service to vessels of other nations is natural, since the American company is first in the world in this field, to have developed radio facsimile for marine service.

Short waves will be employed for transmission, as in the present commercial transoceanic service of picture transmission. That part of the radio spectrum is best suited to long distance transmission.

The Weather Bureau maps will be sent to the ships on two different frequencies, one adapted to transmission up to about 1500 miles, and the other suited to transmission over greater distances. The ship operators will thus be able to select the frequency of most efficient reception for their position. Although the service will at first consist largely of weather maps, the facsimile apparatus will also be tested in the reception of type matter and pictures. It is expected that further development will revolutionize methods of communicating news to ships.

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CHINA HAVING HARD TIME GETTING RADIO SETS REGISTERED

The Ministry of Communications of China, who has been trying without much success to get radio set owners to register so that an accurate count of receivers can be made, has enlisted the aid of foreigners residing in the International Settlement, according to a report from U. S. Trade Commissioner A. Viola Smith.

"There are upward of 50 broadcasting stations in the Shanghai area", she writes, "but no records are available as to the districts of concentration of receiving sets, though they are assumed to be in the residential districts."

Registration upon the part of foreigners, the Trade Commissioner points out, is purely voluntary, but so far 15 per cent of the 20,000 registering have been non-natives of China.

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