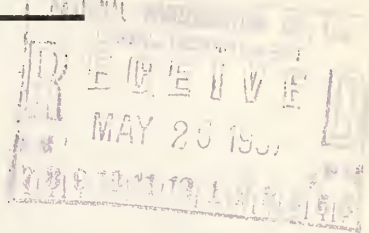


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May 25, 1937.

U. S. SHORT-WAVE STATION ON WEST COAST IS ADVISED

While an Examiner of the Federal Communications Commission was deliberating the application of General Electric Company for authority to construct a short-wave transmitting station on the Pacific Coast, the need of such a transmitter was called to the attention of the U. S. Commerce Department by the American Trade Commissioner at Shanghai.

A hearing was held last week on General Electric's request for a permit to build a station to operate on the same frequencies as its Schenectady stations, W2XAD and W2XAF, with a transmitter located near Belmont, California.

Because of the difference in time between California and New York, the applicant pointed out, the western station would not reduce the operating time of the eastern transmitters.

Reception in China of short wave radio programs originating in the United States varies from fair to extremely bad and it is believed that a suitable short-wave transmitting station must be erected on the Pacific Coast with a specially directed beam to that part of the world if the reception is to be improved. U. S. Trade Commissioner A. Viola Smith, Shanghai, advised the Department of Commerce.

English language radio programs for the Far East have for several years been regularly broadcast from France, Germany and Great Britain and world news services in English are heard daily in Shanghai from Australia, England, Germany, Russia, Japan and Italy while a weekly news service broadcast weekly by the League of Nations at Geneva is heard locally, the Trade Commissioner reported.

The use of different wave lengths at different times of the day and different seasons of the year suitable to reception in the Far East has been very successfully utilized by Great Britain in broadcasting from Daventry, the report states.

Most of the foreign stations received in China vary their transmitting times according to daylight-darkness distribution and the season of the year in order to obtain the most favorable broadcasting conditions, it was stated.

While China's 400,000,000 population is eighty percent illiterate, the literate population of that country approximates 80,000,000 persons most of whom are within the

higher purchasing power group and many of this group, including quite a few American-educated Chinese, would be ready listeners were American programs made available to them, the report states.

It is lamentable, the Trade Commissioner reported, that American radio programs are not heard in China and the Far East since the reception thereof would result in mutual benefits to the countries involved.

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U. S. ANNOUNCERS CHUCKLE OVER BBC'S DISCOMFITURE

American radio announcers and even broadcasting executives were getting some good chuckles last week out of the discomfiture of officials of the British Broadcasting Corporation.

As BBC announcers ordinarily are much more dignified and proper in their language than U. S. announcers, the slip-up at a fleet review in Spithead created international interest. Whereas the most celebrated boners of American announcers are subject to word-of-mouth stories, the BBC incident was carried by the press associations.

Lieut. Commdr. Tom Woodrooffe, retired, was the commentator who created a sensation by blubbering "the fleet is all lit up" as he tried to describe a naval review. The BBC finally broke into the broadcast with an announcement that listeners were being taken back to the Carleton Hotel for dance music.

Woodrooffe explained that he was emotionally overcome.

One of the follow-up stories from London stated that BBC announcers hereafter may travel in pairs so that if one is similarly overcome, the other may carry on.

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The Cleveland Public Schools are planning the installation of an ultra-shortwave transmitter to be used in reaching all of the schools in their system. Considerable study has been given to this proposal both as regards its effectiveness and the costs of installation. It is probable that a single receiving set will be installed in each school building so that programs can be distributed within the building over the existing public address system. All broadcasting by the Cleveland Public Schools is designed for classroom reception.

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RECORD ATTENDANCE SEEN AT RMA CONVENTION

The largest radio gathering in five years is assured at Chicago for a week beginning June 8th, for the thirteenth annual Convention of the Radio Manufacturers' Association and the National Radio Manufacturers Parts Trade Show at the Stevens Hotel, according to Bond Geddes, Executive Vice-President. The fifth annual convention of the Institute of Radio Service Men also will be held the same week. Scheduled are many interesting programs, social and entertainment events, committee and group meetings for discussion of industry problems. A radio golf tournament also is an added attraction.

The RMA convention will be held Tuesday and Wednesday, June 8-9, closing with the annual radio industry banquet, another "RMA Cabaret", Wednesday evening, June 9th. The National Parts Trade Show will open Thursday, June 10th, and exhibit space has been enlarged to 136 booths, the largest radio exhibition since the industry trade show of RMA was held in 1932. The parts show, June 10-13, is sponsored jointly by the RMA and the Sales Managers Club. The Radio Industries Golf Tournament will be held Thursday, June 10th.

The RMA Entertainment Committee in charge of the "RMA Cabaret", etc. consists of A. S. Wells, Chairman; Paul V. Galvin, Peter L. Jensen and James S. Knowlson.

President Leslie F. Muter will preside at the RMA convention. An innovation this year will be an RMA membership luncheon at 12:30 Tuesday, June 8th, and immediately following the annual business meeting of the Association will be held. Annual addresses and reports will be made by President Muter, Treasurer Fred D. Williams, and Chairmen of all RMA Divisions. There will be an address by Judge John W. Van Allen, of Buffalo, General Counsel of RMA. Many RMA Divisions, Committee and group meetings will be held, and there will be two meetings of the RMA Board of Directors, including annual elections of officers and Directors of the Association.

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NEW STATION FOR TROY, N. Y., RECOMMENDED TO FCC

The granting of a permit to the Troy Broadcasting Co., of Troy, N. Y., for building and operating a broadcasting station on 950 kc. with 1 KW power, daytime, was recommended to the Federal Communications Commission this week by Examiner George H. Hill.

Examiner P. W. Seward recommended that WHBB, of Selma, Ala., be authorized to increase its operating teim from daytime to unlimited and assign its license to the Selma Broadcasting Co.

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AMATEURS MAKE TESTS IN 5-METER WAVE BAND

Always pioneers, radio amateurs in the Northeast this week were engaged in an elaborate series of tests in the new and little-developed five-meter band. The experiments were centered on two high peaks in the Bristol Hills, just south of Canandaigua, N. Y.

At many points in the Eastern United States and Canada, other amateurs, tuned their receivers in an effort to compile helpful technical data on ultra-short waves and particularly the recently developed portable transmitters and receivers.

The instruments are similar to those designed for use by newspaper reporters in regions where wires are not immediately accessible or are cut off by storm or flood.

Stations W8EBS, operated by William F. Bellor, of Rochester; W8AGU, Erwin J. Schaffer of Penfield, and W8NCM, Francis L. Sherwood of East Rochester, were set up on Warden Hill, west of Canandaigua Lake in Ontario County, whose summit is 2,140 feet above sea level.

E. Willis Stratton of Rochester, operator of Station W8MU, placed his portable station atop Bare Hill, on the east side of the lake.

Ernest R. Roy, operator of W8XH, The Buffalo Evening News short-wave experimental station, was ready to establish communication with the portable broadcasters from his own station W8RV.

Listening posts were set up by amateur operators in many cities and towns. There was one atop Hotel Statler, Buffalo, and others were at Clearfield, Pa.; Toronto, Syracuse, Elmira, Niagara Falls and New York City.

Operators took their receivers to high elevations in an effort to pick up the signals.

Information received from listeners will be compiled and forwarded to the American Radio Relay League at Hartford.

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In New Jersey a proposal for a State-owned and operated non-commercial radio station to be devoted in part to educational programs has been approved by the State Advisory Committee on Public Recreation.

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D. C. MAN GETS FAVORABLE REPORT FOR MARYLAND PERMIT

The application of a resident of Washington, D. C., for a permit to build and operate a broadcasting station in Salisbury, Md., was given a favorable report this week by Chief Examiner Davis G. Arnold in a recommendation to the Federal Communications Commission.

The applicant, Frank M. Stearns, a dealer in gas and oil and insurance, asked for assignment on 1200 kc. with 250 watts power, daytime. Although Mr. Stearns has never lived in Salisbury, the report points out, he intends to establish his residence there if the application is granted. He has had no previous experience in the radio field.

Salisbury is a town of about 11,000 and is located near the geographical center of the Delaware-Maryland-Virginia peninsula.

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CHINA EXPANDING USE OF RADIO IN EDUCATION

Estimates of the total number of tube and crystal radio receiving sets in China proper vary greatly with the more conservative estimates placing the number at 300,000 of which approximately 50,000 are in the Shanghai area, A. Viola Smith, American Trade Commissioner, Shanghai, has just reported to the Bureau of Foreign and Domestic Commerce.

The expansion in the use of radio throughout China proper during the past two years has been very marked. This expansion is particularly evidenced by the network of bamboo poles and antennae wires to be seen on the humblest of buildings in small villages throughout the country.

Official reports indicate that 2,000 radio receiving sets were installed in primary and middle schools and in mass education enters in 24 provinces during 1936 in keeping with the program of the Ministry of Education to reduce illiteracy, the Trade Commissioner reported.

Approximately 200 students which have been recommended by various provinces and municipalities were enrolled in a special class which was recently opened by the Ministry of Education to train radio and motion picture operators. Plans are now being formulated for a course in advance radio broadcast work. A limited number of students of university standing will be enrolled in the class. After a period of training these persons will be detailed to various provinces and municipalities to supervise the administrative and technical work relative to the educational broadcast program, according to the report.

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SHORT-WAVE TRAP FOR SPEEDERS PROVES EFFECTIVE

Kansas City has taken to measuring excess automobile speed with the radio short-wave and apparently is finding it good, according to the St. Louis (Mo.) Globe Democrat. In its early application, the measurement is acceptable as sound evidence in traffic court and there is very little, if any, bickering on the part of automobilists who are caught in the short-wave net. Ordinary evidence, in which opinion and the speedometer of a police motor usually takes high part, is thus bolstered by science. A car passes a given point in the attention of police officers and if it passes another given point in less than so many seconds that car is speeding and there is very little left to argue about.

Indeed, it seems that the arresting officers in Kansas City are liberal in their timing and in their measurements, making it quite certain that the speed law of the city has been violated when the short-wave evidence says it has. So when an automobile driver is haled into court, accused of having speeded from point to point at a rate of say 41 miles an hour where only 35 miles is permitted under ordinance provisions, it is certain that his rate of travel is in excess of rather than under the evidence submitted.

As the plan functions, the Police Department determines on a trial course without emphasizing its presence. The short-wave radio sets - under license authority of the Federal Communications Bureau - are set up 770 feet apart. If a car passes one station at what appears to be a speeding pace, the other station is notified and stop watches determine whether the car in question arrives opposite the second radio post short of the 14 seconds permitted. If it does, a conveniently placed motor-cycle policeman catches the speeder and makes the arrest and produces the soul-less radio-measured evidence in court.

The fairness of the evidence thus provided is shown by the fact that an automobile would average 55 feet per second in traversing a measured distance of 770 feet in 14 seconds, while to break the law in fact and exceed the speed of 35 miles permitted by law in Kansas City the vehicle would have to travel only a little better than 51 feet a second, or make the measured course in approximately 15 seconds. So the 4 excess feet per second and the one second in violation of the law is in favor of the speeding motorist and not on the side of the evidence, as it might be.

The liberality on the side of certainty seems to have struck a responsive chord in the hearts of first offenders. Most of them appeared in court in good humor and paid their fines on the spot.

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RADIO EXPORTS WELL ABOVE LAST YEAR

Radio exports last March increased 17 percent, according to the U. S. Bureau of Foreign and Domestic Commerce, despite a decrease in receiving set exports, but with large increases in tubes and parts. Total exports last March were \$2,608,360, compared with \$2,229,717 in March, 1936. The radio export increase for the first quarter of 1937 was 24.1 percent.

For the first quarter of 1937, total radio exports were \$7,568,319, against \$6,098,083 in the first three months of 1936. This included 164,914 sets valued at \$4,211,765 in the 1937 first quarter, against 150,929 sets valued at \$3,719,044 in the first quarter of 1936.

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RECEPTION OF U. S. LONG WAVE STATIONS POOR IN ENGLAND

The average reception of North American medium-wave stations in Great Britain was not very good during the past Winter, although occasionally, conditions were favorable, a correspondent writes in World-Radio. South American reception, on the other hand, was frequently good for long periods, he adds.

"In September, numbers of strong American signals were received every time an attempt was made to span the Atlantic", the writer continues. "Mixed bags of North and South Americans were the rule, with WCAU, WOR, and LRI the most readily available stations. Early in October, the North American group faded right away, and for several weeks LRI, LR3, and their fellow South American broadcasters were the sole audible representatives of the New World.

"The United States and Canadian stations were again heard at good signal strength early in November, but only for a very few days. On occasions their fade-out was not complete: there remained tantalizingly weak carriers that promised to become intelligible signals but never did. On about November 23 unusually large spots appeared on the sun. Possibly it was a coincidence, but from that date reception was better, and WCAU, WOR, etc. were received at good volume before midnight. Once again the period of good reception was short, and after the 28th the strength of North American signals again became mediocre. However, the South Americans, with LRI still the loudest, continued to make themselves heard with regularity.

"The next period of first-class reception conditions began about December 16th, when Lowell Thomas, Amos 'n' Andy, and the rest stepped up from the short waves to send their voices powerfully across the ocean via WBZ, WTIC, etc. There

were also audible a medly of programs not rebroadcast, on wavelengths between 10 and 200 meters. These included a short symphony concert from WLWL; negro spirituals from WPG; boxing commentaries from WAAB; descriptions of ice-hockey matches from CJSB; and the offerings of WHN, WNEW, etc. Even with reception conditions so favorable, WLW, the 500 KW Cincinnati giant, was never a good signal. Indeed, WHAS, operating with 50 KW in Louisville, a hundred miles beyond Cincinnati, was easier to receive. After the 23rd, conditions began to deteriorate.

Only twice during February and March - on February 20 and March 18 - were the United States stations received reasonably well. South American reception was also rather moderate during these two months. At the time of writing - early April - the season is making a dying kick, distant KNX, Hollywood, as well as WCAU, WOR, etc., having been heard recently.

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::: TRADE NOTES :::
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President Roosevelt's signature made law last week of legislation "modernizing" requirements for radio equipment on ships. In adopting the requirements of the 1929 International Convention on Safety of Life at Sea, the new law sets radio standards for more than 600 ships not covered by previously existing statutes.

 The motion made by attorneys for the 17 defendants in the \$1,700,000 restraint of trade suit by Transradio Press, Inc., and Radio News Association, Inc., for leave to take depositions of witnesses who live at a greater distance than 100 miles from New York and for an extension of time for this undertaking was denied last week by United States District Judge John W. Clancy, in New York.

 Internal Revenue Bureau collections of the Federal five percent excise tax on radio and phonograph apparatus in April, 1937, were \$331,618.50, an increase of three percent over the collections of \$321,006.84 in April, 1936.

 The "March of Time" is being transcribed in French in three half-hour recordings for broadcast to radio listeners in France. The project is under the supervision of Jean Masson, Program Editor of Radio Luxembourg, in cooperation with Time, Inc.

Marked curtailment during February in radio industry production was due "primarily to seasonal slackening of activities" according to the February report of the U. S. Bureau of Labor Statistics just released. There was a decrease of 8.8 percent in February radio employment following a decrease of 7.8 percent during the previous month of January. However, the February employment was 5.3 percent above that of February, 1936, and the February employment index figure was 170.6 percent compared with 186.8 percent during the previous month of January.

An increase in the operating hours of WSAU, Wasau, Wis., from daytime to unlimited on 1370 kc. with 100 watts power was recommended to the Federal Communications Commission last week by Examiner P. W. Seward.

"Way is gradually being paved for the stock of the Columbia network to go on the big board", Variety reported last week. "It is figured that it will have that listing by the end of July. Application for the web's latest financial move has not as yet been filed with the Securities Exchange Commission. Nor have the newly engraved certificates been received from the printer."

A new and revised continuity schedule for the National Broadcasting Company's Thesaurus service of transcribed programs will go into effect June 21st. The revision will bring the output of transcribed programs up to 15 different shows weekly. The entire schedule fills more than eighteen and one-quarter hours of broadcasting per week.

Walter Stiles, Jr., amateur radio operator of Coudersport, Pa., has been selected by a Board of five distinguished judges for the William S. Paley Amateur Radio Award and Mr. Paley presented the award to Mr. Stiles at a luncheon at the Waldorf-Astoria Hotel, New York City, Monday, May 24th. Anning S. Prall, Chairman of the Federal Communications Commission, joined Mr. Paley in paying glowing tribute to Stiles and to the 47,000 amateur operators in this country and Canada for the public service they perform in times of national emergency.

Kenneth B. Warner, Executive Secretary of the American Radio Relay League, spoke on behalf of his organization in accepting permanent custodianship of the trophy symbolizing the award to Stiles. The speakers were heard over a nation-wide network of the Columbia Broadcasting System.

The Chattanooga Times has filed with the Federal Communications Commission an application to construct and operate a radio broadcast station on a frequency of 1,120 kc., 500 watts night and 1,000 watts day, on unlimited time. The Times requests the station be known as WASO, for the late Adolph S. Ochs.

RCA TO ADVERTISE IN 200 METROPOLITAN DAILIES

Resumption of national newspaper advertising in nearly 200 metropolitan dailies, starting in June, as part of a greatly increased advertising program on RCA Victor radio and phonograph sets, was announced in Chicago last week at the annual convention of RCA executives and wholesalers.

The company will also continue its cooperative dealer and distributor newspaper campaign, according to Thomas F. Joyce, Advertising Manager. The campaign on phonographs will stress technical and artistic advances in disc records during recent years while the public has been busy listening to radio. Magazines and farm papers will also be used. Lord and Thomas handles the account.

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MARKET FOR RADIO IN CUBA IMPROVING

Cuba imported more than a million dollars worth of radio sets, tubes, parts and accessories from the United States in 1936 and prospects are exceedingly bright for the present year, according to Assistant American Commercial Attache Charles H. Ducote, Havana, in a report published by the Electrical Division, Department of Commerce.

The trade in radio sets, tubes and parts makes up the most important section of the electrical goods market in the island, the report states, and during 1936 accounted for about 38 percent of the total imports.

American manufacturers dominate the market, although some receiving sets of Dutch origin are being sold. Imports of radio apparatus from the United States show seasonal characteristics, the highest imports being in the month of December. Practically all the important manufacturers of radio apparatus in the United States are represented in the Cuban market and, consequently, the competition is active and keen, according to the report.

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GILMAN OPENS HOLLYWOOD OFFICE FOR NBC

The rise of Hollywood as a source of national network programs and NBC's contemplated building project there have made it necessary that Don E. Gilman, Vice-President of NBC's Western division, be located at the film capital, it was announced in New York this week by Lenox R. Lohr, President of the National Broadcasting Company.

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"This does not mean that Mr. Gilman will abandon his San Francisco offices", stated Mr. Lorch. "The National Broadcasting Company has no intention of curtailing its San Francisco activities, and Mr. Gilman will continue to spend a considerable portion of his time in that city. San Francisco is one of the four cities in the United States in which the National Broadcasting Company operates two broadcasting stations, and the major part of our sales and accounting activities for West Coast operation is centered there.

"The great increase in radio program production in Hollywood, however, has made it advisable that Mr. Gilman establish his residence there. This will enable him to devote a greater amount of personal attention to the interests of the millions of listeners NBC now serves from Hollywood, and to our plans for providing the finest broadcasting facilities to keep pace with the program production in that city."

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PRESS ADVERTISING CANCELLED FOR RADIO CAMPAIGN

Approximately 85 newspapers throughout the East and Middle West have been notified of cancellation of an all-Summer schedule of color comic-section advertising for Huskies, new dry cereal of General Foods Corporation, according to Editor & Publisher.

"The notice of cancellation, sent out by Benton & Bowles advertising agency, New York, said this action was taken because General Foods had just signed up Robert (Believe It or Not) Ripley for a radio program, which 'forces revision of the budget', the article stated.

"The notice, which costs the newspapers from a few hundred to several thousand dollars each, brought bitter comments from some newspaper men.

"One pointed out that 'newspapers made Ripley' only to find that on the radio he is now their competitor for advertising appropriations. This was cited as only one instance of complications that grow from adaptation of newspaper features to radio.

"General Foods introduced Huskies a year ago in black-and-white advertising in the East and Middle West. The color comic program this year has already begun in some newspapers. It included eight to eighteen insertions of half or tabloid pages."

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