

HEINL RADIO BUSINESS LETTER

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S-W PROGRAMS STUDIED AS U. S. STATION IS URGED

The President's special Inter-Departmental Committee engaged in studying international broadcasting, with particular attention to European propaganda transmitted to the Latin American Republics, this week conferred with American short-wave station operators on the type of programs they broadcast.

At the same time Congressional Committees were being urged to hold hearings on bills in the House and Senate to authorize construction of a government-owned Pan American short-wave station either in Washington or California.

Representatives of the National Broadcasting Company, Columbia Broadcasting System, General Electric Company, Westinghouse Electric & Manufacturing Company, and the World Wide Broadcasting Foundation met with Dr. John Studebaker, U.S. Commissioner of Education, and a sub-committee of the Inter-Departmental Committee headed by Chairman Frank R. McNinch of the Federal Communications Commission.

Dr. Studebaker's investigation is directed at the educational possibilities of short-wave broadcasting as well as present programs, whereas two other sub-committees are studying the technical facilities and the general programs.

A meeting of the full Committee is scheduled for Monday, at which time the sub-committees will make preliminary reports.

At the sub-committee conference, ways and means of improving the American service to Latin American countries was discussed at some length, but no conclusions were reached. The consensus, however, was that short-wave stations which now hold licenses but fail to utilize their facilities to the best advantage should be made to show cause why they should continue operation.

Spokesmen for the commercial organizations now operating experimental short-wave stations without profit, because of Federal Communications Commission regulations, also put in a word for at least a modification of the ban on commercial advertising in international broadcasting.

Meanwhile, authors of House and Senate resolutions to build a government-owned Pan American station are confident that hearings will be started in April.

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Representative Celler (D.), of New York, has a bill before the House Naval Affairs Committee, while Senators Chavez (D.), of New Mexico, and McAdoo (D.), of California, have a measure before the Senate Interstate Commerce Committee.

Representative Celler's bill proposes that the station be erected in Washington, as originally planned at the Inter-American Conference in Montevideo in 1933, while the Senate resolution specifies California without designating an exact location.

While Administration leaders undoubtedly will hold up any Congressional action on either bill until after the President's Committee makes its report, members of Congress are evidencing increasing interest in the subject.

Broadcasters, especially in the short-wave field, meanwhile are expanding their services in an effort to convince the Inter-Departmental Committee, the Administration, and Congress that privately controlled stations can do a better job than the Government could.

Behind the whole activity is the fear that once the Government takes a hand in broadcasting, even in the international field, it might move in on the domestic scene.

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NAB GROUP IN CONSTANT SESSION ON PAID PRESIDENT

With the selection of a paid president to head the National Association of Broadcasters still undecided, the Executive Committee is meeting in Washington in an effort to have its recommendation ready for a scheduled meeting of the Board of Directors on March 30th.

The Committee meeting began Thursday, and Philip G. Loucks, special counsel and administrator, said it will continue until the Directors' session.

No information is being given out officially on the deliberations, but indications are that the broadcasters are having a difficult time finding the man they want who will take the job.

A rumor that the advice of the President was being sought in the selection was started after Mark Ethridge, Acting Chairman of the Executive Committee, called at the White House. This could not be confirmed, however.

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FCC ISSUES RENEWAL OF WCAM OVER PROTESTS

Despite the testimony of two members of its own law department, the Federal Communications Commission this week renewed the license of Station WCAM, owned by the City of Camden, N. J., which allegedly had leased its facilities to the Broadcasting Advertising Company in violation of Section 310(b), of the Communications Act.

The lawyers said that their investigation showed WCAM had been leased in direct violation of the Act, and several members of the Commission opposed granting the renewal until after a more complete investigation.

Upon motion of Judge Eugene O. Sykes, however, the license was renewed. He was supported by Chairman Frank R. McNinch, Thad H. Brown, and Norman Case.

Commissioners who voted against the motion were T.A.M. Craven, George Henry Payne, and Paul Walker.

Apparently fearful of political repercussions, the FCC late this week issued a formal "correction" on a previous report of the voting of the Commissioners on the City of Camden station renewal.

The statement read:

"With reference to the application of the City of Camden, Camden, New Jersey, for renewal of license, Commissioner Sykes moved that the application be granted, seconded by Commissioner Brown. Commissioners McNinch, Sykes, Brown and Case voted 'aye'; Commissioners Craven, Payne and Walker voted 'no'.

"Commissioner Walker moved that the station be given a 60-day temporary extension of license, seconded by Commissioner Payne. Commissioners Craven, Payne and Walker voted 'aye'; Commissioners McNinch, Sykes, Brown and Case voted 'no'."

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A. F. OF L. S-W STATION LICENSE SET FOR HEARING

The application of the Chicago Federation of Labor for renewal of its international broadcast station license to operate W9XAA, Chicago, was set for hearing this week by the Federal Communications Commission.

The action gave credence to a rumor that the FCC is preparing to eliminate short-wave stations which do not provide good service to foreign listeners.

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5 KW. POWER RECOMMENDED FOR UNIVERSITY STATION

An increase in power from 1 KW to 5 KW for Station WILL, Urbana, Ill., operated by the University of Illinois, was recommended to the Federal Communications Commission this week by Examiner Pp W. Seward.

Examiner Seward held that there is a need for the added service and that the greater power would add 1,500,000 listeners to the educational station's listening area.

While admitting that the power increase would hamper somewhat neighboring commercial stations, Mr. Seward said:

"The interests of Stations WCHS, WKZO and WIND will not be adversely affected to a material extent, as compared to the benefits to be derived by the granting of this application. It has been shown that increased interference will occur in that part of the normally protected service area of Station WIND in the State of Illinois near Urbana. This area receives a similar service to that rendered by Station WIND from stations situated in the Metropolitan area of Chicago. The increased power requested by the applicant herein will enable Station WILL to lay down a stronger signal in this area than at present and will give the station a wider coverage for the dissemination of its educational programs.

"If this application and an application to establish a new radio broadcast station at Wisconsin Rapids, Wis., are both granted and the stations placed in simultaneous operation, the station at Wisconsin Rapids would experience interference from the operation of Station WILL to approximately the 1.3 mv/m contour. No objectionable interference would be expected to Station WILL from the operation of the proposed Wisconsin Rapids station. In view of the increased population (approximately 1,500,000), that would receive service from Station WILL, a State-owned educational station, if operated as proposed, it appears that it would be in the public interest to grant this application."

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FCC TO PROBE A.T.&T.- RCA TIE-UP

The Federal Communications Commission voted Wednesday to investigate the contractual relations between the American Telephone & Telegraph Co., and the Radio-Marine Corporation, subsidiary of the Radio Corporation of America.

The Commission said the investigation would be made in connection with a study of radio requirements for safety purposes for ships navigating the Great Lakes and inland waterways. This survey is being directed by Commissioner Thad H. Brown.

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RADIO INDUSTRY FOLLOWS HOUSE PATENT HEARINGS

The radio and communications industries this week were represented at a hearing before the House Patents Committee on two bills proposing compulsory licensing of patents after three years and prohibiting a monopoly on patent control.

No action is expected at this session of Congress. The hearings are being conducted by Representative O'Malley (D.), of New York, as head of a sub-committee under Chairman Sirovich (D.), of New York.

During the first part of the hearing Representative McFarlane (D.), of Texas, arch critic of the radio and broadcasting industry, charged that television progress would be retarded unless Congress takes steps to break up the "patent monopoly" of the American Telephone & Telegraph Company.

Representative McFarlane is the author of the bill which would require the licensing of patents after three years. The other measure was drafted by Representative Connery (D.), of Massachusetts.

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FCC EXEMPT FROM PRESIDENT'S REORGANIZATION PLAN

The Federal Communications Commission is specifically exempt from the provisions of the Administration's Reorganization Bill which the Senate was debating this week.

The FCC is listed as one of the "independent establishments" which will be retained as such and will not be subject to any transfer or consolidation that the President may effect.

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Construction permits for two small broadcasting stations were recommended this week to the Federal Communications Commission by Examiners. The applicants are: Sherman V. Coultas, Milton Edge and Hobart Stephenson, of Jacksonville, Ill., for 1310 kc., 100 watts, unlimited; and Y. W. Scarborough and J. W. Orvin, of Charleston, S. C., for 1210 kc., 100-250 watts, unlimited.

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MACKAY LINE TO WARSAW OPPOSED BY FCC EXAMINER

On the heels of an unfavorable report on the application of the Mackay Radio & Telegraph Company for a permit to establish radio communication with Rome, Italy, Examiner R. H. Hyde this week recommended a similar denial on Mackay's application for a permit to connect with Warsaw, Poland.

As in the two previous hearings, RCA opposed the application on the ground that it already is providing adequate service.

Alfred E. Smith, as one of the Trustees of the Postal Telegraph Company, was represented at the hearing as an intervenor.

Examiner Hyde's recommendation was based on grounds almost identical to those listed in the report on the Rome application.

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STATIONS NOT LIABLE UNDER NEW FTC LAW

Broadcasters, as well as newspaper publishers, are specifically exempt from liability in connection with the dissemination of false and misleading advertisements under provisions of the Wheeler-Lea bill signed this week by President Roosevelt.

They are required, however, to submit all information requested about the sponsors to the Federal Trade Commission, which will administer the act.

Authority of the FTC is extended to include radio and other advertising of foods, drugs and cosmetics, heretofore controlled by the Department of Agriculture.

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An agreement has been signed between the Minister of Posts and Telegraphs in Persia and the German Telefunken Company for the erection of a short-wave transmitter in the vicinity of Teheran, according to World-Radio. The aerial installation will include provision for directional and omni-directional radiation. The directed rays, it is stated, are destined particularly for European service, but the installation provides also for transmissions to North America and Australia.

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FCC AGAIN EXTENDS MONITOR RULE

The Federal Communications Commission this week further extended the working date of Rule 981 for a period of six months from March 15th. This rule requires all relay, international, television, facsimile, high frequency and experimental broadcast stations to have a frequency monitor in operation. It was originally made effective September 15, 1936. However, the working date has been extended from time to time until March 15, 1938, for the reason that monitors meeting the requirements are not commercially available, the FCC stated.

The monitors required by this rule do not have to be approved by the Commission but shall have an accuracy of at least one-half the tolerance allowed for the class of station with which used.

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RADIO LISTENING INCREASES WITH THE RECESSION

It's an ill wind that blows nobody good!

Radio listening is on the upgrade as theater attendance falls off with the recession.

A report of the Cooperative Analysis of Broadcasting, standard measurement of service of radio, this week disclosed that listening during January and February was well above 1937 and 1936. Variety, organ of the amusement industry, is authority for the statement that theater business has slumped.

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PRIEST CAN FORECAST WEATHER VIA RADIO

Father Alfred Bahner, a parish priest in the little village of Nussdorf, near Traismauer, in Lower Austria, claims that, by placing a radio headpiece over his ears, he can tell what sort of weather is approaching, according to World-Radio. Father Bahner has abnormally fine hearing, and can measure atmospheric pressure and movements of wind from slight vibrations of sound which would be inaudible to most people, writes their Vienna Correspondent. But he says that this responsiveness of the ear can be cultivated. He has several radio sets installed in a kind of observatory which he has constructed on the upper floor of his house adjoining the church, but he listens seldom to relays of speech or music.

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TRADE NOTES

Charles Michelson, New York Electrical Transcription firm is expanding its facilities, and has already augmented its sales staff with the addition of Aaron Hanger, formerly of the Publicity Department of New York University, and Jerome Diamond, recently with the New York World's Fair Engineering Department.

Determination of minimum wage scales for the radio manufacturing industry under the Walsh-Healey Act relating to government contracts is being planned by the Department of Labor. The RMA has been invited to cooperate and procedure will be considered at the April meeting of the Association's Board of Directors. The minimum wages, which will be eventually determined by the Division of Public Contracts under the Walsh-Healey Act, will apply only to radio apparatus made for and sold to the government.

W2XE, CBS international station, has enlarged its program of short wave broadcasts directed toward the Latin-American countries, effective immediately, and has also added a second commentator to its Spanish-speaking staff.

An increase in power from 250 watts to 1 KW was recommended to the Federal Communications Commission this week for Station WDW, Tuscola, Ill., by Examiner George H. Hill. The station operates on 1020kc., daytime.

Treasury collections last February of the Federal 5 percent excise tax on radio and phonograph apparatus declined 44 percent compared with February 1937 tax collections, largely based on the preceding January operations. The January 1937 decrease was 46 percent. Total collections last February of the radio tax were \$260,580.34 against \$464,853.41 in February 1937. For the eight months ending February 1938, the tax collections were 12 percent under those of the same eight months ending February 1937.

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A power increase of from 1 KW to 5 KW was recommended for Station WKAR, operated by Michigan State College at East Lansing, Mich., this week by Examiner George H. Hill. WKAR operates daytime hours only on 850 kc.

Further improvement in coverage of the North Mountain States was announced this week by the National Broadcasting Company with the immediate addition to the networks of Station KPFA in Helena, capital of Montana. It will be NBC's 148th outlet. KPFA is the only station in that section of the State. It is owned by the People's Forum of the Air, and operates full-time on a frequency of 1210 kilocycles. Daytime power is 250 watts; night power 100 watts.

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GERMANY GIVES SECRET OF S-W SERVICE SUCCESS

The success of the world-wide short-wave broadcasting of the German Broadcasting System, according to Dr. Herbert Schroeder, its chief, is that the broadcaster never makes himself appear superior to his listener.

Reviewing the growth of the service on the approach of the fifth anniversary, April 1, Dr. Schroeder said:

"It has always been one of the chief characteristics of the program from Berlin that its builders never considered themselves superior to their listeners, and never aimed at 'improving' him in the common sense of the word.

"Their main guidance was the consideration that the listener is just a human being, craving for entertainment and enjoyment after a day's hard work and longing for information of an easily understandable kind about the ways and the art and music of the broadcasting country".

The German short-wave service was developed, he said, to link the Germans living abroad with their mother country.

"There are thirty million Germans and people of German birth or German stock living outside the boundaries of Germany, and of them roughly fifteen millions live scattered everywhere in overseas", he explained. "Their separation from the old homeland is not soothed by the fact, that they live in states of their own creation, as it is the case with the British in their Dominions and Colonies. Though being loyal citizens of their new states, these fifteen millions naturally have not only a sentimental but also a cultural longing for the country of their forefathers. Formerly this could be only satisfied by letters, papers, ships and other comparatively slow means of

communicationa. Radio here meant an enormous change. It placed them in immediate and constant touch with the motherland. Furthermore - interest in Germany is not confined to people of German stock. Germany, the land of scenic and architectural beauty, the land of the great automobile roads, of the fastest ships, aeroplanes and trains, the land of some of the greatest civic achievements of our age, of the Labor Service and of 'Kraft durch Freude' and last but not least, Germany the land of music is always new to the radio listeners in the world. Though German music is played by all radio stations of the globe - the world wants to hear it performed by musicians and conductors of the land which created it.

"The German short-wave station began its service from Zeesen, a little village in the neighborhood of Berlin, on April 1, 1933. There had been previous short-wave broadcasts from there - but they were experimental only and quite insufficient to provide a satisfactory service. The old wooden tower, and its round antenna, of this first attempt, are still to be seen as one of the relics of Zeesen. On the first of April, 1933, directional aerials were introduced at Zeesen and special programs designed for the short-wave listeners only. That was a great improvement. At first only one aerial, directed to North America, was set into operation with a daily program of two hours' duration. It became a tremendous success, and subsequently new aerials were installed. The antennae for Africa, for South America and for Asia were erected early in 1934.

"In 1935 two more followed: for Central America and for South Asia - Australia. Today the German short-wave station operates a system of six beam aerials, embracing practically all inhabitable parts of the globe. They operate on a number of wavelengths in the 16, 19, 25, 31 and 49 meter bands, the call letters of which always commence with DJ. In correspondence to these six beams, there are six regional programs, so scheduled as to reach the listeners of the zones at which they aim, during the most convenient listening hours, i.e. late afternoon and evenings. Wherever he may be - the listener tuning in Germany, get his daily 6-8 hours of program designed to meet his wishes and interests. Furthermore there are always a few more hours of morning and mid-day broadcasts. From its original daily two hours the program has expanded into 40 hours per day. The energy of the station has had a corresponding development. Originally the transmissions went on the air with a power of 7 kilowatts. On the occasion of the Olympic Games of 1936, which the German Broadcasting System made audible throughout the world, the power was increased to 40 kilowatts. This has proved sufficient to safeguard satisfactory reception in all parts of the world, no matter how distant from the broadcasting centre."

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POSTAL SIGNS FIRST COMMUNICATIONS CONTRACT

The Postal Telegraph and Cable Corporation, which handles about 22 percent of the telegraph communications business in this country, announced Thursday that wage increases of \$600,000 annually had been granted to 15,000 employees, effective April 1st.

The increases ranging from \$1.25 to \$4 a month, are the result of an agreement signed Dec. 18 with the American Radio Telegraphists Association, C.I.O. affiliate. Union officials said the agreement had been signed after fifteen strikes in different cities, and that it was the first major victory of unionism in the communications field.

R. A. Gantt, operating vice-president of the company, said the increase would apply to employees earning \$160 a month or less.

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CBS TO OPEN HOLLYWOOD RADIO CENTER APRIL 30

Formal opening on April 30th of its new Hollywood KNX building and studios with a special two-hour dedicatory program and other ceremonies was announced this week by the Columbia Broadcasting System.

Staged in the studio-auditorium of the new CBS radio center in Columbia Square, before an invited audience of 1,000, the program will be broadcast over the coast-to-coast Columbia network at a time tentatively scheduled at 11:30 P.M. to 1:30 A.M. Throughout the morning and afternoon periods preceding the nationwide broadcast celebration, dedicatory programs will be heard over Columbia's West Coast network.

Though the building appears as an architectural whole, it actually comprises a number of structurally independent units with a driveway separating the two principal groups. On one side is the business building, which will house a variety of shops, Columbia Management of California, Inc., and general offices not directly connected with CBS. Across the driveway is the studio-office group, comprising a five-story office building, a two-story studio building, and a large radio auditorium.

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