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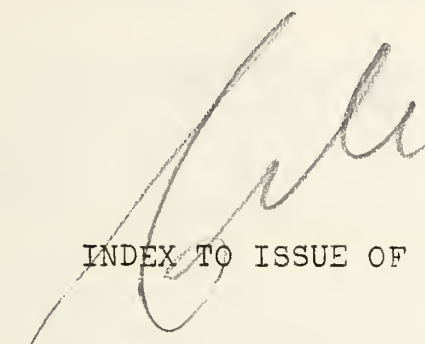
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WILLIAM L. RANDALL


INDEX TO ISSUE OF FEBRUARY 12, 1937.

Philco Goes Step Forward In Television.....	2
Television Still Around The Corner, Says Philco.....	3
Skinner Advocates "Good Roads" Television Campaign.....	4
Expert Notes Few Gadgets In Newest Television Set.....	5
Connie Mack Says Radio Helps Baseball.....	5
Connery Predicts Action On Amended Resolution.....	6
Two New Stations Authorized By The FCC.....	6
British Seek Wider S-W Band, International Control.....	7
Radio Advertising Reached New High In 1936.....	8
Warsaw To Have Experimental Television Station.....	9
Why British Couldn't Sell Records Of Windsor's Speech.....	9
Police Stations Warned To Keep To Specified Hours.....	10
Flood Relief Proved Public Necessity Of Radio - Arnold.....	10
Paley Chosen One Of Best Dressed Men In U. S.....	10
Briefs.....	11
Toucks Retained As Special Counsel By NAB.....	12
Uruguay Growing Market For Radio Sets.....	12

PHILCO GOES STEP FORWARD IN TELEVISION

After being shown high fidelity 441 line television pictures whereby the second hand could be seen on a watch three miles away, and even the serial numbers read on a dollar bill, the consensus of opinion of those attending the demonstration in Philadelphia Thursday was that Philco Radio and Television Corporation had made a decided step forward. The improvement in the 441 line picture, the standard for home movies set by the Radio Manufacturers' Association, was further impressed on the more than 200 guests, editors and representatives of newspapers and magazines, when compared with the 345 line image shown six months ago by Philco, which at that time announced that its equipment was already obsolete and that it was tearing it down to rebuild it to meet the new high standard just demonstrated in Philadelphia.

While the distance between the transmitter at the Philco plant and the six receivers at the Germantown Cricket Club in the suburbs of Philadelphia is about three miles, the range of the transmitter was said to be approximately 10 miles. The television pictures, in white and black, were shown in the half raised top of an ordinary receiving set. The size was 7½ by 10 inches and the sound of the radio set was synchronized to the pictures. It was said that the service range of television in the beginning would be about 25 miles and therefore would first be seen in larger cities such as New York, Chicago and Philadelphia.

The program included a fifteen-minute television fashion show, presented by Bonwit-Teller of Philadelphia, and an interview with Boake Carter, news commentator, quizzing Connie Mack, famous baseball manager, on 1937 baseball prospects. Musical features from the movies and news reels were shown.

Sayre M. Ramsdell, Vice-President of Philco Radio and Television Corporation, who acted as master of ceremonies, said that television would never supersede sound broadcasting. Each has its own field and function and sound broadcasting will continue to occupy its important place in the home, he added.

A. M. Murray, engineer in charge, raised quite a laugh when he remarked that a pretty girl was the poorest object to televise because if the picture were imperfectly shown, our imaginations would fill in the gaps. Mr. Murray said that Philco had pioneered the "wide channel" - 6 megacycles - move "Which goes hand-in-hand with high-fidelity television."

F. Raymond Johnson, President of Bonwit Teller, in presenting the fashion show, said that of all the industries, women's fashions would benefit mostly by television.

The "dollar bill" test, as explained by Philco engineers, consisted in placing before the television camera a card on which was attached a one dollar bill, laid lengthwise.

"This was flanked on either end by similar bills, placed vertically, so that the width of the test chart was about $11\frac{1}{2}$ inches", the explanation went on. "This area should be completely scanned so that the three one dollar bills just fill the viewing frame from side to side. The test consists in being able to read the serial number on the central bill. To make this legible a truly high-definition 441 line system is required. This interesting test, carried out by material usually at hand, can be tried in any television studio."

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TELEVISION STILL AROUND THE CORNER, SAYS PHILCO

Despite the success of their Philadelphia show, manufacturing officials gave a very definite impression that television would not be introduced this year, at least, and might still be much farther way. Larry E. Gubb, President of the Philco Radio and Television Corporation, said his company was not anticipating early commercial television.

In answer to the question, when will we have television, Sayre M. Ramsdell, Vice-President of the Company, replied:

"On this point I will venture no prediction as to time. Certain things must be accomplished before it can become generally used. These things are:

- "1. Technical standards for television transmission will have to be approved by the Federal Communications Commission so that any receiver will receive from any transmitter within range.
- "2. The present limited range of television, averaging about 25 miles, will have to be increased. Key cities, such as New York, Philadelphia, San Francisco, Boston, Washington will have television first.
- "3. Before we have commercial television, the Government will have to issue commercial licenses suitable for television, that is in the 42-90 megacycle band.

- "4. A source of programs will have to be developed. In putting on a short sketch by television more is required in the way of costumes, rehearsal and stage properties than for any known entertainment field. Actors no longer can read their scripts. Both appearance and voice are necessary for the television star. The problem of giving the American people television programs 365 days of the year assumes staggering proportions, so far as personal energy and finances are concerned.
- "5. Reduction in the cost of television receivers. At present in England there is no great rush to buy television receivers now selling from \$500 to \$600.

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SKINNER ADVOCATES "GOOD ROADS" TELEVISION CAMPAIGN

James M. Skinner, President of the Philadelphia Storage Battery Company, addressing newspaper and magazine editors at the Philco television demonstration, declared that without the help of the press there never could be any television. Through the newspapers and magazines, Mr. Skinner, who is Chairman of the Radio Manufacturers' Association's Television Committee, said, the manufacturers through the press would have to cultivate favorable public opinion to allocate the at present all too few wave bands to television.

Mr. Skinner explained that this valuable space is being sought by the Army and Navy and other government departments. He said most certainly in time of war the Army and Navy should have it and was in sympathy with their peacetime experiments, but believed if they went a few miles at sea or elsewhere, these could be carried on without blocking television development. He said he thought the Federal Communications Commission was favorable to television, especially so in view of the support other governments are giving television in European countries.

Mr. Skinner concluded by advocating a "good roads" television campaign.

"No matter how good an automobile you had, where would you be without good roads?" Mr. Skinner asked. "There is a danger of our making a good television receiver and a good television transmitter without being allocated the proper frequencies for transmitting the television pictures."

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EXPERT NOTES FEW GADGETS IN NEWEST TELEVISION SET

An advance noted by Orrin E. Dunlap, Jr., radio editor of the New York Times and author of "The Outlook for Television", a handbook on the subject, in the new television receivers demonstrated at Philadelphia by Philco was in the reduction of controls from fourteen to ten and of the number of vacuum tubes from thirty-three to twenty-six.

"This simplification aids in tuning and lowers production costs, according to the engineers", Mr. Dunlap wrote.

"Furthermore, the greenish tint which has characterized telepictures in past demonstrations has been replaced by black and white pictures.

"It was noted that sound is setting a fast pace in quality for the radio pictures. The television ultra-short wave sound equals the tonal quality of the best broadcast receivers, but the clarity of the pictures has yet to equal the standards established by the cinema or home movies.

"The telepictures were reproduced by a conventional television console receiver. The top of the cabinet when raised presents the 'screen' on the underside of the lid. From that point spectators up to about ten feet away can watch the show."

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CONNIE MACK SAYS RADIO HELPS BASEBALL

In the course of an interview between Connie Mack, Philadelphia baseball magnate and Boake Carter at the Philco television demonstration, Mr. Carter asked:

"Do you look for still greater attendance at baseball in the next few years? I am especially interested to learn whether radio broadcasts of daily games in all league cities hurt attendance."

To which Mr. Mack replied:

"I anticipate attendance figures will continue to climb. We are entering another new period of tremendous sport interest. Broadcasting of games helped attendance, rather than hurting it, on the same basis that the newspapers stimulate baseball attendance in ratio to the space they devote to the game."

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2/12/37

CONNERY PREDICTS ACTION ON AMENDED RESOLUTION

Representative Connery (D.), of Massachusetts, this week confidently predicted that the House Rules Committee will report favorably his amended resolution calling for an investigation of radio.

His amended resolution eliminates direct reference to the Federal Communications Commission but specifies the three major networks - NBC, CBS, and Mutual - as charged with operating a monopoly in the broadcasting field.

It is understood that the change in the resolution was made at the request of influential members of the Rules Committee, who stated that the measure would never be reported so long as the inquiry was directed chiefly at the FCC.

Mr. Connery declined official comment on this report, but he pointed out that whatever investigation is ordered will be bound to delve into the administration of the radio field by the FCC.

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TWO NEW STATIONS AUTHORIZED BY THE FCC

Two new broadcasting stations were authorized this week by the Federal Communications Commission.

Harold F. Gross and Edmund C. Shields, of Saginaw, Mich., were granted a permit to operate on 950 kc. with 500 watts daytime. The Examiner was reversed.

The News Publishing Co., of Santa Barbara, Cal., was given a permit to operate on 1220 kc. with 500 watts unlimited time. The Examiner was sustained.

Five other applications for new stations were denied. Oral argument was set for April 1st on the application of former Senator C. C. Dill to build a station in Washington.

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The new CBS building in New York will be bomb-proof, as well as gas-proof. Radio City, NBC headquarters, also is gas-proof.

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2/12/37

BRITISH SEEK WIDER S-W BAND, INTERNATIONAL CONTROL

The British Post Office is preparing to demand a broader international short-wave band and the formation of an organization to exercise international control of the allocation of short-wave frequencies, it is learned on reliable authority. The action will be taken at the Telegraphic Communications Union conference to be held this year in Cairo.

The British Post Office, inspired by the British Broadcasting Corporation, holds that reception conditions on the 49 and 31 meter bands has become "chaotic" and is rapidly becoming worse due to the operation of unauthorized stations on these frequencies.

Previous conferences of the Telegraphic Communications Union held at Washington in 1927 and Madrid in 1932 allotted seven wavebands for short-wave broadcasting, but with the growth of radio and the construction of new short-wave stations of high power in all parts of the world, it has now become apparent that with so many transmitters operating within these bands some form of international control is necessary to avoid mutual interference.

The BBC has prompted the British Post Office to take the action now proposed, and BBC officials will probably be attached to the Post Office Delegation which will visit Cairo. The BBC has reported to the British Post Office that while transmissions on the lower short wavebands have not as yet been seriously impaired, reception conditions on the 49 and 31 meter wavebands are now in a chaotic condition.

The United States, Canada, Newfoundland, and the West Indies have suffered more severely than other parts of the world, as frequencies in these wavebands are the most suitable for transmissions from Great Britain to the American Continent during the Winter months. The BBC has become seriously alarmed at the numerous reports of interference on the Empire wavelengths received from Canada and the United States this Winter. France, Italy, and Germany will support the proposal for international control at the Union meeting, it is reported.

The chief trouble-makers in the short-wave band are stations in South America. Many of these are small low-powered transmitters built by commercial enterprise operating on wavelengths for which no international notification has been given. While the low power of these transmitters prevents their being heard intelligibly outside local areas, their power is sufficient to cause heterodyning and serious interference with the high-powered transmitters designed to give a world-wide

2/12/37

service. These transmitters in South America are not intended to give an international service, but merely to provide a local broadcasting service within the countries in which they operate. A proposal probably will be made in Cairo that short-wave transmitters designed only to provide a broadcasting service in local areas should operate within a limited area of the short-wave broadcasting bands.

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RADIO ADVERTISING REACHED NEW HIGH IN 1936

Broadcast advertising volume reached a new all time high during 1936, the National Association of Broadcasters reported this week. Gross time sales amounted to \$107,550,886 as compared to \$87,523,848 in 1935, an increase of 23.9%. Although all portions of the medium registered marked increases, national non-network advertising exhibited the most pronounced gain, rising 41.5%. National network volume rose 19.2%, regional network volume 23.1% and local broadcast advertising 16.0%.

Non-network advertising registered a gain of 27.9% over 1935. Local stations continued the trend of 1934 and 1935 by showing the greatest increase in sales of any class of station. The South Atlantic-South Central Area led all geographical districts by increasing its sales 52.0% over 1935. However, all classes of stations and sections of the country enjoyed considerable increases over 1935 levels.

Although live talent programs represented 47.9% of the total non-network sales during 1936, transcriptions increased to a greater extent than any other type of rendition. Transcriptions during the past year showed a 50.6% gain over 1935.

General gains were experienced in most all broadcast sponsor groups during the year 1936. Only drug and confectionery advertising showed a decline as compared to the previous month. Principal gains were shown in the miscellaneous, soap and kitchen supply, automotive, beverage, tobacco, radio set and financial groups.

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WARSAW TO HAVE EXPERIMENTAL TELEVISION STATION

According to the Polish press a short time ago, the Polish Radio Company and the State Institute for Tele-Communication have become jointly interested in erecting an experimental television station in Warsaw. Work on the project has been split up between the two institutions, the former to effect the shortwave broadcasting and sound apparatus, and the latter the television itself. Thus, in connection with its assignment, the Polish Radio Company has leased the roof terrace of the Prudential Building, the highest building in Warsaw. There a 14 meter tower topped off by a platform will be erected on which will be fixed a 12 meter mast bearing a double antenna rigging for sound and vision broadcasting. Underneath the terrace, the various equipment and mechanism will be housed.

This project is primarily for experimental work and the desire to keep up with world progress made in this field of radio. Of course, in time, it is expected that the experience gained will decide on the choice of a system of television for permanent and commercial use.

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WHY BRITISH COULDN'T SELL RECORDS OF WINDSOR'S SPEECH

The British Broadcasting Corporation has issued the following explanation of why records of the Duke of Windsor's abdicating speech was recorded in the United States but not in England:

"Some comment has been occasioned by the fact that, although no records of the Duke of Windsor's speech from Windsor Castle could be obtained in Britain, they seemed to have been selling in large numbers in America and elsewhere. In Britain the position so far as the making of gramophone records is concerned is governed by the Dramatic and Musical Performers' Protection Act (1925), which prohibits the making of a record for sale to the public without the written consent of the performer.

"In the case of his former Majesty's speech, the authorities concerned specifically requested that no record should be made or issued. In the case of foreign countries, the position as regards the making of records is governed by the law in each country. Some of the broadcasts made by King George V were recorded by special permission, and the profits from the sales of these records were devoted to charity."

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2/12/37

POLICE STATIONS WARNED TO KEEP TO SPECIFIED HOURS

The Federal Communications Commission this week issued a formal warning to general experimental stations operating as municipal police stations on frequencies above 30,000 kc. to keep to their specified hours. Some of them, the Commission said, are transmitting at all times.

"This practice has given rise to interference at distances of over a thousand miles from the originating station", the FCC stated. "The Commission regards continuous radiation of the unmodulated carrier wave as unnecessary and therefore prohibited, and appropriate action will be taken in case of violations."

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FLOOD RELIEF PROVED PUBLIC NECESSITY OF RADIO - ARNOLD

The relief activities of numerous broadcasting stations during the Ohio Valley flood proved the "public necessity" of radio, Frank A. Arnold stated in the current Editor & Publisher.

"The condition on which a radio station may obtain a broadcasting license is that it conforms to 'public interest, convenience and necessity'", he said. "It is rarely that we have such a demonstration of necessity values as that which has been associated with the recent flood conditions in the southeast and Middle West. Had there been the slightest doubt in the mind of anyone as to the practical value of radio in an emergency, the record of efficient service rendered after all other methods had failed would be a complete answer to the question."

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PALEY CHOSEN ONE OF BEST DRESSED MEN IN U. S.

William S. Paley, President of the Columbia Broadcasting System, was one of the sixteen male fashion leaders of the United States so designated this week by the Merchant Tailors' Designers Association, meeting in Washington.

The style leaders, among them President Roosevelt, were labelled "Twentieth Century Beau Brummels".

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BRIEFS

Station WAAB, Boston outlet of the Mutual Broadcasting System, was given a favorable report this week by Examiner Robert L. Irwin on its application for an increase in daytime power from 500 watts to 1 KW, using 1410 kc.

Senator Arthur Capper (R.), of Kansas, has introduced a bill which has a provision prohibiting the broadcasting of any liquor advertising.

The Federal Communications Commission has scheduled hearings on the charges that WTCN, Minneapolis, affiliated with the St. Paul Pioneer Press, has been guilty of trafficking in radio licenses. The FCC received a complaint to the effect that WTCN endeavored by offers of financial assistance to move WLB, of Minneapolis, and WCAL, of Northfield, Minn., from the 1250 kc. frequency, leaving WTCN sole operator on that space. WLB and WCAL, according to the alleged arrangement, would be moved to the 760 kc. frequency, and be compensated with higher power range and funds to aid in transfer.

A radio research laboratory which will cost £50,000 is to be constructed by the Australian Government at Canberra. It will be under the supervision of the Postmaster-General's Department, and will study modern developments in the equipment used for broadcasting, television, telegraphic and telephonic communications. It is expected that the construction of the new laboratory will be commenced about the middle of 1938.

A new station for Owensboro, Ky., in the name of the Owensboro Broadcasting Co., was recommended to the Federal Communications Commission this week by Examiner P. H. Hyde. The facilities are 1500 kc. with 100 watts power, unlimited time.

Radio's version of the journalistic adage about the man biting the dog finally has been recorded. KMMJ, Clay Center, Neb., owned by a group headed by Don Searle, manager of WIBW, Topeka, and Herb Hollister, manager of KANS, Wichita, have purchased the Clay County Sun, a weekly, and will publish it as a subsidiary of KMMJ, Inc. although it will be a separate enterprise.

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2/12/37

LOUCKS RETAINED AS SPECIAL COUNSEL BY NAB

The National Association of Broadcasters this week announced that it had retained Philip G. Loucks, former Managing Director of the National Association of Broadcasters, and now with the law firm of Loucks & Sharfeld, as special counsel "with respect to certain matters growing out of the suit instituted by the United States government against the American Society of Composers, Authors and Publishers.

"Specifically this representation involves only those matters which are directly connected with the efforts of the interested parties to stipulate, as far as possible, the facts in the suit", the NAB statement said.

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URUGUAY GROWING MARKET FOR RADIO SETS

The ratio of radio receiving sets to population in Uruguay is notably high among Latin American countries, according to a report from Vice Consul H. B. Wells, Montevideo, made public by the Commerce Department.

It is estimated that there are approximately 115,000 sets in operation throughout the country at the present time, or one to every 15 inhabitants. Uruguay has 39 broadcasting stations, or one to every 50,000 persons, with Montevideo, the capital and metropolis, accounting for 24 stations, the report shows.

The great bulk of the radio sets used in Uruguay are short-wave models, there being little demand for one-wave sets. Short-wave reception from Europe is reasonably satisfactory but American broadcasts are blanketed by German stations, it was stated.

The Uruguayan demand for imported radio receiving sets showed a marked increase during 1936 as a result of improved economic conditions and the consequent increased purchasing power of the market. Local manufacturers are now producing sets, using both imported and locally-made parts on an appreciable scale, according to the report.

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