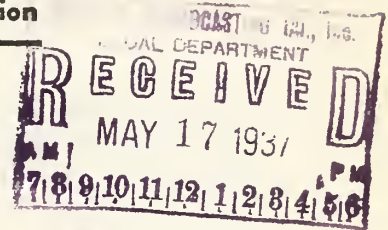


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**



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## RADIO RECEIVERS SEEN BY HARBORD AS TARGETS IN WAR

The 33,000,000 radio receiving sets in this country would constitute so many targets for enemy broadcasting stations in case of a war involving the United States, according to Maj. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, and former Chief of Service of Supply of the A.E.F.

A detailed account of how the radio industry could be mobilized in case of war was given in a paper prepared by General Harbord in Washington this week. General Harbord, who was absent due to his wife's illness, was awarded the Medal of Merit of the Army Ordnance Association.

Maj. Gen. Robert C. Davis, former Adjutant General of the Army, read General Harbord's paper. The medal was put in the custody of Col. Frederick H. Payne, former Assistant Secretary of War, and will be presented to General Harbord later.

"During the World War, the only use for radio was for point-to-point communications", General Harbord's paper said. "There was no broadcasting as we know it today. Broadcasting was a 'war-baby' - and the baby has now come of age. Many of the nations of Europe today are demonstrating that propaganda broadcast by radio - both for home and foreign consumption - has become an important instrument of modern warfare.

"In case of war all broadcast receiving sets in America will become targets for enemy transmitters, whereas our broadcasting stations will be carrying our own story to the rest of the world. The series of broadcasts from Spain, available to American short-wave listeners, is an indication of what may be expected. Our geographical isolation would be a help, for our home receivers are distant from potential enemies. Fortunately, the improbability of effective air raids makes unnecessary the underground studios the British Broadcasting Company is planning for London.

"Radio personnel is really a phase of its industrial mobilization. Quite aside from the supply of excellent apparatus and services the growth of American radio has created, is the great body of expert technicians. The Naval Communication Reserve and the Signal Corps Reserve are proud of the proportion of men they have who are employed in the radio industry or are outstanding licensed amateurs. Approximately 600 men in the Radio Corporation of America services have joined communication reserves, entirely on their own initiative. Other radio companies could doubtless report a similar situation. Those men



know radio technique, or the feel of a radiotelegraph key as well as the Minute Men knew the touch of a flint-lock's trigger; better, perhaps than Paul Revere - silversmith - knew the feel of reins and spurs.

"The war emergency value of the nation-wide group our radio era has made skillful and enthusiastic, is not to be measured solely by the number now in the Reserves. Here is a potential source of the best possible radio communication recruits. The latest FCC report shows 46,850 licensed radio amateurs in the United States - amateurs whose ability and response to civic duty has become traditional in storm, fire, and high water.

"The average age of the American radio amateur is around 32 years. He frequently is in some branch of commercial radio or engineering. To obtain his license and get his name on the FCC roll in Washington, he has passed a stiff examination on the International Morse Code, radio technique, and theory.

"The Navy, working closely with civilian operators, estimates that in a national disaster it could mobilize a network of 2,500 amateur stations within two hours. The Army enlarges its contact through the Army Amateur Radio System, which includes 1,394 operators selected for proficiency. Supervision is exercised by the Chief Signal Officer. Membership is by invitation, without physical examination, pay, or gift of equipment, but with no agreement to serve in war. Members are actuated by eagerness to be ready for disaster relief work, and by their ambition to improve by weekly training in Army methods of radio operation.

"I am sure the spirit of radio men is typical of those in all American industry. Matching the devotion of the little band of pioneer technicians who served the youthful radio of the World War, there are many in the large group, that have proudly helped it through adolescence, who would meet another emergency with the developed radio of the present.

"Radio is today - and probably will always be - the sole means of rapid and reliable two-way communication between elements in the air and on the water, with one another and with points on land. It requires no stringing of wires, sometimes under shell fire. In our Army's motorization and mechanization, radio is indispensable to command coordination. Even in slow-moving situations it is the main reliance when wire lines go out.

"Measuring what our radio industry can do to provide indispensable equipment for military needs is one task of the Army and Navy in their industrial mobilization planning. They are performing the task creditably. Each is cooperating with the other, and with the radio industry. They are learning where they can get radio equipment quickly, with a minimum of overlapping; what kind they can get; how much; and how fast."

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TELEVISION BROADCAST OF CORONATION SUCCESSFUL

The television broadcast of scenes of the coronation procession - pioneering in outdoor "pick-ups" - proved highly successful today, considering the experimental phase of this art, according to a London correspondent of the New York Times.

"It was estimated that 50,000 tele-viewers in an area of 7,500 square miles saw and heard simultaneously marching scenes, images of Queen Mary and Princesses Elizabeth and Margaret Rose in their coach and close-ups of the King and Queen", he wrote.

"A reviewer in The Times of London commented that 'the supreme trial has brought a notable triumph', despite the fact that the image bands sometimes appeared 'thinned' and reflections of light from the glass panels spoiled some of the attempts to make close-ups of occupants of the carriages other than those recorded.

"Today's experiment was sponsored by the British Broadcasting Corporation. Television experiments here believe its success proves the practicability of such broadcasts except for the extraordinary expense involved, as the areas covered are very small and the installation of cables to carry the 'pick-ups' and relay the broadcasts between stations costs about £1,000 a mile. A cable was laid for the coronation broadcast from Alexandra Palace, the studio site, to Hyde Park Corner. A trunk line connecting London and Birmingham is now being constructed. A television receiving set of good quality costs £80.

"Three television cameras were employed. They utilized no films; the views were picked up directly from the procession as it passed over the route to and from Buckingham Palace and Westminster Abbey. The electrical optical devices made possible an instantaneous transmission of the views, as the microphone does of sound.

"In selecting the sites for the television cameras, care had to be exercised so that the electrical 'eyes' would be pointing away from the sun as the shots were made, lest fogging of the views result. It was deemed necessary to keep the cameras within 100 yards of the mobile control vans and stand-by transmitters to guard against emergencies. In addition the positions of the cameras had to be placed so they would be safe from the crowd."

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LAWYERS JOSH HAVANA RADIO CONFERENCE

Official circles are still laughing over the "touching up" the newly formed Federal Communications Bar Association gave to radio affairs at their recent dinner. One of the things which came in for a humorous toasting was the Havana radio conference. This was when Louis Caldwell, President of the Association asked John W. Guider what had been accomplished at Havana.

"First, they decided they liked rum and soda better than they liked Daiquiri cocktails", Mr. Guider replied with a very straight face. "Second, they decided they liked Sans Souci and the Casino and Sloppy Joe's and every form of rhumba, and third -

"I mean, what did they decide at the Conference, Mr. Guider?"

"Oh, you don't understand", Mr. Guider continued seriously. "That wasn't a Conference. They didn't have time to decide anything. That was just a preliminary special meeting to discuss tentatively what subjects should be studied provisionally by the various countries as a possible basis for what might be discussed at another meeting next November. You see, they did agree they all wanted to come back to Havana again and they got the revolutionists to agree to hold off until after they could have another meeting."

"So that was it."

"Yes. You see, it was like this. Canada starts in by saying, 'We want 15 clear exclusive channels;' then Mexico says 'I'll take 23' and Cuba says, 'I only want 5,' which makes more clear channels than there is. Now Tam was still able to add and he's a great diplomat. So he says to Canada and Mex and Cuba, he says, 'I don't care if you take all our clear channels except two because they're a headache anyhow - everybody wanting to duplicate on them - but you've got to let me have two, one on the Mexican border and one on the Canadian border so as to advertise for tourists to come and see the ruins in this country when the present Administration gets through with it. But no, the other countries said you can't have two if you're going to be friends with us and Craven (Chief Engineer of the FCC) says, well, you can have all the clear channels because I'm not sure there'll even be any ruins left but you can't have the regionals and locals too because I've got to take back something for the Commission to regulate. So they just had another drink and that's where the matter stands."

The lawyers then turned their attention to the flock of \$7,500 a year "directors", generally understood to be heavily sugar-coated political jobs at the FCC. Horace L. Lohnes said a perplexing question was what the duties of these directors were. "There's a Broadcast Director, and a Telegraph Director, and a Telephone Director. We can't find out what they are there for or what we should see them about." Mr. Lohnes also wanted to know about the Connery resolution "to investigate the radio industry and whitewash the Commission."

John M. Littlepage proposed the admission of Harry C. Butcher and Frank M. Russell, Washington Vice-Presidents of Columbia and National Broadcasting Company respectively as members of the Communications Bar Association.

"Are they lawyers, Mr. Littlepage?" Mr. Caldwell asked.

"No, but they get by with much more than any lawyer does", Mr. Littlepage replied. "I also move the admission of former Commissioner Harold A. Lafount and Emil Hurja for their legal services in getting so much for Arte Bulova."

"There's no need for voting on them", Mr. Caldwell said. "Their right to become members is clear. Any more?"

"Yes, Mr. President, I have a long list of engineers here: Jansky, Gillett, Chambers, McNary, Bailey, Barron, Page, Codley, Wilson and all the rest of them. There is also Bond Geddes and Premier Jack Baldwin. We might as well recognize these fellows and take them in. You can't stop them from practicing law."

Whereupon the radio announcer broke in with "This program comes to you through the courtesy of 'Jimmie Roosevelt's Busy Corner.' Odd jobs traded for Guaranteed Votes on the Court Inflation Plan. For a testimonial as to our effective work, we refer you to the Postmaster General." This referred to President Roosevelt, through his son, James, supplanting the Farley candidate for Secretary of the FCC in favor of the Roosevelt candidate, Thomas J. Slowie, of Iowa, who is reported to have been put in through a Supreme Court trade made by the Administration with the Iowa delegation.

When Mr. Littlepage arose to make a point of order, he was admonished by Mr. Caldwell to "state the point to the recording machine and not to the Commission or any Examiner." Mr. Littlepage and Phil Hennessey, of NBC, got into a wrangle as to which of them should be allowed to make a speech and the former moved that he should be the one.

"Before passing on your motion", Mr. Caldwell said, "I must find out if you are eligible to make a speech before this learned gathering. You must answer two questions. First, are you owned, controlled, leased, managed or operated by a newspaper or other periodical? Second, are you connected, or do you plan to be connected, by wire or wireless with the key station of any network?"

Getting around to "unfinished business", a dig at the Communications Commission for being so far behind in its work was gotten in as George Sutton reported:

"First, I think, is the Brooklyn cases. They are only four years old. You will remember they were continued once because of an indispensable witness who hurt his knee six months before the hearing date and who hasn't been seen down here since then. Sever of the witnesses and lawyers that were originally in these cases are either dead or dying and it would be some



measure of satisfaction to them to know that their work was not in vain. Then there's the Order No. 12 cases. It is just two years ago tonight that those hearings finished and the Telegraph Division kept about forty lawyers busy writing briefs which had to be submitted by July 9, 1935, in order to avoid any delay. There are some incidental matters. For example, the Globe Wireless case. I am told that the Telegraph Division has a trunk load of motions and petitions from Duke Patrick begging them to decide the case so he can get his fee. Then there's the June 15th hearing and the October 5th hearing.

"On the other hand, a great deal of progress has been made. The Broadcast Division decided the Kalamazoo case on its fourth birthday, while, in a burst of speed, the Telegraph Division decided the Aeronautical Radio case in just a few months more than a year after it was heard. This is really remarkable, Mr. President, in view of the way in which the two members of the Telegraph Division have been helping out the Broadcast Division during the past year. Of course, nobody expects the Telephone Division will ever finish the investigation of A. T. & T. They got good life jobs."

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C O R R E C T I O N

It is regretted that a mistake was made in crediting the lines to former Representative Frank D. Scott referring to Commissioners George Henry Payne and Irvin Stewart in the account of the Federal Communications Bar meeting in the last issue. As a matter of fact, it was Paul D. P. Spearman who carried through this part of the skit.

The lines were originally written for Representative Scott but because of an important law case he was trying that day, he was unable to take the time necessary to prepare for the role and his part was assigned to Mr. Spearman. Although Mr. Scott was present at the banquet, he took no part in the Gridiron-like stunts.

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#### 21-YEAR-AGE LIMIT PROPOSED FOR STATION OPERATORS

A bill which would limit the issuance of radio station operator licenses to United States citizens 21 years of age or older was introduced in the Senate this week by Senator Sheppard (D.), of Texas. The measure, which amends Section 303(e) of the Communications Act, authorizes the Federal Communications Commission to waive the age limit provision whenever amateur operators are concerned.

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WLS HINDENBURG RECORDING RADIO'S BIGGEST SCOOP

As time goes on, the feat of Station WLS, of Chicago, recording the heart-rending shrieks and terrifying sounds at the burning of the "Hindenburg" assumes historic proportions and seems to become more and more remarkable.

WLS sent Engineer Charles Nielsen and Announcer Herb Morrison to Lakehurst to make electric transcription of landing of "Hindenburg" to record voice of ship's officers and passengers merely as a matter of news interest, never realizing that such a tragedy would occur. The accident happened as the recording was being made and announced. Although badly shocked and broken up, the engineer continued the recording. It was the biggest scoop in radio broadcasting history. This recording was broadcast by WLS several times last Friday and Saturday, and no doubt will be repeated because of the great public demand to hear it.

"In my opinion, this was the most dramatic broadcast of all time", Commander E. F. McDonald, Jr., of Chicago, declared. "It even overshadows King Edward's abdication speech."

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MACKAY APPEALS FROM FCC RULING IN OSLO CASE

Appealing from a recent decision of the Federal Communications Commission denying it a direct radio-telegraph circuit between the United States and Oslo, Norway, Mackay Radio & Telegraph Co., Inc., yesterday (Thursday) petitioned the United States Court of Appeals in Washington to reverse the ruling and order the FCC to grant the license.

In its complaint, Mackay Radio said denial of its application for a license left the field wholly under the control of R.C.A. Communications, Inc., which was described as having a monopoly.

The Appellate Court was told the FCC opinion denying the license was arbitrary and capricious in many respects and as such was subject to review by the higher courts. It was announced the case would be taken to the United States Supreme Court in the event the Appeals Court does not direct the Commission to grant the permit.

Listing more than a score of reasons wherein the Commission had erred, Mackay Radio, through Donald Richberg and associated counsel, asserted the company had exhausted all its remedies before the Commission and had to seek "relief" in the courts. The final ruling from the Commission was entered April 24 and it is from that the appeal is being sought.

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## FREEDOM OF RADIO TO BE GUARDED, SAYS BROWN

"Constitutional guarantees of freedom of speech by radio are to be guarded as carefully as the precious freedom of the press and our present Federal regulation of communications has been conceived with this ideal in mind", Commissioner Thad H. Brown, member of the Federal Communications Commission, told students of the College of Law at Western Reserve University, Cleveland, Ohio, this week in an address on "The Federal Communications Law".

"Federal regulation of communications in the United States may be said to have had its beginning with the passage by Congress in 1866 of the Post Roads Act", he said. "The Wireless Ship Act of 1910, the regulatory Act of 1912, the Radio Act of 1927 and the Communications Act of 1934 constitute the legislation progressively enacted by Congress for the broad regulation of all interstate and foreign electrical communication."

Characterizing radio as a modern Stentor whose voice is heard the length and breadth of the land, Commissioner Brown hailed radio as a great new scientific wonder and said that our greatest error would be not to fully appreciate and make use of the all-encompassing powers which the radio has made possible.

"Legal problems of communication are not really new, nor do they demand an abrupt break with the past", he added. "Careful consideration of the law of communications is of the utmost importance and there is no more pressing question in the whole fabric of our civilization than the determination of wise and judicious control of this socializing instrument."

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## EDUCATORS HELD TO BLAME FOR LOSS OF STATIONS

Educators themselves were held to blame for the loss of 100 educational broadcasting stations by S. E. Frost, Jr., of the National Advisory Council on Radio Education, in an address last week at the annual educational radio gathering at Columbus, Ohio.

Mr. Frost pointed out that of the 203 licenses granted educational organizations since 1921, 81 percent were allowed to lapse or were transferred.

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:::: TRADE NOTES ::::  
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Approval of the request of WJAR, Providence, R. I., for a permit to increase its daytime power from 1 KW to 5 KW was recommended to the Federal Communications Commission this week by Examiner Ralph L. Walker.

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The Metropolitan Radio Co., Inc., 940 F St., N.W., Washington, D. C., has agreed to cease representing in advertising or in any other manner that its radio sets have a designated "regular price" or "former price", when, in fact, such designated price is fictitious and much in excess of the price at which the sets are regularly sold in the usual course of trade, according to the Federal Trade Commission. The company also will stop using the words "half-price sale" to imply that the radio sets to which the words refer are offered for sale at a price but one-half that at which the sets are usually sold, when such is not a fact.

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Exclusive rights to broadcast eight of the country's outstanding athletic events - the four biggest tennis matches, golf's three greatest tournaments and the Kentucky Derby - were signed by the Columbia Broadcasting System. Ted Husing, Columbia's ace sports announcer, will broadcast these events over CBS during May, June, August, September and October of this year, and in May, 1938.

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A favorable report was filed with the Federal Communications Commission this week on an application by Juan Piza, of San Juan, Puerto Rico, for a construction permit to erect and operate a new broadcasting station, using 1500 kc. with 100 watts nighttime and 250 watts daytime, unlimited hours.

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The second annual River Vale Radio Golf Tournament will be held Friday, May 21st, at the River Vale Country Club, New Jersey. Artists from the major networks including the Columbia Broadcasting System, the National Broadcasting Company, Mutual and Inter-City will be on hand to compete for the silver trophy on which Columbia, winner of last year's tournament, now holds one leg. Three wins are necessary for permanent possession.

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The United States Circuit Court of Appeals in New York this week set aside an award of \$115,968 granted in the Federal District Court in Brooklyn last year to Tess Gardella on her complaint that the National Broadcasting Company had allowed an imposter to broadcast as "Aunt Jemima", when as a matter of fact she had been using that name for years on stage and air, and was the only one who had a right to use it.



Negotiations between spokesmen for strikers and officials at the Philadelphia plants of the Philco Radio & Television Corporation and the Philadelphia Storage Battery Co. were still under way on Friday of this week. No developments had occurred, it was reported.

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 Examiner P. W. Seward this week recommended to the Federal Communications Commission that KDON, Del Monte, Calif., be granted authority to transfer from 1210 to 1400 kc. and increase its power from 100 watts to 250 watts nighttime and 1 KW daytime. At the same time he advised denial of the application of the Salinas Newspapers, Inc., Salinas, Calif., for a permit to build and operate a station on 1390 kc. with 250 watts daytime.

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 The American radio, free of government control or domination, is a tremendous weapon against the fear and ignorance which destroy democratic forms of government, Lenox R. Lohr, President of the National Broadcasting Company, declared yesterday (Thursday) in an address before the annual convention of the American Red Cross.

"It is in this field of freedom of expression", said Mr. Lohr, "that our American system finds its greatest advantage over those of most foreign countries. That you cannot have such freedom of expression by a government controlled or dominated radio is amply demonstrated by the fact that such freedom does not exist in any nation where such domination prevails."

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 Perhaps in the same boat with many another, Station WMAL in Washington advertised that they would rebroadcast a recording of the Coronation ceremonies last Wednesday night. The station duly received, as promised, the recordings from the New York office. The transcription ran exactly seven hours! Even though they were rushed to Washington by airplane, it was impossible for the WMAL staff to sort out the pertinent portions in time for the 10 o'clock period. Rather than present the full seven hours, with awkward interpolations and explanations, the whole broadcast was called off.

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#### AIRLINE TERMINALS TO USE 5,000 WATTS RADIO POWER

Use of 5,000 watts at communication division terminals of airlines was authorized this week by the Federal Communications Commission in anticipation of the use of larger planes, making longer flights in the near future. Ground stations are now limited to 1,000 watts. The new rule specifies that such power may be used "on condition that the operating frequency is maintained within 0.02 percent of the assigned frequency and that suitable filters are embodied in the equipment to limit the frequency band of emission to five kilocycles."

The new maximum power will double the ground stations' signal strength, according to Major B. L. White of the Commercial Broadcasting Division of the Commission.

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PANNILL AWARDED MEDAL BY BELGIAN KING

Charles J. Pannill, President of the Radiomarine Corporation of America, a Fellow in the Institute of Radio Engineers and a member of the Society of Naval Architects and Marine Engineers, was awarded the medal of Chevalier de l'Ordre de Leopold by H. M. the King of the Belgians in an informal ceremony in the RCA Building, New York City, Thursday. The decoration was presented by Henry Mali, the Belgian Consul.

The award was made by decree of King Leopold in recognition of Mr. Pannill's long continued activities in the promotion of efficient radio communication at sea. Mr. Pannill for several years has been an active member of the Comite International Radio-Maritime with its Scientific Centre at Brussels, which has been instrumental in securing many improvements in the radio service and equipment on foreign and American ships. Two years ago he was elected Executive Vice-President of the Comite International Radio-Maritime.

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TELEVISION VIEWS ENLARGED IN SHOW FOR ENGINEERS

Foreshadowing the day when television may be used on a large scale for public entertainment, a "projector gun", which enlarges images from a few inches to eight or ten feet, or 2,600 times their original size, was demonstrated this week in New York City at the closing session of the Institute of Radio Engineers.

The demonstration was regarded by the radio engineers as indicative of what the future may hold for television when the electron projector gun and other devices are applied to enlarge moving objects. When projected on a screen three by four feet, the brightness of the view was said by those who demonstrated the equipment to approximate closely the brilliance of the average home movie. When enlarged to the eight-by-ten-foot size, the view, which was the head of a girl, was clear to persons nearly 100 feet away from the screen. The picture was of greenish hue, but the contrasts were such as to evoke loud praise from the radio men.

Dr. R. R. Law, who discussed and demonstrated the device, which he called a "high current electron gun for projection kinescopes", emphasized that the "gun" was in the early stages of its development and far from the form in which it may later appear as an integral part of a television receiver for home or theatre. He said that it was "yet too early to say if this is the 'gun' which will be used in the final television projection machine." and further emphasized that the demonstration was not a radio or television display but merely a laboratory test designed to show the projection properties of the equipment. The picture enlarged was 1.8 by 2.4 inches. No flicker was visible on the screen.

"Projection is only a small part of the complete television problem or system", Dr. Law concluded. "What we have shown here is only the 'gun' and what it will do with a still picture."

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