

# HEINL RADIO BUSINESS LETTER

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No. 1089

January 4, 1938

## RADIO PROBE; PRESS CONTROL ISSUES IN NEW CONGRESS

As in the first session of the 75th Congress, the big radio issues in the Second session, which opened this week, are whether Congress will decide to conduct a broad investigation of the broadcasting industry and the Federal Communications Commission and whether it will seek to curb newspaper control of radio stations. The decision in both cases probably will lie with the President and Administration leaders in the Senate and House. However, if the demand for either is strong enough, the inquiries may be conducted regardless of the Administration's desires.

Copyright and its relation to broadcasting again will be in the news as efforts are made to put through a new copyright measure.

The Mae West broadcast over NBC doubtless will add fuel to the fire that opponents of the FCC and the networks are building under Congressional leaders. A great deal also will depend upon whether Chairman Frank R. McNinch is able to convince Congress that he is doing a good job of house-cleaning.

Washington observers are inclined to believe that the press ownership curb may receive encouragement from President Roosevelt himself because of his critical attitude toward the press of the Nation. The President, on the other hand, has frequently commended the "neutral attitude" of the radio.

Senator Wheeler, Chairman of the Senate Committee on Interstate Commerce, who first raised the issue in Congress, has been strangely silent about the matter for the last several months. The support given the Montana Senator in his fight on the Supreme Court reform plan by the press may or may not be responsible for Senator Wheeler's apparent failure to pursue the proposal further.

A bill has been introduced in the House, however, by Representative Wearin (Democrat), of Iowa.

Favoring the press is the fact that this is an election year, and no member of Congress who is up for re-election will want to go out of his way to antagonize the press, either in part or in general.



Senator Wheeler also is the key man in the radio investigation, so far as the Senate is concerned. With Senator White (Republican), of Maine, out of the way as a delegate to the Cairo Conference, the matter is almost entirely in Senator Wheeler's hands either to bury or to sponsor.

A factor that will discourage the investigation is the haste in which members will be to return home to start campaigning. And, again, they won't want to take any chance of offending broadcasters.

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#### APPELLATE COURT RAPS FCC IN HEITMEYER CASE

Reversing the Federal Communications Commission in its denial of the application of Paul R. Heitmeyer for a new station at Cheyenne, Wyo., the United States Court of Appeals for the District of Columbia called the FCC action "arbitrary and capricious".

Associate Justice Justin Miller, a new member of the Court, wrote the opinion, in which he called the FCC to task for not making rules and regulations covering the determination of an applicant's financial qualifications.

The application was remanded to the FCC for further action. This means that the Commission must either grant a new hearing or take action without a hearing.

Concerning the financial qualifications of the applicant, the Court said:

"We look for some measure of financial qualification to guide us. We are referred to no rule or regulation of the Commission suggesting a rigid standard. On such an important question we think the public is entitled to have the statute implemented by a regulation setting out clearly and concisely just what the Commission regards as a minimum standard of financial ability.

"In this period of economic uncertainty financing reasonably assured five years in advance would seem to constitute much more than the average business security. We cannot require the impossible in attempting to guarantee safety. If the standard of financial responsibility required by the Commission in this case were imposed upon the country generally, business would cease. Under the circumstances, can it be said that the action of the Commission was anything but arbitrary, if not capricious?"

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## NAB CONVENTION SCHEDULED; REORGANIZATION SUPPORTED

The Board of Directors of the National Association of Broadcasters last week approved the proposal of the NAB Reorganizing Committee that the annual convention of the organization be held at the Willard Hotel in Washington, February 14, 15, 16.

Edwin Spence, of WBAL, Baltimore, was named Chairman of the Convention Committee, while William Dolph, of WOL, Washington, was appointed Chairman of the Local Convention Committee. Others in the latter group are Harry C. Butcher, of WJSV, and Frank M. Russell, of WRC.

Meanwhile, Philip G. Loucks, Washington counsel for the Reorganization Committee, reported receipt of numerous favorable replies to the inquiry sent NAB members regarding the proposed shakeup in the NAB administration. The Committee was to meet again on Wednesday to consider some of the minor suggestions made by NAB members.

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## RADIO SHOWED BIGGEST GAIN IN ADVERTISING FOR '37

Radio showed the biggest gain in advertising of any media during 1937, according to L. D. H. Weld, Director of Research, McCann-Erickson, Inc., whose analysis was carried in the annual financial review of the New York Times on January 3rd.

Explaining that the advertising situation varied greatly with the different media, Mr. Weld said that the outlook for 1938 is somewhat unsettled.

Radio gained 19.1 percent in advertising during the year. Outdoor advertising came next with a gain of 15.1 percent; magazines held up well with an increase of 11.8 percent, while the gains for newspapers and farm papers were 3.5 percent and 5.6 percent respectively.

Another boost for radio came in an article in the January issue of Fortune magazine, which showed that 88.1 percent of all American homes have radio sets now and listening-in has become the favorite form of recreation in the United States.

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Station KGAR, Tucson, Arizona, became available last week to all CBS clients as a bonus station when the Columbia outlet in Phoenix, Arizona (KOY) is used. This additional coverage for advertisers in the Arizona market will not change the minimum base rate of \$125 per nighttime hour for Station KOY.

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## ANY RADIO PROGRAM HAS LISTENERS, SAYS KAROL

The American radio audience today is so large that any program, at any hour, has listeners, John J. Karol, Director of Market Research for the Columbia Broadcasting System, stated at the annual meeting of the American Marketing Association in joint session with the American Statistical Association, at Atlantic City last week.

"How many, of course, depends on the program, the hour, and the stations", he added. "And advertisers, once their programs have been launched, are naturally more interested in the actual audiences to these programs than in the fact that 'everybody' today owns and listens to radio. We believe that radio has lent itself particularly well to measurements of its not advertising circulation. It has even been said that our measurements of actual listening audiences have stimulated the use of similar research techniques in other and older fields of advertising.

"The telephone was probably used in market research long before radio was born but I believe that the A. T. & T. should declare a special dividend on behalf of broadcasting, and I am not referring to the five million dollars paid annually for rental of lines nor to the hundreds of thousands of telephone calls which are received weekly by Major Bowes and his amateurs. Radio has found the telephone a particularly useful research tool because it enables us to obtain simultaneous records (as well as remembered impressions) by making thousands of interviews while a program is actually on the air and securing an adequate sample during the broadcast itself.

"There are a number of different types of telephone surveys and one of the most popular in current use is the so-called coincidental telephone survey. This method, as you probably know, consists of having trained investigators make random telephone calls while the program is actually on the air. While this type of survey does present factual evidence regarding the actual listening audience to a given program, it has several shortcomings from a pure research point of view. There are at present more than twice as many radio homes as telephone homes and only in the upper economic brackets do we find telephones and radios both in universal use. For the advertisers who seek to reach the masses, a low rating in telephone homes may not indicate a failure to reach the desired market. The telephone method is not entirely practical in small towns and rural sections. In spite of these weaknesses, however, the coincidental telephone survey offers a quick and fairly inexpensive means for an advertiser to determine what share of the total listening audience, among telephone homes, he may be reaching.

"Another type of telephone survey, which is now being used extensively by the Cooperative Analysis of Broadcasting, may be described as the unaided recall technique. In this



continuous radio survey telephone calls are made during four periods of the day. . . The procedure is to ask the listeners to report the periods during which the set was in operation and the programs heard during each period. This technique has the advantage of obtaining more information from each person interviewed than the coincidental telephone method, but of course is subject to the same criticism in that it fails to obtain a true cross-section of the radio audience. Non-telephone homes and smaller cities are excluded. There is a further weakness due to memory loss which is particularly important in the case of daytime programs and all programs low in name memory value. In this connection it is interesting to note that a coincidental telephone survey conducted in such a way as to exactly parallel the unaided recall telephone survey for certain daytime programs revealed marked differences in the actual audience figures for specific programs. The differences between the ratings for several programs as determined by the two techniques were so great as to raise serious questions regarding the validity of the unaided recall technique as a measurement of the actual audience reached by certain daytime programs.

"As a matter of general interest you might like to know the names of some of the so-called high-ranking programs as determined by these continuous telephone surveys. Among the current leaders are: Charlie McCarthy and the Chase & Sanborn show, Major Bowes, Jack Benny, Eddie Cantor, Bing Crosby, Lux Radio Theatre, Fred Allen, Rudy Vallee, Burns and Allen, Hollywood Hotel, Al Jolson and Phil Baker.

"Another type of audience measurement which has been used successfully might be termed the 'complete program roster method' or personal interviews by aided recall. This method requires a trained staff of interviewers to call directly on selected listeners. The investigators are equipped with printed lists of all the programs broadcast during the period under study. Each program is listed by name, underneath the call letters of the station and opposite the time of its broadcast.

"The most recent, and perhaps one of the most interesting radio survey techniques which is now being developed, employs electrical recording devices which can be directly attached to radio receiving sets. These instruments make a continuous record of the times when sets are tuned in and also the stations to which they are tuned during the period of a week or even a month. Some very interesting results have already been obtained from the experimental work conducted in 1000 homes in Boston and some progress is being made in extending this type of measurement to a nationwide scale. Among the difficulties yet to be overcome are that the recorders are still too costly to make widespread distribution possible in the near future. There is also the perennial problem of obtaining a thoroughly reliable and representative sample of the radio audience. These recording devices, however, should produce a good deal of material of real value. They will provide data on the actual size and type of audience which a program commands, the preferences of different types of people for programs of various sorts. They will even provide information regarding the points where people tune out particular programs and thus enable us to learn what objectionable features exist, if any, in the program itself or in the commercial announcements."

## RADIO CENSORSHIP BILL PONDERED BY SENATOR

Senator Clyde L. Herring (Democrat), of Iowa, is drafting a bill which would give the Federal Communications Commission authority to censor radio programs, especially as to the amount of advertising, he disclosed this week.

While the measure is conceded little chance of enactment, it probably will be introduced early in the session. Senator Herring also said he was considering a proposal that radio programs be financed by a tax on radio receivers as is done abroad and that advertising be eliminated.

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## RADIO LARGE BUYER OF NEWSPAPER SPACE

The radio industry is one of the nation's largest buyers of newspaper advertising, according to a statement by the Philco Radio and Television Corporation, of Philadelphia.

Averaged over the whole field of business firms spending more than \$50,000, radio is the fourth biggest newspaper customer, according to the latest complete figures, announced by the American Newspaper Publishers' Association. Automobiles head the list, with tobacco a close second and tires third. The radio industry, averaged, ranked sixth over the whole publishing field in the listing of those purchasing more than \$50,000 of advertising space through the year.

Seven radio makers spent more than \$5,182,000 on publications, with \$3,675,000 of it assigned to newspaper advertising. The leader in advertising expenditures in publications, with a little less than one-third of the total, is Philco, which alone spent more in newspaper and magazine advertising than the publishers themselves.

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## ELLIOTT ROOSEVELT HEADS HEARST RADIO, INC.

Elliott Roosevelt, second son of the President, has been promoted to the position of President and General Manager of Hearst Radio, Inc., of which he has been Vice-President for almost a year. He will be in charge of Hearst's ten radio stations and its short-wave activities. He succeeds Joseph V. Vonnolly as President and Emile J. Gough as General Manager. Mr. Connolly was named Chairman of the Board, while Mr. Gough resigned from the organization.

Young Roosevelt will maintain his Fort Worth, Texas, residence although he will spend most of his time visiting the ten Hearst stations.

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## PAYNE CALLS WEST EPISODE EXAMPLE OF "LOW STANDARDS"

Commissioner George Henry Payne, arch critic of commercial radio programs, declared this week that the Mae West episode merely strengthened his case.

In an article appearing in the Brooklyn Tablet on January 1, the Commissioner said, in part:

"The Mae West program, which was broadcast over a national hookup on Sunday, December 12, is just an outstanding example of the low program standards in vogue among our broadcasters - nothing more. It is simply further evidence of something that is essentially bad and needs immediate correction. We could have expected this to happen at any time, as no serious steps to prevent the occurrence of such episodes have as yet been taken.

"Several years ago, in an address I delivered at Syracuse University, I began the battle for higher standards in broadcasting and have kept it up since. The public is now picking up the hue and cry. There is this much good in the Mae West program, that it has aroused the public to a realization of what may be thrust into their homes against their wishes and protests. There is also this additional good in it, that it may arouse the people to bring pressure to bear upon those of our public servants who are charged with responsibility in matters of this kind, to do something about it."

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## TELEVISION PUBLICITY SAID TO HURT RADIO SALES

"Widespread publicity given to television is credited by radio set manufacturers as one of the reasons for the current let-down in their sales", according to the New York Times. "The economic recession has, of course, played the chief part in the downtrend, but manufacturers said that their volume would be considerably better if consumers were not led to believe that they will soon be able to buy television sets, thus leading them to hold off purchases of new radios.

"Radio manufacturers claimed that practical television is still a good way off, inasmuch as consumers when they start to purchase such sets will demand some assurance that there will not be over-night changes, such as the radio industry experienced. Stocks of radio sets have begun to increase, but according to one manufacturer are in no way topheavy as yet. December sales were not up to expectations, but he hoped for an upturn later in the Spring."

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## DELLINGER SUBMITS REPORT ON LONDON CONFERENCE

Dr. J. H. Dellinger, Chief of the Radio Section of the U. S. Bureau of Standards, last week submitted to the Secretary of State a technical report on a meeting in London in November of a Special Committee on radio wave propagation.

The meeting was held as a result of the recommendation of the Bucharest Conference of the C.C.I.R. that a general report on radio wave propagation be prepared and distributed before the Cairo Conference.

The report deals only with engineering facts, Dr. Dellinger said, and does not take up controversial questions, nor does it mention any specific radio service such as mobile, fixed, or broadcasting.

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## CONTROVERSIAL TALKS BARRED ON NBC COMMERCIALS

As a result of protests against the talk of the Japanese Ambassador following the "Panay" bombing, the National Broadcasting Company has announced a policy of barring all controversial addresses during commercial programs on the networks. The talks will still be permitted, however, as sustaining features.

The announcement was made in New York along with the disclosure that Dr. C. T. Wang, Chinese Ambassador, and Governor George Earle, of Pennsylvania, were refused permission to speak on the same commercial program that had presented Ambassador Saito.

Meanwhile, the sponsor of the commercial program, Josef Israels, 2d, President of Publicity Associates, which produces the Energine newsreel program, defended the Saito broadcast in a letter to the New York Times.

Replying to the protest of Carr V. Van Anda, former Managing Editor of the Times, Mr. Israels said, in part:

"Under our American broadcasting system a foreign Ambassador, an American Cabinet member or any one else whose remarks may be of interest to the public will reach the ears of a great number by appearing on established commercial programs. Their appearance implies no endorsement of the product paying for the time, nor is such endorsement conveyed in any way by the sponsors of the Energine news-reel."

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TRADE NOTES

R. C. A. Communications, Inc., celebrated the New Year with the opening of a new radio telegraph circuit direct to Reykjazik, Iceland, W. A. Winterbottom, Vice-President and General Manager of the Communication Company announced this week. The new circuit is the first direct communication facility of any kind ever to be established between the United States and the remote island in the Arctic.

Tens of thousands of additional families in Ohio, Indiana and Kentucky were brought within the service area of WSAI on Christmas morning when "Cincinnati's Own Station" went on the air with 5,000 watts. The hundred per cent increase in power was authorized Thursday, December 23rd by the Federal Communications Commission.

The National Broadcasters' Association is now prepared to make electrical transcriptions of speeches by members of Congress for broadcasting by member stations, James W. Baldwin, Managing Director, announced this week.

Mrs. Emma Ovenshine Harbord, wife of Maj. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, left a net estate of \$264,792, according to a transfer tax appraisal filed in New York last week. Mrs. Harbord died at their home in Rye, N. Y. on May 29th.

Station WOR's Sales Promotion Department is again the winner of one of the annual certificates of award presented each year by the American Institute of Graphic Arts to that advertiser whose promotion is most distinguished by its art, layout and copy. The WOR Sales Promotion Department was also the recipient of an A.I.G.A. award for the year 1936.

David Sarnoff, President of the Radio Corporation of America, stated last week that the option now held by the Atlas Corporation to purchase the present holdings of RCA in Radio-Keith-Orpheum Corporation for a total of \$6,000,000 has been extended to June 30, 1938, in view of the fact that the RKO plan of reorganization is still pending before the court. In consideration of the extension of the option the Atlas Corporation and associates will purchase thereunder during January, 1938, one-twelfth of RCA's present holdings in Radio-Keith-Orpheum Corporation for \$500,000 in cash. The agreement also provides that upon the further exercise of the option to the extent of an additional \$500,000, the option on the remainder will be extended to December 31, 1938.



Announcement was made last week by Commissioner Thad H. Brown, who has been designated by the Federal Communications Commission to have charge of the Great Lakes and Inland Waters Survey, of the appointment of Dr. Marvin L. Fair as Research Director for the Survey. Commissioner Brown said that Dr. Fair would take active charge as Research Director on February 1, when he would take a leave of absence from his position as Professor of Transportation and Public Utilities at Temple University, Philadelphia, Pennsylvania. He will devote part time to the work until that time. Commissioner Brown stated that Dr. Fair would work in association with Dr. G. Lloyd Wilson, who was appointed on December 17 as Research Consultant for the Survey.

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The present business recession is a temporary one and probably beneficial, according to Harry Boyd Brown, Merchandising Manager for the Philco Radio and Television Corporation.

"No one need fear the future with any great degree of foreboding", Mr. Brown stated. "Business is like a sick patient who started recovering from a long illness too quickly. The patient begins to feel so well that he becomes too active and too optimistic about his real condition. He is on the road to health but he tries to get there too quickly. As a result, he suddenly develops spells of weakness and fits of depression. He feels he is getting sick again, and can't understand it -- whereas, in reality, he is getting better and will be even sounder for his temporary weakness."

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Salaries of officials of the RCA and subsidiaries were included in the list of salaries of more than \$10,000 a year in the communications field as reported last week by the Federal Communications Commission. They were:

Radio Corporation of America - President and Director, \$75,000; Chairman of Board and Director, \$54,000.

R.C.A. Communications, Inc. - Vice-President, General Manager and Director, \$22,500.

Radio Marine Corp. of America - President and Director, \$20,000

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At the close of a year marked by the doubling of its jobber business, the Clarostat Mfg. Co., Inc., Brooklyn, N. Y., views the next twelve months in the most optimistic light with regard to the parts business and the servicing trade.

"With more sets in use than ever before, and with the two- and three-set home quite commonplace, we are building up an enormous potential market for replacement parts and servicing", states Vic Mucher, who is in charge of Clarostat sales. "Late in 1937, with a momentary falling off in radio set sales, there was a noticeable pickup in replacement parts sales because set owners were obliged to recondition their old sets to keep them going."

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## LOHR SAYS NBC MET OBLIGATIONS IN 1937

"In 1937, the first year of NBC's second decade, it is not enough for the National Broadcasting Company to look back on the twelve-month period and point with satisfaction to significant contributions in various phases of radio broadcasting", Lenox R. Lohr, NBC President, stated in his year-end review. "Today, we must consider our obligation of service to a public that daily is growing more conscious of cultural and educational values. How, we may be asked, have we met this obligation during the past year?"

"In the field of music, our efforts to improve the quality and enlarge the reception of this art-form throughout the country culminated in obtaining the services of Arturo Toscanini, the world's greatest living symphonic conductor, and assembling the first full-strength symphony orchestra ever to be maintained by an American broadcasting company exclusively for the radio public's enjoyment.

"In the educational aspects of broadcasting, the Company has been fortunate in the association of Dr. James Rowland Angell, who comes to the post of educational counselor after sixteen years of distinguished service as President of Yale University. . .

"On all matters of public question throughout the year, we have carefully maintained a policy of presenting over the air, fairly and impartially, both sides of the issue. . .

"In television, we have begun to accumulate operating experience against the day when this art becomes a commercial actuality. More than 60 television demonstrations have been given by NBC in the past year; nearly 300 persons have appeared before our television cameras; full-length drama has been presented, using five different studio sets, and film taken especially for the production. A most recent development is America's first mobile television station, the RCA-NBC Tele-mobile transmitter, to be used during the coming year for experimental televising of outdoor news events.

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## FCC RELEASES ANNUAL REPORT

The Federal Communications today (Tuesday) just released its annual report. This consists of about 200 pages and is concerned with a review of its accomplishments during the past year and contains a good deal of technical data.

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## CBS 1937 EXPANSION SETS DECADE MARK

Columbia's 1937 program of construction and station improvement exceeded in scope that of any previous year in the network's decade of uninterrupted expansion, according to a CBS statement. Coupled with this building program were record advances in general broadcast engineering, high-frequency experimentation, international short-wave transmission, and television research.

Twenty-one new stations joined the Columbia network since last January. Of these 18 represent network coverage of new areas; the other three, improved facilities. Of the 111 outlets now comprising the coast-to-coast chain, over half built new studios, installed new vertical antennas, increased their power, or made other major improvements in transmission facilities.

"In short-wave, Columbia took the most important step since it entered the field in 1929", the report said. "A new and highly efficient short-wave transmitter and directional antenna systems were set in operation at Columbia's international station, W2XE. Over it last last May was inaugurated a daily program service to Europe and South America. During the first eight months of operation, the transmitter carried over 6,000 broadcasts especially arranged for foreign audiences by a separate program department.

"Activities of the CBS General Engineering Department reached a new peak during 1937. In addition to the operation of W2XE, the department supervised the operation of some two dozen short wave and experimental transmitters throughout the country. In the broadcast field, the department not only supervised the operation of some two dozen short wave and experimental transmitters throughout the country. In the broadcast field, the department not only supervised the engineering activities of Columbia's nine owned and managed stations, but rendered a consulting service to the other 102 stations as well.

"One of the most interesting engineering feats of the year was the complete rebuilding of Columbia's vast master control system in New York. For eight months, while complex network operations were carried on uninterrupted, crews of technicians worked night and day to rebuild the 38 huge racks of equipment.

"In television, advances were made simultaneously on both the engineering and program fronts. Construction began on the new CBS visual transmitter, which is now undergoing final tests before installation in the Chrysler Tower. Late in the Summer, announcement was made of a television studio project to be established in the Grand Central Terminal Building and connected by co-axial cable with the transmitter nearby.



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"Research and experimentation in the technical aspects of television were conducted during the year by a large engineering staff under the direction of Dr. Peter Goldmark."

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#### SARNOFF CITES RCA'S PROGRESS DURING PAST YEAR

The Radio Corporation of America experienced increases in volume of business in each of the three fields that it occupies - communications, broadcasting, and manufacturing - David Sarnoff, President, declared in his annual statement.

"In the field of communications, the volume of messages transmitted between the United States and other countries, and between shore stations and ships at sea, showed a material increase over any previous year", he said. "The overseas transmission of broadcast programs and of photographic reproductions likewise increased in volume.

"In the field of broadcasting, sales of network time by the National Broadcasting Company were the largest in the company's history. The number of NBC affiliated stations was increased to a total of 143, thereby making NBC programs available to almost every radio home in the United States. During the year the NBC put into operation a comprehensive service of radio programs transmitted by directional shortwave to listeners in Europe and Latin America.

"In the field of manufacturing, the sale of RCA Victor products enjoyed a substantial increase over the preceding year. The development of electric tuning met with widespread public acceptance, and brought about pronounced changes in set design.

"The RCA Television System is steadily progressing toward the ultimate goal of a public television service. Outstanding television advances during the year include the development of more sensitive Iconoscopes, and of larger Kinescopes, presenting black-and-white instead of tinted pictures; the projection of television pictures onto a 3' x 4' screen; the successful transition from 343 to 441-line scanning; and the development of a mobile truck-unit for outside program pickups. RCA Kinescopes and other special articles of equipment have been made available for amateur television experimentation."

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## MANAGEMENT IN RADIO IMPORTANT, SAYS FLAMM

"Management in radio has a distinct responsibility to the community it serves", Donald Flamm, President of the Knickerbocker Broadcasting System, said this week. "It is my feeling that that responsibility can best be met by broadcasting programs which reflect the interests of the listening area within the scope of a radio station.

"Accordingly, during 1938, WMCA will continue to originate and broadcast programs which are representative of metropolitan New York and which reflect the life and temperament of its eleven million residents. This is a responsibility far greater in scope than can be described through any year-end statement.

"Briefly, however, it means that WMCA during 1938 will stress not only the entertainment value in radio, but will extend its influence in education, news and features of vital human interest."

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Samuel L. (Roxy) Rothafel, who died on January 13, 1936, left a net estate of \$215,560, according to a transfer tax appraisal filed in New York last week. The entire estate goes to his widow, Mrs. Rosa Rothafel of 25 East Seventy-seventh Street.

The principal asset of the estate was insurance totaling \$215,537. Other assets included an approved claim against the Radio-Keth-Orpheum Corporation, in reorganization, valued at \$77,972, and cash amounting to \$2,512. Mr. Rothafel's gross estate was valued at \$296,423. Debts amounted to \$70,958 and funeral and administration expenses to \$9,905.

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