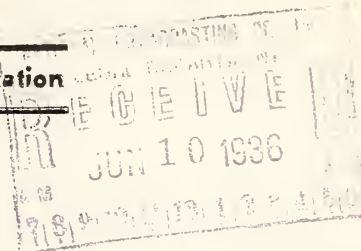


# HEINL RADIO BUSINESS LETTER

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June 9, 1936

## FCC ISSUES AGENDA FOR ENGINEERING CONFERENCE

Outstanding personalities in the technical and business aspects of broadcasting, communications, and scientific radio fields will participate in the far-reaching engineering hearing to open before the Federal Communications Commission on June 15th.

With radio "at the cross-roads", according to Commdr. T.A.M. Craven, FCC Chief Engineer, the hearing will constitute the most thorough investigation of the technical phases of radio transmission ever conducted in this country. Every service, which now has a specific band of channels allocated to it, will be called upon to justify its existence or, in some instances, its claim for more waves.

Anning S. Prall, Chairman of the FCC, will make the opening statement, outlining the scope and procedure of the hearing. Commander Craven will follow with a general review of the past developments, present practices, and future possibilities in radio.

Dr. J. H. Dellinger, Chief of the Radio Section of the Bureau of Standards, will be the first non-Commission witness. He will set forth the requirements of the several governmental services using the ether waves.

The second part of the hearing will be devoted to general testimony relating to broad questions of public interest and general allocation policies.

Broadcasters will get the first round among the specific services. Their testimony will cover television and facsimile broadcasting, international relay, high frequency, special, and experimental broadcasting as well as the ordinary long-wave transmission between 550 and 1500 kc.

Next in order will follow:

Fixed services; coastal, marine relay, and ship services; aviation; emergency; amateur, and miscellaneous services.

The list of witnesses in addition to Mr. Prall, Commdr. Craven, and Dr. Dellinger, follows:

GENERAL TESTIMONY: David Sarnoff, Radio Corporation of America; William S. Paley, Columbia Broadcasting System; William Green, American Federation of Labor; Edward N. Nockels, Chicago Federation of Labor; Frank Jewett, American Telephone & Telegraph Co.; T. J. White, Hearst Radio, Inc.; Dr. Chase,

National Advisory Council on Radio in Education; James W. Baldwin, National Association of Broadcasters; James M. Skinner, A. F. Murray and L. C. F. Horle, Radio Manufacturers' Association; International Scientific Radio Union (U.R.S.I.); Capt. D. S. Leonard, International Association of Chiefs of Police Associated Police Communication Officers; Rev. Edward Lodge Curran, International Catholic Truth Society; Major Edwin H. Armstrong; Mr. Samuel E. Darby, Jr., of Darby & Darby, representing radio set manufacturers; Don Lee Broadcasting System; Evening News Association, Inc.; Eugene Vidal, Bureau of Air Commerce, Dept. of Commerce; Paul Goldsborough, Aeronautical Radio, Inc.; James V. Piersol, Henry DuPont, Dean Farran, Itinerant Airmen; Dr. H. B. Williams (Columbia University), H. A. Carter, American Medical Association; and Oswald F. Schuette, Shortwave Institute of America.

SPECIFIC TESTIMONY (More than one service): E. K. Jett,

A. D. Ring, Dr. L. P. Wheeler, Federal Communications Commission; Dr. H. S. Osborne, L. Espenchied, E. L. Nelson, American Telephone & Telegraph Co.; F. J. H. Kracks, City of New York, Department of Plants & Structures; Jack Kaufman, Globe Wireless, Ltd.; Hearst Radio, Inc.; Ellery Stone, Haraden Pratt, Dr. F. A. Kolster, Mackay Radio and Telegraph Co.; L. G. Caldwell, Press Wireless, Inc.; Dr. C. B. Jolliffe, Radio Corporation of America; William E. Beakes, R. V. Howley, C. C. Harris, Tropical Radio Telegraph Co.; Western Radio Telegraph Co.; Brown Rayphones, Mr. Elmer L. Brown; W. G. H. Finch, Finch Telecommunications Laboratories; Walter S. Lemmon, International Business Machines Corp.; Dr. C. D. Haigis, Jesse G. Haycock, Jr., The Haigis Laboratories, Inc.; Westinghouse Electric and Mfg. Co.; Weston Electrical Instrument Corp.

BROADCAST SERVICE; Dr. Charles B. Aiken, National Association of Broadcasters; Elish Hanson, American Newspaper Publishers' Association; Brooklyn Technical High School; Buffalo Evening News by A. H. Kirchhofer; Maynard Marquardt, Chicago Federation of Labor; Columbia Broadcasting System; R. D. Lemert, DeForest Television Corp., Ltd.; Ben S. Fisher representing Stations KOMO, KJR, KPRC KGMB KGFJ WLBC WELI WTMJ WPHR WCOP KSL WNBC WBAP and WTBO; Philo T. Farnsworth, Donald K. Lippincott, Farnsworth Television, Inc.; William H. Priess, International Television Radio Corp.; L. J. Leishman, Los Angeles; R. V. Hamilton, St. Louis Star Times; Gerald N. Goldberger, Television Research Corp.; Stations WLW, WSAI & W8XAL (Crosley Radio Corp.); Worldwide Broadcasting Corp; and Paul de Mars, Yankee Network.

COASTAL SERVICE: J. D. Munton, Atlantic Communications Co.;

AVIATION SERVICE: Paul Goldsborough, Herbert Hucke, Aeronautical Radio, Inc.

EMERGENCY SERVICE; Lieut. George Kinsey, Lieut. E. C. Denstaedt, Capt. R. L. Batts, Lieut. L. L. Waitt, Lieut. C. J. Scavarda, Associated Police Communication Officers; Lieut. Sylvester D. Sullivan, Fred M. Link, Dept. of Public Safety, Jersey City Theodore G. Bremer, H. Allen Rutherford, Dept. of Police, Brookline, Mass.; John Desrocher, Police Dept., Grosse Pointe, Mich.;



Police Dept., New York, N. Y.; Lieut. Martin W. Joyce, Massachusetts State Police; Sen. Clarence C. Dill, State of Washington; Isaac Brimberg, Fire Dept., City of New York; Herbert W. Eales, Edison Electric Institute; Southern California Edison Co., Ltd.; E. J. Vanderwall, State of Wisconsin, Conservation Dept.

#### AMATEUR SERVICE:

Paul M. Segal, Maj. K. B. Warner, A. L. Budlong, Ross Hull.

MOTION PICTURE STATIONS: E. H. Hansen, Twentieth Century Fox Film Corp.; E. H. Hansen, Research Council of the Academy of Motion Picture Arts & Sciences.

MISCELLANEOUS: Sherman C. Amsden, Doctors Telephone Service, Inc.; Robert Robins, New York City; Edward J. Peoples, Institute of Radio Service Men.

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#### PUBLISHER SEES THREAT OF FOREIGN PROPAGANDA BY RADIO

Stressing the importance of the June 15 engineering hearing of the Federal Communications Commission, especially with regard to the allocation of television and facsimile channels, E. H. Harris, Chairman of the Publishers' National Radio Committee, believes this country is threatened with a flow of foreign propaganda via short-wave radio.

Addressing the Inland Daily Press Association in Chicago last week, he charged newspapers with the responsibility of preventing the foreign propaganda invasion.

He said, in part:

"The fact that radio waves recognize no frontiers, no national boundary lines, makes it an international problem, which is of great national significance to each country.

"This situation offers a most serious problem for the preservation of peace in Europe where many countries are close neighbors,

"Propaganda of one country may be broadcast to another. These countries have tried many ways to stop the transmission of propaganda across their boundaries, but so far have found no satisfactory solution. Some countries set up an interference signal on their boundaries to prevent the reception of anything from a foreign country which is detrimental to the interest of the country. Others have enacted laws imposing a jail sentence for listening to a foreign broadcast. In still other countries, radio sets which are built to receive foreign stations are prohibited.



"Many governments have found a way to control the dissemination of propaganda through the newspapers under dictatorship but as yet no practical way has been found to stop propaganda by means of radio transmission.

"The newspapers today are facing the most serious era of their 200 years in this country. They have the responsibility of seeing to it that the people of this country are not misled by false statements which come to them from foreign countries and foreign interests by means of radio.

"The Constitution, if interpreted loosely, offers to foreign nations an invitation to send their propaganda into this country, and the radio provides them with the medium.

"If our form of government is to escape the fire of dictatorship which has burned through many of the countries of Europe, the newspapers of America must assume the burden of the battle because they are organized as free agencies to gather the news and to preserve democracy.

"The public still has confidence in the newspapers. Newspapers must hold that confidence against these foreign attacks and keep the public fully informed through interpretive news writing and telling and re-telling the merits and efficiency of the American press."

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#### FCC RULES ON AMATEUR LICENSE MODIFICATION

The Telegraph Division of the Federal Communications Commission has modified Rule 404, prescribing the scope of the examination for amateur operator license, as follows:

"a. Applicant's ability to send and receive in plain language messages in the International Morse Code (five characters to the word) at a minimum speed of 13 words per minute."

The former requirement was ten (10) words per minute.

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A favorable report on an application from Station WQDM, St. Albans, Vt., for a change in frequency from 1370 to 1390 kc. and for specified hours, was filed with the Federal Communications Commission this week by Examiner Melvin H. Dalberg.

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## GROWTH OF POLICE RADIO SYSTEMS SHOWN IN NEW LISTS

The rapid expansion of police radio services in the past year is shown in two new lists issued this week by the Federal Communications Commission preparatory to the June 15th hearing at which time the police services, along with others, will be called upon to justify its use of limited ether waves.

As of June 1st, the list shows there were approximately 250 municipal police stations operating on emergency service, using frequencies from about 1600 to 2500 kc., and a similar number of police stations operating in general experimental service in the ultra-high frequencies.

Copies of the lists may be obtained from the offices of the Federal Communications Commission.

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## THREE NEW CALIFORNIA STATIONS ARE RECOMMENDED

Examiners' reports recommending issuance of construction permits for the building of new broadcasting stations in Santa Cruz, Sacramento, and Fresno, California, were filed with the Federal Communications Commission.

Examiner Melvin H. Dalberg proposed, after hearing four applicants for new California facilities, that B. A. Thompson, of Santa Cruz, be granted a permit to build a station for operation on 1310 kc., with 250 watts power, daytime only, and that Howard N. Mitchell, of Sacramento, be authorized to build and operate a station on 1310 kc. with 100 watts power, unlimited hours.

Denial of applications by William B. Smullin, of Sacramento, and the Press Democrat Publishing Co., of Santa Rosa, California, was recommended in the same report.

Chief Examiner Davis G. Arnold recommended in another report that Julius Brunton & Sons Co., of Fresno, be granted a permit to erect a station for operation on 980 kc., with 250 watts power, daytime only. At the same time he urged denial of an application by Miles J. Hansen, of Fresno, for use of the 1420 kc. frequency.

A move by KFOX, Long Beach, Calif., to practically double its service area by extending into Los Angeles was balked in a report by Examiner Ralph L. Walker recommending denial of an application for increase in power from 1 KW to 5 KW daytime and 1 KW nighttime.

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## "PHOTO-MIKE" INTRODUCED BY CBS AT REPUBLICAN CONVENTION

The photo-mike, latest development in portable radio transmitters, was to be introduced by the Columbia Broadcasting System during broadcasts of the Republican National Convention. Combining the properties of microphone and camera, the new device permits the taking of some thirteen candid camera pictures of the speaker whose words it is broadcasting. Unlike the lapel microphone first used by CBS on the floors of the 1932 convention, the new transmitter employs no wire lines. It will be used to carry the spoken word from impromptu interviews at convention gathering spots to Columbia's master booth in the hall. The photo-mike was conceived and developed by E. K. Cohan, CBS Director of Engineering.

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## NEW FCC RULES DISCUSSED AT ENGINEER PARLEY

Radio engineers from all sections of the country gathered at offices of the Federal Communications Commission yesterday (Monday, June 8) to discuss the new rules promulgated for the various stations associated but not in the regular broadcast band.

All but one of the holders of television licenses agreed with the FCC Engineering Department that it would be better to abandon the band from 2,000 to 3,000 kc. for experimental visual broadcasting and to transfer operations above 30,000 kc. The only objector was Purdue University.

Various suggestions were made by representatives of the services affected by the new rules, and minor changes in the rules, which become effective July 1st, are expected to be announced by the FCC. The rules govern operations of facsimile, international, relay, high frequency, and television broadcasting.

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Denial of an application by Carl S. Taylor, of Dubois, Pa., for a construction permit to erect and operate a new broadcasting station on 780 kc. with 250 watts, daytime, was recommended to the Federal Communications Commission this week by Examiner R. H. Hyde.

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## BURKAN, ASCAP COUNSEL, DIES IN N. Y.

Nathan Burkan, 57, a veteran copyright lawyer and one of the founders of the American Society of Composers, Authors and Publishers, died June 6th of acute indigestion at his estate in Great Neck, Long Island, N. Y.

Mr. Burkan, who was American attorney for Victor Herbert, the composer, and likewise numbered as clients and friends Charles Chaplin and other famous figures in the entertainment field, took up his fight to strengthen protection for the creators of music and literature in 1904. Five years later his efforts helped effect the copyright act of 1909.

At the time of his death, he was counsel for a number of the larger motion picture corporations.

He appeared before the Joint Committee on Patents of the Senate and House of Representatives and argued for the amelioration of the copyright laws on behalf of the Music Publishers' Association and the Authors and Composers Copyright League.

One of Tammany Hall's leaders, he refused public office on several occasions, although he did accept the chairmanship of the Triborough (New York) Bridge Authority.

Mr. Burkan is survived by his wife, two brothers, Joseph and David, and by a son, Nathan Burkan, Jr., 5.

The veteran lawyer represented Mrs. Gloria Vanderbilt in the recent fight over custody of her child. He once sued Mae West for alleged non-payment of fees.

At one time or another he had represented such well-known figures as Sir Thomas Lipton, former Mayor James J. Walker, Pearl White, Theda Bara, Eleanor Boardman and Florenz Ziegfeld.

Funeral services were held in New York today (June 9th).

A number of years ago Mr. Burkan and Victor Herbert, the famous composer, dropped into a Broadway restaurant one night. Everything was going full tilt. The orchestra was playing, the girls in the cabaret singing and dancing. Mr. Herbert turned to Mr. Burkan and said, "Everybody is getting paid for what they do here except me. We are paying for our food, the waiters are being paid, the orchestra is being paid, the singers are being paid - but I who write the music and the songs am not getting a damn cent."

Up to that time many successful composers had died in poverty and that evening's visit resulted in the organization of the ASCAP. First they exacted a tax on restaurant orchestras, then phonograph records, then the movies and then the radio. Mr. Burkan has always been chief counsel for the ASCAP.

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## 710-FOOT ANTENNA PLANNED FOR KDKA

Plans for a new antenna tower for KDKA, Pittsburgh outlet for the National Broadcasting Company's Blue network, were announced recently by the Westinghouse Electric and Manufacturing Company.

Construction of the new tower will start as soon as the necessary approval is obtained from the Federal Communications Commission and the Department of Commerce. It's site will be at KDKA's present transmitter location near Saxonburg, Pa.

This is believed to be the first tower of its kind to be erected for broadcasting service, and is expected to improve materially the reception of KDKA throughout the Pennsylvania, Ohio and West Virginia area. Although only five and one-half feet on a side, the new tower, a slender steel mast held erect by two sets of guys, is triangular in cross-section and will rise to a height of 710 feet, which is considerably higher than the University of Pittsburgh's Cathedral of Learning.

The structure will be one of the vertical radiator type, will be of uniform size throughout its entire length, and will in itself act as the antenna. Although similar antennas of smaller size have been used at the Westinghouse short-wave stations since 1923, this is believed to be the first time that one has been adapted for broadcasting purposes.

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## THE FTC CLAMPS DOWN ON TWO RADIO ADVERTISERS

The Federal Trade Commission has just released information concerning the following two cases:

False and exaggerated claims on the part of Buno Co., Inc. 507 Green Street, Philadelphia, Pa., as to the remedial or curative qualities of "Buno", advertised over radio and by other media, and sold as a competent treatment for skin and scalp ailments, are alleged in a complaint issued by the Federal Trade Commission against that company. Friday, July 10, is the final date on which the respondent may show cause why an order to cease and desist from the practices complained of should not be issued.

An order to discontinue false representations in connection with the sale of cosmetic preparations has been entered by the FTC against Reta Terrell Sloan, trading as Reta Terrell, with her principal place of business at 513 Oakdale Ave., Chicago, and a branch at 50 East 10th St., New York City. The respondent is a radio advertiser.

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## REPORT SPLIT ON AERONAUTICAL RADIO-A.T.&amp; T. CASE

Making a lengthy report, Examiner P. W. Seward this week recommended to the Federal Communications Commission that the American Telephone and Telegraph Company be compelled to furnish private line teletypewriter service to Aeronautical Radio, Inc., but he suggested denial of the latter's demand for a special rate comparable to that given Federal agencies.

Aeronautical Radio last November filed a complaint against the A. T. & T., alleging unjust and unreasonable discriminations against it.

Following a lengthy inquiry, Examiner Seward found that the refusal of the telephone company to furnish the teletypewriter service at regular commercial rates is a violation of the Communications Act of 1934. He did not sustain, however, the contention of the complainant that a special classification known as "airways communications" be set up to provide lower rates for private airways communications services.

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## MRS. BELMONT JOINS NBC ADVISORY COUNCIL

Mrs. August Belmont, noted New York social leader prominent in civic affairs, has accepted an invitation to become a member of the Advisory Council of the National Broadcasting Company. Mrs. Belmont's name was proposed at the recent tenth annual meeting of the Council, held in NBC headquarters in New York (Radio City). The invitation was extended by Owen D. Young, as Chairman of the Council.

The New York civic and social leader will take the place of the late Mrs. John D. Sherman, formerly national President of the General Federation of Women's Clubs. Mrs. Belmont will become Chairman of the Women's Affairs Committee of the Council.

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## CBS FIXES NEW RATES FOR TWO NETWORK STATIONS

New rates for Stations WNAC, Boston, and KLZ, Denver, are announced by the Columbia Broadcasting System to become effective July 8th. They are:

	<u>1 Hour</u>	<u><math>\frac{1}{2}</math> Hour</u>	<u><math>\frac{1}{4}</math> Hour</u>
Boston (WNAC)	\$400	\$240	\$160
Denver (KLZ)	\$200	\$120	\$ 80

No change is made in the rate of Station WAAB in Boston.

These rates supersede those shown on Rate Card #21, and apply to night-time broadcasts. Day rates and transition rates are to be increased in proportion.

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## NEW RADIO PHOTO TRANSMISSION USED IN FRANCE

A new method of photo-transmission by radio has been developed by the Belin Company, of Paris, France, according to an article in a recent issue of Photography, published in London.

"The problem of radio transmission of pictures has now been solved by the Beling Company, which has devised an apparatus by means of which fading, principal difficulty of the past, is done away with, and which enables pictures to be wirelessly with as much sharpness as they can be cabled", the magazine states.

"The new system of transmission is the result of considerable experiment, which for the last six months has taken the form of test emissions between Paris and Algiers. The first regular installation for commercial purposes is to be installed in Djibouti, very shortly, for communication of pictures from Abyssinia to Paris."

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## EXHIBIT OF EDUCATIONAL PROGRAMS PLANNED

The Eighth Annual Institute for Education by Radio, to be held in May 1937, will sponsor the first American exhibition of recordings of educational radio programs. The purpose of the exhibition is to further the broadcasting of valuable educational programs by calling attention to the more meritorious ones of each type. The exhibitors are to be classified into two groups: educational institutions and organizations, and commercial stations broadcasting educational programs. Awards will be made for the best of each of four different program types: (1) lecture, talk, speech; (2) demonstrations of musical selections, poetry readings, or classroom activities with explanations; (3) dialog, roundtable conversation, interview, debate, question and answer; (4) all forms of dramatization, including dialog where speakers take assumed parts.

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Reuter reports from Munich that, according to the South German Press, there are now 35,700 transmitting stations in the world, about 7,700 (or roughly 22 percent) of them broadcasting entertainment programs. The remaining 28,000 stations are concerned with radio services for ships, aeroplanes and other interests. Continental Europe alone has 2,000 stations which serve aeroplane traffic. Roughly 4 percent of the world's transmitting stations (numbering 1,448) are equipped for radio telephone services.

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## BRITISH BRING INTERESTING PEOPLE TO MIKE FOR SCHOOLS

The reason for the success of educational broadcasting in the British Isles may be found in the following comment in a bulletin issued by the British Broadcasting Corporation:

"We often wish we had more time during the day to listen to the BBC broadcasts to schools. Looking over a list of people who had recently broadcast in the schools transmissions, we discovered a former air pilot, an ambulance man, a fireman, a train driver, the coxswain of the Dungeness life-boat, and even a deep-sea diver. It is part of the regular policy of the schools broadcasting authorities to bring interesting people to the microphone to talk about the day's work. One of the most interesting talks we actually heard was by a famous newspaperman, L. Marsland Gander, who described how a great newspaper was produced, how the news was obtained, and how hundreds of thousands of copies were distributed all over the country. Marsland Gander has not only had a long experience of work in Fleet Street, but of newspaper work in both India and Africa."

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## MOVIE PRODUCERS' FEARS OF TELEVISION ALLAYED

Motion picture producers were told recently not to worry over the prospect that television would shortly put them out of business.

The Scientific Committee for the Research Council, Academy of Motion Picture Arts and Sciences, reported that Hollywood's "psychological preparedness" for television was in contrast to the costly "skepticism" with which many greeted the change from silent to sound pictures.

"The cost of development up to this point may be measured in millions of dollars", stated the Committee. "Before there is any possibility of nation-wide exploitation hundreds of millions of dollars must be expended for numerous transmitting stations of limited range, connecting cables of new design, and receivers. None of these things can be obtained overnight."

"There is a possibility of such a development starting in 1937 or more probably in 1938. It should be noted that its scope, as far as we can prevision it, is limited to home entertainment purposes in urban areas."

The Committee is composed of outstanding film technicians, with Carl Dreher as Chairman. It said that the film industry had "technically trained personnel, capable of following the progress of television and giving notice of impending developments."

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