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March 2, 1937

U. S. TO ATTEND NORTH AMERICAN RADIO CONFERENCE

With the aim of eliminating the troublesome Mexican border broadcasting stations, which operate on unauthorized wavelengths, and of ironing out differences between North American countries on long and short-wave frequency allocations, the United States will participate this month in a preliminary technical conference in Havana, Cuba.

The parley was called somewhat unexpectedly by the Cuban Government, and invitations were extended to the United States, Canada, and Mexico to attend. The American delegation will be announced this week by President Roosevelt.

The Havana Conference will be technical in character and will be preliminary to a general conclave of all North and South American nations in the Cuban capital next November.

Although the Federal Communications Commission was uncommunicative regarding the parley pending formal announcement by the President, it was learned that the following have been recommended as the U. S. delegates:

Commdr. T.A.M. Craven, FCC Chief Engineer; Lieut. E. K. Jett, Assistant Chief Engineer; Gerald C. Gross, Chief of the FCC International Section; and Harvey B. Otterman, State Department attorney.

The Havana meeting will be the first gathering of North American countries on radio problems since the Mexico City Conference of 1933, when the U. S. delegation quit the parley after Mexico had demanded a dozen exclusive channels and refused to outlaw the border stations operated by American promoters.

Whether the new conference will be any more successful is conjectural, but FCC engineers are optimistic. It is understood that Commander Craven will insist upon the North American allocation plan proposed by him and his staff in the recent engineering report to the Commission.

Ninety-six regular and ten high fidelity broadcast bands are available to the North American continent. The United States and Canada have an agreement by which this country uses 90 of the waves while Canada has six on an exclusive basis and a dozen regional channels shared with American stations. Canada also has stations operating on six local waves used in the

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United States and has one station assigned below the regular broadcast band on 540 kc.

It appears likely that the U. S. delegation will insist upon retention of at least 25 clear channels for this country, as recommended in the FCC report, and that Canada will demand the six exclusive channels it now holds.

Mexico and Cuba have never entered any agreement as to the use of broadcasting facilities.

The most serious interference with American broadcasting has come from the border stations in Mexico operated by former American broadcasters, such as Dr. John R. Brinkley, the "goat-gland specialist", and Norman T. Baker, cancer-cure claimant, formerly of Muscatine, Ia.

Operating with high power and using directional antennae pointed toward this country, these stations have caused technical interference and the type of advertising sponsored over the stations has brought many complaints to the FCC and the State Department, both of whom are powerless to curb the stations.

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PRICES ON TELEVISION RECEIVERS CUT IN BRITAIN

Following the adoption of one technical standard of television transmission from the British Broadcasting Corporation's station at the Alexandra Palace, London, British manufacturers announced startling reductions in the price of television receivers. It is now possible to obtain a receiver of reputable manufacture, which will receive both the television and sound signals from the Alexandra Palace, for as little as £60. Television receivers, which include also provision for the reception of ordinary broadcast programs either on the long, medium, or short wavebands, can be obtained for £80.

Most manufacturers have made arrangements for payments to be spread over a number of months, so that for a small initial deposit and further payments at the rate of one pound a week, it is now possible to own a television receiver. Some manufacturers even offer free service and maintenance of receivers during the period over which payments are being made.

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COLUMBIA PUTS ON GOOD SHOW FOR W. H. CORRESPONDENTS

This was the year for the Columbia Broadcasting System to furnish the entertainment for the annual dinner given by the White House Newspaper Correspondents in Washington, attended by President Roosevelt and most of the other dignitaries in the Capital. Last year the National Broadcasting Company furnished the talent and each time one or the other of the broadcasting companies gives the President a first-hand idea of what the people in the studios actually look like.

Columbia's offering this year was exceptionally good. Lanny Ross, tenor, stopped the show with half a dozen encores. He, however, referred to President Roosevelt as the greatest radio artist.

Bob Trout, Columbia's presidential announcer, rather outshone the professional master of ceremonies provided for the occasion. Bob told the amusing story of how, when the President returned from Hawaii, he had to talk for one solid hour holding the radio audience until President Roosevelt decided to come ashore.

"It was probably the longest introduction anyone ever had to make for the President", Mr. Trout went on. "I talked and I talked and finally when to my relief, the President came down the gang-plank, all he said was, 'I'm glad to be home again', and then I said, 'This is the Columbia Broadcasting System.' And I say in closing the show tonight, 'This is the Columbia Broadcasting System.'"

Edward Klauber, the First Vice-President of Columbia was personally in charge of the entertainment. During the evening there was a toast to Harry Butcher, Washington Vice-President of Columbia, who had been prevented from attending by a sudden attack of the grippe.

Preceding the dinner, cocktail parties were given by Columbia and NBC, the latter being made the occasion to meet Clay Morgan, new publicity representative.

Among those of the radio world who attended were:

Kenneth H. Berkeley, WRC, Washington, D.C.; Louis G. Caldwell, former General Counsel of the Federal Radio Commission; Vincent Callahan, Assistant to the Vice-President of NBC in Washington; Norman S. Case, Federal Communications Commissioner; James Chinn, Radio Editor, Washington Star; T.A.M. Craven, Chief Engineer, Federal Communications Commission; Hampson Gary, General Counsel, Federal Communications Commission; John Guider, radio counsel, Washington; F. P. Guthrie, R.C.A. Communications, Inc., Washington, D. C.; Robert D. Heinl, Heinl News Service, Washington, D. C.; Don Higgins, Acting Publicity Director for Columbia Broadcasting System, New York City.

Also, G. W. Johnstone, Station WOR, Newark; Paul Kesten, Vice-President, Columbia Broadcasting System, New York City; Edward Klauber, First Vice-President, Columbia Broadcasting System, New York City; Philip G. Loucks, Radio Counsel, Washington, D. C.; Clay Morgan, new Publicity Director, National Broadcasting Company, New York City; Frank Page, Vice-President I. T. & T., New York City; Duke Patrick, former General Counsel of the Federal Radio Commission, Washington, D. C.; Anning S. Prall, Chairman, Federal Communications Commission; Victor M. Ratner, Columbia Broadcasting System, New York City; A. D. Ring, Assistant Chief Engineer, Federal Communications Commission; John S. Royal, Vice-President, National Broadcasting Company, New York City; J. D. Secrest, Washington Post; Oswald F. Schuette, Radio Corporation of America, Washington, D. C.; Kurt Sell, German Broadcasting Company, Washington, D. C.; Carleton Smith, National Broadcasting Company, Washington, D.C.; Sol Taishoff, publisher of Broadcasting magazine; Paul White, Columbia Broadcasting System, New York City; A. D. ("Jess") Willard, Jr., Manager of Station WJSV, Washington, D. C.; and Frank Wisner, head of the publicity section, Federal Communications Commission.

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\$150,000 ENDOWMENT SOUGHT BY U. S. EDUCATION COMMITTEE

A fund of approximately \$150,000 for furtherance of radio educational programs has been recommended by a sub-committee of the Federal Radio Education Committee named last year by the Federal Communications Commission. The Committee is headed by Dr. John W. Studebaker, Director of the U. S. Office of Education, and comprises 40 leading educators, broadcasters and representatives of religious, welfare and other groups.

Conversations with officials representing the Carnegie and Rockefeller foundations have been in progress for several weeks through a subcommittee of the Federal group with likelihood of the endowment being forthcoming from those organizations.

Members of the finance sub-committee include James W. Baldwin, Managing Director of the National Association of Broadcasters; Frederic A. Willis, Assistant to the President of Columbia Broadcasting System, and John F. Royal, Program Vice-President of the National Broadcasting Company, for the broadcasting industry, along with Dr. Levering Tyson, President of Muehlenberg College and retired Executive Secretary of the National Advisory Council for Radio in Education; Dr. W. W. Charters, of Ohio State University, and Hadley Cantril of Yale, representing the educational group.

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RADIO INQUIRY, NEWSPAPER CURB AT STANDSTILL IN CAPITOL

Both the proposal of Senator Wheeler, Chairman of the Senate Interstate Commerce Committee, to prohibit newspaper ownership of radio stations and that of Representative Connery, Chairman of the House Labor Committee, for an investigation of the broadcasting industry are apparently at a standstill.

Despite efforts of Mr. Connery to get a hearing on his resolution, the House Rules Committee so far has not granted him a hearing. Senator Wheeler, after obtaining the data he requested on newspaper ownership of radio stations, has taken no steps toward drawing up corrective legislation as he threatened.

The delay may be due partly to the fact that the President's judiciary proposal has crowded all other legislation out of the way temporarily. However, newspaper interests are inclined to believe that Senator Wheeler will not push his proposed ban on newspaper control of broadcasting outlets.

The radio investigation asked by Congressman Connery appears at this stage to have a better chance, but it may be so hedged about with safeguards that it will not amount to much when ordered. Chairman O'Connor, of the Rules Committee, is determined that no harm will come to his good friend, Anning S. Prall, Chairman of the Federal Communications Commission.

Meanwhile, newspapers and their trade organs have been denouncing Senator Wheeler's proposed curb in editorials.

The Hartford Times suggested that ^{if} newspapers are not to be permitted to operate broadcasting stations then radio should be compelled to gather its own news.

The paper points out that newspapers exist primarily for the purpose of presenting the news of the world through the medium of paper and ink and that radio is merely another means of presenting the news.

Editor and Publisher had this to say, among other things, of the Wheeler idea:

"After reading all the legal hems and haws in the opinion of Mr. Hampson Gary on the right of Congress to prohibit newspaper ownership of radio stations, we must conclude that counsel for the Federal Communications Commission has no more knowledge and no better guesses than any other human, judge, lawyer, or layman.

"To our prejudiced mind, the proposal of Senator Wheeler to bar newspapers from radio is ridiculous. If ever

science and commerce produced a pair of natural adjuncts, they did when radio entered the field of public communications previously dominated by newspapers. During the past century, the press has laboriously constructed a machine for supplying the nation with intelligence the like of which recorded history has not seen. The machine functions, if not to perfection, with greater precision and smoothness than any other instrument of our civilization. With slight modifications, it can be applied to the new communications medium at a maximum of public convenience and a minimum of duplicated effort and expense.

"It is being applied in that manner by more than 150 daily newspapers which now own or operate stations. The number has increased steadily as newspapers have come to recognize that kinship unites the press and broadcasting more strongly than their competitive aspects separate them. The competition which raged for several years was senseless and hurtful to all concerned.

"Forget all cries of 'freedom of the press', 'due process of law' and the other legal shibboleths. Consider the question on the basis of straight common sense, and no other conclusion can be reached than that no radio-press monopoly is likely under existing law and under existing commercial conditions."

Newsdom, another trade organ, says:

"Word comes from Washington that Senator Wheeler's abortive scheme to prohibit newspapers from owning radio stations will be given a fitting burial in one of the many bureaucratic wastebaskets which are rarely called into service for such a purpose.

"Senator Wheeler's pet phobia, monopoly, carries him to extremes at times. He fears that the press will control the principal means of communications if publishers are permitted to own radio stations and broadcast news therefrom. But as the Hartford Times points out this week, the newspaper's main function is not only to gather news and disseminate it through the medium of paper and ink, but also to feed it to the radio which has no large news gathering organizations of its own.

"Our principal press associations, the United Press, Associated Press and International News Service are the main sources of news now being broadcast and rehashed by commentators. Surely Senator Wheeler would not contend that any one of these groups holds a monopoly on news. It does not take an act of Congress to permit any outside group to compete with these press associations if that group sees fit to do so. Of course it may take the outsiders many years to acquire the

technique of news gathering and the experience may involve a huge expense yet they can do so if they so desire.

"The complainant in the case seems to be Senator Wheeler who has set up a straw man that he may knock him down with a vengeance to the delight of demagogic press-baiters."

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CORONATION TO PUT TELEVISION TO PRACTICAL TEST

The first practical use of television on a large scale in connection with a public spectacle is to take place in London this Spring, when views of the coronation procession will be broadcast by the British Broadcasting Corporation.

Workmen are already engaged along the route in the West End of London in laying wires that will connect machines on the spot with the company's Alexandra studio.

It is reported that the coronation broadcast will involve a large expenditure by the corporation, the cost of writing alone being about £ per yard.

Although the Derby horse race was televised last year, it was a private enterprise and more in the nature of an experiment than a practical demonstration of television.

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ROOSEVELT, JR. ATTENDS KLAUBER "SIT-DOWN" LUNCHEON

A flattering turnout, including James Roosevelt, the President's newest secretary, greeted Edward Klauber, First Vice-President of the Columbia Broadcasting System, at a beautifully staged luncheon in Washington last Friday.

"Harry Butcher, Columbia V-P, in the Capital, is right up with the times in having a 'sit-down' luncheon as differentiated from the numerous buffet affairs so frequently encountered in Washington", one of the guests observed, as he sat down apparently grateful to be served at a table in the old-fashioned way.

Mr. Klauber came to Washington to attend the White House Correspondents' Dinner, the entertainment for which Columbia furnished this year. The only speech made at the luncheon was the imprompty breaking in of District Commissioner George E. Allen, who told about an intelligence test he had been holding at his office a short time before. It was for a man seeking a job in one of the Washington city

departments. Commissioner Allen, having the luncheon in mind, asked him, "How many people work for Columbia?" To which the applicant immediately replied, "About one-third."

Among those who came to meet Mr. Klauber were Secretary of Agriculture Wallace; Stephen Early and Marvin McIntyre, secretaries to the President; Lawrence Richey, who served as secretary to President Hoover; Joseph Tumulty, who served in the same capacity to President Wilson; Chester C. Davis, of the Federal Reserve System; Judge Eugene O. Sykes, Federal Communications Commissioner; Admiral W. D. Leahy; Merle Thorpe, Editor of the Nation's Business; Bond Geddes, Vice-President of the Radio Manufacturers' Association; Martin Coedel and Sol Taishoff, publishers of Broadcasting magazine; Louis G. Caldwell, counsel for Station WGN, Chicago; Arthur Sears Henning, Chicago Tribune; Hal Smith, New York Times; Paul Leach, Chicago Daily News; Charles O. Gridley, President, National Press Club; William Dolph, Station WOL, Washington; Frank M. Russell, Vice-President, National Broadcasting Company; Paul Porter, new attorney for Columbia in Washington, and A. D. ("Jess") Willard, Jr., Manager of Station WJSV.

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BRITISH RADIO LICENSES NUMBER 8,071,464

The total number of radio receiver licenses in force in Great Britain at the end of January, 1937, was 8,071,464. This figure compares with 7,478,617 at the end of January, 1936, and represents an increase during the year of 592,847.

Every owner of a wireless receiver in Great Britain and Northern Ireland must obtain from the British Post Office an annual license, which costs ten shillings. Free licenses, however, are issued to blind persons. Under the terms of its Royal Charter the British Broadcasting Corporation receives approximately six shillings and tenpence from each license fee.

In the High Court of Justice in London recently, the decision of the Postmaster-General that listeners who receive their broadcast programs through the medium of wireless exchanges must each purchase a wireless receiving license was upheld. Wireless exchanges are numerous throughout Great Britain. By this practice a central receiver is established in a congested area or within a large block of flats, and in return for a small annual payment listeners can obtain their programs from a loudspeaker provided by the operating company, which is connected to the central receiver by means of specially installed wiring. Listeners who receive their programs in this manner number several hundred thousand.

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UNDER-BIDDING ON GREEK STATION IS DISCLOSED

"Further details are now available regarding the radio broadcasting station contract recently awarded to Telefunken", writes U. S. Commercial Attache K. L. Rankin, from Athens:

"As a means of out-maneuvering the 5 other bidders whose tenders were being considered by the Greek Ministry of Communications, Telefunken made a last minute offer to supply a 15 kw. transmitter at the price of a 10 kw. unit. Telefunken further offered to have it ready for operation within 3 months from the completion by the Government of the necessary building. The price quoted for a 10 kw. transmitter, which also applies to the 15 kw. unit, was 225,664 reichsmarks payable in 7 annual installments at 6 percent interest per annum. Payment will be effected, of course, through the Greco-German clearing arrangement. Telefunken further promised to make the Greek Government a present of the 15 kw. transmitter if it is awarded the contract for the 100 kw. station which is being contemplated for Athens at a later date.

"For these considerations presented at the last minute, the Government decided to ignore all the tenders for 10 kw. transmitters and accept Telefunken's offer for a 15 kw. installation, without giving a chance to the other bona fide bidders to amend their tenders.

"The thing which now worries the unsuccessful bidders is not so much the loss of the comparatively unimportant contract for a 10 kw. or 15 kw. transmitter but the possibility of the purchase from Telefunken of the larger station without an adjudication on the basis of the attractive offer made by the firm in connection with the sale of the 15 kw. unit."

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RCA NET PROFIT FOR '36 IS 20% ABOVE '35

The annual report of the Radio Corporation of America, issued late last week, shows that its net profit for 1936 was \$6,155,937, an increase of 20 percent over the net of \$5,126,672 in 1935. After allowing for all preferred dividends paid or accrued in the year, there remained \$2,845,285 applicable to the common stock, or 20½ cents a share.

Gross income received by the corporation from all sources, including both sales and service, amounted to \$101,186,310, compared with \$89,228,898 in 1935, an increase of 13.4 percent. The cost of operation for 1936 was \$89,722,151, compared with \$78,885,740 in the preceding year. Included in the cost

of operations are those for goods manufactured and the operating expenses for broadcasting and communication services, as well as the costs of research and development, advertising, selling and administration.

The net income for 1936, before deductions for Federal income taxes, interest, depreciation and amortization of patents, amounted to \$11,464,159, compared with \$10,343,159 in 1935, a gain of 10.8 percent. Provision for Federal income taxes, interest, depreciation, amortization, etc. totaled \$5,308,223, compared with \$5,216,286 in the preceding year.

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* * INDUSTRY NOTES * *

Alfred J. McCosker, President of WOR, returned last week to WOR from a Winter vacation in Florida with Mrs. McCosker.

Arcturus Radio Tube Company reports a net loss of \$213,178 for 1936, after inventory write-offs, compared with net profit in 1935 of \$23,480, equal to 2 cents each on 1,200,000 \$1 per capital shares.

Effective April 1st, the rate for Station WEBC, Duluth-Superior, of the NBC Northwestern Group, is increased to \$140.00 per evening hour, according to Roy C. Witmer, NBC Vice-President in Charge of Sales. Current advertisers or new advertisers contracting for this station prior to April 1st, for a starting date of not later than 90 days from April 1st, may continue at the old rate of \$120.00 per evening hour for one year from April 1, 1937, as long as they continue the use of this station on a Network basis without interruption.

Mr. Harry Butcher, who is suffering from the grippe is reported to be better at this date, his fever having broken. Mrs. Butcher, unfortunately has contracted it now and is on the sick list.

J. R. Poppele, Chief Engineer of WOR, sailed last week on the "Statendaam" for an 18 day cruise to the West Indies and South America. Poppele is accompanied by Mrs. Poppele and their two daughters, June and Lorraine. Mr. Poppele, while at Caracas, Venezuela, will be a guest of honor at the opening ceremonies on March 6 of Station YV5RP, which will operate on 6270 kilocycles.

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VENEZUELAN CURB ON RADIO IMPORTS REMOVED

An official announcement in the Caracas press states that it is no longer necessary to obtain special permission to import radio receiving sets and accessories. The text of the announcement is as follows:

"The Director of Telecommunications, by order of the Minister of Communications, announces to the trade of the country and to the public in general that, from that date, it is not necessary to request permission to import radio receiving apparatus or their accessories, as according to Article 80 of the Regulations of Radio transmission, it is only necessary to advise the appropriate custom house, in order that the functionary designated by the Direction of the Service may ascertain whether said apparatus and their accessories are or are not receivers and if the order conforms to the law."

The customs authorities, according to the law, should be advised when shipments of radio apparatus have arrived.

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WRC ASKS NEW POWER AND TRANSMITTER SITE

Permission to install a new transmitter at a different location, increase the power, and erect a new antenna for Station WRC, outlet of the NBC Basic Red Network at Washington, D. C., is sought in an application filed with the Federal Communications Commission by the National Broadcasting Company.

Operation of WRC with the new equipment and the increased power would materially strengthen its signal and more than double its area of coverage, according to NBC engineers. At present, WRC operates with a power of 1,000 watts in the day and 500 watts at night on 950 kc. The NBC application is for an increase in power to 5,000 watts in the day and 1,000 watts at night.

The new transmitter to be used would be of the ultra-modern, high fidelity type, built by the Radio Corporation of America.

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