

HEINL RADIO BUSINESS LETTER

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No. 1039

June 26, 1937

ARCTIC EXPEDITION TO TACKLE RADIO PROBLEMS

Many problems still puzzling radio engineers are expected to be solved this Summer through further extensive researches to be made in the Arctic regions, according to Commander E. F. McDonald, Jr., President of Zenith Radio Corporation.

He made this statement in announcing that a specially designed code-and-radio transmission and receiving apparatus had been installed on the "Gertrude L. Thebaud", famous Gloucester fishing and racing schooner, which is being outfitted at Gloucester, Mass., for Commander Donald B. MacMillan's 1937 Arctic Expedition. The expedition was due to sail June 24th, and will be MacMillan's sixteenth trip to the North.

It is expected that the careful correlation of meteorological and magnetic observation will result in further information on long distance radio communication. The effect of the aurora borealis on radio reception will be studied with a view to solving the annoying problem of fading in long distance radio transmission and reception. Radio operator Walter Ramsden of the Zenith staff, a member of the American Radio Relay League, accompanied the expedition. The ship's radio transmitter will be known as Station WHFN.

The "Thebaud", veteran of several spirited brushes with the Canadian contender "Bluenose" in which victories fell turn-and-turn about, sailed for Baffin Land with a noted list of scientists and twenty college and preparatory school students who will share not only in the scientific researches to be made, but will serve as crew, as part of the daily instruction in seamanship and navigation.

The radio apparatus being carried on the "Thebaud" is much improved over the early apparatus brought aboard Commander MacMillan's ship the "Bowdoin" by Commander McDonald, when he signed on as a member of the Arctic expedition of 1923. MacMillan was the first Arctic explorer to use the radio and during his 1923 expedition he received on it news of President Harding's death. The expedition then within nine degrees of the North Pole, its ship frozen in the ice and buried under the Arctic snows and with igloos built over the hatches for protection against the cold winds, raised its flag to half-mast along with the rest of the country.

The "Thebaud" will make its headquarters off the northerly shores of Baffin Land. Stops will be made at Sydney, N.S., and at a string of Moravian mission stations along the Labrador coast where radio sets and windchargers for radio and electric light will be dropped to missionaries, governors and radio operators. Several of these northern posts now have no dependable source of radio power or electric lights, while others depend on gasoline-driven chargers. As gasoline is scarce and expensive in the North, the wind is expected to take over the job of lighting, and of running radio. Winchargers have previously been installed at a number of Arctic points with success, and are being used also by the Soviet Expedition now at the North Pole. As a matter of fact, the radio running from a single storage battery and the wincharger were both inspired by Arctic explorations.

Commander McDonald, during his 1923 and 1925 voyages to the Arctic with MacMillan, left many dry battery-operated radios with far northern missionaries and governors. In a few months their batteries ran down, leaving them cut off from communication. Realizing the injustice of bringing such temporary radio to the North, McDonald turned his thoughts to storage battery radio and a means of charging batteries from the wind for use in isolated and unelectrified parts of the earth. By 1935, he had succeeded in the solution of both problems.

Among the noted scientists with the MacMillan expedition are Dr. Martin J. Buerger of the Massachusetts Institute of Technology; Dr. David Potter, of Clark University; Dr. Alfred O. Gross, of Bowdoin College; Harold S. Peters, of the U. S. Department of Agriculture; V. C. Wynne-Edwards, of McGill University, and Dr. Kenneth W. Sewall, of the Massachusetts Memorial Hospital.

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CBS ADDS WAIM, ANDERSON, S. C., TO NETWORK

Station WAIM, Anderson, South Carolina, will be added to the Columbia Network on July 18th. The station, which is owned and operated by Wilton E. Hall, with business offices and studios located at Anderson College, operates full time on a frequency of 1200 kilocycles, 249.9 meters, with 100 watts power.

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BROADCASTERS CONDEMN PAN AMERICAN SHORT-WAVE STATION

Opposition to the Celler Bill to construct a \$700,000 government-owned short-wave broadcasting station in Washington to improve relations with Pan American countries was voiced by the National Association of Broadcasters at its Chicago convention.

Action on the bill, sponsored by Representative Celler (D.), of New York, upon the suggestion of Commissioner George Henry Payne, is being held up by the House Naval Affairs Committee pending a report from the Navy Department.

The text of the resolution adopted by the NAB follows:

"Whereas, there has been introduced into the Congress of the United States a bill known as the Celler Bill, which would authorize the construction, maintenance, and operation of a government broadcasting station,

"Whereas, the existing system of broadcasting in the United States makes available to the various departments of the government ample time for broadcasting either domestic or foreign programs,

"Whereas, the existing system of broadcasting in the United States affords to the departments of the government the greatest possible radio audiences,

"Whereas, the operation of a broadcasting station by the Office of Education is opposed by all existing Federal and State laws respecting education,

"Whereas, due to its official status, there would be great danger of utterances over such a station giving offense to friendly nations, and creating unnecessary international incidents,

"Whereas, the enactment of the Bill would result in a useless and extravagant expenditure of public funds,

"Now, Therefore, Be It Resolved, That the National Association of Broadcasters express its opposition to the passage of this Bill, and instruct its Board of Directors to use all legitimate means to cause its defeat, and urge the members of the National Association of Broadcasters to encourage their members in Congress to oppose the passage of this bill."

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RADIO FIRE-POLICE ALARM IS APPROVED BY FCC

Burglar alarms that are picked up directly by cruising police cars are to be tested in Seattle, Wash., as the result of issuance this week by the FCC Telegraph Division of an experimental permit to the Howton Radio Alarm Company.

The tests, to be conducted in conjunction with the Seattle Police and Fire Departments, are to determine the practicability of the alarm which its sponsors claim is more economical and more effective than the automatic wired alarms. The experiments propose to equip certain banks and other business houses with the alarms, which consist of a high quality crystal controlled transmitter, storage battery, and phonograph record.

The recording has only two messages: one broadcasts a burglar alarm, while the other turns in the fire alarm. The first is set off by treadles and similar devices, whereas the second is operated by thermostat or other instruments sensitive to heat.

Promoters of the alarm claim that it is silent in operation, cheaper than wired alarms, and that it has the advantage of having no wires that may be cut easily by burglars. The cost per customer is estimated at \$5 a month.

The FCC Examiner, in recommending the granting of an experimental license, cited its advantages, as claimed by the sponsor, but raised the question of whether it would overcrowd the police radio waves, on which it would transmit the alarms, and whether false alarms might be increased.

Objection to the granting of the license was made by Western Union because of its threatened competition with wired alarms.

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DELETION OF WRAX PROPOSED IN EXAMINER'S REPORT

Deletion of WRAX, Philadelphia, and the absorption of its facilities by WPEN, Philadelphia, were recommended to the Federal Communications Commission this week by Examiner Tyler Berry.

The Examiner at the same time recommended that control of both stations be transferred from Clarence H. Taubel to John Iraci, and that WPEN be granted an increase of power to 1 KW, and unlimited time on 920 kc., now shared with WRAX.

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DUES RISE VOTED DOWN; PRESS AGENT PROPOSED BY NAB

Members of the National Association of Broadcasters voted down a proposed amendment to their Constitution to raise dues in Chicago this week and at the same time adopted a resolution to hire a press agent.

The latter will be known as a Director of Advertising and will work under the direction of the Managing Director. His job will be "to advance the art of radio broadcasting in the minds of the people and to portray a true picture of the value of the radio industry, in its present form, to the United States."

Among other resolutions adopted were endorsements of three-year licenses for broadcasting stations and condemnation of the Boylan license tax plan drafted by Commissioner George Henry Payne of the Federal Communications Commission.

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TELEVISION EXHIBITION DRAWS CURIOUS CROWD

"The television exhibition, which is open to the public at the Science Museum, South Kensington, removes all cause for that slight trepidation afflicting many good people invited to watch a demonstration in a trade viewing-room", World Radio states. "Although no one is pressed to buy on the spot, many visitors to viewing-rooms do nurse a brooding sense of obligation to the kind and obliging salesman, and end up by buying at least a brace of terminals or a fixed condenser. But at South Kensington the public is welcome to inspect at leisure the most comprehensive television display yet staged in any country, and to see demonstrations of practically all the systems extant, from the early low-definition pictures to the most advanced cathode-ray and 'big screen' methods.

"The exhibition, which was opened by Lord Selsdon, Chairman of the Television Advisory Committee, traces the art from its earliest beginnings in the 'seventies, when it was accidentally discovered at the Valentia Cable Station that selenium rods used as resistances altered their value under the influence of strong sunlight. It includes the early apparatus with which John Logie Baird transmitted the face of a ventriloquist's doll in 1925; and in the modern section, there are practical demonstrations of modern reception on local transmissions as well as the broadcasts from Alexandra Palace. Firms showing their latest cathode-ray receivers in action include Baird, Marconi-E.M.I., Ferranti, Cossor, and G.E.C.

"The exhibition, to which admission is free, will continue until September."

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COPYRIGHT OCCUPIES SPOTLIGHT AT NAB CONVENTION

Copyright discussion and resolutions occupied the spotlight at the Chicago convention of the National Association of Broadcasters during one of the least controversial meetings on record.

Following a report by James W. Baldwin, Managing Director, during which he recommended, among other things, that broadcasters try to send at least one sympathetic U. S. Representative from each State to Congress, the broadcasters adopted several resolutions.

The resolutions urged:

(1) Prosecution of the U. S. suit against the American Society of Composers, Authors and Publishers.

(2) Passage of the Duffy Copyright Bill.

(3) Approved the action of NAB Directors in organizing the NAB Bureau of Copyrights, Inc.

(4) Set up a Committee composed of one NAB member from each State to gather data on copyright problems and correlate them.

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TWO NEW STATIONS RECOMMENDED BY FCC EXAMINERS

Construction permits for the erection of two new broadcasting stations were recommended to the Federal Communications Commission this week by Examiners.

The applicants are the Schuylkill Broadcasting Co., Pottsville, Pa., for 580 kc. with 250 watts power, daytime, and the Twin City Broadcasting Corp., Longview, Wash., for 780 kc., with 250 watts power, daytime.

Improved facilities were recommended also for WABY, Albany, N. Y. The station asked for an increase in daytime power from 100 to 250 watts.

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INDEPENDENT BROADCASTERS REELECT EDWARD A. ALLEN

Edward A. Allen, of WLVA, Lynchburg, Va., was reelected President of the National Independent Broadcasters, Inc., during a meeting held in Chicago simultaneously with the NAB convention. The organization is composed of NAB members who own or operate 100-watt broadcasting stations.

Other officers chosen are:

Edward E. Bishop, of WGH, Vice-President; W. W. Behrman, of WBOW, Secretary, and Arthur Westlund, of KRE, Treasurer. Board of Directors elected include: James Curtis, KFRO; Clifford Chaffey, WEEN, and W. B. Greenwald, KWBG.

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PALEY LISTED AMONG TREASURY'S "TAX-AVOIDERS"

William S. Paley, President of the Columbia Broadcasting System, was listed among the names of prominent persons accused of "tax-avoiding" by the Internal Revenue Bureau this week.

The report to a joint Congressional Committee stated that Mr. Paley had "avoided" portion of his tax by means of a personal holding company. While he reported an adjusted 1936 net income of \$104,563, with a tax liability of \$4,057, the Treasury estimated his liability would have been \$11,690 had his net income been undistributed.

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RURAL MARKET LEADS CITIES IN RADIO FIELD

Farms and small towns are now buying radios at a faster proportionate rate than the large cities, E. F. McDonald, Jr. President of Zenith Radio Corp. told stockholders at the Company's annual meeting of stockholders held in Chicago this week, according to Radio Daily.

Production of radio sets by Zenith in the fiscal year starting May 1 is 50 percent ahead of last year, despite removal to a new plant, Commander McDonald said. He credited the increase largely to the switch in market from large cities to the rural communities.

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 :: BROADCASTING ABROAD ::
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Broadcasting in Japan Proper is controlled by the Japan Broadcasting Corporation, which, in turn, is supervised by the Ministry of Communications. Programs are subject to strict censorship and nothing that might harm the interests of the country and its peoples is allowed to go on the air. Advertising of all sorts is prohibited. Political speeches cannot be included in the daily program. Even election campaign speeches and Diet proceedings cannot be broadcast.

The Japan Broadcasting Corporation operates 30 transmitting stations in Japan Proper, including 3 alternative transmitting stations for the large stations at Tokyo, Osaka, and Nagoya. These stations have certain local features included in their programs but in general they depend upon two main daily programs broadcasted from Tokyo and Osaka and then relayed to the smaller outlying stations. The stations are distributed on a plan seeking to give approximate equality of reception throughout the islands, aiming toward an ideal of one-station reception in all regions.

The strict Government control is exercised with a double purpose. Instruction of the people is the principal object, and the second is the discouragement of any facilities which would make Japan a field for the dissemination of foreign propaganda. The distribution of stations is part of this program, inasmuch as low-powered receivers are capable of satisfactory service under the plan in effect, and there is little encouragement to the purchase of higher powered types which would be within the range of foreign broadcasting. An early law, but one abrogated some years since, prohibited the use of receivers capable of receiving any foreign stations.

Ten-thousand-watt central stations in Japan Proper are located in the principal cities of Tokyo, Osaka, Nagoya, Hiroshima, Kumamoto, Sendai, and Sapporo. To supplement these main stations 20 others have been established with aerial power ranging from 300 to 3,000 watts, at important points throughout the country. All these stations have been linked by a permanent relay line, so that events of national interest can be broadcast to every corner of the country. Five more stations will be added during 1936.

The revenue of the Japan Broadcasting Corporation is obtained from the license fees paid by owners of radio sets. Each owner pays a monthly fee of 50 sen to the corporation, while an initial fee of 1 yen is paid to the Ministry of Communications. Broadcasting time is not sold and no advertising of any kind is permitted over the radio in Japan. The corporation pays the Government an annual monopoly fee amounting to 20 sen per subscriber.

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 ::: TRADE NOTES :::
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Westinghouse Electric & Manufacturing Co. will present an exhibit and demonstrations of the latest developments in radio and television at the New York World's Fair in 1939. The company has just signed the first formal contract for exhibit space in a building to be erected at the Fair.

The American Radio Telegraphists' Association has withdrawn from negotiations by maritime labor unions for a peace settlement pending the outcome of an election by the crews of eighty-eight Atlantic and Gulf steamship lines for a bargaining agency.

Denial of the application of the Waterloo Times-Tribune Publishing Co., Waterloo, Ia., for a construction permit to operate a station on 1370 kc. with 100 watts power, daytime, was recommended to the Federal Communications Commission this week by Examiner George H. Hill.

Maurice M. Boyd, of the National Spot Sales division of the Eastern Sales Department of the National Broadcasting Company, has been appointed head of the division, effective July 1st. He succeeds F. E. Spencer, Jr., resigned.

Mr. Boyd joined the National Broadcasting Company in January, 1933, coming from the Merchandising Division of Macy's. He also has been associated with Westinghouse and Stations WBZ-WBZA. He is a graduate of Purdue University.

There were 100,000 receiving sets in the Irish Free State on December 31, 1936, or one to every 30 inhabitants. Several British manufacturers began to assemble their sets in this country during the year. One American set has been assembled in Dublin for the past three years. The import duty on completely assembled sets is 50 percent ad valorem, while knock-down sets may be imported at 25 percent ad valorem.

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BRITISH ANNOUNCER OF "ALL-LIT-UP" FAME WRITES A BOOK

The British radio announcer who aroused an international chuckle recently by his description of the British naval review as "all lit up" has written a book.

Thomas Woodrooffe, the announcer, is the author, and the book's title is "Yangtze Skipper".

Ralph Thompson, reviewing the volume in the New York Times, remarks:

"Most radio announcers (no need to mention names) write pretty frothy books when they write books at all. Not Thomas Woodrooffe. His 'Yangtze Skipper' (\$2.50), the first volume published by the new New York firm of Sheridan House, is light reading, however one looks at it, but it is also good reading and highly entertaining.

"Mr. Woodrooffe went into radio work a few years ago, after retiring from the British Navy with the rank of Lieutenant Commander. In time he was put in charge of the British Broadcasting Company's outside programs, and, as those with a memory for vital detail will recall, it was he who stood at a microphone a month or so ago and began so lively a description of the British fleet all lit up that headquarters thought it best to cut him off short. There was brief and irreverent mention of the arrair in our own press; English papers, I am informed, took the thing more seriously and pointed out that Mr. Woodrooffe had been under great strain because of the coronation and would no doubt recover during an extended sick-leave."

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The Buenos Aires broadcasting Station LSl, which is operated by the municipal government and broadcasts from the Colon Theater, has placed an order for new American equipment which will make it one of the world's most powerful and up-to-date transmitters. While the present characteristics are 710 kilocycles, 5,600 watts, the new transmitter will have a 50 kilowatt antenna power. It is also claimed that it will be the first station in the world to use the Doherty high efficiency circuit. It is expected that the new transmitter will be in operation within a year's time.

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