

HEINL RADIO BUSINESS LETTER

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No. 1035

SYKES TO ADDRESS OPENING SESSION OF NAB MEETING

Judge Eugene O. Sykes, veteran Chairman of the Broadcast Division of the Federal Communications Commission, will address the National Association of Broadcasters at its opening session Monday, June 21st, in Chicago. His topic will be "The Duty and Responsibility of the Broadcasters."

The NAB will change the traditional convention procedure, it was disclosed this week when James W. Baldwin, Managing Director, announced the complete program for the meeting. Instead of holding the election of officers at the final session, the NAB will select its leaders on the second day. The Resolutions Committee will report at the same time.

While no major issues are on the NAB agenda, there are indications that the copyright issue will be again injected into the proceedings. There are also rumors that NAB members want to start a movement for the employment of a radio czar, such as the movie industry has in Will Hays.

Several amendments to the NAB constitution and by-laws are to be considered. Among these will be an increase of 50 percent in membership dues.

The annual election of officers will occupy the chief interest at the opening of the convention. Four officers and six directors must be elected. The incumbent president, C. W. Myers, of Portland, Ore., may be a candidate for re-election. There are a dozen or more other active candidates for the post, however,

The first day's session will include, besides Judge Sykes' address, speeches by the President, Mr. Myers, and the Treasurer, Harold Hough, of Fort Worth, Texas, and a report by Mr. Baldwin. There will be no afternoon session.

Following election of officers on Tuesday morning, the Engineering Committee, headed by J. H. DeWitt, of Nashville, will report.

The Wednesday sessions will be occupied with numerous reports and papers. The convention will close with the banquet Wednesday night, the 23rd.

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RUMORS FOCUS ON GARY, LANHAM FOR STEWART'S SUCCESSOR

With only a fortnight remaining before the term of Dr. Irvin Stewart will expire as member of the Federal Communications Commission, the broadcasting industry awaited eagerly the appointment of his successor this week.

Rumors included a half dozen prospective candidates, but the best informed reports centered about Hampson Gary, now General Counsel of the FCC, and Representative Fritz Lanham (D.), of Texas.

Oddly enough, both are from Texas, as was Dr. Stewart. Mr. Gary served a short term on the Commission before becoming General Counsel.

The names of former Representative Driscoll, of Pennsylvania, now Chairman of the State Public Utilities Commission, and T.A.M. Craven, Chief Engineer of the Commission, were still being mentioned, but not with such assurance as those of Messrs. Gary and Lanham.

Possibility that a dark horse may be selected by President Roosevelt was seen in his delay in making a choice. One report had it, moreover, that Majority Leader Rayburn, of the House of Representatives, had added confusion by endorsing a candidate whose identity was uncertain.

Although last year there were rumblings of discontent from Western Senators that there is no far Westerner on the Commission, it was understood that a group of the Western bloc had agreed that they have no candidate and have endorsed Mr. Gary. Senator Sheppard, of Texas, is reputedly supporting Mr. Gary, while Senator Connally has endorsed a minor candidate from his locality.

One thing in Mr. Gary's favor is the forthcoming International Radio Conference at Cairo. Because of the need for diplomacy at this meeting, the State Department may suggest that Mr. Gary, who was formerly U. S. Minister to Egypt, and who had served in the State Department for $7\frac{1}{2}$ years, had been called to the Paris Peace Conference as an advisor by President Wilson, would be a valuable member of the Egyptian delegation.

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MUTER RETAINED AS RMA HEAD; DIRECTORS ELECTED

Leslie F. Muter, President of the Muter Company, of Chicago, was re-elected President of the Radio Manufacturers' Association, this week at the closing session of the convention in Chicago. It will be his fourth term.

Fred D. Williams, of Philadelphia, was re-elected Treasurer, and Bond Geddes was retained as Executive Vice-President in charge of the Washington office. John W. Van Allen, of Buffalo, remains as General Counsel.

The RMA adopted an amendment increasing the number of Directors from 18 to 25.

Directors who were re-elected are:

David Sarnoff, RCA; James M. Skinner, Philco; Paul V. Galvin, Motorola Co., Chicago, and Arthur T. Murray, United American Bosch Co., Springfield, Mass., representing set manufacturers; David T. Schultz, Raytheon, New York; Arthur Moss, Solar Co., New York, and Phil C. Lenz, Lenz Electric Co., Chicago, representing parts manufacturers.

The seven new members are P. S. Billings, Belmont Radio, Chicago; S. T. Thompson, Pilot Radio, Long Island City; Ernest Alschuler, Earla Radio, Chicago; H. E. Osmun, Central Laboratories, Milwaukee; Ray F. Sparrow, P. R. Mallory Co., Indianapolis; Jerome J. Kahn, Standard Transformer Co., Chicago, and Samuel J. Cole, Aerovox Co., New York.

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ADDITIONAL WAVES RECOMMENDED FOR HEARST RADIO, INC.

A favorable Examiner's report was filed with the Federal Communications Commission this week on the application of Hearst Radio, Inc., for additional point-to-point frequencies to use in its press communication service between New York, Chicago, and San Francisco.

Examiner R. H. Hyde recommended that Hearst Radio be granted authority to use 10,090 kc., unlimited time on WEEW, New York, WEEW, Chicago, and KGXQ, San Francisco, and 15,565 kc. on WEEW and 7,625 kc. on KGXQ, nighttime.

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RCA-VICTOR BOOSTS WAGES AT CAMDEN PLANT

Wage increases ranging from 3 to 5 cents an hour for 8,500 employees of the Camden plant of RCA Victor Co. were announced by Robert Shannon, Vice-President, this week.

In a notice to the employees, Mr. Shannon said:

"Since the last general wage increase prior to the first of this year, we have continued to study base rates of pay. Our study shows that our rates are much higher than the general radio industry. However, we are pleased to announce increases effective Monday, June 7th, as follows:

"3¢ per hour added to the present base rates for all female employees.

"4¢ per hour added to the present base rates for all junior male employees.

"5¢ per hour added to the present base rates for all senior male employees.

"These increases apply to starting rates and all intermediate steps.

"These increases are in keeping with our desire to maintain base rates equal to or better than prevailing rates in similar industries of this area."

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BBC TO GIVE EXTRA TELEVISION HOUR FOR TRADE

The British Broadcasting Corporation has announced that, for trade purposes only, an extra period of television, lasting approximately an hour, will shortly be given every weekday morning between 12:30 and 1:30 P.M. A special film, surveying the activities of television since the opening of the service about six months ago, has been produced by the BBC and will be shown every day in the extra hour. This transmission is intended solely for the benefit of manufacturers and those engaged in the sale of television sets, and not for the entertainment of home viewers.

In order to effect certain internal adjustments and to make improvements in studio facilities at Alexandra Palace, arrangements have been made, with the concurrence of the Television Advisory Committee and with the approval of the Postmaster-General, for television transmissions to be suspended for a period of three weeks, beginning Monday, July 26th.

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RADIO TRADE IN JAPAN SHOWS STEADY GROWTH

"The radio trade of Japan has shown a steady and healthy growth during the past twelve years", according to a report carried in Broadcasting in Japan, just issued by the Broadcasting Corporation of Japan. "As early as 1925, large number of foreign made parts and receiving apparatus had been sold, but today almost all of these are seen replaced by those of domestic manufacture.

"Since the introduction of approval system for wireless receiving sets and parts by the Broadcasting Corporation of Japan, seven years ago, the manufacturers have shown marked improvements in the design and the quality of their products.

"These sets occupy nearly thirty percent of the total receiver production, while nearly eighty percent of the parts manufactured in the country are those approved by the B.C.J.

"The year, 1936 has proven to be the biggest in the radio trade years of the past. The total number of receiving sets sold during the year is figured at about 1,200,000 and that of vacuum tubes for reception only amounted nearly 10,000,000. The total sales amount of the sets and parts can be safely figured at 40,000,000 Yen.

"Such was caused mainly by the phenomenal increase in the number of listeners for the country and by the growing tendency among listeners to exchange the old obsolete sets for the better ones, added also by the marked increase in exports trade demanded by neighboring countries.

"The future of Japanese radio manufacturing and trade seems promising for many fundamental reasons: - Firstly the radio listeners are expected to increase in greater rate for many years to come, due to increase in the number and the power of stations and its popularity among great mass of population; secondly, the manufacturing art of radio sets, developing rapidly with the constant, technical improvement, encourages export trade among oriental countries, as well as to occident."

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MASON-DIXON GROUP SEEKS TRANSFER OF CONTROL

Six Eastern stations now controlled by Mason-Dixon Radio Group, Inc. have applied to the Federal Communications Commission for authority to transfer control to J. Hale Steinman and John F. Steinman.

The stations are: WDEL and WILM, Wilmington, Del.; WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WGAL, Lancaster, Pa., and WORK, York, Pa.

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APRIL RADIO ADVERTISING SHOWS SEASONAL SLUMP

Total broadcast advertising during the month of April amounted to \$11,309,319, according to the National Association of Broadcasters. Gross time sales for the month were 2.7% below the level recorded for last month, the usual seasonal decline. While national network and national non-network business showed declines in volume, regional network and local advertising experienced gains. Total sales were 28.1% ahead of the level as registered during April of 1936. The principal gain over last year occurred in the national non-network field, the volume of sales in this portion of the medium rising 53.8%.

As compared to last month, other major media followed the usual seasonal tendencies in experiencing slight increases in advertising volume. As against last April, national magazine volume increased 17.6%, national farm paper volume 11.8%, and newspaper lineage 3.4%. These increases compare to the 28.1% gain experienced by broadcast advertising.

Non-network broadcast advertising remained at approximately the same level as was recorded for March. Local station volume showed the only increase, rising 5.5%. All sizes of stations showed marked increases as compared to last April, the principal increase being a 47.2% gain recorded by regional stations. Of the geographical districts, the South Atlantic-South Central Area showed the only increase of any importance as compared to last month. All sections of the country recorded gains in business as against last April.

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SOVIET TELEVISION EXPECTED TO COVER MOSCOW PROVINCE

A high-fidelity television center is to be constructed in Moscow, the Signal Corps Bulletin of the War Department notes. The Peoples Commissariat of Communications has approved the construction project as presented by "Radiostroi." This project has been classed as especially necessary and urgent. It is hoped that the transmission of high-fidelity television will start in May or June 1937.

The principal equipment for the Moscow Television Center was purchased from the Radio Corporation of America. This equipment is the very latest development of the Television Radio Laboratories of the R.C.A. under the direction of Dr. V. K. Zworykin, the inventor of the iconoscope.

The latest model of iconoscope will be used, thus insuring high-fidelity transmission.

Due to the large number of elements transmitted it is necessary to employ ultra-short waves. The transmitter will operate on a frequency of 49.75 megacycles, that is, on a wavelength under 6 meters. The unmodulated power brought to the antenna will be 7.5 kw. When transmitting an all-white field, the peak would reach 30 kw.

On account of the comparatively high-powered U.K.V. transmitter and the location of its antennas on the Shuhova tower, which is 150 meters high (300 meters above sea level), it is expected to be able to furnish high-fidelity television within a radius of 50 to 60 kilometers, which takes in most of Moscow province.

The sound transmitter will operate on a frequency of 52 megacycles and will have a power of 7.5 kw. The small difference between the carrier frequency of both transmitters (2.25 megacycles) permits the reception of sound and images on the same antenna, and this simplifies the scheme of reception. The sound tract of the transmission covers a field of frequencies from 50 to 10,000 cycles per second, and this feature provides considerably better artistic reproduction of sound than is realized through the medium of other short-wave transmitters.

A stock of television receivers has also been purchased in the United States to be used as patterns in the manufacture of similar sets by the Glavesproma factory. These receivers will be placed in a cabinet measuring 1 meter high, 65 centimeters deep, and 40 centimeters wide.

The television images will be seen on the cathode screen of the kinoscope tube by means of an inclined mirror placed inside the tops of the cabinet, which can be elevated. The image will average 14 by 19 centimeters.

The sound will pass through an electro-dynamic loud-speaker located in the lower part of the cabinet.

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AD AGENCY MEN CALLED "CHAMPION DEADBEATS"

"Radio's champion deadbeats", says Variety, "are the advertising agency staffmen, who like to go places, meet blondes and guzzle expensive refreshments. They're happy to allow radio actors, comedians, musicians, writers and directors to lift the check.

"Some of the Broadway boys are grumbling about the impositions heaped upon them by such admen. They wouldn't take that much social abuse of good nature and good fellowship from a Hollywood scout. Nor would a Hollywood scout attempt the inconsiderate and chiseling night life tactics of the agency lads."

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TRADE NOTES

September 26, 1937, has been set as the date when Station WHK, Cleveland, Ohio, will join the National Broadcasting Company as a member of the Basic Blue Network, replacing WGAR. The network rate per evening hour will be \$340. WHK is owned by the Radio Air Service Corporation, an affiliate of the Cleveland Plain Dealer and the Cleveland News. It operates full time on a regional channel frequency of 1390 kilocycles, with a daytime power of 2500 watts and nighttime power of 1000 watts.

The Federal Trade Commission has issued an order to cease and desist against Allura, Inc., Sacramento, Calif., directing discontinuance of certain unfair methods of competition in the sale of Allura, an eye lotion. Findings are that the company made false and misleading representations in advertising matter and radio broadcasts in violation of Section 5 of the Federal Trade Commission Act.

A new broadcasting station at Coeur d'Alene, Idaho, was recommended to the Federal Communications Commission this week by Examiner P. W. Seward. The applicants, Clarence A. Berger and Saul S. Freeman, propose to use 1200 kc. with 100 watts power, daytime.

A substantial increase in efficiency of coverage is reported by Station WXYZ, NBC's Blue Network station in Detroit, as the result of the installation of a new vertical radiator antenna. The new antenna is a single self-supporting tower located on top of the fifteen-story Maccabees Building, where WXYZ's studios are located. It is 283 feet in height and towers 474 feet above Woodward Avenue in Detroit. The top of the new tower is equipped with a turnstile antenna to be used later for ultra-high frequency transmission.

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FIVE APPLICANTS SEEK TEXAS PERMIT; ONE CHOSEN

Wichita Falls, Texas, with a population of only 43,690, apparently has attractions for would-be broadcasters. Five applicants have sought authority to construct a station there. Examiner John P. Bramhall this week recommended that one, the West Texas Broadcasting Co., be given a construction permit. The applicant proposes to operate on 1380 kc. with 1 kw. power, unlimited hours.

Examiner Melvin H. Dalberg at the same time recommended that the application of the Beaumont Broadcasting Association, Beaumont, Texas, be granted. The applicant asked for authority to use 1420 kc. with 100 watts power, unlimited hours.

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BROADCASTING ABROAD

The broadcasting service in the Irish Free State is a Government monopoly and is operated by the Department of Posts and Telegraphs.

There are three broadcasting stations in the country. The Athlone Station situated in County Westmeath is the central high power station and provides a national service. The other two stations are at Dublin and Cork.

All broadcasting programs are originated in the Dublin station studios and are transmitted simultaneously from the three stations. The local programs are designed to have a distinctive flavor. There is a great deal of Irish music and dancing, and talks in Irish and English on Irish history, music, and literature. Descriptive broadcasts of Gaelic football and hurling are also popular. Broadcasts to schools are given for one half-hour daily, except Saturdays, Sundays and holidays.

Sponsored advertising programs have been tried out during the past few years, but the Government does not encourage such programs. At present the only sponsored program is given by the Irish Hospitals Trust, Ltd., advertising their lottery tickets.

According to the U. S. Signal Corps, experimental television transmissions of weather charts to airplanes are being made in Berlin.

Broadcasting and newspapers are temporarily replacing, as the educational media of the children, the primary schools of Wellington district, New Zealand, in which, as a precaution against the spread of infantile paralysis, children are not permitted to assemble, according to World-Radio. Closing of the schools soon after the long Summer recess would have meant serious interference with educational progress, but Wellington Education Board is keeping its teachers on duty. They prepare daily lessons for their pupils, which the newspapers publish each morning. Then the National Broadcasting Service comes into use at 9:30 A.M. for an hour's school session. The pupils complete the daily task, their work being sent post-free to the Education Board for correction. This unique emergency scheme began with "Arithmetic Day."

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FCC ISSUES ORDER AGAINST WESTERN UNION

The Telegraph Division of the Federal Communications this week directed that a Report and Order issue holding the Western Union Telegraph Company's practice of imposing an artificial delay on the handling, transmission, or delivery of ordinary messages to be unjust and unreasonable, unjustly and unreasonably discriminatory, and unduly and unreasonably prejudicial.

It also directed that the Report and Order declare the ratio between the charges prescribed by the Western Union Telegraph Company for ordinary plain language and code messages and urgent plain language and code messages to be unjust and unreasonable, unjustly and unreasonably discriminatory and unduly and unreasonably prejudicial.

Since the facts and evidence upon these questions may vary as to the other carriers operating in the international field, separate decisions and orders applicable to each of them may subsequently issue as may be found necessary or proper.

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ALFRED J. McCOSKER TO RECEIVE HONORARY DEGREE

Alfred J. McCosker, President of the Bamberger Broadcasting Service (WOR), will receive an honorary degree of Doctor of Laws at the John Marshall College of Law commencement exercises to be held at the State Norman School, Jersey City, N. J., June 16th. Mrs. Franklin D. Roosevelt and Orwin W. Kaye, Regional Director of the National Youth Administration, will be similarly honored at the exercises.

Mr. McCosker will be cited, according to Dean Alexander F. Ormsby, as one "who with able direction and incalculable force for the spreading of knowledge has united in his experience the two most far-flung instruments in education - press and radio." It was particularly fitting to honor Mr. McCosker, Dean Ormsby explained, because "he was once such a youth as John Marshall seeks to educate - a boy without considerable financial resource."

Born in 1886, Mr. McCosker was educated in the parochial schools of New York City. He began his career as copy boy to the late Arthur Brisbane, and during the years that followed he held every position on a newspaper up to and including editor. He joined WOR in 1923, became Director and General Manager in 1926, and was made President in 1933. He was President of the National Association of Broadcasters from 1932 to 1934, and since then has been a member of its Board of Directors. He has been Chairman of the Mutual Broadcasting System since it was organized in 1934.

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CANTON, CHINA, SEEN AS GROWING RADIO MARKET

A market exists for radio receivers in Canton, China, and vicinity, according to U. S. Consul General Irvin N. Linnell. Apparatus of American and European manufacture is on sale by dealers among whom competition is very keen. Inexpensive table models of from 4 to 6 tubes are in greatest demand, those of American make being the most popular.

"It is believed that the local demand for radios will be stimulated somewhat by the completion of a powerful broadcasting station in Canton, which is scheduled to commence operations very soon", the report adds.

"Electric current is available in the large cities of the Canton district but not in the rural areas. Since it is believed, however, that radios are in greater demand in urban centers than in rural districts, probably there is a larger market at the present time for current-operated receivers than for battery-operated apparatus."

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NEW KNX-CBS BROADCASTING CENTER ULTRA-MODERN

Photo-electric signal devices, built-in sound effects, invisible control-room windows, inverted studio walls and cavernous reverberation chambers - these are some of the features which the country's leading engineers, architects and acousticians have devised for the new KNX-Columbia broadcasting center in Hollywood.

Construction work has progressed rapidly since the ground-breaking ceremony last April, and CBS officials are confident that the studios will be ready for its dedicatory broadcast by next December. Even as workmen are completing the foundation for the structure, which is to cover an entire city block, experiments to produce new refinements in radio architecture are being directed by William Lescaze, foremost modernist architect responsible for the design; Earl Heitschmidt, assistant architect in charge of Hollywood construction; Dr. Verne Knudsen, University of California acoustical engineer and consultant to the Columbia Broadcasting System; and CBS engineering heads in New York and on the West Coast.

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