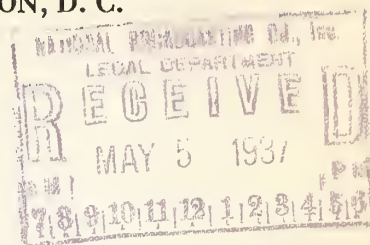


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May 4, 1937.

U. S. DELEGATES LEAVE FOR BUCHAREST CONFERENCE

Technical problems on radio allocations, particularly short-waves, will be tackled when the International Radio Consulting Committee meets in Bucharest May 21 to June 10.

A delegation of six, headed by Dr. J. H. Dellinger, Chief of the Radio Section of the Bureau of Standards, was due to sail today (Tuesday) for Bucharest. Other members of the party are:

Lieut. E. K. Jett, Assistant Chief Engineer, Federal Communications Commission; Gerald C. Gross, Chief of the FCC International Section; Capt. S. C. Hooper, Chief of Naval Communications; Lieut. Col. D. M. Crawford, of the Army Signal Corps; and Francis deWolf, of the Treaty Division, Department of State.

The Bucharest meeting is but preliminary to the International Telecommunications Conference to be held in Cairo, Egypt, next February. Whatever is done at the Bucharest parley must be approved at the Cairo meeting of all countries concerned with radio broadcasting or communications.

But, like the preliminary meeting in Havana a few weeks ago of representatives of the United States, Canada, Mexico, and Cuba, the work done by the engineers will pave the way for accord between the nations concerned at the later general conference.

As short-wave reception in this country has grown vastly in importance since the last meeting of the C.C.I.R. in Lisbon in 1934, considerable attention will be given to the problem of improving the transmissions.

The U. S. delegation is prepared to offer recommendations for better technical standards which they believe will improve the short-wave broadcasts. Other countries, especially England and Germany, will fight for the outlawing of short-wave stations, most of which are in Latin American countries, which broadcast on unauthorized frequencies and thus interfere with reception of English and German transmissions to the United States.

The C.C.I.R. was established by the International Radio Conference of Washington in 1927 and reestablished by the International Telecommunications Conference at Madrid in 1932.

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Its function, according to Dr. Dellinger, is to advise radio administrations of the world on technical radio questions which are submitted to it. The general objective of its work is the reduction of radio interference. Its membership is composed of representatives of both the governments and the radio operating companies.

Other meetings of the C.C.I.P. have been held at The Hague in 1929, at Copenhagen in 1931, and at Lisbon in 1934.

An appropriation of \$49,000 for the expense of the American delegation to the Cairo Conference next February has been voted by Congress. The delegation to the Conference, held every five years for the revision of treaties governing international communications has not yet been named.

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FCC SECRETARY DENIES POLITICAL TRADE GOT HIM JOB

Thomas J. Slowie, who on Saturday was sworn into office as Secretary of the Federal Communications Commission, has denied reports that his appointment was due to a political trade between the Iowa congressional delegation and the President.

At the time of his appointment it was reliably reported that President Roosevelt had instructed the FCC to name Slowie just as it was about ready to appoint Robert Berger, of New York. The report was that the Iowa delegation had agreed to support the President's Court reform program in exchange for the patronage.

Mr. Slowie was quoted in the Washington Times, however, with regard to the report as follows:

"It's a damn lie. There is not a word of truth in it. I did not get the backing of the Iowa State legislation for the job. As a matter of fact about three-fourths of the delegation did not know anything about it. If anybody says that the question of backing the President's Court plan enters into it, it's libel."

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FIGHT BETWEEN WIRE SERVICES SHOWS RADIO NEWS PAYS

The pending litigation between Transradio Press Service, Inc., and the three major press associations indicates that the merchandising of news via radio has reached a stage where it pays substantial profits.

A few years ago several organizations made abortive efforts to form services which would provide news to radio stations and networks. Only Transradio survived when the press associations decided to enter the field, and the publishers organized the Press-Radio Bureau.

Frank A. Arnold, writing in the current Editor & Publisher, takes note of the success in this field, saying:

"Today radio news is an accepted fact. It has passed the experimental stage and now occupies regular scheduled periods on most of the outstanding radio stations of the country. The extent to which news of the world is becoming a part of the regular program activities of radio stations is shown by the following figures taken from the latest compilations at my command.

"There are now four major sources of news distribution available to radio stations - Trans-Radio, serving 174 stations; United Press, 143; International News Service, 66; and Radio News Association, 17. This makes a total of 400 outlets or, roughly, 60 per cent of the regular licensed broadcasting stations. Although this entry of news into the radio field created some discussion as well as criticism at the start, yet it has now become such an accepted feature as to be regularly scheduled without criticism or unfavorable comment."

The \$1,700,000 suit of the Transradio Press Service, Inc., against 17 defendants including the three major press associations, two broadcast chains and the American Newspaper Publishers' Association, charging conspiracy in restraint of trade by their participation in the Press-Radio agreement of March, 1934 is scheduled to come up in the U. S. District Court in New York City on May 10.

The suit which was filed in May, 1935, charged violation of the Sherman Act, Clayton Act and the Federal Communications Act.

Transradio Press Service, Inc., has also filed a libel suit in the Supreme Court of New York County against the United Press for \$50,000 damages and interest from April 16, and costs. Transradio charges that on or about Feb. 15, 1937, the UP "published several documents" stating that in six months UP had gained 21 stations and lost none, INS had gained one and lost three "(all to United Press" and "Transradio gained none and lost seven. This is false, Transradio claims, and damaged its business.

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HOUSE PASSES SAFETY-AT-SEA BILL AFFECTING RADIO

Amendments to the Communications Act of 1934 which will necessitate the more widespread use of radio facilities on ships at sea was passed by the House on Monday and sent to the White House for the President's signature. It previously had been adopted by the Senate.

The measure goes beyond the original Act in requiring vessels, carrying either freight or passengers, unless very small, to carry radio equipment which will enable them to keep watches for SOS calls either through a qualified operator or by means of automatic alarms.

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CORONATION COVERAGE TO BE ONE OF RADIO'S BEST JOBS

Radio coverage of the coronation of King George VI and Queen Elizabeth on May 12 will be on probably the largest scale of any international event up to this time.

The British Broadcasting Corporation has completed a plan of broadcasting by long and short waves so that everyone who can get to a radio receiving set will be able to follow the ceremony in detail.

Besides broadcasting a description of the procession to Westminster Abbey, the actual coronation and the address of King George VI at the time they occur, BBC will transcribe the original broadcasts so that they can be repeated at times which will be convenient to listeners all over the world.

Thus American short-wave listeners, who do not wish to arise for the actual program, which will be carried over United States networks, may tune in on a transcription broadcast the evening of May 12th. At that time the coronation will be on the air at 6:30 P.M., EST, and the King's address at 10:30 P.M., EST.

In addition to the commentaries by the seven BBC observers, commentaries in thirteen different languages will be sent to foreign countries by their own observers. The following languages will be used: Czech, Danish, Dutch, Finnish, Flemish, French, German, Hungarian, Japanese, Norwegian, Spanish (for the Argentine), Swedish, and Yugoslav.

During the day a total of fifty-eight microphones will be used, thirty-two of which will be used for the broadcast of the actual ceremony and for reproducing a sound picture of the arrival and departure of the procession. Eleven will be devoted to picking up effects outside the Abbey and

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the Palace and along the route. English and foreign observers will use fifteen.

Twelve tons of equipment have been installed, of which seven tons are batteries. The total length of wire used will be approximately 472 miles.

Sixty BBC engineers will be engaged on this one outside broadcast - technically, the most complicated yet undertaken by the BBC.

The BBC also is preparing to televise the Coronation procession at Apsley Gate, Hyde Park Corner, London, on the return journey from Westminster Abbey. A running commentary will accompany the broadcast, which will open with crowd scenes and last approximately an hour.

Three cameras will be used. One of these, installed on the plinth of Apsley Gate, will give overhead views of the advancing procession, and a second camera, operated from the pavement immediately to the north of the Gate, will provide close-ups as the procession passes through the arch. Another camera, facing southwards from Apsley Gate, will show the end of the procession crossing Piccadilly towards the Green Park and Constitution Hill.

It will be the first television broadcast from a point some miles distant from the London Television Station at Alexandra Palace. Owing to technical reasons, the length of the special multiple cable that has been used for televising events inside the grounds of Alexandra Palace is limited to 1,000 feet. Consequently, control-room apparatus must be provided at Apsley Gate, and to meet this need, the BBC has purchased from the Marconi-E.M.I. Television Company a mobile control-room installed in a motor vehicle about the size of a standard single-deck saloon 'bus.

Two rows of racks along each side of the interior of this vehicle accommodate the apparatus, leaving a centre aisle for the use of the engineers. In all, twelve racks - each 7 ft. 6 ins. high and 19½ ins. wide - have been installed. The total weight of apparatus and vehicle is about 8½ tons. A reproducer fitted into the compartment over the driver's head enables the controlling engineers to see the televised picture. The vehicle is also equipped to deal with sound, fade-units and amplifiers for use with four microphones having been installed.

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CHURCH'S LEASE OF RADIO STATION HIT BY EXAMINER

The lease of Station KFXR, Oklahoma City, by the Exchange Avenue Baptist Church to B. C. Thompson, present manager, was criticized by Examiner Robert L. Irwin in a report to the Federal Communications Commission this week recommending that the station license be transferred to the Plaza Court Broadcasting Company.

The church has been the licensee of the station since 1927, but in 1932 its pastor entered into an agreement with Thompson, then commercial manager, under which he leased the station upon payment of \$600 cash, assumption of a \$400 debt, and weekly payments of \$75.

"The operation of Station KFXR under the original and supplemental management contracts presents a close question of violation of Section 310(b) of the Act", the Examiner said.

He pointed out, however, that the transfer would invalidate the former lease.

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EXAMINER URGES WMBQ TIME BE GIVEN WWRL

A recommendation that time assigned to Station WMBQ, Brooklyn, be given to the Long Island Broadcasting Company, operating Station WWRL, was made to the Federal Communications Commission last Saturday by Examiner Ralph L. Walker.

He recommended also that applications of Lillian E. Keifer and Paul J. Gollhofer for authority to take over WMBQ's time and construct new stations be denied, and opposed the application of the Metropolitan Broadcasting Corporation to continue operation of WMBQ.

He held that the Metropolitan Broadcasting Company sold time to "brokers" for foreign-language programs and "in substance assigned a right or privilege."

"The control of the station over these programs presented primarily in foreign languages is practically non-existent, in that entire dependence is placed on translations presented by the brokers", he added.

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:::: TRADE NOTES ::::
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Trav-Ler Radio & Television Corporation, 1028 West Van Buren St., Chicago has entered into stipulation with the Federal Trade Commission that it will cease using as a trade name or brand for its radio sets the word "Majestic", alone or in connection with the words "Radio Corp.", or with other words so as to imply that its sets are made by Grigsby-Grunow Company, Chicago, originally the manufacturer of Majestic sets, or by its successor, Majestic Radio & Television Corporation, Chicago, when such is not a fact.

Station WJTN, Jamestown, N. Y., will make its first network affiliation by joining the National Broadcasting Company May 15 as an optional outlet available with the Basic Blue Network. It will be NBC's 126th station. WJTN is the only station in Jamestown. It operates on 1210 kilocycles, with 250 watts power in daytime and 100 watts at night.

Purchase of the old Franklin Institute Building in Philadelphia by A. Atwater Kent, well known former radio manufacturer, and its presentation to the city for use as a historical museum was announced last week by Mayor Wilson.

L. J. Fitzgerald, NBC Artists Service, has been placed in charge of sales of NBC concert artists for commercial radio, effective May 15. He has been handling general talent bookings.

Misrepresentation of the curative value of a preparation known as "A & O", offered as an effective treatment for colds, is alleged by the Federal Trade Commission in a complaint issued against Joe Anderson, trading as The A & O Company, New Bern, N. C. The respondent is a radio advertiser.

King George VI has given permission for broadcasting organizations to record his speech on May 12 for the purpose of subsequent broadcasting. "The Earl Marshal raises no objection to oversea broadcasting organizations recording for subsequent broadcasting the Coronation Service in Westminster Abbey on May 12", the BBC stated. "The BBC is notifying oversea broadcasting organizations, however, that they must undertake the responsibility for covering any copyright existing in the music performed at the Coronation Service."

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PROGRESS REPORTED IN PHILCO STRIKE PARLEYS

Negotiations between representatives of 8,500 strikers and employers at the Philadelphia plants of the Philadelphia Storage Battery Co. and the Philco Radio & Television Corp. were under way early this week. Early reports were that progress was being made.

Three locals of the United Electrical and Radio Workers Union called the strike last Friday after charging the concerns with violating seniority rights of certain employees.

George E. Deming, Executive Vice-President of the Philadelphia Storage Battery Co., suggested a conference Monday in a letter to Reese Llewellyn, local union president.

Mr. Llewellyn had written the concern after the strike was called that he was willing to meet its representatives at any time. He said "we have gotten no place" on efforts to agree on a new contract.

The Union asked for an increase of ten cents an hour for production workers and an additional increase of five cents an hour for night work, he said.

Mr. Deming wrote to James B. Carey of New York, National President of the Union, that the strike was the result of "failure on the part of the Union to follow the procedure as outlined in the agreement which you and I signed a year ago."

"The management takes the position that the agreement, by its terms, was still in effect, but that the strike action cancels all agreements to date", he said.

"We are willing to negotiate a new agreement but must have one that is workable and comparable on an industry basis that will enable us to maintain a competitive position."

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SWISS IN MARKET FOR S-W POLICE RECEIVERS

The first police short-wave radio station, which will serve as a central station for all Switzerland, has been installed by the Zurich Cantonal Police. Most of the transmitting apparatus and equipment are of American origin, according to U. S. Consul General A. C. Frost of Zurich. At present only five police receiving sets are in operation in Switzerland.

"It is understood, however, that several hundred sets will be required in order to complete this system", the report states. "The transmitting station was installed jointly by several Zurich firms, principally the firm Seyffer & Co., Kenzleistrasse 126, Zurich. American exporters of police radios should make their offers through a local radio dealer and not to the police authorities directly. However, advertising material may be sent to the Zurich Cantonal Police, Kasernenstrasse, Zurich."

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RADIO-TELEGRAPH RATES CUT BY RCA, MACKAY

Rate slashes and service alterations in overnight domestic communication, to become effective June 1, were announced this week by both telegraph and radio-telegraph companies.

The new tariffs, agreed upon in conferences with the Federal Communications Commission, were disclosed simultaneously by Western Union and Postal Telegraph companies and by Radio Corporation of America and Mackay Radio & Telegraph Co.

Telegraph tariffs provide for discontinuance of the 10-word night message and the 50-word night letter. They contemplate a 25-word minimum night letter as a rate base. The proposed night letter may be sent between the United States' two most separate points for 50 cents.

Words in excess of the minimum will be charged for in groups of five and according to the distance the original 25 words are sent. Charges for the excess wordage will decrease progressively as their number increases, and over the shorter distances, it will be possible to add to the minimum for a fifth of a cent a word.

In Radiotelegraphy, Radio Corporation of America and Mackay Radio & Telegraph Co. announced similar changes. Both will discontinue the 15-word night message and 60-word night letter and establish a new rate on a 30-word minimum.

The 30-word night letter, like the 25-word telegraph night letter, may be sent anywhere in the United States for 50 cents. Additional words over the minimum of 30 will be charged for in groups of six. Distance and volume will pro-rate the excess charge.

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RADIO WRITERS DENY CENSORSHIP IMPLICATIONS

Taking exception to the censorship implications contained in an article entitled "News of the Air", by Richard Sheridan Ames in a January issue of the Saturday Evening Post, members of the Executive Committee of the Association of Radio News Editors and Writers at a meeting in Chicago recently, adopted a resolution calling upon the Post to bring "the true facts pertaining to radio news writing" to the attention of its readers.

The resolution also stated: "That the Executive Committee of ARNEW be placed on record as saying to the American public that never, to our collective knowledge of the recognized profession, has any censorship of radio news by radio sponsors been tolerated or even suggested. That ARNEW be placed on record as pledging itself and its members collectively and individually to the continued truthful and honest presentation of news items at all times."

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HOOVER, FARLEY ATTEND DINNER FOR GENE BUCK

Former President Herbert Hoover and James A. Farley, Chairman of the Democratic National Committee, were among the distinguished guests at a dinner given in honor of Gene Buck, President of the American Society of Authors, Composers, and Publishers, Monday night in New York. The host was the Catholic Actors' Guild.

The former President paid a warm tribute to the composer guest of honor, of whom he said: "If I were in fact trying to find the American who represented the great quality of kindness, I would name Gene Buck."

Telegraphed tributes to Mr. Buck from President Roosevelt, Vice-President John N. Garner and others were read by Joseph P. Tumulty, the toastmaster. Edward P. Mulrooney, State Commissioner of Correction, was Chairman of the dinner.

In an address in which he thanked his friends for their praise, Mr. Buck expressed regret that certain theatres in New York City had offered a type of entertainment that had necessitated the intervention of the police. He declared that there was no place on the stage for "smut with a smirk" and added that such stars as Ed Wynn, who attended the dinner, and George M. Cohan, who sent a message of greeting, had made great careers without the use of risqué lines and situations.

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AUTHOR ATTACKS PRESENT CONTROL OF BROADCASTING

A vigorous attack on the present set-up and control of radio broadcasting is made in a book just published, "Not to be Broadcast", by Ruth Brindze (The Vanguard Press; \$2.50).

The New York Times in a review of the book said, in part:

"Miss Brindze writes a vigorous attack upon every aspect of radio broadcasting. She thinks that the control of the industry which has had such an amazing development is in wrong (even sinister) hands; that the public policy with respect to government supervision of radio licensing is in need of a thorough overhauling; that free speech is denied particularly by the radio chains, and that the public should assert itself before broadcasting gets out of hand completely. Many who agree with the thesis that the granting of the use of wave lengths to private individuals without fee or tax is giving away too freely valuable natural rights and that we are in need of a sounder national policy in this field will wish that Miss Brindze had presented a better case. Much of the evidence she adduces is not convincing, and her statements are too sweeping."

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NBC CASHES IN ON BIG NEWS EVENTS

The NBC Promotion Department has been very neatly tying in important news events in its advertising material. One of the series was entitled "Go to the Coronation as the Guest of NBC" and carried a beautiful photograph of the State Coach passing the reviewing stand in the Coronation procession along with a preliminary announcement of the NBC Coronation broadcasts. A second announcement a week later, entitled "Follow the Golden Coach" was illustrated by a map showing the parade route and where NBC commentators would be stationed and gave a time-table of the broadcasts.

A week after these two announcements came, a third news flash, but this dealt with the Kentucky Derby and was labelled, "They're Off! You Can't Lose!" This was illustrated by a news photograph of the thrilling finish and gave the time of the broadcast.

An example of how the news-events are tied into advertising salesmanship was in the conclusion of "They're Off - You Can't Lose" which read:

"No one can pick a Kentucky Derby winner . . . in advance. We all may have a fairly shrewd idea . . . which we are willing to back to the limit. The wise ones save enough for carfare home. But, everyone wins who uses NBC. The element of chance has been minimized through years of showmanship and experience.

"Would you like to talk to this eager responsive market? You can . . . easily. May we tell you how?"

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McCOSKER FORMS FOUNDATION FOR NEEDY CARDIACS

A foundation for the care, convalescence and aid of needy cardiacs is being formed as a philanthropic venture by Alfred J. McCosker, President of Station WOP, and Harry Hershfield, cartoonist. Leading heart specialists have offered to aid the project, which calls for the opening of a home within a year.

Considerable money already has been realized for the project. Additional funds are to be raised through benefits and subscriptions. Mr. McCosker and Mr. Hershfield began the movement with the aid of 100 friends.

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The Zenith Radio Corporation has completed moving operations and all departments should hereafter be addressed to the new factory at 6001 Dickens Avenue, Chicago, Illinois. Telephone: Berkshire 7500.

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