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May 29, 1936

CANADA MOVES TO ADOPT BRITISH PLAN OF RADIO CONTROL

Complete nationalization of radio along British rather than American lines was recommended unanimously to the Canadian Government at Ottawa on Wednesday, May 27, by the Parliamentary Committee which has been holding hearings on the subject.

Details of the proposed set-up have not reached this country, but the general plan provides for a supplanting of the Canadian Radio Commission by an honorary Board of nine Governors, representing all sections of Canada. This Board would have control over all programs and advertising on Canadian broadcasting stations. The Committee in its report criticized the Radio Commission's administration as loose and unsatisfactory.

New precedents in control of political broadcasts were recommended by the Committee. Among the new rules proposed were that:

"Dramatized" political broadcasts be prohibited.

Broadcasting time be assigned equally between the political parties.

No political broadcast be permitted on election day or on the two preceding days.

The Canadian Radio Commission which has been in control for five years, has faced the difficulty of serving, in both French and English, a tremendous but sparsely inhabited territory. Its chief and almost only source of revenue has been the \$1,700,000 it receives from the charge of \$2 per year for listeners' licenses.

The Commission has never been able to make up its mind whether to follow the English and European practice of financing broadcasting entirely by licensing and government subsidy, or whether to adopt the American system of handing it over to private enterprise to be financed by advertisers. As a result neither the advertisers nor the listeners-in have been satisfied with the way things were going.

The case for adoption of the English system and the creation of a control body similar to the British Broadcasting Corporation was presented to the Committee by the Canadian Radio League. All large stations, the League urged, should be taken over by the corporation which, although subject in the last analysis to government veto, would be allowed to discharge its duties practically without political interference.

In contrast was the demand presented by associations of Canadian advertisers, advertising agencies and broadcasters that radio be handed over almost entirely to private enterprise to be developed on a commercial basis. They proposed that the Government confine its activities over the radio to arranging the broadcasting of national programs.

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PUBLISHERS VIE FOR RADIO OUTLET IN WASHINGTON

Recognition of the role radio will play in the presidential campaign is seen in the efforts of three Washington newspaper publishers to obtain broadcasting outlets in the National Capital.

Eugene Meyer, wealthy owner of the Washington Post, has entered the field against William Randolph Hearst in a move to obtain facilities of WMAL, now affiliated with the National Broadcasting Company. Hearst is awaiting a ruling by the District of Columbia Supreme Court on his suit to force the heirs of M. A. Leese to sell the station to him. There are two Hearst papers in Washington - The Times and The Herald.

While the Evening Star has made no open bid for the station, it is known that it had an agreement with Mr. Leese, former owner of the station, that practically gave it an option on the station. Whether the agreement would hold since his death, however, is not known. It is believed that the Star would try to keep the outlet from going to a rival publisher.

Mr. Meyer's latest move is to obtain the facilities of WMAL without purchasing the station outright. He has filed an application with the Federal Communications Commission for a construction permit to build a new station for operation on 630 kilocycles, 250 watts at night and 500 watts daytime.

Scripps-Howard, the chain which publishes the Daily News, not to be caught napping, has filed an application for the facilities of WOL, or an alternative channel, and for a permit to build a new station. The application is in line with a national move to acquire broadcasting outlets as adjuncts to the Scripps-Howard newspapers. The Scripps-Howard application, filed in the name of its radio subsidiary, Continental Radio, Inc., is for either 1310 kc., now occupied by WOL, or 1230 kc.

WOL was heard only last week on its application to move to nearby Maryland and to obtain a better frequency. William Dolph, who is associated with Leroy Mark at WOL, is head of an organization seeking the 1310 kc. wave should WOL obtain a better allocation. He is also handling radio for the Democratic National Committee.

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CBS BUYS OLD "HARMONY ROW"; RIVAL OF RADIO CITY SEEN

The purchase by the Columbia Broadcasting System of three old buildings, labelled by newspapers "Harmony Row", in New York City this week led broadcasters to wonder whether the network is not laying plans to build a rival to Radio City, show-place of the National Broadcasting Company.

All that was said officially was that the old structure will be razed and be replaced by a building that will house the latest of broadcasting facilities. The site is on the southeast corner of Park Avenue and Fifty-ninth Street and adjacent property.

In one of the largest real estate transactions of its kind in recent years, CBS has assembled a plot of about 29,000 square feet in an area that was once the center of German saenger-fests and musicals.

The properties have combined frontages of 125 feet on Park Avenue, 140 feet on Fifty-ninth Street, and 125 feet on Fifty-eighth Street. The properties have a total assessed valuation of \$1,735,000. Title will be taken through a subsidiary of the Columbia Broadcasting System, which has a lease on its present headquarters at 485 Madison Avenue expiring in 1939.

Asked about a report that the new building would contain a television theatre, M. R. Runyon, Secretary-Treasurer of the Columbia organization, said definite plans for the improvement had not been arranged, in view of the fact that Columbia's present lease has about three years to run. Columbia occupies ten floors in the building bearing its name at 485 Madison Avenue.

Mr. Runyon said the new structure would be designed to house the latest and most modern studios, equipment and offices necessary for the operation of the huge broadcasting plant. He added that details of the plans would be announced at some future date.

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CROSLEY ORGANIZATION TO MEET IN CHICAGO

The first membership meeting of the Associated Radio Stations, Inc., an organization of independent broadcasters being organized by Powel Crosley, Jr., of WLW, Cincinnati, will be held in Chicago during the convention of the National Association of Broadcasters, July 5-8.

The Association is said to have more than 150 members and is gaining strength daily. It is expected to have a powerful influence on the copyright issue and other important policies to be decided by the NAB convention.

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CENSUS BUREAU REPORTS ON STATIONS ON PACIFIC COAST

Total receipts of the 77 broadcast stations in the Pacific Coast States, from the sale of radio time during the year 1935, amounted to \$6,441,623, it was disclosed late this week by Director William L. Austin, Bureau of the Census, Department of Commerce, in the third report of the new Census of Business series on the broadcasting business.

The report includes all broadcast stations in the three Pacific Coast States which sell time, of which there are 43 in California, 20 in Washington and 14 in Oregon.

Revenue as reported by the stations is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducing quantity and time discounts.

More than one-half (56.2 percent) of the time sales of stations in the three States was derived from local advertisers, and about one-fifth (20.6 percent) from national and regional advertisers who purchased time directly from the stations. The remainder (23.2 percent) was received from national and regional networks as payment for network commercial programs carried by the stations.

California leads the other States in all three classifications, with total revenue of \$4,645,776, of which \$2,605,377 (56 percent) was local advertising. Washington is second with \$1,103,411 of revenue; the total in Oregon is \$692,436.

The 77 Pacific Coast stations employed a total of 1,988 persons (monthly average) with an annual payroll in 1935 of \$3,202,573. More than 88 percent of this payroll was paid to full-time employees.

There is no seasonal fluctuation apparent in station employment in 1935. The number of persons employed ranged from a low of 1,870 in January to a high of 2,098 in December. The number of employees was greater for the later months of 1935 partly because of the opening of some new stations. Monthly employment figures for these stations in operation continuously throughout 1935 indicate a gradual increase in numbers rather than a seasonal fluctuation.

California's 43 stations divided their reported revenue of \$4,645,776 as follows: from local advertisers, \$2,605,377; from national and regional networks, \$1,031,931; from national and regional spot advertisers (non-network), \$1,008,468. Station personnel totalled 1,297 persons, to whom was paid in 1935 a total of \$2,326,413, about 90 percent of which was paid to full-time employees and 10 percent to part-timers.

Washington's 20 stations reported that of their total revenue (from the sale of time) of \$1,103,411, the amount received from local advertisers was \$605,373; from networks, \$297,431; from non-network spot advertisers, \$200,607. Station personnel totalled 467 persons, to whom was paid a total in 1935 of \$578,348, about 79 percent of which was paid to full-time employees and nearly 21 percent to part-timers. The high percentage of the latter is accounted for by the fact that Washington stations employed a relatively large number of artists on a part-time basis.

Oregon's 14 stations divided their reported revenue of \$692,436 as follows: from local advertisers, \$407,522; from national and regional networks \$167,123; from national spot advertisers (non-network), \$117,791. Station personnel totalled 224 persons, to whom was paid in 1935 a total of \$297,812, more than 93 percent of which was paid to full-time employees and less than 7 percent to part-timers.

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FCC PROVIDES FOR SECONDARY PRESS TRANSMISSION

The Telegraph Division of the Federal Communications Commission, having under consideration the need for providing for secondary and simultaneous transmission of press material by coastal telegraph and point-to-point telegraph stations, has determined that in order to carry out the provisions of the Communications Act of 1934, the following revision of existing Rules and Regulations is necessary.

On May 26th it ordered that Rules 234 and 267 be amended to read as follows:

234 - "The term 'point-to-point telegraph station' means a fixed station used for radiotelegraph communication. In addition, a station of this class may be authorized to communicate secondarily and simultaneously with mobile stations for the transmission of press material which is destined primarily to fixed points."

267 - "The term 'coastal telegraph station' means a coastal station used for radiotelegraph service with maritime mobile stations. In addition, a station of this class may be authorized to communicate secondarily and simultaneously with fixed points for the transmission of press material which is destined primarily to mobile stations."

The new rules will be effective at 3 A.M., EST, June 19, 1936.

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RMA PREPARES FOR JUNE 15 FCC HEARING

The Radio Manufacturers' Association is making intensive preparations for the general hearings at Washington beginning June 15 of the Federal Communications Commission on allocation requirements for future radio services, including television and facsimile. The RMA is cooperating with the National Association of Broadcasters in preparing for the Commission's inquiry regarding radio services which are now experimental and for the distant time when they may become commercial.

Engineering data and detailed recommendations have been prepared at numerous meetings of the Association's Special Allocation Committee, composed of leading radio engineers and of which Dr. W. R. G. Baker, of Bridgeport, is Chairman; of the Television Standards Committee, and of various sub-committees. The RMA Special Committee of executives in charge is composed of James M. Skinner, of Philadelphia, Chairman; E. F. McDonald, Jr., of Chicago; Powel Crosley, Jr., of Cincinnati; and R. R. Kane, of Camden, N. J., which held a meeting with the Engineering Committee at Philadelphia last Wednesday, May 27. The Special Engineering sub-committee consists of Dr. L. C. F. Horle, of New York; A. F. Murray, of Philadelphia; and Dr. C. B. Jolliffe, of Camden, N. J.

Requirements for an adequate national system of television in the future whenever it reaches the commercial stage will be presented to the Communications Commission June 15 by the RMA. Chairman Skinner of the RMA Committee will make the general presentation, while Messrs. Murray and Horle will present engineering details.

In preparing for the FCC hearings, the RMA delegation is cooperating with the National Association of Broadcasters which has specially engaged Dr. Charles B. Aiken, of Purdue University to represent the NAB.

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SARNOFF'S VISITS TO WHITE HOUSE AROUSE SPECULATION

David Sarnoff, President of the Radio Corporation of America, made another of several recent visits to the White House on Wednesday, May 27th, but no statement was made either by the President's secretariat or by RCA officials regarding the purpose of the calls.

One of the possible topics around which speculation centered was the still unsettled Mackay-RCA fight over the former's move to broaden its foreign radio communication service.

Anning S. Prall, Chairman of the Federal Communications Commission, recently called on the President, presumably regarding the case.

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JOINT INQUIRY AUTO RADIO INTERFERENCE PROGRESSES

Technical experts from the Engineering Division of the Radio Manufacturers' Association and the Society of Automotive Engineers are engaged in a joint study of the problem of ignition interference to radio reception on automobiles.

Among data uncovered was the fact that a strong peak of interference exists in the band of 30 to 40 megacycles, where local short-wave broadcasting is now beginning.

A study of the effects of noise suppressors upon the operation of automobiles showed that while the devices have no effect on gas economy with engines running at good speeds, suppressors tend to increase missing when engines idle and add to the difficulties of starting in cold weather, the engineers found.

The findings of the engineers are to be submitted to automobile manufacturers as a contribution to ignition research.

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U. S. RADIOS IN DEMAND IN URUGUAY

Improved economic conditions resulting from greatly increased exports of animal products effected during 1935, combined with a general dissatisfaction with receivers made up of locally manufactured parts have served to increase the demand for foreign sets, particularly American, in Uruguay, according to the Department of Commerce.

The local radio manufacturing industry is said to have suffered a considerable set-back and at present is confining its activities mainly to assembling, employing parts imported from abroad.

The market for automobile radios continues to be dull, as many of the new cars are imported already equipped with radio sets and owners of old automobiles in general are manifesting a lack of interest in automobile radio equipment.

A complete set of new regulations placing limitations on the amount of advertising time to be permitted broadcasting and effecting other needed improvements in Uruguayan broadcasting, has been drawn up by the Direccion de Radio Comunicaciones (Bureau of Radio Communications) and presented to the Asociacion Nacional de Broadcasting Uruguayo (National Association of Uruguayan Broadcasting) for consideration and suggestions. When the regulations are found to be mutually satisfactory to the Bureau of Radio Communications and to the Broadcasting Association, an appropriate bill will be presented to Congress in order to secure the necessary changes.

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EUROPEAN SETS HIGHER; HAVE FEWER TUBES THAN IN U. S.

Prices for radio receiving sets in Europe are distinctly higher than in the United States and the majority of receivers use but two, three, or four tubes, according to L. M. Clement, Vice-President in Charge of Engineering, RCA Manufacturing Co.

Writing in Broadcast News, RCA organ, Mr. Clement, in an article on "What the Europeans are Doing", said, in part:

"The wit who said that radio reception resembled a form of exercise and a game of chance probably had in mind certain types of European receivers on the market, on which it was necessary for one to turn numerous dials and then, if lucky, one heard a program. Such a state of affairs is no longer typical of Europe. But it is true that radio conditions in Europe, as I found them during the past four years, were much different from American conditions.

Perhaps the greatest difference lay in the fact that European receivers were mostly two, three, and four tube T.R.F. units, many with magnetic type loud speakers. Selectivity was largely dependent upon regeneration, and the power output was surprisingly low. In most of the countries broadcast transmitters were of good quality. Many were 60-120 kw. output, including a 500 kw. station in Moscow. Interest in radio was and is very high. In many of the countries the home set builder was a serious competitor of the set manufacturer. Superheterodyne receivers were being slowly introduced, but were poor in operation and complicated in construction.

"By far the strongest reason for the difference between European and American radio practice was due to the tubes available. European tube designs differed radically from American designs, and reflected the influence of the older battery type tubes. In these old battery sets, battery life was a major problem and tubes were designed with the highest possible mutual conductance so that the smallest number of tubes could be used.

"Listening conditions, tastes and purely local practices have a decided effect on European receiver design, as will be made clear by the brief description and explanation of these conditions in England, France, Belgium, Germany, Austria and other countries.

"The local programs are usually of greatest interest to the British public, largely because a knowledge of foreign languages is not common, and because of the relatively good quality of the programs broadcast. But for a large portion of the listening public this interest does not hold on Sundays, because on that day the British Broadcasting Company does not broadcast any popular or light musical programs, but confines the programs to religious and serious subjects. Consequently, the average listener on Sunday tunes in Luxembourg or Paris. These two stations cater to this English practice and broadcast advertising programs in

in English. They also broadcast sweepstake and football gambling pool results that are of great interest to Britain's working classes. The International Broadcasting Company is an English company, and broadcasts programs in English over the following stations: Paris; Luxembourg; Normandie; and Athlone, Ireland.

"Because of these conditions, the people demand receivers capable of receiving all the local British programs, and in addition programs originating in France, Luxembourg, and the Irish Free State.

"The great majority of French broadcast stations are below the average of other European stations in quality. Consequently, the French people in general listen to foreign broadcasts, and therefore require better sets of higher sensitivity and greater selectivity. The simple regenerative receivers were never very popular in France.

"American type tubes are popular in France. A large number are made there, and others are imported from the United States. The prices of these tubes are high, however, because of the quota, and tend to curb the number of tubes used in the design of the receivers. In fact, the import quota has a decided effect on French receivers. It limits the importation of foreign receivers, and makes manufacture more difficult and expensive because of the limitation on the importation of certain components not readily available in France. French receivers, however, employ five or more tubes, and are high in selectivity. The design is close to that of the American receiver, with the exception that little interest is shown in short-wave reception.

The Belgians, like the French, want to listen to foreign broadcasts, and their receivers are designed for selectivity. American tubes are widely used, and American types are manufactured in Belgium. Belgium and French receiver sets are quite similar.

Conditions in Germany differ from those in most other countries. Programs of local interest predominate, and an extremely inexpensive receiver is produced by the German radio manufacturers. Consequently, the poorly paid classes can afford radio reception. This condition is not entirely due to manufacturer activity, as it is strongly sponsored by the German Government. These low priced German sets sell for 75 RM (\$30.00). They consist of three tubes, including rectifier, and are of the regenerative detector audio amplifier type.

"Radio programs are good, but include much propaganda.

"In spite of the fact that Austrian stations and programs are excellent, the receivers sold in Austria are largely for foreign reception.

"The prices of European receivers without exception are greater than the American equivalents. As a basis of comparison, we can take a five tube super-heterodyne receiver of 2 watts output, with a sensitivity of 50 microvolts for 50 M.W. output, 2 wave bands (A and X), and dynamic loudspeaker. This is the type of set which is most widely sold in Europe.

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"The price of the set in various countries would be approximately: England, 12 Guineas (\$65); Belgium, 1950 Belgian Francs (\$65); Hungary, 400 Pengo (\$80); Austria, 450 Austrian Schillings (\$86); France, 1450 French Francs (\$97); Germany, 280 R. Marks (\$110).

"An equivalent American set, but with three wave bands, would sell for about \$40.00."

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FTC GETS STIPULATION IN RADIO TUBE CASE

In a stipulation entered into with the Federal Trade Commission, Triad Manufacturing Co., Inc., Pawtucket, R. I., has agreed to cease representing in advertising or in printed matter that certain glass radio tubes it manufactures and sells are "metal tubes".

The stipulation of facts points out that glass tubes were in general use by the radio industry until 1935, when the so-called metal tubes became popularized in the trade and by the purchasing public, and also describes glass tubes as having the technical elements sealed in a vacuum in glass, while in the metal types the technical elements are contained in a vacuum in steel.

Specifically, the respondent corporation agrees to discontinue use of the words "metal tubes" as descriptive of its products, so as to imply that such products are those which have become popularly known as metal radio tubes.

The stipulation provides that if the technical elements of the respondent corporation's product are sealed in a vacuum in glass which is placed within a metal shell, and if the words "metal tube" are used to describe the shell, then such words shall be accompanied by other suitable words to indicate clearly that the product is not a tube wherein the technical elements are sealed in a vacuum in steel.

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AUSTRALIAN RADIO QUOTA ADOPTED EFFECTIVE AT ONCE

The Australian Government has adopted an import quota under which all radio shipments not on the water by May 23rd are subject to special permit to be obtained from the Customs, according to the Electrical Division, Department of Commerce.

Details of procedure and information as to the degree of difficulty there may be in securing permits are not at present available, but the situation is being followed closely and publication of further particulars will be made as soon as available, a Commerce Department statement said.

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 ::: INDUSTRY NOTES :::
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Retrial of the patent litigation between the Shepard Broadcasting Service and the Aeolian-Skinner Organ Co. over an alleged infringement by WNAC and WAAB, Boston, on the method of broadcasting organ programs was ordered this week by the United States Supreme Court. The court sustained a ruling of the First Circuit Court of Appeals, which partially reversed an acquittal by the Massachusetts District Court.

More people made written response to National Broadcasting Company programs in April, 1935, than any April in radio history, it was announced in the monthly report of NBC Audience Mail Department. The increase was 121 percent over April, 1935. Last month, however, still lagged a little behind March, 1936, when an all-time monthly high of 1,015,372 pieces of mail was set at NBC.

The Telegraph Division of the Federal Communications Commission on May 26th adopted certain amendments to the existing regulations governing coastal telegraph and point-to-point telegraph stations. The order follows:

"It is ordered that any person or corporation whose interests may be adversely affected by said amendments shall, prior to June 19, 1936, notify the Commission in writing of the nature of his or its interest and desire to be heard; and upon such notification and application shall be accorded a hearing in accordance with the requirements of law; otherwise all such persons or corporations shall be deemed to have consented to the said proposed changes."

Radio markets reports on the Dominican Republic and Bermuda were issued this week by the Electrical Division of the Bureau of Foreign and Domestic Commerce. Copies are available at 25¢.

New reduced rates for telephone calls from all parts of the United States to Hawaii, the Philippines, Colombia and the Dominican Republic will become effective July 1, according to a schedule filed May 28 with the Federal Communications Commission.

This was made known by the American Telephone and Telegraph Company, which announced rate reductions to forty-five other countries last Tuesday.

The Federal Communications Commission on May 26 amended Rule 262a, B, b, by adding the frequencies 5652.5 kilocycles to those available for aircraft and aeronautical stations of the Blue Chain, and 5887.5 (subject to the condition that no interference is caused to the international service) kilocycles to those available for aircraft and aeronautical stations of the Brown Chain. These frequencies are to be shared with aeronautical and aircraft stations of the Green and Purple Chains respectively.

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