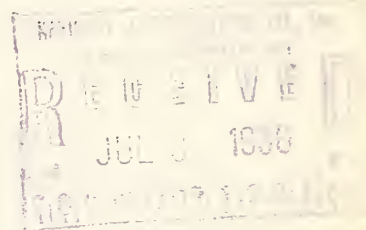


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July 7, 1936

SYKES HINTS AT RADIO REALLOCATION IN NAB ADDRESS

A reallocation of broadcasting facilities, the first since 1928, may result from a hearing on the broadcast band, 550-1600 kc., scheduled for October 5th by the Federal Communications Commission, Judge Eugene O. Sykes, Chairman of the Broadcast Division, hinted in an address on July 6th to the National Association of Broadcasters in convention at Chicago.

Stressing the significance of the repeal of the Davis Amendment to the Communications Act and the abandonment of the quota system of allocating radio facilities on the basis of population, Judge Sykes predicted that the FCC will provide better service for rural listeners in the near future.

"No new general allocation has been made by the Commission since that of 1928, under the Davis Amendment", he said. "Since then many technical improvements have been made in equipment, including antenna design. All of us have learned a great deal in that time.

"The Commission has in its files the result of the extensive field survey of the coverage and characteristics of broadcasting stations. With these improvements, and this knowledge, it should be possible to make improvements in the allocation. This question has been receiving the careful study of the Commission.

"On the second instant, the Broadcast Division decided to hold such an informal hearing beginning October 5th. Those who desire to participate will be furnished information as to the results of the above studies so that they may carefully consider this data in preparing to make their suggestions and recommendations at the hearing. I am sure that you will appreciate the great importance of this conference to the listening public, the entire broadcasting industry and to the Commission."

Recalling the history of the Davis Amendment, Judge Sykes pointed out that in passing the organic Radio Act in 1927, Congress failed to appropriate funds for the new Federal Radio Commission, and as a result the Commission had to share the money appropriated for the Radio Division of the Department of Commerce.

"This bringing order out of chaos was a much bigger job than Congress contemplated", he explained. "The Commission, due to a lack of funds, was unable to employ any staff except some clerical help. It was impossible to pass on a great many applications and it was impossible to bring order out of chaos during the first year. At that time, the cream of the radio facilities were being

used in the large cities. Congress thought that the Commission was dilatory in making its distribution of these facilities among the States, and this led to the passage of the Davis Amendment. This amendment, in brief, provided that these radio facilities should be divided equally, as nearly as possible, among the five zones and then the facilities of the zone should be further equitably divided among the States, as nearly as possible, in accordance with the population.

"The object and purpose of Congress, namely, to bring about a fair division of radio facilities throughout the entire country was most praiseworthy, but the formula laid down for this division was too much of a mathematical formula and failed to take into consideration a number of salient facts, such as disparity in size of the five zones, that there was no way of stopping the carrier wave interference of stations and that, in effect, the amendment would really operate in favor of the smaller zones and the smaller States with a dense population. As a result of this amendment in the Fall of 1928, the Commission, as a yardstick, adopted certain quota figures which allocated a value to stations of certain classes and power. It gave to each of the five zones eight high powered, cleared channel assignments; it likewise gave, as nearly as possible, to each of the zones its share of regional and local stations. This brought about a number of changes within the country.

"This allocation, from the standpoint of radio listeners, which we must primarily consider, was an improvement on the first allocation of the Commission. It soon became evident, under this allocation, that the States with a large area and sparse population were lacking in radio service, though overquota under the Davis Amendment. The Commission likewise found that the day power of a number of stations could be increased without interference, but in order to do this, it became necessary to separate night and day quota. This was done and radio reception was greatly improved by increases in day power of stations.

"Bearing in mind the fact that a great many of the rural population have no radio reception, except that of a secondary nature, and that those of our people should be given more reception if possible, the Commission, from time to time, recommended to the Congress that the Davis Amendment be repealed and the original provision in the Radio Act be reenacted into law.

"The recent session of Congress repealed the Davis Amendment and reenacted in its stead the original provision of the Radio Act. This amendment also abolishes the five zones into which the country was divided. Consequently, the Broadcast Division has repealed those rules relating to quota made necessary by the Davis Amendment.

"In all applications for new stations or increases in power, changes in hours of operation, etc., of existing stations, the main questions now for consideration are:

- "1. Will interference be caused with existing stations by such grant?
- "2. Would it be to the benefit of the listening public to grant the application?
- "3. Will the granting of the application tend to bring about a fair, efficient and equitable radio service among the States and the communities?

"Also, the Commission will be able to decide upon the facts presented, to what State and community the station is to be charged.

"I feel sure that, under the present amendment the Commission will be enabled to give these rural listeners better radio service than they now enjoy.

"Speaking technically, the constant effort of the Communications Commission has been to improve broadcast service to the listening public. A great step in this direction is through betterment of station broadcasting equipment. The Commission has no jurisdiction over receiving sets and can not prescribe standards for their production. I am informed, by engineers, that the transmission quality of broadcasting stations now surpasses the reception capability of a majority of broadcast receiving sets. I hope and believe that the set manufacturers will improve the fidelity of receiving sets.

"There has been adopted, within the last year, a number of regulations dealing with technical aspects of broadcast transmission. These are aside from the changed rules and regulations governing services outside of the conventional broadcast band. In these new regulations our desire has been to help the broadcasters help themselves. Very little complaint has been received about these new rules and we, therefore, infer that they must be good.

"I regret to say that we have not yet been able to reach an agreement with Mexico relating to broadcast channels. The result is that we still have interference with some of our stations. This matter is continuing to receive the consideration of the State Department and the Communications Commission and we trust that some time, some day, a satisfactory agreement may be reached.

"Just a fortnight ago there was held in Washington, a conference involving projected uses of channels in the very high frequency band. The conference envisages the development of such services as television, facsimile, very high frequency broadcasting, and other experimental services which you broadcasters eventually will be called upon to nurture.

"From statements made at this conference we are sure that important strides have been made in television, although perhaps it is not yet ready for general use. Facsimile seems to be well perfected and it is possible that the Commission, in the near future, may make provision for its transmission. This question, however, has not yet been settled.

"A good deal has been said in the past relating to the program content of some broadcasts over stations. I congratulate you upon the valuable service rendered by your diligent and efficient Managing Director, James W. Baldwin, in contacting in

your behalf the Commission, the Federal Trade Commission, the Post Office Department and the Department of Agriculture upon this question. I would call your further attention to the fact that, while an alleged cure-all remedy may not be harmful if taken, it might be harmful because it prevented a patient who was sick from consulting a doctor in time to cure or alleviate his trouble.

"I want to assure you of our deep appreciation for the cordial cooperation you have always shown our Commission and we feel sure that this will continue.

"In my service, since the creation of the Radio Commission in 1927, I have seen radio broadcasting and the radio business grow with stupendous strides. Now broadcasting reaches practically into the homes of all of our people, and correspondingly with this growth in the industry your responsibility and ours has grown. You should ever remember that your programs reach the homes and firesides of our entire citizenship, and you should especially remember that it reaches the ears of the children of tender age in that plastic stage when their character, for good or bad, is being molded. Therefore, your every thought, your every aspiration, and your every act should be to see that each and every program broadcast by your station should tend to improve and develop and make better American citizens of every man, woman and child within its service range."

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STATIONS URGED FOR MIAMI, SALT LAKE CITY, AND PRESCOTT

Favorable reports have been filed by Examiners with the Federal Communications Commission upon applications for construction permits to erect new broadcasting stations in Miami, Salt Lake City, and Prescott, Ariz.

Nathan N. Bauer is the Miami applicant for 1420 kc., 100 watts power, and unlimited hours. There are now two stations in Miami: WQAM, a CBS affiliate, and WIOD, an NBC outlet.

The Salt Lake City applicant is the Intermountain Broadcasting Corp., licensee of KDYL, whose application was granted last February. Upon receiving a protest from the owner of KLO, Ogden, Utah, the FCC reopened the case. The Examiner recommends that the Commission reaffirm its previous grant of a permit to use 1290 kc., with 1 KW nighttime and 5 KW daytime, unlimited hours.

The Southwest Broadcasting Co., of Prescott, was favored by Examiner P. W. Seward over W. P. Stuart, of Prescott, for a construction permit to build a station for operation on 1500 kc. with 100 watts night, 250 watts daytime, unlimited hours.

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FCC POSTPONES POLICE ALLOCATION ORDER

The Federal Communications Commission on July 6th postponed to July 20th the effective date of an order allocating radio frequencies for use in a nation-wide police broadcasting network.

The order, originally scheduled to go into effect July 1st, was delayed on petition of Purdue University and The National Television Corporation of New York, which protested against removal of the frequencies from use by television experimenters.

Purdue said it had been using one of the wave-bands for television broadcasts for several years and contended that if the wave length were handed over to police stations, residents of rural areas would be deprived of television service.

Commission officials said the entire set-up of frequencies for the projected police network would be resurveyed with a view to determining whether it could be successfully operated without the frequencies now used in television.

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SPONSORS BALK RADIO SHOW AT CONVENTION

At the Democratic National Convention in Chicago four years ago, the "added attractions" included some of the big names of radio, stage and screen. The late Will Rogers almost stole the show from the perspiring presidential candidates.

In Philadelphia this year this part of the convention program was missing. And there's a reason.

The story leaked out in Washington that the 1936 convention leaders again had planned a side show of radio stars to keep the delegates happy during the five long days prior to the Roosevelt acceptance speech.

A week before the convention, leaders began soliciting radio notables by long distance phone. A dozen or more calls were made, and acceptances were obtained from six, including Lawrence Tibbets, Kate Smith and "Amos 'n' Andy".

But there was a joker in the deal. The radio stars cautioned that they "would have to see their sponsors."

On the day before the convention opened, all of the tentative acceptances were withdrawn on the ground that sponsors' contracts prevented such personal appearances. The stars would give no further explanation.

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Eddie Dowling, Chairman of the entertainment group and a stage star himself, was left high and dry. He filled in the breach as best he could with an Indian girl singer, a couple of news commentators and the introduction of radio's top flight of announcers, the latter safely confined behind the glass fronts of the convention hall's sound booths.

Not until the convention was well under way did the convention finally land a "personality." She was tiny Lily Pons, star of the Metropolitan Opera and friend of President and Mrs. Roosevelt. She agreed to sing at the Franklin Field notification ceremonies, with no strings attached. Miss Pons has no contract entanglements which might be a line to the New Deal.

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PARIS TELEVISION STATION STEPS UP POWER

France's improved Eiffel Tower television station, which went into operation May 24, 1936, has 10 times the power of the original station; the original power of 2 kw. being raised to 25 kw. and the power at the antenna being raised from 1 kw. to 10 kw. The temporary installation could only transmit images 30 kms., but although definite tests have not been made with the new apparatus, it is estimated that images can be received as far as 70 kms.

It was necessary to reduce the power of the lights at the studio from 25,000 to 10,000 lux per sq. cm., as artists claimed that the original power was too strong for their eyes. This reduction in power, which was done by the adding of an additional electron multiplier, at the same time improving the character of the image amplifiers, has in no way decreased the efficiency of the apparatus.

The Compagnie pour Fabrication des Compteurs et Materials d'Usines a Gaz, which installed the original apparatus, made the above improvements to the Eiffel Tower station. This company has also developed a small receiving set but, according to the director, Mr. Le Duc, it is not at present going into production as it believes that it cannot build a set cheap enough to make it interesting to the public. However, several French manufacturers exhibited television sets at the regular Radio Show, which closed June 2nd.

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An increase in power from 250 watts to 500 watts nighttime and 1 KW daytime for WPRO, Providence, R. I., was recommended to the FCC this week by Examiner P. W. Seward.

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LEVY THREATENS TO FORM NEW BROADCASTERS' ASSN.

Following the plea of Leo J. Fitzpatrick of Detroit, President of the National Association of Broadcasters, for more confidential treatment of internal troubles, Isaac D. Levy, of Philadelphia, announced before the body's annual meeting in Chicago Monday, according to the Associated Press, that he would form a new organization.

Assailing the Association's leadership, particularly Managing Director James W. Baldwin, Mr. Levy asserted that it would be "only a short time before the organization collapses if you run it this way."

He promised his new organization would "give service to our members" and said there would "be no kings and no big shots."

Much of Levy's attack concerned difficulties over music rights which cropped up last December when Warner Brothers withdrew from the American Society of Composers, Authors and Publishers, forcing radio stations to make individual arrangements for the use of music.

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POLITICAL COMMENTATOR RAPS RADIO "BUNK"

"Before the Democratic and Republican Conventions fade from our minds, there are lessons we should take account of", Mark Sullivan, Washington political columnist, wrote last week in his syndicated column. "A minor one has to do with the impression made on the country by the radio.

"The radio descriptions gave the impression of drama, tension, of a great crowd deeply stirred. The facts were quite the contrary. During Senator Robinson's delivery of his address as permanent chairman, supposed to be a solemn and moving keynote of a great party, the national chairman of the party, Postmaster General Farley, sitting in a conspicuous position on the stage, seen by all the delegates and all the galleries, was turning the pages of a tabloid newspaper, with a pleased smile at what one took to be some photographs of himself. One could forgive him - he had had to listen to a lot of political oratory.

"During that same address a strange interloper, Dr. Townsend, entered the hall and found a seat among the newspaper men, in front of the stage. About the \$200-a-month-for-the-old leader, to see if there was news in his presence and to ask him questions, gathered rather more reporters than were listening to Senator Robinson.

"Merely to mention the contrast between actuality and the radio accounts is hardly worth while, unless something can be said that is of value. The lesson, it seems to me, is that the two groups concerned - public men and the radio reporters who describe public men and their performance - ought to avoid increasing the amount of bunk in the world."

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SETTLEMENT OF RCA CAMDEN STRIKE NEAR

Negotiations between the RCA Manufacturing Company and the United Electrical and Radio Workers of America were being conducted secretly early this week, but there were indications that the strike at the company's Victor Division plant in Camden, N. J., would be settled soon.

The Negotiating Committee of the Union had virtually completed a reply to a statement made confidentially to it by David Sarnoff, President of the Radio Corporation of America, of which the Camden plant is a subsidiary. A Union official said, however, that the Union's reply would not be made public until the company had had an opportunity to consider it.

There were some disgruntled voices among individual Union members, but in some quarters the opinion was expressed that the positions of the company and the Union were drawing closer together. Estimates placed the number of workers back at their jobs at 9,000 out of the normal 12,244.

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TRAFFIC DIRECTED FROM AIR VIA RADIO

Directing traffic and the possible pursuit of criminals from the air by means of short wave radio was given a practical demonstration in Cleveland a few days ago when Deputy Traffic Commissioner Martin A. Blecke soared over the city in a Goodyear blimp and gave orders to his men below by means of radio.

With a special short wave transmitter and receiver installed in the airship, Commissioner Blecke was able to not only give orders to traffic men in Cleveland's 25 radio police cars in which short wave receivers were installed but also carried on a two-way conversation from one of the cars, which had been equipped by General Electric engineers with a transmitter as well as a receiver.

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GIFFORD TOPS COMMUNICATIONS SALARIES IN 1934

The Federal Communications Commission reported July 6th that 442 officials and employees of communications companies received annual salaries of \$10,000 or more during 1934. The report was compiled from data filed with the Commission by telephone, telegraph, cable and radio telegraph companies.

The top salary listed was \$206,250 for Walter S. Gifford, President of the American Telephone and Telegraph Company. Newcomb Carlton, Chairman of the Board of the Western Union Telegraph Company, received a \$60,000 salary, and a like sum was paid to R. B. White, the Company's President.

Among the Mackay companies, including Postal Telegraph-Cable Company, Ellery Stone, Operating Vice-President and Director, received \$21,000, while W. A. Winterbottom, Vice-President, General Manager and Director of R.C.A. Communications, Inc., received \$20,000.

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RCA WINS PATENT CASE AGAINST D'ANDREA

In a decision handed down July 6th, Judge Clarence G. Galston in the Federal Court in Brooklyn ruled that a patent held by Radio Corporation of America for superheterodyne radio receiving circuits has been infringed by the F. A. D'Andrea Corporation of 48-02 Forty-eighth Street, Long Island City.

The D'Andrea Corporation, manufacturing solely for the export trade, makes sets which it admits are DeForest superheterodyne circuits when assembled abroad and played. The corporation contended there was no infringement of the patent because no final assembly is made in this country. Judge Galston held that the tests given the sets here before their shipment establish an infringement.

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NBC MODERNIZING SAN FRANCISCO STUDIOS

NBC's San Francisco studios are being equipped with new microphones, new amplifiers, a new mobile unit and innumerable other items of equipment. Western Division Engineer A. H. Saxton is in charge of the modernization. The same type of equipment is to be used throughout as is found in Radio City.

All microphones in the studios not of the velocity, or "Ribbon" type are being replaced by velocity ones. New 40C studio

amplifiers are being installed in all the studios and the automatic switching system is being outfitted with new relays and jacks - about a thousand separate items of equipment, which will make the panel in the control room standard with the type used in Radio City and Chicago.

Mobile Unit #5 has been ordered and will be in operation shortly. This is the conveyance which is virtually a miniature broadcasting station on wheels, able to travel anywhere an automobile can, or to serve as a base for remote control broadcasts from spots attainable only on foot.

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INDUSTRY NOTES

Allura, Inc., 626 I Street, Sacramento, Cal., has been served by the Federal Trade Commission with a complaint charging unfair competition in the sale of an eye lotion advertised by means of radio broadcasts, pamphlets and testimonials.

Sales data for April released by the Radio Manufacturers' Association of Canada, reveal that 8,100 units were sold valued at \$698,349, registering a decline of 4 percent in number and 13 percent in value as compared to the previous month (8,441 units valued at \$789,659). In comparison with April 1935, a decline of 9 percent in number and 10 percent in value is shown.

Joseph Creamer, who has been unofficially heading the sales promotion activities of WOR, Newark, since February, has been appointed Sales Promotion Manager for the station. He has been a member of the staff since the first part of the year. Previous to coming with WOR, Mr. Creamer was Sales Promotion Director for the distribution branch of the McCall Publishing Company. Prior to that, he served on the staff of Batten, Barton, Durstine & Osborn, Inc., New York advertising agency, and was later Publicity Director for the Frank A. Munsey Company.

Arrangements are reported under way for WSM, Nashville, which is owned and operated by the National Life & Accident Insurance Co., to ally itself with the Mutual Broadcasting System. As the plans now stand WSM would become a basic station, such as WOR, WLW and WGN. This alliance would necessitate WSM's breaking away completely from NBC, which now offers the station as a member of the south-central group.

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SHORT-WAVE RADIO PLACED ON CZECHOSLOVAK PLANES

The Czechoslovak Air Traffic Company recently introduced short wave transmitters and special goniometric instruments on their airplanes. The short wave airport broadcasting stations and the plane transmitters operate on a 50 to 100 meter wave band which permits of an uninterrupted two-way communication during the whole flight and after landing through a fixed aerial above the plane's body.

The long wave broadcasting stations of the Prague airport requires (for the 900-meter wave) a capacity of 1,000 watts and the maximum wave range is 650 kilometers.

The new radio-goniometric instruments of the Czechoslovak Air Traffic Company are connected with a circular antenna and permit of an exact goniometric spotting of the airplane and, through reception from any broadcasting station (300 to 1,800 meters wavelength) near the air route, the direction of the flight may be set accurately. At the same time, the programs received are transmitted into the passenger cabin, thus serving a double purpose.

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"GLOOMY SUNDAY" DOESN'T UPSET CANADIANS

"Gloomy Sunday", a mournful dirge that has been banned forever in Hungary, the country of its origin, that has become "forbidden music" with certain broadcasting companies on this and other continents, and that caused such international attention that Congress threatened to prohibit its playing, would seem to be a complete flop as far as Canadian listeners are concerned.

The "song of death", responsible, it is claimed, for 23 suicides, was played at various intervals for a week from CRCT, the Canadian Radio Commission station at Toronto, and, according to reports, not a hair was turned.

Leading orchestra conductors and crooners refuse to have anything to do with the song, fearing dire consequences. Others have omitted it from their repertoire simply because they dislike its melody. CRCT officials with considerable trepidation, broadcast it after several requests. Nothing happened, however, and "Gloomy Sunday" was put back into the music library as just another "number".

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