

# HEINL RADIO BUSINESS LETTER

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## FCC POSTPONES NEW RULES, EXPLAINS OCTOBER 5 HEARING

The Federal Communications Commission this week postponed the whole question of reallocations in the ultra-high frequencies, together with the effective date of new rules governing relay, international, visual, high frequency, experimental, and rebroadcasting until September 15th.

Simultaneously the FCC issued a memorandum answering inquiries with respect to "ultimate consequences" of the broadcast band hearing scheduled to begin October 5th.

The postponement of the effective dates of the rules governing the special services from August 1, the FCC explained, was ordered so that full consideration may be given suggestions submitted by licensees.

The only outspoken objectors to the proposed new rules, however, have been Purdue University and the National Television Corporation, of New York, both of whom complained against the provision that would shift their television experiments from present medium waves to the ultra-high frequencies.

Discussing the October 5th hearing the FCC said:

"In order that the industry may thoroughly understand the situation, it is believed they should be informed that the evidence given at the October 5th hearing will form a basis for such changes which may be shown to be desirable in the existing regulations of the Commission with respect to broadcasting allocations, engineering requirements or standards.

"With respect to the foregoing, the industry may recall that the Commission has approved the following procedure as a basis for attacking the solution of the problems confronting the public, the Commission and the industry:

- "1. In new allocations or in reallocations of radio frequencies to services or to stations within services, proceed on the basis of 'evolution, experimentation and voluntary action' rather than by radical and enforced costly changes. Modifications which do not involve large expenditures or are necessary requirements to keep abreast of the technical art should be accomplished.

- "2. Encourage communication development along specific lines as may be indicated from time to time from accumulated data and from evidence secured from such informal engineering meetings as may be necessary to facilitate progress in detail.
- "3. Direct Engineering and other interested Departments to prepare modification of existing regulations pertaining to frequencies for various classes of broadcast stations between 550 and 1600 kc in such a manner that they are sufficiently flexible to permit the adaptation of new technical developments and allocation principles which, upon proper showing at hearings, indicate that a needed improvement in service will result.

"At the June 15th hearing, at which was considered the broader aspects of the allocation of the entire spectrum to various services, the Commission pursued the policy of cooperation with the industry in solving the basic radio problems confronting the nation. There is no contemplated change in policy in this respect on the part of the Commission with reference to the October 5th broadcast hearing.

"As is well known in the industry, the existing practical allocations depart somewhat from the empirical standards which became the basis of the regulations in 1928, and which have not been changed since that date. It is believed that at least one of the outcomes of the October 5th hearing will be to modify the regulations so that they will conform to the actual practice of today.

"As is also well known to the industry, there are many proponents for high power stations, as well as many who oppose such increases in power. There are also many who desire horizontal power increases for regional stations, and there are certain uneconomic situations which exist, such as those experienced by stations sharing time. In addition, the repeal of the Davis Amendment has removed certain limitations upon the engineering solution of the radio problem.

"Some of the schools of thought affect the entire allocation system, and some of the proposals will have advantages as well as disadvantages. Therefore, it is felt that prior to any basic decision on the part of the Commission to change or not to change its regulations, the entire industry should have an opportunity to come before the Commission in an informal public discussion of the existing broadcasting problems, as well as to determine the merits of any proposals for changes in the principles of allocation.

"It is felt that the hearing on October 5th will afford the Commission and the industry the opportunity to cooperation in an open manner toward a logical solution of the existing broadcast problems confronting the nation."

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## FCC SECRETARYSHIP POLITICAL PLUM FOR CAMPAIGNING

All talk of new candidates and the date of appointment of a new secretary for the Federal Communications Commission has died down in Washington, and reports are that the job is being held open as a reward for energetic political activity during the presidential campaign.

Like many other well-paying Federal posts throughout the Government, the FCC secretaryship is expected to be filled around election time by a deserving Democrat who has worked hard for the New Deal.

The \$7,500 job was vacated by Herbert L. Pettey on May 1st, and since that time John B. Reynolds, Assistant Secretary, has been acting secretary. Incidentally, should the Republicans win in November, Mr. Reynolds probably would get the post.

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## CBS RECORD HINTS AT BIG FALL TRADE FOR BROADCASTERS

Although the Summer still has a few weeks to run, broadcasters are already preparing for Fall and Winter operations just like milady who in August starts buying a Fall wardrobe.

All indications are that new records will be established in Fall business for broadcasters despite the uncertainty that customarily precedes a presidential election.

The Columbia Broadcasting System this week revealed the trend in announcing that within a week it had signed seven new sponsors, representing the largest amount of new business ever acquired within an equal amount of time. The seven new advertisers are taking  $7\frac{3}{4}$  hours. They bring the total of CBS Fall accounts to 22.

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## SOVIET ENGINEERS BUILD FIRST AUTO RADIO

Engineers at the Orjonikidze Works have constructed the first Soviet automobile radio receiving set, which is now being tested. The set, which is to be installed in the automobile "SIS-101" is a 5 valve super-heterodyne. It is built in a metal case and is worked from the chauffeur's cabin. The valves are fed from the automobile accumulators. A special transformer makes it possible to change the power of the current from 6 to 250 volts.

While running, the automobile, through its set, will be able to pick up both Soviet and foreign stations.

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## DUTCH COMPANY REPORTS ON TELEVISION

The Philips Company at Eindhoven, Holland, has just published details of its experimental high-definition television equipment employing a screen of 405 lines with interlaced scanning, according to World-Radio, organ of the British Broadcasting Corporation.

The report stresses the likelihood that a television receiving set will be, at least for a long time to come, a piece of relatively expensive apparatus, and in view of this, ordinary sound broadcasting and its very much simpler receiving sets will not become obsolete because of the advent of television.

Some months ago the Philips Company arranged demonstrations of high-definition television, using 180 lines. This number proved not sufficient for the transmission of scenes where several persons are visible. The larger the picture and the greater the amount of detail it contains, the more apparent are the deficiencies of the 180-line screen. If, for instance, the head of a person occupies one-twentieth of the height of the picture - a common circumstance when a group of persons is being televised - only nine picture lines are available to provide recognisable detail.

For practical reasons, it is not possible indefinitely to increase the number of lines per picture. At the present moment and with apparatus at present available, it is, however, possible to transmit as many as 405 lines and to employ the so-called interlaced method of scanning to avoid the unpleasant effects of flicker.

The Philips Company has concentrated on the development of the iconoscope camera, which has a great advantage over mechanical means of scanning in that the tiny condensers formed by the mosaic elements and the back plate have a retentive capacity. After each discharge a certain amount of time is given to each cell to charge up again. This makes the iconoscope very much more sensitive than any means employing a Nipkow disc, in which light is admitted only for the brief time in which the scanning ray passes.

Philips claim that the sensitivity of its conoscope is approximately equal to that of ordinary cinematograph film.

The Eindhoven transmitter serves exclusively for experimental purposes and that it has therefore only a small aerial power. It operates on a wavelength of 7 metres and there is a second transmitter for the accompanying sound. The aerial power is roughly 500 watts. The receiving sets used employ a cathode-ray tube after a superhet. receiver. The sound receiver has been so designed that it can also be used on ordinary broadcast wavelengths. A special advantage of the philips receiver is a novel system of synchronisation which keeps the picture perfectly steady. The firm claims that this effect is due to the result of special research at Eindhoven in connection with relaxation oscillations.

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## 6210 KC. AVAILABLE FOR ITINERANT AIRCRAFT

The Federal Communications Commission this week made available the frequency of 6210 kilocycles for use by itinerant aircraft on a day only basis primarily for the purpose of communicating with stations of the Department of Commerce under circumstances in which the use of the frequencies 3105 and 3120 kilocycles is impracticable. In connection with this allocation it was pointed out that the Department of Commerce does not maintain a listening watch on this frequency and communication can only be established by previous arrangements.

The Federal Communications Commission also stated that provision of facilities for communication on 6210 kc. is not to be considered as a substitute for provisions for communication on 3105 kc. This allocation is not to be construed in any manner as relieving any stations from guarding 3105 kc. where now required or any aircraft from providing facilities for communication on 3105 kilocycles where now required.

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## U. S. TO BROADCAST "TONE" FOR MUSICIANS

At the request of a number of musical organizations, the U. S. Bureau of Standards has arranged a test radio broadcast of the musician's standard "A" tone of 440 cycles per second. The broadcast is intended for reception by musicians' musical instrument manufacturers, piano tuners, and others having need for an accurate standard of pitch. The standard A pitch will be broadcast simultaneously on frequencies of 5,000, 10,000 and 15,000 kilocycles per second. The older broadcast radio receivers will not receive these frequencies, but most of the more recent sets and the "short-wave" or "all-wave" receivers will. The standard pitch will be broadcast continuously day and night for 2 weeks August 29 to September 12 inclusive, except from noon to 3:30 p.m., EST, on Tuesdays, Wednesdays, and Fridays, using a low-power transmitting set.

Depending upon the results of the 2 weeks' test, the Bureau may later arrange for regular broadcasting of the standard pitch. Persons desiring this service are requested to listen in during these tests and to write the Bureau, reporting on the reception and expressing their ideas on the usefulness of such broadcasts. More specific information about the test broadcasts may be obtained by writing to the Radio Section of the National Bureau of Standards, Washington, D. C.

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## PIONEER RADIO EXPERT RETIRES FROM NAVY

The Navy lost one of its pioneer electricians and radio communications experts this week when 62-year old John W. Scanlin, of Washington, D. C., retired after almost 45 years of service.

One of the first men in the Navy to gain a chief electrician's rating, Mr. Scanlin was in charge of its naval radio station at Arlington, Va., when it was constructed in 1912. He installed the first permanent electrical system on a battleship, the first arc apparatus to be used by the Navy and set up the equipment that enabled the Army to maintain communication with United States ships at Vera Cruz during the Mexican punitive expedition in 1916.

Born in South Ardmore, Pa., on July 29, 1874, Mr. Scanlin enlisted in the Navy in 1891. When the Spanish-American War broke out and the then unprecedented extent of United States Navy maneuvers demanded improved systems of communication, Mr. Scanlin was one of the men chosen as chief electrician - the first in the history of the Navy.

It was not until 1903 that the office of Naval Communications was established. Mr. Scanlin was brought in from the fleet to serve in the newly organized office. For a year he journeyed between Washington and Annapolis testing the various types of apparatus that were submitted by American and European manufacturers. When these tests were completed Mr. Scanlin was chosen to make the first permanent installation on a battleship.

He continued as one of the Navy's pioneers in the radio field, being in charge of the testing of the equipment. In 1911, he was assigned to the Bureau of Engineering for duty in the Naval Laboratory of the Bureau of Standards. The following year he became electrician in charge of the Naval Radio Station being built in Arlington.

Mr. Scanlin carried on all the tests at the station until regular schedules were established. At the time the Arlington radio station was the only high-powered station in the country.

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A favorable report on the application of the Tulare-Kings Counties Radio Associates, Visalia, Cal., for a construction permit to build and operate a station on 1190 kc., with 250 watts, daytime, was filed with the Federal Communications Commission this week by Examiner R. H. Hyde.

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## SPANISH RADIO STATIONS CONDUCT PROPAGANDA WAR

In the absence of definite news from the various battle-fronts, a bloodless radio propaganda war is being conducted in Spain, according to a correspondent of the New York Times. From Madrid the government is broadcasting ~~its~~ news reports by long wave and these are being relayed from Barcelona, Valencia and other long-wave stations to sectors of the country where forces loyal to the government are in control.

"The Madrid government also has at its disposal the powerful and widely circulated press in the capital and Barcelona to disseminate information on what is happening in Spain", he wrote.

"On the other hand, the rebel military forces in Seville, Cordoba, Cadiz, Spanish Morocco and the Canary Islands, as well as in the Northern Spanish towns of Burgos, Valladolid and Saragossa are transmitting on short-wave amateur stations the most extravagant claims of successes everywhere.

"The United States Embassy has been drawn into this radio war. One rebel broadcasting station announced several days ago that the Embassy was communicating to Washington by telephone via Paris 'the only reliable information about what is happening in Spain.' Later the same station falsely announced:

"'The United States Embassy had advised Washington that Madrid has food only enough to last two days and that the water supply may be cut off at any moment. Anarchy reigns in the capital and urgent steps must be taken to evacuate American citizens.'

"These false announcements were promptly denied by Embassy officials in communications to Washington sent by telephone through the United States Embassy in Paris."

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## AUSTRIA REQUIRES LICENSE ON AUTO RADIO IMPORTS

Firms importing automobiles with built-in radio apparatus in Austria must pay a license fee of 50 schillings to Siemens and Halske A.G., the firm which holds the manufacturing license for radio apparatus in Austria, according to a Consular report to the Department of Commerce. Upon payment of this fee, Siemens & Halske will furnish a license plate for the set. The deliberate infringement on this patent right will be heavily fined. Besides the license fee, the owner of an auto radio has to pay a monthly subscription of two schillings to the Austrian Broadcasting Company "RAVAG".

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BRIEFS

Statistics compiled by the Radio Manufacturers' Association of Canada reveal that total dealer sales of radio receiving sets in May 9,908 units valued at \$768,478, increased 22 per cent in Number and 12 percent in value over April. In comparison with the same month of last year, a 53 percent increase in number and a 47 percent increase in value are shown.

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The Federal Trade Commission announces that General Mills, Inc., Minneapolis, selling a cereal designated "Wheaties", has been ordered to cease advertising that the whole wheat from which "Wheaties" is made contains almost twice the body-building protein of corn. The respondent corporation admits, the FTC said, that in radio broadcasts advertising "Wheaties", certain characters impersonated and referred to are fictitious persons. In this connection the respondent corporation stipulates that it will stop representing that any of the proceeds from the sale of "Wheaties" is used to defray the costs of an operation or medical attention for a fictitious person named in a broadcast, or that any such operation or medical attention is dependent upon the sale of "Wheaties".

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The Federal Communications this week issued mimeographed copies of the text of the report adopted by the I.C.C. Standing Committee on International Telegraph Service at its meeting May 29 in Paris and approved June 26 by the I.C.C. Council. It will be considered at the meeting of the International Telegraph Consulting Committee in Warsaw in October.

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It is reported that at Grove Park, Denmark Hill, England, three 100 ft. radio masts are being erected by the Post Office for the new Scotland Yard radio station, which will enable communication to be maintained with the police over a distance of 40 to 50 miles from London and will, in addition, play a part in the Home Office scheme for regional police stations.

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An indication of how the radio industry has grown is afforded by the sharp rise in the amount of electric current consumed by radios. Last year, 1,537,000,000 kilowatt hours were consumed. In 1929, the amount was 342,000,000 kilowatt hours - less than a fourth as much. In 1926, consumption totalled only 9,000 kilowatt hours.

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The first practical radio telephone commercial service in the world was the circuit established between Catalina Island and Los Angeles, Frank Andrews, commentator on KFI, Los Angeles, recalls. It was opened to the Public July 16, 1920. This started radio telephone service round the world, and today over 31,000,000 telephones throughout the world, including your own home phone, are linked in a network so you can place a call to Batavia, Java, 8600 miles across the Pacific, Cape Town, Africa, London, Manila, Tokyo and many other points in all parts of the world.

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The total number of registered radio listeners in Germany on May 1, 1936, was 7,599,252, or 15,411 listeners more than a month ago. Of these, 579,153 did not have to pay the monthly radio fee.

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#### TELEVISION, RADIO TO AID SCHOOL OF TOMORROW

Marionettes and puppets, radios and phonographs, television and talking pictures, musicals and dramas, vacations and shorter class periods - all will play a major role in the school of tomorrow.

Such was the picture painted last week by Dr. William H. Bristow, General Secretary of the National Congress of Parents and Teachers, in an address on "Visual Education", given before the Maryland Parent-Teacher Congress, in session at College Park, Maryland.

"Both children and adults are more interested in the realistic and concrete than in the abstract and symbolic", he said. "Visual-sensory aids are vital to successful teaching and learning because they furnish this concrete element necessary to effective understanding."

Dr. Bristow said the visual-sensory aids would increase initial learning, effect economy of time in learning, increase permanence of learning and aid in teaching difficult principles.

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## U. S. GETS TRADE INQUIRY FOR AUTO RADIOS

A British firm has requested assistance in contacting an American manufacturer of automobile radio sets. The inquiry indicates that the firm - which is described as "important" - is fully cognizant of the patent situation, and confident that there will be no interference. The name and address of this firm will be furnished American companies specifying No. 46968. A Sales Information Report may be obtained from the Commercial Intelligence Division (Bureau of Foreign and Domestic Commerce), for 25 cents.

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## CBS PLACES FELLOWS IN CHARGE OF WEEI

The Columbia Broadcasting System this week announced the appointment of Harold E. Fellows as President and General Manager of the WEEI Broadcasting Corporation, subsidiary through which CBS will operate WEEI, Boston, beginning August 16th. Mr. Fellows has been Commercial Manager of WEEI since 1932, and has been directly associated with the advertising business for the past 20 years. He organized for the Harry M. Frost Company the first complete agency-radio activity in Boston, and subsequently organized the radio department of the Greenleaf Company.

Mr. Fellows will, within the general limitations of CBS policies, have complete authority in the operation of Station WEEI. The Edison Electric Illuminating Company of Boston is leasor of the station to the Columbia network.

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## HANSON TO STUDY RADIO IN EUROPE FOR NBS

O. B. Hanson, Chief Engineer of the National Broadcasting Company, sailed for Europe last week to study the operating technique and engineering systems of the major broadcasting companies in Germany, Holland and England.

The Chief NBC Engineer plans to spend five weeks touring Europe, observing the changes in European systems of broadcasting since his last visit, five years ago. Hanson has been planning a trip to the continent for several years but his extensive work in planning NBC Radio City studios, the NBC studios in Chicago and the new NBC studios in Hollywood has postponed his sailing several times. He has been Chief Engineer of NBC since its inception in 1926.

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## RADIO GAINS IN ARGENTINA EXCHANGE PLAN

Radio receiving tubes and certain radio material and accessories are among the items to benefit by a recent announcement from the Argentine Ministry of Finance, which amplifies the present regulations in granting favorable exchange to an additional list of American merchandise, according to the Commerce Department.

The above American products were formerly denied "prior import permits", which made it necessary for such imports to be financed by the less favorable "free" exchange rate. In the latter case there existed an accompanying surcharge, which increased the difference between "official" and "free" exchange to 20 percent, thereby raising the cost considerably. Under the new regulations, radio tubes and material will, whenever possible be accorded "prior import permits", thus enabling them to be imported at the more favorable "official" exchange rate.

The new concessions will apply to ordinary radio receiving tubes and to miscellaneous radio material and accessories, excluding such items as loud speakers, and complete receiving sets. It is anticipated that such a development will result in increased imports, and that the United States will maintain and probably increase its already dominant position in the market. In 1934, for instance, imports of radio reception tubes amounted to 1,628,558 units, of which 1,409,987 were of American origin. For the same year, imports of miscellaneous radio material was valued at 2,721,198 pesos, of which the American share was 1,919,952 pesos. Imports for 1935 included 1,492,126 receiving tubes valued at 2,712,954 pesos, and miscellaneous radio material valued at 2,571,936 pesos. Information as to country of origin is not yet available.

There is a well established radio manufacturing industry in Argentina, but it still depends to a great extent on foreign sources for tubes and certain other material.

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## PUBLIC OFFICIALS DOUBLE TIME ON NBC

More than twice as many Federal officials, both Republican and Democratic, spoke over National Broadcasting Company networks during the month of June, 1936, than in the corresponding month a year ago, according to program figures released July 29th at Radio City, New York. This increase was paralleled in the field of special events which claimed a total of 6.1 per cent of all NBC program time. In this particular field, the increase, which has been in evidence since the first of the year which, according to NBC officials, was dictated by a corresponding growth in listener interest in such programs.

NBC officials pointed out that the increase in broadcasts by Federal officials doubtless was due to the quickened public interest in politics during a presidential campaign year. In addition, program statistics show 25 hours and 13 minutes of radio time was given to the Republican National Convention, with the Democratic conclave using 34 hours and 16 minutes.

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