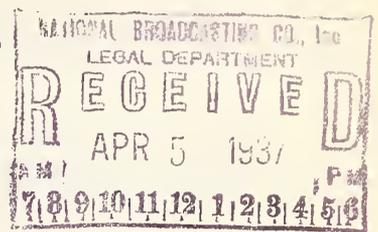


HEINL RADIO BUSINESS LETTER

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CONGRESSIONAL INQUIRY UNCERTAIN; FCC PROBE MAY BROADEN

The Connery resolution calling for a broad Congressional investigation of broadcasting was up in the air this week-end after reports were circulated that the Administration had taken steps to halt the probe.

While the Committee was officially silent, it was understood that it was split over whether or not to report out the resolution and that several members are wavering. Although the inquiry had appeared certain a week ago, the change in sentiment was attributed to "strong influences".

On the other hand, however, a Government official well informed on the situation asserted positively that the President has not made any move to block the investigation.

It is also understood that members who have been promoting the resolution have warned that if it is not reported out by the Rules Committee, the fight will be carried to the House floor. There was even a rumor of impeachment proceedings involving two members of the Federal Communications Commission.

Meanwhile, Commissioner George Henry Payne, Chairman of a special committee investigating the George S. Smith case, was assured the cooperation of the FCC Bar Association, headed by Louis G. Caldwell.

H. A. Van Orsdel, counsel for the Chesapeake & Potomac Telephone Company, and Chairman of the Association's Committee on Ethics, wrote Commissioner Payne that his group is investigating the incident in which Smith, a Washington lawyer, is charged with inserting material in the FCC files in violation of Commission regulations.

There were reports current, also, that the FCC inquiry may be broadened to include complaints by members of the bar that they are unable to get business because of the well-established tradition that only a small clique of Washington lawyers are able to obtain concessions from the Broadcast Division of the Commission.

It is not unlikely that the matter will be brought to the attention of the full Commission at a meeting in the near future.

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One proposal being considered by the House Rules Committee was that an investigation, if made, should be done by the House Interstate and Foreign Commerce Committee instead of a special committee of seven. The proposal came from Representative Cox (D.), of Georgia.

Members friendly to the FCC hinted that such a probe might not be as severe as one conducted by Representative Connery, himself, who presumably would head the special committee.

The Interstate and Foreign Commerce Committee Chairman is Representative Lea, of California.

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NBC TO PRESENT NINTH GOVERNMENT PROGRAM

A new weekly series, beginning April 25, entitled "A Trip to Our National Parks", to be heard over the NBC-Red Network, from 3 to 3:30 P.M., EST, will bring the number of weekly broadcasts presented by the National Broadcasting Company in cooperation with the United States Government to a total of nine. The following nine programs will occupy ten hours of time each week on NBC coast-to-coast networks:

Daily Except Sunday. "National Farm and Home Hour", 12:30 to 1:30 P.M., EST, NBC-Blue Network.

Monday. "Hour of Memories", 2 to 3 P.M., EST, U.S. Navy Band; "U.S. Army Band", 6 to 6:30 P.M., EST, both over the NBC-Blue Network.

Tuesday. "Shut-In Hour", request numbers by the Marine Band, 3 to 3:45 P.M., EST; "Have You Heard", under the auspices of the U.S. Office of Education, 3:45 to 4 P.M., EST, both programs over the NBC-Blue Network

Friday. "Education in the News", under the auspices of the U.S. Office of Education, 6 to 6:15 P.M., EST, over the NBC-Red Network.

Sunday. "The World is Yours" presented under joint auspices of the U.S. Office of Education Radio Project, 11:30 to 12 Noon, EST; "A Trip to Our National Parks", under auspices of Department of Interior, 3 to 3:30 P.M., EST. Both of these programs over the NBC-Red Network.

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NAB MOVES TO RIVAL ASCAP IN COPYRIGHT MUSIC FIELD

Moving to free broadcasting stations from dependence upon the American Society of Authors, Composers, and Publishers in obtaining copyrighted music, the National Association of Broadcasters' Directors have approved a plan to incorporate independently its Bureau of Copyrights.

The creation of a separate corporate unit to handle copyrighted works for radio was proposed by James W. Baldwin, Managing Director of NAB. He suggested that the new organization may well take the form of the defunct Radio Program Foundation.

The NAB Bureau of Copyrights was established last July as a subsidiary of the NAB headquarters under the direction of Edward J. Fitzgerald.

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NEW RURAL COVERAGE SURVEY STARTED BY THE FCC

Smarting under Congressional criticism, the Broadcast Division of the Federal Communications Commission has launched another post-card survey of rural broadcasting coverage.

Some 31,000 post-card questionnaires have been mailed to all fourth class postmasters and the Broadcast Division expects to correlate the answers with information obtained in a broader survey conducted in 1935.

Many of the Congressional critics, and even Irvin Stewart, Vice Chairman of the FCC, have pointed out in recent weeks what they charge to be the failure of the Commission to provide for adequate broadcasting service to rural areas.

The questions asked of the postmasters are as follows:

(1) Give the call letters of the radio stations which you can hear most satisfactorily in your community in order of best reception in the Daytime: (1) _____ (2) _____

(3) _____ (4) _____; at Night: (1) _____
(2) _____ (3) _____ (4) _____.

(2) Is reception clear and free from interference throughout the year in the Daytime _____ at Night _____? (Check)
If not, please explain wherein it is unsatisfactory in the Daytime _____ - at Night _____.

(3) Do you own a radio receiver? _____ How old is it?

(4) Are your answers from your own observations? or a reflection of the opinions of your patrons? _____ (Check)

(4) Any further remarks on radio reception _____

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CBS PLANS HUGE TELEVISION STATION ATOP CHRYSLER BUILDING

The Columbia Broadcasting System has applied to the Federal Communications Commission for permission to construct one of the world's most powerful combined television and sound transmitters at the top of the Chrysler Building in New York City.

When fully modulated the proposed station will operate at a peak power of 30 kilowatts, which is equal to that of a transmitter soon to be constructed on the Eiffel Tower in Paris and which previously had been described as the most powerful television station on earth.

The transmitter, which is to be located on the 74th floor of the skyscraper, will incorporate the latest developments in high power wide band design. Because it will operate on a frequency somewhere between 42 and 56 megacycles - that is a wave band which can be picked up only as far as the distance from the antenna to the horizon - it is expected that the station will provide coverage within a radius of approximately 40 miles over a total area of about 4,800 square miles.

The antenna is to be built around that portion of the building immediately below the stainless steel needle surmounting it. This will mean that a distance of less than 100 feet separates the transmitter from the antenna and that thereby an almost distortionless transfer of power should be assured.

The Chrysler tower was chosen as the best location for the transmitter after an exhaustive study of the whole New York skyline within a radius of one mile from that point, according to Dr. P. C. Goldmark, who is at the head of Columbia's television research department.

Columbia is not a newcomer in the television field, Goldmark points out, but is merely continuing experiments which it started many years ago. After the transmission of low definition pictures over W2XAX five years ago elaborate research was pushed by CBS both in this country and abroad. The comparison of such experimental work with that done by the British Broadcasting Corporation, as well as other radio organizations here and abroad, led to findings which make possible the construction of the new station.

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SIX BEST RADIO PROGRAMS PICKED BY WOMEN'S COMMITTEE

Awards for the six best radio programs of the year, as selected by the vote of more than 10,000,000 women affiliated with the Women's National Radio Committee, were presented at the organization's third annual luncheon at the Hotel St. Regis in New York on Wednesday last.

Raising the number of awards from the four presented last year to six, the citations for 1936-37 were extended to include programs in the musical, variety, educational, news, children's and dramatic groups, which in the nation-wide poll conducted by the organization, were judged to be outstanding.

The symphony concerts broadcast over WABC's network on Sunday nights at nine o'clock, under the sponsorship of the Ford Motor Company, was voted the best musical program. Rudy Vallee's Varieties, presented Thursdays at 8 P.M., by Standard Brands over WEAFF's network was chosen as the best variety program for the second consecutive year.

The Chicago University Round Table, offered as a sustaining program by the National Broadcasting Company on Sundays at 12:30 P.M., over WEAFF's network, won first place among the educational programs. The five-a-week broadcasts by Boake Carter, commentator, heard over WABC's facilities at 7:45 P.M., was cited as the best news broadcast. This program is presented by the Philco Radio and Television Corporation.

Among the children's broadcasts first place went to Dorothy Gordon's "Children's Corner", a sustaining program of the Columbia Broadcasting System, heard Mondays, Wednesdays and Fridays at 5:15 P.M., over WABC's hook-up. In the dramatic classification, the Monday night Radio Theatre, of which Lever Brothers Company is sponsor, at 9 P.M. on WABC, led in the balloting.

In the absence of Anning S. Prall, Chairman of the Federal Communications Commission, who was detained in Washington on official business, the parchment scrolls were presented by Mrs. William H. Corwith, Chairman of the Awards Committee of the Women's National Radio Committee.

In addition to these citations, two other special scrolls were presented. One went to WOR, key station of the Mutual Broadcasting System, for "its outstanding contribution to serious music, through its consistent presentation of the Lewisohn Stadium concerts and operas during the Summer season, when there is a limited amount of fine music on the air."

The eighth and final citation, characterized by Mme. Yolanda Mero Irion, Chairman of the Women's Committee, as a "super-award", was made to Dr. Walter Damrosch, dean of American musicians and conductors in behalf of his fore-

sightedness nine years ago in grasping the possibilities of radio for the dissemination of musical culture." Dr. Damrosch's musical appreciation courses for the school children of America are broadcast non-commercially over a nationwide WEAJ-WJZ hook-up Fridays at 2 P.M.

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EARLY APPOINTMENT OF FCC SECRETARY IS PREDICTED

While a half-dozen candidates are waiting anxiously, Administration officials are understood to be about ready to select one of them for the long-vacant post of Secretary of the Federal Communications Commission.

The job has been vacant 11 months, or since the resignation of Herbert L. Pettey. It was rumored last Fall that it would be awarded for political services during the presidential campaign.

The leading candidates are: E. Willard Jensen, Secretary of the Business Advisory Council, Department of Commerce; Thomas A. Brooks, Jr., Radio Editor of the New York Journal; Robert Berger, New York Radio Director of the Democratic National Committee during the campaign; John Carson, former secretary to the late Senator Couzens, of Michigan; and Joseph E. Keller, secretary to Commissioner Thad Brown.

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SHEPPARD INTRODUCES COPYRIGHT MEASURE

Senator Sheppard (D.), of Texas, introduced a bill in the Senate this week to amend the Copyright Act approved March 4, 1909, having direct effect on the broadcasters of the country. Provisions of the bill relating to broadcasters, read as follows:

"Sec. 2. (a) Section 25 of such Act is amended by adding after subsection (b) the following new subsection:

"(c) To pay to the copyright proprietor, in the case of an infringement by radio broadcasting, such damages as to the court shall appear to be just: Provided, That the responsibility and liability for the use of copyrighted material in broadcasting on two or more stations simultaneously shall rest solely with the station originating the performance; And provided further, That the responsibility and liability for the use of copyrighted material in electrical transcriptions and other forms of recording made exclusively for broadcasting purposes shall rest solely with the maker of such electrical transcriptions and other forms of recordings and his agents for distribution thereof to broadcasters."

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CROSLY EXPLAINS PURPOSE OF N. Y. TIE-UP

Powel Crosley, Jr., President of the Crosley Radio Corporation, told the annual stockholders' meeting this week in Cincinnati, that the Company had arranged to operate a New York studio with wire connections to Cincinnati. The studio is that of WHN.

"We are not starting this with the idea of its being another network competitive with other national systems such as National and Mutual", he said. "It will enable us to render better service to advertisers and advertising agencies in New York."

He reported "steadily increasing volume" in the company's broadcasting activities.

Mr. Crosley estimated the Company's loss from the fire that destroyed its building January 24th at approximately \$500,000, fully insured. The flood and fire, he said, caused the Company to fall "considerably behind" in its last year's production in refrigerators.

All Directors and Officers were reelected.

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CHARLES WEAVER, VETERAN IN RADIO, DIES AT 66

An "old timer" in radio died this week. He was Charles J. Weaver, Superintendent of R.C.A. Communications central radio office until his retirement last January. Death came Tuesday afternoon in St. Petersburg, Fla., following an operation.

Mr. Weaver for many years was associated with the development of world-wide radio communication, having joined the old Marconi Wireless Telegraph Company of America in December, 1903, which later became the Radio Corporation of America.

Born in London, Mr. Weaver received his education in Scotland, then came to this country.

He was one of the "old-timers" in the days when radio was known as wireless. After a short term as radio operator with the Marconi Company, he was appointed manager of several coastal stations, including that of Siasconset, Nantucket.

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The story is told that while he was manager at the latter station, one of the most important on the Atlantic Coast in those days, about twenty-eight years ago, a young operator named David Sarnoff joined the staff as a junior radio man. Mr. Sarnoff is now President of the Radio Corporation of America.

Upon the re-organization of the central radio office of the RCA in New York, Mr. Weaver was stationed there and later became its Superintendent. He held that post until his retirement, at the age of 65 years.

More than 300 associates and friends were present at a testimonial dinner on January 6, at the Downtown Athletic Club, to signalize the end of his active duty in radio. Mr. Sarnoff was a speaker. Mr. Weaver was presented with a bronze plaque and a "nest egg" of savings bonds representing a value of \$1,400.

Surviving are his widow, Amanda Weaver, and a half-sister who lives in London.

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NETS SEEN TAKING OVER PROGRAMMING IN "MAGIC KEY" MOVE

What is interpreted by agency men as the opening shot in a fight by both NBC and Columbia to regain control over the programming end of their commercials is the sudden move by RCA turning over the complete direction of the "Magic Key" program to NBC, according to Variety. The shift from the Lord & Thomas agency becomes effective following the program's April 4th broadcast and will involve a loss of business to the agency of between \$1,000,000 and \$1,250,000 a year.

"Understanding in the agency field is that, with NBC taking the initiative", Variety continues, "the two major networks have come to the decision that drastic steps must be taken to stave off critical pressure from Washington, and that this end can best be served by bringing the production and booking phases of commercial shows back into the network studios.

"Agency execs are skeptical of NBC or Columbia getting anywhere in this direction. Point out that it's been the competitive flavor which has played an important part in furthering the quality of air entertainment since 1932. It was in this latter year that the networks started to lose their hold on commercial program production, and it is this hold that they purpose to make a sturdy try at re-winning lost prestige.

"Webs feel that only by getting together on some common ground of procedure can they have any effect on disciplining the agencies and the accounts which have objected to strictures as to entertainment content and commercial copy which the networks have tried to impose. In the past when an agency or account has been put on the carpet the invariable reply has been, 'If you don't like it, we'll pull out and go over to another network.'

"Impression in the agency craft is that David Sarnoff and William S. Paley have got together on the problem and mapped out a far-reaching mode of operation, which it is hoped will eventually find the advertisers subject to stronger network influence."

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RADIO TO BE DISCUSSED AT A.N.A. CONVENTION

The Association of National Advertisers will devote a full half-day to radio discussion at its annual convention in Hot Springs, Va., April 26-28. There will be four talks followed by general discussion.

John Karol, of Columbia Broadcasting System, will discuss "Testing a New Program". Louis D. H. Weld, of McCann-Erickson agency, will discuss statistical aspects of radio. D. P. Smeiser, of Proctor & Gamble, and Al Lehman, of the A.N.A. and the Cooperative Analysis of Broadcasting, will contrast city and rural listening habits and program tastes. Robert J. Landry, of Variety, will speak on the showmanship aspects of radio.

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BBC CONSULTS LISTENERS ON THEIR TASTES IN PROGRAMS

The British Broadcasting Corporation, following Mohamet's example of going to the mountain, recently called a conference of representative listeners to obtain advice and criticism on BBC programs.

Five main questions formed the basis of the discussion: (1) What subjects interest you? (2) Who are your favorite speakers? (3) What form of talk do you prefer? (4) At what time do you listen? (5) What would you do if you were in charge of BBC talks programs?

"It is the objective of the BBC to produce, whenever possible, programs which satisfy the claims of responsible opinion", BBC explained. "Similar conferences recently held in London and Edinburgh, at which the interests of the young and women listeners were discussed, proved of considerable value to the BBC program-builders."

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Jesse Butcher and Philip I. Merryman have joined NBC's Station Relations Department at Radio City headquarters. Mr. Butcher has been managing talent and producing commercial radio programs in New York for the last five years. Formerly, he was a newspaper and publicity man. Mr. Merryman, a radio engineer, has been associated with NBC's Washington studios for ten years and has been Operations Supervisor of the Capital's NBC studios which include both WRC and WMAL since 1931

The Board of Directors of the National Association of Broadcasters will meet April 7th in Washington to "appraise current problems" and to schedule a date and place for the Summer NAB convention. The Washington Hotel will be headquarters.

Fire driven by high winds across a 125-acre tract threatened this week to destroy \$40,000 worth of radio equipment at a Bureau of Standards experimental station near Forestville, Md. about 5 miles from Washington, D. C.

The British Broadcasting Corporation, in an attempt to improve its television programs, has invited owners of television sets to cooperate by sending in answers to the following questions:

"What items in recent programs did you and your friends like or dislike?"

"What difficulties (if any) are you meeting over reception (a) for sound; (b) for vision?"

Suggestions for future programs are also invited.

Mrs. Bert Siebert McNary has resigned as secretary to James W. Baldwin, Managing Director of the National Association of Broadcasters. She had been with the organization for six years. Leonard D. Callahan, recently named Assistant to the Managing Director, will assume most of Mrs. McNary's duties.

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RADIO TO GIVE MORE ATTENTION TO FINE MUSIC, PALEY PREDICTS

Asserting that broadcasters and advertisers of the country are sensitive to the "surprisingly high" standard of musical appreciation throughout the country, William S. Paley, President of the Columbia Broadcasting System, told the Women's National Radio Committee last Wednesday that he believed the industry would respond by giving "an increasing amount of thought and time to this category of entertainment."

"One of the greatest merits of our competitive system", Mr. Paley said, "is that the real and sincere desires of the audience are recognized and fulfilled." He cited as examples of this, the recent engagement of Arturo Toscanini by the National Broadcasting Company, to conduct a series of radio concerts, and the commissioning, by the Columbia Broadcasting System, of six distinguished American composers to write music especially for radio.

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MAJOR BOWES' INCOME RATED AT \$1,500,000 A YEAR

Major Bowes' income is now at the rate of nearly \$1,500,000 a year, according to Variety. This easily makes him the top money maker of show business of all time, it adds.

"About a year and a half ago the Bowes earnings were figured as approximately \$19,000 a week from all sources or about \$1,000,000 annually", the article continues. "Although that figure was considered a new peak for steady income on a week-in-and-week-cut basis, his take at present tops it by almost 50%. This despite the lesser number of road units on tour. His radio salary increase offset shrinkage elsewhere. He is thought to get around 20Gs from Chrysler, a secret between himself and the motor-maker.

"Two of Bowes' former big coin sources are now all or in part washed up. Film shorts, using amateur talent, that brought him about \$50,000 for 26 pictures a year and a half ago are now entirely dead. Amateur stage units, which were bringing the Major around \$2,500 at that time are now down to estimated \$2,000 or so a week. Instead of from half-a-dozen to a dozen units, the Bowes touring outfits now number only five, playing strictly percentage dates on a part-time basis.

"His managing director berth at the Capitol, N. Y., still pays Bowes \$500 a week."

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